

brandforce⁺

digital asset dynamics: find it. get it. do it.

brandforce Digital Asset Manager™

The dynamic hosted solution for storing, managing and distributing your digital assets.

Are you getting your money's worth from your digital assets?

Let's imagine the CD with those product shots for your marketing brochure has gone missing. Or the PowerPoint presentation for your upcoming meeting is on someone else's hard drive – and they're on holidays. Or your new director's photograph is only available in GIF format – and the graphic designer needs a high resolution EPS file.

What do you do? Do you spend hours searching the office for them or are you forced to recreate them because they can't be found? Either way, it's a costly and unnecessary waste of valuable time and resources.

There's a better way

What if you could find the correct image, document, presentation, logo or any other digital asset that you need in minutes and not hours?

Well now you can, quickly and easily, from any web browser. brandforce Digital Asset Manager™ is a flexible and secure online digital asset management solution requiring no special software, training or technology. And it's transforming how companies manage, distribute and work with their digital assets to increase their profitability.

Access all your digital assets in one place

Digital Asset Manager™ is a central repository for the management and distribution of digital assets – from high resolution images, photographs and logotypes to simple and complex documents and rich media – all available in the right format within the one secure browser-based system.

Your employees, suppliers, marketing partners, dealers and franchisees can now easily access your digital images and all other digital files without the need for any special software, fonts or technology.

On-demand delivery

All your staff and marketing partners have immediate permission-based access to brand-approved corporate and marketing collateral. The powerful browsing and search tools make it quick and easy to find the right file. No more rummaging through piles of CDs or searching multiple servers and desktop computers.

It's all about efficient storage, management, retrieval and reuse of your digital assets. And the result: you significantly reduce project production costs, avoid the hidden costs of recreating brand assets, speed your time-to-market and support brand integrity.

The value of a digital master

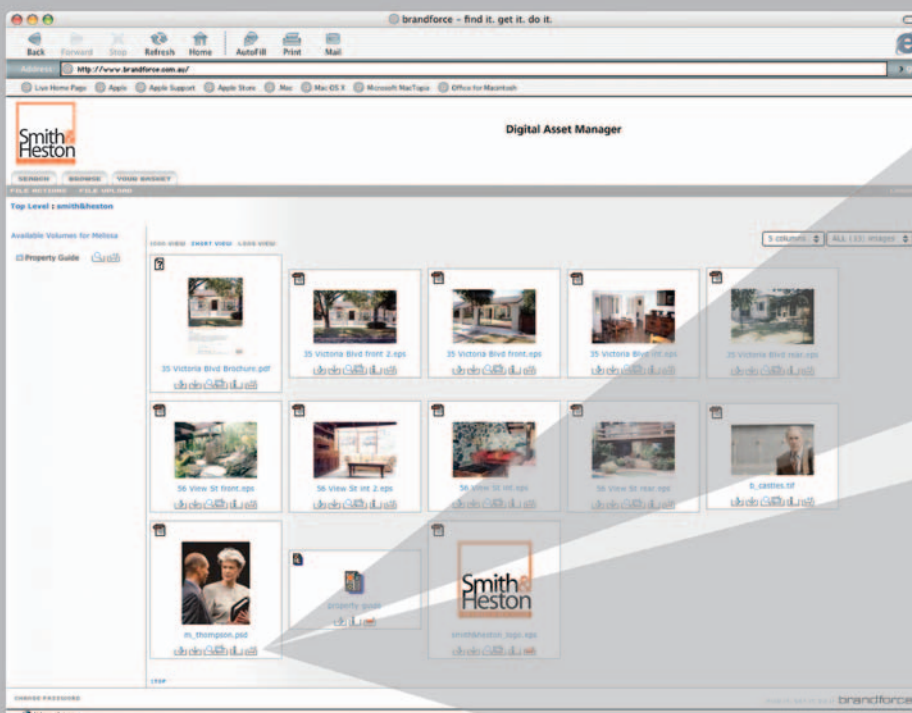
The value of a corporate graphic or image increases if it can be reused in a variety of contexts. For example, you can reuse your catalogue product shots on your website...but only if the large, high resolution TIFF files the photographer supplied are reformatted into small, low resolution JPEGs.

Instead of the expense and hassle of maintaining multiple copies of the same image in different file formats, sizes and resolutions, Digital Asset Manager™ utilises innovative 'digital master' technology. A high resolution digital master is created and stored in a way that ensures the highest level of reuse of the image.

Repurposing graphics made easy

Think of the digital master as a 'mother' file from which variations for specific uses can be derived easily. You simply select the size and file format you need and Digital Asset Manager™ repurposes the digital master to create a copy of the image with your requested specifications.

If you need high resolution EPS files for your catalogue and 72 dpi RBG JPEGs for your website – the choice is yours. And your choices are made on demand, with only a few mouse clicks. That's the power of Digital Asset Manager™. Simple. Easy. Intuitive. And flexible.



brandforce Digital Asset Manager™ provides a central location for all your digital assets accessible via a standard web browser. You can upload, download, find, and repurpose, quickly and efficiently, ensuring that only current and approved assets are used.

