

Production Asset Management

As an editor, you want to be editing, not worrying about which storage bucket the piece of content you want is in, whether it's in the right format, whether you're editing the right project or even if you need to go into the office to do edit. Editors want to focus on editing, and that's what production asset management (PAM) enables.

Vidispine has you covered.

Production asset management systems (**PAM**) are most often tightly connected with **MAM** (media asset management), **DAM** (digital asset management) and **VAM** (video asset management). A confusing set of abbreviations for anyone who's new to the expressions. However, to best describe a production asset management system would be a software that focuses on handling the editing process in a media file lifecycle.

Production asset management software increases the efficiency of your production environments via tools and features that manage and track media throughout the whole content creation process. It automates workflows and allows for tasks such as transcoding and media publishing, just to name a few, to be run in the background, allowing you to focus on creating new and intriguing content.

When and why do you need a PAM system?

A production asset management system is designed for managing production workflows and keeping track of who's working with each asset, and how they are working with it, often in digital media production where the assets are continuously changing such as films, video games or animation.

PAM, DAM, MAM – What do you need?

- In the end, it doesn't matter when hiring the services of Vidispine – we've got you covered whether you need a video production asset management system or a general media asset solution. All of them are integrated in Vidispine, making the decision less about picking a media asset management software over production asset management software, and instead about choosing a solution that will best benefit your unique business requirements and content creation needs.

You need a production asset management system when you make use of continually changing assets, and need a systematic way to catalogue the files you frequently need to edit and keep multiple versions of.

Features and benefits of Production Asset Management Systems

Vidispine's production asset management system offers a high flexibility, powerful functionality and true automation for all media and content centric businesses of today – and the future. With Vidispine's production asset management software you will be able to:

- **Streamline your image, video and other digital assets production process:**

Vidispine's production asset management software streamlines your video and image process through dynamic imaging across your entire organization, optimizing and delivering to web site intranets and partner exchanges.

- **Reduced cost and time spent preparing media delivery for multiple channels:**

Our production asset management software automates manual processes of preparing media for multi-channel delivery, reducing both times and costs, where you can expect: shortened image production cycles, higher ROI, more dynamic and personalized web sites, extended investments in content management solutions.

- **Media automation:**

Vidispine's production asset management software supports a wide range of commonly (and uncommonly) used file formats such as Microsoft Office, native Photoshop and Illustrator files and formats. It allows you to convert your files into web-ready formats with support for the most popular file formats.

- **Integration with designer tools and format:**

Your designer and content creators can work in the files original format, size and color mode, and then create media templates to convert the assets for a particular project, for any medium.

The VidiNet Advantage

- With VidiNet, you can add and manage the services of your choice to your MAM by simply adding them directly from our media service platform on the cloud
- VidiNet makes it possible to dynamically scale your DMSC depending on your requirements. No upfront costs – you only pay for what you use
- Once you are set up, you are ready to go.
- Set up additional transcoding resources for incoming and outgoing media based on information stored in the VidiCore API architecture.
- Scale up or down your services depending on workload with full financial transparency.
- Add a cognitive cloud-based service in order to address an unexpected customer requirement.
- The media store in VidiNet also offers a continuously growing number of integration points to market-leading proven production and distributions products such as, Adobe, Bitmovin, Interra etc.
- By using the VidiCore Development Toolkit, you can build the most efficient user interfaces for each production point.

Get in touch to find out how we can set up a Production Asset Management solution for you.

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Global IT specialist Arvato Systems supports major companies through digital transformation. More than 3,000 staff in over 25 locations epitomize in-depth technology expertise, industry knowledge and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes and take on IT systems operation and support.

Vidispine is a brand of the Arvato Systems Group. The Vidispine portfolio enables companies working with media to focus on their core business by providing easy access to technology that supports their business needs. Our platform enables customers to get the maximum value from their assets, rights, media inventory and market

As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain. Our business relationships are personal; we work with our clients as partners, so that together we can achieve long-term success