

# Digital Asset Management

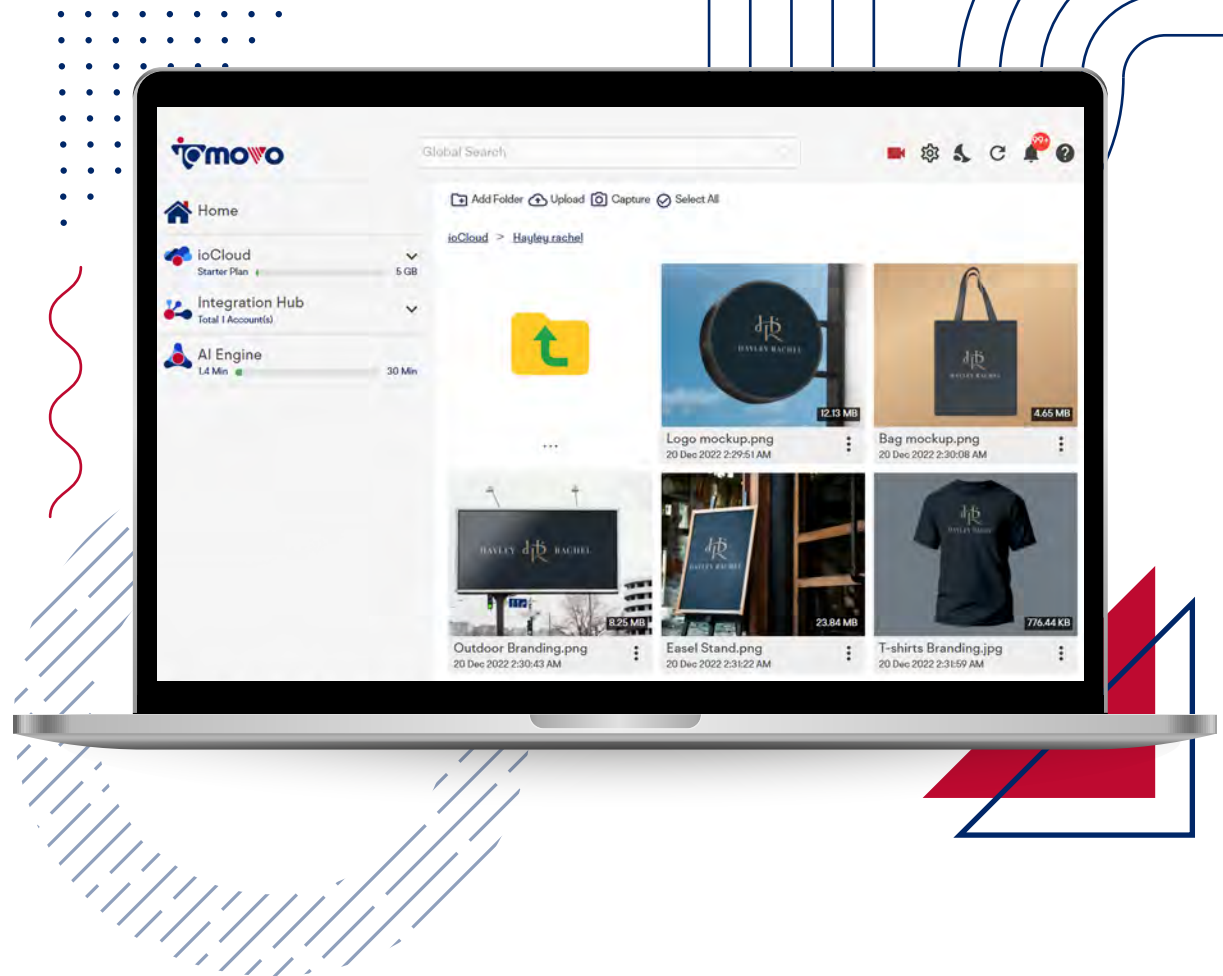
Create, store, organize and make all of your digital content easily accessible on a single platform. With intuitive search, a range of AI tools, and secure storage, you can make the most out of your personal or work data.

