CELUM
ALWAYS AHEAD.

Marketing Content Management

Enterprise Digital Asset Management

WILLKOMMEN LUKAS MÜLLER

HOME   INTERNAL CONTENT   EXTERNAL CONTENT   COLLECTIONS   SEARCH

Editor   Profile ⌄   Adminis

SEARCH

QUICK LINKS

Shooting
All pictures from internal shootings.

Marketing Presentations
Search for all .ppt in the last year.

Assets without Asset Type
Show all Assets without a type.

MEINE AUFGABEN/INBOX

Approve Sujet 04/15
Review & Approval   2d 5h

Product Catalogue Review
Review & Approval   3d 12h

Upload Product Images
Version Upload   5d 12h

Photoshooting Autumn 2015
Review & Approval   5d 12h

Press Conference Q2
Asset Upload   10d 5h

ZULETZT HOCHGELADEN

brücke.png

FAVORITEN

Corporate Prese
Internal content

Corporate Ident
Internal content

Sport Product I
Collection

Autumn Catalog
Saved Search

Technical Docu
Saved Search

DOWNLOAD (0/0)   UPLOAD   Browse   CLIPBOARD

Certified Partner   brix cross media

Enterprise Power
Beautifully Intuitive

Creative services, marketing teams, IT pros and over 700 companies around the world have discovered **CELUM**, the leading digital asset management platform – the one built for today's dynamic media workflows.

Shared servers, cloud storage, sharing sites, stacks of hard drives, and email can't handle the onslaught of media files stored and shared in your department or organization. These tools try, but they'll never deliver the scalability, flexibility, efficiency, and security of **CELUM**'s enterprise media-centric solution.

CELUM is designed to manage video, photography, PowerPoint®, InDesign® and any other creative work that demands centralized control, a robust search engine, social media delivery tools and an intuitive, easy to use and completely customizable interface.

Enterprise class APIs, a modern, open architecture, world-class digital asset management features, and unlimited language support and more are standard (and out of the box!).
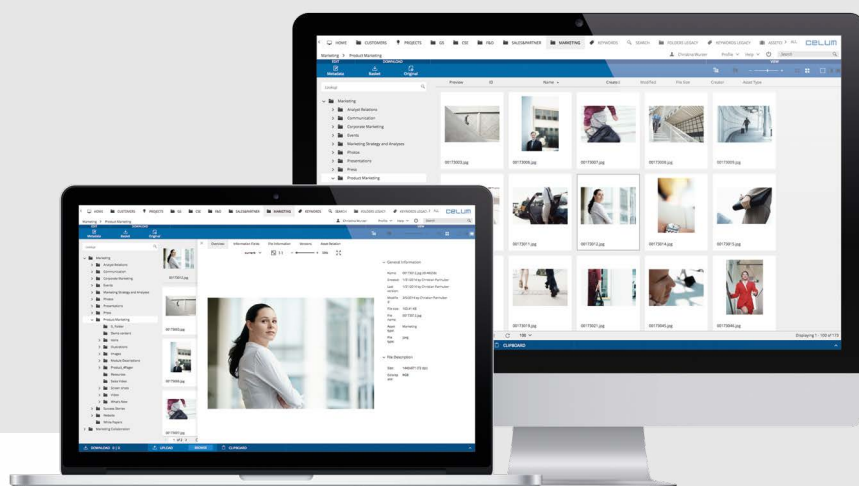
FEATURES

A web-based central location for all your rich content

Extensive, versatile metadata management

Highly customizable & expandable with powerful modules

Elegantly manage millions of assets & thousands of users

Most intuitive, flexible & innovative UI on the market

Integrates with ERP, CMS, PIM & other leading systems

Deployed on-premise, in the cloud, or privately hosted

Built-in, comprehensive BPMN 2.0 workflow management

View and manage it all via your desktop or mobile app!

Key Features

UX

UNRIVALED USER EXPERIENCE

CELUM delivers the most user friendly marketing and media automation software available. The modern, brand ready and innovative HTML5 interface offers configurable and intuitive menus to guarantee user adoption. For organizations that want to offer specific departments or user communites a separate, individual interface, these may be elegantly created for improved appeal.

