

Digital Asset Management

*An Oracle White Paper
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Oracle's digital asset management solution allows organizations to quickly and easily access, manage, share, optimize, and reuse corporate digital assets, such as training videos, conference call recordings, depositions, and corporate branding graphics and images.

INTRODUCTION

A digital asset is valuable only if you can quickly find it, view it, and reuse it. How well does your organization manage its digital assets?

- Can you find and view digital assets quickly and easily?
- Is it easy to secure digital assets and distribute them to the right people?
- Once you find an image, can you use it right away, or do you have to format it (for example, change size)?
- Do you have one source to manage multiple copies of the same image in different sizes?
- Do you find it easy to manage branding and corporate logos?

Many organizations create digital assets to be used in programs such as distance learning, sales and marketing demonstrations, and advertising. So today's enterprise content consists of diverse file types such as Microsoft Office documents, Computer Aided Design files, e-mail, mainframe reports, HTML pages, Flash files, images, audio and video, and graphics. These information files can be very large, and the hardware and software needed to organize and access them can be very expensive.

In addition to the storage issues of these audio and video assets, organizations are challenged with providing an efficient means for users to access, share, and sometimes even modify this content. For instance, corporate branding dictates specific usage guidelines for a company's logo and accompanying materials, yet these guidelines are disregarded if users are unable to find the information they need in a timely manner.

A Web-based digital asset management solution can make branding assets and audio/video content readily accessible to end users and provides the means to find that content quickly and easily.

KEY APPLICATIONS OF A DIGITAL ASSET MANAGEMENT SOLUTION

A Web-based digital asset management solution can catalog and publish a wide range of enterprise content. Key applications of a digital asset management solution include

- Management of Web assets
- Brand management
- Management of training materials
- Geographic information system (GIS) integrations
- Management of medical images
- Product image databases
- Digital image libraries
- Digitization of archival images

“Oracle Universal Content Management has enabled Agfa to simplify procedures and improve communications with internal and external audiences by making critical business content easily accessible via the Web. We have reaped tremendous payback on our investment through cost savings, increased productivity and competitive advantage.”

**—Richard “Chester” Holleran,
Senior Engineering Manager, Agfa.**

ORACLE DIGITAL ASSET MANAGEMENT SOLUTION

With Oracle’s digital asset management solution, business users can find, view, and use digital assets quickly and easily. The solution is built on the Oracle Universal Content Management foundation—an architecture that allows management of any kind of file.

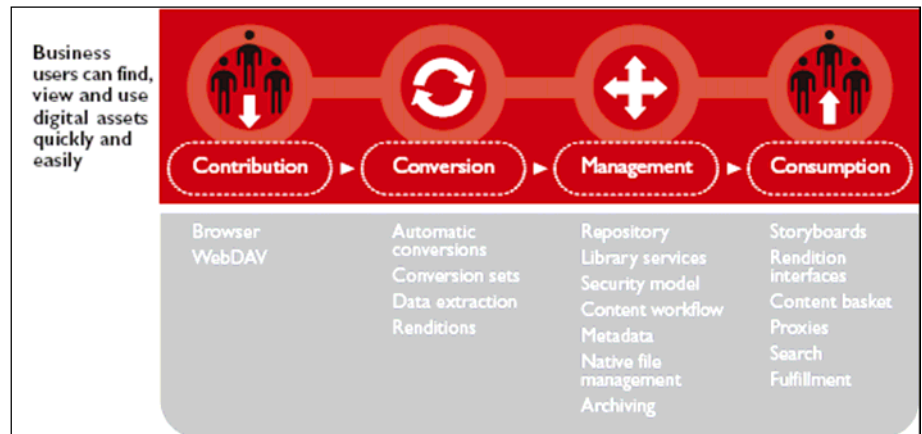


Figure 1: The digital asset management process – from contribution to consumption.

Core Features Provide Robust Functionality

The core features of Oracle's digital asset management solution include

- Robust functionality for workflow, version control, security, archiving, subscriptions, content conversion, collaboration, record disposition, and publishing to Web sites
- Web-based and Windows Explorer interfaces for check in and accessibility from anywhere in the world
- Automatically categorize assets for easy searching
- Quickly identify files via thumbnail renditions created automatically
- Easily and quickly secure and distribute assets
- Select assets and download the collection in one operation

