


hyper  Content & Digital Asset Management Server  
**CMS**

Version 9.0

Enterprise Content &  
Digital Asset Management  
**MADE EASY**

[www.hypercms.com](http://www.hypercms.com)  
[cloud.hypercms.com](http://cloud.hypercms.com)

2020-06-02

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# 1 Enterprise Content & Digital Asset Management

Whenever digital media is to be provided in different formats, data management becomes time-consuming and expensive. Enterprise Content & Digital Asset Management provides a working environment which supports the whole work-flow from creation to storage of company data. Digital contents can be edited just like on a desktop computer.

Each user, provided he/she has the permissions for viewing and editing the data, can access and send it directly from his workstation or mobile device.

The Digital Asset Management opportunities of the system offer a wide variety of functions to administer, share, and integrate digital media. Multimedia contents can be stored centrally, safely, and can be shared easily outside the company. This is one of the most unique advantages of the system.



## 2 Typical Issues in Companies

If one or the other statement applies to you, there is a great potential for optimization by deploying our solutions.

- You are still using CD's or DVD's to store your digital content
- You need to adopt and create printable documents and send them to the print shop to get them printed the same day
- You have a large amount of files, and you can hardly find the right information when you need it
- You are not a digital media expert, but you want to edit and prepare videos very easily and fast in order to publish them on time
- Your employees are on different locations and are working together on projects
- You are still publishing your content manually for all your different channels
- You don't know how partners and agents are using and presenting your brand

# 3 Application Areas

Enterprise Content & Digital Asset Management is needed in all large and distributed organizations, to meet the requirements in advertising, communications, marketing or documentation. Especially the following divisions benefit from a modern Enterprise Content & Digital Asset Management System:

## Corporate Communications

for press releases

To organize, exchange or publish & distribute rich content and for digital rights management. The perfect solution for professional PR. Distribute your press releases including the associated digital media quickly, safely, and effectively to all recipients.

## Marketing & Sales

for the release of marketing and sales materials

To organize, release, publish & distribute, integrate rich content, and for digital rights management. Provide your sales force and partners with the latest information, marketing materials, presentations, and documentation. Ensure that all partners follow your CD, implement a consistent brand management under your control.

## Product Manager

for the release of product information

To organize, release, publish & distribute, integrate information, as well as for digital rights management.

Supply your customers and partners quickly with the latest product information and documentation. Publish your information on different channels, such as on your website, in the webshop and on partner sites.

## Creative & Designers

for creating marketing and sales material

To organize, protect, integrate, share, release rich content, and for digital rights management. Create a platform for the cooperation with your creative service providers and print shops regardless of their location. Create efficient processes to reach your goals faster and more cost effectively.

## Documentation & Construction

for documentation and archiving

To organize, share, review, comment, or archive data.

Maintain your documentation from any place and at any time and supporting the rapid and objective assessment of your projects and objects.

# 4 Solutions

The hyper Content & Digital Asset Management Server helps organizations to have full control over all their digital assets, to automate processes and cut costs. Based on it's software modules the system offers various solutions.

## Digital & Brand Asset Management, Social Media Sharing

Have direct access to rich content by conveniently integrating it into the creative workflow of internal/external teams and programs like Adobe CS, MS Office and OpenOffice. Ensure process control with collaborative approval. Share the content directly on Social Media Networks, like YouTube, Facebook, Twitter, LinkedIn and so on. Create customized Brand Portals to promote and measure the success of various rich content.

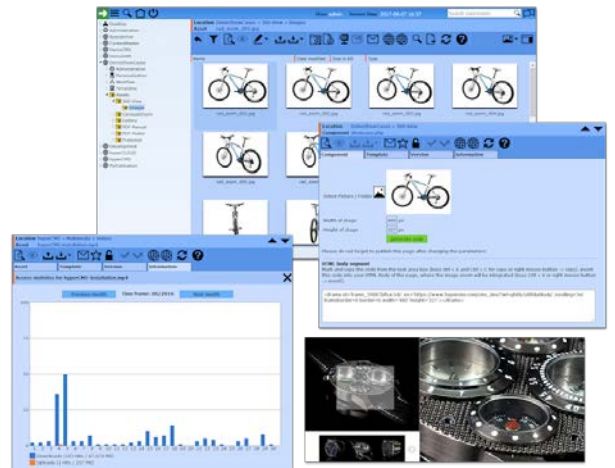
**Shorten review processes by up to 40% by using free or defined workflows. Reduce costs for advertising agencies as well as internal creative teams by providing source content directly. Protect your investment, intellectual property, and reduce total spending for creative work by up to 20%. Cut down costs related to expensive Web2Print solutions by up to 70%.**



## Commerce Automation & Customer Experience

Create a fascinating experience for your visitors and customers in websites or web shops with a single tag instead of complex coding. Exploring your products with our viewers (gallery, zoom, rotation) was never easier. Let our solution take care of all content presentation related processes.