METADATA UNLEASHED

CELUM offers an unparalleled metadata and content structuring system. Uploaded content can be automatically tagged with metadata. Product availability, SKUs and other structured data may be automatically added from external databases concurrently. Define your own rules when certain tags exist to change an asset's structure, status, security, or trigger other workflows.
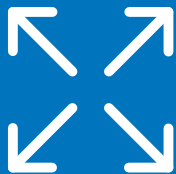
ENDLESS SCALABILITY

CELUM has been constructed as a powerful, high-end enterprise platform supporting your media management strategy and growth. If you plan to offer millions of photos, videos and graphics to a million users someday, we've got you covered. Add more CPUs to supercharge the search, extend the storage, beef up conversion processing as the system becomes more popular across your enterprise.

ENTERPRISE WORKFLOW ENGINE

Collaboration among thousands of users across offices, departments or even continents requires an open, flexible solution. **CELUM** has a built-in BPMN 2.0 workflow engine, which enables you to not only match your current processes, but adjust and optimize them as manual efforts become more streamlined. Rather than lock your teams into pre-packaged work steps, create new methods of automation to your exact design specifications.

Enterprise Applications

DIGITAL ASSET MANAGEMENT
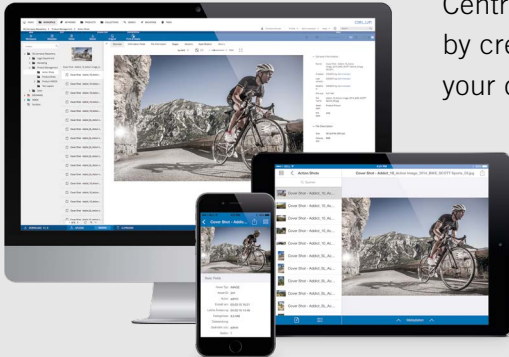
Centrally manage, distribute, integrate and control the rich content used by creative and marketing teams as well as across your organization from your desktop or mobile app.

› Scalable repository for millions of assets and users.

› Enterprise integration abilities including SSO LDAP/SAML, BPMN 2.0, full APIs plus a native mobile client.

› Search by keywords, categories, metadata, full text or even by color.

CUSTOMER ENGAGEMENT
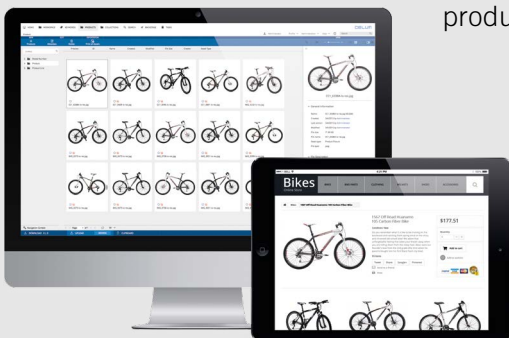
A central system to manage, distribute and control all of your multimedia product content by brand, product lines, markets or any way you want.

› Connect your product database or SAP to link images to SKUs and BOMs.

› Securely protect pre-release product marketing and imagery and automatically publish on a specific date.

› Deliver the latest product images, video, packaging or even "3D spins" to websites, vendors and dealers at the click of a button.

SOCIAL CONTENT MANAGEMENT
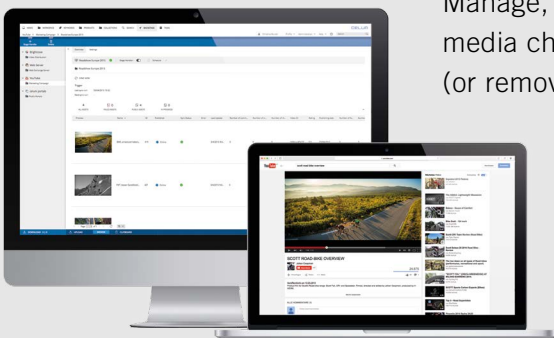
Manage, publish, and track your multimedia content to all of your social media channels. Publish video or images to any distribution site instantly (or remove them just as quickly!)

› Deliver select media or collections to social networks (including multiple YouTube channels) with a single click.

› Manage the schedule for displaying all media content and reliably remove it from any platform.

› Easily monitor all of your content's activity including comments, "likes", views and other analytics from a central control center.

