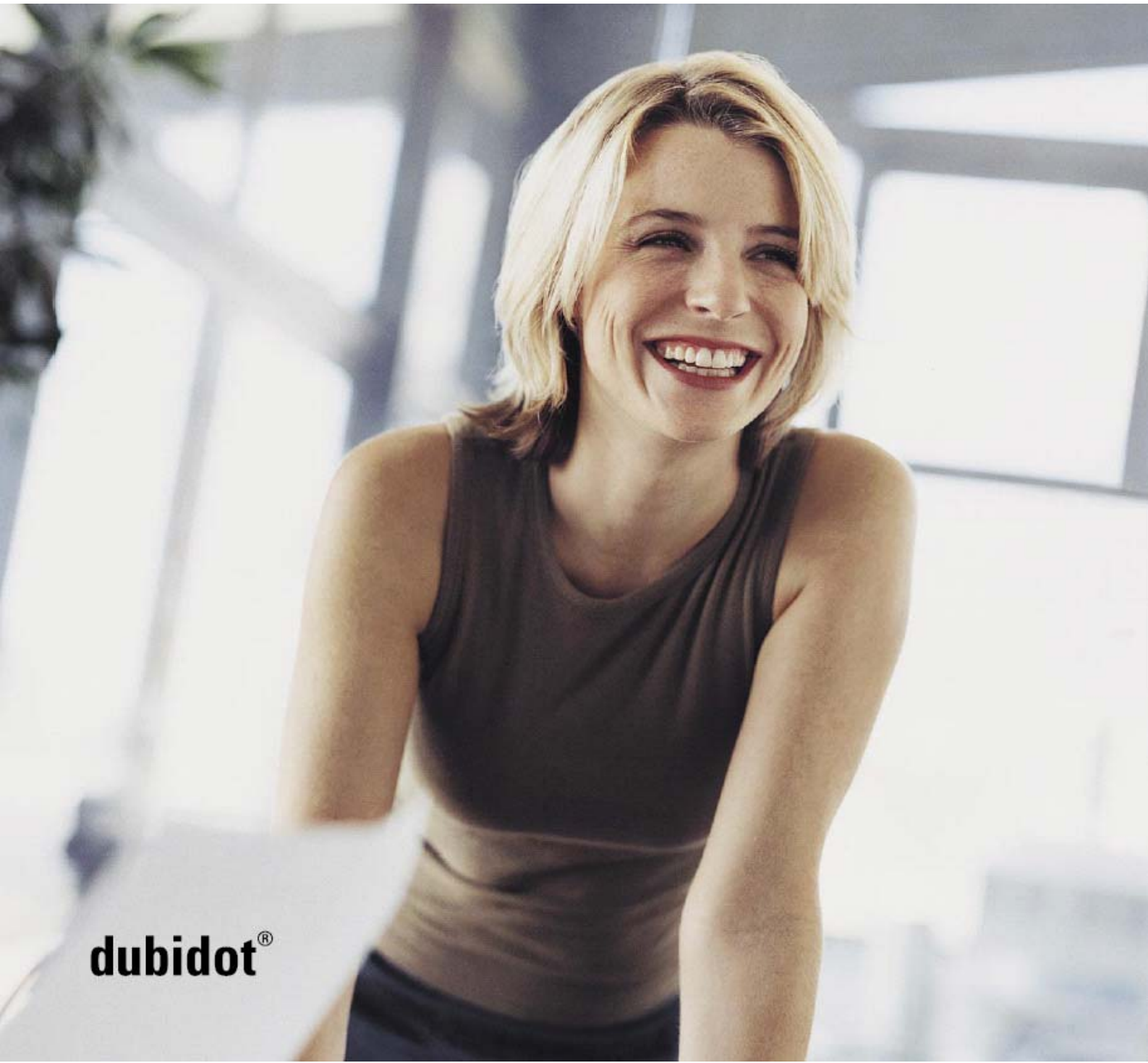


Managing creativity

Enterprise Marketing Asset Management
by dubidot[®]



dubidot[®]

Marketing Asset Management

Convert your Business to Digital Age.



In addition to pure media asset management systems p-dot supports the whole process of asset compilation.

Among media management the complete process planning and -administration is mapped centralised and standardised, and enables the production of marketing assets such as pricelists or catalogues for print, web and CD.

Most companies have one problem: to effectively handling time and costs.

