

Portfolio 8.5 SERVER™

Extensis Portfolio Solution

An effective workgroup solution for a workgroup problem

In-house marketing and design teams are faced with multiple challenges when trying to manage their digital media files, including meeting tight production deadlines, servicing requests from other departments and outside clients, and ensuring brand consistency.

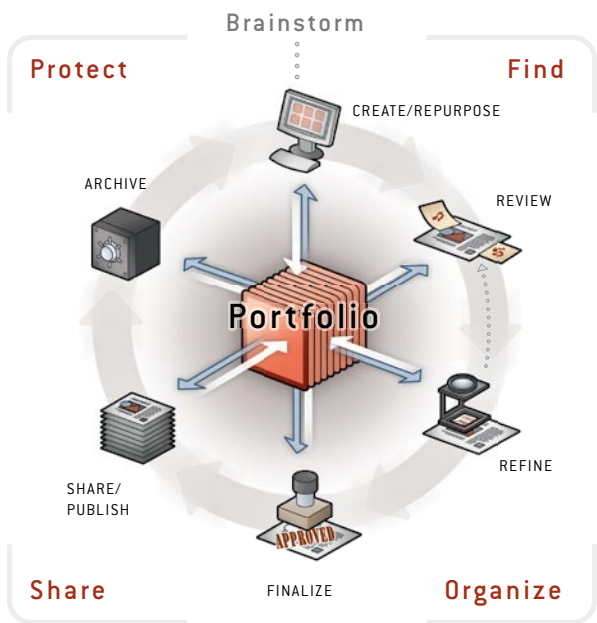
Extensis Portfolio is a digital asset management solution that has been designed to address these daily challenges by streamlining and automating many of the manual tasks that impede the creative team workflow. Unlike enterprise-focused digital asset management solutions that can require complicated, customized deployments and involve years of training and support, Extensis Portfolio, in most cases, can meet the workflow needs and IT requirements of creative teams right out-of-the-box, making deployment quick and easy. In addition, Extensis has paid detailed attention to designing Portfolio so it seamlessly integrates with the creative desktop, requiring little-to-no training or ramp up time.

“ [Enterprise-scale systems] tended to increase IT complexity rather than reduce it... such systems were often overkill when compared to actual corporate needs and marketing requirements.”

IDC Executive Brief

“ Media shops should attack DAM in bite-sized chunks.”

*Forrester
The TechStrategy™ Report*



Extensis Portfolio is a flexible, scalable solution that can be deployed in various configurations to best meet the needs of your business.

Portfolio Server

With its ease of integration and workflow tools, Portfolio Server enables the centralization of assets for easy sharing, accessing and distributing across workgroup environments.

- ▶ **Centralize all digital assets**
- ▶ **Efficient sharing/access of assets**
- ▶ **Automated cataloging, publishing, archiving**

Portfolio SQL Connect

Portfolio SQL Connect allows Portfolio Server to connect to and serve as the front end to larger SQL databases, making database information easily accessible to integrators and developers and providing a means to integrate with other corporate database applications.

- ▶ **Opens up SQL database for customization**
- ▶ **Makes database info easily accessible**
- ▶ **Integrates with other database applications**

Portfolio NetPublish Server

Portfolio NetPublish Server allows you to create a customizable, expandable web interface for your catalog content without a big time/cost investment. This provides instant access to your assets to anyone, anywhere through a standard Web browser.

- ▶ **Dynamically publish catalog content to the web**
- ▶ **Provide clients/partners with instant access to files via Web browser**
- ▶ **Create full-featured, customizable web interface**

Case-In-Point for Extensis Portfolio

Stockland Martel – Assignment Photography

CHALLENGE

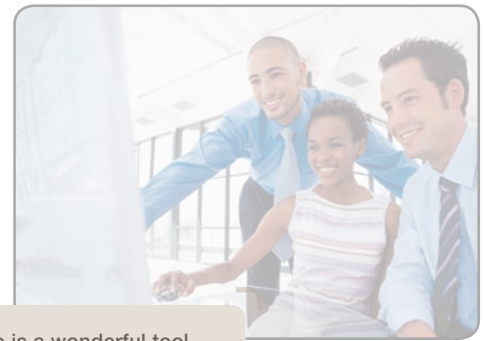
Stockland Martel represents the world's finest photographers and houses a library of over 30,000 images. In order to maintain their leadership position, Stockland Martel needed to implement an effective DAM solution that could integrate seamlessly with their website.

SOLUTION

Extensis Portfolio Server, Portfolio SQL Connect and Portfolio NetPublish Server

RESULT

- ▶ A scalable back-end database supports website and growing image bank
- ▶ Improved service and faster turnaround time for file requests
- ▶ Streamlined ability to view and distribute high- and low-resolution images
- ▶ Low cost and easy deployment allowed for fast implementation



“ Portfolio is a wonderful tool that empowers our people to access images from virtually all over the world.”

John Nelson
Creative Services Manager,
General Electric

General Electric Creative Services – In-House Creative

CHALLENGE

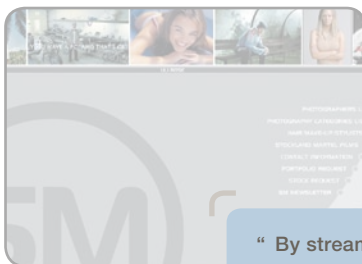
GE needed an intuitive, flexible system to provide employees and partners around the world with efficient access to digital assets in real-time, thus improving productivity, and ensuring brand consistency.

SOLUTION

Extensis Portfolio Server and Portfolio Web publishing technology

RESULT

- ▶ Significant improvements in file management via automated cataloging
- ▶ Workflow improvement and enhanced productivity through dynamic webpage creation
- ▶ Enormous return on investment through time- and cost-savings
- ▶ Solution now being implemented in other business units across GE



“ By streamlining our digital asset management process, we’re able to focus our resources on our business and on serving our client’s needs instead of on our systems.”

Matthew Goodrich,
Vice President, Marketing
Stockland Martel

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