

# MEDIA ASSET MANAGEMENT

Media Asset Management or MAM systems provide a single repository for storing and managing video and multimedia files.

## BETTER STORAGE, STREAMLINED WORKFLOWS

Media Asset Management systems are built from the ground up; offering the capacity and processing power required to unify the content chain across multiple and diverse systems. In this way, content is easier to archive, find and monetise—encouraging business efficiency and supporting operational workflows.

## IS MAM SOFTWARE RIGHT FOR YOU?

Do a range of users need access to your video content, including remote workers or 3rd parties? Have you re-purchased assets or re-commissioned a video shoot only to find you already have the content you need? Do you find yourself wasting time lost in a quagmire of content?

If the answer is yes, more than likely your company will see dramatic gains in efficiency, time saving and better workflows with a Media Asset Management solution. It will optimise and future-proof your video libraries, providing a seamless experience that makes life easier for the people who use it, saving time, head scratching and money.

## REDUCE COSTS, INCREASE SPEED AND EFFICIENCY

LADbible desperately needed a solution to manage their vast library of content more efficiently, and in a manner that reflected their globally-renowned brand identity.

With the media archive now in place, LADbible could finally organise its entire library of assets and include accurate metadata for searches. Staff and clients are now able to filter media by the categories they need, such as 'Fails', 'Pets', 'Kids' and so on, eliminating the huge number of hours wasted to unnecessary admin.

**“ THE IMAGEN PLATFORM HAS SAVED US A HUGE NUMBER OF STAFF HOURS AND ALLOWED US TO REALLY SCALE OUR CONTENT LICENSING BUSINESS. ”**

Luke Smedley, Submissions and Acquisition Manager, LADbible



## HIGHLIGHTS OF MEDIA ASSET MANAGEMENT



**Manage High Volumes of Media** – Store all your video, images, audio and documents in one place.

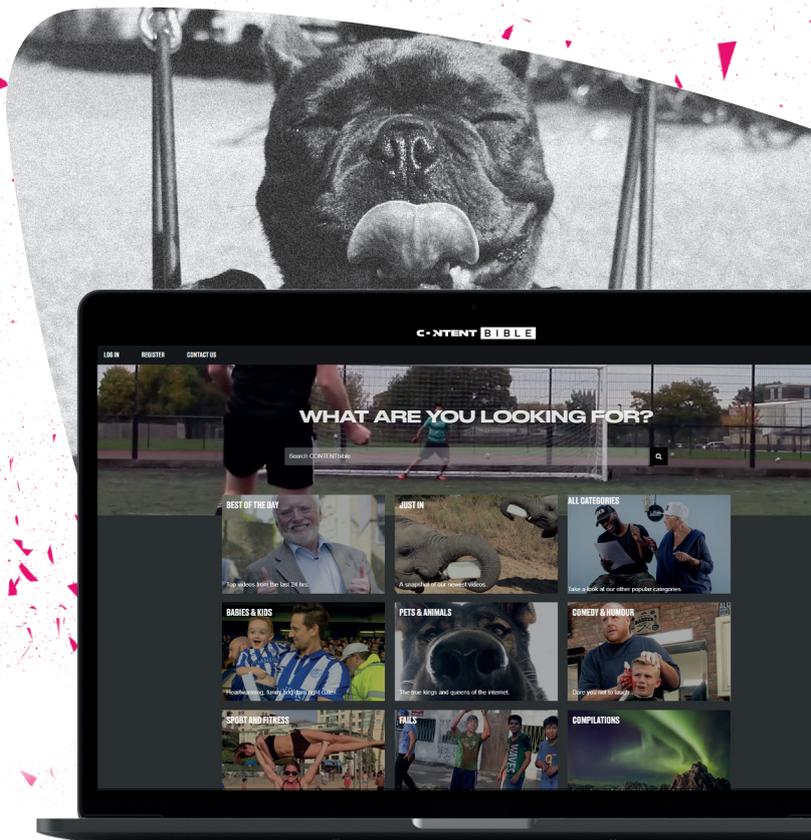
**Eliminate Content Silos** – Have a central location for all your digital files which securely manages your valuable creative assets.

**Unlock Data Behind Your Content** – Plan and optimize your content strategy with insight on most active users, downloads, searches and more with dynamic dashboards.

**Consistent, Recognisable Branding** – Customise and control the look and feel of the platform, so your brand looks as good as it should.

**Controlled Access** – Keep your media safe and secure for the long term, accessible only to the people and organisations you trust.

**Accurate Search and Retrieval** – Comprehensive metadata management tools make tagging images, audio and specific moments within clips easy and efficient.