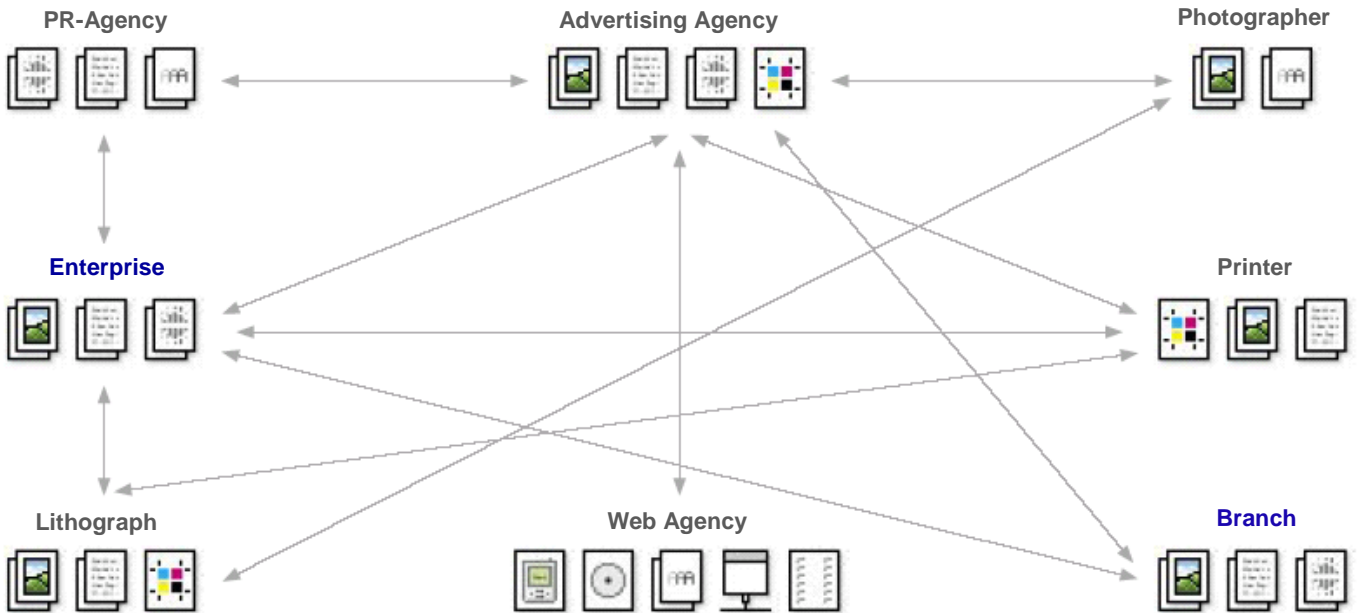
The requirements of the market align themselves more and more to these factors. Time-to-Market becomes ever more the crucial criterion, when it comes to the selection of service providers and suppliers; and to win new customers.

Dubidot's standard product **p-dot** has been realised for marketing and communication asset management solutions in enterprises.

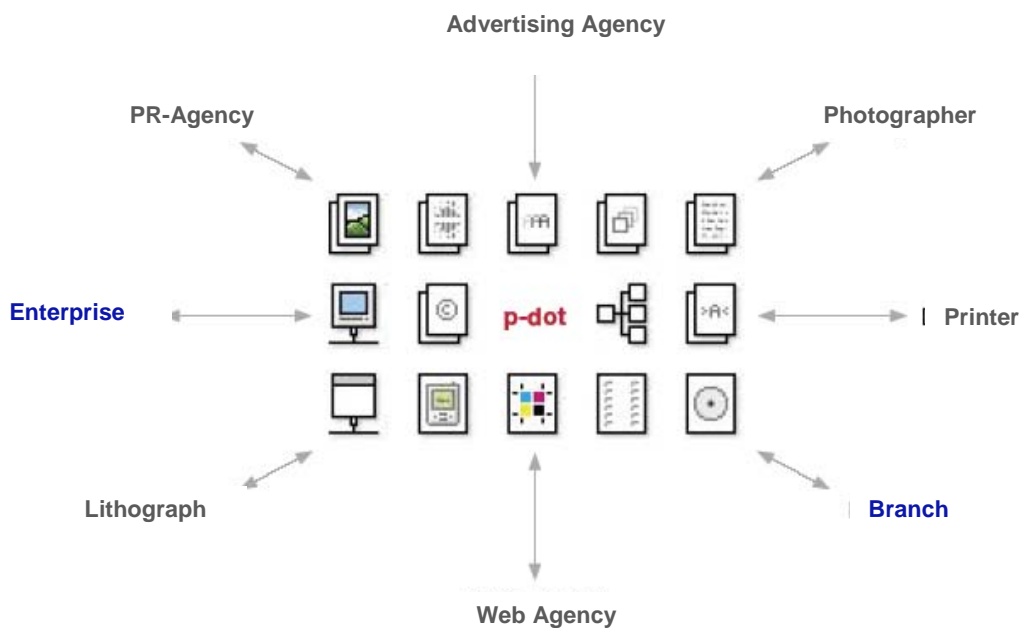
p-dot provides all functionalities for processing, storage and administration, structuring and publication of information data in all digital formats. The product is a mature web-based product- and catalogue management application and comes with flexible java-based system architecture. This base enables **p-dot** the plain integration in all established systems (Linux, Windows or Mac OS X) and software applications. **p-dot** is fully scalable at every time and can be handled easy and intuitive via web surface.

