

DynamicWeb®

Digital Asset Portal

Save time and optimize business processes with a
Digital Asset Portal.

Digital Asset Portal - Introduction

B2B customers and business partners expect easy 24/7 access to high quality, up-to-date product information and branded material such as images, videos, files and more. Maintaining and sharing this material manually is a great challenge and takes up a lot of valuable time and resources.

With a Digital Asset Portal (DAP) from DynamicWeb, you get a secure and user-friendly central repository and self-service portal for easily storing and sharing your data with internal and external stakeholders. A DAP enables you to optimize business processes, stay in control of your brand, and provide the information your customers and partners want when they want it.

Who is it for?

A Digital Asset Portal is ideal for B2B businesses, such as manufacturing and wholesale, but generally speaking, any organization that needs to manage and

share digital content across multiple channels and stakeholders can benefit from using a digital asset portal to streamline their workflows and improve collaboration and communication.

The case for a Digital Asset Portal

When calculating the ROI on a digital asset portal, you must first calculate how much time your organization spends on a daily basis sharing product information and digital content internally and with partners. Now multiply by your hourly rate. This way, you will get the estimated cost of running your day-to-day digital asset management.

Now take into account how many of these tasks that could be handled by providing a efficient self-service portal where customer etc. can help themselves. And add to that the other projects your teams can focus on instead.

How do companies use and benefit from a Digital Asset Portal



Centralized repository: a central repository for storing and managing digital assets can help companies to ensure that stakeholders have access to the most up-to-date product information and marketing materials.



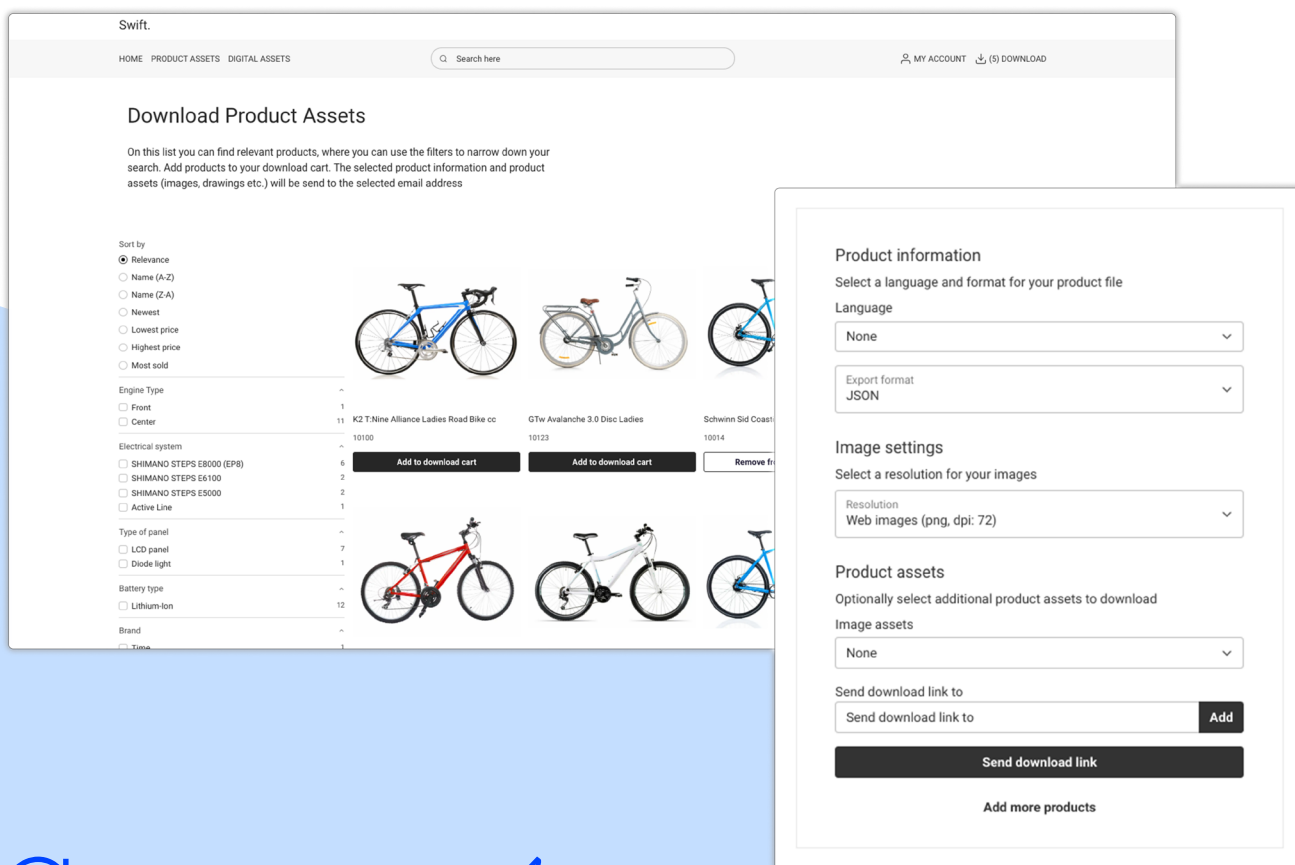
Content distribution: a digital asset portal can be used to distribute product images, videos, and other marketing materials to stakeholders. This can help to streamline the process of creating product listings and marketing campaigns, as well as ensure consistency and accuracy across all channels.



