



ASSET MANAGER+™

Responsive Solutions' **ASSET MANAGER+** makes it simple to manage, collaborate, and repurpose your digital assets. It enables you, as a service provider or marketing agency, to increase productivity and realize a quick return on investment while maintaining brand integrity.

ASSET MANAGER+ is an online repository of digital images, application files, video and audio. At a moment's notice, anywhere in the world, your end users can access, re-version, and download their digital assets. This eliminates difficult manual processes, such as burning CDs and mailing them around the world. Best of all, this digital library is integrated into the rest of the **CUSTOMER+®** suite of products. Now, all images can be utilized throughout the entire system, whether in a direct mail campaign or corporate collateral. It is underlying and can be accessed at the company, group, and user level.

Service providers and marketing agencies that are providing this to their end users are saving on cost, time, and energy. By offering this system, you can turn a cost center into an additional profit center while providing overall brand consistency.

Business to Business and/or Retail Storefront

- **Brand Integrity**

To maintain a company's brand identity and to assure them that it is a secured asset is vital within the graphic communications sector, and our system can assure that this will be accomplished.
- **Store Images and Documents**

The system has the capability of uploading, storing, downloading, and/or archiving thousands of images and documents. **ASSET MANAGER+™** can store several images and documents with extremely large file sizes.
- **Version Control**

Both images and documents can have several different file formats or versions stored within the system. If there is a document or logo that needs to be updated in the system as well as have its original file archived for future references, our digital library is set up for version control capabilities.
- **Advanced Keyword Indexing**

Anytime an item is uploaded with text in it, the system will automatically parse a copy of that text, de-dupe it, and load it into the keyword area for you. The keyword search enables end users to search for specific items located within the entire system.
- **Image Management**

Manage all your images and documents with the ability to create unlimited categories within the system. All images and documents can be easily found and accessed with the help of the advanced keyword indexing feature. Items can be managed on all sides, from the category level down to each individual item.
- **Image Conversion Capability**

The system allows you to create an unlimited number of customizable wizards that will convert an image to a specific end usage. The original file can be uploaded to the system and the end user has the capability to download or email the file, crop it, change the file type, as well as change its color format. Particular images and documents can have approval settings based on the corporate, group, and user level. Therefore, specific end users can have access to view or convert specific images, depending on the security level that they are set at.
- **Videos and Sound**

The **ASSET MANAGER+™** can also store videos and sound within its database. The system can easily hold multiple large file sizes and still function at a high speed. All files can be previewed before choosing to download or email the file.
- **Expiration Dates**

This unique feature enables an item to have an expiration date to be specified, making the item become unavailable on a certain date. There is an area where a pop-up can be configured to communicate to the end user that the item is no longer available and to help direct them to its substitute or to another item.