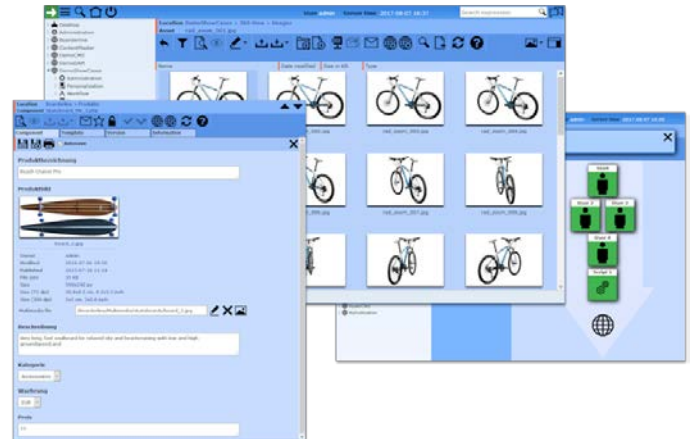
**Reduce efforts in e-commerce projects by up to 30%. Be technology independent and avoid expensive content presentation systems and save up to 100%.**



# Product Content & Diversity Management

Markets, brands, products, projects and their diversity makes it difficult to manage all related content. We are able to provide a unique content organization solution. The organization, access rights control and metadata management have never been easier.

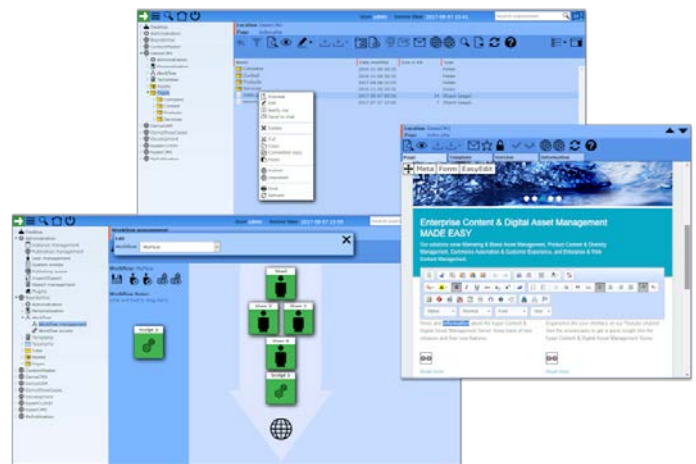
**Reduce project duration and effort by up to 40%. Integrate ERP, CRM, e-commerce, WCM and DAM using our connectors and save up to 20% of license costs.**



# Enterprise & Web Content Management

Edit the content of your sites easily, thanks to EasyEdit or by request in form view. Integrate content by copy & paste from various document formats. Activate the inheritance for multiple use of design and/or content and to provide all of your websites and applications centrally without any additional effort.

**Reduce the expenses for the maintenance of design and content by the multiple use and self-control by up to 60%.**



# 5 Features

## 5.1 Management of Rich Content

### Excellent User Interface

The hyper Content & Digital Asset Management offers an intuitive and very user-friendly interface, which allows managing even the most complex informational structures with ease, also on any mobile device.

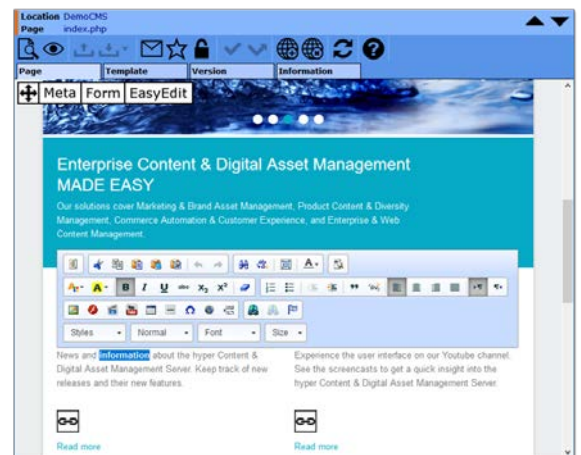
The user can navigate through pages and edit them at the same time. By a few clicks you can publish your content on various channels, or create a ready-to-print document.



