

# Equilibrium MediaRich

## About Equilibrium

Founded in 1989, Equilibrium is a pioneer and leader in developing automated imaging solutions. The company's products and services streamline the production and deployment of media assets. Equilibrium technologies save time and money in digital media production and delivery. They accelerate publishing cycles, open marketing opportunities, and enhance interactive functionality and image automation, for users in a wide variety of industries and in government. As a Microsoft Gold Certified ISV, Equilibrium works with small to medium businesses as well as enterprises and certified IT consultants to integrate Equilibrium MediaRich for Microsoft Office SharePoint™ Portal Server 2003, Microsoft Content Management Server 2002, and Microsoft Commerce Server 2002.



**Partner name:** Equilibrium

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### Partner programs:

- Microsoft Certified Partner Program
- Microsoft Gold Certified Program (focus area:)
  - Collaborative Solutions
  - Software products

## Solution Overview: Equilibrium MediaRich for Microsoft Office SharePoint Portal Server 2003

Equilibrium MediaRich—the powerful, cost-effective digital asset management solution for Microsoft Office 2003 environments.

Equilibrium MediaRich for SharePoint Portal Server is a cost-effective digital asset management (DAM) solution for small and medium-sized businesses as well as enterprises using Microsoft Office 2003. The dynamic imaging integration increases business efficiency, accelerates time-to-market, and lowers costs associated with digital media production, management, and storage.

The new version of Equilibrium MediaRich for SharePoint Portal Server 2003 extends the collaborative experience of Microsoft Office 2003 with brand management and image automation. The resulting DAM solution allows corporations to maintain revision control for a single high-quality asset, create derivatives on demand, and deliver consistent brand assets for the Web, print, wireless, and Microsoft Office 2003 applications. When they combine MediaRich with SharePoint products and technologies, enterprises do not need to choose between managing documents or images. Equilibrium MediaRich for SharePoint Portal Server 2003 allows information workers and remote business partners to locate, modify, collaborate, manage, and deploy approved corporate media assets in a secure, self-service portal.

## Business Advantages

Equilibrium MediaRich for Microsoft Office SharePoint Portal Server 2003 targets small to medium-sized organizations and enterprises in the multi-channel retail, manufacturing, publishing, entertainment, and government sectors. MediaRich is a richly featured and cost-effective digital asset management solution. MediaRich increases business efficiency, reduces creative development and storage costs, and accelerates time-to-market by automating the production, management, and deployment of visual content in a self-service portal environment.

Equilibrium MediaRich complements and expands the capabilities of SharePoint Portal Server 2003 by enabling businesses to:

- Establish approval workflows to streamline production and delivery of media assets.
- Increase the commercial value of media and reinforce consistent branding.

## Equilibrium MediaRich

- Reduce the high cost of image production and media storage.
- Maintain revision control for a single, high quality version of an asset and create derivatives on demand.
- Deliver reliable, accurate, customized images for Web, print, wireless and Microsoft Office 2003 applications.
- Allow information workers to access and modify images in a familiar environment.

More specifically, MediaRich gives information workers a powerful array of tools that extend the document management capabilities of SharePoint. They can:

- Perform self-service creation of images and graphics for use in documents, datasheets, brochures, and presentations.
  - Collaborate on image approval and modifications with threaded discussions.
  - Quickly and easily locate media assets by browsing thumbnail previews, with detailed panning and zooming regardless of the file type.
  - Use metadata specific to images for more accurate search results.
  - Aggregate media from vendors and syndicate content to channel partners automatically.
  - Ensure brand consistency by publishing approved assets and notifying people when images are modified.
  - Implement digital rights management functionality, such as Digimarc digital watermarking, to protect media assets.
- **Connectedness**

Equilibrium MediaRich for Microsoft Office SharePoint Portal Server 2003 allows information workers to collaborate with each other and remote business partners or vendors on corporate brand assets through any Web browser in a portal with extensive self-service features. Users can check in their digital assets and assign appropriate metadata tags. Once these original high-resolution assets are in the central content repository, any authorized user can easily connect with them by finding any image based on a keyword metadata search, and preview the image with zoom and pan functionality. People can then modify and format images as they need, and even apply batch processing of multiple brand assets with a MediaRich MediaCart Web part.
  - **Productivity**

Equilibrium MediaRich for Microsoft Office SharePoint Portal Server 2003 increases business productivity by reducing the average time it takes an information worker to find, modify, and deploy corporate digital assets from almost thirty minutes to approximately a tenth of that time. This gives people more time to do their jobs instead of waiting for the art department to help them, or trying to re-purpose content on their own. Equilibrium MediaRich automates these business processes, as well as multi-channel asset re-purposing, within a familiar collaboration environment.
  - **Best Economics**

As a cost-effective digital asset management solution, Equilibrium MediaRich for Microsoft Office SharePoint Portal Server 2003 delivers a tangible return on investment (ROI) by streamlining workflow and reducing the time and costs associated with digital asset production, management, delivery, and storage. Most customers see an immediate ROI increase generated simply by cost avoidance within weeks of implementation.
  - **Dependability**

As a Microsoft Gold Certified ISV, Equilibrium brings ten years of expertise in automated digital media services to Microsoft Office SharePoint Portal Server 2003 and Windows SharePoint Services. Equilibrium's developer team works closely with Microsoft product teams for Microsoft SharePoint Products and Technologies, the E-Business Server Group, and the Microsoft Solution for Internet Business (MSIB) to ensure that all of its products meet the highest quality assurances. Equilibrium deploys MediaRich through a global network of trained Microsoft Certified IT Partners. Customers enjoy a cost-effective digital asset management solution with excellent integration services and support.

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