

The ultimate enterprise solution for digital asset management - like no other!

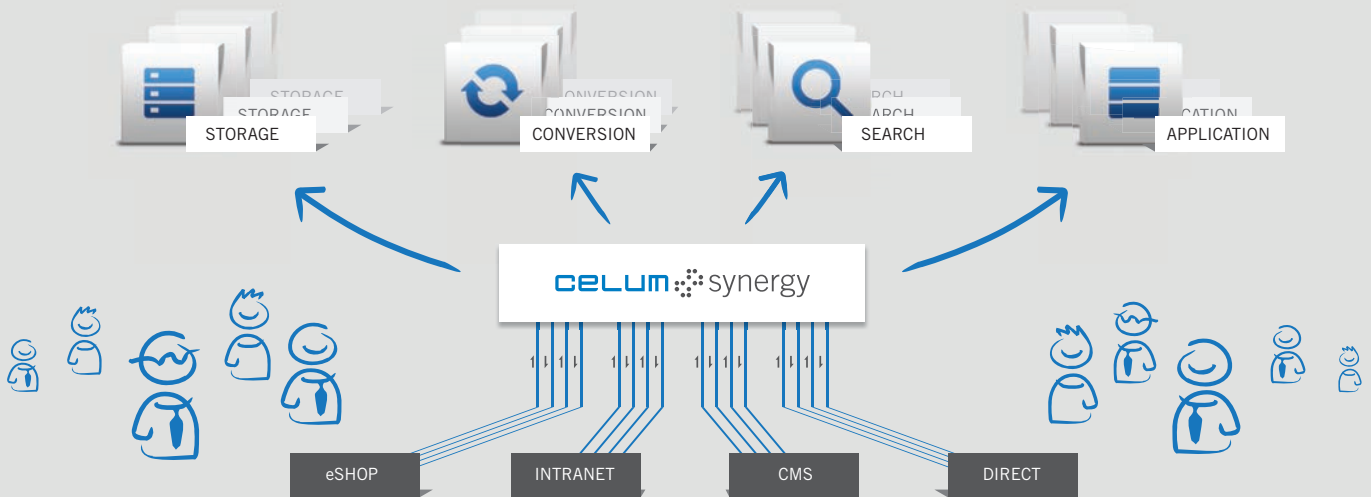
millions of assets – find, don't search – ultimate user experience



celum SYNERGY is the standard defining, high-end framework for Digital Asset Management. Millions of assets, thousands of users, enterprise workflow technology and an out-of-this-world metadata and content management concept converge in one outstanding user interface, featuring unprecedented simplicity and user experience. celum SYNERGY is a game changer in Enterprise Digital Asset Management and bridges the gap between traditional DAM and ECM. celum SYNERGY is Rich Enterprise Content Management – the first and only of its kind.

The celum SYNERGY USPs:

- » Unrivalled user experience
- » Unique metadata- and content management
- » True enterprise workflow engine
- » Endless performance and scalability
- » Web services, API/SDK and maximum interoperability
- » Multi server system
- » HTML 5 web publishing framework



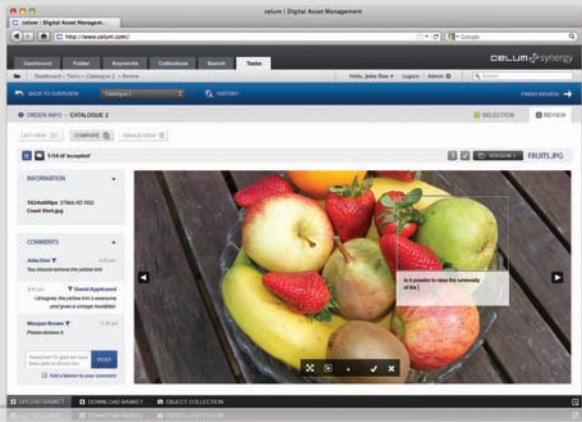
celum's "Stingray" technology – the pinnacle of 10 years of development.

