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Case Study



Development of a Digital Asset Management System

Infinite developed and implemented a Digital Asset Management system to manage the creation and maintenance of the digital assets and their related metadata for a leading developer of high-profile, lifestyle oriented content.

The Client

The customer is a leading developer of high-profile, lifestyle-oriented content for multiple media platforms including television, digital, mobile and publishing. Their media portfolio includes various popular lifestyle brands, and their objective is to connect with viewers to provide relevant ideas, information and solutions every day, everywhere.

The Challenge

The existing system comprised of various documents residing on different file servers and various content management systems working independently across the organization. The lack of a single digital asset management tool for the organization presented the customer with a business need to better manage these digital assets centrally so that storage and retrieval became a painless, hassle-free task.

Solution

As part of the Digital Asset Management initiative, four processes were designed, developed, implemented and integrated into the client's system infrastructure. Additionally, support for Adobe Digital Enterprise Platform was provided.

Process 1: Ingestion of Digital Assets uploaded through a Portal into the centralized repository

- Ingestion mechanism to register assets delivered by Content Production Companies
- Validation of uploaded digital assets
- Failure management and notification

- Milestone completion and task reminder notifications
- Storage of digital assets in multiple required formats while providing configurable real time format conversion.

Process II: Manage Digital Assets from Production Companies for Broadcasting – User Interface with view and play capabilities

- View and Play Digital Asset Workflows
- Editorial and Content production dashboards

Process III: Manage Digital Assets from Production Companies for Broadcasting –Review & Edit functionality

- Enhancements to existing Dashboards with Edit & Review functionalities
- Dashboard integration with other off-the-shelf and custom enterprise applications

Process IV: Manage Digital Assets for Printed Media and Collaborative Authoring

- Editorial dashboard to support Printed Media and Brand specific authoring
- Workflow notifications, actions and queues specific for Printed Media and in-house authored digital content
- Dashboard integration with other in-house and off-the-shelf applications

These processes delivered workflow capabilities to author, review and monetize digital assets in multiple formats across different distribution channels.

Outcome

Infinite's solution offered the following functionalities that positively impacted digital asset management

- Manage the creation and archive of digital assets and related metadata
- Manage rights, restrictions and

tracking usage

- Manage relationships to other media assets including still images and videos (episodic, specials, and/or short-form) and between digital assets themselves
- Enable automated distribution and/or syndication of digital content
- The solution also allowed authorized staff to easily search for and access digital assets with rights information and related media assets

Technology Review

- Java, J2EE, TIBCO / JBOSS
- Adobe Digital Enterprise Platform (ADEP)
- SOAP interface with the customer's upstream system

“Working with Infinite has been nothing short of spectacular. Everything from delivery to account management is top-notch, with a keen focus on ensuring that Infinite gets the job done right the first time. Our experience working with Infinite has raised the bar for the other incumbents here, and will continue to be the standard to which we hold our third-party providers moving forward. Infinite has made more than just a name for itself. It has truly re-defined the meaning of the term "partner".”

- Client Manager

About Infinite

Infinite Computer Solutions is a global service provider of Application Management, Infrastructure Management, Product Engineering and Mobility and Messaging Products and Solutions, with focus on Telecom, Energy & Utilities, Media & Content, Healthcare and Banking & Finance industries. Our strength stems from the alignment with client business objectives, even as we engage with clients across multiple engagement models to align better with your business needs. With a global headcount of around 5000 professionals and offices spread across India, US, UK, China, Malaysia, Singapore and Hong Kong which includes delivery centers in the US at Maryland, Illinois and Tennessee and in India at Bangalore, Delhi, Hyderabad and Chennai, key resources are always there when our customers need them.

Established in 1999, Infinite today is a publicly listed entity headquartered in Bangalore, India, with an expanse across three continents, a diverse employee base and over 50 premier clients, including several leading Fortune 100 companies. The journey so far has been as remarkable as it has been definitive. Our mission is to maximize customer delight through high quality solutions and services, while fostering a proud and efficient workforce. We not only develop technology-enabled solutions to solve our clients' toughest challenges but also bring smart innovation through series of quality enhancements, process improvements and a pragmatic approach towards clients' business challenges.

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