Enterprise content management solutions
Better decisions, faster

Information Management software

Storing, finding and managing content in the digital enterprise.

- Streamlines the collection, protection, sharing and distribution of digital assets through automation of manual processes

- Helps improve access to content for digital content creators and consumers through an easy-to-use interface

- Provides a comprehensive solution for managing rich media assets, helping to enhance their value

- Leverages leading technology throughout to deliver a reliable, scalable and integrated solution

- Addresses a wide range of content management challenges in support of business objectives

Although they were once predominantly the domain of the creative types in marketing or on Web development teams, digital assets (including video, audio, images, graphics, Web objects and compound documents used in publishing) are now widely created and used throughout organizations and within practically every industry.

Today, sales teams, human resources departments, corporate communications departments and other entities use digital assets to support their evolving objectives. Internal users, external partners and customers are also creating their own digital assets that must be captured, accessed and distributed in multiple formats. And as usage has increased, so has the need to more efficiently manage digital files and their associated workflows.

The sheer volume and ever-growing size of the files associated with creating digital content has also placed a burden on IT departments that must build and support the infrastructure needed to create, organize and distribute digital media assets. Managing the access, security, storage and application development issues associated with digital media is becoming a bigger IT challenge.

Without an efficient enterprise content management (ECM) strategy, the costs and challenges imposed by digital assets on an organization can add up quickly, resulting in:

- Devaluation of assets due to the inability of users to access them.

- Inefficiencies in workflow due to manual processes.

- Poor communications among content development individuals and teams.

- Increases in IT infrastructure and support costs.

- Damage to corporate image or brands.

- Greater security and compliance risk.

Integrating processes and streamlining workflows for greater efficiency

The pitfalls of traditional approaches to digital media management stem from the lack of integration between the various processes and stages of creation, retrieval and distribution, which can lead to inefficient and error-prone manual efforts. Additionally, many traditional solutions are built on architectures that were not designed to support the scalability required in a media-rich environment.

The digital content creation process can involve many stages—from initial image capture to digital retouching to layering and composition—which can lead to dozens of versions of an asset. Workflows can also involve many steps, as multiple individuals collaborate on an asset, add comments and route the asset for approval. Once finalized, some assets are transcoded into various formats—for example MP4, Apple QuickTime and Microsoft® Windows® Media video files—for multichannel delivery, often at multiple frame rates. File metadata must also be managed to aid in cataloging, retrieval, archiving and even compliance management.

IBM and IBM Business Partners offer a comprehensive portfolio of digital asset management software solutions that can help you automate and streamline the entire process of managing rich media. The marketplace-leading ECM architectures from IBM—IBM FileNet® and IBM Content Manager solutions—together with digital asset management software from IBM Business Partners including Ancept, can help top organizations make better decisions, faster.

IBM and key IBM Business Partners have designed a solution portfolio with the needs of digital asset creators and consumers in mind. Our portfolio includes applications that automate content creation workflows to improve productivity and reduce errors related to file sharing. Automating the complex steps necessary for gathering content, digitizing it, extracting metadata, indexing it for retrieval, converting it to the right format and quality for multiple distribution channels, and storing it efficiently and in a security-rich manner, ultimately helps organizations that depend on digital assets to improve communication and access to content — within the enterprise and with audiences and customers.

Simplifying content creation and distribution

The digital asset management software portfolio from IBM and IBM Business Partners helps manage asset workflows, resulting in content that is easier to create and access. The solution features an interface and powerful tools that can be tailored to specific roles, yet are intuitive for other users. Whether the role is as a content creator, creative executive, line-of-business (LOB) user or content consumer, the ability to use a single digital asset management solution that supports broader content management objectives can be a tremendous value for companies struggling to manage assets and processes.

Leveraging a deep portfolio for rich media solutions

The digital asset management software portfolio includes IBM software as well as industry-leading software offered by IBM Business Partners. The portfolio is designed to offer a comprehensive solution suitable for smaller businesses up to very large enterprises with thousands of users and millions of assets to manage. The portfolio includes:

- Content management software from IBM.

