Content will always rule the corporate roost

"Content is King" became a tired old cliché during the heady days of the dotcom boom, but it still holds that quality content can make a real difference to a business in terms of driving productivity and profits.

And for businesses that run on conveying information to sell products, content is critical – whether its online or not.

Companies that rely on selling tools like packaging, direct marketing, brochures and websites to reach customers are interesting because with them a direct relationship between digital content management and the generation of pound notes is easy to establish.

But making this relationship deliver is a different matter if your company is so big it doesn't all fit under one roof, or worse still, in one country! As a large concern your digital content can be anything from package designs, images and documents to marketing collateral, artwork and logos. And the bigger you are the harder it becomes to mange all these elements.

Life can be further complicated by the number of people involved in handling this content. There are departmental managers, creative staff, photographers and designers – and that's before you get to marketing, PR, distribution, printing and sales.

At every stage of whatever you produce someone will potentially need access to something connected with what they are doing. And more often than not whatever it is will be passed on to someone else. This can be a chaotic process involving email, fax or even stuffing things in envelopes and posting. It goes without saying that keeping track of all this can be a nightmare.

Wouldn't it be nice to browse through all of your digital assets from the comfort of your own office chair and have global access to this material seven days a week, 24 hours a day? How much better is that than having it stored in a variety of systems or repositories that never talk to each other?

Enter Media Mogul from Picdar, the perfect solution for organising and storing all your digital content in one place, no matter what it's used for and where in the world it is needed.

Media Mogul enables you to exercise control from a central location and it comes complete with essential elements like version control, usage tracking, and the ability to link rights and permissions information directly to corporate collateral.

As the market's most effective digital asset management system, Media Mogul encourages enterprise-wide communication and sharing of information with your partners, suppliers and customers for optimum efficiency and service delivery. Media Mogul also supports and feeds into various publishing workflows, whether for new or conventional media.

Put another way, all of the above means saving time and money, getting to market quicker, enhancing the quality and consistency of your end product, exercising greater cost control and enjoying a high return on investment.

Why Media Mogul, what's in it for you?

• Media Mogul, in all its forms, is recognised as being **rich in functionality**, with an easy to navigate user interface for search, location, selection and retrieval of digital assets. It is also easy to integrate with Desktop systems like Quark, InDesign and Photoshop, as well as your own corporate systems and databases.
• **Media Mogul** is a totally scalable, extensible system able to maintain unparalleled performance and reliability throughout an extensive range of configurations and database sizes.
• **Media Mogul supports XML** for simpler and more uniform web-related publishing.
• **Media Mogul runs on Unix and Linux servers**, and is accessible from Macs, PCs and Web browsers. Picdar also has unrivalled expertise and customer service from a team accustomed to exceeding expectations.
• **Media Mogul control costs** by managing rights and providing controlled access to Individual (expensive) assets.
• **Media Mogul can re-purpose content** easily into new products and media, because it is all accessible from a single place.
• **Media Mogul presents opportunities** for quicker time to market, because it reduces the elapsed time to create and approve new content - whether it is marketing collateral or the published product itself - which gives revenue earlier and can enable you to secure a greater market share.
• **Media Mogul cuts cost** by making it easy to re-purpose what you already have for different needs.
• **Media Mogul allows you to generate new revenue** from the same content.

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