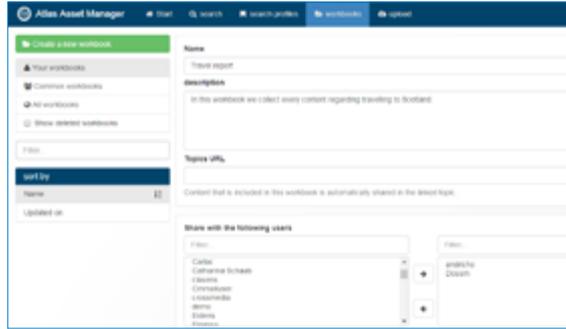


Organisation is everything: Optimal user and rights management allows you to control access to the content individually. The larger your media house, the more different users need access to your central media storage. Define different users and different user groups - and thus specifically control access to the individual data.

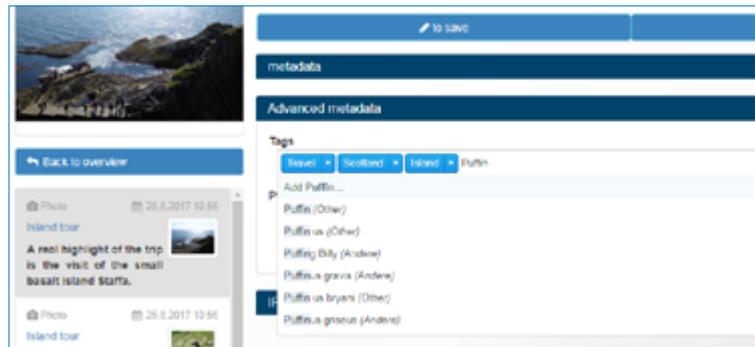
Another factor is, of course, the integration of the alfa DAM into the entire system landscape of alfa Media. An example: thanks to interdepartmental workbooks, the specialists of your company are highly networked when, for example, the onliner in the alfa EditorialOrganiser improves the long read on the homepage, the layouter in the alfa PrintLayout creates the complex special page and the archivist is to deliver content of earlier editions to the story's final touch. At any time in the production process, users have access to the required content without the need for cumbersome research. In such a manner you can concentrate on the most important thing: on the quality of your content.

BENEFITS AT A GLANCE The alfa DAM offers numerous functions and with them great benefits for editorial departments. Here are some advantages for example:

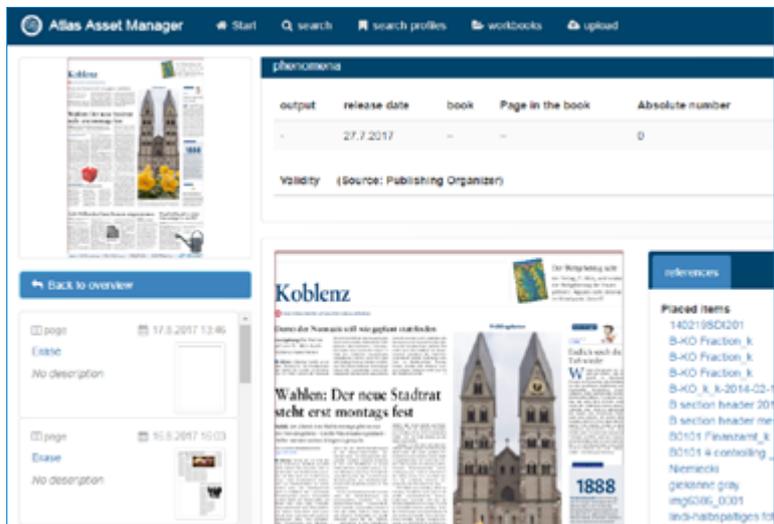
- Managing and archiving of digital assets: 100% media independent
- Automatic enrichment with additional information: Content is accurately indexed
- Interesting context information: Relevant articles and relationships are displayed live
- Numerous search options: Guaranteed overview at all times – also in case of extremely large databases
- Optimal Rights Management: Allocate permission roles differentiated and control large user groups
- Future-oriented software with intuitive operation: Modern working directly in the browser



Workbooks can be created across modules and shared with individual users. Collaborative working is therefore also optimally ensured over various modules. In this way you network your team interdisciplinarily.

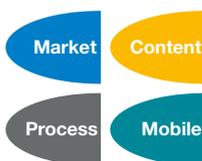


Contents is automatically enriched by additional information. The example shows the precise indexing. If the user wants to add more keywords, he automatically receives suggestions as a matter of course. The key feature: the system learns the user's intervention in automatic indexing. Through this training, the tagging is getting better and better every day.



The view of a page also shows the references to the placed elements. This way, the user can find the content he needs in the easiest way.

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