

Marketing Asset Management Benefits An Executive Overview

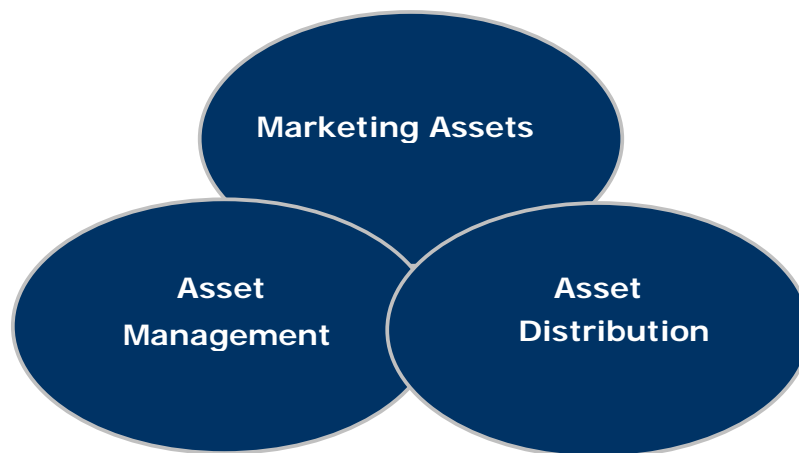
A frequent question from prospective users evaluating Dubidot's products and services, relate to which business benefits organisations can derive by investing in open architected and granular content technologies. Marketing Asset Management is a fundamental prerequisite to improve asset productivity required to accomplishing diverse and multiple business goals.

Return on Investment (ROI) Drivers:

- Cost of intellectual asset management decrease
- Cost of content maintenance is reduced
- Cost of content integration into content management systems is reduced
- Cost of content integration into publishing and e-learning management systems are reduced
- Time to market delays are reduced because of electronic collaboration
- Greater organizational access to intellectual assets and knowledge drives competitive performance

In most organisations, content, content management and content delivery has become tangled up together. This makes information management and reuse both proprietary and inflexible. Difficult reuse of intellectual assets (developed at high cost) turns into a major change inhibitor. Because business processes are transforming at an ever-

increasing pace, management of assets must be equally flexible and responsive without proprietary technology lock-in. Organisations can only adapt and exploit new business paradigms if change management simple to accomplish (users and systems).

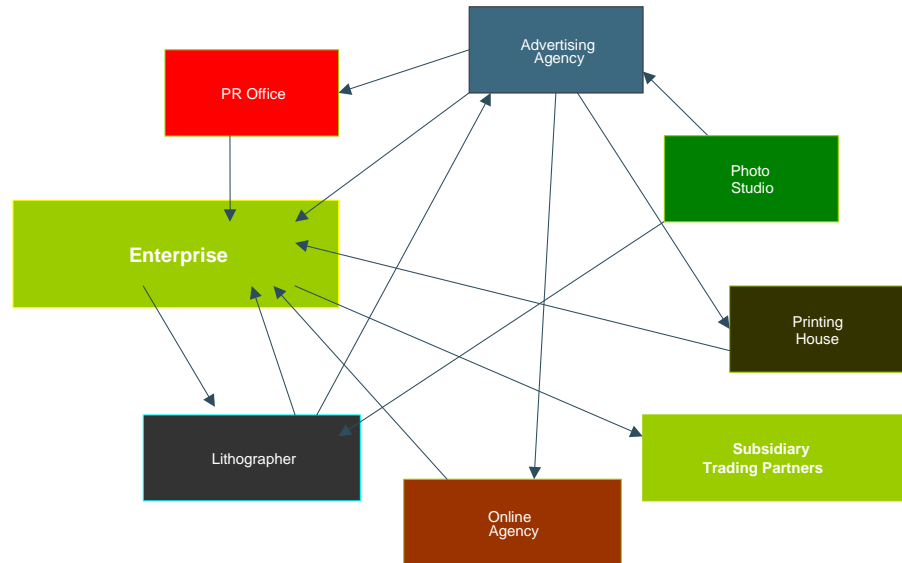


The above environment found in many firms, makes it impracticable to separate content from management and delivery. This results in an environment where media asset management in most organisations is manual and chaotic. The combination of content tangled with management and delivery plus the proliferation of systems means that content and systems are replicating like a cancer. This results in situations where content reuse created on one system cannot be reused in another system; system upgrades also entail content upgrades. Systems locked each other out and content was expensive to develop and even more expensive to reuse and maintain.