Collaboration and communication: a digital asset portal helps companies to collaborate and communicate with their stakeholders. For example, they can use the portal to share technical specifications and other product information, as well as to provide updates on new products and promotions.

DynamicWeb Digital Asset Portal

The DynamicWeb Digital Asset Portal is built on DynamicWeb PIM and CMS and requires no integration to set up. It offers a clean and simple user interface with easy overview and precise call-to-action functionality. Setting up, running and using the DAP is very intuitive and anyone in and outside of your organization will benefit from day one.



Optimizing and time saving

Save time and provide faster and better service as you do not have to spend time on creating files and collecting assets to internal or external stakeholders. They just access the portal and can service themselves.



Easy self-service

No one will have to wait for product information or images. You simply provide a login to the portal and let your stakeholders access the information they want whenever they want it — providing an outstanding customer experience.



Brand control

Stay on top of your brand as your stakeholders will always access the latest and updated material via the Digital Asset Portal. No more outdated files, images or videos stored on local file drives etc.



Out of the box and integrated with PIM

The Digital Asset Portal is ready to use and can be implemented with your own branding. DAP is built on top of DynamicWeb PIM, so no integration or coding is needed to get you going.

Relevant product data

In the Digital Asset Portal, you can share relevant up to date product data and assets such as product images, videos, PDFs and other documents.

In the download assets cart, you can specify the product information in terms of language and export format (e.g. JSON, CSV, XML), image settings (resolution and format) and additional product assets (e.g. videos, user guides etc.) you wish to download.

This makes it very easy to get the precise information and assets pertaining to the specific use case.

Specific order-related assets

With Digital Asset Portal, users can also download all assets relating to a specific order. This makes it easy for stakeholders to get the exact product information that their teams need to create product listings on e-commerce sites, social media campaigns, press releases, catalogues etc.

The screenshot displays a product page for the 'E-ONE SIXTY 9000' bicycle. The page features a large image of the bike, a title, a sub-headline 'eONE SIXTY - AWARD WINNING POWER', and a descriptive paragraph. Below the main image are several smaller thumbnail images. Overlaid on the bottom right is a 'Download assets cart' interface. This interface contains a table of images with columns for 'Name', 'Download', and 'File type'. Below the table is a 'Product information' section with dropdown menus for 'Language' and 'Export format'. There is also an 'Image settings' section with a 'Resolution' dropdown. At the bottom, there is a 'Product assets' section with an 'Image assets' dropdown and a 'Send download link to' input field with an 'Add' button. A 'Send download link' button is located at the very bottom of the cart overlay.

Name	Download	File type
eONE SIXTY_9000_redbik_MY2021_EMBARGO-2020-09-01.jpg	464 KB ↓	.jpg
eONE SIXTY_9000_bikbik_MY2021.jpg	445 KB ↓	.jpg
DG690177.jpg	378 KB ↓	.jpg
DG690065.jpg	283 KB ↓	.jpg
DG690079.jpg	274 KB ↓	.jpg
DG690100.jpg	301 KB ↓	.jpg
DG690117.jpg	337 KB ↓	.jpg
DG690142.jpg	263 KB ↓	.jpg
DG690154.jpg	284 KB ↓	.jpg
DG690164.jpg	345 KB ↓	.jpg
eONE SIXTY 9000 - 1.jpg	947 KB ↓	.jpg
eONE SIXTY 9000 - 20.jpg	460 KB ↓	.jpg



Select assets to download cart

- Find products or asset via an order or a search and add them to download cart
- Download cart show selected product and assets just like eCommerce



Choose format and language

- Select language and file format for product information
- For images, its possible to choose resolution depending on use case for images



Download

- Select download and images and product information is created on the fly
- A download link will be sent to an email address, where the user can download a zip file containing all data

About DynamicWeb

DynamicWeb is a world-leading provider of CMS, eCommerce, PIM and Marketing solutions for mid/large and enterprise sized companies. With more than 20 years in business and more than 12,000 websites developed, we have the experience and the software necessary to create powerful eCommerce solutions.

