

2019

PRODUCT FEATURE GUIDE



MerlinOne

DIGITAL ASSET MANAGEMENT

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📍 17 Whitney Road, Quincy, MA 02168

MerlinOne Digital Asset Management (DAM) empowers marketers, creative teams, archivists and more to effectively organize and manage their digital files so teams can get their content to market faster. Aimed to make visual storytelling easier, MerlinOne allows express access to digital assets from virtually anywhere. MerlinOne is the trusted DAM vendor for hundreds of businesses thanks to its reliability, flexibility, optimal performance, and world-class customer service. From news to corporate, universities to non-profits, healthcare institutions and all company types in between, many of the world's most leading brands depend on their Merlin DAM every stage in the content cycle.



Higher Performer 2018



Customer Service 2018



Higher Performer 2019



What we're about.

Our values.

"All of our customers receive the white glove service no matter how big or how small. The dedication we have to them is unquestionably the MerlinOne competitive advantage."

David Tenenbaum
CEO MerlinOne



Empower



Passion



Integrity



Reliability

The Merlin difference.

We're not just your standard out-of-the-box DAM solution, we're your partner. Your business challenges are our business challenges. It doesn't matter what the climate is like, we're in the trench with you every single step of the way.



60K+

users world wide



135+

companies served



300M+

assets managed



Countless

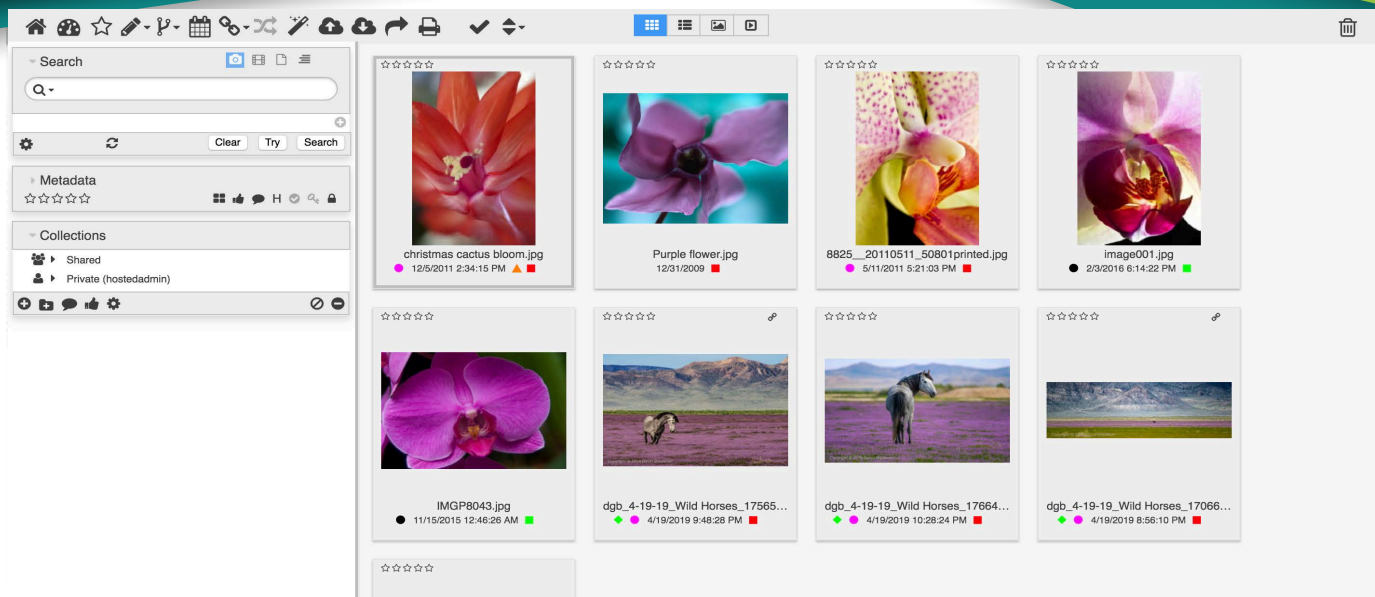
happy customers



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24/hr support

We care about making you successful and every customer gets the VIP treatment.



Performance

With a 99.99% uptime guarantee, Merlin can handle the most complex environments out there.



Scalable

Manage thousands or millions of items with our robust, fast and fault-tolerant system.



Secure

We exceed industry standards for security and are certified HIPAA-compliant.



Configurable

Whether if you're setting your dashboard or creating permissions, Merlin is very flexible.

Inspire your teams to get on the same page.

Merlin gives access to content where needed and democratizes access to content no matter where you are located or what type of user you are. Merlin is your single repository where all your team's work is stored.