With rich digital content, (meaning images, presentations, Video, Audio, 3D and other similar formats) on the rise, digital asset management (DAM) reaches far beyond marketing and creative teams and impacts organization-wide workflows. From content generation to delivery and usage control, enterprise digital asset management (eDAM) is at the core of the digital supply chain, spanning departments and even divisions within a single or between multiple organizations. A truly next generation DAM system like celum SYNERGY is built to solve such challenges out of the box, with a special focus on seamless integration with strategic corporate information systems.



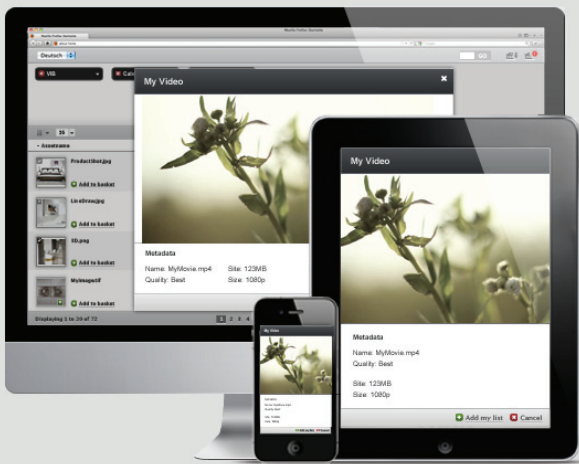
Controlling such power has never been easier.

The multi-platform capable user interface introduces unique features like celum "contentdock" and "dropzone" for up- and downloading content and for relating content with multiple structures easily. It also features celum's "multinode" system for content structuring and easy access control. celum's "metaversile" metadata system allows tailor made and robust meta data management and assignment beyond (but compatible with) standards like XMP.



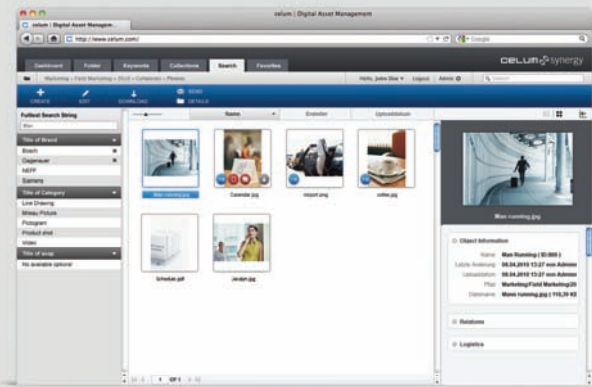
Dynamic Workflows

celum SYNERGY is the first full featured DAM system to allow seamless integration with enterprise workflows. Its Java BPM process-powerhouse is fully standards compliant and supports simple approval workflows as well as complex and highly specific corporate workflows. Compare, comment, approve, decline, reroute, order, delegate and much more – everything is protocolled.



Web Publishing Flexibility

Access! Whatever. Whenever. Wherever. celum's webgate HTML5 lightweight UI brings maximum flexibility and expands the powerful main web client. The perfect foundation for press areas and intranet content access, webgate 5 is the revolution in easy content delivery – any device, any looks!



Don't just Search – Find!

celum SYNERGY comes with no search – but with a finder. Faceted search options, amend classical search approaches like exclusion search through any combination of document type, data-specific properties, metadata, and any other user-defined information. Search has never been more powerful, finding has never been easier.



Seamless Integration

celum SYNERGY was designed with seamless integration in mind. celum SYNERGY is the single point of management and access for digital assets. It provides its repository to eCommerce, PIM, web CMS, ERP and other systems.

Enjoy the seamless integration into desktop applications like Adobe CS, Microsoft Office and mobile gateways as the iPhone or iPad.



Access Rights

Any structure, may it be named “folders”, “Company division” or “projects” can apply access rights to content.

celum SYNERGY derives actual access permission out of a multitude of factors, allowing the access rights management system to be easy to handle, flexible and incredible powerful.



Interoperable Metadata

celum SYNERGY features the celum “metaversile” metadata system – which allows to create incredibly detailed, data-rich content that is easily retrievable. Content type specific metadata, multi select fields that are controlled by node structures – celum SYNERGY can do incredible things to create even more incredible results.

