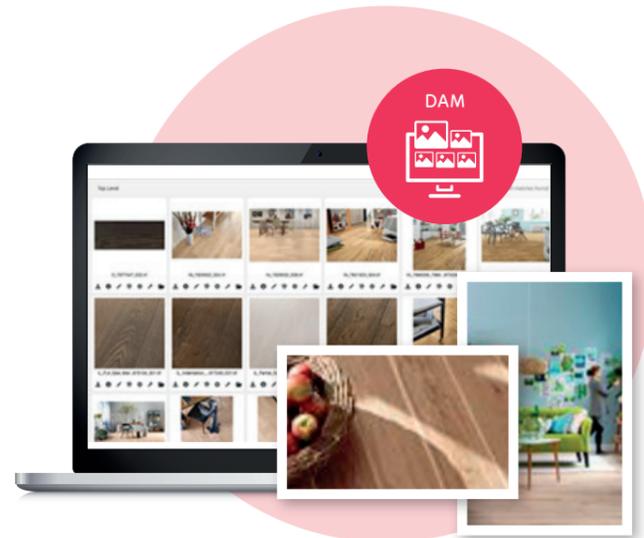# atom

CONNECTING YOUR BRAND

# DAM

# Secure your brand equity by storing, organising and sharing your digital assets at any time and place

DAM is a powerful web-based tool for handling digital assets and is very simple to use, even for multiple users simultaneously. DAM can be used as a simple archive or as a more advanced media sharing and production management system, it can be seamlessly integrated with other atom modules and external systems!



DAM is a system for managing, organising and distributing digital assets from one source including photos, videos, audio files, presentations, documents and much more. DAM enables businesses to create and manage assets throughout the entire product lifecycle.

This allows you to keep track of the latest version of marketing material ensuring consistency of your brand as well as how you are allowed to use the assets in different regions and throughout seasons. Having a system for storing, structuring, searching and sharing digital content makes your life so much easier and can speed up your digital media and marketing process enormously. Our DAM has a built-in proofing system to ensure the quality is correct, no matter what the output.

Take control of your digital assets! Our DAM offers a single point of storage for all your assets, which you can use across multiple platforms, mobile applications, point of sales and any other systems within your infrastructure. A real need for an omnichannel retailer selling products requiring different types of data.

DAM allows you to access your content from anywhere at any time

- Easily share large files with links so no need to send large attachments
- Streamline distribution to several stakeholders across multiple platforms
- Permissions control who can access and use your assets
- Eliminate costs related to lost or misplaced work and files
- Your single source of truth!

Pre-studies are performed in order to get a full understanding of your specific needs. We customised our solution based on your needs, being able to scale the system when your needs change.

DAM seamlessly connects and synchronises to your eCommerce platform so you can be assured your latest product images and marketing material are online - maintain your brand integrity!

- Exports can be made in multiple formats
- Combine with PIM to cover all your assets and product information needs
- Connect with online artwork application to easily populate and create your artwork for packaging or marketing needs
- Connect with CREATOR and PIM to get full control over your market material output securing your brand equity
- Connect with millnet to take control of workflow and approval cycles for your packaging process

- Maintaining brand consistency: ensure the use of the same asset in all channels used to engage with a brand
- Managing global brands: having all assets in one location gives control on images used across all locations and departments
- Improving file management workflows: simplifies the workflow and ensures no versioning issues or files getting lost or overwritten
- Fast access to digital assets: ensures quick file retrieval and teams can access directly from the DAM platform or in tools they use through API connections
- Streamlining approvals: DAM can centralise the entire workflow allowing brands to get assets production-ready much faster and not having to reply on e-mails and other systems
- Improving assets security: Ensure that only the latest version of your images are used in marketing material, allowing you to set expiration dates and hide invalid assets
- Securing your brand: with DAM you can also ensure that the images used are originals only and won't be used by counterfeit companies

" *Storing everything in one place reduces the risk of your branded elements being incorrectly used again and again...* "

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