



Solution Guide: Digital Asset Management with Ingeniux CMS

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Web-based text content is still the primary way for customers to learn more about a company and its products and services. But other content types are quickly gaining in popularity.

Videos, images, downloadable documents and PDFs, and other media assets are a key part of the digital experience, which means you need to manage them with the same care and rigor as your web pages.

Ingeniux's Approach to Digital Asset Management in Ingeniux CMS

In CMS 10 you can manage your digital assets and their associated metadata without having to go to another digital asset management tool. The CMS Digital Asset Manager (DAM) provides a complete platform for managing digital assets including versioning and renditions, custom metadata and tagging, rights management, workflow review, and publishing.

With the Ingeniux DAM site managers can easily store, catalog, manage and publish digital assets.










Assets in Ingeniux CMS are treated as "first-class citizens." What does this mean? It means anything you'd want to do with a

content asset, you can now also do with a digital asset.

With Ingeniux, digital assets have a flexible schema for managing metadata and properties. They can be edited, scheduled and published independently. They can be reviewed and approved in workflow. They can be permissioned, versioned, and support classification using taxonomy.

Ingeniux supports many asset types, including images, documents, video and other media, and code such as CSS and ASP.NET. Code management includes intelligent editing in the CMS, and integration with third-party systems such as GIT.

At a Glance: Capabilities

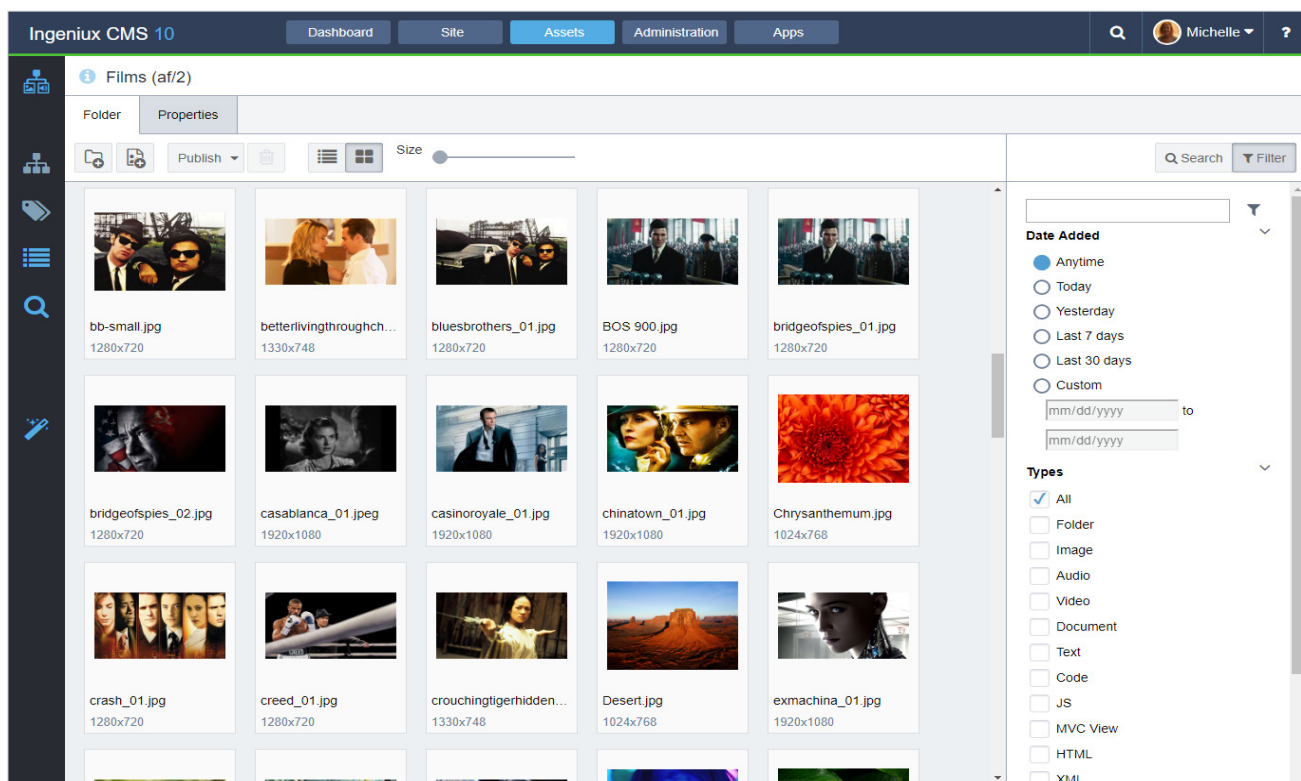
 <p>Asset Browser</p>	 <p>Inline Preview</p>	 <p>Asset Details</p>
 <p>Image Editing</p>	 <p>Taxonomy</p>	 <p>Asset Upload</p>
 <p>Localization</p>	 <p>Code as an Asset</p>	 <p>Cloud Storage</p>

