



IBM Digital Asset Management

On Demand Content Services

Tap into the full potential of your brand, your products and your services with us.



The Focus.

Time-to-Market

Many companies and public institutions have a problem: the effective management of time and expense. Increasingly, the market is forcing companies to examine time and money constraints. Communication is becoming the critical factor when: choosing services and sub-contractors; in the competition for customers; informing staff. We call this communication information data 'Assets', because they are extremely valuable. To create them takes time and money. They map out critical company knowledge and are important at every level of business. IBM together with their business partner Dubidot GmbH have developed a Digital Asset Management Solution in which all communication processes can be mapped, administrated and implemented across an enterprise.

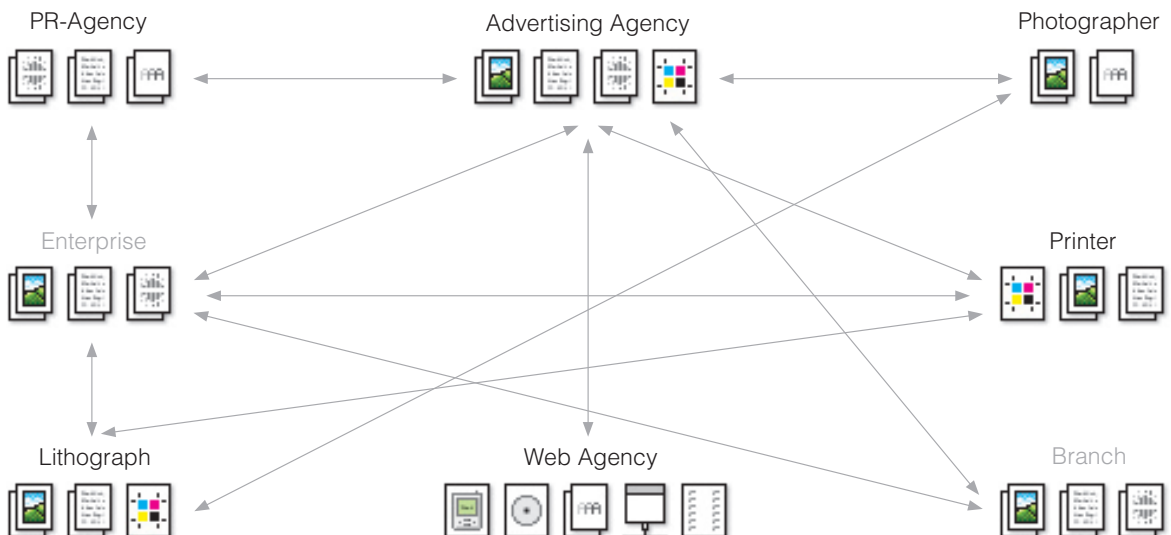
Successful Communication

Digital Media Asset Management is the critical key to success when creating a centralised communication tool. Media such as pictures, audios, videos and CAD data as well as other information like translations, price lists and product descriptions are becoming more and more important in the everyday communication process. They are provided by very different sources like SAP, WCM, Office applications, Emails, and Email attachments.

Search and Retrieve

The demands in terms of locating and accessing these valuable assets are also increasing. Existing media data have to be made available for different forms of output such as print catalogues, customer and partner catalogues, E-shops, press material or Video On Demand using a variety of layouts and differing formats. Experts estimate that only about 20 percent of the data in an average company is held within structured databases. 80 percent of their information will be unstructured and will usually live in filing cabinets, on desks, on videotapes, or on several isolated local servers. Ideally, once a media file has been created it should be stored centrally yet be available enterprise wide. This should be true for all cross media. They should be easily and immediately accessible and retrievable for print, Internet, or for internal purposes e.g. presentations.

Traditional Media Management



The Check List.

Within your departments, you create technical documents, brochures, catalogues, price lists, manuals, videos, PowerPoint presentations and newsletters in different languages. You are looking for a system that can help you with the editing and generation of your documentation across all of these areas.