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Find. Edit. Manage. Approve. Distribute

Find your assets

Fast, precise searching using any web browser (mobile friendly) allows users express access to everything from virtually anywhere. Scroll through hundreds or millions of items with no waiting. Regardless of the size of your collection, you'll be able to quickly find exactly what you're looking for.

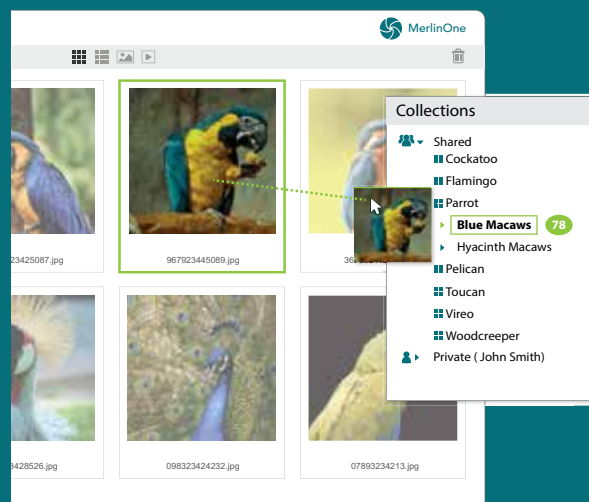
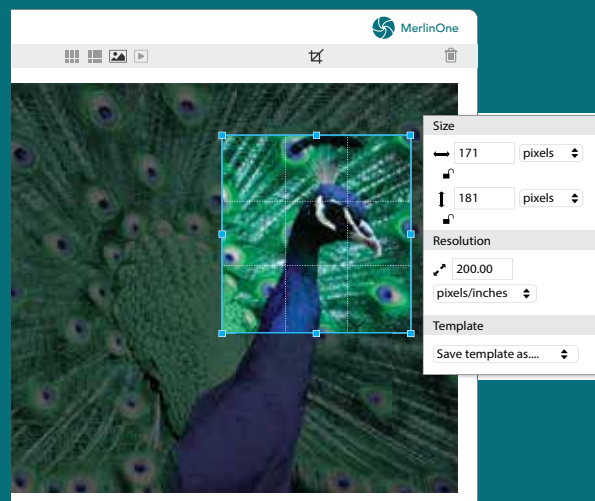
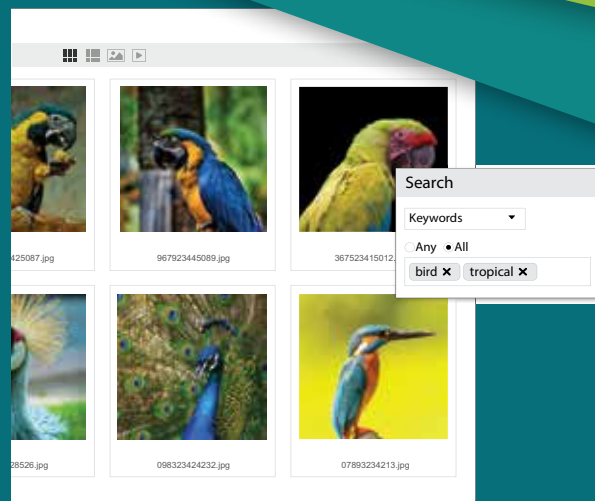
Edit your assets

It's easy to edit one file or thousands in Merlin. Batch edit your metadata and objects without even having to leave the DAM. And, if you need to, you can make changes to your DAM assets all within your Adobe Creative Suite.

Need to speed up your video workflow? No problem. Merlin's intuitive video engine allows users to identify, edit, and export video or audio clips quickly.

Manage your assets

A central hub for all of your files makes it easy to control what assets go in – and who takes it out. Merlin's drag-and-drop interface allows users to manage all content file formats. Mange thousands or millions of items with our robust and fault-tolerant system. Get granular user access for one department or manage user permissions for thousands.





Approve your assets

Collaborate and communicate throughout your content lifecycle. Users can enhance their creative workflow and automate approval paths by making sharing, reviewing and versioning viewable by any or all members of your team. Easily assign content to users for approval and add comments to the status. See what assets are waiting for action, completed, or ready to be approved.



Distribute your assets

One-click publishing to your CMS and other channels keeps your content teams running like a well-oiled machine. Send a link to saved searches or custom asset collections to your internal users. Or, if you need to send assets to a non-user, simply do so by sending a link directly to their email.

“Not only is MerlinX easy to use, but MerlinOne’s customer support team is outstanding.”

Alex V. Cabal, Digital Content System Manager
Make-A-Wish

MAKE-A-WISH

Alex V. Cabal
web Analyst
Make-A-Wish



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Interface & Features

Where your content doesn't control you, you control your content.