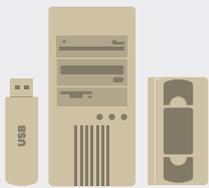
# WHY IMAGEN? IT CHANGES EVERYTHING

Drive engagement, generate revenue and transform your business with the world's smartest video management platform.



## STORAGE

ORGANISED, EFFICIENT, SCALABLE



### THE OLD WAY

Content may be physically stored on your premises, in dusty archives with manual server back-ups, or it could be buried on personal hard drives and long-since-forgotten USBs.



### THE IMAGEN WAY

All your media, stored securely in the cloud. Imagen provides a scalable storage solution, which preserves content for the future. Easy to access, easy to control.

## SEARCH

POWERFUL, FAST, INTUITIVE



### THE OLD WAY

Does hunting for specific files feel like a game of cat and mouse? And if the assets you do own aren't easily accessible to the people that need them, are there expensive duplications being made?



### THE IMAGEN WAY

With all your video, media and content stored in one place, Imagen's powerful search functionality allows you to explore your entire library, and returns the files you need instantly.

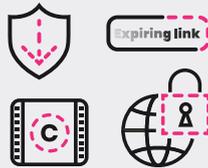
## SECURITY

RISK-FREE, SECURE, MANAGEABLE



### THE OLD WAY

Are your media assets at risk of being lost forever? Are you worried about security and who has access to your content?



### THE IMAGEN WAY

All your media, stored securely in the cloud. Imagen provides a scalable storage solution, which preserves content for the future. Easy to access, easy to control.

## ANALYTICS

INTELLIGENT, TRANSPARENT, INSIGHTFUL



### THE OLD WAY

Are your media assets at risk of being lost forever? Are you worried about security and who has access to your content?

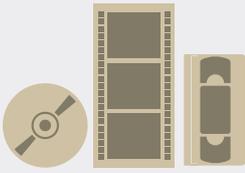


### THE IMAGEN WAY

All your media, stored securely in the cloud. Imagen provides a scalable storage solution, which preserves content for the future. Easy to access, easy to control.

## FORMATS

ACCESSIBLE, STREAMLINED, FLEXIBLE



### THE OLD WAY

Your content may be saved on outdated formats, including video tape, showreels and DVDs. Finding this content can be next to impossible, let alone viewing and using it with today's connected devices.



### THE IMAGEN WAY

Every piece of content is digitised, available in multiple formats and file types. Imagen's powerful search function lets you find, download and utilise your content with ease.

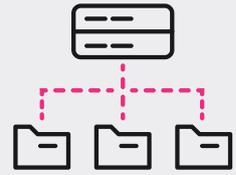
## COLLABORATIVE

PRODUCTIVE, ENGAGING, INFORMATIVE



### THE OLD WAY

Sharing media internally or externally might feel impossible, with content versions saved across a multitude of devices and locations. This can result in under-utilised content and poor return on investment.



### THE IMAGEN WAY

Utilise your content with ease. With one platform to store, distribute and manage your content, you can send files to clients, notify colleagues, collaborate and unlock your video's potential.

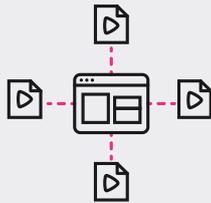
## MANAGEMENT

POWERFUL, SHARP, STRAIGHTFORWARD



### THE OLD WAY

Paying for multiple licences and applications for file sharing and distribution? From WeTransfer to Dropbox to Vimeo and OneDrive, storing media across endless platforms can be a nightmare to maintain and manage.

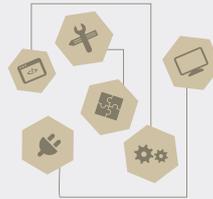


### THE IMAGEN WAY

Revolutionise your media management. Store, manage, distribute and view in one place, including high-speed file delivery with our Advanced File Delivery service.

## INTEGRATION

SECURE, RELIABLE, FLEXIBLE



### THE OLD WAY

If your business is using multiple platforms and systems, getting them all to integrate with each other can be time-consuming and expensive.



### THE IMAGEN WAY

Integrate with third-party systems without a hiccup. Imagen's fully-documented REST API provides secure access to your media library, to extend the capabilities of your platform.

## ABOUT IMAGEN

With over two decades of experience, Imagen helps keep your media secure whilst providing fast and easy access to selected audiences.

Our MAM software helps leading brands to preserve, navigate and distribute their growing media libraries ensuring fast, easy, secure and controlled access to content through a highly-customisable and intuitive web portal.



CONTACT IMAGEN FOR  
A DEMONSTRATION

### LONDON

✉ hello@imagen.io  
☎ +44 (0)1954 262000

### NEW YORK

✉ helloUS@imagen.io  
☎ +1 (332) 213 2230



[WWW.IMAGEN.IO](http://WWW.IMAGEN.IO)