The Digital Asset Management User Experience

Assets Browser

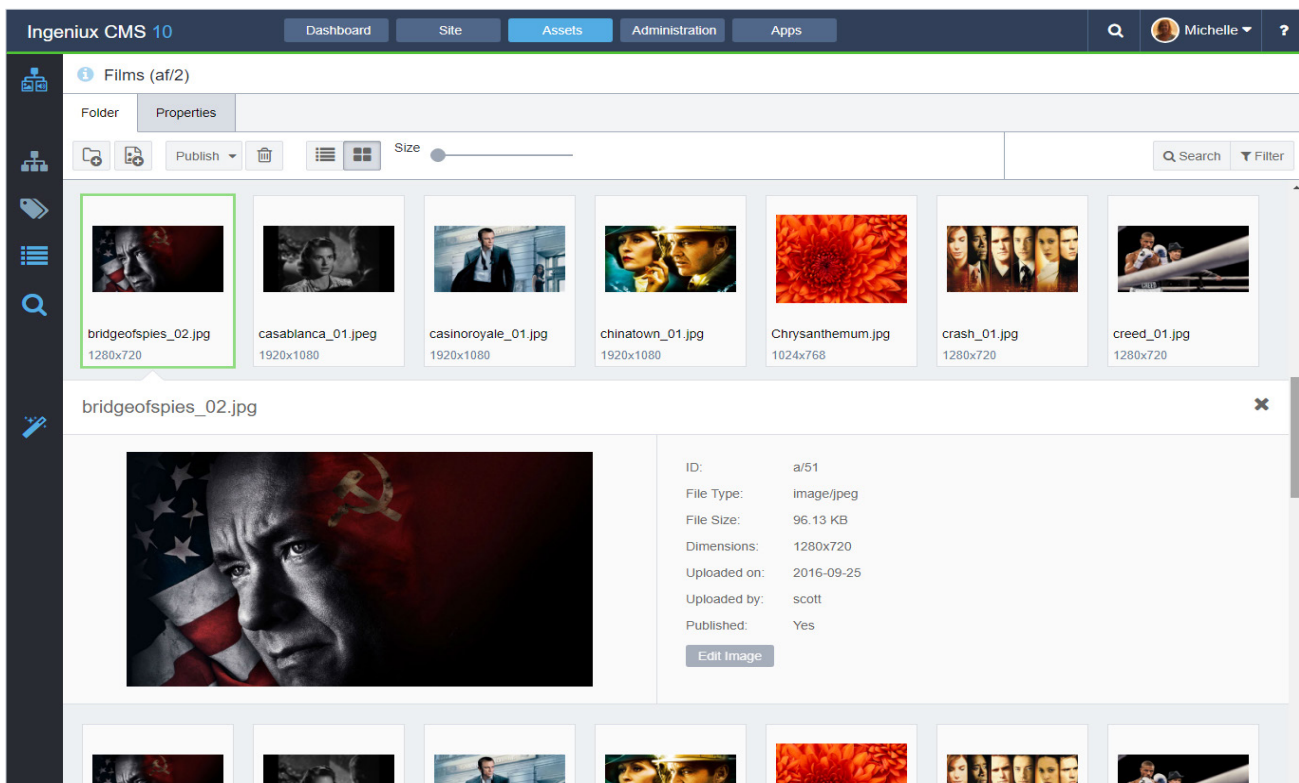
View thumbnails, file lists, or view the Asset Tree to see how assets are organized. Set up views of each asset type so you can quickly find the asset you want to edit.

Built-in filters and search features allow you to quickly find assets based on asset type, creation date, metadata, and other information.



Inline Preview

With the inline preview, you can quickly see image details and metadata while browsing assets. Select an image to open a preview of the image with basic metadata information but doesn't allow you to make any changes.



