

DIGITAL ASSET MANAGEMENT

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Digital Asset Management or DAM systems allow people and teams to easily manage massive or complex portfolios of rich media content – from one central interface.

ORGANISE AND ACCESS DIGITAL FILES

Best suited to video, images, photos, documents and other media – a multi-functional Digital Asset Management system makes it easier to group, search and distribute content; reducing duplication of assets, controlling security and streamlining workflows.

CONSOLIDATE YOUR ASSETS INTO ONE SOLUTION

If you've ever tried locating a specific piece of content from tens of thousands of digital assets, spread across hundreds (or thousands) of electronic folders – and failed, found an old version, or lost valuable hours in your day – a Digital Management solution could make your life a lot easier.

People save valuable time searching for files, leaving them free to get on with what they do best. This means improved workflows and a reduction in costly mistakes, such as duplicate purchases or using the wrong file.

A central DAM repository also improves third-party integration, accelerates approval processes and makes for higher employee productivity: with fewer 'aargh' and more 'ooh' moments.

DELIVERING A GLOBAL DISTRIBUTION PLATFORM

BP needed help to access and share their content globally to both internal and external audiences. Using Imagen as a hub to address these issues.

With the media archive now in place, BP are now able to operate far more efficiently and stakeholders, both internally and externally, are now able to easily upload, access and download content from anywhere in the world at any time.

“ IN TERMS OF THE EFFICIENCY WITH WHICH WE ARE ABLE TO WORK, AND THE VOLUME OF NEW WORK THAT WE CAN PRODUCE MORE QUICKLY, IMAGEN IS A GAME-CHANGER. ”

Harold Albuquerque, Head of Systems, BP



HIGHLIGHTS OF DIGITAL ASSET MANAGEMENT



Manage High Volumes of Media – Store all your video, images, audio and documents in one place.

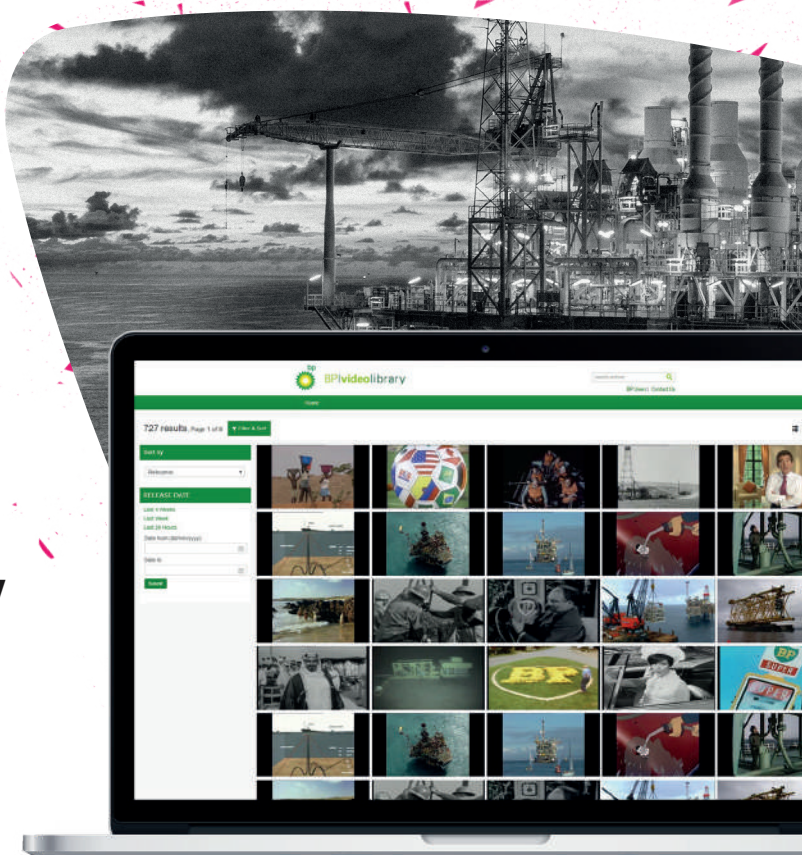
Eliminate Content Silos – Have a central location for all your digital files which securely manages your valuable creative assets.

Unlock Data Behind Your Content – Plan and optimize your content strategy with insight on most active users, downloads, searches and more with dynamic dashboards.

Consistent, Recognisable Branding – Customise and control the look and feel of the platform, so your brand looks as good as it should.

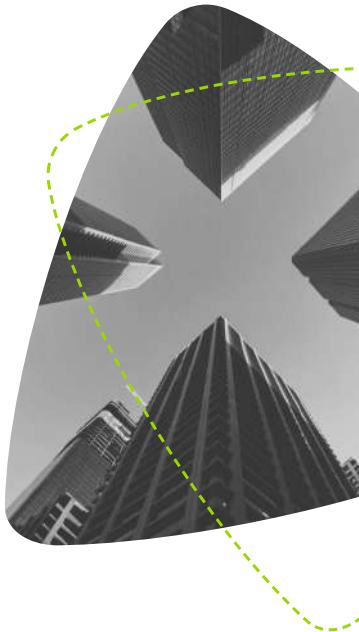
Advanced Security – Keep your media safe and secure for the long term, accessible only to the people and organisations you trust.

Artificial Intelligence – Automatically create rich, searchable metadata with a range of AI tools.



WHY IMAGEN?

Imagen doesn't just keep your content safe, secure and easy to access. Our video platform is built on more than 20 years' experience in video and media management. New features ensure a constantly evolving platform designed to exploit the full value of your content.



KEY FEATURES INCLUDE:



CUSTOMISATION

Our customizable web interface allows you to add your brand and deliver a multi-language experience.



ACCELERATED FILE DELIVERY

Free, flexible, and fast, AFD, distributes broadcast quality files to your key clients at blistering speeds.



SCALABILITY

All the benefits of cloud architecture, including scalable storage, processing power and bandwidth.



METADATA CREATION TOOLS

Innovative tools to simplify the process of describing your media, increasing speed, efficiency and accuracy for professional content teams.



ADVANCED VIDEO TOOLS

Create clips and post directly to social media. Add searchable annotations, create collections and get the most value from your media.



MONETISATION FEATURES

Generate revenue from your content through subscription video on demand (VOD) packages or clip-licensing via credit-based payments.



LIVE STREAM & CAPTURE

Watch live streams in your Imagen platform. Capture and store the feed for long term archiving and playback.



CONTROLLED ACCESS

Granular permission and access controls give you full control over who can see your media and what they can do with it.



USER ANALYTICS

Insight on most active users, downloads, searches and more with user intelligence dashboards.

WE ARE IMAGEN.

Drive engagement, generate revenue and transform your business with the world's smartest video management platform.

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