- Digital asset management software from IBM Business Partner Ancept.

- Infrastructure software.

- Complementary IBM products and third-party offerings.

ECM software from IBM

IBM is a leader in the development of content management solutions for today's demanding businesses. The software is designed to manage the entire life cycle of virtually all electronic content — not just multimedia files, but also electronic documents, scanned and digitized document images, electronic forms, e-mail, Microsoft Office documents, and XML and Web files.

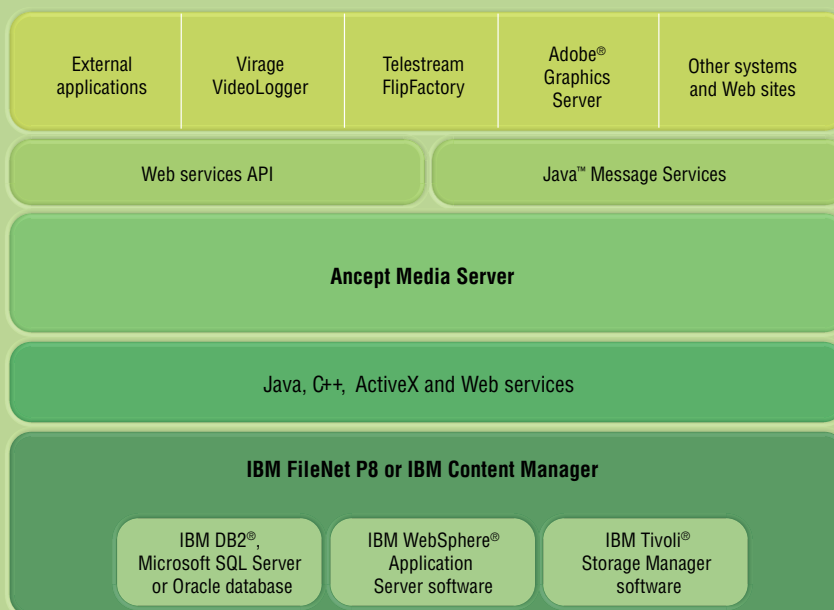| External applications	Virage VideoLogger	Telestream FlipFactory	Adobe® Graphics Server	Other systems and Web sites
Web services API		Java™ Message Services		
Ancept Media Server				
Java, C++, ActiveX and Web services				
IBM FileNet P8 or IBM Content Manager				
IBM DB2®, Microsoft SQL Server or Oracle database	IBM WebSphere® Application Server software	IBM Tivoli® Storage Manager software		

Figure 1: IBM and IBM Business Partners offer a comprehensive portfolio of digital asset management solutions and foundational technologies that support an integrated approach to asset, document and content management.

ECM solutions from IBM provide the content repository and infrastructure necessary for digital asset management, performing the heavy lifting of providing security services, database management, storage management and a foundation for application programming interfaces (APIs).

Ancept Media Server software for digital asset management

Ancept has been an IBM Business Partner since 1997 and a leader in the digital asset management software space with its Ancept Media Server (AMS) software for media production, management and distribution. The software provides a single interface for asset management tasks, including:

- Video and audio indexing and transcoding.

- Searching and viewing of stored assets.

- Content distribution.

- Content editing.

- Workflow and business process management.

Ancept and IBM development teams have worked closely to achieve tight integration of AMS software with IBM Content Manager, IBM FileNet and IBM WebSphere Application Server software, enabling the digital asset management solution to meet the demands of creative teams, IT departments and consumers with a single solution.

AMS software includes powerful tools for organizing and editing content from a single interface, but it is the software's ability to create customized workflows and support business process management according to business requirements that sets it apart from other offerings. For example, the processes for requesting permission to use an image or create multiple file formats of an audio file can be clearly and graphically defined, and user roles can be established with the software. AMS software then automates the routing of actionable information and associated files to appropriate users based on those roles. The AMS interface can be personalized so that users only have the functionality necessary to their jobs, and rich reporting features can help administrators and IT managers track user activity and further improve workflows.