Features

- ✓ Access Controls/Permissions
- ✓ Asset Categorization
- ✓ Asset Library
- ✓ Asset Sharing
- ✓ Multi-channel Automated Distribution
- ✓ Customizable Branding
- ✓ Cropping/Video Clipping
- ✓ Merlin^{AI} Facial Recognition
- ✓ Metadata Management
- ✓ Reporting/Analytics
- ✓ Search/Filter
- ✓ Speech-to-Text Video Search
- ✓ Version Control
- ✓ Workflow Management
- ✓ MX Basic Interface
- ✓ Merlin^{AI} Image Similarity

Technical Advantages

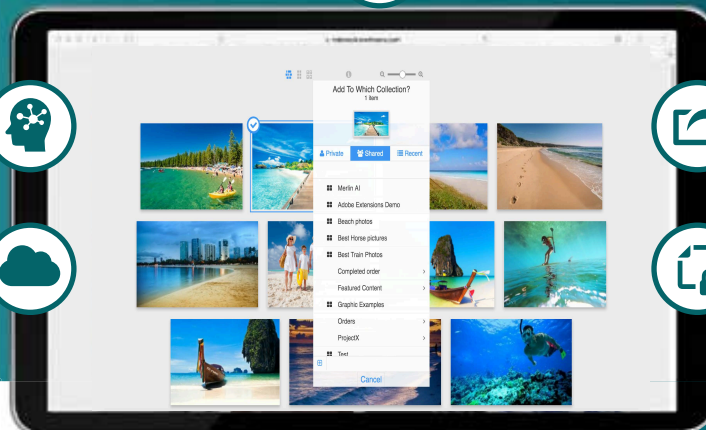


Integrations with CMS, CRMs, social media, creative and other primary Martech tools

AI- Progressive reveal capability



You decide:
Cloud, On Prem or SaaS



Automatic file conversion



Rights Management



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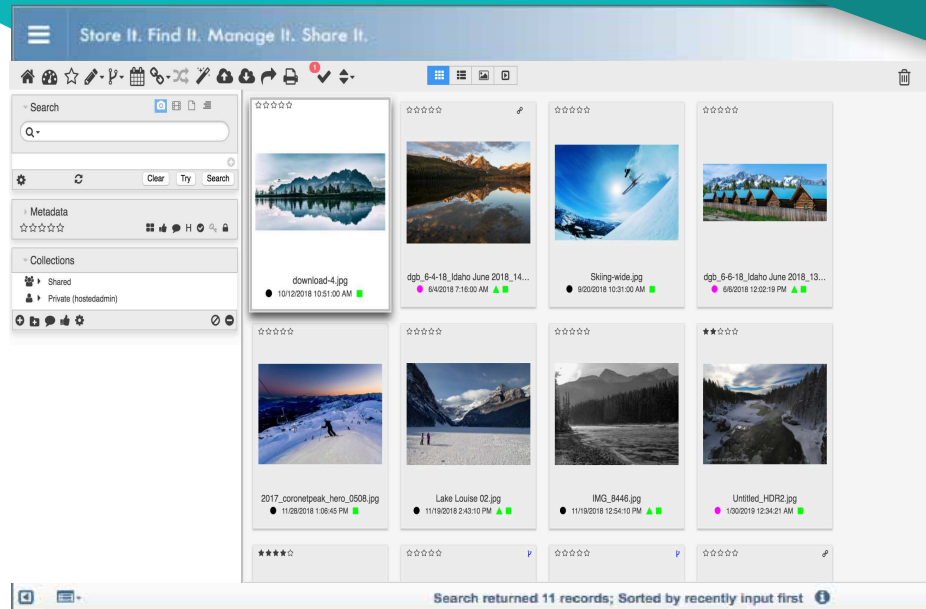
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Incredible power in a simple interface

Configurable and intuitive

Merlin's intuitive drag-and-drop interface allows users to manage photos, video, PDF files, graphics, multimedia files, Adobe Creative Cloud, Microsoft Office documents and more for quick reuse, editing, approval or distribution.



Upload	
Department	<input type="text"/>
Keywords	<input type="text"/>
Caption	<input type="text"/>
Credit	<input type="text"/>
Byline	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Country	<input type="text"/>
Add to Collection	<input type="button" value="Add to collection"/>
Link these records	<input type="checkbox"/>
<input type="button" value="Clear"/> <input type="button" value="Templates..."/> <input type="button" value="+"/>	

Upload and add metadata

Link associated content

Use the built-in web uploader to add content to your Merlin. Add metadata and control how metadata is entered for consistency.

Need to link files together at the time of upload (think consent form with associated content)? A simple check box can do that.

Batch edit metadata

Configurable and intuitive

Edit metadata on one or many items at a time. If you receive a lot of assets from a single source, or simply want to add or change metadata for a large number of assets, Merlin makes it easy. Any number of custom fields are user-defined for your specific use cases.

