

Digital Asset Management (DAM) Service Offerings

Cognizant's DAM Value Proposition

- **Reduce costs** through reduction of physical media distribution, consolidation of repositories, and automation of manual workflows
- **Generate new revenue** opportunities by digitizing products formally physically distributed
- **Improve brand perception** by enforcing and monitoring brand usage and consistency
- **Improve time to market** by streamlining workflows and distribution

Industry Trends

Shrinking release windows are driving the need for automated processes (asset orchestration) and digital delivery.

Increasing varieties of file formats and growing asset sizes are forcing organizations to have a more mature storage management and digital delivery strategies.

High-profile leaks of digital content have pushed the need for additional content protection measures.

Diverse requirements related to ingest, metadata, search, transcode, content protection, and distribution have pushed organizations to leverage a SOA framework to integrate best of breed components.

Business Implication

Leveraging DAM enables a faster time to market, specifically with localization and distribution activities.

Deploying integrated DAM capabilities reduces manual workflows and dependency on external resources.

Integration with back-end tools provides additional visibility to the business, facilitating key decision making related to assets.

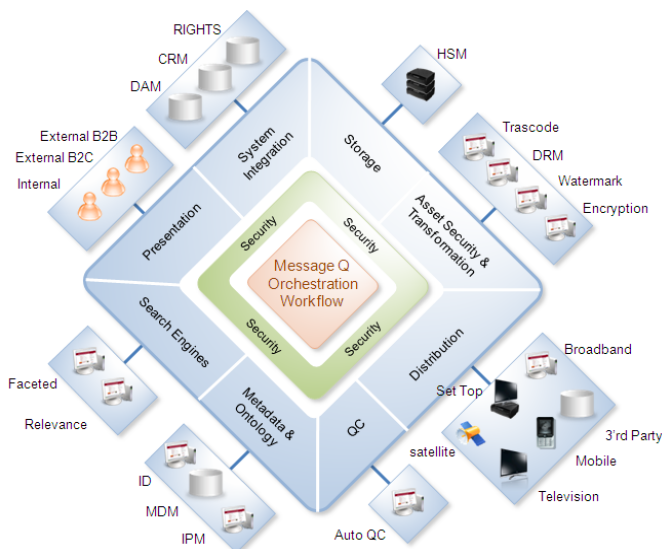
IT Implication

An integration framework is essential. Asset management, transformation, and delivery applications must be able to communicate with each other seamlessly.

A strong storage management policy is required to ensure the continued use of asset management tools.

As asset management grows into production-centric processes, redundancy, failover, and disaster recovery are required.

Service-based applications are being consolidated into workflow-oriented 'portals' and 'portlets' to reduce the complexity of applications and minimize user error.



Cognizant DAM Framework

Cognizant acquired Strategic Vision Consulting, Inc. (SVC) in 2008 to operate in Cognizant's Information, Media and Entertainment Practice. Cognizant now houses the leading DAM consulting practice in the industry and provides services spanning DAM strategy, solution selections, workflow creation, metadata modeling, implementations, and support.

| Industry Experience | | |
|-------------------------|--|-------------------------|
| Theatrical Distribution | Digital Asset Management (DAM) | Studio Operations |
| Television Distribution | Physical Asset Management (PAM) | Post Production |
| Home Entertainment | Intellectual Property Management (IPM) | Technical Operations |
| Digital Distribution | Digital Rights Management (DRM) | Anti-Piracy Initiatives |
| Broadcast | Publishing | Master Data Management |

| Our Offerings |
|--|
| DAM Strategy, Implementation and Support |
| Content Processing Services and Delivery |
| Order Management |
| Workflow Orchestration |
| Business Intelligence |
| User Interfaces |
| Enterprise Application Integration |
| Search |

Case Study: DAM and Broadcast Digital Distribution
Client: Major Media and Entertainment Company

The Project Objectives:

- Enhancing the user interface, updating the metadata model, and improving existing issues in processes and procedures
- Eliminating the dependency on costly physical and satellite distribution
- Increasing system usability and retiring existing systems that were considered end of life

Solution Approach:

- Documented “As-Is”, defined “To-Be” workflows
- Evaluated several file-based media distribution technology vendors
- Created technical architecture (Server and Networking), integration approach and software customizations to integrate the Digital Distribution vendor with the DAM vendor
- Implemented custom solutions (in a phased manner) to increase ease of use, improved performance and reliability, and enabled efficient management and sharing of assets from a single source across worldwide territories
- Integrated vendors solutions and trained end users
- Deployed Digital Distribution technology to reliably and efficiently distribute (10x faster in some territories) large files (up to 50 GB) globally

Results:

- Integrated solution now provides accelerated upload, download, and store and forward content distribution capabilities to worldwide business partners
- Enabled the client to remove the reliance of costly physical and satellite distribution for television materials
- Enabled the client to retire end-of-life asset repository solutions
- Provides the one-stop shop for all marketing collateral assets to the enterprise



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