### WYSIWYG and Inline Editing with Translation Service

The what-you-see-is-what-you-get interface and inline editing of your content allows you to edit and publish your websites or printable documents with ease. Navigate from page to page and edit the content wherever you want to. The content will be saved automatically when browsing in inline editing mode. For those who feel more comfortable with forms, the system offers a form view at any time. Copy text and tables from Office documents such as Word or Excel, and paste it directly into your pages. The editor also cleans external content and helps with the correct spelling.

The automated translation service instantly translates the text in about 150 supported languages. The manual translation service supports about 500 language pairs.

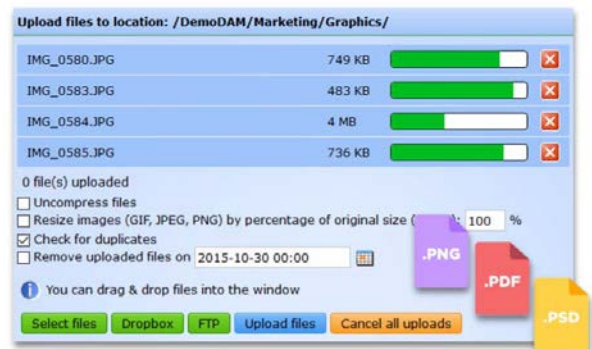


### Multiple Upload and Download

It is easy to upload multiple files from different sources (local file system, FTP, DropBox) to the system, by selecting or drag & drop them. Compressed files that contain folders, data libraries, can be extracted and indexed automatically.

Image libraries can be changed in size during the upload. Meta-information will be extracted and transformed to the defined schema.

Users are required to enter metadata during the upload of new assets by a simple system setting.



# Multiple Language Support

Manage your content in all languages without limitations. The graphical user interface of the system supports the following languages: Albanian, Arabic, Bengali, Bulgarian, Chinese, Czech, Danish, Dutch, English, Finnish, French, German, Greek, Hebrew, Hindi, Hungarian, Indonesian, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Somali, Swedish, Thai, Turkish, Ukrainian, Urdu



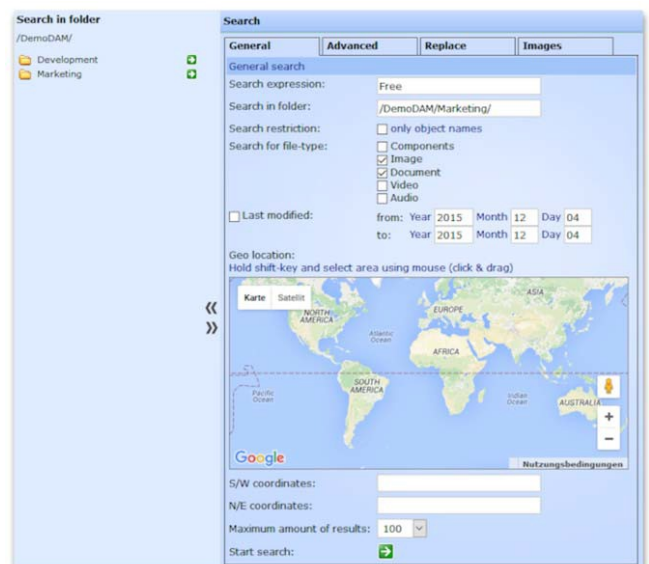
# Central Data Hub

The system works as a central multimedia storage and can integrate its multimedia objects in any application such as catalogue-management, ERP-, shop-systems, etc. It works as a central data hub for all your digital assets and optimizes the management of all your files, avoids redundancy and reduces storage space. The integrated SOAP / RESTful API (OpenAPI) and Search API (OpenSearch) enables your organization to use the full potential of your DAM solution in all your applications.



