

One home for all your assets

WoodWing Assets is an open, secure, and infinitely scalable library for all your digital assets.



Intro

Never worry again about storing, archiving and endlessly searching for assets in various places. WoodWing DAM takes care of all your digital asset management needs. Whether that's for internal, or external teams.

WoodWing has helped us overcome the operational difficulty of providing up-to-date product information and images to clients.



- Iris de Smedt, Coca-Cola European Partners -

Assets like stock library images, photos, design files, brand logos, presentations, spreadsheets, digital notes, documents, video files and more are all stored and easily searchable. Making it easy for you to reference and reuse your assets whenever you want.

Think of it as an intuitive library for all your digital files. We're talking about **one personalized system** that makes asset management seamless. Accessible from anywhere in the world, anytime, with optimal security.

Used by many **media companies** including publishers, brands, agencies and corporates – our DAM solution helps to monetize your digital assets. Apart from storing, archiving and assisting with asset search, WoodWing Assets also enables the reuse of assets (cutting down costs due to duplicating content), helps to save time on asset searches, eases the photo selection process, ensures brand consistency and supports personalized content.

What makes our intuitive software **different from any other digital asset management** or file storage service – other than our around the clock customer support?

Our DAM solution, WoodWing Assets was designed with the end user in mind. Not only is our product easy to use and aesthetically pleasing, but it aims to:

- Cut down on production time
- Save costs
- Maximize your business' ROI

And we have something our competitors don't – we're **infinitely scalable**. Because our solution is built to scale with your organization, we cater to everyone from small brand marketing teams to larger media companies with over **one billion+** assets. But that's only one of many features supporting your digital asset management needs.



Product features

STORE



Infinitely scalable

WoodWing Assets is **infinitely scalable** and grows with your organization. Whether you're looking for a small library solution to house only a few images, or you have 20 years of assets that need organizing – WoodWing can help.



Quick to upload

WoodWing Assets has an easy **drag and drop** feature, which allows for quick uploading of digital assets into the DAM. A great time saver.



Easy to organize

Invest more time in working with your images, than searching for them. With our DAM solution you can easily organize your assets with folders, metadata and collections. Folders add structure to your existing assets or imports, metadata improves your DAM library's search functionality, and collections keep temporary projects (like work in progress) neatly together.

CREATE



Adobe Creative Cloud integration

WoodWing Assets – when integrated with Adobe Creative Cloud (CC) – allows you to easily edit your Photoshop and InDesign files. In Photoshop you don't have to save files locally to edit them. Simply locate the image you want to edit in WoodWing Assets and make your desired changes – without having to switch tabs to find the right program you're working in. And when in InDesign, directly edit your files, find and place the right images into your layout, and edit images in Photoshop via "Edit Original".



Easy collaboration

Collaborate on assets with our **one-click share feature**. Share your work in progress, receive comments and get it rated. Helping you achieve quicker publishing turn-around times.



Automated versioning

Never (ever) lose your work again. WoodWing Assets keeps track of asset changes and design versions so you can easily track back to your favorite version – without saving over your previous files. Usually a favorite for designers.

MANAGE



Search to find

Search, browse and filter assets intuitively with WoodWing Assets' extensive meta-tagging options and built-in Elasticsearch technology – used by big names like **Facebook, Netflix and Wikipedia**. Whether it's searching a database of retail products by description, finding similar text descriptions or going through a library of a billion assets – Elasticsearch will help you find what you're looking for.





Effective metadata and tagging

When adding assets into WoodWing's DAM solution, its information is also added (also known as metadata). While our software automatically extracts technical information (filename, date created, file size, file format), it also allows its users to choose keywords from a taxonomy or add metadata of their own. And when using WoodWing Assets with our **Artificial Intelligence (AI)** integrations like Google Vision, Amazon Rekognition or Clarifai, images are automatically tagged with powerful image-based recommendations.



Control permissions

WoodWing Assets gives you control over who can see, upload, edit, delete, download and use your assets. Which is why we also have a built-in watermark feature. Whether it's someone from your internal team, or a freelancer from outside your business – you have control to give them access rights.

PUBLISH



Publish anywhere

We have a rich set of API's (REST and Webhooks) that allows for a wide variety of integrations with WoodWing Assets. For example, directly publish your approved assets to any CMS, MDM, PIM and E-commerce website. Depending on which integration you have, it can include solutions like WoodWing Studio, WordPress, Facebook Stories and Adobe Experience Manager.



Image renditions

Personalize your WoodWing Assets with presets like file resolution, size, format and download resolution so that next time you want to publish to (say) Facebook – it's as simple as selecting your Facebook preset from a drop-down menu without you having to do a thing. Worry less about logistics, and focus more on your results, by being able to easily cross-pollinate content.



Brand consistency

Create a brand portal – separate from your WoodWing Assets library – where you can house important assets for teams to reference. Whether they're internal or external, global or local teams working with you on projects, the brand portal keeps important brand assets in one place – preventing the "please send me the updated logo files" email from creeping into your inbox. One other thing, it can be easily styled in your corporate identity, making it on-brand already.

TRUST



Security

We take protecting your assets seriously. That's why we've had ethical hackers test the security of WoodWing Assets to provide you with the ultimate asset-safe measurements. Performed by Pine Digital Security, server and web application scans were completed where elements like privacy and confidentiality, information disclosure and authentication and authorization were tested, and passed.



Single sign on

Single sign-on (SSO) is a session and user authentication service that allows a user to use one set of login credentials to access multiple applications. Within the session, a user can also change applications without the need to login again. So you can use one set of login details for all your integrated applications – CRM, PIM, email – you name it.



24-hour support













Have peace of mind. We offer our customers around the clock support via our partners and support teams – making sure you're looked after. All the time.



Integrate WoodWing Assets with any system















Stick with the programs you know. Personalize it with the ones you want.

WoodWing Assets Digital Asset Management allows you to integrate with other software programs to help you get the most out of your digital asset library – and make working with it, a whole lot easier.

 AI	 Google Cloud Platform AI	 AI
 Communication	 WORDPRESS CMS	 Adobe Creative Cloud Creative
 CRM	 Marketing automation	 Task Management
 Publishing	 WoodWing Studio Publishing	 Publishing



Some of our clients

Aller		sky	
 EUROPEAN PARTNERS	 Springer	Bavaria	
	 WARNER MUSIC GROUP	Cipla	BONNIER
	BuzzFeed	IMMEDIATE MEDIA^{CO}	
 Andrew Harper®	 yaffa	STEVE MADDEN	
CARLSEN	 THE WOOLMARK COMPANY		next



Who we are?

WoodWing are global leaders in developing systems to streamline content creation. Working with top editorial publishers, marketers, and corporate organizations, WoodWing encompass a customer-first approach to ensure products are constantly exceeding expectations and addressing business challenges.

With experience in the publishing industry for over 20 years, partners in over 100 countries and more than 1,000 customers, WoodWing is a recognized and trusted name. Beginning life to assist print publishers with improving their publishing workflow, WoodWing now produce products to assist a range of organizations with their marketing, advertising, content creation, reporting and Digital Asset Management.

As a long-standing Adobe Technology Partner, the benefits customers experience with WoodWing's products include easy integration with third-party applications in any environment, due to the open architecture.

Thousands of companies all over the world trust WoodWing to help them to stay competitive, leverage new opportunities and consistently grow their business.

WoodWing Assets is our WoodWing's flagship enterprise DAM solution, and forms part of WoodWing's Content Orchestration platform.



WoodWing Software

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