

Digital Asset Management

Deliver and publish assets quickly across multiple channels.

With Liferay's Digital Asset Management (DAM) capabilities, content authors are able to organize digital assets, publish assets to multiple channels, and set the appropriate access controls from a single location, without involving IT.

Benefits



Make it easy to find, leverage, and reuse assets with organized asset libraries.



Save time tagging content by leveraging AI/ML capabilities to organize assets in a structured manner.



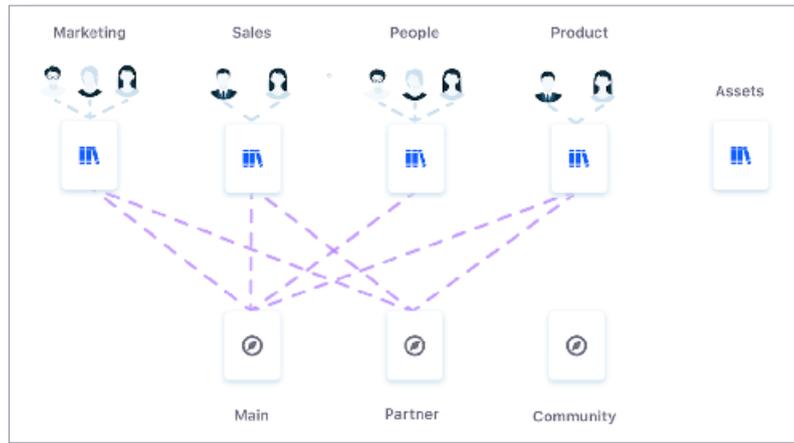
Quickly enable multichannel experiences by publishing and adapting assets across multiple channels.

Use Liferay's DAM to:

Build Asset Libraries

Liferay provides virtual spaces, called Asset Libraries, to create and store reusable assets. Users can create as many Asset Libraries as needed to group together content for departments, teams, or even individual products and campaigns. Each Asset Library can be connected to multiple Sites.

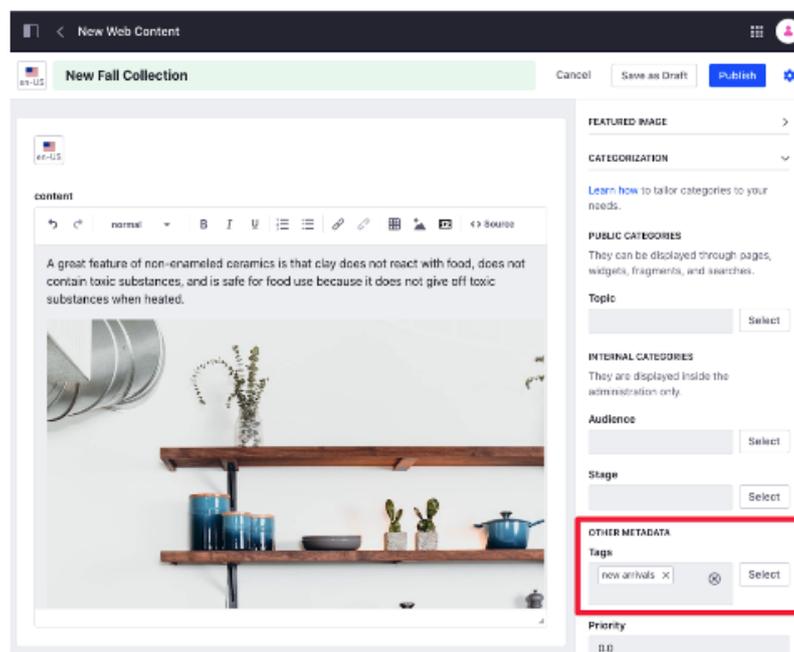
Once an Asset Library is connected to a Site, its content can be displayed in fragments and widgets across any page created in that Site.



Define Categories and Tags

Categories and Tags are essential to helping users find content through search or navigation. Group and organize content more efficiently by:

- Collecting and organizing Categories by Vocabularies, related to a specific theme or topic. For example, a retailer could have a vocabulary called “Locations”.
- Defining custom Categories and Tags. Categories are the specific classifications for the vocabulary. For the example above, a category could be “North America”. Categories help facilitate search by allowing users to filter based on assigned categories. Tagging represents keywords or labels associated with the content and helps with search.
- Auto-tagging assets upon upload by leveraging AI/ML capabilities. With Liferay, you can auto-tag text-based documents, web content, blog entries, and images.
- Bulk-managing digital assets and files at scale to accelerate management of tags, categories, or file operations.



Grant Permissions and Access Control

All assets in Liferay are managed by Liferay's robust permissioning system so users can set up granular permissioning to control who has access to view, edit, download, and publish assets.

- By default, there are four main Asset Library Roles, equivalent to their Site counterparts: Asset Library Owner, Admin, Member, and Content Reviewer. Liferay also allows users to create custom roles and permissions beyond the default given.
- With Asset Versioning, users with the appropriate permissions can access and restore previous versions of assets and keep track of new versions.
- Accelerate the asset creation lifecycle by assigning review and approval workflows. Users will automatically receive notifications to approve, make changes, publish, or even expire assets.
- Users can also share assets with approved internal or external users, like partners, to increase collaboration.

Deliver Assets Across Multiple Channels

Liferay provides functionality to ensure that assets can be published, delivered, and reused across multiple channels more efficiently with:

- Adaptive images that dynamically fit to the screen size, bandwidth, and processing capabilities of that channel.
- External video shortcuts that allow you to save references to videos hosted on external platforms. Embed Youtube, Facebook, Vimeo, or Twitch videos onto Liferay assets or pages. Extend the feature to support custom video sources as well.
- Improved resource load times with Liferay's native CDN. Liferay is also able to integrate with existing CDNs to optimize performance on any channel.
- Headless APIs to ensure content can be displayed on any channel. Liferay's headless APIs serve data over the web, so any application capable of making web calls can serve as a client.

Integrate with External Assets

Liferay's powerful integration capabilities allow you to connect with other systems to sync asset libraries. With Liferay's DAM, you can:

- Integrate with back office systems to surface assets or add relevant metadata. Mount and browse SharePoint, Documentum, Alfresco, and other CMIS-compliant repositories within Liferay DXP.

- Create shortcuts to Google Drive files within the Liferay Document and Media repositories. This allows you to manage, view, create, and edit Google Drive documents from within Liferay.
- Connect to Office 365 to connect and edit documents, presentations, and presentations from within Liferay DXP.

Next Steps

Liferay's DAM is just one of the out-of-the-box features that Liferay DXP provides. On a single platform, you can leverage our DAM alongside many other native capabilities to build current solutions and future ones, as your business needs expand. To view all of Liferay DXP's capabilities, visit: liferay.com/capabilities.

**Ready to see how Liferay DXP can help accelerate your business processes?
Request a demo at liferay.com/request-a-demo.**

Liferay helps organizations build for the future by enabling them to create, manage, and scale powerful solutions on the world's most flexible Digital Experience Platform (DXP). Trusted globally by over a thousand companies spanning multiple industries, Liferay's open-source DXP facilitates the development of marketing and commerce websites, customer portals, intranets, and more. Learn how we can use technology to change the world together at liferay.com.