

# THE NUXEO PLATFORM FOR DIGITAL ASSET MANAGEMENT

Empower your content by connecting data, information and assets across your organization

The Nuxeo Platform is a unique and highly scalable solution that utilizes automation technologies to improve efficiency, increase accuracy and provide robust capabilities setting it apart from other traditional asset management solutions. By placing rich media assets at the center of the digital supply chain, Nuxeo enables organizations to connect content, data and assets across their business and deliver exceptional customer experiences.

## BUSINESS CHALLENGES

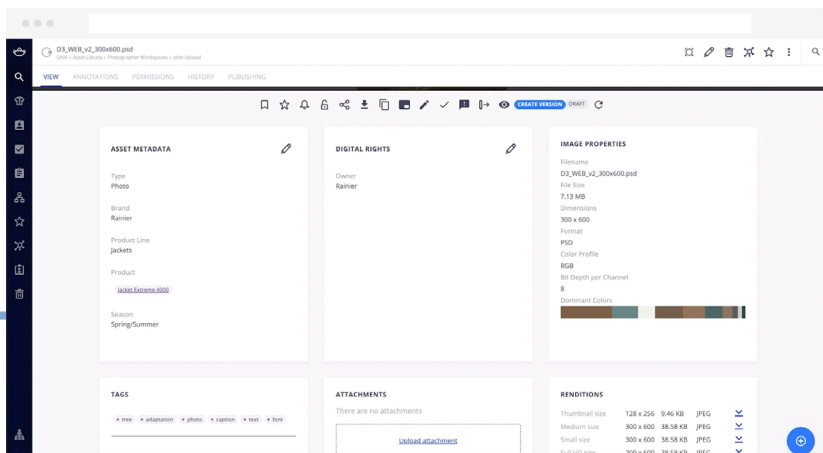
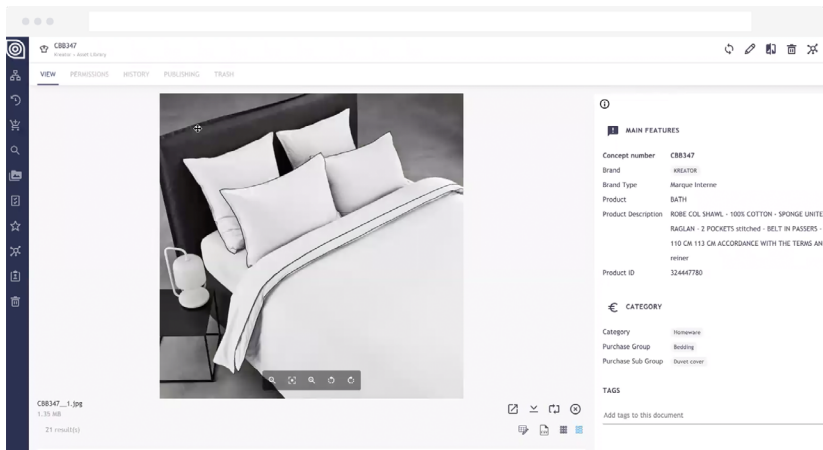
- **Scattered, duplicate assets and information:** In many organizations, vital business data and assets are spread across multiple systems and departments, resulting in information silos, tribal knowledge and the risk of duplicate, out-of-date or lost information
- **Difficult collaboration:** Often, organizations find it difficult to share assets and related data during development and review processes across departments or with third-party agencies due to disparate, inflexible systems.
- **High cost of managing and finding assets:** With the wrong system in place, organizations face high time and monetary costs of manually tagging, filing and searching for files with multiple layers, product IDs and talent licensing.

## BENEFITS

- **Reduced costs:**
  - Easy implementation with low-code customization capabilities to meet specific business needs
  - Cloud-native deployment minimizes IT and maintenance costs for hardware and software
  - Reduces duplication of assets by enabling staff to utilize assets repeatedly and simultaneously in different ways
- **Increased efficiency:**
  - Speed to market - Provides automation tools to speed processes while reducing human error
  - Enables control over digital assets through the entire lifecycle, from creation to publication
  - Provides storage capabilities for large digital files such as AR/VR, 3D, video and 360 images
  - Manages layered files associated with metadata, talent licensing and product IDs
- **Increased customer satisfaction and improved user experience:**
  - Intuitive UI creates an easy-to-manage, consistent process with specialized workflows
  - Simplifies collaboration across the organization and third-party agencies with centralized access to assets and information
  - Provides clarity into asset performance via tracking and analytics tools

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## KEY FEATURES

- Cloud-native design for ease of deployment and increased scalability based on organizational needs
- Clean, intuitive user interface that empowers IT and business users and provides an equally friendly user experience
- Support for the storage and management of all asset types, including 3D, VR, 360 degree and large file sizes
- Low-code customization that enables organizations to customize their solution to fit their specific needs
- Flexible content and data models provide configurable workflows and object models tailored to organizational needs
- AI to automatically tag images and link related content, improving transparency of assets across the organization and reducing manual labor

Learn more at [Nuxeo.com](https://www.nuxeo.com)

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