



BENEFITS

- *Store Once, Deliver Anywhere* capability offers consistent branding and messaging, saving time and effort
- *Build on a foundation of IBM Enterprise Content Management (ECM)* for security, scalability and reliability
- *Automated video/audio transcoding and image/document conversion* creates delivery-ready assets
- *Product level integration with WebSphere Portal, IBM Web Content Manager (WCM) and IBM Connections*
- *Automated video provisioning to streaming servers and/or Content Delivery Networks (CDNs)*
- *Multi-channel content delivery with table and mobile support*
- *Socialize your media with comments and ratings*

USE-CASES

- *Corporate YouTube*
- *Education, Training & On-boarding*
- *Brand Management*
- *Corporate Communications*
- *Town Hall Meetings*
- *Publishing*
- *Digital Library*

Genus Media Upshot Digital Asset Management (DAM)

The Complete DAM for Social Business

Overview

An end-to-end solution for rich media ingestion, processing, management and delivery, Genus Media Upshot DAM provides complete digital asset lifecycle management capabilities. The seamless integration between Media Upshot DAM and IBM Enterprise Content Management (ECM) makes rich media as easy to manage and distribute as any other asset - without intervention from IT or use of separate media applications. With its Store Once, Deliver Anywhere capability, Genus Media Upshot supports delivery of rich media across multiple channels. As part of Genus Technologies' Social Business Solutions Suite, Media Upshot DAM brings collaboration and sharing to the management of rich media assets.

The Enterprise Capabilities You Need

Genus Media Upshot DAM is built on the foundation of IBM ECM, providing a highly scalable, reliable and secure platform for enterprise asset management. Media Upshot DAM lets you access full ECM capabilities including taxonomy and metadata management, foldering, versioning and records management with IBM Business Process Management (BPM) workflow for content oversight and governance. Content delivery across and beyond the enterprise is available through tight integration with WebSphere Portal, IBM Web Content Manager (WCM) and IBM Connections, providing ubiquitous access with embedded, inline experiences for content contributors and consumers.

The Advanced Capabilities You Want

Genus Media Upshot DAM offers comprehensive web services-based rich media capabilities. Asset ingestion is fast and easy through the Media Upshot DAM administration web application: bulk metadata assignment reduces tedious effort and ensures metadata consistency. With watched folders for bulk imports, importable XML/CSV metadata, and system-to-system asset transfer, Media Upshot DAM supports scaled operations. In-line media upload to the DAM is also available through IBM Connections and IBM WCM.

Automated asset processing can be easily configured to meet your business needs. Media Upshot DAM offers video/audio transcoding with broad source format support, image transformation for creation of multi-channel delivery ready asset renditions, and automated video/audio provisioning to streaming servers and/or Content Delivery Networks (CDNs).

Media Upshot DAM lets you simply store rich media files in a single, unified repository and simultaneously deliver the asset through multiple channels, including intranet, internet and portal locations. Media Upshot DAM supports tablets and smart phones with embedded inline viewing experiences including an eReader document experience. Media Upshot DAM content destinations let you share content easily and securely with internal and external creative partners and agencies.



Genus Media Upshot DAM supports your social business initiatives. In addition to broad content contribution and placement capabilities across leading corporate and public social platforms, Genus offers several specific solutions including: YouTube Experience, Brand Management, DAM for Publishing, Digital Library, Corporate Training, HR Onboarding, and Townhall Meetings.

Built to Tackle Your Business Challenges

Genus Media Upshot DAM transforms difficult rich media management into a user friendly, intuitive, and socially rich experience. It eliminates the need to continually download files, reduces the need to repeatedly involve IT resources, and provides a mechanism for storing, managing, delivering, sharing and collaborating on rich media assets across geographic and platform boundaries.

Media Upshot DAM provides value to companies in a broad range of market segments. Many organizations face significant challenges managing and delivering digital assets as part of their overall brand messaging. Genus Media Upshot provides a unified repository, letting retailers consolidate multiple disparate repositories and file shares. Collaboration with internal and external creative partners is streamlined with secure sharing of briefs, concepts and campaign assets. Media Upshot DAM offers broad multi-channel digital asset delivery capability that allows brand and marketing teams to quickly deploy assets to web, mobile, social and other channels.

Media-enabled business processes are becoming more prevalent. For example, insurance and transportation/distribution companies are using video to support claims processing, mitigate risk and demonstrate compliance. Media Upshot DAM simplifies the distributed capture of

video and images to support these critical business processes.

Genus Media Upshot DAM also helps geographically dispersed companies communicate with their staff quickly and easily. Executive management can broadcast townhall meetings or record informal messages directly from their webcams and post it for employees across the globe. Employees can post videos and images to illustrate effective business processes, methods, and techniques, giving colleagues at other facilities the chance to learn best practices from anywhere in the world.

Media Upshot DAM also aids companies in capturing and retaining tacit knowledge of senior employees. Employees nearing retirement can easily post videos, images, presentations, and documents with commentary for replacement staff, allowing future employees to on-board faster and more effectively.

ROI that makes a CFO smile

Genus Media Upshot DAM provides a tangible ROI by helping ensure communication and messaging consistency across the organization. For example, marketing teams have access to approved, on-message content to build and strengthen brand value. Secure digital asset sharing with external creative partners accelerates campaign development and approval. Internal operations are also streamlined - increased collaboration and sharing leads to higher productivity, more frequent and effective sharing of tacit knowledge, and more cohesion across the organization. Media Upshot DAM's Store Once, Deliver Anywhere capability saves time and money by reducing file search time, download time and duplicative efforts.

ABOUT GENUS TECHNOLOGIES

Genus Technologies designs and implements pre-packaged and custom solutions built on IBM and Kofax technologies that simplify the capture, storage, management and delivery of all types of content.

From lower volume corporate content to higher volume transactional data, Genus addresses the entire range of an enterprise's content management needs.

For more information about Genus Technologies, Genus Media Live, and Genus Media VOD, call 952.844.2626 or e-mail sales@genusllc.com.

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