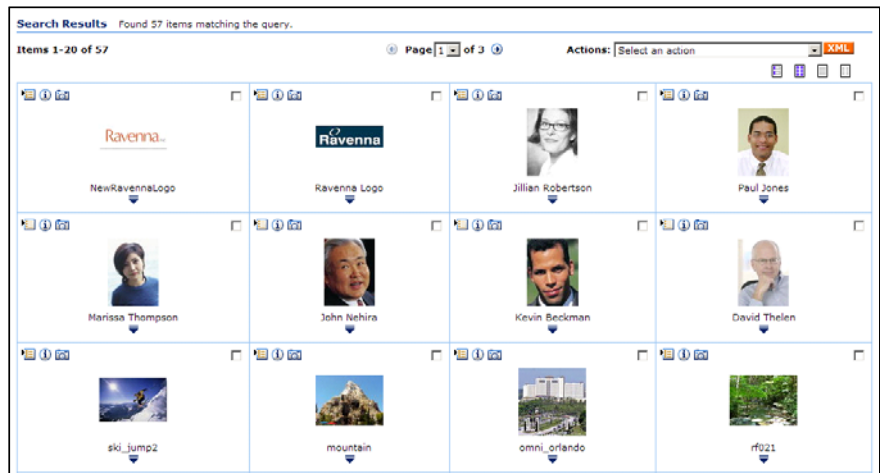


Figure 2: Thumbnails are created automatically upon check-in to easily search and retrieve assets.

Specialized Functionality for Image Management

Oracle's digital asset management functionality includes the ability to manage images in the following ways.

- Easily manage popular image formats such as PSD, JPEG, GIF, BMP, PNG, and TIFF
- Store unlimited image renditions in one source for quick reuse of any format or size
- Format images automatically to appropriate size, shape, resolution, or aspect ratio

- Generate multiple renditions automatically at time of check-in for use in HTML pages or marketing collateral, and in applications such as PowerPoint and Word
- Compress images to usable sizes

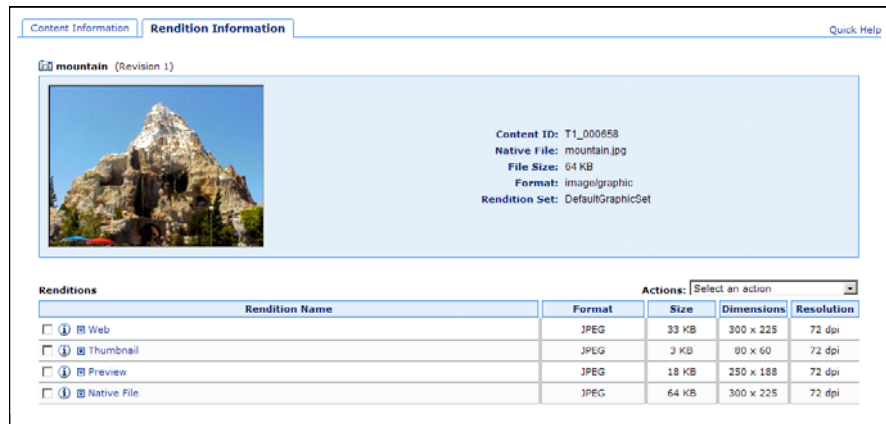


Figure 3: Multiple renditions are generated at the time of check-in for use in various formats.

Specialized Functionality for Video Management

The ability to manage video file and support video formats is a key feature of Oracle's digital asset management solution.

- Manage common video formats such as MPEG, AVI, QuickTime, Windows Media, WAV, and MP3
- Pinpoint specific scenes of video using storyboards and view them immediately
- Store multiple renditions of video in one source for various bandwidth and size requirements
- Integrate with streaming servers
- Access storyboards and closed-caption text
- Configure system to generate appropriate proxies and metadata
- Control thumbnail creation

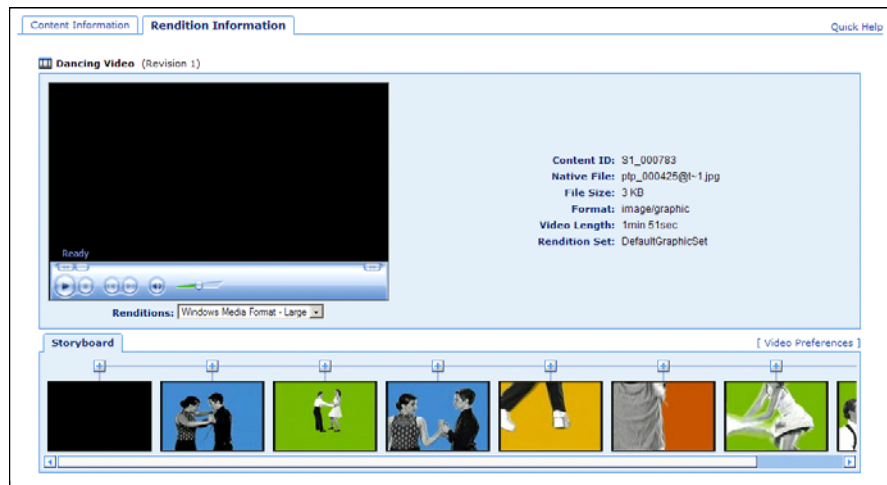


Figure 4: Storyboards allow users to pinpoint specific scenes and view them immediately.