Your requirements

- A system that will provide all your media assets (pictures, audios and videos) and information (translations, price lists, product descriptions).
- Easy methods for finding and searching data from SAP, WCM, MS Office, email attachments, etc.
- The possibility to generate uniform document layouts and templates for all relevant output channels
- Output data ready for print catalogues, brochures for clients and partners,

e-shops, press material, CD ROM, websites, etc.

- Provision of media (pictures, audios, and videos) and information (translations, price lists, product descriptions).
- Finding data from SAP WCM, MS Office, E-mail attachments and so on.
- Generating uniform layouts and templates for all output channels.
- Data output for print catalogues, client and partner brochures, e-shops, press materials, CD-ROM websites, etc.

Your aims are:

- To avoid data and document duplications and redundancies, i.e. every piece of information should only exist once.
- To control data access centrally, independently of the sources.
- To provide your data across all applications uniformly.

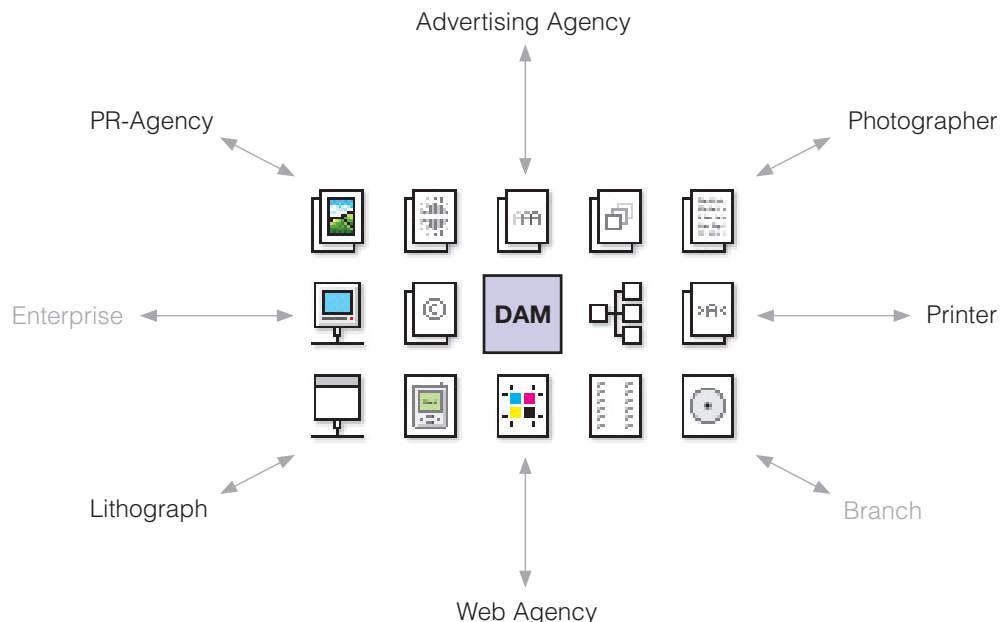
System: You expect

- You don't need to have programming skills.
- Simple ways of integrating content.
- Content is only ever present once, independent of its media format.
- Text modules can be generated in multiple languages.
- You can easily administer read write access rights.
- Your Corporate Identity is respected and your design book incorporated.

Results: You want

- Your publications to be always up to date.
- To avoid production delays.
- To introduce central data administration (no non standardised local solutions).
- To facilitate multilingual publishing.
- To ensure correct versioning and archiving of documents.
- To set up records for access and data modification so that the document changes can be easily traced.

Structured Media Management



The Solution.

IBM and their Business partner Dubidot GmbH have developed an enterprise class Digital Asset Management Solution.

The solution is dubidot® p-dot, a fully matured, web based application to manage products and catalogues, combined with the IBM DB2 Content Manager.

It features a flexible JAVA based system architecture, which enables it to be simply integrated into all modern OS systems (Windows, Linux, OS X) and applications. dubidot® p-dot provides all the necessary functionality to edit, save, manage, structure and publish information independent of its from and content.

p-dot is totally scalable and future proof. The system is multilingual, i.e. content can be fed and managed in different languages. Non-Latin based characters and multi byte fonts are also supported. The web based user interface is intuitive and easy to handle.