ROI's were not realized or could not be sustained for the following reasons:

- Management of marketing assets is difficult (time consuming, labour intensive and chaotic).
- Users rename files logically and create folder structures for mnemonic data storage – result is massive data duplication (no single central repository, dependencies and cross-links are lost).
- Data storage is people and process centric leading to storage inconsistencies.
- Media searching / retrieval is primarily based on human memory.
- Intellectual assets, developed at high cost, are misplaced/ lost/ forgotten.
- Existing (but hard to locate) assets are used incorrectly (not approved, wrong resolution, wrong format, royalties not accounted for, obsolete media) or redeveloped.
- Printing industry association average affirms that each picture is re-scanned three times during its life cycle (at €100 labour cost each).
- Subcontractors (creative agency, print houses, photo studios) frequently manage some marketing elements during the production process making it difficult to locate and control assets. The result is chaos, missed deadlines and unnecessary overhead costs (unstructured communications, meetings, poor quality control etc.).
- Globalisation drives the need to access granular elements so users can repurpose existing materials to satisfy different market requirements, cultures, layouts and languages.

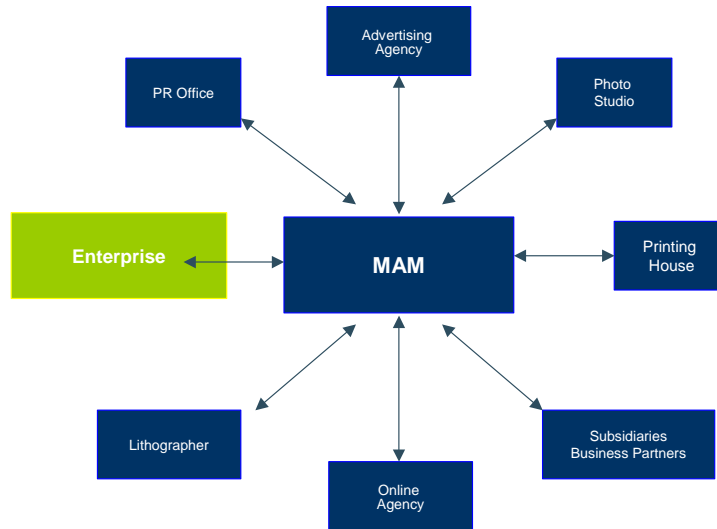
Traditional Media Workflow



A Typical Situation in Many Enterprises: Process Chaos

Dubidot's business is the provision of advanced marketing asset management technology, architectures and services to our clients allowing them to be more responsive in their existing and future business development:

Controlled Media Workflow



Efficient Management of media assets imposes functional centralisation of process and content

Business Process Benefits

Primary benefits of advanced content and media asset management technology are derived from a combination of IT administration/management, info-worker, end-users and client benefits:

- New marketing asset management support paradigm to administrate rapidly increasing in volume and value of media assets (example: intellectual property, brand management, communication management, product management, product design, asset distribution...)

- Centralisation of unstructured assets in a centralised repository equipped with appropriate management controls by the “owner” of the assets (ex. public, restricted, confidential, archived).
- Creation of dependencies between objects can be done via a multi-layered links (no more file duplication).
- User-friendly media access ensures a responsive IT infrastructure (optimal network usage using low resolution previews); this avoids distribution of wrong assets.
- Asset management technology must not impose complex and proprietary software installs on participating workstations for information workers.
- Super-administrator and power-users must be able to benefit from specialised client software for administration, mass-ingestion (import of original file asset formats), and automated preview generation, usage of multiple file formats and meta-data generation.
- Revisions, approvals, publishing and distribution process only need industry standard web browser and e-mail client to improve existing internal and external productivity.
- Any type of future file formats must be supported by solution
- Uses industry standard format conversion tools which ensures use of latest content formats.

Secondary benefits:

- Improved employee throughput (higher productivity) no more laborious searching for media.
- No more manual mass file conversion (for different target usages: high resolution print publishing or low resolution electronic publishing)

- Automated media conversions and usage formatting to required file-formats (gif, jpg, tiff, YMCK etc.).
- Manual media modifications are stored in multiple versions
- Reduction of unstructured and disruptive communications (telephone, fax, meetings)
- Faster time to market for development of media related content (technical documentation, product documentation, marketing materials, learning content, web sites, printed materials, web sites)
- Organisational decentralisation is possible due to electronic access and distribution facilities (news push, user pull/search)

Cost avoidance benefits:

- Less indirect costs (express delivery, manual asset searching and copying/ e-mailing, no more manual CD-ROM burning)
- Prepress and information workers obtain instant access from native applications to marketing assets via (optional) application plug-ins (Microsoft Office, Quark Express...).
- Business processes can be controlled by means of open architecture job tickets (i.e. workflow) depending on the process schema inside the company and between different subcontractors

Technology benefits

- Modular multi tier technology (ensures server scalability)
- Web enabled technology ensures easy deployment to remote users.
- Proven industry technology benefiting from increasingly powerful and cost effective Intel centric architectures



Enterprise benefits are explicit for the following user populations:

- Content producers (no more lost / misplaced assets)
- Content users (ease of retrieval and re-use of enterprise assets)
- IT and Process Management (ease of administration, network friendly)

Employees, sub-systems and authorised subcontractors, can access granular enterprise information assets securely. Management obtains proper visibility and overview to get jobs done on time, every time.

Regardless of the information workers physical location – information is delivered at their fingertips though the network of networks, the Internet. Globalisation benefits are achieved and within reach both for large and small organisations.