INFOSYS AUTOMATION SOLUTION FOR DIGITAL ASSET MANAGEMENT PLATFORM

Infosys Automation Solution for Digital Asset Management Platform manages the entire asset lifecycle, right from asset ingestion, production, publishing, distribution, collaboration and workflows. Solution is built using OpenText Media Management which is industry leading product for Digital Asset Management and solution is integrated with other enterprise application platforms. It provides custom automated solution for integration with Global Data Synchronization Network (GDSN) and ERP platform.

GDSN enables trading partners to globally share trusted product data and allows the end customer to access trusted and real-time product information. GDSN supports accurate, real-time data sharing and trade item updates among subscribed trading partners.

Enterprise asset governance and management faces serious challenges in terms of asset ingestion and meta-data tagging as the process is too slow. Digital Asset management's automatic asset ingestion comes to the rescue by enabling automation ingestion of assets and also facilitates tagging, classification, searching and locating the assets easily.

Infosys Automation Solution for Digital Asset Management Platform powered by OpenText Digital Asset Management automates this end-to-end process along with custom functionalities, and helps in achieving significant benefits on time and cost of digital asset management.

Our solution offers best in class engagements to the customers in addressing the need for consolidating multiple repositories to ensure greater control on the assets and collaboration through different devices and channels providing a ubiquitous visibility.

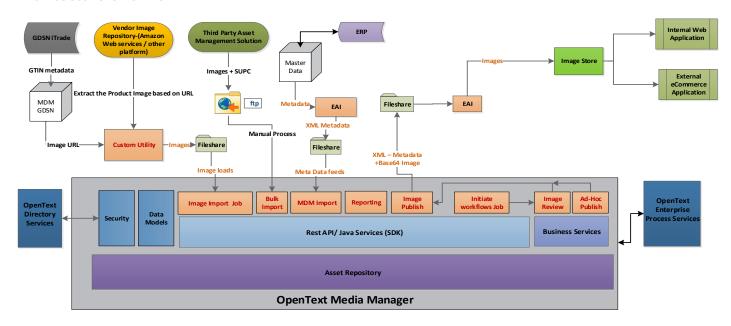## Solution Domains

- Customer Experience Management

Technologies

- OpenText Media Manager
- Enterprise Process Services
- OpenText Directory Services
- Oracle Database

Business Case/Goals for the solution

1. Provide centralized repository for asset storage with custom metadata models
2. Address issues related to inconsistent and limited metadata
3. Provide Integration capabilities with GDSN platform
4. Provide asset and metadata ingestion capabilities
5. Need for custom image review workflow for digital assets
6. Need for customized asset publishing mechanism
7. Integration with ERP platform for metadata ingestion
8. Address asset duplication issues
9. Unauthorized use of copyrighted assets
10. Mitigate risk of using the wrong asset version
11. Address need for customized reports by integration with other enterprise applications
12. Address issues related asset management platform silos

Architecture Overview

Key features of the solution are

1. Integration with GDSN, provides automation for Digital Assets and product information synchronization

2. Provides custom utility for identification of duplicate images

3. Custom workflow capabilities to automate the asset lifecycle from creation to Omni-channel distribution

4. Custom filters for image review tasks based on specific metadata attributes associated with assets

5. Ingests large volume of digital assets and metadata on daily basis

6. Custom feature to provide 360-degree view of assets, and reporting capability for asset metrics

7. Provides feature to address custom image transformation and rendition use cases

8. Provides custom publishing capability with multithreaded implementation to publish images out of DAM platform for consumption on customer facing applications

9. Enhanced bulk import self service capabilities to migrate assets and help with asset management solution consolidation

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Technical and Business Benefits

- Reduces time spent in asset ingestion and tagging
- Reduces time spent in locating the most effective asset
- Accelerates time to market for assets
- Reduces media management Burdens and Liabilities
- Greater visibility of assets stored in Digital silos
- Significantly contribute to boost sales, improve revenue and maximize return on investment

Case Study

Successful implementation for Global Enterprises from Retail, Healthcare, Transport and Logistics industries.

The solution improves product sales and organization revenue by handling high volume of digital asset ingestion, asset distribution and asset publishing.

For more information on Infosys Automation Solution for Digital Asset Management Platform, please write to us at ContentServices@infosys.com

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