# Why You Need a DAM

Customers have stronger expectations of companies than ever before, with so many opportunities to connect with them. Marketers who are successful must guarantee that each consumer touchpoint provides rich, engaging, and interactive experiences. This is where DAM solutions can be beneficial.

DAM like ioMoVo empowers businesses to manage and execute the whole content lifecycle, from production to distribution. ioMoVo DAM is more than simply a storage facility for assets. It enables marketers, creatives, agencies, eCommerce, customer experience, and other teams to work together on content creation and approval to drive engaging brand experiences.

The ioMoVo DAM is intended to increase velocity, better manage content complexity, and accelerate time to market.



# Version of the Truth

## Key Features

- Asset upload and versioning
- Asset download and sharing
- Preview capability for advanced file types (3D, video, and more)
- Search and filtering
- Flexible metadata & taxonomy support
- Logs of your activities
- Role-based permissions

## Key Benefits

### Filter, Search, and Discover Assets

Make it simple for business users to find and share content.

### Localize Content

Manage both the global and local versions of assets.

### Open Content Repository

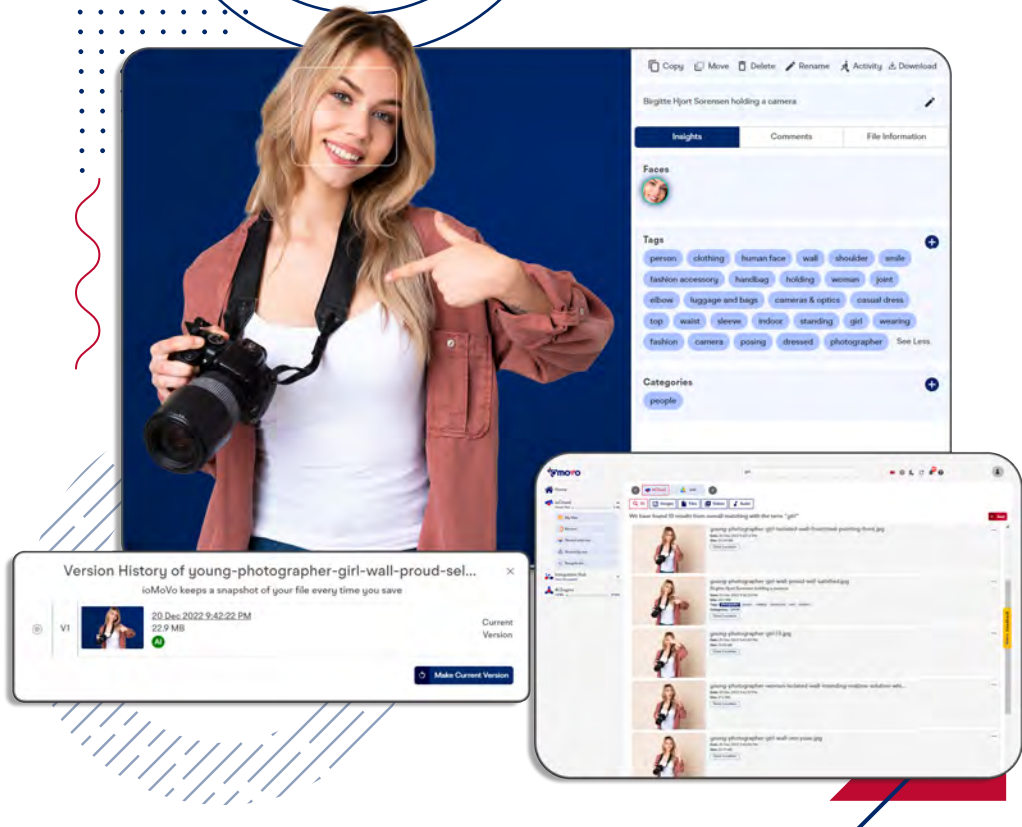
Give your international business, sales, and teams simple access to brand-consistent material.

### Secure, Role-based Access

Provide simple content access for channel partners.

### Any Asset Type

Manage all content types, such as text, images, and videos (like 3D objects and computer-generated images (CGI) renderings).



