

# ImageMerchant®

## A Digital Asset Management Solution



To succeed today and in the future, organisations must answer many questions: How do we become more efficient? How do we maximise the value of each employee's effort? How do we accomplish more with fewer resources? ImageMerchant®, a Digital Asset Management solution from RR Donnelley provides a powerful answer to these questions – helping you get the maximum value from your human and financial resources and from your content assets.

### **Focus on delivering the next big thing, not locating last month's content**

Designed to help customers optimise their digital asset management workflow, ImageMerchant® provides:

- The ability to store, search, and retrieve image, text, audio, video, and other asset types, facilitating the reuse of assets across your organisation.
- 24/7 access to your content via a secure Internet site, ensuring your assets will be available whenever and wherever you need them.
- Sophisticated repurposing capabilities, enabling you to prepare your assets for new print, Internet and wireless uses.
- Customisable hierarchies and metadata (e.g. product code, product name, page number, version, price), letting you tailor ImageMerchant® to your specific needs.
- Full support of OPI (Open Prepress Interface) and FPO (For Position Only) workflows, creating process efficiencies for your organisation.
- Seamless integration with RR Donnelley's photography, creative, colour service and facilities management capabilities, delivering benefits not possible with a software solution alone.
- Upgrade options that include ShareStream™, our online soft-proofing service for content and colour.

Together these features provide a digital asset management solution that allows you to maximise your assets usage and improve employee and workgroup productivity across the board.

### **Do more by doing less**

The ImageMerchant® ASP (Application Service Provider) platform provides secure access to your images from any standard web browser, and our model gives you all the benefits of best-in-class hardware and software – without any costly capital investment on your part. Our open architecture and commitment to following industry standards ensure that ImageMerchant® fully leverages the value of existing technologies and can incorporate new technologies as they become available. ImageMerchant® integrates seamlessly with your pre-media workflow, automatically capturing digital assets and relevant data as part of the production process. You can further enrich your assets by adding metadata via XML tagging and by linking to other business-critical applications.

ImageMerchant® easily scales to accommodate your changing needs, from a single user to as many as your organisation requires, while multiple security levels protect the integrity of your content. Logins are encrypted and access is controlled at the user level, allowing you to define each user and the actions they can perform. Your assets are stored in a unique database and are backed up to removable media daily to provide additional security and peace of mind.



### **Value of an integrated digital asset management solution**

Your company's future success depends upon your ability to quickly and reliably deliver product information, in multiple formats, to your customers. As a partner in your entire workflow, RR Donnelley provides a solution that meets your digital asset management needs while coordinating seamlessly with your other business processes. By integrating ImageMerchant® with our photography, creative, colour service and facilities management capabilities, we help you streamline your workflows, reduce cycle times, and maximise the use of your content.

### **RR Donnelley – a partner for today and tomorrow**

RR Donnelley designs, manages and produces words and images, and brings them to life on paper and in digital form for customers across many industries. With our MediaCompass™, a suite of online tools including ImageMerchant®, Photo-Flow®, StudioStream™, ShareStream™ and Digital Swatch Match, our variable printing services, and market-specific solutions, RR Donnelley can enable your organisation's success, today and in the future.

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