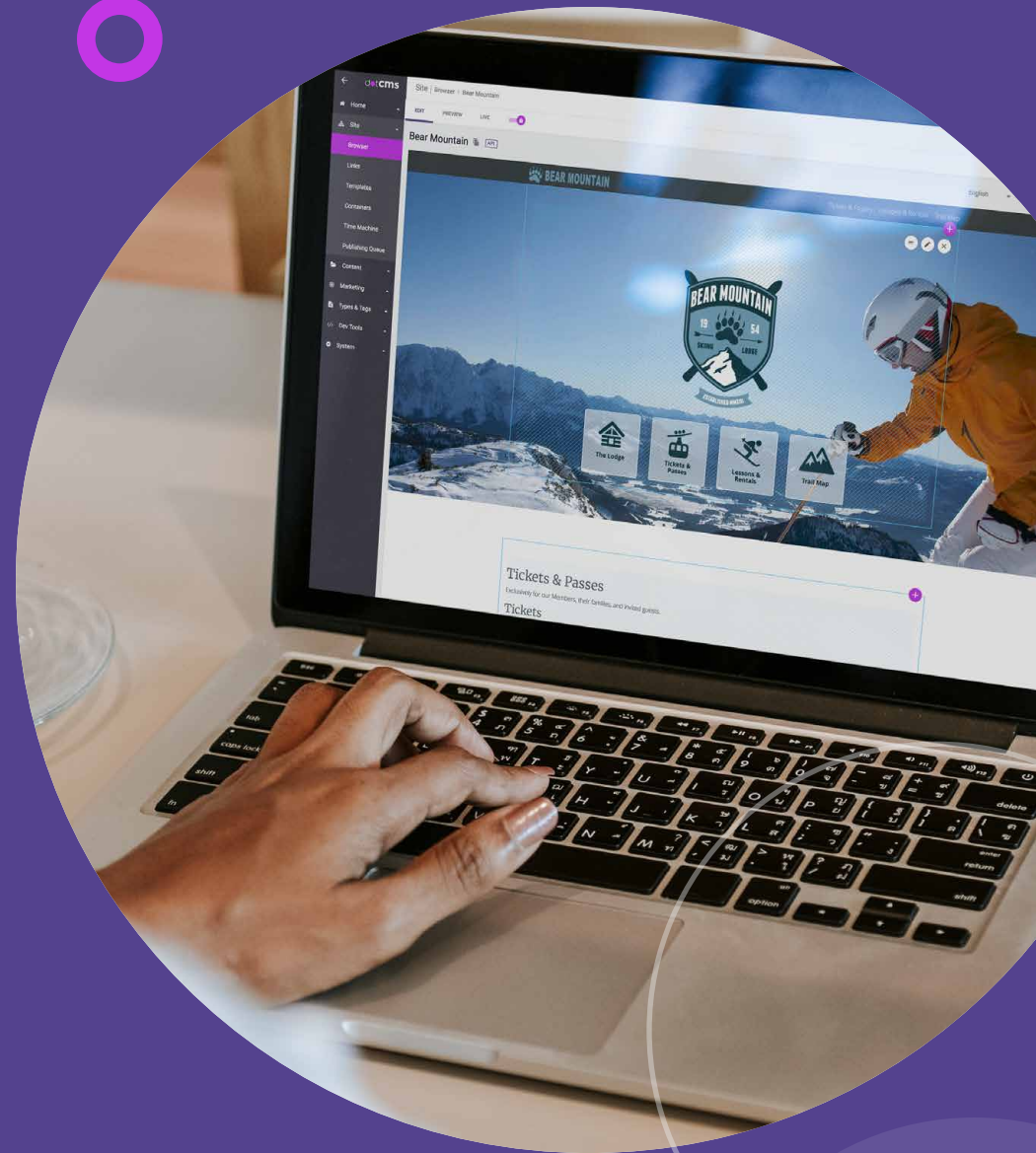




dotCMS Product Brief

Digital Asset Management Capabilities

Trusted, Continuous & Connected
Customer Experiences





Inside the Brief

dotCMS offers a couple straightforward Digital Asset Management capabilities that allow marketing teams to drive brand consistency in their dotCMS enabled applications.