# Team Management

## Key Features

- Team management
- Add unlimited users
- Define roles
- User groups
- Intelligent content workflows
- Side-by-side view of content versions
- Reviews and approvals
- Automatic timeline creation
- Smart resource management
- Role-based permissions

## Key Benefits

### Creative Collaboration

Marketers, creatives, and agencies can effortlessly interact to review and approve content.

### Content Workflows

Workflows that are organized and flexible make cooperation simple.

### Task Management

One location to manage all content-related tasks.

### Reviews & Approvals

With integrated annotation, content marking, discussion boards, comment threads, and voting, you may allow review and approval.





# Unlimited Storage

## Key Features

- Camera2Cloud
- Multiple File Format Types
- Extendable Storage Support
- Organize Assets
- Asset upload and sharing
- Screen Recording
- Search and filtering
- Drag & Drop
- Preview/Open Files

## Key Benefits

### Flexibility

Using a smart device, you can access your files anywhere, at any time.

### Scalability

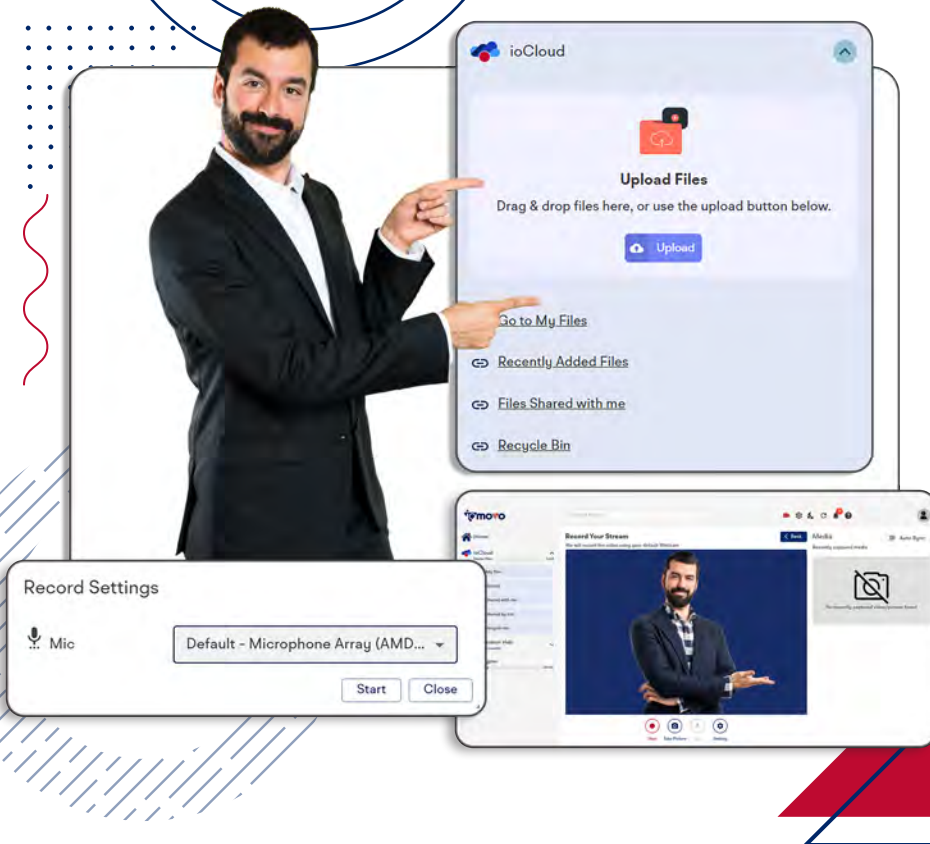
Unlimited cloud storage enables for both vertical and horizontal scalability. As a result, you are no longer required to pay for resources that you do not utilize.

### Backups Made Easy

You can automatically back up your hard drive with cloud storage providers that offer unlimited space.

### Greater Employee Efficiency

With unlimited cloud storage, employees can be more efficient and productive.