Services On Demand

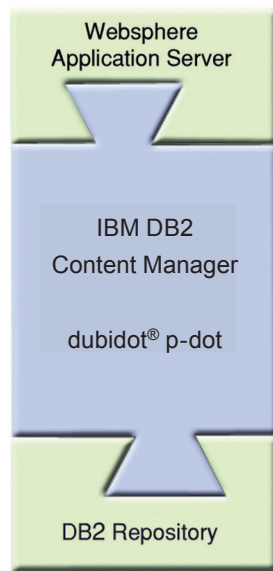
Beneath the system solution IBM and Dubidot offers you all required On Demand Content Services, e.g. digitising and conversation of your analog media, recordings of your Events for broadcast purposes, handling and media delivery on DVD, CD, etc.

Repository Architecture



Services on demand

- Workflow
- Conversation (Engines)
- Digitising
- Media handling
- Physical Distribution
- Quality Assurance



Interfaces

- ERP (SAP)
- CMS
- E-mail (Lotus)
- PDM
- SPS (Excel etc.)
- XML / XSLT
- Xtag / QuarkXPress / InDesign
- FQ / PDF

In Practice.

Example: the Annual Report

Compiling and managing confidential information

At the Annual General Meeting your investors need to be presented with printed versions of your report in three languages; web versions of the report have to be published on the company's websites in different languages; and for press and analysts, PowerPoint presentations have to be prepared.

By default, the content structure is as follows: reports of the management board and supervisory board; management report; description of business areas; balance sheets; profit and loss report, appendices etc.

The material for the text (drafts, graphics, figures) is aggregated from different departments and international affiliated companies. The material is collected and edited by the department responsible for Investor Relations.

Generating the Annual Report is time critical. New content has to be added and the board's targets have to be adjusted. IR needs to keep an overview over the various versions of the report. Changes must be traceable over time. The latest version must be sent to the board in time. It is essential to synchronise the different languages versions in order to keep the content identical.

The IBM Solution

Data from different channels, like ERP systems, Office applications, Email attachments and from the Mac are stored and held in any format you chose. In order to trace changes, it is essential that only the current version is being edited and that access for staff and external contractors (advertising agency, translator, printer) is restricted to this. To keep all documents in line with corporate identity standards, the CI design book restricts document formatting. The highest security standards are used for accessing and distributing confidential material.

In Practice.

Example: Web based video archive

Providing film material for diverse target groups

In your company you might have hundreds of hours of expensively produced video footage, image videos, TV spots and promotional videos. Instead of having these lying around in old dusty cupboards wouldn't you like to be able to utilize their value for internal and external communications and have the ability to easily redeploy them in whatever format you need? You want to make your website more attractive; you want to display your latest TV ads throughout your business; your employees want to look at promotional videos and promotional material on their mobile phones and pass these on to