To speed up recurring, manual tasks, you can save and use templates to speed data entry. Or, easily copy metadata from one asset to others with the simple to use metadata rubber stamp tool.

User-centric features such as these, separate Merlin from less experienced DAMs.

Edit Multiple

Headline		Prepend ▾
Category		Append ▾
Description		Ignore ▾
Title		Replace ▾
Creator (Byline)		Ignore ▾
Group		Ignore ▾
Keywords	MOUNTAIN ✕	Prepend ▾
Stars	★★★★☆	Ignore ▾
City		Ignore ▾
State/Province		Ignore ▾
Country	Un	Ignore ▾
Location	United States Sharon	Ignore ▾
Approved		Ignore ▾
Provider	Manage addresses...	Ignore ▾
Date Created		Ignore ▾


+

Templates... ▾

Apply will affect one object

Clear

Apply

☆☆☆☆☆

Skiing-wide.jpg
● 9/20/2018 10:31:00 AM ■

Metadata

☆☆☆☆☆

Keywords	TREE, GRASS, FOREST
Uploaded By	hostedadmin
AutoTags	reflection, nature, sky, water resources, mount scenery, mountain, lake, water, mountain range, hill station
City	
Date Expires	
Country	USA
Creator (Byline)	Sarita Morrison
State/Province	MA - Massachusetts
Approval Required	None

Auto-tagging

Automatically tag metadata

Metadata matters when it comes to rapidly finding what you need. It matters even more when your asset library grows quickly. How do you manage metadata automatically? Merlin can automatically apply relevant metadata at the time of input. It identifies foreground and background features of an image, then turns that into contextual metadata appended to the file.

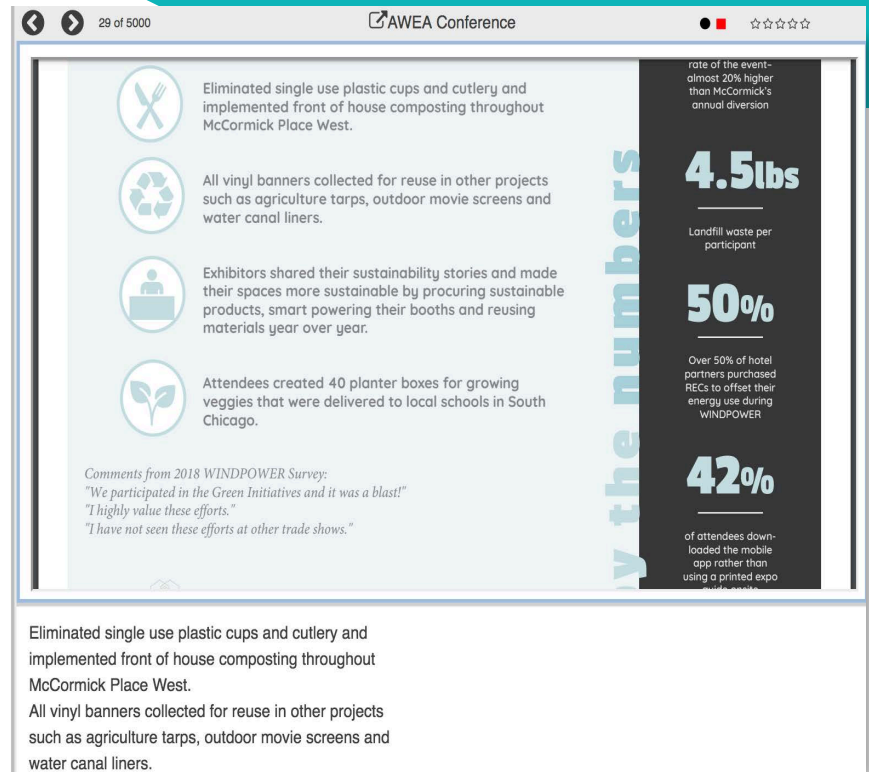
Automatically transcribe text from images

Make your assets more valuable

Any text layer in any file is a possible source of searchable metadata. Merlin can read many types of text – even in layered file formats like:

- PowerPoint (PPTX)
- Word documents (DOCX)
- EPS
- PSD
- PDF
- INDD
- AI

And many more. Merlin will find the text and index it for search.