# Effortless Integrations

## Key Features

- Out-of-the-Box Integrations
- API Support
- Add unlimited connections
- Scale at any time
- Smart Search
- Auto-sync (cloud/platform/device)
- Public share

## Key Benefits

### Integrated searches

With an integrated network, you have a better chance of finding files from all of your databases, and you can access them more easily.

### Customizable asset organization

All of your media information can be arranged according to your preferences across your platforms.

### Ensuring a consistent voice

Allows you a unified brand voice across all of your channels, including social media, and business correspondences.

### Collaboration from anywhere

With the same marketing tools, teams can design campaigns anywhere on the globe.



# Intelligent Automation

## Key Features

- Audio/Video Indexing
- Auto-generated Metadata and Tagging
- Automated Translation
- Automated Transcription
- Burn Captions and Subtitles
- Flexible metadata & taxonomy support
- AI-driven visually similar search
- AI-driven search on speech & visual text in video

## Key Benefits

### Metadata & Taxonomy

Improve content agility by adding structure and findability.

### Localize, Translate & Personalize

Reuse and repurpose content in any location with effectiveness.

### Smarter Content Operations

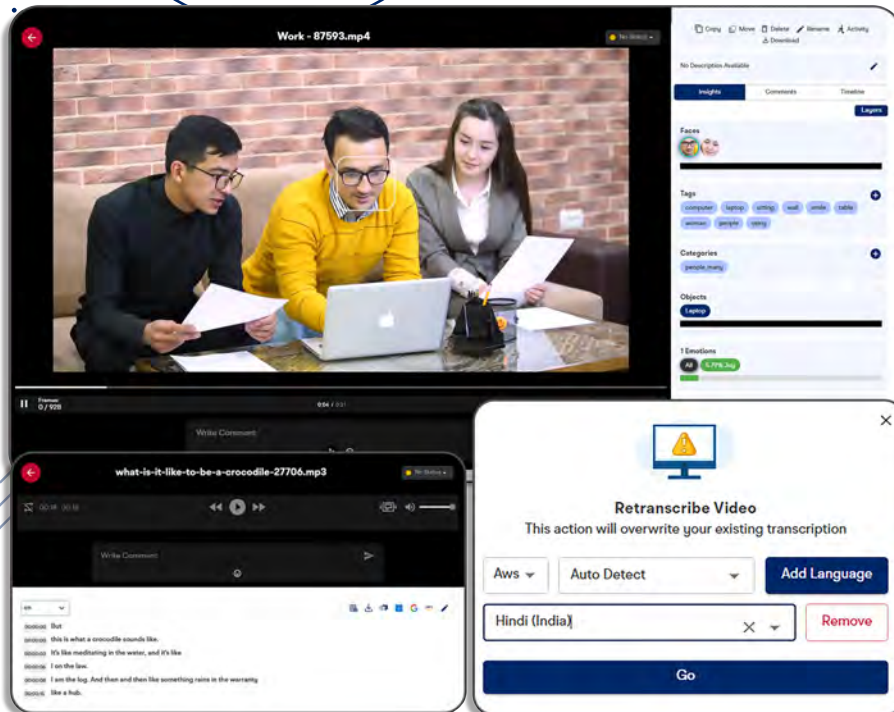
Create simple references to complex file structures for due diligence by extracting important information from video or audio files.

### Easily Repurpose Assets

Easily generate transcripts and captions for your audio recordings and chats with the free audio-to-text converter, transcription, and translation from ioMoVo.

### Faster Asset Findability

AI-powered automated metadata development will improve the searchability of assets and catalog descriptions.



# Flexible Content Distribution

## Key Features

- Brand portal
- Web2Print
- Channel & local marketing
- Connectors

## Key Benefits

### Connectivity to Channel Technologies

Provide channel partners with approved, branded content with ease.

