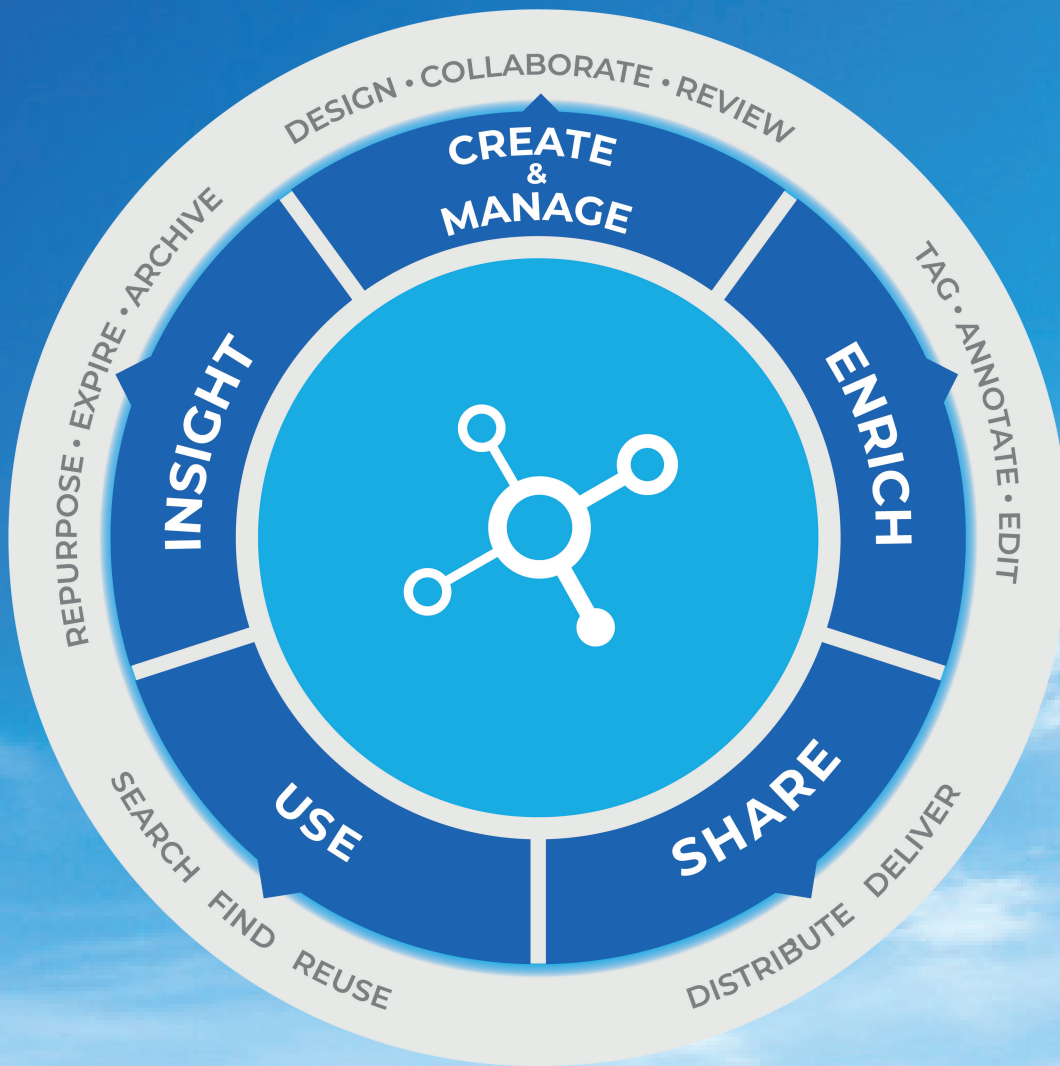


The world's fastest, smartest and
first -native Content Hub.





Sharedien.

A DAM system with brains

Smart DAM - All assets linked together in a meaningful way

Streaming, storing, searching, managing, maintaining, organising - everyone who works with large quantities of digital assets such as images, videos or documents on a daily basis or who has to forward them to employees, customers, agencies and the press needs it.

Rely on Sharedien's fully flexible and high-performance data model. Find and expand networked data universes at the touch of a button. Thanks to an intelligent metadata strategy tailored to your company, you can experience the future of smart digital asset management today.

Get more out of your marketing content and strengthen your brand - with SHAREDIIEN.

Content Hub

Content is King. Context is Queen.



