

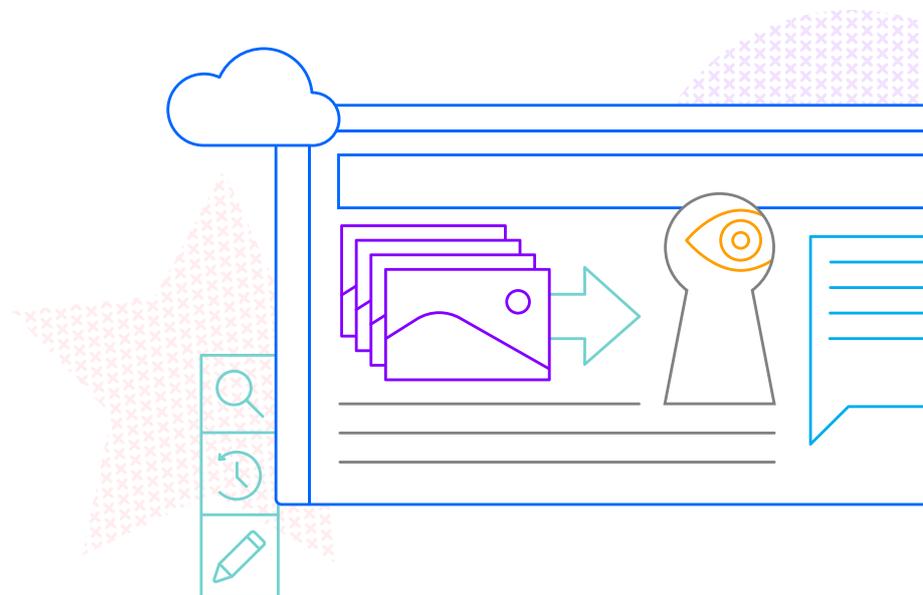
Modernize Your Approach to Digital Asset Management

Today's CMO is under pressure to produce real results: revenue and pipeline generation, omnichannel content, and a highly-personalized customer experience. Content is key to driving results and success—but when logos, product imagery, brand guidelines, videos, and other assets vital to digital marketing programs reside within multiple disconnected systems and information repositories, content chaos ensues. Marketing teams struggle to quickly find the accurate versions of core digital assets, which results in inefficiencies, inaccuracies, duplicated work, added costs, and in worst cases, poor customer experiences and a negative impact on your brand.

It's time for a DAM revolution.

Too many DAM initiatives end up dead on arrival. Why? Teams don't like changing the systems they've customized over time, even though they often struggle with user adoption. With the Nuxeo DAM, departments keep their digital assets... exactly where they were before. Each team's **workflows and integrations continue uninterrupted.**

Meanwhile, teams can **turbocharge productivity and effectiveness** across the creative lifecycle with easy access to assets created across the organization. Start with any digital asset residing from any system, and use the Nuxeo DAM for powerful tagging, advanced search, creative review, and omnichannel distribution. All on a bedrock of security, analytics, and deployment flexibility.





About Nuxeo

Nuxeo provides the industry's most modern cloud-native Content Services Platform for managing both rich media (photos, audio, and video) and traditional content (office documents, PDFs, scanned images), helping enterprises digitally transform their business by unlocking the full value of their digital assets. Leading organizations use Nuxeo to solve complex content management problems, resulting in improved customer engagement, new revenue streams, disruptive business models, and increased employee productivity.

Many of the world's leading organizations rely on Nuxeo to run business-critical applications, including Verizon, Electronic Arts, Sharp, FICO, the Department of Defense and Jeppesen, a Boeing Company. Nuxeo is headquartered in New York.

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Nuxeo solves major marketing challenges

Happier, more productive creative teams

Custom content sounds great—until your creative team starts spending more time versioning than generating new ideas. **Automate content atomization and remixing**, so your creatives can spend less time managing and tracking versions of assets and spend more time doing what they do best—being creative.

Harmonize silos to deliver a superior customer experience

With Nuxeo DAM, digital assets are not tethered to a specific system, repository or department. Content is freed from the confines of applications, platforms, and other information silos. Get more from every channel and every team. **Reduce duplicate content** while you deliver best-in-class omnichannel customer experiences.

See everything, migrate nothing

Find your content at lightning speed, regardless of where it is: in other DAMs, cloud sync-and-share systems, network drives, or desktops.

AI-powered smart tagging and automated metadata management

Nuxeo's modern approach to DAM leverages artificial intelligence-driven smart tagging to make content easier to find. **Liberate your team from mundane tasks like creating metadata.**

Workflow automation made simple

Easily manage hot folder uploads, creative approvals, and one-click distribution to simplify and **accelerate your content creation factory.**

Nuxeo DAM

Get to the future, today.

To get you to the future faster, choose Nuxeo DAM. Get all the power of the Nuxeo Platform, with bundled add-ins and pre-configurations to accelerate adoption and ROI.



Automatic image renditions

Automatically generate a wide range of image sizes by default, or easily configure what you need.



Adobe Creative Cloud Connector

Search, retrieve, and work with assets in Nuxeo directly from Photoshop, Indesign, or Illustrator.



Video conversions and storyboards

Easily convert videos into a wide variety of formats.



Nuxeo Vision

Enrich content with intelligent auto-tagging that can identify landmarks, faces, text, emotion, logos, and more...



Preconfigured sample workflows

Creative review and approval, serial, and parallel sample workflows out of the box.



Nuxeo Live Connect and Nuxeo Drive

Work with files in any cloud service, on any network drive, wherever they are, without migration, including full search, preview and native editing on your desktop.



Sample brand portal

Easily publish and distribute content to downstream users..