

Media Hub

**An advanced Digital Asset Management
Platform for multi-media communication**

Powered by



The background features a complex, abstract geometric pattern. It consists of various shapes including squares, circles, and triangles, some of which are filled with different shades of blue (from light to dark) and others that are white. These shapes are arranged in a way that creates a sense of depth and movement, with some elements appearing to overlap or be cut off by the edges of the frame.

What is Media Hub?

It is a solution that allows professionals and companies to centralize digital assets. Incorporates organization, ingestion, editing, storage, publication and distribution of all types of assets in the optimized format for each type of media.

Over the past years, huge amount of communication content has been developed. Rapidly expanding volumes and velocity of content, complexity of personalized derivatives of assets, multiple formats and quick distribution needs have become a challenge for every business.

That's why we have created **Media Hub**, an advanced Digital Asset Management solution.

The top-left corner of the slide features a series of overlapping geometric shapes, including squares and semi-circles, in various shades of blue and white. These shapes are arranged in a way that creates a sense of depth and movement, with some shapes appearing to be layered on top of others.

Targets



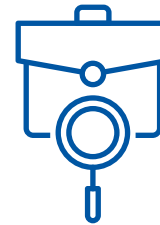
Centralization and control of asset management

Content approval workflows
Categorization
Single uploads & import
Reports



Management of roles, users and permissions

Access & Identity management
for access controls and tracking
Facilitated interfaces
Sharing
Digital rights
Statistics



Easy media file selection and retrieval with sophisticated search capabilities

Tagging
Indexing
Product image navigation
Download



Improve collaboration with suppliers and partners

Third party accessibility
Website and e-commerce
connectivity
Structured output / sharing
Collaboration capabilities

The background is a solid dark blue. It is decorated with several abstract geometric shapes in various shades of blue and white. These shapes include semi-circles, quarter-circles, and triangles, some of which are arranged in a way that suggests a larger, partially visible circular pattern. The shapes are positioned in the corners and along the edges of the frame.

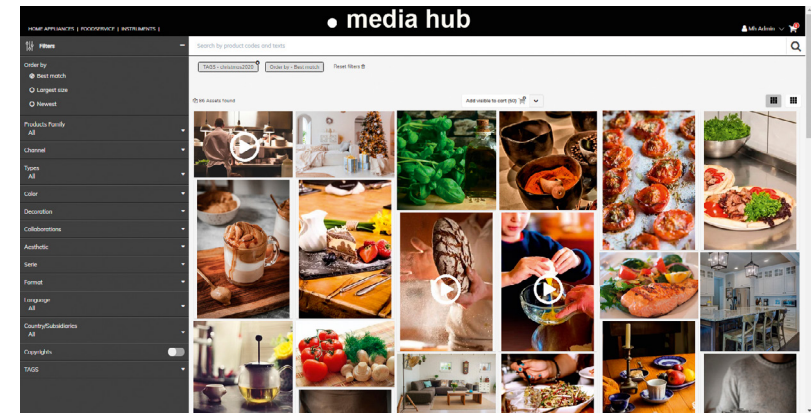
Main features

Media Hub is an eTEAM-based cloud platform, communicates with all IT systems, manages all types of files, is multilingual and features advanced multi-parameter search filters.

It is characterized by its high performance in terms of speed, collaboration capabilities and ability in automated and real-time multichannel content distribution.

Mean features:

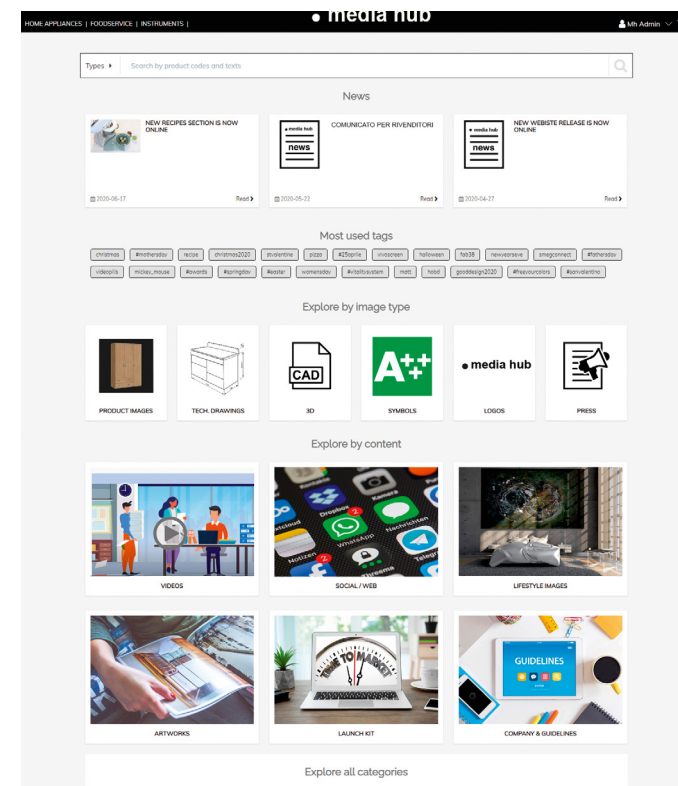
- Advanced DAM features
- Mobile usability
- Compatibility with all browsers
- Upload via drag & drop
- Notification system via Alert
- News on the home page
- Customized home page for user role
- Brand portals for external users
- Availability of API for interfacing and dynamic feeding of websites
- Filter for the most viewed tags
- Search for subsequent filters
- Multi-filter direct search
- Search by language
- View the latest uploaded materials
- Track user behaviors
- Monitoring downloads
- Access monitoring
- Download / share content



Modularity and integration capabilities of eTeam allow companies with subsidiaries and branches around the world to integrate their digital asset management with their multiple marketing portals, websites, ERPs and e-commerce, in input and output.

The interface can be configured on demand, to offer a high level UX in all offices and to ensure brand consistency and compliance with corporate guidelines at all levels.

Activation of CDN (Content Delivery Network) allows acceleration and optimization of the high quality media content.



The **Media Hub** becomes the company's single up-to-date repository to store its digital assets and marketing materials, the place where employees and partners around the world can easily get into with the certainty of finding the approved and usable version of any item.



Advantages



Corporate compliance

The parent company is assured that the material used in the communication complies with corporate guidelines.



Support

Partners, collaborators, agencies, offices and branches have at their disposal a DAM where they can take original materials, in the right resolution for each media.



Ease of use

It does not require any special graphic or computer skills.



Cloud

It can be accessed when you want and from any location, you just need an Internet connection.



Time and cost savings

Eliminates e-mails, phone calls.
Speeds up marketing communication preparation.
Reduces time to market.



Certainty

The **Media Hub** becomes the single “source of truth” for corporate assets where you always find the latest and approved version of the file.



Monitoring

Through system logs any activity performed on the **Media Hub** is monitored and it is possible to know the number of downloads of any file.



Multi-channel strategy

Documents produced are ready to be shared via print, web and mobile.



4 Flying

4 Flying is a reference point for international multi-channel communication, a team of professionals dedicated to analysis and computer design, research and development of innovative solutions, customer care, marketing, specific consultancy and services up to graphics to support input and output.





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