# Powerful Search and free Definition of Metadata Schemes

The system is capable of reading many different file types and of indexing them automatically. Individual metadata schemas for storing information of files can be defined. The system can read metadata from files and map them with your own schema. Besides metadata, optical character recognition (OCR) can be used to extract text from images. Multilingual taxonomies and synonyms are fully customizable. According to their access permissions users can easily find files using the search. It offers a full-text and detailed search on any content, including an advanced search for images.



## Editing Video and Audio Files

The system automatically generates previews of files which ease the archiving, administration, and locating of document, image, video and audio assets. Users can view, edit and publish videos to different channels, like web pages and YouTube by only using their browser and without the need of any additional software. It also supports watermarking and batch processing of videos.



## Image Processing

The system supports a wide variation of image formats and enables editing of images in the browser. Images can be processed without additional software and edited for any specific usage. It is possible to convert Adobe Photoshop files to other common formats. These images can then be easily integrated in office documents. A selection of images can be edited at once and watermarks can be applied to all images as well.



## Version Control

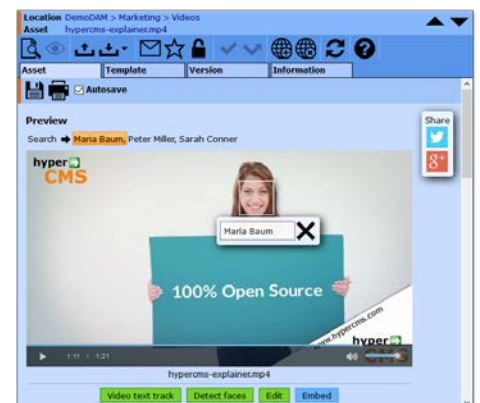
The processing of files or content of any kind will be monitored by the version control. This allows the user not only to compare versions, but also retrieve old versions or restore them again. At the same time, it is ensured that only the latest version is available for retrieval. The recipient of links to assets always downloads the latest version of the file, no matter how old the email message is.



## Face detection and Auto Tagging

With the help of the face detection, persons or objects can be captured on pictures or videos and can be found quickly through the search.

The Auto Tagging service analyzes image and video data to automatically identify and suggest keywords, a process that would take time and resources if performed manually. The Auto Tagging is based on Google's technology and includes state-of-the-art machine learning approaches.



# Workplace Integration

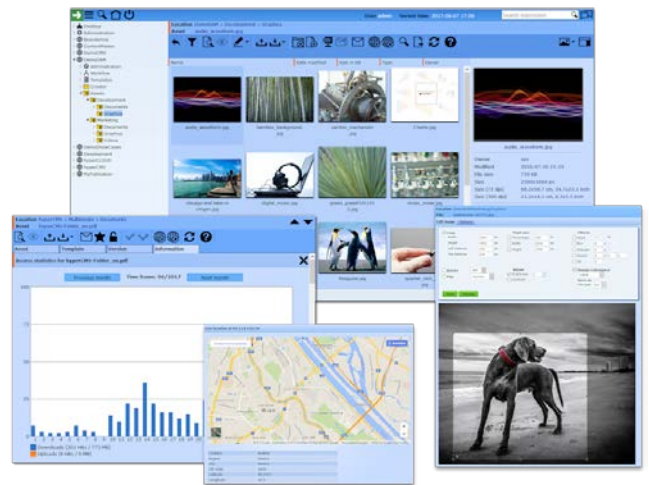
Managed files can be opened, edited and saved directly using the Workplace Integration. Adobe or Office applications can be integrated seamlessly. Therefore, the download and upload of files is not necessary anymore if you want to use or edit them.



## 5.2 Collaboration, Messaging and Workflows

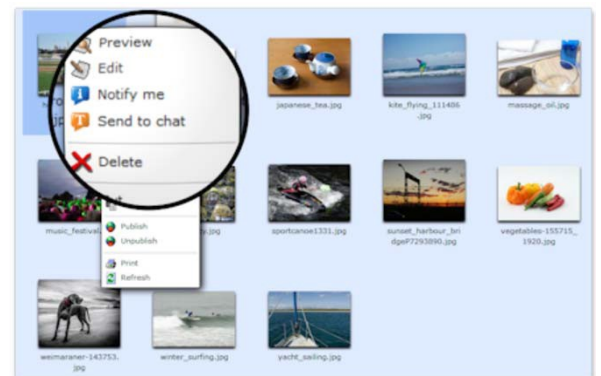
### Collaboration in Teams and Distribution of Assets

To support collaboration in teams, the system provides a fully customized user and group management. Freely definable workflows, task management, and copy & paste from other content sources make your daily work more efficient and improves the level of automation.



