# Why Choose the Nuxeo Platform?



ECM & DAM markets are moving to a data-centric approach. The Nuxeo Platform is helping enterprise organizations to transform data into highly valuable digital assets.

From where we sit, the rest of the market is looking at the situation all upside down. It’s not about storing creative, file sharing or viewing documents on mobile. This misses the point. It’s really about embracing a new digital asset strategy.

**Today’s disruptive opportunity: Unlock the full value of all digital assets to drive digital transformation.**

It’s time to move digital asset strategies beyond marketing to encompass the entire organization, from sales and support to engineering, finance, human resources and core business functions. The challenge is that this **digital transformation is being held back by the limitations of old enterprise content management (ECM) and DAM technologies**. They are simply not designed to turn data into highly usable digital assets.

## **From File-Centric Models to Dynamic Data Models**

### Is your data model constantly evolving?

Nuxeo has a flexible data model that can help you transform your data into highly valuable assets, with unlimited attributes and no restrictions on type or size of complex objects.

### Is your content living in complex objects like JSON with dynamic, nested properties?

Nuxeo provides incredible performance and scale with high availability, resiliency and military-grade security. We support SQL and NoSQL databases (MongoDB as a persistence engine) as well as a horizontally scalable query engine with Elasticsearch for advanced search and analytic capabilities.

### Are your workflows actually more like active and dynamic processes?

Define content lifecycles, complex business workflows and process automation that meet your exact business needs.