Asset Detail

The Asset Detail view provides access to the assets' metadata and properties.

When you chose to manage the asset details, you can do things such as:

- Manage Versions
- Change the URL
- Restrict publication by assigning start and end dates and time
- Edit the schema associated with the asset - edit both descriptive and taxonomy metadata

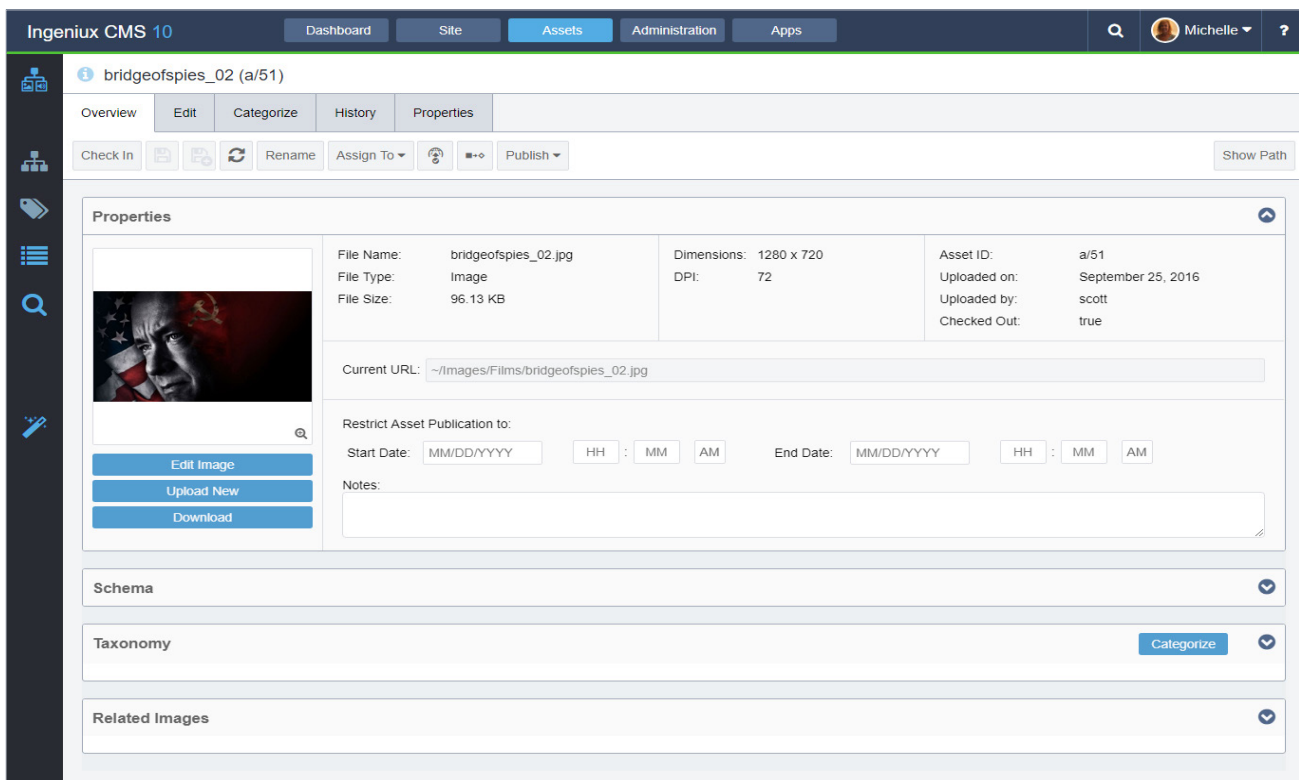


Image Editing

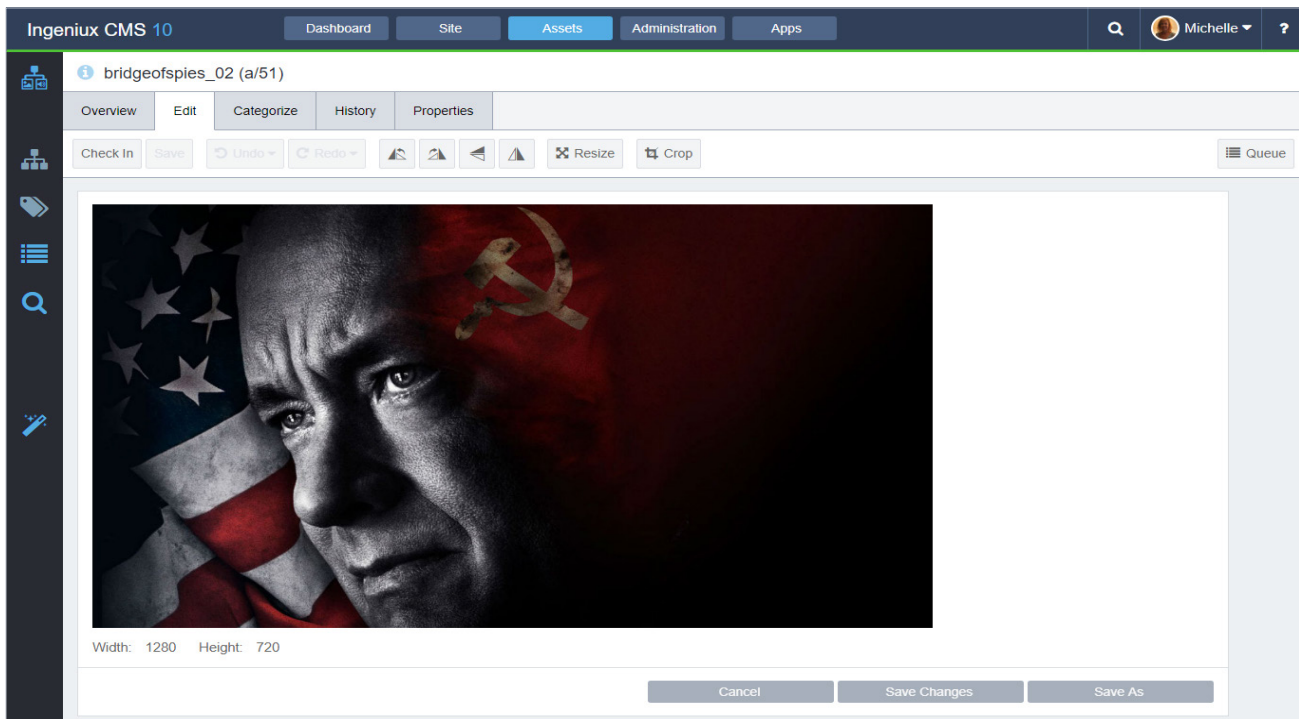
Make basic image edits in the CMS client, including resizing, rotation, cropping, and other changes.

The renditioning feature allows you to associate images that may have different sizes or layouts. You can automatically generate renditions on upload or can editorially create renditions working in the DAM. The benefit of a rendition is that it is cross-referenced with its source and sibling versions, allowing you to work with a set of assets opposed to individual assets, simplifying management and improving the viewing experience on your sites.

Ingeniux provides server-side content-aware image resizing to support target image sizes for responsive layouts and other form factors.

Assets like images, videos and PDFs can go through many changes and often require multiple levels of approval before the final version is published. Because you are now managing your assets within the CMS, you can set up review and approval workflows.