Keep track of your digital assets and eliminate your disconnected content silos. Let your content grow and perfect your digital presence thanks to integrations with all relevant systems. From product development to intelligent interaction with your customers in borderless possibilities of the new omni-channel world.

Single Source of Content

Thanks to Sharedien's strong integration capabilities, you can centralise all your different asset types for a single and reliable content truth.

For unrestricted brand power

Direct access to all your content allows you to draw from the full range of product communications and focus entirely on creating unparalleled digital experiences.

Content Intelligence

Smart metadata and AI integration ensure uncompromised data quality when and where you need it. Every type of content use has its own data quality requirements - with Sharedien you can flexibly design, monitor and validate them for each process.

Your content - excellently presented

Sharedien ensures seamless delivery of finished content to all output channels such as websites and apps through integration with all common content management systems.

Intelligent content workflows

Sharedien also relies on integration in the content creation process: the smooth connection of PIM and MDM systems completes the pool of possible content elements that can be put together in Sharedien to form a uniform and comprehensive communication.

Intelligente Content-Workflows

The availability of content elements is one thing - the path to coherent communication can still be a challenge. Thanks to the business rule engine, intelligent workspaces and optimised review and approval processes, your marketing team gets the support it needs to give communication a strong voice.

Automation & Collaboration

Exact. Secure. Connected.



Collaborate agilely instead of following rigid workflows. Automate and optimise your workflows around creative tasks in your marketing processes. Add intelligence not only to your digital content, but also to your processes and collaboration. Get the most out of collaboration between departments, branches, external service providers and partners. And not just regionally, but worldwide.

Space for your automated marketing processes

With Sharedien, you set up your workspaces individually: with agile task planning, Kanban boards, predefined and freely configurable workflows for efficiency-controlled and fully automated release, review and editing processes.

Processes intelligently organised

With the integrated Business Rule Engine, you can easily define and automate your intelligent processes yourself! You don't even need any special prior knowledge - the intuitive operation of the Rule Engine is self-explanatory.

Intelligent Workspaces

Workspaces can not only be individually designed, but also intelligently tagged. The generated tags can also be transferred to templates and digital assets - thus automatically and continuously forming a data universe in which users can quickly and easily access everything they need for their work.

Internal and external collaboration

Thanks to sophisticated access rights and user roles, you retain control over access to your digital assets at all times - this applies to internal employees as well as agencies, photographers, freelancers or the press.

Reliable data quality for all your assets

In line with your data governance, you can also automate the monitoring and compliance of your data quality using the Business Rule Engine. Define individual quality rules and validation mechanisms for this.

Autotagging of digital assets

Whether images, videos or texts: Our powerful AI automatically indexes your digital assets and thus minimises the manual administration effort!

Digital Rights Management (DRM)

Always on the safe side.



With Digital Rights Management from Sharedien, you avoid illegal uses and costly legal disputes by actively managing the licences of your digital content. Keep track of your licences copyright properties of your assets. Protect your assets, your budget and the rights of your creative partners.

Explosion Assets and formats

Companies that have a lot to do with images know how much more there is to these assets than simply assigning them to products, services or campaigns and different formats, sizes and crops. In most cases, images are sourced externally, so a lot more information is important. Until when may the image be used for which channel in which countries? Who owns the image rights and what does the licence cost for which regions?

One system for all information

Without a suitable system, it is impossible to maintain an overview here. That is why Sharedien maps all licensing information from A to Z that is necessary for effective and legally correct asset management. This includes licence duration, price lists, contact persons, rights holders such as photographers, models, artists and agencies, regional coverage of licences, costs by region, permitted media use and much more.

Finally a clear view of licence management

Thanks to the intelligent linking of this information and the intuitive user interface, Sharedien makes it particularly easy to maintain an overview and thus avoid breaches of contract, unlawful licence use and associated costly legal disputes. For each image and campaign, the user receives direct feedback on the licence status - for example, if the licence is about to expire or has already expired. This enables those responsible to react more quickly and proactively. The numerous filter options also generate valuable insights that can be important for campaign planning.

Active licence management with Sharedien

So that companies can not only observe but actively take care of image licences, users can conveniently buy, extend and adjust licences via Sharedien and generate orders and invoices. For each licence, it is possible to determine in which countries the image may be used, for how long and for which target medium. Purchased licences can be attached to assets and campaigns and additional information and descriptions can be added. This gives those responsible a complete view of the usage situation of their digital assets at all times.

Innovation technology

Maximum flexibility. always up-to-date.