Due to its open architecture **p-dot** is applicable for small and large solutions and therefore suitable for the employment both in small and medium-size enterprises and for internationally operating large-scale enterprises. The application ranges from pure administration of multimedia contents, like for example customer presentations and forms management, up to the integration into company-wide IT-infrastructures. In this connection for example the catalogue production with price integration from an ERP system can be called as well as the supply of CI-relevant information to external service provider.

Traditional Media Management



Media Management with p-dot



Why Marketing Asset Management

Media Asset Management becomes more and more the critical edge in enterprise communication.



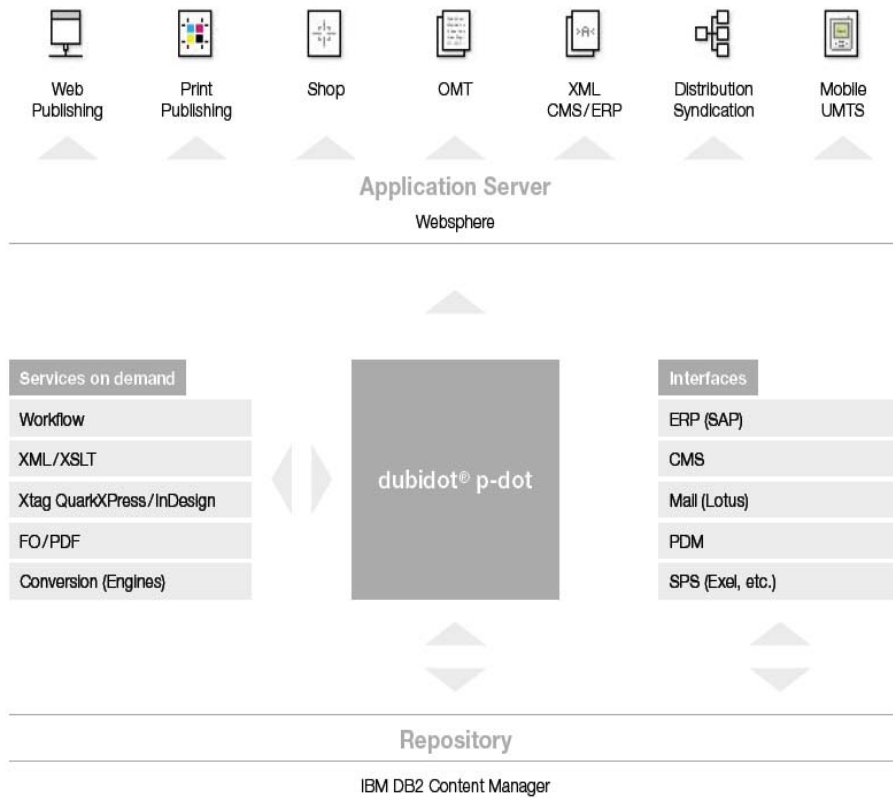
Media (pictures, audios and videos) and further information (translations, price lists, product descriptions etc.) are increasingly demanded for daily communication procedures. These data must be held available and claimed from different channels (SAP, WCM, Office applications, e-mails and e-mail-attachments).

The requirements in terms of discovery and immediate availability of these assets are rising. Once existing information must be made accessible for different output channels (catalogues for print, folders for customers and partners, e-Shops, press material etc.) by means of different layouts and rules.

Once produced media must be available central, cross medial and instantaneously for the employment in print purposes, Internet or internal adoption, e.g. for presentations. To ensure this, audiovisual search and the distribution of assets must be provided through right-based access. Further on, the admission of all media, their categorisation, listing and indexing (by meta data editorship) is indispensable.

This complex setting of tasks is handled day-to-day in all enterprises by experienced and expensive co-workers in cost- and time-intensive work, decentralised and individually structured. And this although secretariats, public relation and marketing departments, purchase, sales, logistics and parts of the production department are using the same assets for different requirements in their daily business. Therefore it is crucial to ensure the reuse of precious media and marketing assets.