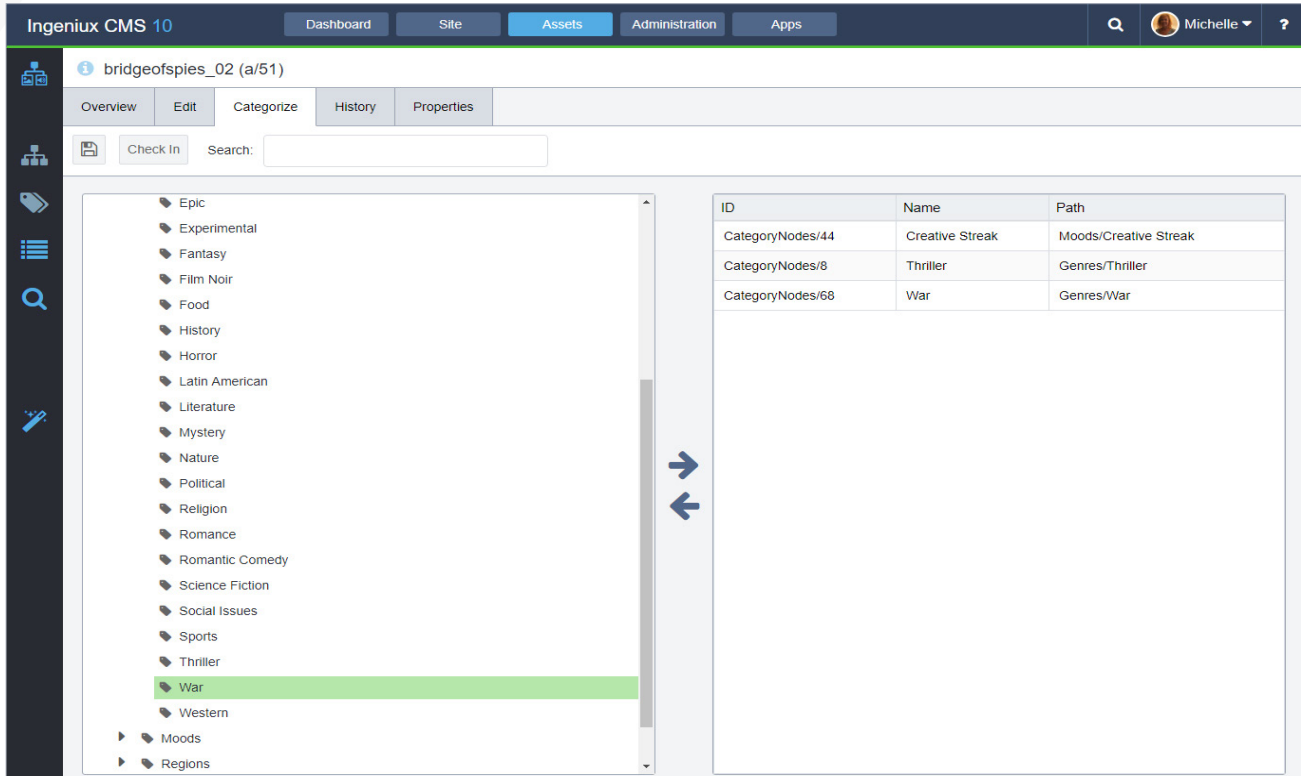
You can edit an image directly in the context of a webpage. Select an image on a web page, and it opens in the image asset page where you can make changes. Once saved, you will return to the web page with the image changes automatically applied.



Taxonomy

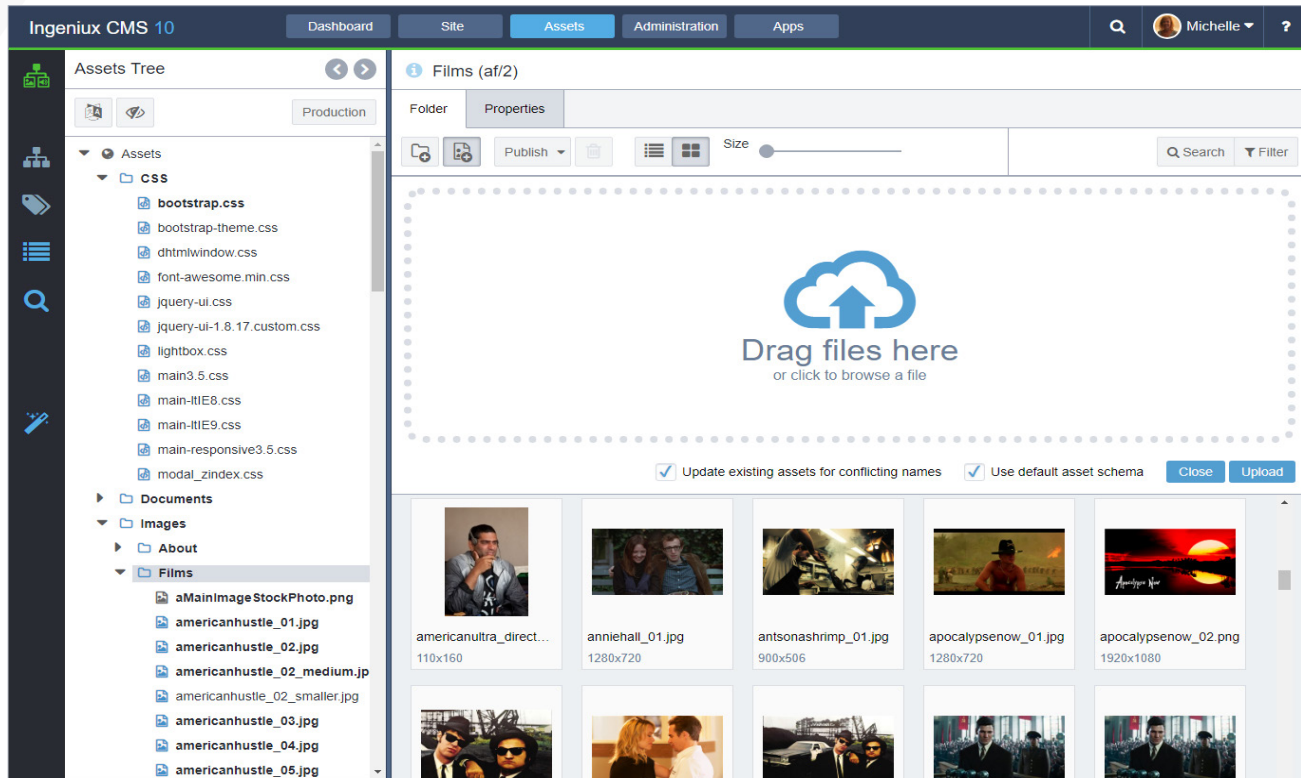
Use the taxonomy feature to categorize assets. The taxonomy can support internal asset management and enhance

