CiTDigital — Experts in Digital Asset Management

Managing your Digital Assets

DAM, or Digital Asset Management, has been identified as a growing concern by many organisations. Overwhelmed by the volume of digital media they have to handle on a daily basis, staff struggle to find the files they need, wasting precious time and money recreating lost assets.

Easy to use

Our objective is to smooth your workflow and save you time, so we've created a DAM solution with an intuitive user interface that will make it easy for your staff and partners to find what they need and simple for them to share it.

Quick to get started

iMediaFlow™ is a cloud based solution so you can get started uploading files without the need for installation or investment in new hardware.* As we've been in this business for over 20 years we have DAM experts available to discuss your existing assets and find the best way to collate and upload them as well as creating a tailored category tree (taxonomy).

*You can opt for a locally hosted solution to be installed on your premises if you prefer.

CiT Digital is a leading provider of Digital Asset Management Software.

Using iMediaFlow™ we help organisations to find more efficient ways to manage their media files.

We will listen to your specific DAM issues and configure a solution that will enable your team to centralise, search, share and re-use images, videos, audio as well as other digital file types securely.

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► Upload any digital file type

► Control user access to files

► Access 24/7 using any device

► Create and share lightboxes

► Download high resolution assets

So many digital assets, just waiting to be found….

Creating your collection

We know that getting the backlog of assets onto the system is a daunting prospect so to help you to upload more quickly and efficiently we've developed a series of features.

Batch Upload

From any device with internet access you can upload large volumes of files. If they are in a folder structure the folder names will be stored with the asset. The files can be of any standard digital format and can be in mixed batches.

Metadata Ingestion

Existing metadata will be automatically ingested, for images this will go into standard IPTC/XMP fields, for videos we have created a special metadata handling tool.

Funnelled Cataloguing

We've developed a unique cataloguing facility that removes the need for repetitive data entries by allowing you to add all common metadata to whole batches, then refine the cataloguing in ever more focused groups of files.

Controlled Vocabulary

Our archiving experts have devised a powerful, yet simple tool to create and maintain a tailored controlled vocabulary. Enabling you to speed up cataloguing, ensuring accuracy through uniformity of keywords and synonyms.

Collaborative Workflow

The editing and cataloguing workflow can be adapted to suit your individual requirements and allows for collaboration and specialised tasks by different team members from different departments/locations.

Use your assets

Photos, videos, artwork, logos, and presentations are a few of the many types of media stored electronically that are described as digital assets.

To be useful they need to be sorted, tagged and stored, so that you can find, use and share them quickly and efficiently.

Digital Asset Management (DAM) solutions are created specifically for that purpose and can save thousands of pounds for the companies that use them.

How much does it really cost you to find those media files?

According to GISTICS Research, creative professionals spend an average of one hour out of every ten managing files - at an average annual cost of around £5,000.

Sound familiar?

No more wasting time, or money!

If you're not sure where to start with your collection, we have archiving experts on hand to give free advice on all aspects of Digital Asset Management.

Upload
◊ Browser Based Upload
◊ Multi-platform
◊ Bulk Upload
◊ Metadata Ingestion
◊ Bespoke Taxonomy
◊ Controlled Vocabulary
◊ Funnelled Cataloguing

Search & View
◊ Boolean Keyword Search
◊ Category Search
◊ Facetted Search Options
◊ Preview Images
◊ Play Video Clips
◊ User Display Options

Share
◊ Email Lightboxes
◊ Lightbox Notes
◊ Image Notes
◊ E-commerce
◊ Single Click Download
◊ Rights Management
◊ Image Cropping
◊ Video Clipping
◊ Social Media integration
◊ Price Calculation

Administration
◊ Licensing Management
◊ Online Administration
◊ Report Generator
◊ User Management

Website
◊ Responsive Design
◊ Batch Edit
◊ Any Digital File Type
◊ Branded Design
◊ Password Protection
◊ Multi-level Access
◊ WCAG 2.0 AA Compliant

Centralised assets with advanced search capabilities

Searching and Viewing your Assets

With flexible working patterns and busy lifestyles in mind we've created a solution that will give you access to files where and when we need them.

Responsive Design

Login and search & browse from any device, PC, laptop, tablet or mobile and the website will adjust to give an optimum display.

Advanced Search Capabilities

Locate the files you need using a range of advanced search tools. Make Keyword searches more precise with 'and/or/not' Boolean operators. Select multiple categories from the expanding category tree for a facetted search.

User Display Options

Choose what size thumbnail you would like to see and select how many to display per page. A single click will enable the rollover preview as well as hiding or showing various display items to optimize your viewing experience.

Previewing

On the preview page you can see an enlarged image view, watch a video clip, listen to an audio file and if the file has a location tagged, see a corresponding map. Information relating to the file is displayed according to file type showing fields such as run time for videos and reproduction sizes for images.

User level defined features

To keep your assets safe, each user is given an access level which determines which files they see and which features they can access.

Share your assets securely with colleagues and partners

Take control of your Digital Assets

If your media files are hidden on a selection of CDs, memory sticks and hard drives, the task of sorting and cataloguing them may seem a little daunting.

At CIT we have experienced archiving experts who can assess your files and create a practical solution to collate them into a single searchable resource.

Sharing & Downloading

Draft documents, copyrighted images and contracts are the type of sensitive files that should only be accessed by the right people.

Using a combination of collections and access levels you will have full control of your digital assets.

Sharing Assets

Authorised users can send lightboxes of assets for colleagues and partners to view. Download links can be emailed enabling you to give individual contacts access to specified assets, without the need to handle large files.

Download Options

Depending on their access level, users will be able to either request to download assets and await approval to proceed, download with usage declared or use the single click download facility.

You can even create greater control and enable users to download some assets, but need to request access to others.

E-commerce facilities are available as well as the option to allocate a number of assets for 'emergency' use allowing site visitors to access them immediately.

Call 0114 258 2400 *to find out how we can help you take control of your Digital Assets.*

Contact Us

Give us a call for more details about our products and services.

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