



brandforce⁺

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

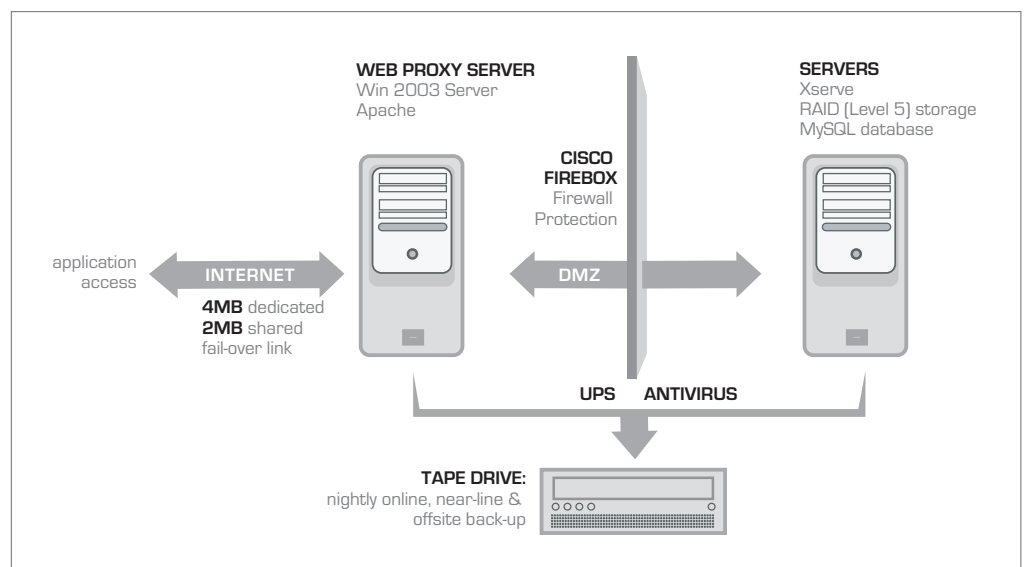
This information sheet provides a brief technical overview of brandforce.

Overview

Brandforce helps companies manage the explosive growth of digital assets. Our powerful hosted solution easily integrates with existing workflows, enabling our clients to utilise, manage, publish and distribute their digital assets more effectively. Our goal is to help both small businesses and large enterprises extract maximum value from their digital assets.

A world-class hosted infrastructure

Brandforce is a powerful hosted web-based solution providing enterprise-class functionality without placing burdens on internal IT resources. Located in a sophisticated purpose-built facility brandforce's infrastructure is designed with extremely high standards of security, flexibility, scalability and responsiveness. Special attention has been paid to network access, storage and security, delivering enormous bandwidth, scalable storage, redundant power, nightly backups and managed firewalls.



Technical specifications

Hardware

- HP Web servers
- Apple dual-processor application servers
- Hardware RAID level 5 – five disk configuration per server
- HP content server with redundant hard drives
- Cisco Firewall (Best of Breed)
- Currently 5.4 terabytes online

Servers

- Windows 2003 Servers
- Macintosh OS Xserves
- MySQL database

Management services and data integrity

- UPS (uninterruptible and redundant)
- Gigabit core networking with redundant switches
- Online, near-line and offsite nightly backup (3 copies) from all platforms with barcode tracking of assets
- Routing and connectivity redundancy
- 24x7 application monitoring and support
- 4MB dedicated internet link
- 2MB fail-over link

Security

- Token-based authentication
- SSL certificate secured access

Applications

Digital Asset Manager™ – The dynamic hosted solution for managing and distributing your digital assets.

PDQ Publisher™ – The dynamic template-driven publishing solution for personalising, printing and distributing your brand and marketing collateral.

For more information please visit www.brandforce.com



brandforce

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

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.

brandforce pty ltd ABN 18 006 704 141
Level 6, 488 Bourke Street Melbourne VIC 3000 Australia
T. +61 3 9600 3677 F. +61 3 9642 8366 www.brandforce.com

© brandforce 2005