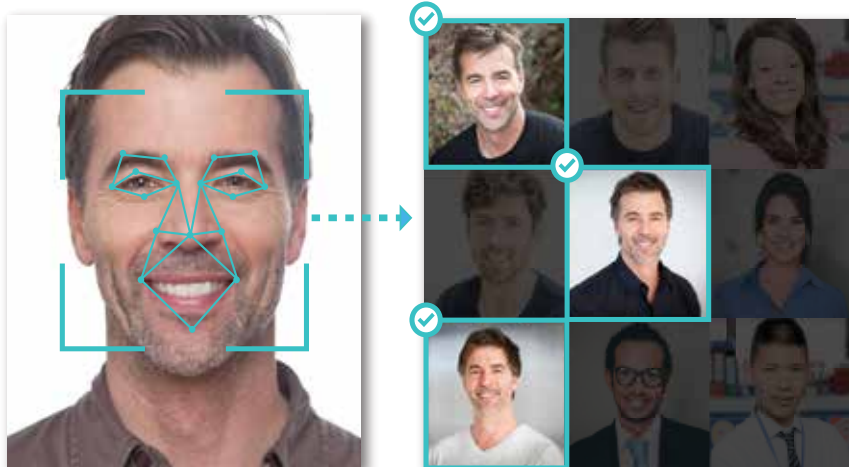
"We never could have managed our volume of branded content today without Merlin."

Joe Carr, Associate Vice President
Providence College



Save countless hours & improve performance
with your own **personal AI-assistant**

Merlin^{AI} Facial Recognition



Superior accuracy

When benchmarked against a leading academic reference set, MerlinAI Facial Recognition algorithm scores above 99% in accuracy.



Rapid identification & intelligent automation

Face match verification processing is instantaneous even when you need to identify and tag individuals from large galleries of images.

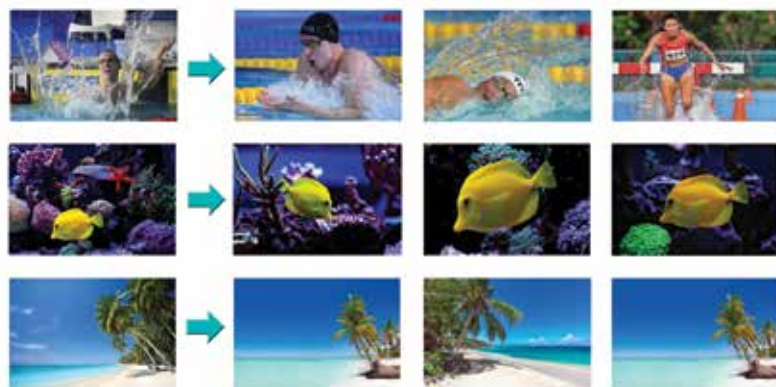


Personalized collection tagging

Merlin^{AI} Facial Recognition is used to detect and tag any person within your personalized collection. This could mean a CEO, top donors or anyone else specific to you, your team, or business.

Merlin^{AI} Facial Recognition brings groundbreaking facial identification with auto-tagging to Merlin X. Now you have the unique ability to detect, tag and match millions of faces within your collection instantly. This advanced capability uses biometrics and multiple Deep Learning algorithms to quickly find, extract and identify a person's face within an image – even if the face is within a crowd, angled, shadowed or partially hidden. It's a perfectly seamless and effortless experience that will help automate your manual processes to the next level.

Merlin^{AI} Image Similarity



Improved & intuitive search experience

Textual metadata is so 90's. Not to mention, wasting time going through every one of your digital assets to ensure that accurate metadata is completed and attributed to each one is a real pain. With Merlin^{AI} Image Similarity you'll cut down your admin chores and do a better job with less effort in maintaining the integrity of your content within your DAM.



Immediate search retrieval

Within sub-seconds and no matter how large your collection, your similar images are immediately retrieved. It's like having an autonomous personal assistant right at your fingertips at all times.

Want to know if you have the best image possible for your project, but not sure how to go about finding it? Merlin^{AI} Image Similarity gives datadriven recommendations to help you instantly pinpoint the exact image you need, bringing unprecedented value to your DAM with speed and precision. No longer do you need to use just textual metadata (which can depend on accuracy and completeness), Merlin^{AI} Image Similarity is like having a super power that analyzes the contents within your images including textures, colors, shapes, object size and more without you having to do a thing, ensuring that the images you choose within your DAM make the biggest impact in your work.