### Portal for Easy Access

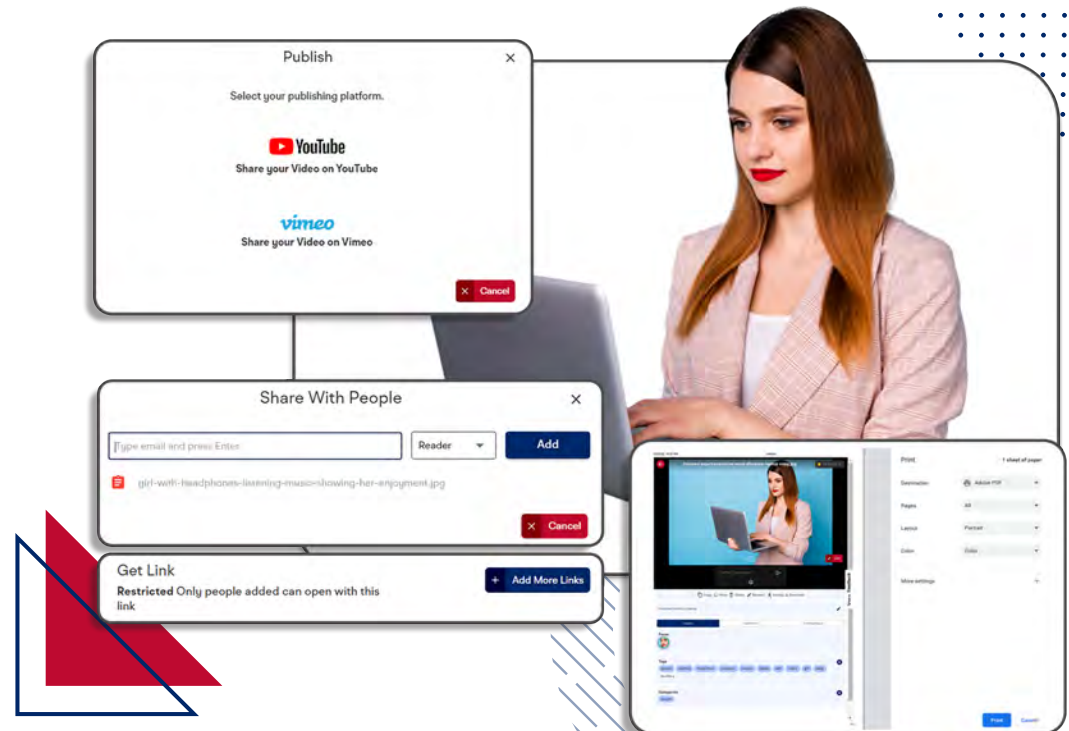
Give content conveniently, on-demand access for marketers, agencies, and channel partners.

### Extended Delivery Model

Connect easily to delivery systems such as web CMS, commerce platforms, and campaign management to provide consistent omnichannel experiences.

### Reporting & Dashboard

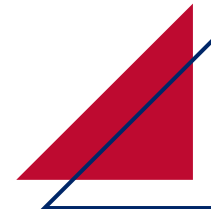
Have visibility into content interaction to gain a better understanding of performance.





# ioMoVo Digital Asset Management Technical Advantages

The robust technical capabilities of ioMoVo Digital Asset Management allow you to easily structure all of your assets, ensuring that your enterprise is delivering the right content to the right audience at the right time.



# Who Can Use ioMoVo's DAM? Literally Everyone!



**Government**

**Colleges,  
Institutions, Schools**

**Archivists**

**Journalists**

**Broadcasters  
and Media**

**Travel and  
Hospitality Brands**

**Photographers**

**Healthcare Sector**

**Manufacturers**

**Non-profit  
Organization**

**Retailers**

**Freelancers and  
Creators**

# About ioMoVo

ioMoVo is a subscription-based software-as-a-service (SaaS) solution. The model is meant for easy acquisition, trial, and enterprise implementation while minimizing the burden on IT, security, and training. The platform goes beyond typical cloud storage by allowing users to Bring-Your-Own-Storage (BYOS) model, along with a comprehensive set of features that makes dealing with content much more effortless. It combines intuitive asset movement and consolidation, AI-based global search, and workflow automation to provide a complete user experience.

ioMoVo offers subscribers value beyond traditional DAM solutions, such as advanced AI-based media services. These capabilities are typically only available via expensive enterprise plans that can challenge any organization's budget. However, we make these enterprise-grade solutions available to ALL subscriptions without the intense commitment or investment that are typically needed for those enterprise subscriptions.

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