Key Benefits

- Leverage **rich content** to drive conversion
- **Integrated image processing**
- **Bulk upload and meta dating**
- **Workflow-enabled**
- **Zero-performance disruption**



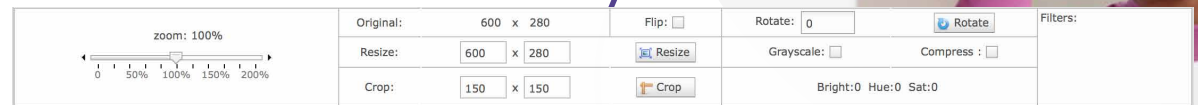
Digital Asset Management

Digital Assets

Creating digital impressions and experiences takes more than just plain text these days. Making more engaging online applications requires **rich assets such as images, videos, and PDFs**. In some authenticated applications this may extend to Microsoft Word, Excel, and Powerpoint assets. dotCMS has **no limitations to handle these assets**. In fact, content is stored in our repository in a presentation layer-neutral format and dotCMS can expose this in a multitude of formats.

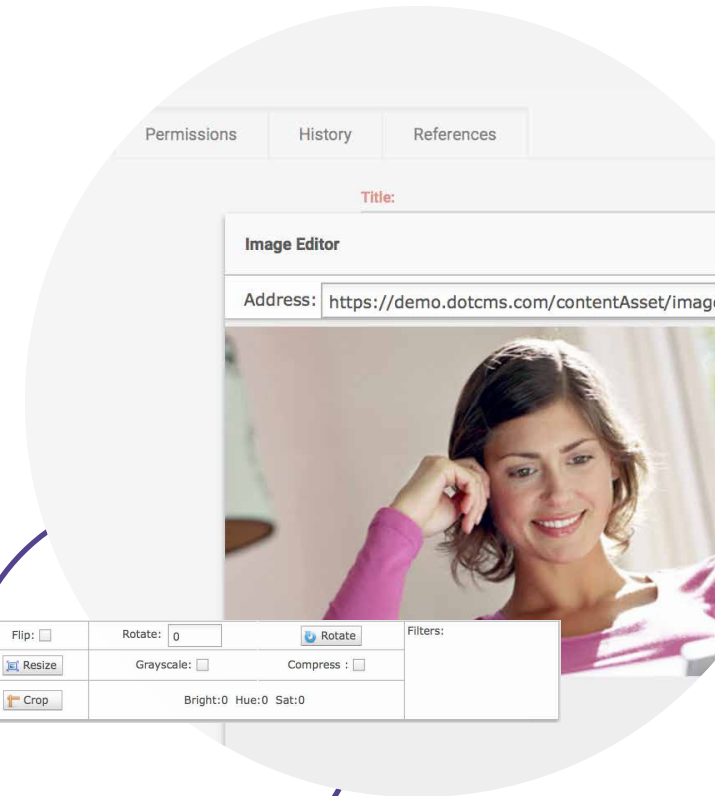
Image Capabilities

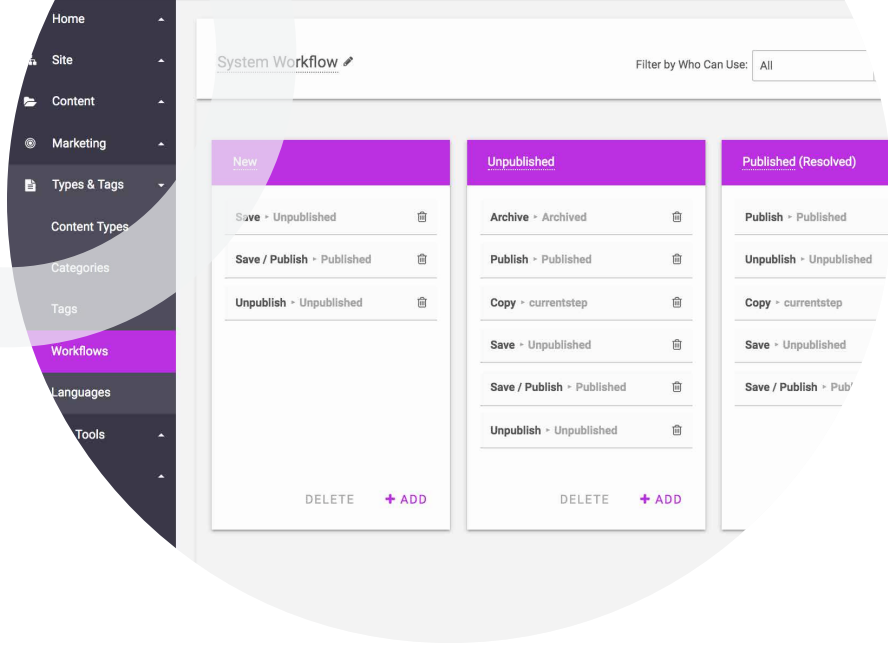
Regardless of where images are stored in the dotCMS repository, content editors have access to integrated image processing capabilities in the authoring environment, which avoids toggling to other applications and keeps the content velocity high. Out-of-the-box, dotCMS users can create **new crops, resize images¹, convert to different file formats, rotate, scale, create a thumbnail, and apply filters**.



