

WebSphere® software



Turn your digital assets into a revenue stream.



Current news. Rich visual images. Dramatic video. It's all content. And in today's information-hungry world, there's more content at our fingertips than ever before. The challenge to manage that content effectively—to go beyond merely storing or retrieving it for internal use—is paramount. If you can archive, reuse and distribute content you already own—and do it quickly—you open the door to a new and dynamic revenue stream you may not have thought of previously.

In the past, content management systems made managing, sorting and retrieving content an expensive and complicated undertaking. At the same time, increased competition in the entertainment and media industries demands that you produce even more content and get it out the door faster. But standard fulfillment processes can only be pushed so far. In an older, more manual system, it takes days to select assets for your customer, mail them, wait for a response and then conduct the sale. And considerable staff resources are required to accomplish these steps.

With IBM WebSphere® Digital Media Enabler, you can leverage the existing reach and infrastructure of the Internet to support the online management, sale and distribution of your digital assets. WebSphere Digital Media Enabler helps you generate new revenue through an improved business model that lets you sell and distribute digital content far more effectively and efficiently than standard fulfillment processes.

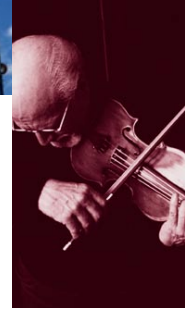
Beyond digital asset management

An online content management system with e-commerce capabilities streamlines your business and helps reduce the sales cycle. By automating the data management and sale of your content, you free up valuable staff time and resources. Your assets are available for purchase and download 24x7, and what was once a service business taking three to five days from start to finish, is now a Web self-service application that takes only minutes.

WebSphere Digital Media Enabler also offers rich, online collaboration features. Creative teams can use the Media Folders tool to select, review, discuss and purchase content over the Web. Realtime collaboration allows your team to work together, regardless of where they are located, reducing time zone frustrations and encouraging a faster turnaround.

“Using WebSphere Commerce for Digital Media [now named WebSphere Digital Media Enabler], we’ve substantially reduced our sales cycle by instantly distributing digital assets on the Web...We’re able to provide greater levels of customer service for our rights-protected product by significantly streamlining the process of selecting and retrieving content.”

*– Oscar Lugay, chief technology officer
Sekani*



Protect your investment

Your digital assets are just that—your assets. As such, they need to be protected from unauthorized use. WebSphere Digital Media Enabler allows you to use watermarking features, text overlays or both to enable your valuable intellectual property to be used only by those who purchase it through the proper channels. If you require full digital rights-management capabilities, you can accomplish this by adding the IBM Electronic Media Management System.

Get leading digital media solutions

Key e-business capabilities of WebSphere Digital Media Enabler can strengthen your online initiatives by:

- *Optimizing revenue generation with an enhanced distribution system*
- *Reducing supply cycles and production costs through realtime collaboration, maximizing your business efficiencies*
- *Enriching the buying experience of customers and trading partners with a variety of options for payment, delivery and format*
- *Leveraging the open standards of Java™ technology to deliver a flexible, easy-to-maintain solution*
- *Delivering personalized content, keeping your marketing messages consistent across media and improving customer service, sales and marketing programs*



Next-generation digital asset distribution

WebSphere Digital Media Enabler brings together award-winning WebSphere Commerce and IBM DB2® Content Manager. Create, store, search, view, collaborate, purchase, download, distribute, market and sell content in ways that before were unachievable. Extend your business and generate new revenue from digital assets like multimedia presentations, photographs or live newsfeeds. With online sales and multiple payment options including purchase order, credit card and internal chargeback capabilities, WebSphere Digital Media Enabler allows you to make images immediately accessible to team members, external buyers and clients.

To execute your business model rapidly and with precision, you need a flexible infrastructure that integrates applications and business processes. WebSphere Commerce provides an infrastructure built on open, industry-accepted standards like Java and XML technologies. Create content that can be shared and distributed among users in different environments. And it can all be linked to and easily built with older, archived data.

Manage and deliver content in the digital world

From the ability to rapidly evaluate, index and browse high-resolution video to handling vast tracks of text and images, WebSphere Digital Media Enabler gives you out-of-the-box digital management capabilities, supported by a viable e-commerce solution. IBM solutions connect to diverse IT environments and possess the scalability to change with your growing business needs. Maximize your current investments. Generate new revenue in record time—for assets you already own.

For more information

To learn more about IBM WebSphere Digital Media Enabler, contact your IBM sales representative or visit:

ibm.com/software/websphere/commerce



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