Sharedien gives you maximum scalability and flexibility, no matter what volume and types of content you are working with. With our headless approach, there are no limits for you, from R&D to output to the relevant communication channels with the maximum integration capability into existing and future systems. Stay up-to-date with Sharedien with future-proof platform capabilities.

The full content power thanks to integration

Exploit the full potential of your digital assets and work with and on your content elements across systems. For more effective and efficient content processes along the entire information supply chain.

Everything you need combined in Sharedien

Find, license and purchase images from external platforms such as Shutterstock, Getty Images or Adobe Stock, edit them in your favourite layout software and then share them via Office applications - without ever having to leave Sharedien!

Safe by design

Your digital assets are safe with us - all common security and data protection certificates such as Azure Security, Cloud Security, GDPR and ISOs ensure this. Reliable access controls round off Sharedien's comprehensive security programme.

Uncompromisingly flexible

Thanks to its open and modular architecture, Sharedien is absolutely flexible, high-performance, expandable and can be fully integrated into countless technologies and systems. This is made possible by its headless architecture and countless Azure connectors. Sharedien has a very functional event stream, which makes real-time integration effortless. This means that every content element automatically finds its place - without any manual administration effort.

Sharedien grows with its tasks

The cloud-based architecture ensures unlimited scalability without restrictions in availability or security. No matter how much the number of users or assets increases, which geographical coverage is added or which output channels are connected: Sharedien always keeps pace with your growth.

Excellence-as-a-Service

As a cloud-native SaaS solution, we adapt to the needs of our customers: You alone decide which solution path is right for you and your future. Regardless of the implementation, we automatically ensure regular updates.

Headless-Architecture

Bring together what belongs together



Perfect for high-performance digital applications, headless architecture offers a profound way to implement your usual or desired interface without compromise. With a headless architecture, you gain full control over your digital assets and relevant integrations across multiple systems and harness the full power of all your marketing technology.

Ignite enthusiasm Focus on customer experiences instead of administrative tasks

API-first is the consistent answer to the need for data to be available always and everywhere. Omnichannel marketing processes also thrive on unrestricted access to central content. The headless approach of Sharedien detaches the management of content fragments from their design in the various touchpoints.

Focus on the essence of your content

The management of relevant assets such as images, videos and documents as well as product descriptions and other texts used to be the task of the corresponding user interfaces themselves, which also had to take care of the presentation of this content. However, the number of websites, apps, social media channels and online marketplaces is growing rapidly, so this is no longer a viable option for most companies. With its headless architecture, Sharedien therefore offers a central repository for all communication-relevant content that all channels can access at any time. The channels themselves have sovereignty over the individual composition and design of these fragments.

Intelligently linked

Sharedien relies on a highly flexible data structure that intelligently links the individual content fragments. Searching and finding images and other content is thus made much easier, allowing staff to focus more on conceptual and creative tasks. For example, if a user searches for a specific campaign, he or she immediately receives all content and information related to this campaign. This shortens internal research to just a few clicks.

Managing was yesterday - today it's all about great content

If all these time-consuming administrative tasks are omitted, it is basically only a matter of carefully selecting the available content for the respective channel. This allows communication to be composed in a way that is appropriate for the target group and channel - even in time-critical situations.

Sharedien.

The intelligent Digital Asset Management.
for all.

LIEBHERR

«As a first-time customer, we were able to optimize our work processes very well and make them much more efficient with

Dr. Gerold Dobler, Corporate Communications,
Liebherr-International Germany GmbH

Beiersdorf

«With Sharedien we have a central, efficient digital asset management system for Beiersdorf worldwide that can be flexibly adapted to our needs.»

Susanne Bösling, Corporate Owned Media, GBU Digital
Beiersdorf AG

Sharedien offers excellent capabilities with its scalable, flexible and extensible architecture, intuitive usability and innovative features which makes it very easy to manage digital content. Numerous well-known companies already rely on Sharedien and profit from it every day - with every asset more and more.



«Sharedien opens up new perspectives for us in terms of asset management.»

Simon Schmitt, Corporate Communications, E-Media
Robert Bosch GmbH



«Thanks to Sharedien, we are closer to our goal of having a global media asset management system for Viega world-wide!»

Frank Seyfert, Technisches Marketing / PIM
Viega GmbH & Co. KG

Sharedien.

The intelligent
Digital Asset Management.

We are here for you with pleasure!

Do you have any questions or would you like a demo?

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