



# COLLECTIONS MANAGEMENT AND DIGITAL ASSET MANAGEMENT

*Working Together for Heritage & Culture*

## HOW IS DIGITAL ASSET MANAGEMENT RELEVANT TO COLLECTION MANAGEMENT SYSTEMS?

Collection Management Systems (CMS) do a great job with handling information associated with physical objects, but they tend to fall short when it comes to managing digital versions. Why? Simply put, a text-centric CMS system isn't equipped to catalog, share, and archive digital assets, such as images, media files, and documents.

The answer for many museums, galleries, and other cultural heritage organizations lies in adopting a Digital Asset Management System (DAM) to organize and protect their digital assets.

By combining DAM with CMS, institutions can provide an efficient and comprehensive collection information solution that:

- » Connects physical collections with associated digital assets
- » Improves visibility and access to these digital assets across departments
- » Enables collaboration and efficiencies between different organizational functions, such as event coordinators, curators, and marketing/social media departments
- » Facilitates advanced rights management, copyright protection, and compliance

## PORTFOLIO DESIGNED TO SUPPORT HERITAGE & CULTURE ORGANIZATIONS

Portfolio is a flexible and cost-effective DAM system that can work with your CMS to help centralize, manage, and preserve photography, flat art scans, collateral, audio and video files, and other digitized material associated with your collection objects.

In an age where an ever-increasing amount of digital assets exist, DAM provides a standardized way for users to organize, discover, and distribute these resources for different project and workgroup needs while preserving the integrity of assets and protecting them from being modified, deleted, or lost.

## CUSTOM CONNECTIONS FOR COLLECTION MANAGEMENT SYSTEMS

We've worked with key CMS vendors to create custom connections to marry the power of Portfolio with the rich data of your CMS. Currently we support Adlib from Axiell and Museum Plus from Zetcom.

## EASY TO SET-UP AND USE

Get your teams up-and-running quickly with minimal investments in setup and training. Custom catalog templates for VRA Core and Spectrum DAM are built right into Portfolio which can save you time, establish consistency, and ensure your catalogs store all the information you need. Professional Services are also available.



## HEAR WHAT OUR CUSTOMERS HAVE TO SAY

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*“Digital Asset Management is a critical element for our gallery...our archive revolves around it entirely”*

**Tom Bilson,**

*Head of Digital Media, The Courtauld Institute of Art*

*“Search results are only as accurate as the data being searched. Portfolio ensures efficient image retrieval by importing data from accurate sources including file metadata and collection management system exports.”*

**Richard Weinacht,**

*Digital Image Technician at the National Museum of Ireland*

*“Not everyone at the Museum has access to our CMS. With Portfolio Server, anyone who needs a collections image can find it easily and download it via a secure website. Portfolio Server also enables us to embed and display rights metadata, which informs staff of appropriate usage for each image.”*

**Maggie Hanson,**

*Collections Information Manager, Portland Art Museum*

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## INDUSTRY AFFILIATIONS



Collections  
Trust



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[www.extensis.com/portfolio](http://www.extensis.com/portfolio)