Supported formats

With dotCMS 5.2, the image editor also supports **WebP and animated Gif, next to JPEG and PNG**.



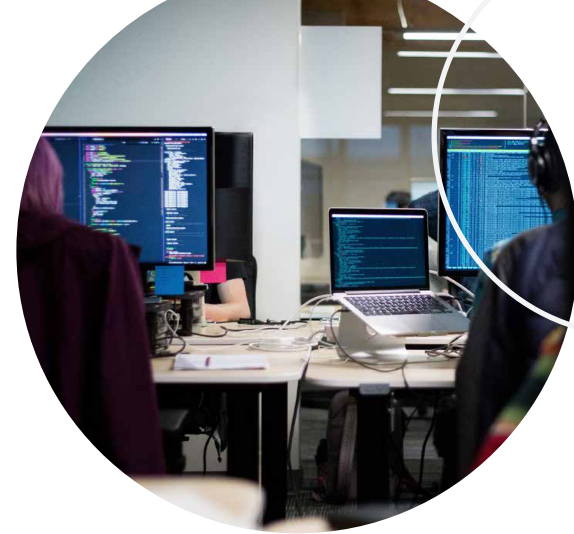


Bulk Assets Processing

Moving assets to the dotCMS repository is easy and fast. **Complete sets of assets can be uploaded at once** (no limitations other than storage space) while dotCMS extracts the metadata² and indexes the assets at the same time.

Workflows and Assets

Just like any other content type, content teams can **apply workflows to assets**, which allows for brand consistency checks before you publish content.



Performance

Other solutions in the market have serious performance issues when uploading too many (more than 500,000) assets (binary files) into their repository.

dotCMS does not have that limitation - with some of our customers having more than 20M assets in their repository and managing 1500+ websites.

dotCMS is architected and engineered to perform at scale.

dotCMS or DAM?