Infrastructure software

The digital asset management portfolio from IBM and Ancept includes customizable user interfaces and APIs to ease enterprise integration. ECM software from IBM allows content and metadata to be stored in IBM DB2, Microsoft SQL Server or Oracle databases. Integration with IBM WebSphere Application Server software allows development teams to Web-enable asset management components and integrate them with other business systems, such as financials, human resources and customer relationship management. The portfolio also integrates with IBM Tivoli Storage Manager software to help optimize the allocation and availability of digital assets and help increase storage capacity.

Industry and process-specific products

In addition to our digital asset management solutions designed for practically any organization in any industry, several software products from IBM and third-party independent software vendors (ISVs) also address unique process and workflow requirements. Complementary, tailored software is available that can address digital asset management as it applies specifically to newspaper and broadcasting industries and the marketing and communications sector. For example, the Media Hub Solution Framework from IBM helps entertainment and media companies deploy a flexible software architecture that links business and content systems together for more effective media management.

Addressing business challenges through efficient media management capabilities

Whether your objective is to improve organizational speed and responsiveness, provide new or enhanced services and products, improve brand and marketing communications or train your staff more effectively, efficient management of digital media is a key requirement for meeting these goals.

Communication and collaboration

Systems that allow employees, partners and customers to communicate and collaborate are a necessity. To further improve collaboration, businesses are increasingly utilizing rich media Webcasts for reaching broad audiences, multimedia presentations for delivering comprehensive messages and videoconferencing for improved collaboration.

ECM solutions from IBM, supported by AMS software, can provide the ability to schedule, manage and deliver this rich content. The solutions allow content to be searched, viewed and repurposed later, while supporting your compliance efforts.

Marketing and brand management

Advancing your brand requires aggressive control of your content. But as the number of marketing channels increases, the size and variance of the audience grows, and the level of interaction with consumers becomes more complex, brand management becomes increasingly difficult. Efficiently managing and supplying content in a consistent manner with a high level of quality in this environment is the big challenge. Without a comprehensive content management approach, access control and digital rights are difficult to manage—and costly.

ECM solutions from IBM support the ability to centrally manage digital content and deliver it to other applications and organizations systematically, to allow the entire value chain to interact and collaborate in a security-rich environment. This centralized control helps your organization to better protect its brand and measure response to marketing initiatives.

Education and training

The Internet has revolutionized education and corporate training, as text-based coursework delivered by the Web has given way to interactive, highly personalized multimedia programs. Organizing and delivering the right content at the right time (and scaling to accommodate a single student up to several thousand students) requires a robust ECM system for capturing, indexing and distributing not only media files of the courses themselves but also supporting files and documents.

Digital asset management and ECM solutions from IBM are already helping leading educational institutions worldwide meet the challenges of distributing knowledge to dispersed and highly mobile student bodies. Corporations, too, are using solutions from IBM to support various training requirements, such as product information deliveries, sales training events and human resources materials.

Compliance

Companies are more aware of the need to index and archive text files such as documents, e-mails and instant messages to meet compliance requirements, but compliance is also driving the need to capture, manage and archive multimedia communications. This content can include videoconference sessions, multicast events and telepresence interactions. For example, "ask the expert" applications, where customers can interact in realtime with professional advisers, are ideal methods for dramatically improving products and services but have real compliance implications.

Together with Ancept's industry-leading solution for managing rich media, ECM solutions from IBM can help ensure that your vital multimedia communications are archived, regulated and managed with a comprehensive file plan, just like your text-based communications.

