

Let the Media Flow on the Microsoft .NET platform

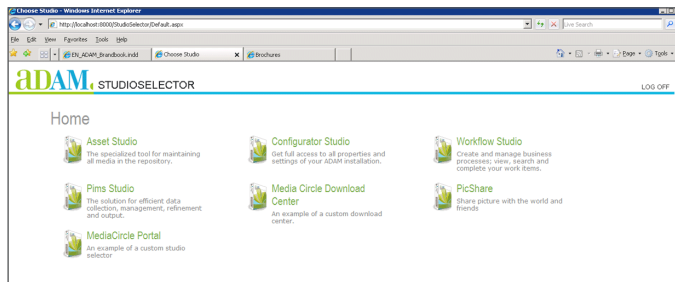
ADAM 4.5 is the latest and fully redesigned version of the ADAM Digital Asset Management Engine

Key features:

- ✓ Studios and Comfort Zones
- ✓ Extended security model
- ✓ Increased performance and scalability
- ✓ Fully multilingual
- ✓ Auto Classification Mappings
- ✓ Enhanced Field functionality
- ✓ 100% .NET
- ✓ ADAM Data Source Controls for ASP.NET
- ✓ Allows Rapid Development for customizations and custom development

Studios and Comfort Zones

ADAM Studios are logical workspaces that group functionalities by process or role. Included in the Engine are the Asset Studio, which bundles the core asset management functionalities like previewing, managing metadata and ordering assets together with Config Studio, which is the administration interface, organized into one workspace.



Next to the two standard Studios, you can easily plug in additional ADAM Studios, like Workflow Studio to control your media business processes, PIMS Studio to manage your product information and Doc-Maker Studio to automate your document localization and roll-out. ADAM 4.5 also brings you the concept of Comfort Zones, providing integrating seamlessly with your user's favorite applications like MS Office, SharePoint or Adobe Creative Suite.

Extended security model

Permissions can be controlled in User and Field management, allowing administrators to delegate part of ADAM administration without giving away full control. User roles are no longer fixed but can be custom defined, allowing you to be flexible in matching user and group permissions to specific needs.

Classification security provides new configuration settings and additional security levels including "deny" permissions. A graphical Access Analyzer gives administrators a clear overview of a user or group's access rights for classifications and records on all levels.

Increased performance and scalability

Improved distribution of application processes between the database server and web servers allow to more easily scale your ADAM environment to specific needs, boosting performance and response times both on the workstation client and on the server.

Fully multilingual

ADAM 4.5 enables a fully multilingual interface for any user: translations are provided on button labels, error messages and other interface elements. Field values can also be entered in multiple languages, allowing management of assets or product metadata in different languages. The full text indexer supports unilingual searching to find matching assets in all languages.

Auto Classification Mappings

Automatically catalog records in standardized classification structures, such as UNSPSC or eCI@ss, based on your internal classification structure. Using a single global classification system offers company-wide visibility of spend analysis, cost-effective procurement optimization and full exploitation of electronic commerce capabilities.

Enhanced Field functionality

The whole approach on Fields as custom metadata attributes has been extended significantly, new data types have been added and Fields are no longer reserved for Records only, but has also been enabled on files, users, classifications and indexer tasks.

Based on .NET Framework

The ADAM 4.5 Engine is completely built on the Microsoft .NET Framework, giving all the benefits of this new standard technology where the most significant is its level of interoperability with other languages, applications and systems.

.NET also allows the integration with third party applications through Web services and enables communication using standard Internet protocols such as XML and SOAP, creating a channel through which internal and remote systems can easily interact.

ADAM Data Source Controls for ASP.NET

allowing developers to use standard ASP.NET or even third party web controls to build custom websites on ADAM. This greatly minimizes the need for code behind when developing custom websites and studios that interact with the ADAM Engine for retrieving, displaying, updating and creating data. The benefits of this approach are:

- ✓ no more need for writing code for common ADAM interactions
- ✓ all standard ASP.NET controls can be used when creating custom websites and studios
- ✓ support for third-party controls, such as DevXpress, Telerik,...

Provider Model

ADAM 4.5 is designed using a Provider Model to allow choosing from multiple implementations in the application configuration. This allows you to develop your own Graphic Engines, Notification agents, Maintenance tasks, Ordering agents and Indexers and plugging them easily in your ADAM environment.

