Digital Asset Management (DAM) Accelerator

Tridion®

Manage all your content centrally to create rich digital experiences for your global audiences

Digital assets are critical components for building rich customer experiences across every digital touchpoint.

Consumer demand for interactive, engaging content is at an all-time high. Marketers are struggling to deliver large volumes of rich media content across multiple formats, languages and devices.

Tridion's Digital Asset Management (DAM) Accelerator provides central access to digital media – images, videos and documents – to help you deliver rich experiences to global audiences.
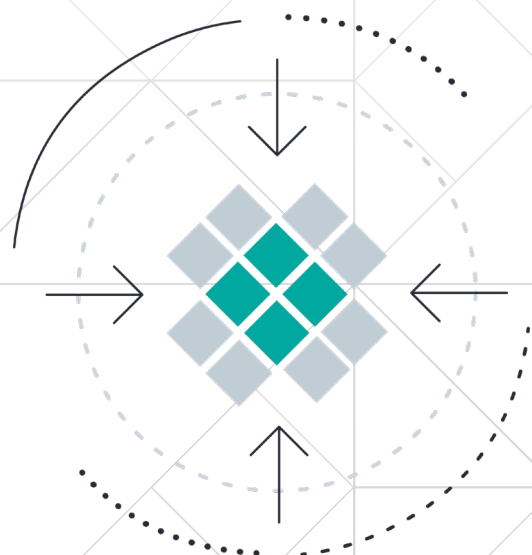
Centralized access ensures that your teams can easily search and view all digital assets, directly from Tridion. Employees save time, share content efficiently and create rich experiences at scale for global markets, while ensuring brand consistency.

Create rich digital experiences using your existing multimedia asset library.

Instantly access and search your digital assets to provide rich contextual experiences.

The Digital Asset Management Accelerator fast-tracks integrations between Digital Asset Management (DAM) systems and Tridion, extending digital experience capabilities to your enterprise marketing technologies.

You can use it out-of-the-box – cutting implementation time dramatically. You can also extend and adapt it to suit your specific needs.

Product features

With our Digital Asset Management (DAM) Accelerator, your content editors can create rich digital experiences using digital assets from external content repositories such as Aprimo and Bynder. It enables them to access, search and edit these assets directly from within the Content Management interface.
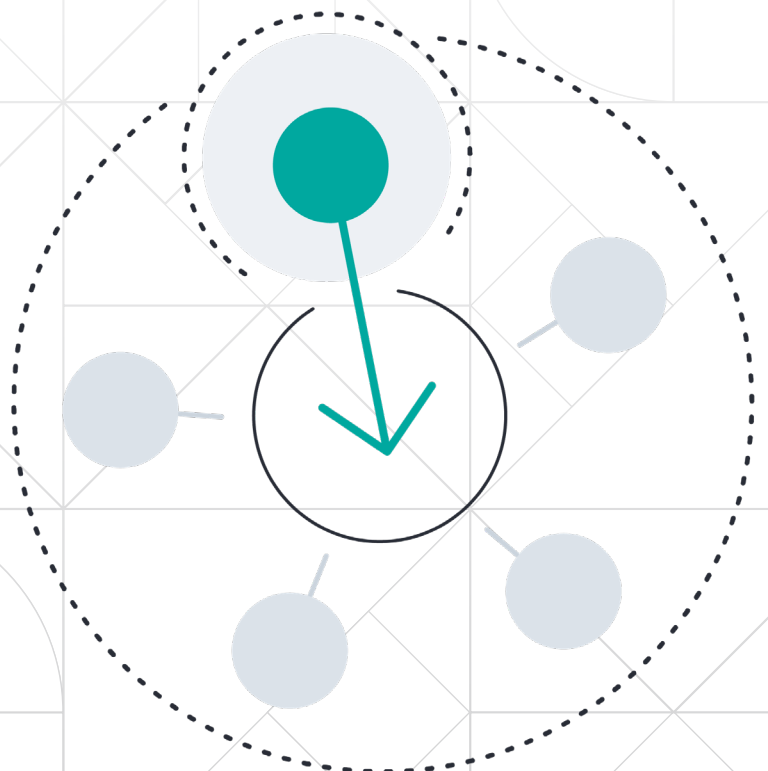
Features:

- Search media assets based on tagging
- View and manage media asset metadata
- Use media assets from DAM directly in content components and on pages
- Track media assets used by Tridion in the DAM platform
- Pick relevant derivatives (based on aspect ratio, resolution, etc.) to optimize the content on a certain page
- Localization Support to localize your multimedia assets into different languages by leveraging the direct integration between Tridion and RWS® Language Cloud

Additional features include:

