

Interactive Content Management

Powered by EMC Documentum Web and Digital Asset Management Technologies

USA Techset (10 July 07)

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Interactive Content – *The Engaged Audience*

Customers

Employees

Partners

The goal of the engaged audience is a deeper, more persistent relationship, where branded communications influence behavior.

Often characterized by driving revenues



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A Closer Look At Interactive Content



- Company Websites
- Flash Demos
- Office documents
- Publishing Materials



- Product Images
- Catalog Photos
- Medical Pictures
- Illustrations
- Maps

....personalized, dynamic, rich, captivating means for delivering a message or digital product to an audience

- Commercial Ad
- Training Video
- Corporate Presentations
- IPTV



- Audio spots
- Music
- Streaming

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Working with Interactive Content

Interactive Content Types



Images



Web Pages



PowerPoint



Audio



Page Layouts



Video

Unique Environment for Interactive Content

Work Style

- Creative processes across a variety of teams
- Numerous communications
- High volume of information, time consuming

Technology Challenges

- Large files, complex formats
- Specialized tools, design and brand is key
- Exponential content growth, new channels

Business Drivers

- Time to market pressure
- Brand awareness, rich customer experience
- Innovation and returns on investment (ROI)

Targeted Solutions for Interactive Content



Media Management

- Brand Center
- Video Library
- Image Library



Marketing Automation

- Marketing Resource Management
- Collateral Development
- Editorial Workflows



Multi-Channel Communications

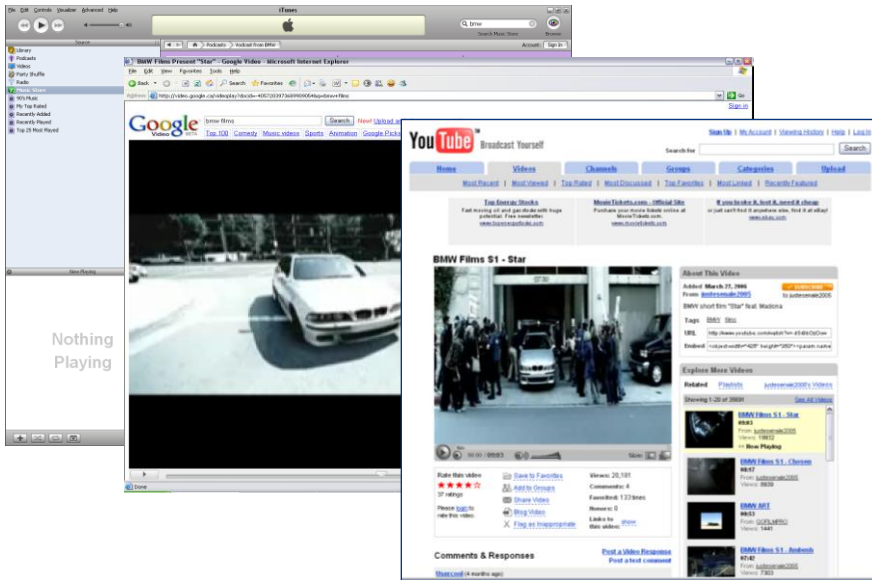
- Web Publishing
- Corporate Intranet
- Editorial or Technical Publishing
- e-Learning/ Training
- Mobile Content Delivery/ IPTV

Enabling Technologies:

