Intensifying media consumption, by people of all ages via all channels, is driving media and entertainment companies, brand managers, and even e-commerce sites to increase their digital media output. “One-off” analog production or a hybrid approach of digital and manual, cannot keep pace with the need for many assets via many channels. Instead companies are shifting to a digital-first creation process. Organizations taking advantage of this shift are re-inventing their entire digital media supply chain to take advantage of new opportunities to customize and deliver targeted and customized digital products and assets—without reinventing the wheel each time.

Not surprisingly, a content supply chain like this has been years in the making. As companies switched from analog to digital, they created single-purpose workflow tools—extremely efficient systems that managed editorial, pictures, video, contracts, and even distribution. Each system was designed to create efficiencies for that one element. Assembling all the elements still required hands-on intervention. But business paced ahead of technology and new business deals dictated that assets be in certain formats and delivered via countless channels. It was no longer feasible to fulfill and deliver assets manually and time-consuming process that includes coordinating between different organizations that control the separate asset information systems. Suddenly, these very efficient workflow systems were balkanized and highly limiting repositories.

Adding the Right Technology

The missing link in the supply chain, then, was a flexible platform that collects all the information about each and every digital asset, providing the organization with the complete picture of those assets. A digital media supply chain solution based on MarkLogic Server lets employees, partners and customers to find, collect, package, and deliver digital assets, streamline business operations, and give organizations a competitive edge in the race to provide their wares to media hungry audiences. Now, as business dictates—MarkLogic Server delivers.

MarkLogic Server is a robust, mission-critical platform that incorporates three key technologies integrated in one system:

- Search
- A robust, document-centric database
- An application server

With MarkLogic Server you can:

- Collect all information about assets from across your organization into a single repository
- Search across all asset information from different systems as well as product, inventory, and scheduling information
- Assemble assets to create customized digital packages needed for each customer and partner
- Fulfill asset delivery through a syndication gateway that allows scheduling of assets and audits of delivery
- Track and analyze usage, internal product and cost information, and, external information such as partner usage, revenue reports, and unauthorized usage

Customer Example

A leading book publisher revamped its digital operations to create electronic versions of all its books as each was published. However, its delivery systems required that the company use information from separate systems for rights, asset information, and book copy. To create fulfillment channels for new digital partners was a tedious and manual effort that required transforming information from each of these systems and creating custom technology process, increasing costs and time to market.

Working with MarkLogic, the book publisher created a new, centralized system to collect all the information about the assets from across the organization and provided interfaces and APIs to automate the delivery of digital assets. Using faceted navigation, marketers are able to quickly search through the book repository, as well as chapters, to find and assemble new collections.

Today, the publisher’s digital supply chain platform provides a streamlined process that allows employees, partners, and customers to search, select and retrieve custom collections of digital assets. This platform has enabled the publisher to take full advantage of the widespread digital adoption in books and gain an advantage in the highly competitive digital book marketplace.
**Summary**

As audiences around the globe consume vast amounts of media for entertainment and information purposes, they are doing so on their own terms: via the channel they want in the format they want, they are creating a voracious demand. In turn producers of rich media assets can no longer hope to fulfill through manual and time-consuming processes that include coordinating between different organizations that control the separate asset information systems.

Instead companies are in need of a digital media supply chain that aggregates all asset information into one unified repository allowing producers and marketers to quickly find, assemble, package and deliver media assets without worry of time-consuming data modeling and electronic transformation processes (ELP).

With the MarkLogic Server digital media supply chain solution, an organization can:

- Ingest content from all data sources including all types of authoring tools and external data feeds
- Search across all assets regardless of format
- Incorporate a metadata catalog that includes semantic, geospatial, temporal, and rights management
- Assemble new rich media collections to respond to business opportunities
- Reduce complexity and manual effort of digital asset fulfillment
- Schedule and deliver custom and in-demand asset packages and audit usage through a syndication gateway

By fully transforming the digital creative processes to a digital media supply chain powered by MarkLogic, technology teams enable their respective business teams to confidently create revenue-generating opportunities, knowing that any asset request can be quickly packaged and delivered.

For more information please visit our site at www.marklogic.com