customer experiences that improve content discoverability, personalization, and intelligent reuse.



Asset Upload

Ingeniux support multi-file upload for digital assets. You can drag-and-drop files in the CMS client, or browse for assets to upload.



Localization

Localizing assets is a critical part of a multi-lingual and global content strategy. The Ingeniux DAM can play a key role in managing and deploying assets for translation and for global deployment. Assets types may include PDFs, PowerPoint, DITA documents, and other content formats.

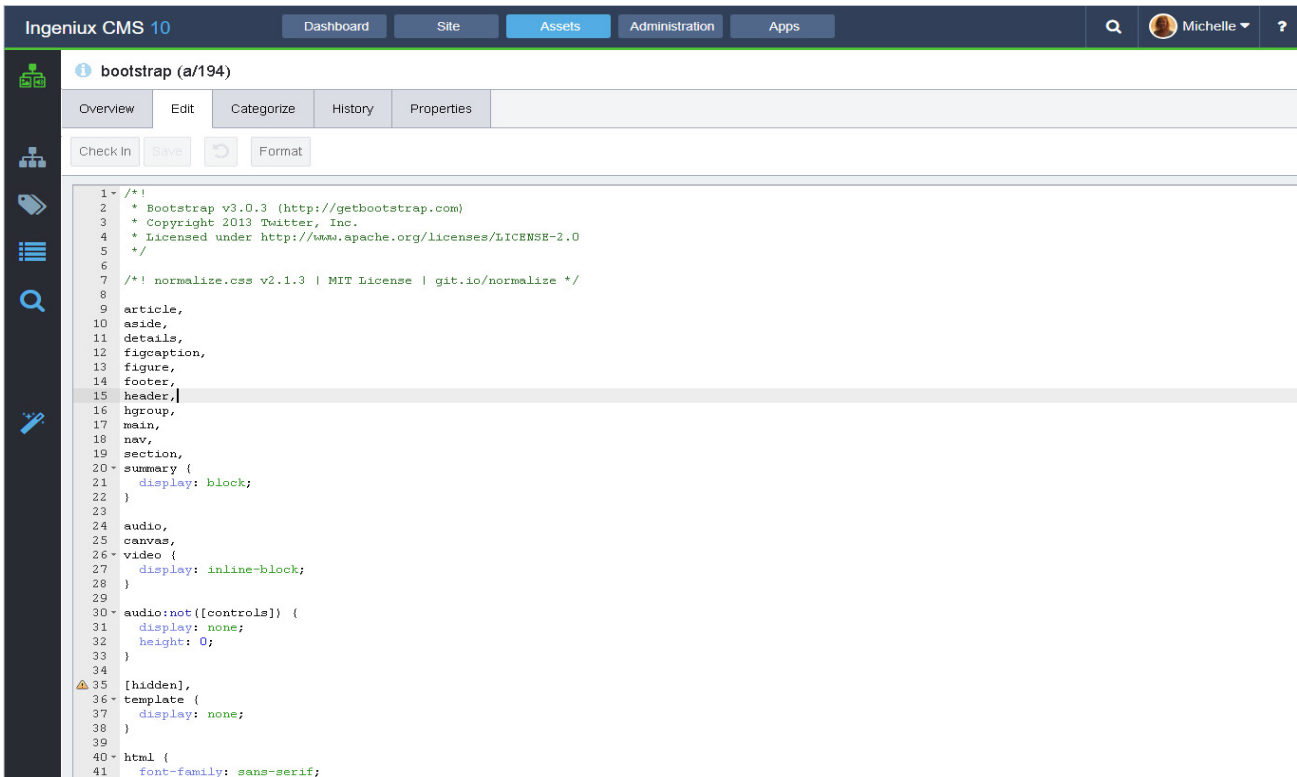
With the Ingeniux DAM you can create a source asset and then export the text elements from the asset. The text may be advanced in a content a translation