Architectur Model of dubidot[®] p-dot Enterprise Solution



Perspective 1

Example: Annual Report – Processing and Administration of Sensitive Data



For the annual shareholder meeting your company is to present a printed annual report in three languages to the shareholders and potential investors. At the same time online-versions of the report with search functionality for the multilingual web pages have to be provided as well as the presentations for press and financial analysts.

The content structure of the annual report is formally given: Reports of the executive board, description of business segments, Balance Sheet, Profit + Loss Account, Appendix etc. The material for the text (drafts, photos, tables, diagrams, indices) comes from different departments and editors, from subsidiaries in the respective national language and from different applications. The material is collected and revised by the Investor Relations department and converted to draft. This draft will be translated and externally cross-read by a lector and again by the translators.

The production of the annual report is time-critical. New contents must be supplemented, targets of the executive committee have to be adapted. The IR department must keep a tight overview of the versions. Changes, which come in partly in minute cycles, must remain comprehensible. The actual state must be present to the executive and supervisory board at every time. For the different language versions the simultaneous alignment is indispensable. The contents have to be identical.

The p-dot solution: The data for this project are stored from different channels into p-dot. These come from the ERP system, PowerPoint, MS Word, MS Excel, and from E-Mail Attachments and are stored centrally in optional formats. To keep changes comprehensible it is necessary that all editors work only in the original version i.e. editors of internal and external locations accessing and editing the same document. Here also the enterprise CI-guidelines are considered. Highest safety standards are ensured for accessing and distributing the confidential information.



Perspective 2

Example: Catalogue Creation – Processing a Catalogue for Engineering Parts



Your marketing department has to provide a new catalogue for mechanical engineering parts, which is present at the next fair in printed and digital format. For this marketing needs current product illustrations, describing texts and diagrams and prices. The illustrations are provided by an external photographer. The design engineering department supplies the diagrams, marketing provides descriptions and the prices are selected from the ERP system.

The catalogue must be present at the fair, i.e. the printer has to receive the print data with an appropriate advance and in-maintain corrections of the marketing department. Changes are then no longer possible.

This procedure contradicts the fact that straight before large fairs the market moves, e.g. prices for raw materials are floating, offers from competitors exert pressure on selling prices, innovations must be converted into products at short notice. This means for the marketing department that within shortest time new content must be inserted into the catalogue and prices must be corrected.

The p-dot solution: The employment of a marketing asset management system allows the marketing department a direct dialogue with its printer. Corrected data can be accessed via web interface and processed in preliminary stage of printing.

Thereby the link to the internal ERP system allows the direct and automatic alignment of price information and articles source data over the article number. Corrections can still be accomplished before the print production starts.

Perspective 3

Example: Contract Management – Administration and Issue of Contracts



In your company you will find leasing contracts of your vehicle park filed in the administration, sales contracts of your plants filed in bookkeeping, subscriptions for technical periodicals and partner contracts filed in the secretariats. The sales department provides offering templates and contract documents for your product selling. The human resource department formulates employment contracts and compensation agreements.

In order to be able to deal fast with new purchase or leasing offers to use discounts, to recognise double assignments or just to take a brief look into the own general trading conditions, a complete overview of the contracts in the company is necessary. Within the production of contract documents frequently the same paragraphs, formulations and layouts are used, gladly using „the copy/paste procedure“. Current jurisdiction is often not applied.

The p-dot solution: The existing contracts are scanned, key word indexed and archived. A full text search makes the discovery of optional text passages possible. The central data storage allows right-based access to the contract data. A clear representation of the archive structure ensures the fast overview on all existing contracts. Extended search functionalities and actions enable the alignment of period regulations (e.g. expiration of leases) and clauses. For the production of contract documents templates are generated over which paragraph pool with legal texts and internal formulations can be accessed. This paragraph pool is kept current by using web services. The provided contracts and offers are centrally archived and kept available with right-based access.

