Adobe Experience Cloud

Adobe solutions for the national security community

Empowering content creators through digital asset management

Recent dramatic increases in technology use and the volume, variety, and velocity of data collection have placed increasing pressure on the national security community to effectively manage digital content. The need for coordinated creation, editing, and storage of digital assets in a centralized, controlled environment goes well beyond the capabilities of traditional file folder structures. Creators need tools to collect, curate, collaborate and create, control access, and convey assets to the right parties across agencies. Without digital asset management (DAM), organizations are challenged to handle the flood of content while complying with intelligence directives, regulatory mandates, auditability standards, and resource constraints.

Adobe Experience Manager Assets is an industry-leading DAM solution that empowers agencies to create, manage, find, and collaborate on all varieties of digital assets.

**DAM helps agencies overcome common challenges**

- **Inadequate content sharing and collaboration**—Content is scattered among siloes; collaboration is frequently limited to emails or meetings.

- **No free flow of assets and data between enterprise systems and teams**—Current solutions can't be configured to work as needed by most agencies and to integrate with existing attribute-based access control (ABAC) systems.

- **Lack of asset discovery and management at scale**—Assets are scattered among department-level content siloes; metadata and tagging taxonomies don't exist; and robust search capabilities are needed. Resource utilization and costs rise as existing content is re-created.

Figure 1. Capabilities for a creative mission

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A Forrester and Gartner leader, Adobe Experience Manager Assets offers commercial off-the-shelf (COTS) DAM tools that empower organizations to create, manage, find, and collaborate on all capabilities, as shown in Figure 1. Agencies can unify content management via open standards, APIs, shared core services, and content services, while meeting security, accessibility, and preservation mandates for digital assets. With integrations between Experience Manager Assets and Adobe Creative Cloud tools like Adobe Photoshop, users can easily collaborate and create content on a single platform.

Out-of-the-box workflow capabilities for an auditable collaboration space simplify the management of file and data libraries and unstructured or unconventional digital assets across agencies. Users can streamline content processes from creation to delivery.

Collect—Store, index, and search

Centralizing content is essential. Finding content is paramount. Leveraging Apache Lucene and Solr, Experience Manager indexes content metadata and full text. With agency assets centralized on a server in the cloud or on premises, creators can access them visually via a web browser. Upon upload, multiple renditions are generated for uses like the web, mobile, and thumbnails.
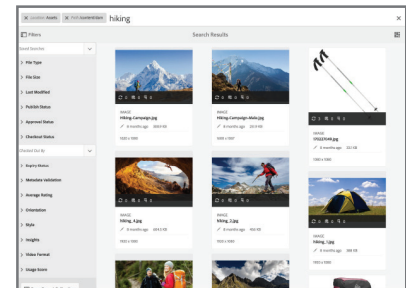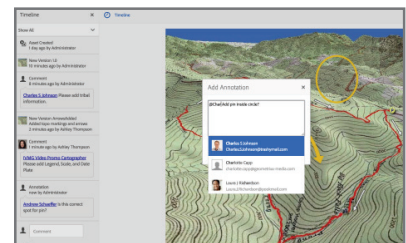

Curate—Tagging, metadata, and collections

Existing metadata can be enhanced via tags and other agency-defined attributes. Adobe Sensei also enable users to smart-tag images based on image content. Teams can build shareable asset collections manually or with defined searches; they can expand awareness and traceability by identifying asset relationships, sources, derived data, references, and other insights.
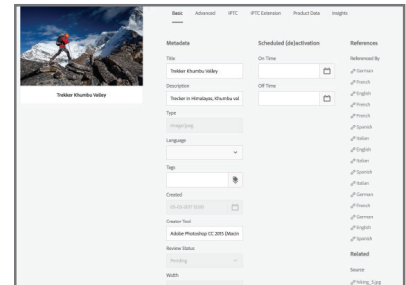

Collaborate and Create—Projects, commenting, and versioning

Rapidly create project collaboration space for a team to work together based on roles. Once a project is created, dynamic user groups based on roles are generated and maintained by the group. Members can create content with tools like those in Creative Cloud. Project members can define and invoke workflows to create and review content, perform quality assurance, and publish. Experience Manager Assets provides a timeline view and attribution on comments, annotations on images and video, and versioning.

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Control Access—Team, ABAC, and content security

Users can take advantage of ABAC and Adobe content security. Given its robust metadata and tagging functionality, Experience Manager Assets can dynamically authorize access to individual assets based on content metadata and user profile data. Access control can persist once content is downloaded by using content security to encrypt and dynamically authorize user access at the time of opening.
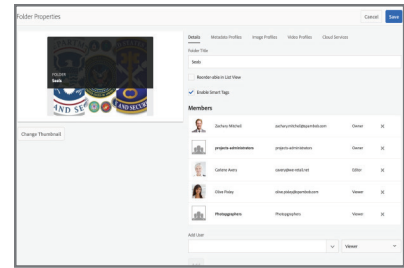
Convey—Experience Manager Sites, asset sharing, and reports

Experience Manager Assets works closely with Experience Manager Sites for drag-and-drop integration with website development and dynamic pages based on content. Assets can also be published to a searchable portfolio for a team, event, or agency. Content creators can generate reports to capture additional insight on assets, creators, usage, interactions, and more. XML Documentation for Experience Manager turns a compilation of experience fragments into a report or technical documentation so agencies can publish multiple formats like XML, PDF, Site, HTML Site, and EPUB.
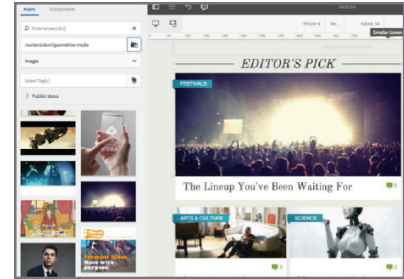
With Adobe solutions, agencies have seen year-over-year savings in resources and increases in speeds to curate and convey content. Adobe tools work together to help the national security community manage today's digital content with context.

For more information.
www.adobe.com/government