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Why a single source for assets should be
the backbone of all your digital activities

Navigating in the digital landscape

The old era of traditional marketing has long passed. Today, customers expect to find information about products and services on the go and on the device that is most convenient for them given the time. Brands that are operating across a variety of markets use tons of brand assets to send out relevant messages to different stakeholders. Brand Managers are increasingly producing various forms of digital content to manage their brand. Each piece of digital content delivered across different touchpoints, such as images, videos, graphics, whitepapers, presentations, and infographics, shape the entire brand. These corporate assets must be safeguarded to maintain control of the corporate image.

66 The only way to take full control is by using a single source as the backbone for all digital processes across departments, business units and digital channels **99**

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Eliminate silos to enhance efficiency across the entire organization

At Digizuite, we often meet businesses who are operating in silos across departments and software solutions when it comes to managing digital assets. Different employees who are responsible for organizing large amounts of images and videos cause the lack of structure.

This results in fragmented masses of digital content across image banks, hard drives, servers and cloud solutions. The success rate of finding and reusing existing material is diminishing with the growing mass of digital content. Losing track of valued and updated brand assets is a daily struggle for large enterprises and global brands who end up using the wrong content, ultimately damaging their brand and providing users with irrelevant experiences.

These fragmented masses of digital content can be eliminated by connecting software systems to talk with each other. Through an open API, you can allow for data exchange between key software systems such as your digital asset management system, CMS, social media management tools, and video portals, to enable fast search, management, approval, and distribution of digital assets on multiple channels simultaneously.

How can your business benefit from using a single source for all digital content?

Single source publishing is a method used in content management and digital asset management, which enables the same source of digital content to be used across different forms of media and more than once.

Having a single source for each file, companies are better equipped to navigate through the digital jungle. You always have one source of each digital asset that you can reuse, share on any channel, and download in any format. A single source approach will not only provide you with the ability to find what you need when you need it. You will also ensure that only the right people have access to specific content through a structured and precisely defined rights management organization. You will:

- remove complexity
- protect your brand
- reach a faster time-to-market
- ensure brand consistency on any channel

The advantages of a single source of truth for all brand assets are proved in a faster-time-to market by eliminating manual processes and working more efficient with rich media content. Employees remove manual processes when editing and distributing each digital asset. You also reduce the sources of error since corrections are made from a single source, which go into effect on all channels where the asset is distributed.

In a world where success is defined by pace, agility is crucial. Your company is able to react quickly to demands coming from the market, follow up on relevant business opportunities, and deliver timely messages.

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How does a single source approach work in global marketing departments?

The headquarters' marketing & communications department is responsible for approving all produced assets coming from e.g. photographers and other external providers, which are uploaded to a centralized digital asset management system. The marketing and branding strategists make sure to add relevant metadata such as title, description and asset type, enriching all assets with information, enabling current and new employees to find and reuse all assets in two, five or 10 years down the line. From the central repository, users can distribute assets to relevant communications channels (CMS, social media etc.) and to connected frontend portals (Digizuite™ Media Manager and Digizuite™ Video Portal) using automated and optimized workflows. These assets are available for multiple subsidiaries and business units around the world where local Brand Managers are empowered to use this content to create relevant and engaging customer experiences on their communications channels (local websites, social media pages, events, brochures etc.).

All this is possible by connecting a core digital asset management system, Digizuite™ DAM, with key channels.

Full control of who can access your digital assets

Through a structured and precisely defined rights management organization, you can ensure that only the right people have access to your digital assets. The admin can control:

- which users can access the DAM system
- which features users can utilize in the system
- which assets users can see
- what the users can do with the assets

Rights management helps you stay on the right track when it comes to brand compliance. Not only does it increase security, you become more efficient when collaborating with other departments and business units. For example, local departments will only see content in the digital asset management system that has been approved. This saves them time and resources since they do not need to check if a specific image or video is valid for use.

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"We make digital collaboration easy 99 *- Digizuite*

Are you interested in finding out how you can optimize the way you work digitally?

If you have any questions, please reach out to Digizuite.

Write to us at info@digizuite.com

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