Industries

RETAIL & E-COMMERCE

Today's retailer sources hundreds or thousands of products from global suppliers. This yields an onslaught of ever changing product SKUs, media assets, part numbers and other information. Deploy our scalable, media-centric platform and, using the open API, exchange data with e-Commerce and ERP applications. Your packaging and marketing media are instantly linked to the latest product details, and localized in any language you need.

SPORTS & SPECIAL BRANDS

Dynamic content, a strong focus on video, and short lifecycles are typical for sports and special brands. **CELUM** has the perfect platform for the job. With extensive audio and video capabilities, searching for, previewing and converting high-quality videos is easy. Customer stories, brand promotions or other dynamic media can be delivered to dozens of YouTube channels, other social media, Brightcove or any other outlet.

LUXURY & MULTIBRANDS

Luxury brands need high quality product imagery to appeal to a potential customer. They demand the latest fashions, trends and styles and in their local language. To beat the competition, your marketing cycle time has to be automated, responsive and fast. **CELUM** gives your team a powerful way to bring it all together. The built-in BPMN workflow engine automatically distributes localized product and brand imagery to shops, social media or websites instantly.

MANUFACTURING

Within a manufacturing company, different groups require instant updates on parts, catalogs, and product introductions. Within the supply chain, SKUs are constantly shifting where they are sold or sourced. With potentially thousands of products and parts to track, combined with the market demands of dealers and customers, managing imagery links to those SKUs and part numbers is an impossible task without an easy to use, automated platform.

Unlimited Integrations

MICROSOFT OFFICE & ADOBE CREATIVE SUITE INTEGRATION
Access **CELUM** directly from Microsoft Office, Adobe Creative Cloud applications or the desktop.

SOCIAL MEDIA, ECOMMERCE & WEBSITE INTEGRATION
Use **CELUM** to control, monitor and automatically publish content in social media networks, on-line stores, e-Commerce or other websites.

INDIVIDUAL INTEGRATIONS WITH BUNDLED SDK & APIS
Build whatever custom integration you need with the **CELUM** bundled SDK and APIs.

EXTERNAL ENTERPRISE DATABASES
Benefit from extensive, open, and standard integrations with your ERP, PIM or CMS/WCM platforms for maximum productivity.

Additional Services

CONSULTING: DISCOVERY, DESIGN, & LAUNCH

While you are the expert in your business, it may be necessary to call on consultants in digital asset and product content management for help with your initiative. CELUM's extensive network of highly regarded technology and integration partners include top consulting companies and experts in the industry. This ensures your initiative is on time, on budget, adheres to best practices, and that your **CELUM** system will deliver the expected ROI.

INSTALLATION & TESTING

Our professional services team and partners have been certified on the installation of the **CELUM** system. These experts will build a solid foundation upon which your workflows, media, metadata and integrations will rest. Our teams test every system using a rigorous checklist to confirm every detail is reviewed and tested.

INTEGRATION WITH EXTERNAL APPLICATIONS

Best practices for digital asset management recommend that a DAM system should interchange with external data sources such as ERP, eCommerce, as well as deliver content to CMS, WCM or print. Whether you use SharePoint, SAP, hybris, or other leading systems, your system can be seamlessly integrated to read & write metadata and handle asset movement for maximum productivity.

STANDARD SUPPORT & MAINTENANCE

CELUM is one of the most innovative asset and product content management systems available, but any system will require expert help occasionally. Our Standard Support Package offers unlimited phone support from 9-6pm local time, as well as 24x7 online knowledge base and FAQs. Stay up to date with proactive product maintenance and technical bulletins as they occur. First year support, all version upgrades and maintenance releases are always included in our popular Enterprise package.

AFTER HOURS AND ONSITE SUPPORT OPTIONS

For mission critical or global deployments, our technical support team can be reached 24x5 or 24x7. Highly advanced system deployments that require ongoing, proactive support, can opt for a dedicated Technical Account Manager who will provide regular stand up calls, onsite visits, system advice and help your team schedule upgrades or training.

USER & ADMINISTRATIVE TRAINING

Although built on our technology, your **CELUM** system is unique to your workflows, metadata, asset types, users, and integrations. Our staff offers system specific, custom training materials for virtual or classroom style sessions, Quick Reference Guides, videos, and regular training for new users or upgrades. Our Enterprise package always includes two days of administration training.