Content publishing

It's not just media companies that are in the publishing business. Many educational institutions are publishing content that is purchased by students, other institutions and the general population. And corporations are also finding opportunities to publish, even sell, content to customers. Publishing can be as simple as making approved content available on a public Web site or replicating content to a portal or third-party service. Some enterprises may have more complex requirements involving e-commerce and digital rights management.

IBM and Ancept solutions include many publishing support capabilities. The Ancept Media Publisher product, for example, replicates content to a simple index and file system that can be accessed by another application or Web site. The IBM and Ancept architecture, which is built around a service-oriented architecture (SOA) and Web services, makes it relatively easy to integrate e-commerce, desktop publishing, watermarking and digital rights management capabilities with content delivery.

Content production

Efficient production of content—whether video, graphic arts or multimedia—depends on robust collaborative capabilities, sophisticated workflow and business process management, a scalable repository and integration with critical systems. Without such systems, communication, collaboration and organization of content must be done manually, resulting in significant costs and protraction of production cycles.

ECM solutions from IBM have the workflow and business process management capabilities needed to support content production processes ranging from simple review and approval cycles to very complex, comprehensive production cycles.

Why IBM?

IBM's approach to ECM can help companies make better decisions, faster—by managing content, helping optimize associated business processes and supporting compliance through an integrated information infrastructure.

IBM is the leader in Gartner's *Magic Quadrant for Enterprise Content Management*,[1] a leadership that is built on more than 16 years of continual product development and more than 14,000 installations of content management solutions. Our commitment to digital media research and development and industry expertise is among the best in the industry. Many of the biggest global organizations and most recognized brands leverage IBM solutions to help gain value from their digital assets.
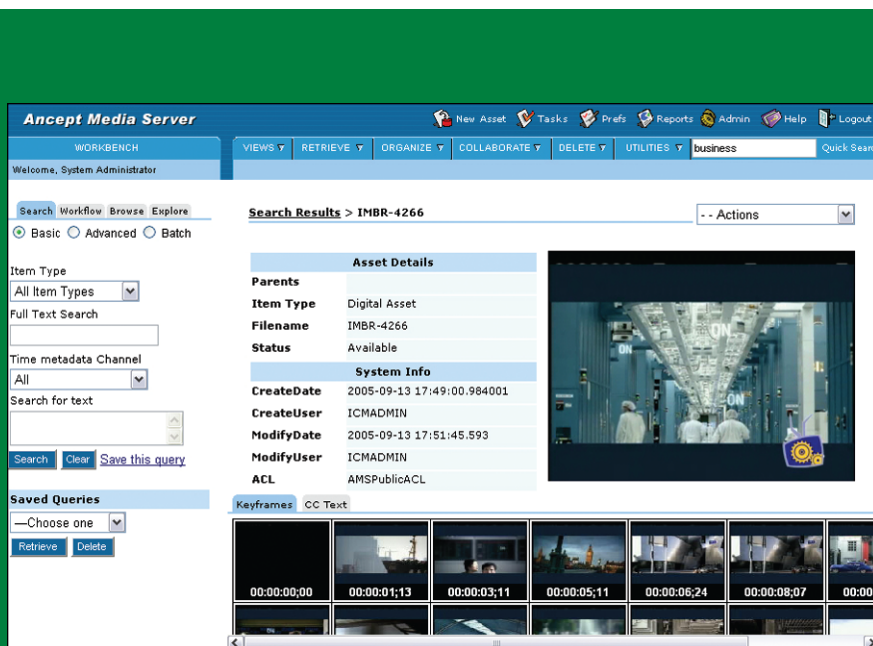

Figure 2: Ancept Media Server provides a user interface that can be tailored for specific roles, supporting integration and streamlining of business processes across the organization.

For more information

To learn more about digital asset management solutions from IBM, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/software/ecm

ancept.com

---

1 Gartner, *Magic Quadrant for Enterprise Content Management*, Karen M. Shegda, Toby Bell, Kenneth Chin and Mark R. Gilbert, September 21, 2007. The Magic Quadrant is copyrighted 2007 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.