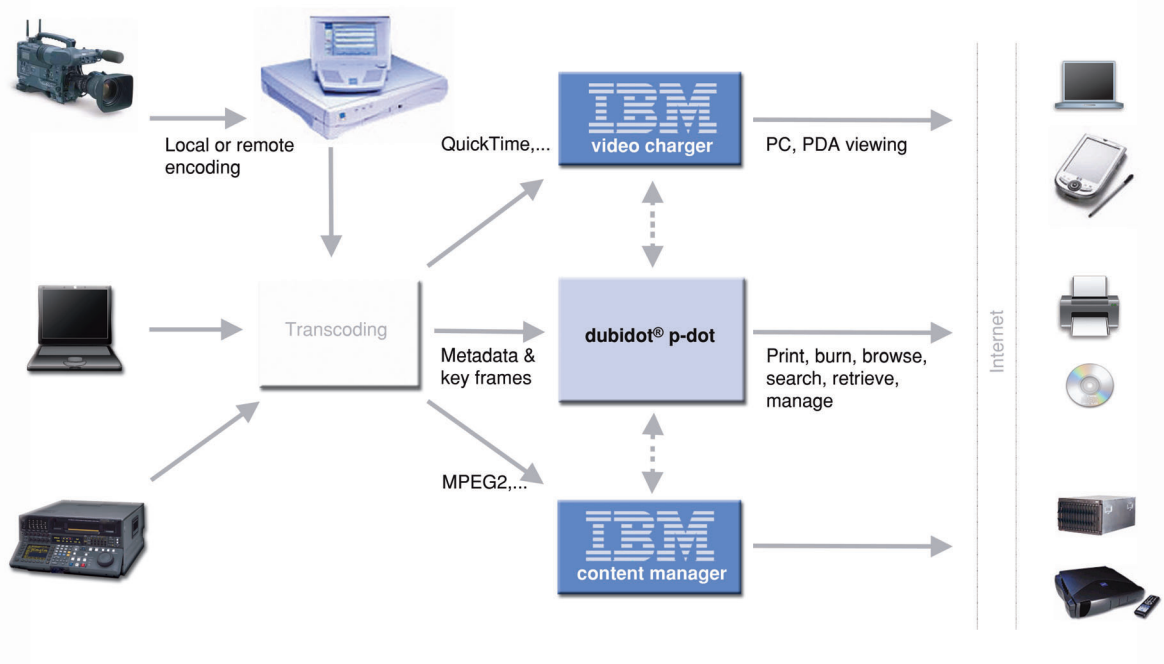
potential clients; your image videos need to be put on DVD and handed out at trade fairs; your advertising agency needs video stock to cut new TV spots; moreover your marketing department needs to be able to search, find and preview videos and additional information (product descriptions, presentations, CAP drawings) for their campaigns and the data has to be downloadable in broadcast quality formats and must be ready to be sent out to tape or DVD.

The IBM Solution

Within the scope of "Enterprise Video Communication" IBM and Dubidot give you a full service facility, from digitising and indexing to auto-conversion of video material into any format you want e.g. for web TV, mobile applications or broadcasting. The IBM / Dubidot web-based video archive allows you and other privileged groups 24/7 worldwide access to your digital media.

IBM's worldwide experience in providing comprehensively tailored, complex enterprise class solutions for your industry ensure the highest standards in terms of technical quality, conformity to industry standards and complete, robust implementations.

Example



... or just do what you please.

In order to survive in today's competitive market places, companies have to utilise their resources as effectively as possible. They have to develop more attractive forms of customer communication; optimise their customer service; and expand their internal and external channels of communication.

The goal of IBM and Dubidot's joint solution is to help you to deliver your product to your client as cost effectively as possible. This solution is performance orientated and both technically and conceptually allows you to:

- Set up your own Web TV channel.
 - Connect your online shop and catalogue production at your printer's.
 - Create international uniform newsletter formats for customer mailings
 - Generate and manage your contracts and quotes.
 - Standardise your processes and documents, e.g. to conform to DIN EN ISO 9001 standards.
 - Allow your communications department to implement a real Corporate Branding Processing strategy.
- Optimise your report processes and those of your clients, by 2007 latest, all companies working in the capital markets of the EU have to comply with the International Accounting and Financial Reporting Standards (IAS/IFRS) for their annual reports.
 - Simply bring some structure into your business processes – rather sooner than later.

The Advantages.

Scalability

You can decide whether you would like to use this application as a small stand-alone department solution (e.g. a media data base for your construction department) or as a company wide repository (e.g. for corporate brand processing). Connecting the IBM DB2 Content Manager allows you to scale our solution as you please. Content and meta data are held in backend repositories and all applications can access these using open interfaces. This way content is kept in a secure environment, as to avoid inconsistencies and support the collaboration of different applications.