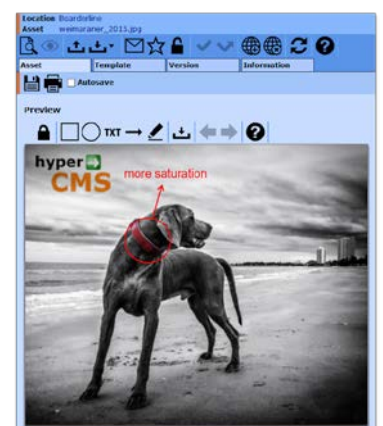
### Real-Time Alerts and Notifications

Keep an eye on selected assets. The system will automatically notify you if the selected files or collections of files will be extended, edited, moved or deleted. You will always be up-to-date without the need of being logged in to the system.



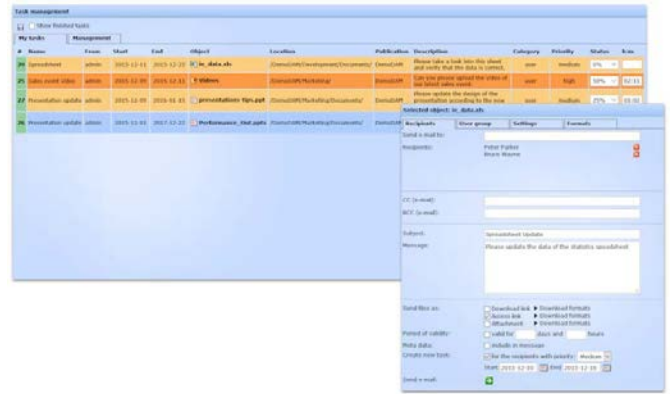
### Annotations

Annotations can be created directly on images or documents with the aid of tools, so that change requests can be easily and efficiently visible and communicated to other participants.



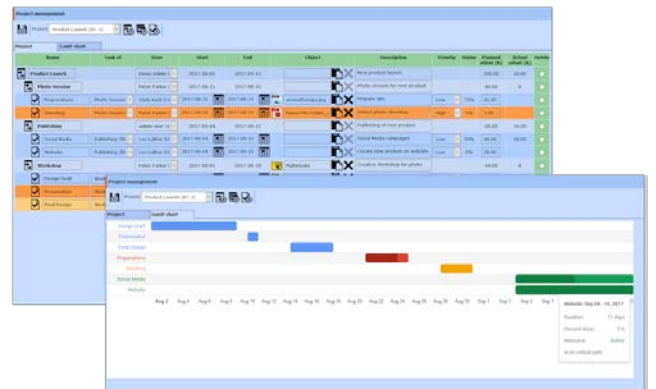
# Task Management

The system will assign tasks to you and will notify you automatically if you are a member of a workflow or changes have been made. You can assign tasks to other users as well. The system will automatically inform you when a task starts or ends. The task management provides insight of the status of all tasks that you are managing or are assigned to you. That way you always have an overview of the work progress and how much time has been invested in your project.



# Project Management

An extension of the task management is the project management. The project manager can plan projects, subprojects and tasks. The work progress and the time invested in the project or subprojects will be reported in real time. The Gantt chart displays the processes and their work progress also graphically.



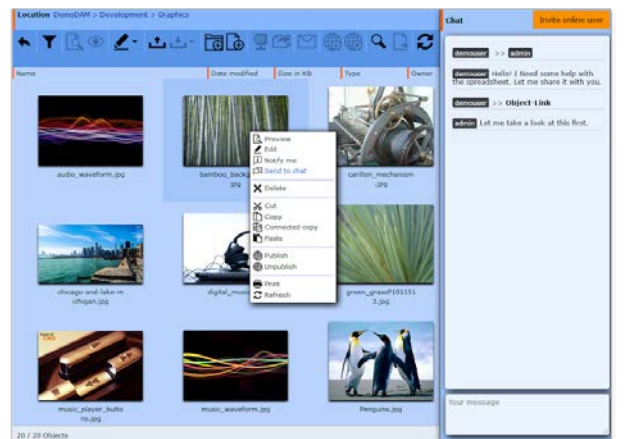
# Workflows

Define workflow processes and integrate users, user groups and robots therein. For example, a workflow can be used to define multi-stage release processes. With the help of robots, you can automate the work even further, since they can perform tasks automatically for you.