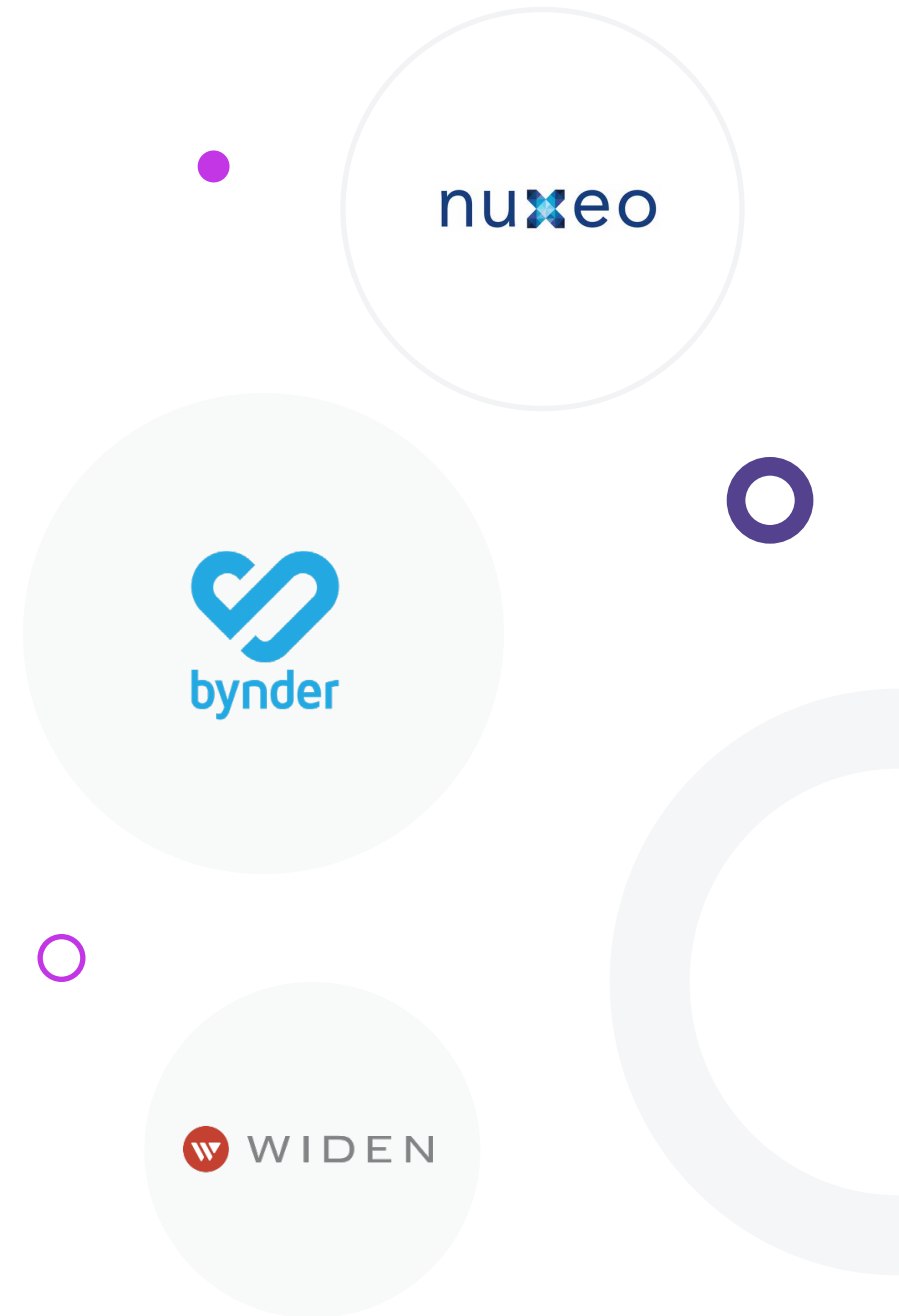
There are a number of considerations when deciding between using a CMS or a Digital Asset Management (DAM), but a general rule of thumb would be to **use dotCMS if you just need to store and publish assets**. If you also need to support the creative and production process of digital assets, it makes sense to use a DAM solution that fits your requirements and budget.

DAM Integrations

If your marketing team does require a DAM solution in place, dotCMS's robust API³ architecture makes it easy to integrate with any mainstream solution. dotCMS customers currently work with **DAM solutions⁴ like Widen, Bynder, Nuxeo** and many others. More integrations can be found on our [marketplace](#).

For the editor/ author, the integration will be seamless and they can **access and select the assets directly from the dotCMS authoring environment** without having to toggle to the DAM solution. This is a scenario that we often include in the scope of a [complimentary Proof-of-Concept](#) for organizations evaluation dotCMS as their new CMS.

[Watch a demo](#) of a Widen and dotCMS integration.





What's Next for dotCMS

See new DAM enhancements in dotCMS 5.2 - [Watch demo >>](#)

What was and is new in previous & upcoming dotCMS releases:

- [What's New in dotCMS 5.0](#)
- [What's New in dotCMS 5.1](#)
- [What's New in dotCMS 5.2](#)

Complimentary Evaluation Support

dotCMS offers a variety of tactics to test-drive and proof out your key use-cases around your personalization strategy. It is our investment and helps you to evaluate dotCMS effectively, way beyond shiny product demos and slick sales presentation.

More on our evaluation support [here>>>](#)

References

- 1 <https://dotcms.com/docs/latest/image-resizing-and-processing>
- 2 <https://dotcms.com/docs/latest/metadata-extraction-indexing>
- 3 <https://dotcms.com/docs/latest/web-apis>
- 4 <https://dotcms.com/marketplace/>



About dotCMS

dotCMS is a leading, open source content and customer experience management platform for companies that want innovation and performance driving their websites and other content-driven applications. Extensible and massively scalable, both small and large organizations can rapidly deliver personalized and engaging content across browsers, mobile devices, channels, second screens and endpoints -- all from a single system.

Founded in 2003, dotCMS is a privately owned US company with offices in Miami, Florida; Boston, Massachusetts and San Jose, Costa Rica. With a global network of certified development partners and an active open source community, dotCMS has generated more than a half-million downloads and thousands of implementations and integration projects worldwide. **Notable dotCMS customers include:** Telus, Standard & Poors, Hospital Corporation of America, Royal Bank of Canada, DirecTV, Thomson Reuters, China Mobile, Aon, and DriveTest Ontario.

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