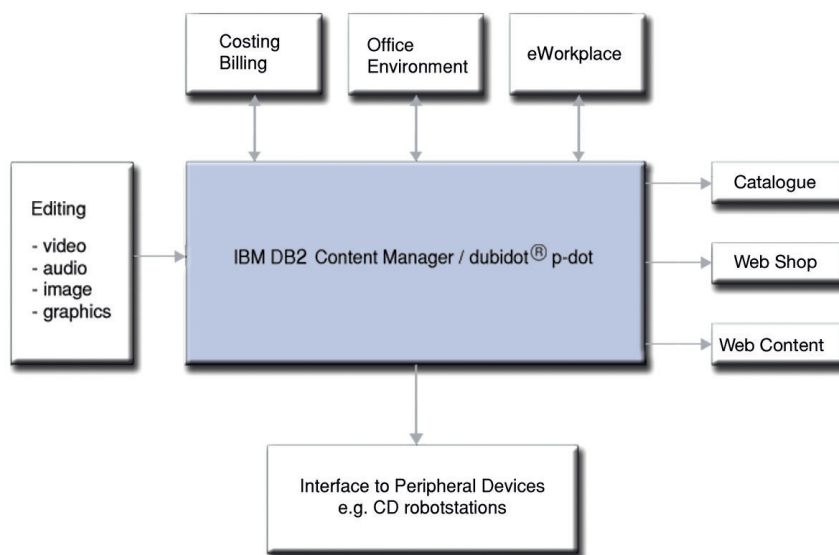
Flexibility

The free scalability of our solution allows you to react immediately to new demands in the market or in your company's structure. The integration of new software applications, data base extensions or changes in your workflow represent no problems for our system. The application is simply scaled to meet your new needs without creating inconsistencies or breaks in your company processes.

Security

The electronic administration of confidential company data demands that every format, as well as all document versions be stored and archived according to legal standards, regardless of the size of a company or where the data is utilised. IBM and Dubidot's Digital Asset Management system meets all the functional and legal requirements needed for the content infrastructure of a modern company. It guarantees you a robust, reliable and future-proof system.

Centralised Create Manage Distribute



The Technology.

IBM DB2 Content Manager

Hierarchical Storage Management

Millions of digital media assets can be archived using inexpensive storage like CD jukeboxes or tape libraries so that valuable hard disks can be freed up. The IBM Tivoli Storage Manager solves these logistical tasks automatically. This part of the IBM DB2 Content Manager is controlled by a number of freely definable rules.

Versioning and Security of Revisioning

The binary data of any medium as well as its meta data are subjected to automatic versioning by the IBM DB2 content manager.

This complies with the demands of revisable storage. Using the p-dot Media Engines with the IBM DB2 allows you to generate archive formats for long-term storage and manage original and derivative media with the content manager.

Access Protection

The IBM DB2 Content Manager connects every digital asset to its access control, based on user rights and roles using access control lists. These controls determine, which user is allowed access to which information and which operations can be used on the content.

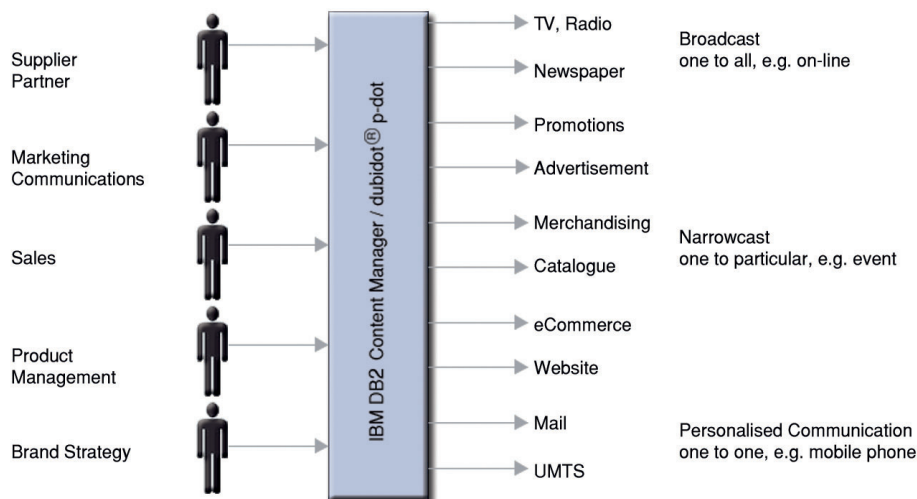
Asset Exchange with other Programs

Access protection and a 'document routing' facility allow for the creation of an integrated cross-application workflow as all the necessary rules can be generated from within the Content Manager. The integration of external applications can be facilitated via a network drive (e.g. WebDAV based) in which the Content Manager appears as the applications own hard drive.