# Chat

Use the real-time chat to communicate with your colleagues and work together on projects. The chat is not only for the exchange of information with other team members, you can also simultaneously share your objects while you are chatting with the other participants. This will reduce waiting times and make your cooperation even more effective.



# Send Download and Access Links

It's easy to share your digital assets with other users or stakeholders. Send large collections of files to people and partners without spamming their e-mail accounts.

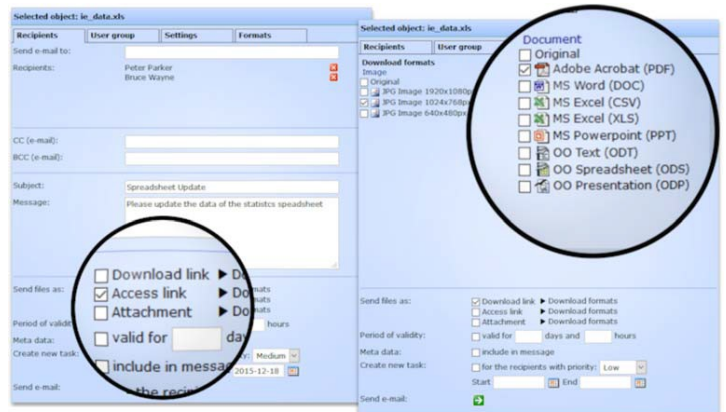
Escape the limitations of FTP, shared drives, sending e-mail attachments and rogue sharing services.

Use the build-in mail service or just copy and paste the assets from the system into your e-mail client.

Send access or download links straight from the system, so users or non-users can easily access specific files in the formats you assigned.

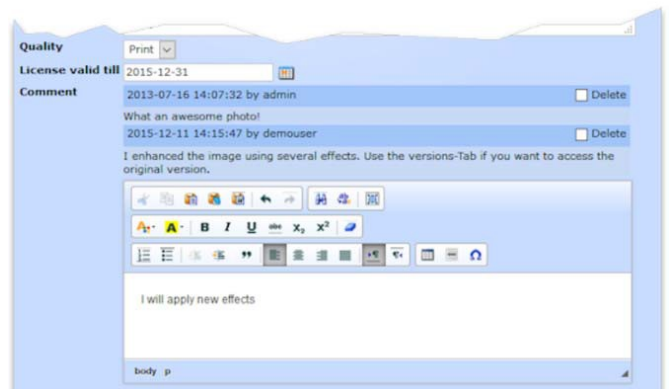
Know who and when your files have been downloaded.

Set a link expiration to control how long an asset can be downloaded, this is great for seasonal or rights-managed assets.



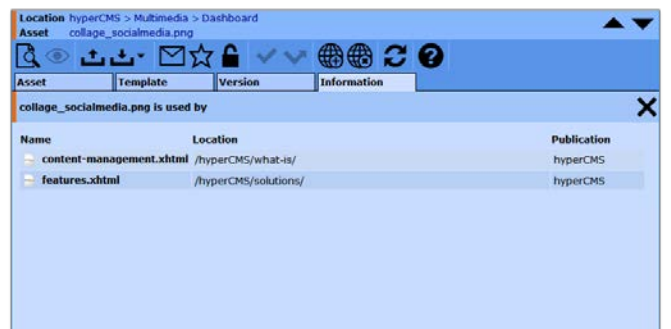
# Commenting

Keep the lines of communication open and streamlined. With commenting features, you can track communication about creative projects and keep everyone in the loop. Add comments to your digital assets or collections in folders and get real-time alerts when new comments are added.



