

Pressinformation

Dubidot presents its standard product dubidot® p-dot:

First completely java-based Marketing Asset Management Solution

Successful system integration with IBM Software Technology

Berlin . February 2005 – After the restructuring of the GmbH Dubidot focuses on the realization of Marketing and Communication Asset Management Solutions. The standard software p-dot V5.1 forms thereby the basis for applications in Enterprise Content Management for administration, storage, structuring and publication of multimedia information in any formats. The product is a mature, web-based product and catalogue management application and comes with a flexible java-based architecture. Thus it makes the simple integration into all common systems (Windows, Linux or OSX) and software applications possible. p-dot is fully scalable at any time and besides it can be handled simply and intuitively over a web surface.

In addition to pure media asset management p-dot supports the whole process of asset compilation. p-dot maps the complete process planning and –administration in a centralised and standardised application and enables the production of marketing assets such as pricelists or catalogues for print, web and CD.

With its strategic partner IBM Dubidot already accomplished the system integration with IBM DB2 Content Manager. The IBM Section Digital Media and Software are presenting the realization of a Marketing Asset Management Application based on the integration of "IBM DB2 Content Manager" and "dubidot® p-dot" at the CeBIT in Hanover. The Content Management System forms the central data administration on basis of the strategic data base software DB2. In here all objects (pictures, textual information, mail attachments etc.) within a data pool are held available. The concept is based on a high-grade secured e-business infrastructure and ensures thereby highest safety standards for transmission and use of the valuable Assets. Besides IBM Content Manager supports p-dot with the revision-suited and long-term archiving of the object data.

Dubidot GmbH

Since nine years, Khosrow Rafiy, CEO of Dubidot GmbH, is developing and implementing enterprise solutions for web based media asset management systems. The product is in use at more than 200 applications, among others DaimlerChrysler, Rehau and Liebherr. A highly qualified team of media experts, developers and marketing specialists also develops and produces customer-specific e-business applications for the seamless integration in the business processes of organizations.

Headquartered in Berlin, Dubidot is also represented in Friedrichshafen, Cologne, Munich and Schwäbisch Gmünd.

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