workflow. Using the Ingeniux translation solution you can package the exported text and send to a supported translation service that leverage translation memory and other capabilities to localize the content in the target language. When content is fully translated and approved it may be reimported and stored as a linked asset or “rendition” to the source file, providing tracking and notifications to changes to the asset and helping to keep all renditions of the asset in sync.

Code as Asset

Version and edit code for your website. Code management supports integrated tag management for integration of applications and services; editing HTML,

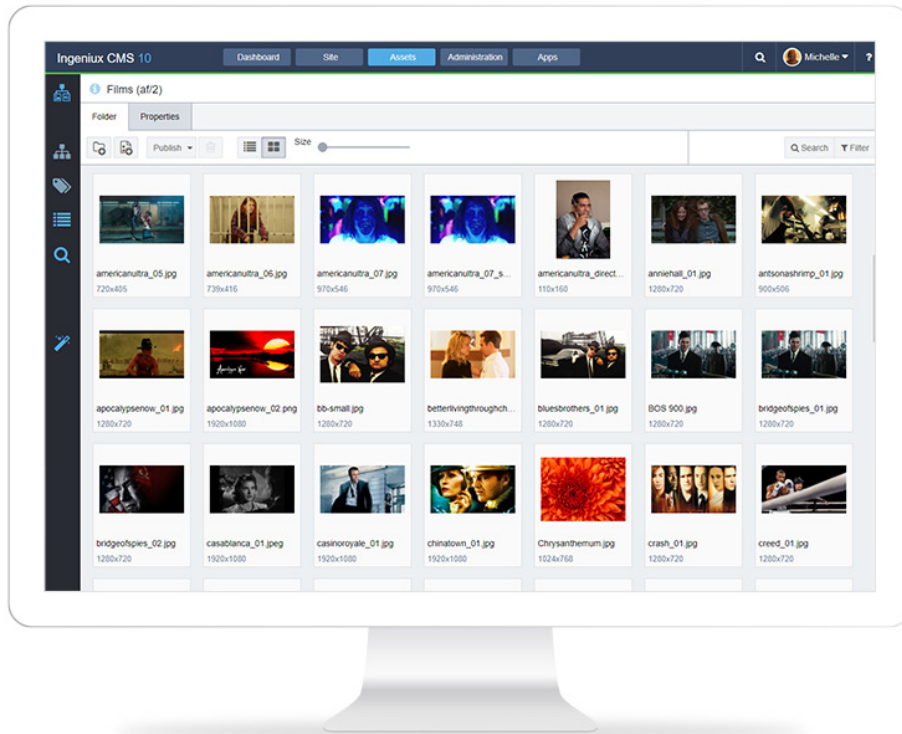
CSS, .NET and other formats for use within the CMS application, and integrated code management with GIT and other platforms for continuous development.



Cloud Storage

Ingeniux is focused on building CMS solutions designed for the cloud. With DAM, assets may be stored within the Ingeniux platform using NAS or SAN, or they may be stored in a remote cloud location, including

YouTube or Vimeo videos. Set your asset as External and link to it. This provides the ability to manage the asset as a native content item while keeping it in another cloud or application.



Conclusion

Ingeniux CMS provides a full-featured Digital Asset Management solution for multi-site and channel web publishing. Powerful and easy to use, Ingeniux enables site managers to scale the use of media and documents across their sites while ensuring compliance, brand standards and guidelines, and site performance.

About Ingeniux

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

Ingeniux software is available as a fully managed software as a service or as an on-premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more about Ingeniux portal and web content management solutions, e-mail info@ingeniux.com.

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