Streaming Component

The IBM VideoCharger component of the IBM Content Manager is an audio and video streaming solution based on open standards. It allows you to stream and view multimedia data using its integrated JAVA-based IBM HotMedia Player in real-time. IBM VideoCharger supports standardised formats with various transmission rates, including MPEG-1, MPEG-2, MPEG-4, QT4/5, AVI, MP3, WAV and further more.

Multi-Channel Communication



The Technology.

dubidot® p-dot

Component Integration with IBM and Dubidot

- High capacity storage of data in all formats.
- High scalability in terms of performance.
- Long-term archiving is a core feature of the IBM Content Manager.
- Usable across all major platforms.
- Multilingual applications.
- Extremely flexible data structures in order to index and manage data according to pertinent standards.
- Powerful user, role and rights management.
- Flexibility and scalability with a client/server architecture.
- Ergonomic user guidance.

dubidot® p-dot

Unlike dedicated media or content management systems, p-dot supports the whole process of asset generation. p-dot maps the pure media management as well as the full process planning and process management in a centralised and standardised form. Using templates it allows you to generate products price lists, web shops or product catalogues for print, web or CD.

Engines

In p-dot any type of media can be integrated into any type of format. In order to make this media usable for all the different output channels, p-dot employs a number of media conversion engines.

Categories and Attributes

In project specific categories, content is created with freely definable attributes. A complex role and user management that can be run via LDAP controls access permissions. Categories are held in the attributes and group related information sets together. Names can be freely chosen. The number of names used within the system is unlimited. The categories are tree-structured. This way we incorporate a hierarchical relationship between the categories with unlimited nesting depth.

Inheritance

The hierarchical tree structure allows attribute inheritance. Groups of attributes are handed down from parent to child knots.

Actions

All functionality of the application can be extended using user defined actions (operating system actions and java actions). Workflows can be mapped. The IBM DB2 Content Manager is a central archiving system and is used as an interface to other applications, like SAP, Lotus Domino, IBM VideoCharger, IBM WebSphere etc.

Layout

For the many different communication channels (e.g. web shops; CD-ROM; catalogues with specific layouts and logos for different markets, turn-over volumes lists for sales meetings etc) additional layout data is necessary in order to display the information correctly. p-dot offers a number of different possibilities: PDF documents can be built via XSL-FO; QuarkExpress and Adobe InDesign documents via XTAG; HTML via HTML templates and so on.

Content and Format

The strict division of content and its representation enables total flexibility of communication within your company. Your communication needs can grow dynamically according to the demands of the market and technological progress. Moreover, standardised interfaces and formats guarantee the security of your investment.

The Service.

We bring together creative solutions, innovative technologies and expertise in order to offer you a system designed for your enterprise.

With proven experience across most industry sectors, we can offer you solutions covering your entire value chain.

With IBM Global Services everything is possible in the configuration, implementation and integration of your business processes with digital media.

We can provide services for everything you need.

For example

- State analysis of your business processes
- Analysis and implementation of your design solution
- Conception and implementation of new processes
- Installation and implementation of the system into your existing IT-infrastructure
- Marketing analysis and conceptualisation of your objectives
- Financing and outsourcing models for the whole of your solution
- On Demand Content Services provided by Dubidot e.g.
 - *Content Creation*,
for broadcast compatible recordings of Events and Conferences.
 - *Content Ingest Services*,
Digitising and Conversion of Media Data.
 - *Content Handling Services*,
Mastering and Quality Assurance of ingested media.
 - *Content Delivery Services*,
Distribution of digital and analog media.

Furthermore, our specialists will find you the right balance between established and new technologies for the employment of your new solution.



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