- Digital Asset Management
- Web Content Management
- XML Management

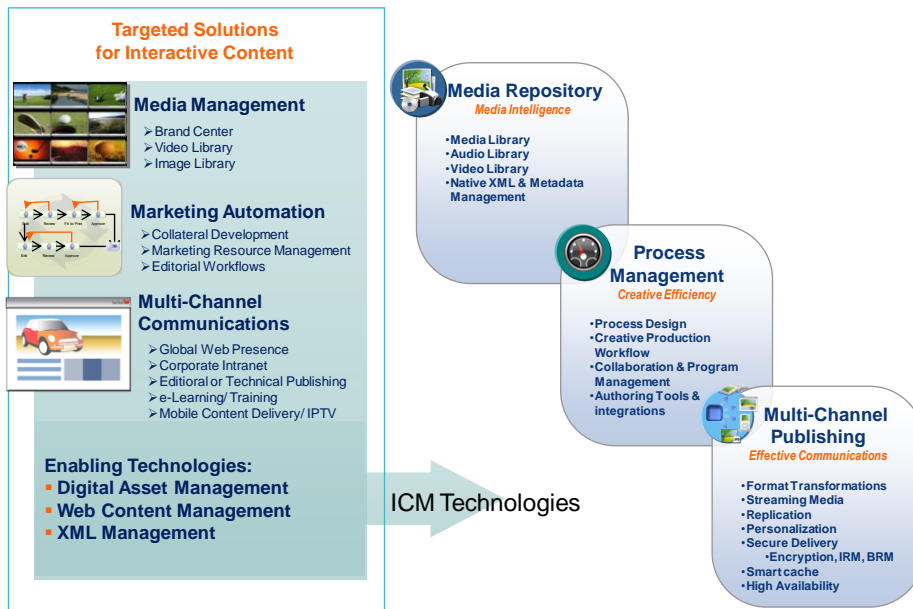
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Future Implications?



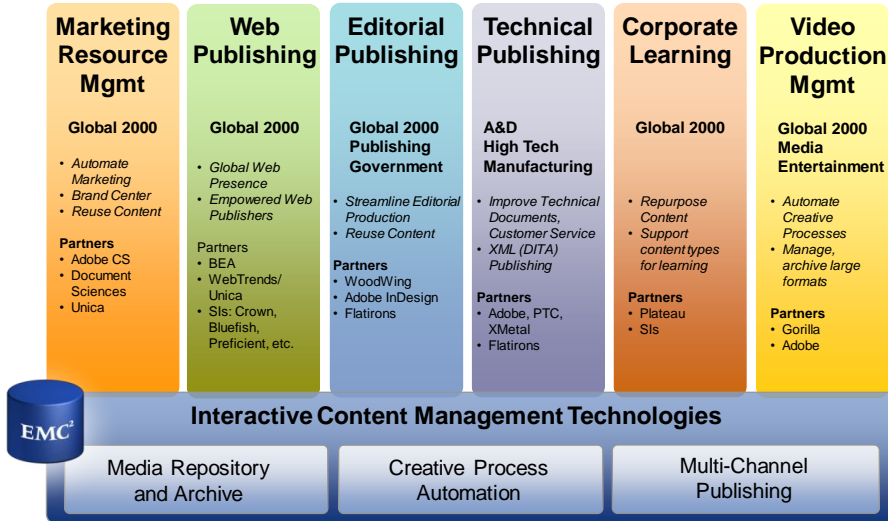
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DAM, WCM & XML Technologies



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Work with an ecosystem of partners to deliver solution built on top of our Interactive Content Platform

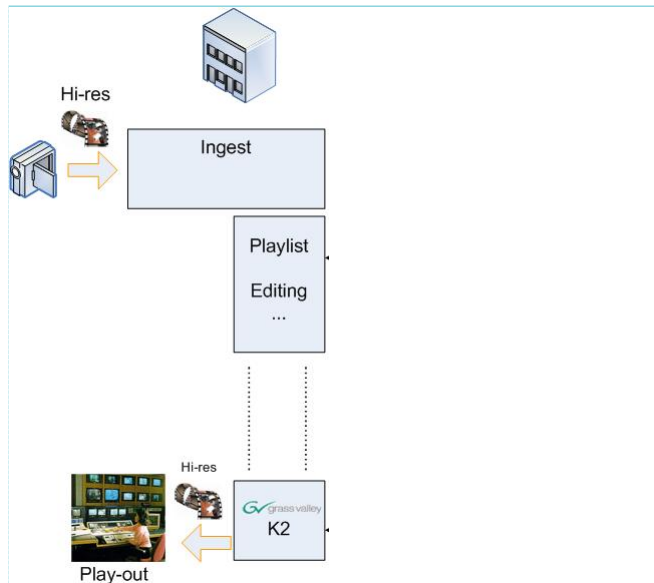


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Challenges for video and digital assets