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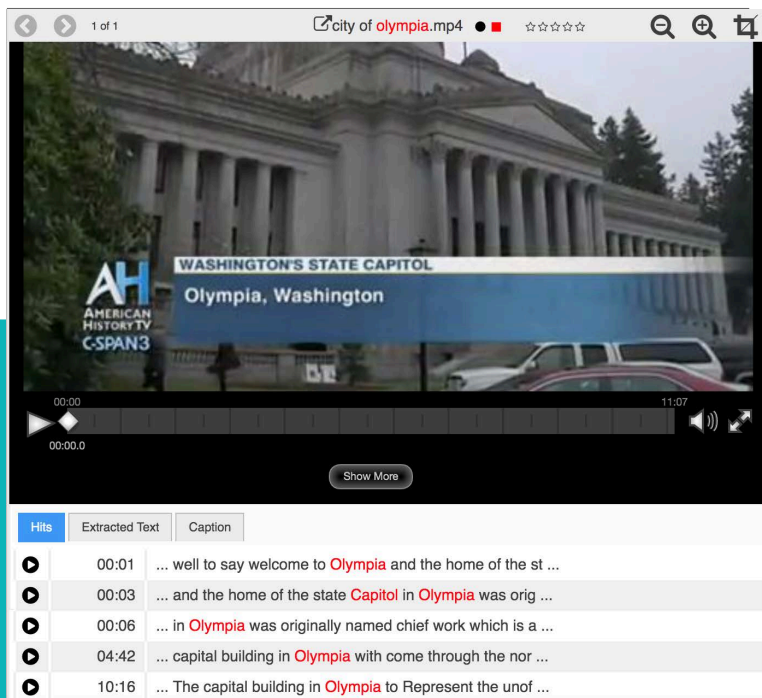
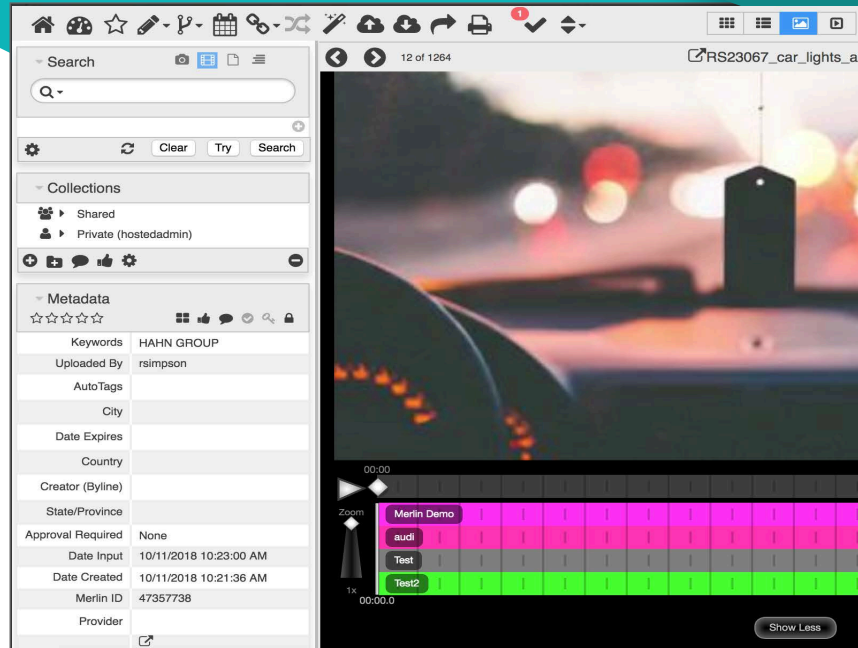
Edit video directly inside Merlin DAM

Speed up your video workflow

Ever wished you could reduce the time spent identifying and editing longer video clips? Merlin's video workflow engine makes it incredibly intuitive and fast.

Create frame grabs and clips for different categories of video and audio files. Add searchable metadata to the timeline.

Output the frame grabs and clips or generate and Edit Decision List (EDL) report that can be used in other editing applications.



Search for spoken word in video through speech-to-text

Automatically transcribes audio to text

Merlin does a great job finding embedded metadata within video and many other types of content. This includes working with standards like IPTC/XMP, as well as finding and indexing text layers in documents for search purposes. This makes searching within video files a breeze. Your searches come back with every mention of your search terms/keywords (plus time stamps) within the video file.

Crop inside Merlin

Edit images and graphics without leaving Merlin

Need content in a certain size or aspect ratio? It is easily done without leaving the Merlin DAM.
Crop and size images without affecting the original file.




Download

One file Total file size: 237.1 KB

☐ Download in zip

File name
Snowboarding-Wallpaper.jpg

☒ Output image(s) as:
☒ Resample images (leave original resolution)
☒ Small (240px) ☐ Medium (480px) ☐ Large (720px) ☐ Other

Output History
 Snowboarding-Wallpaper.jpg

Original Caption
Published Caption

Department: Sales

Agree to Rights Usage Terms?: ☐

Publication Date:

Published Where:

Social Media:

Website URL:

Convert file types upon download

Tons of export file type options

Merlin can store just about any format you can imagine, and you can also download and export in the file format best suited for your particular project.

Convert a PSD to a TIF or JPG, or many other options. Is PNG your new web standard? Seamlessly deliver your content in the PNG format without changing the original file.