Create customised versions of any image in brandforce. And then download in a single click. Repurposing just got a lot easier!



One file, many uses.

- With custom order you can:
- scale image up or down
 - change resolution
 - switch between RGB, CMYK, etc
 - convert to grayscale
 - crop
 - change image format to EPS, TIFF, BMP, GIF or JPEG

Crop your image easily with the interactive cropping tool

Security and control

You have complete control over access to your digital assets. User-assigned permission levels determine which assets are made available to whom, whether they be employees, brand partners or design agencies. You decide who can access the system, the duration of their access, and what assets they can download.

All file-system activity is automatically logged so you have total visibility over who has downloaded a file and when. There's no need to maintain a separate check in/check out system. Your digital assets are kept on an off-site proxy server with state of the art back-up and disaster recovery. Our storage facility is secure, expandable and reliable.

Affordable and convenient hosted solution

Because Digital Asset Manager™ is a web-based solution there's no hardware to buy or software to install and maintain. We take care of the infrastructure, maintenance, support and upgrades. All you need is a web browser. brandforce offers an initial set-up fee depending on the number of assets required and affordable monthly per user fees.

The intuitive and user-friendly interface means no special training is necessary. Even your least technically minded staff members will pick it up in no time. And they can quickly and easily access and distribute all your brand-approved digital assets 24 hours a day from wherever there's a web browser.

Core benefits

Maximise lifetime value of digital assets

Ensure highest levels of reuse of your digital assets to minimise hidden costs of recreation.

Minimise costs

Centralised management, access and distribution of digital assets reduce operating costs and improve productivity.

Repurposing made easy

Digital master technology enables you to repurpose images and graphics on-the-fly.

Brand integrity guaranteed

Automated management and distribution of approved assets supports brand integrity.

Speed time to market

On-demand, self-service access to digital assets enhances collaboration and reduces production timeframes, creating a competitive edge.

Time-and-cost saving scenario using Digital Asset Manager™

Peter, Marketing Communications Coordinator, needs to distribute new images to 250 staff, partners and agencies both local and interstate

- *Have you ever had to search for a high-resolution image you wanted to use in a new brochure?*
- *Have you ever had to spend time burning CDs with high resolution images for delivery to your business divisions or corporate partners?*
- *Have you ever had to redo work because the original files have been lost?*

1) New images are collated and written in various file formats for burning to master CD by design studio >> 1,000 copies of the CD are produced by an external duplicating service >> Peter packages CDs with new instructions and dispatches to 250 recipients nationally.



**Traditional process time:
approximately 10 days**

2) Peter uploads approved high resolution images into image directory >> emails all 250 people announcing images are available now for download, anywhere, anytime.



**brandforce Digital Asset
Manager™ time: 15 minutes**

Features

Set-up

- Quick and easy start-up. Because Digital Asset Manager™ is browser-based there's no hardware or software to be installed
- No special training required. User-friendly and intuitive interface
- Minimal start-up cost. You don't have to buy and maintain any hardware or software. brandforce offers an initial set-up fee depending on the number of assets required and affordable monthly per user fees.
- Fully scalable and custom-designed.

Centralised digital asset repository

- All digital assets are stored in a single central location, so they are easy to find, manage, use and distribute
- Store anything digital, from images to knowledge documents and video to presentations
- Browser-based. No special software, plug-ins, or technology needed
- Powerful and rapid search. Users find what they are looking for, quickly and efficiently
- Users access only brand-approved digital assets
- Assign metadata, keywords, descriptions and categories to suit your company and industry
- Support for over 20 image file formats
- Web-ready GIFs and JPEGs are automatically generated for every image file format

Repurposing images and graphics on-the-fly

- Digital master technology enables automated on-the-fly repurposing of images and graphics. You simply select the size and file format you need; image editing software is not required
- Crop pre-existing images and graphics – eliminate the costs involved in creating new content
- Users can create print-ready high resolution files and then deliver them via the web to staff, brand partners, marketing and design agencies, printers and other end users
- Batch process file repurposing and downloading in ZIP or Stuffit format

Multiple levels of security

- Secure and permission-based, self-service access to assets
- Manage digital rights and permissions
- Automatically logs all file-system activity, so you can see what's happened to every asset, without the burden of a check-in/check-out system

Options

- Multiple language localisation
- Add pricing, credit card checkout and order administration management for intra- and inter-department business units or e-commerce applications

Added leverage

- Integrates seamlessly with brandforce PDQ Publisher™, the dynamic template-based publishing solution for customising, printing and distributing your brand and marketing collateral



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brandforce helps companies manage the explosive growth of digital assets. Our suite of online tools easily integrates with existing workflows and enables our clients to utilise, manage, publish and distribute their digital assets more effectively. Our goal is to help both small business and large enterprises extract maximum value from their digital assets.

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