

“Let the Media Flow”

We take our baseline seriously. We believe that the Marketing Supply Chain is controlled by the same principles as the Production Supply Chain: cycle time, output control and cost control. ADAM can do for your Marketing Supply Chain what ERP-systems did for the production supply chain: reduce costs, improve time-to-market and enhance control over every step in the digital asset lifecycle.

These days, digital assets are an inevitable part of every marketing process, be it brand management & distribution, packaging workflows, marketing collateral roll out on print or web, product data management or catalog building. They are used by companies in various industries using different processes, but without exception they represent a huge intellectual and monetary value.

ADAM is a versatile digital asset management solution that helps you manage those processes from creation to distribution. It streamlines your asset's lifecycle by letting you store, find and publish all types of assets: pictures, video, sounds, documents, presentations, page layouts, etc....

Asset Lifecycle Management

ADAM automates the import and classification of new assets, full text indexes any textual content and extracts file specific information, like XMP for photo and video. It lets you control access rights on asset, classification and user level, keeps track of versions and provides full workflow capabilities to lead your assets through all stages of their lifecycle. It finally organizes the delivery of your assets by enabling resizing and transformations on images and video for cross-media usage, and ordering of assets via download or FTP.

By plugging in additional ADAM Connectors you can go even further and use your assets directly in Adobe InDesign or Quark XPress, in MS Word documents or PowerPoint presentations, from within the native applications and transparent to the end user. Soft proofing of high resolution assets can be done using the (Kodak) Smart Review System Connector. To further streamline your asset delivery you can control localization and roll-out of media-rich publications with DocMaker Studio or fully automate product catalog generation with PIMS Studio (Product Information Management) together with the InDesign Connector.-

Integration and interaction with internal and remote systems

ADAM integrates seamlessly with your existing enterprise applications, from exchanging product information with your ERP system to integrating with your user's favorite comfort zones like MS Office or Adobe Creative Suite. Adam provides connectors for those and other market leading applications and lets you connect to all others thanks to the provider model of ADAM 4.0.

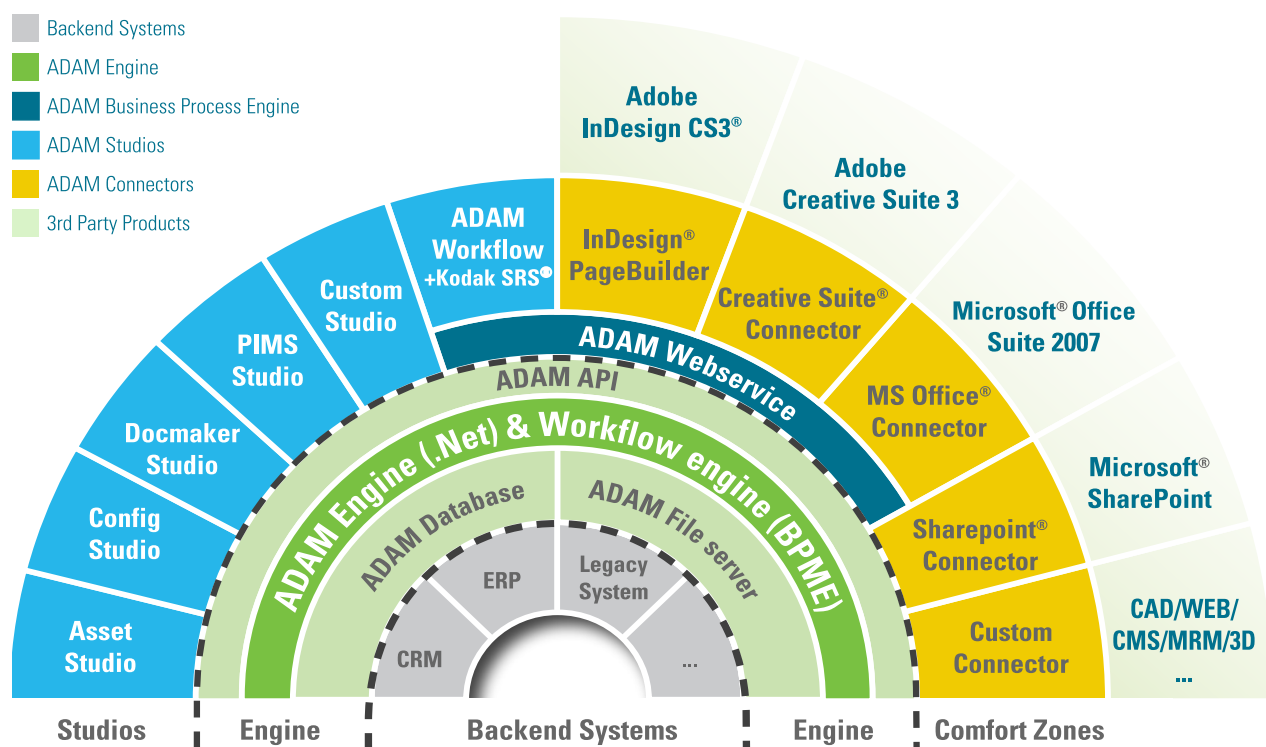
Flexible and open for customization

The ADAM Engine is built on the Microsoft .NET Framework, giving you all the benefits of this 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 is designed using a Provider Model to allow choosing from multiple implementations in the application configuration. This allows you, for example, to provide your own implementation for creating previews of legacy/corporate file formats, or delivering content using a 3rd party secure delivery mechanism or even send out text messages (SMS) when a workflow task is overdue. The open API offers expanded application interoperability and integration, and is designed to support any file-format.

ADAM also supports and facilitates interface customizations: from adding a custom banner and color scheme to creating a complete custom interface from scratch. RAD controls make this even easier by allowing easy exposure of ADAM functionality on your custom built web interfaces.

ADAM platform and architecture



more info on www.adamssoftware.net

About ADAM Software NV

ADAM is a Digital Asset Management company that provides clients the ability to manage, structure and deliver media between people, processes and systems. Our software has an intelligent open architecture that provides the ability to customize and continuously develop new applications using our ADAM SDK. We understand our clients' needs to share and collaborate, automate mundane tasks and control quality. We are passionate in providing our clients with intuitive and easy to use software to help them organise media and distribute assets as quickly as possible. We have the knowledge of the way the media supply chain works, its people, the workflow and the common goal to publish and distribute quality content.