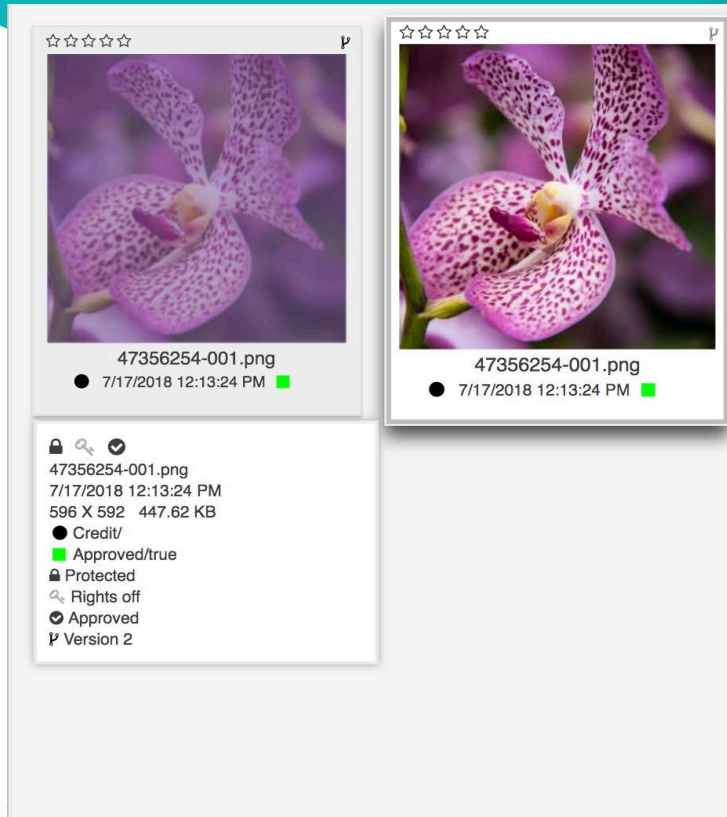
Version Control

Safely check assets coming in and those going out

Check out content and then check it back in, all while revising the asset in Merlin. You can even check in and out assets from Adobe applications.

Keep a close eye on your assets when you need to. Make sure you're using the correct version and help protect against loss.

Merlin's versioning is great for brands assets as well. If all departments are linking assets directly from the DAM a single point update make sure that everyone has the same files and is current.



Approvals

New Approval Request

Description

Deadline

Reviewer

Cancel

Save

Your new approval workflow

Dashboards, assignment tools and more

Easily assign content to users for approval.

Any content may be rejected or approved, then emails are automatically sent to the associated users within your approval process. Add comments to the approval status to give clarity and context to each request.

View a dashboard showing at a glance, the status of all content that has been assigned to the approval process. See what's waiting for action, completed, and ready to be approved.



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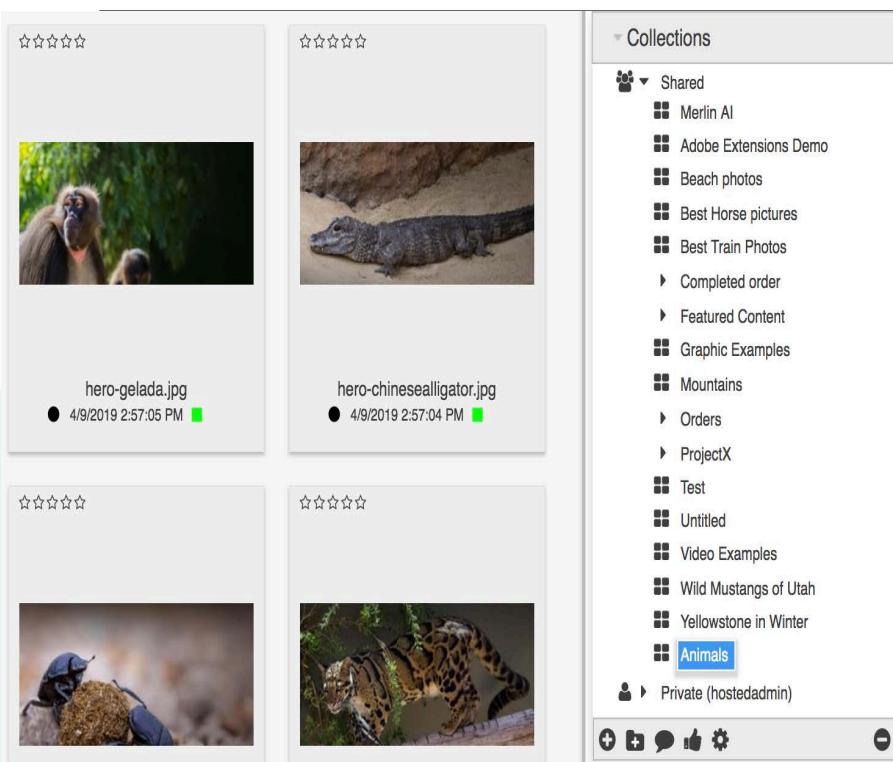
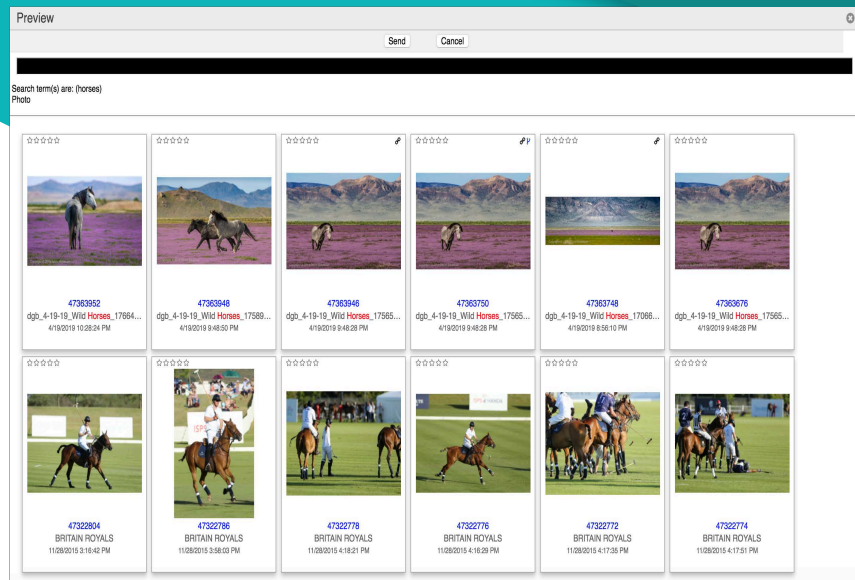
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Share content externally to clients and contractors...