- Automatic updates in Tridion when an asset is updated in DAM
- DAM CDN distribution
- Search and browse assets
- Access all metadata of your DAM assets
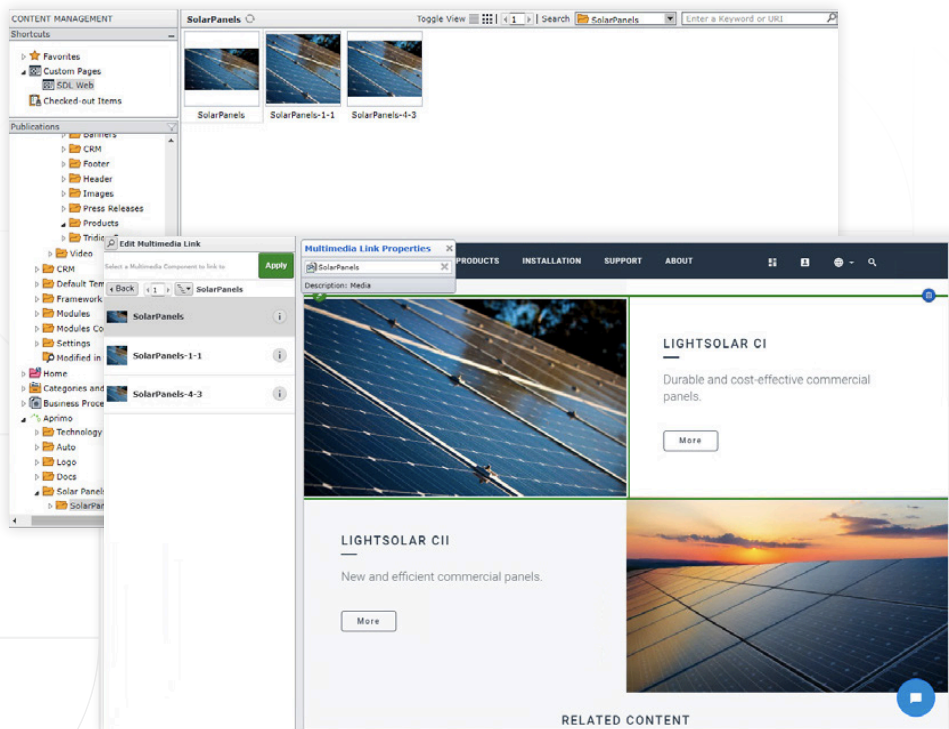- Filter assets based on metadata

Benefits

- Central access to content in one single view
- Streamlined process for adding assets to digital touchpoints
- Always use the right asset version – approved and up to date
- Find the assets you need quickly by searching through your brand portal
- Centralize all your assets by uploading them to one integrated system
- Localize all content metadata to different languages
- Track content used from other content repositories

Architecture

The front-end web application pulls information from both Tridion and from the underpinning DAM. If needed, Digital Asset Management (DAM) Accelerator connects to multiple back-end systems in a single implementation. It provides full integration both in editorial and live website environments.
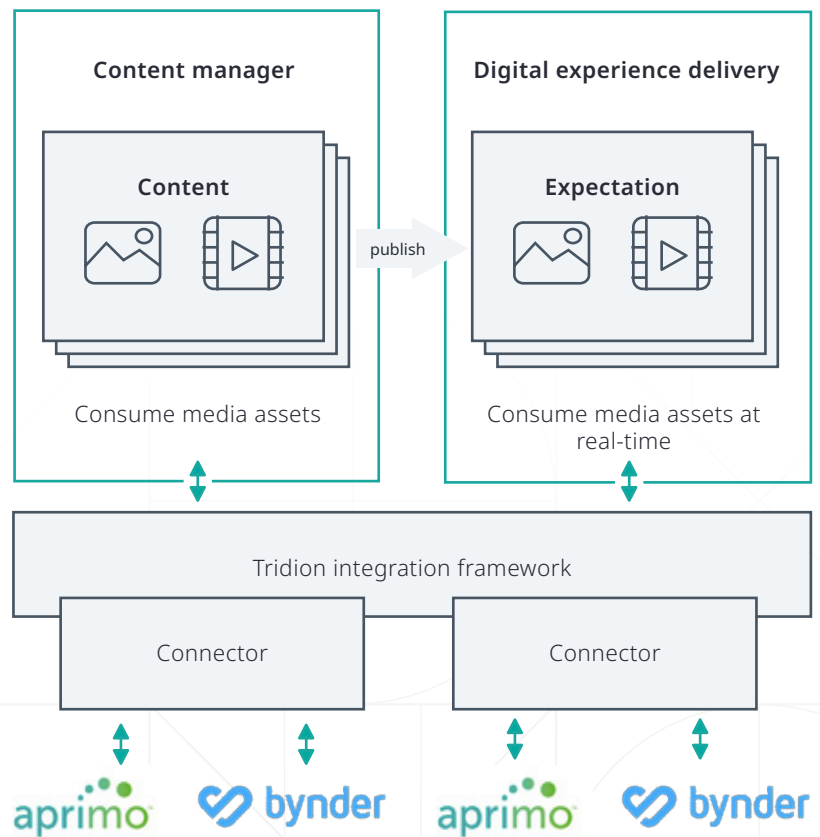

In addition, Digital Asset Management (DAM) Accelerator provides:

- A single normalized API to consume and query real-time media information using GraphQL

- A set of standard templates and modules to accelerate implementations

- Availability both for Java and .NET

- Open framework to develop new media connectors and modules

Digital Asset Management (DAM) Accelerator

Digital Asset Management (DAM) Accelerator features:

- List folders and classifications
- List and query DAM asset records
- List asset files (derivatives, variants)
- View asset metadata
- Download of asset files
- Associate/Un-associate a DAM asset

Find out more:

rws.com/tridion

tridion-dam-accelator-rws-datasheet-a4-en-180821