Rapid development

ADAM 4.5 allows Rapid Development for customizations and custom development:

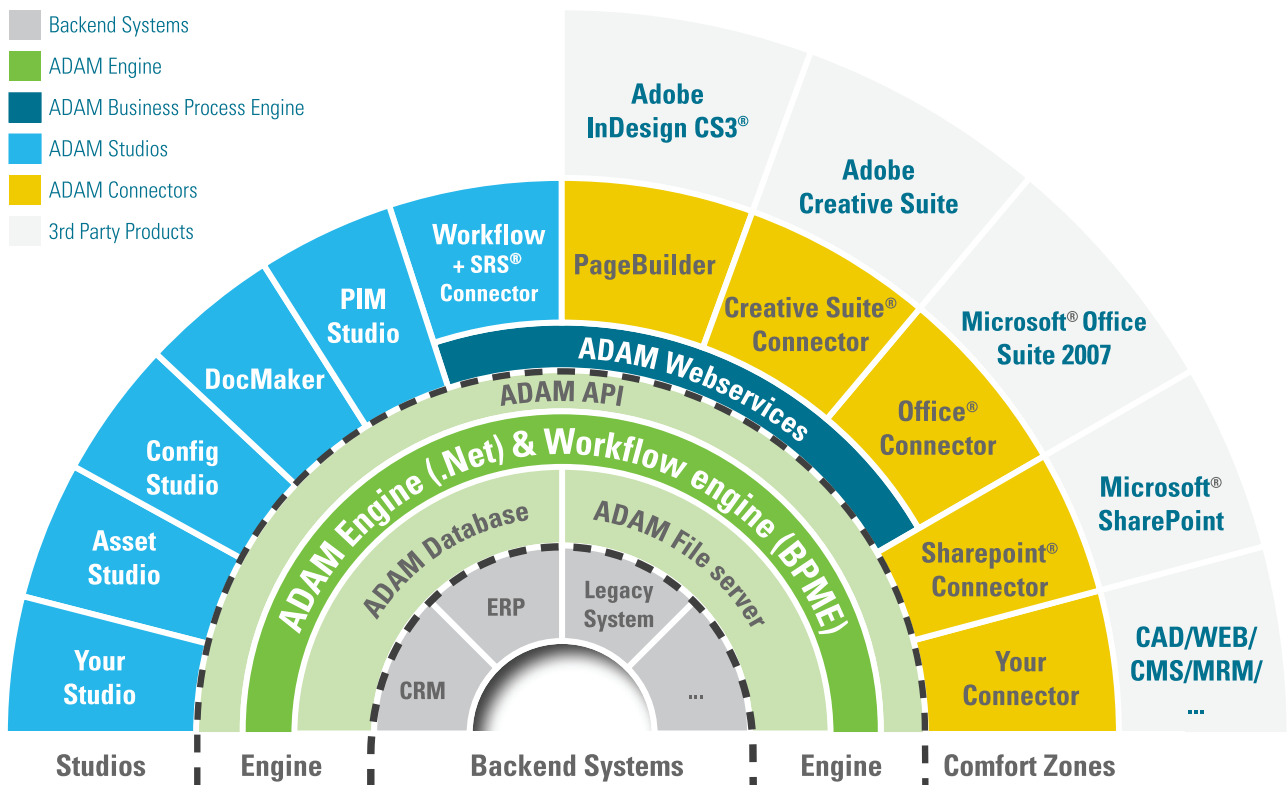
- support for all .NET enabled languages allows the use of Microsoft Visual Studio, giving developers IntelliSense, color-coding and state-of-the-art debug functionalities, reducing errors and increasing programming speed.
- enhanced API, offering expanded application interoperability and integration, and designed to support any file-format, which means that assets are no longer image-specific.
- RAD controls allow easy exposure of ADAM functionality on your custom built web interfaces

ADAM, your solution for Digital Asset Management

ADAM is the most flexible and customizable Digital Asset Management system on the market. The ADAM solution can be divided in 3 main groups:

- **Media Management**
organizing assets in one controlled digital library
- **Production Tools**
automate paper publishing needs in a fast and consistent way
- **Business Process Control**
keep control of digital workflows and assets with tracking technology, dashboard and PIM functionality

ADAM platform and architecture



more info on www.adamssoftware.net

About ADAM Software NV

ADAM Software is a global software vendor of marketing platform technologies that provide the ability to manage, structure and deliver media between people, processes and systems. Our software has an intelligent open architecture that allows customization and rapid application development using our ADAM SDK. We understand our clients' needs to share, collaborate and automate mundane tasks while controlling quality. We are passionate in providing our clients with intuitive and easy to use software, helping them organize media and distribute assets quick and secure. We have the knowledge and proven experience of how media flows between people, the workflow and the common goal to publish and distribute quality content.