Specialized Functionality for Training Material Management

Education and training organizations value the ability to easily and securely manage training content.

- Manage PowerPoint and recorded training presentations (Microsoft Producer, WebEx, and so forth) from one user interface
- Secure access to training material
- Track test results and who has viewed training material
- Distribute training material over the Web

Specialized Functionality for Brand Management

Companies that need to distribute brand images and files to field offices and external partners utilize the following features within Oracle's digital asset management solution.

- Manage logos and product images along with their renditions—eliminating confusion about which one is current or if it is the right size
- Link to associated logos and renditions
- Create specific sizes automatically upon check-in
- Secure access to brand information

**Customer Success:
Scott County, Minnesota**

For years, residents of Scott County, Minnesota, had one way to retrieve information on land parcels, view court documents, and renew vehicle registrations—they had to pay a visit to the Scott County Government Center. Now, Scott County makes certain public information and transactions available online (www.co.scott.mn.us). And one of its biggest accomplishments was putting all geographical information system (GIS) maps online using Oracle Universal Content Management.

“We selected Oracle Universal Content Management because the product was able to customize the content management system to specifically fit our county government model. Oracle Universal Content Management enables us to keep our content fresh, easy to manage, and easy to retrieve online, ultimately providing residents with convenient access to our services and significantly reducing our costs and increasing our productivity,” says Gary Shelton, Scott County deputy county administrator. Scott County estimates it reaped an US\$865,000 return on investment from its Oracle content management implementation.

Key Features and Benefits of Oracle’s Digital Asset Management Solution

Oracle’s digital asset management solution enables organizations to quickly and easily access, manage, share, optimize and re-use corporate digital assets. Furthermore, Oracle’s digital asset management solution provides robust functionality to easily search and retrieve rich media files and automates routine tasks. Additional features and benefits of Oracle’s digital asset management solution are outlined below.

Feature	Benefit
Create thumbnails automatically to easily search and retrieve assets	<ul style="list-style-type: none"> • Save time and storage space by significantly compressing large files and using bandwidth efficiently
Convert high-resolution or legacy images and video to Web-friendly formats	<ul style="list-style-type: none"> • View legacy files without needing older desktop applications
Reduce manual steps in creating multiple renditions	<ul style="list-style-type: none"> • Create multiple renditions of a corporate image automatically • Create more renditions on the fly
Control corporate brand assets	<ul style="list-style-type: none"> • Control security permissions surrounding access to brand assets • Manage only one copy of corporate digital assets
Make all corporate training available via the Web	<ul style="list-style-type: none"> • Enable quick and easy browser-based access to presentations, recording presentations, eLearning files, documents, and so forth
Easily view and reuse digital assets	<ul style="list-style-type: none"> • Use the storyboard tree to quickly view specific video scenes • Access unlimited image renditions for use in all applications

ORACLE UNIVERSAL CONTENT MANAGEMENT ARCHITECTURE

Oracle allows you to manage all your content applications using one architecture and one user interface.

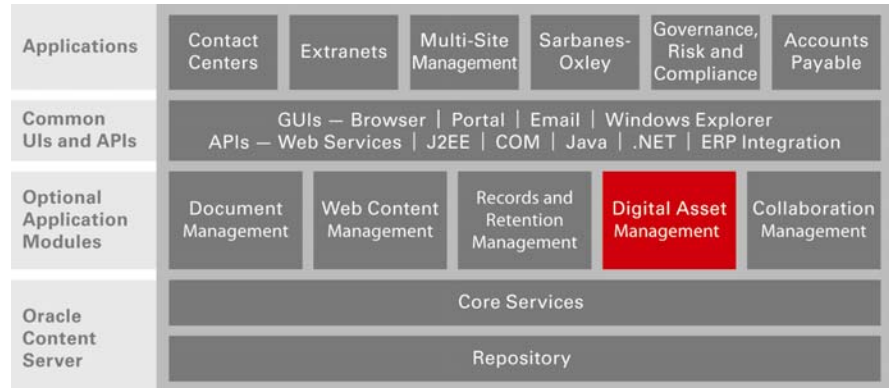


Figure 5: Oracle's Universal Content Management unified architecture ensures all enterprise content management applications can be deployed on the same platform.

The Oracle Universal Content Management architecture provides a single, unified architecture that allows organizations to deploy document management, Web content management, records and retention management, imaging and process management, digital asset management, and collaboration management on one platform. In addition to solving your organization's digital asset management problems, the Oracle Universal Content Management architecture is scalable and flexible enough to support your organization's long-term content management strategy. This single-architecture approach ensures all the components of the system are truly interchangeable, extensible, and complementary—which helps achieve a lower total cost of ownership.



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