**Digital Asset Management**

Problem:

* Companies like Nike, Lulu Lemon, Under Amour, Ford, Tiffany (effectively mid-size to large enterprise) will have a large amount of marketing assets (e.g. images, videos, whitepapers etc) and spend millions of dollars a year tracking those assets.
* Most companies have people within their organization who are, in part, responsible for organizing all of that info to make it easier to find (whether that’s in an on-premise file system or in the cloud).
* This approach is both costly in terms of human hours (salaries), but also in terms of potential mistakes (incorrectly classifying an asset could mean it’s lost forever)

Solution:

* Offer a digital vault with artificial intelligence that can auto-classify an asset with meta-data. For example, if an image of a Nike Air Jordan is loaded, the AI algorithm will be able to automatically tag the image with “Nike Air Jordan”. Importantly, these assets must be searchable. Once this is accomplished, all a user has to do is search the type of asset they are looking for and the system will show the results of everything tagged with that particular piece of meta-data
* This solution could save millions of dollars in salary costs, protect valuable digital assets, and reduce the amount of time it takes a company to deploy digital media to a revenue generating activity. For example, Nike might want to spin up an Air Jordan add on Instagram for a flash sale and they can quickly do this if they have an AI program that auto-classifies their assets.