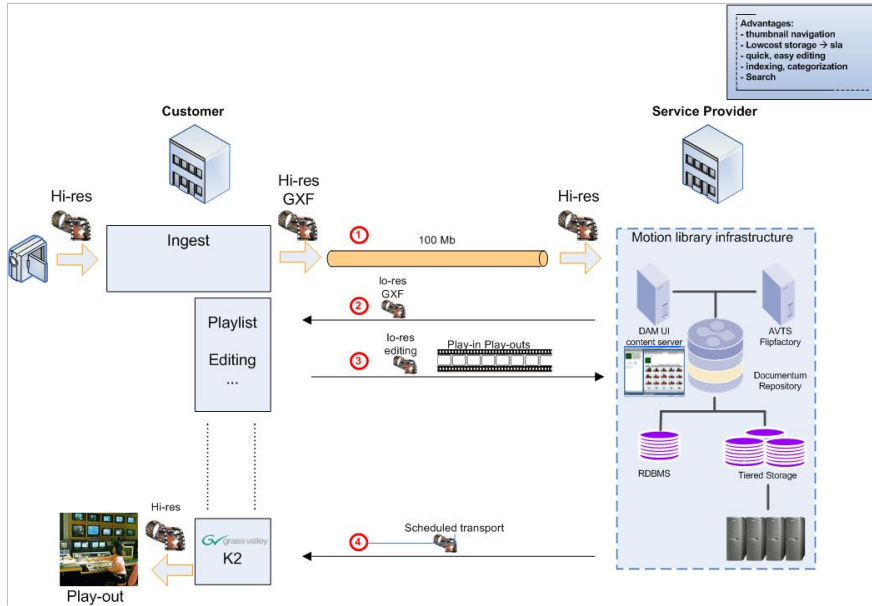
- (extr.) Large files
- Limited capacity
- Lots of material (raw)
- No video library
- Editing done using (HQ) files stored on network

Documentum offers a Digital Asset library where content can be stored, protected and archived
Optional components allow on-demand streaming, transformations and editing



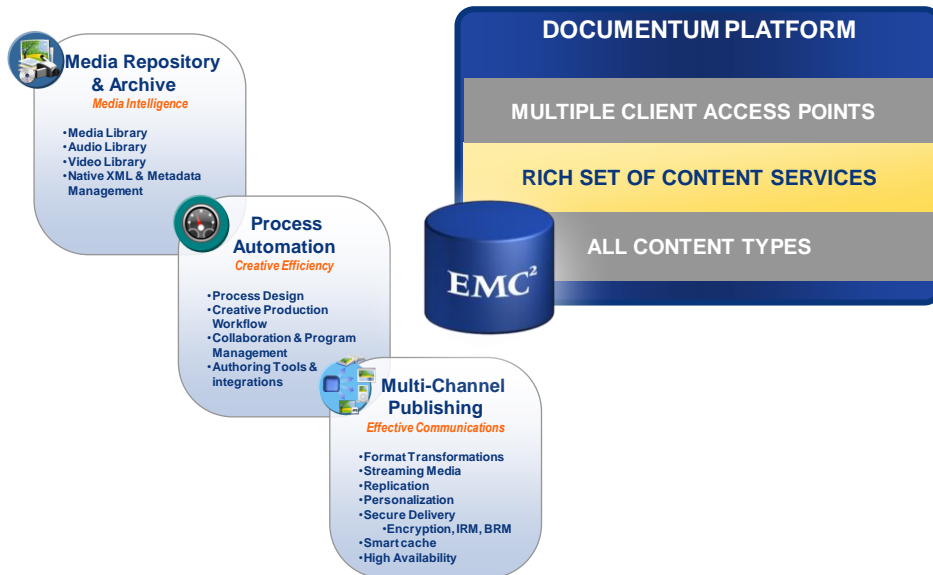
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ISP/SAAS/Hosted solutions