Share files quickly and securely

Send a contact sheet (with download links optionally included), an image, or a group of assets to external users. They don't even need a user account in Merlin to access the files.



And share it to internal teams too

Help your stakeholders work together

Get the whole team on the same page. Send a link to saved searches or custom asset collections to your internal users. With a simple mouse-click, users are taken directly to the shared content in Merlin through email.

Merlin Under the Hood

INDUSTRY STANDARD ARCHITECTURE

- Mac & Windows
- MS-SQL
- N-tier Architecture
- HTTP/HTTPS access
- Dynamic Scaling
- Active Directory for local authentication
- Support for SAML single sign-on
- Cross Platform Browser Access
- Fault Tolerant redundant infrastructure
- 99.99% uptime for hosted sites

INTEGRATIONS

- Adobe InDesign
- Adobe Photoshop
- Box
- Drupal
- Facebook
- Salesforce
- Twitter
- WordPress
- YouTube
- Sitecore

APIs

- SODA (Simple Object Delivery) (RESTful)
- Open Search (RESTful)
- Upload API (RESTful)
- MX APIS (Stateful)

HOSTING

- Private Merlin Managed Cloud Instance (Coresite)
- AWS cloud
- Alibaba cloud
- On-prem

SECURITY

- BioMetric Data Center
- Support for HIPAA
- Penetration Testing

SDK

- Integrate with any third-party CMS or application

FILE FORMATS

PHOTOS

JPEG, TIFF, RAW (DNG, NEF, CRW, CR2, ARW), PSD, BMP, PNG, PICT, GIF & others

GRAPHICS

TIFF, EPS, AI, PDF (Editable)

VIDEO

MPEG-1, MPEG-2, DV, Windows Media, Quicktime, AVI, MP4, Mov, MXF, m2v, mts, asf, mp3, And others as supported by FFMPG

OTHER

PDF (full-text indexing & searchable content), Microsoft Word, Microsoft PPT, Microsoft Excel

MERLIN WORKFLOW PLATFORM

- Auto-tagging
- Auto-alerts
- Selective stripping of metadata on export
- Multi-crop export to CMS
- Tiered storage
- Watermarking
- Custom workflows

AI & Advanced Features

- Image Recognition (keywords, landmarks, OCR)
- Merlin^{AI} Facial Recognition
- Merlin^{AI} Image Similarity
- Video Speech to Text with time code indexing

BROWSER CLIENT

- No user client software to install or manage
- Progressive Reveal
- Highly configurable

Our Customers

Trusted by some of the world's most popular brands,
we serve all company types, large and small

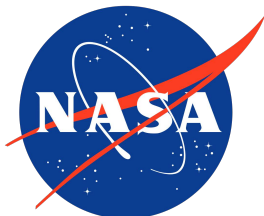


COUNCIL *on*
FOREIGN
RELATIONS



9/11
MEMORIAL

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New York
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