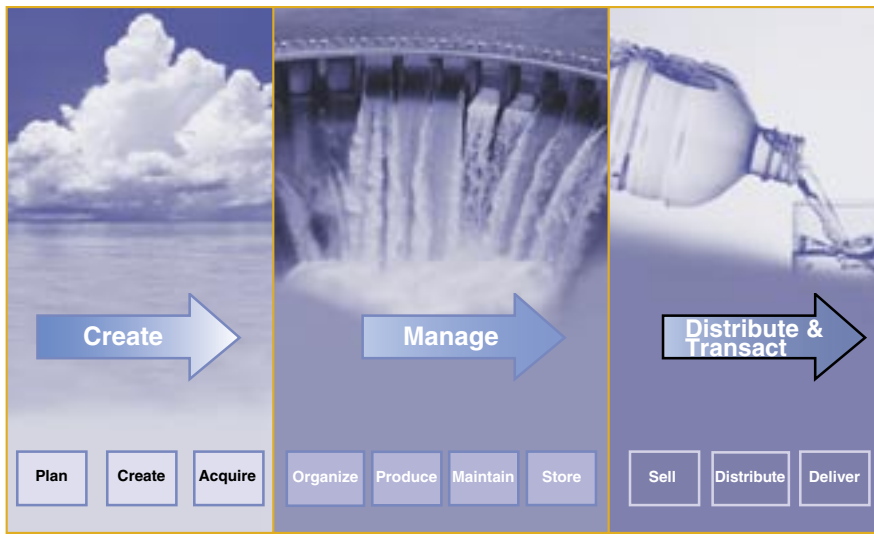


Marketing Asset Management for retailers: Unlock the potential in your brand assets



Now there is a solution: With the IBM Marketing Asset Management solution, not only can you ingest (put digital assets into the system for preservation in real time) and catalog (create indices and metadata descriptions of your assets), but also search, access, analyze and retrieve all your marketing and brand assets easily. In short, Marketing Asset Management is designed to organize, manage and automate the workflow of your digital asset lifecycle.

Highlights

- **Create a central media repository of marketing assets accessible to all authorized users, anytime, anywhere**
- **Maximize the value of existing assets with effective reuse and repurposing while reducing costs of storage, search and retrieval of assets**
- **Encourage cross-departmental collaboration in the creation and use of marketing collateral**
- **Create consistent global brand and product information across channels such as print advertising, catalogs and Web**

Why retailers need Marketing Asset Management now

With the proliferation of media types and new marketing channels like the Web, tracking and controlling brand assets has become almost unmanageable for many corporations. Most digital content is unsuitable for traditional databases because unstructured information—such as video, audio and images—is enormously labor-intensive to search and retrieve.

Minimize rework, maximize return

IBM enables retailers to eliminate desperate silos of content, gain electronic access to assets from desktops worldwide, and repurpose assets to minimize rework and maximize return via new channels.

Managing your assets digitally can also mean better measurement of results, so your marketing and brand managers know which images are performing for them and which aren't. You will get to market quicker with new campaigns and reduce production costs at the same time.

Advertising departments save

IBM's Marketing Asset Management solution can shave valuable time off the production cycle by moving many creation processes off the desktop to a database environment. This means significant cost savings from the repurposing of content across multiple campaigns. You will be able to reduce the chaos that comes along with multi-channel advertising and gives retailers a consistent brand management environment.

Available as on demand service

For retailers that do not want to purchase, install and maintain an in-house Marketing Asset Management solution, the same capabilities are also available as a service. The IBM Digital Content Management Service offers the same features but in a utility-based model. Pay only for what you use, when you need it, without the usual upfront infrastructure costs or the headaches of managing a complex system of applications, networks and hardware. Flexible and scalable, the service can be deployed in weeks, rather than months.

Solution components can include:

- *IBM DB2® Content Manager*
- *IBM VideoCharger™*
- *IBM @server systems and storage*
- *Ancept Media Server platform from Ancept/Stellent—Industry-leading digital asset management software that provides workflow, content management and distribution capabilities for rich media*
- *IBM Global Services or a qualified IBM Business Partner's integration services*
- *Optional Telestream products*
- *Optional Virage Videologger*

Assessing the results

With the Marketing Asset Management solution from IBM, retailers can now re-brand, manage and distribute new supporting marketing collateral quickly and efficiently. From asset creation to distribution and measurement, the Marketing Asset Management solution can help retailers ensure brand consistency, contain costs, support sales efforts and measure the results. It can help you achieve your overall goal of increasing the efficiency and effectiveness of its marketing communications program.

The IBM Store Integration Framework

Based on open-industry standards, IBM has developed The Store Integration Framework which enables retailers to easily "snap-in" digital devices (including cameras, kiosks, plasma screens, and LCD panels) and independent software vendor's digital media applications, to provide greater levels of service and convenience at the multiple consumer and employee touch-points.

For more information

To learn more about how you can transform your business with a Marketing Asset Management solution from IBM, call your local IBM representative or visit our Web site at:

ibm.com/solutions/digitalmedia



© Copyright IBM Corporation 2004

IBM Corporation
1133 Westchester Avenue
White Plains, NY 10604
U.S.A.

Printed in the United States of America

10-04

All Rights Reserved

DB2, the e-business logo, eServer, IBM, the IBM Logo and VideoCharger are trademarks of International Business Machines Corporation in the United States, other countries or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.