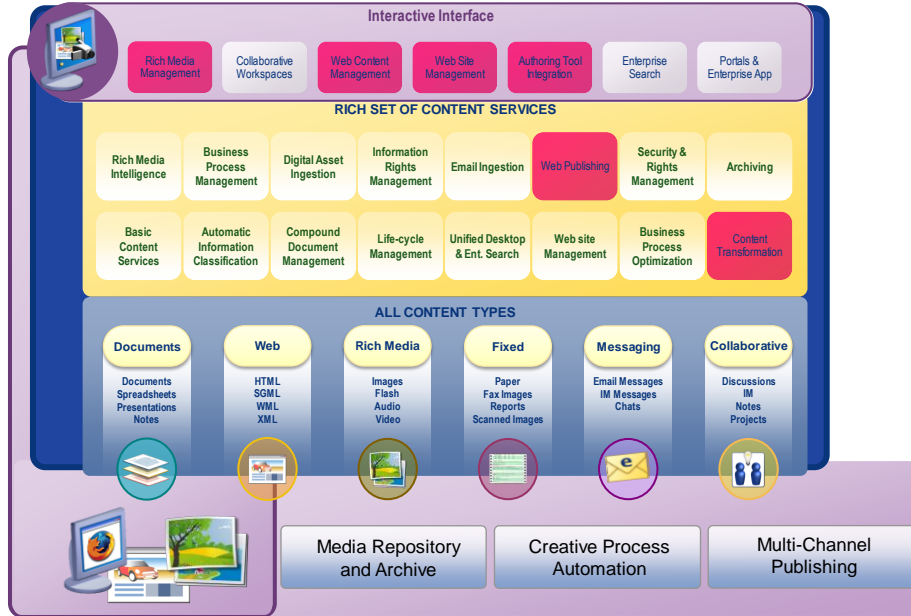


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Interactive Content Technologies – The Architecture



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Digital Asset Manager Features

- Thumbnails
- Transformations (Document and Media)
- Storyboards and Active Preview
- Collections
- Video Streaming for playback
- Mac Support
- IP Rights Management
- Usage Tracking
- Loupe Display
- Thumbnail-Only View
- Transformation Indicator
- Transformation Wizard
- Learning Services
- Power Point Management
 - Assembly
 - Search
- Video Management
 - Video Details
 - Storyboards
 - Send to Avalon
- Enterprise Publishing

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Solutions

Digital Asset Management – Repository

- Image/Web Management
- Video Management
- Medical Image Management

Marketing Resource Management – Brand Center

- Presentation Library
- Marketing Communications Production

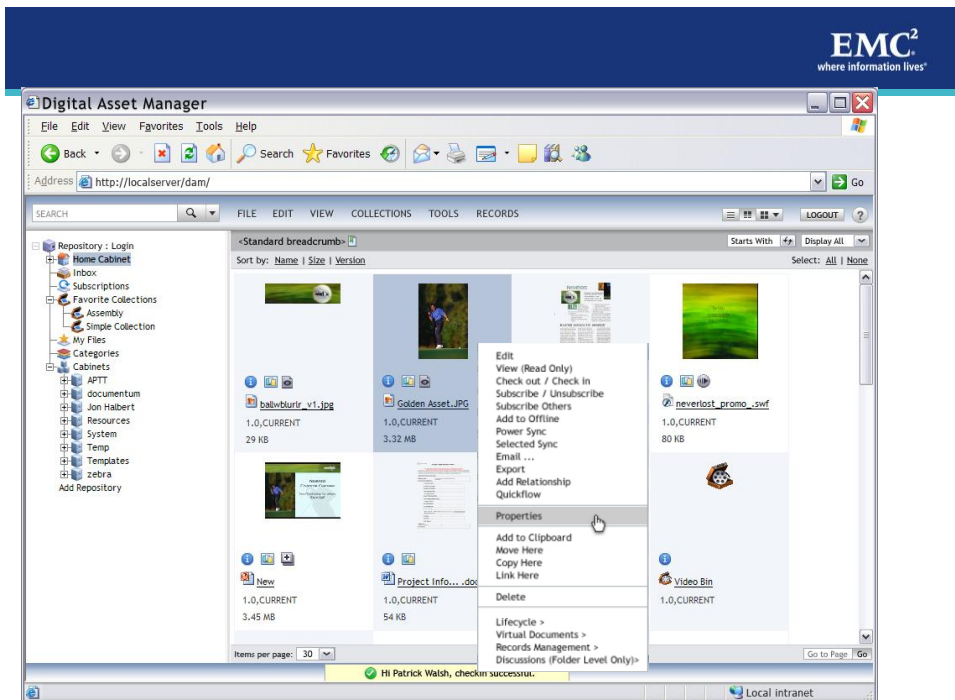
Enterprise Publishing – Editorial Publications

