

IBM Global Services

Enterprise Metadata Management (EMM)



Solution Description

More than ever, Media clients are being challenged to respond to rapidly changing market conditions. The exponential growth in distribution channels is driving demand for digitization, workflow optimization, cataloging, tracking and digital delivery. Growing demand for content opens the door to new service offerings for advertising, broadcasting, entertainment and publishing. The Enterprise Metadata Management solution from IBM can help you create a source of trusted information across multiple platforms.

IBM's Enterprise Metadata Management (EMM) solution transforms unorganized and siloed metadata into trusted information that can be effectively leveraged across the entire enterprise. The EMM solution is designed to enable a single, unified view of all your media assets—with meaningful search, reporting and integration with IBM service-oriented workflows.

Features & Benefits

EMM integrates the systems organizations already have in place, so the benefits of metadata aggregation can be quickly realized across the enterprise. The solution can help companies:

- Increase levels of productivity and drive innovation as information is accessed and used in new ways
- Create new revenue opportunities through repurposing assets
- Achieve a holistic view of media assets across heterogeneous metadata sources
- Reduce high labor costs to find and re-purpose content
- Effectively leverage content across your entire enterprise by enabling assets to be shared between departments, divisions and locations

Value Proposition

The EMM solution provides a holistic view of your digitized media assets so you can offer new and relevant services across a variety of platforms. EMM is a flexible and cost effective solution for high performance searches of physical and digital assets. EMM allows you to meet the increased desire to share content between departments, divisions and locations. Additionally, the solution improves profitability by delivering the rich content that today's audiences demand.

IBM Segment

- Data Management
- Enterprise Content Management
- InfoSphere

Business Function

- Meta Data Management for Digitized Assets

Target Industry

- Media and Entertainment

For more information, contact:

IBM Corporation

Kristen Meyer
703-889-5302
kristenmeyer@us.ibm.com
www.ibm.com/software

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