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FUSION MIDDLEWARE
WEBCENTER

ORACLE WEBCENTER CONTENT: DIGITAL ASSET MANAGEMENT

Oracle WebCenter Content's digital asset management capability allows organizations to store, find, view, and use digital assets and rich media quickly and easily. Content, collateral, and individual asset items can be made available instantly in the appropriate formats for use on Web sites, in print materials, or in other programs. Assets can be protected and controlled through rich and configurable access control. Oracle's digital asset management solution automates routine tasks, such as the process of creating multiple renditions, allowing you to effectively manage and appropriately use your rich media assets.

Catalog Your Assets for Secure and Instant Access

Global 2000 organizations are constantly seeking better ways to effectively communicate with and provide value to their employees, business partners, and consumers. Rich media and digital content are used both as consumer product and as assets in a wide range activities range of activities including advertising, sales and marketing, manufacturing, and distance learning. However, providing rich media can creates unique burdens on an organization. Some rich media solutions require high cost specialized hardware and software. Accessing large files from a central storage location creates increased network load. Lastly, providing a method for users to securely access, share, and modify digital content can be cumbersome.

Oracle WebCenter Content helps you address these issues by providing easy access to find and use your rich assets quickly and easily from anywhere. With Oracle WebCenter Content you can quickly create renditions of digital content by turning large images, video, or audio files into high-resolution, low-resolution, resized, or thumbnail versions based upon your business needs.

Manage Rich Media Files Effectively

Oracle WebCenter Content enables automation of routine tasks and effectively manages rich media files. With secure Web-based access, employees across your organization can quickly and easily access, share, reuse, and modify digital content. Oracle WebCenter Content provides a rich set of digital asset management features, including

- Workflow, version control, security, archiving, subscriptions, content conversion, collaboration, record disposition, and Web publication assets leveraging core capabilities of Oracle WebCenter Content

- Content check-in and accessibility from anywhere with Web-based and Windows Explorer interfaces

- Compression of content to decrease bandwidth demands

- Automatic categorization of assets for easy searching

- Quick identifying of files via automatically created thumbnail renditions

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RICH MEDIA MANAGEMENT

KEY FEATURES

- Automatically create thumbnails for easy search and retrieval of assets

- Convert high-resolution legacy images and videos to Web-friendly format

- Pinpoint specific video scenes using storyboard

- Automatically create multiple rendition sets for multiple uses

- Select assets and download in one operation

- Automatically format images to appropriate size, shape, resolution, and aspect ratio

KEY BENEFITS

- Easily view and reuse digital assets

- Easily search and retrieve files

- Reduce storage space and decrease bandwidth usage by compressing files

- Convert legacy images to Web-friendly formats

- Reduce manual steps in creating multiple renditions

- Control access to corporate brand assets

- Make all corporate audio and video training sessions available via the Web

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• Asset selection and download in one operation

• Secure content distribution - easily and quickly

Provide a Foundation for Key Business Applications

Oracle WebCenter Content digital asset management capability provides the underlying foundation for a variety of key business applications, such as the following:

Image Management Application

With Oracle's digital asset management solution, you can easily manage popular image formats such as PSD (Photoshop document), JPEG, GIF, BMP, and TIFF files; store unlimited image renditions in one source for quick reuse of any format or size; and automatically format images to the appropriate size, shape, resolution, or aspect ratio. Multiple renditions, including thumbnails, Web versions, and print versions, are automatically created and compressed at the time of check-in for use in HTML pages or marketing collateral—saving thousands of hours of manual labor in resaving files.

Video Management Application

Oracle's digital asset management solution allows you to work with common video formats such as MPEG, QuickTime, Windows Media, and MP3 files; pinpoint specific scenes of video using a storyboard; and view them immediately. You can store multiple renditions of video in one source for various bandwidth and size requirements and integrate resulting files with streaming servers. With Oracle's digital asset management solution, you can easily access storyboards and closed-captioned text, while administrators can configure the system to generate appropriate proxies and metadata.

Contact Us

For more information about the digital asset management capabilities of Oracle WebCenter Content, please visit www.oracle.com/goto/webcenter/dam or call +1.800.ORACLE1 to speak to an Oracle representative.

Hardware and Software, Engineered to Work Together

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