

# Digital Asset Management

**Enabling enterprises to maintain, enhance, access, share, distribute & benefit from the aggregation of all valuable intellectual property, branding, knowledge assets and corporate collateral in a single digital asset bank.**

## Rumble RNI™ Enterprise product suite

- Brand Asset Manager
- Studio Manager
- Commercial Distribution Manager
- Information Distribution Manager
- Intranet-In-A-Box
- Office Link
- WorkGroup

## Valuable Company IP and Knowledge Assets

- Rumble RNI™ Enterprise is a powerful and highly scalable solution to store, manage and retrieve digital assets enabling online distribution and commercialisation. Digital assets could be a 100KB company logo, a 50MB hi-res photograph and full colour brochure or a 1GB 30 minute training video.

## Future Proofing

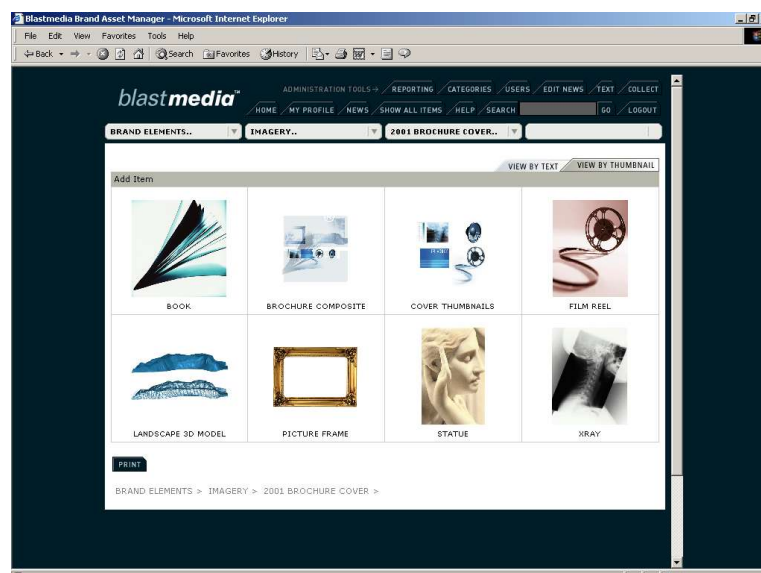
- Rumble RNI™ Enterprise uses a consistent, future proofed digital asset management system and centralized payment centre.

## Multiple Formats

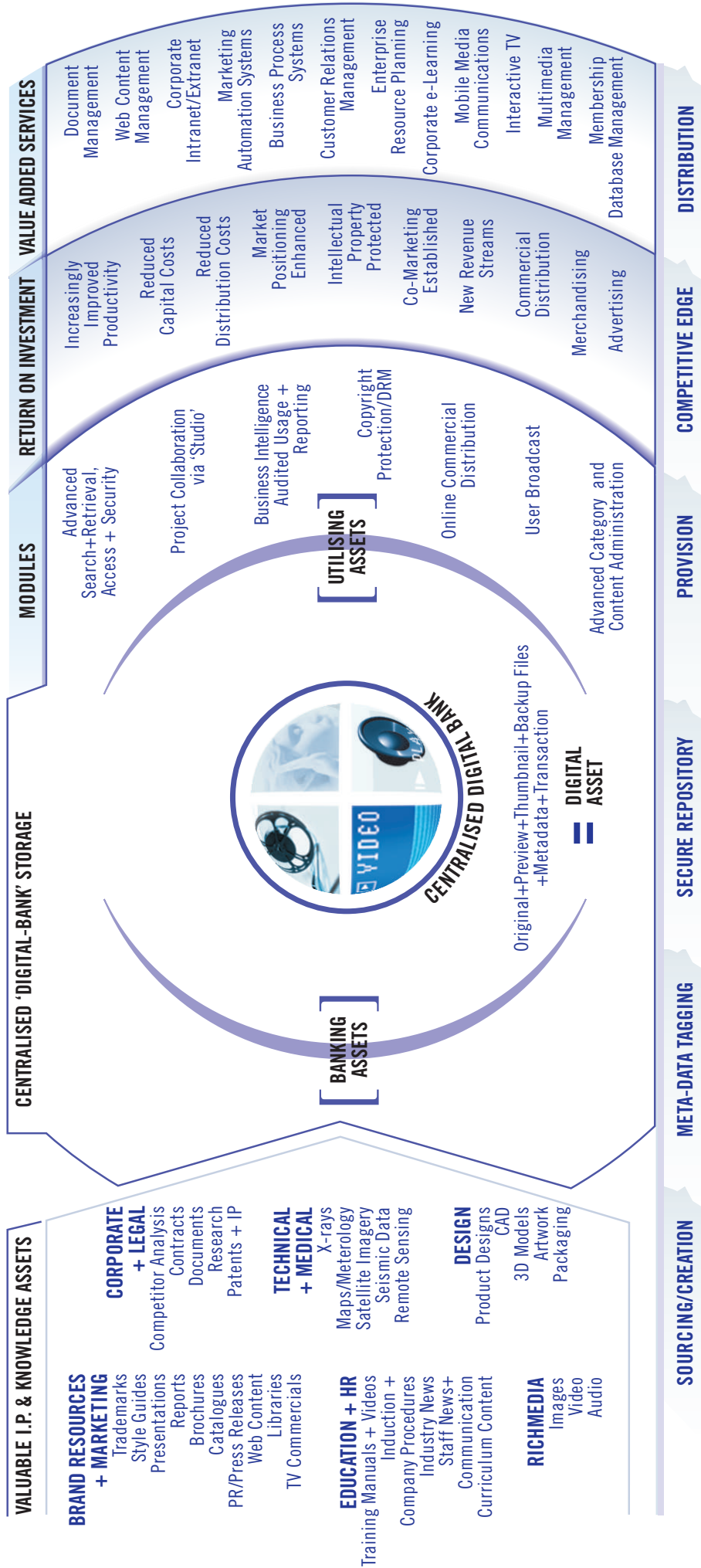
- Digital delivery in user defined formats is facilitated through the Rumble RNI™ (Richmedia Network Infrastructure) engine. This enables digital assets to be reformatted and then versioned in high resolution on potentially pay-per-use basis or in lower resolution on a free service basis.

Companies are continually making influential changes to their business processes and personnel to remain competitive. In this environment of change it is vital that the company's intellectual property and knowledge assets which are increasingly in digital form are retained and protected at all stages of their development. These digital assets can then be leveraged in the company with significant productivity gains + reduced distribution costs as hard benefits. Opportunities to generate new revenue streams also result.

Companies are recognizing the extent and value of the digital assets they have on hand. Rumble RNI™ Enterprise as a core Digital Asset Management solution provides a secure centralized or "bank like" repository for these assets. Most assets are of unstructured data types such as company logos, brochures, product images, CAD designs, 3D computer models, audio materials, marketing and training videos. By assigning standard metadata classifications the corporate language is retained, unifying these assets to be readily searched and retrieved. The same tools can then be used to retrieve a corporate presentation, research report, marketing campaign or video.



*Thumbnail asset display allows the user to quickly find, preview and access the right version of the right asset.*



INITIAL VALUE PROPOSITIONS/SOFT ROI'S

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ADDED VALUE PROPOSITIONS/ROI'S