- Page Layout Management

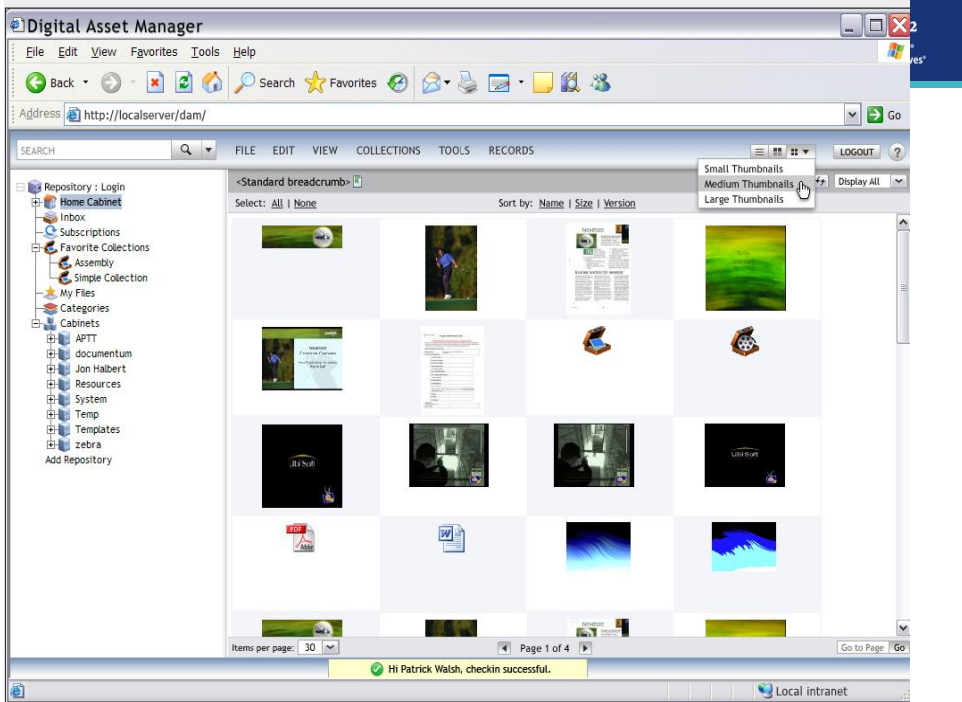
Broadcast and Video Archiving

- MCDS, IPTV

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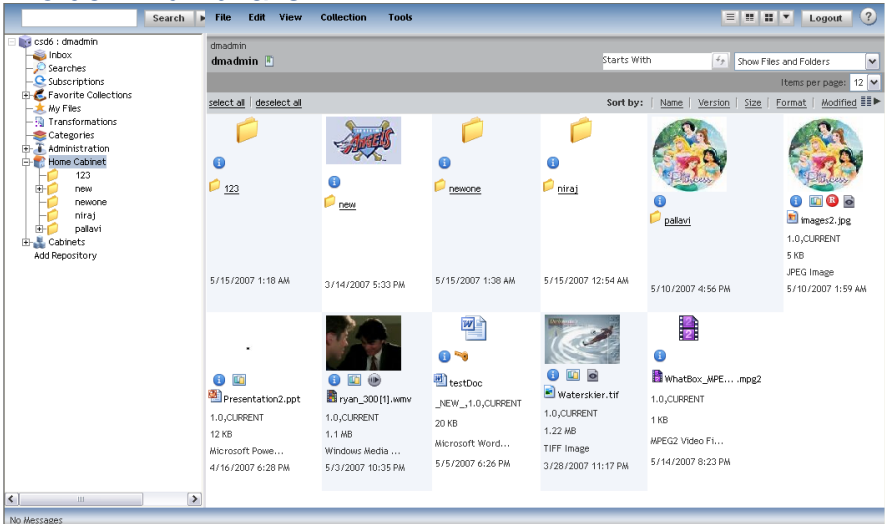
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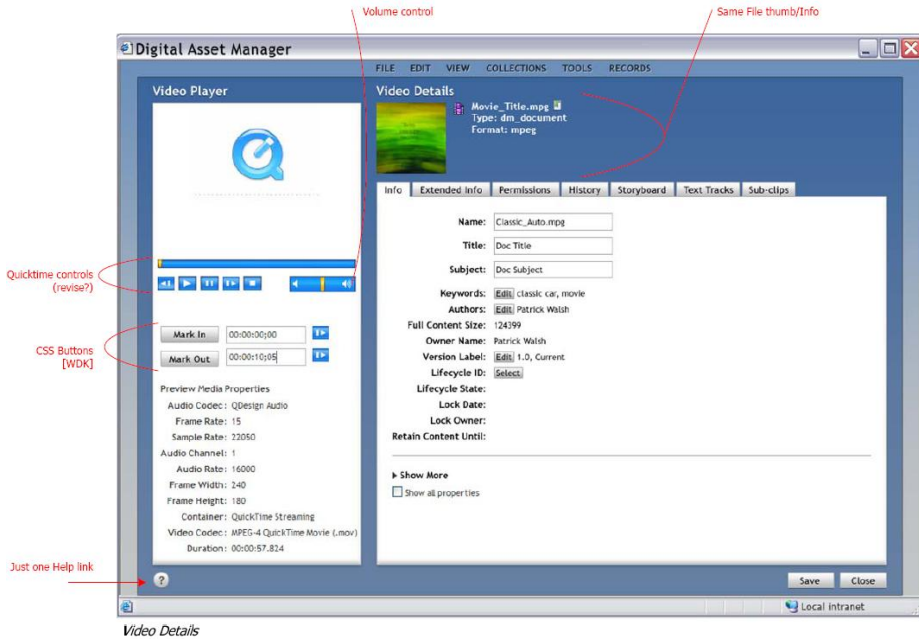
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Folder Thumbnails



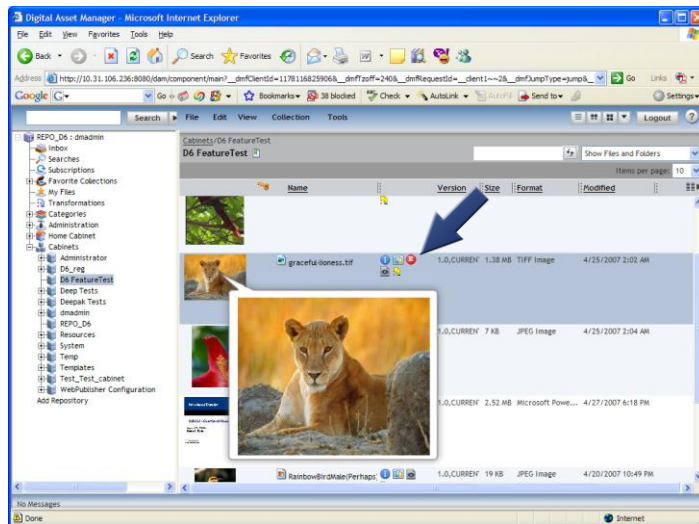
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Loupe Display and Rights Indicator

Mouse-over preview allows user to see more detail without opening the file
Icon tells user that IP Rights are recorded for this asset



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IP Rights Management

Rights Manager can define usage restrictions

Rights are linked to all the assets that were uploaded

New in D6: By clicking the IP Rights icon, user can view the details of any restrictions

User Acknowledgement

Before content is downloaded, user is asked to confirm compliance with usage rules, and to provide any additional information that is needed.

This step can also initiate a workflow

Usage History and Asset Tracking

New in D6: Usage history is stored and can be viewed by the Rights Manager

Reports can be generated to summarize content usage