Components

Marketing Asset Management by dubidot[®] Product Properties at a Glance

Administration

- Right based role and user management
- Integration of LDAP-Cartridge
- Definition of various languages
(Unicode) for content and menu navigation
- Administration of personnel folders
- Definition of workflow components via designed
Petri-Nets
- Actions for creation of derivatives and attribute calculations
- Administration and analysis of log files
- Database administration and backup
- Cumulate import of media and attributes

Attributes and Attribute Ranges

- Right Management on attributes
- Definition of attribute groups
- Definition of all attributes
(Text, long text, documents, etc.)
- Definition of system attributes for layouts,
value facets and actions
- Definition of media conversion

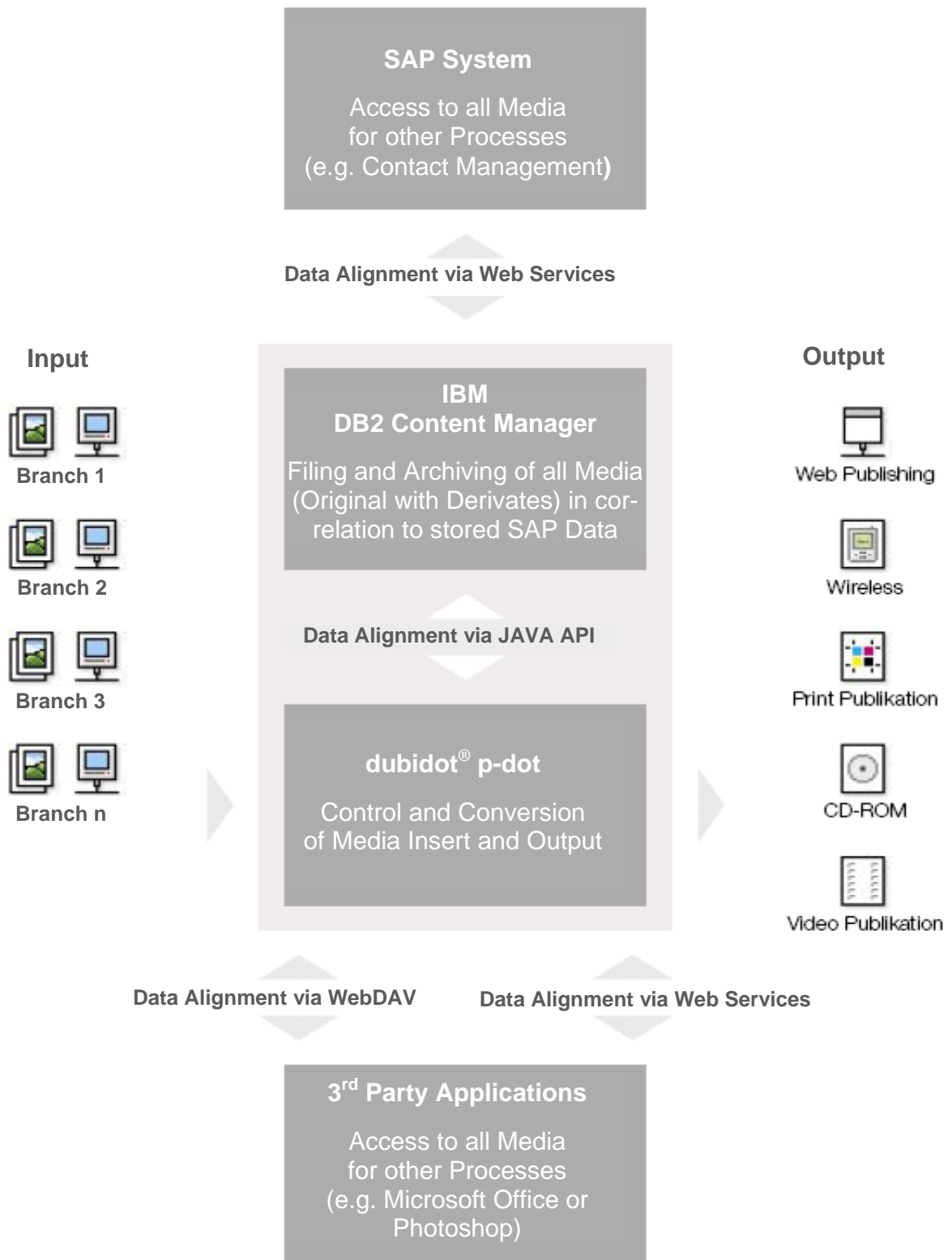
Creation and Shopping Basket

- Generation of templates and forms
- Generated export-documents in shopping basket
- Download function

Categories

- Right Management on categories with Inheritance
- Personal folder
- Optional deep hierarchies
- Single and cumulate import of media objects
- Entry of attribute values
- Allocation of attribute groups
- Allocation of topic centre layouts
- Inheritance of attributes
- Export of content according to communication
channels (XML, Xtag for QuarkXPress and
InDesign, PDF, HTML, Flash, Shop)
- Full-text search over categories and attributes
- Search within documents (Word, PDF, etc.)
- Link creation beneath categories
- Visual navigation via links

System Integration of Image Management Component



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