How can Enterprise DAM software manage rights

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About Picturepark

Enterprise DAM for Corporates

• Swiss Made since 1997
• Server deployed, browser-based, enterprise-scalable
• Cloud, onsite and hybrid models
• Primarily sold to corporate clients
Picturepark Core UI
Picturepark Ports

- Portals
- Websites
- Intranets
- Extranets
The Corporate DAM

Store and exchange from one place

• A variety of master assets
  • Images (products, visuals, documentation, events, charts…)
  • Layouts, master templates
  • Footage, movies, animations
  • Brochures, ads, presentations, press releases

• Many internal & external stakeholders

• High-degree of self-service, ease of use

• Integrations into ERP, PIM, publishing systems…
Corporate voices

• “Don’t get me into (legal) troubles”
• “Help me and my users save time”
• “Support me in marketing the right message”

• Metadata together with DAM can help a lot!
Use adaptive metadata

See and manage only what really matters

- Product: brand name, EAN/UPC, specs
- Stock: Copyrights, usage terms, expiry date
- Event: Event name, location, date, people
- Propagate values such as usage terms
Read/write metadata

Map file-embedded metadata with database fields
Tag «automatically»

Get asset metadata directly from the source
Customer sample

Definition of usage rights (copyright, model...)

![Diagram of usage rights settings](image-url)
Within DAM: Enforce rights

Granular access permissions

- Assets & derivatives (renditions)
- Metadata (fields)
Out of DAM: Know who uses...

Meaningful statistics
...and where is used

Track asset usage through integration
Corporates objective: Marketing!

Distribute content together with meta-content
Summary

Enterprise requirements

- Read/write metadata (tag, cleanse, synchronize)
- Identify & describe content & usage rights
- Enforce proper usage through DAM
- Monitor usage across borders & as far as possible
- Stack data (file, metadata, agreements, statistics)
Digital Asset Management
Thank you!

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