# Related Assets

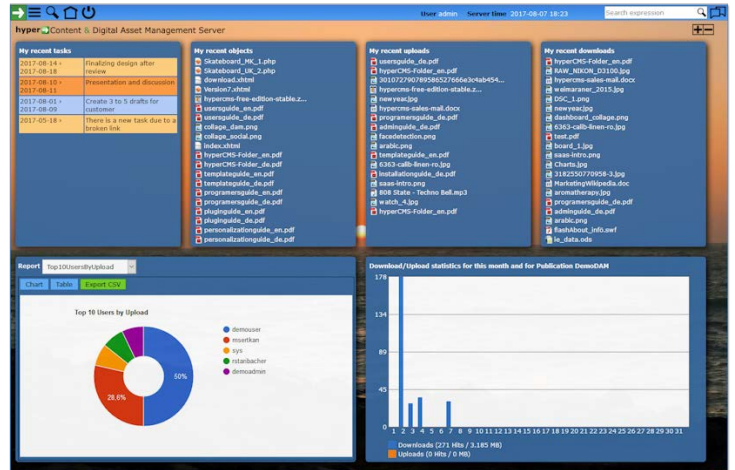
Don't be forced to redesign, duplicate or repurchase a stock photo or asset ever again, burdened by the inability to find the original files used in another design. With related assets, you can immediately see all assets that are connected or used in another asset. Regardless of their folder location, users can quickly identify and relate assets to each other for better organization and productivity.



## 5.3 Analytics and Reporting

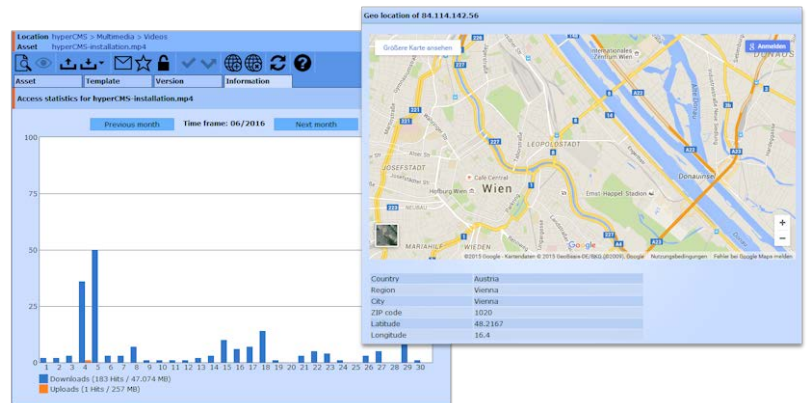
### Dynamic User Dashboard

All users have a personalized dashboard as their home screen with useful information, like their recent tasks, favorites, edited objects, up- and downloads. Upon login, you will immediately know what the latest assets are so you can work fast without locating the objects again. See the monthly up- and download statistics in your publication, so you know what is going on each day of the month.



### Usage Reports

See vital analytics about the usage of your digital assets. View reports about up- and downloads by time and user including their geo location in case the files got accessed from a public user. The reports are available for any asset or collections of assets. Just select a folder to see what an overview report of all assets.



### Sender and Recipient Report

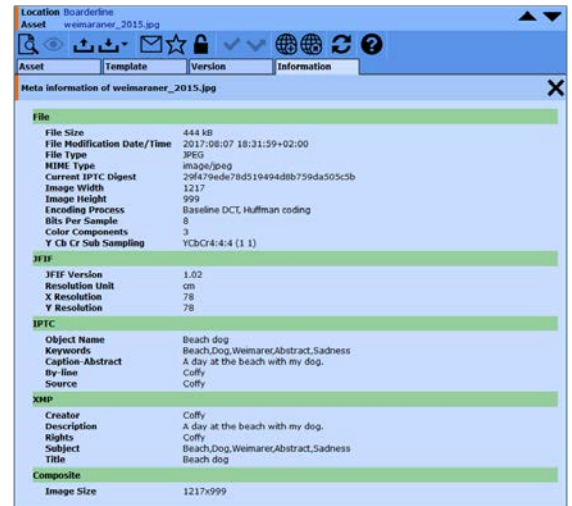
Track who, what and when with respect to your digital assets. After you send e-mails providing links to assets to other persons, you will always know if and when your assets have been downloaded.

Date	Sender	Recipient	e-mail	Picked up on	Delete
2015-12-11 12:12:56	admin	bwayne,demouser,kent,luthor	luthor@superhero.com		<input type="checkbox"/>
2015-12-11 12:13:47	admin	ckent	c.kent@superhero.com		<input type="checkbox"/>
2015-12-11 12:14:16	admin	pparker	p.parker@superhero.com		<input type="checkbox"/>
2015-12-11 12:16:32	admin	bwayne	info@hypercms.net	2015-12-11	<input type="checkbox"/>
2015-12-11 12:17:40	admin	demouser	info@hypercms.net	2015-12-18	<input type="checkbox"/>
2016-01-22 09:19:20	admin	demoadmin	info@hypercms.net		<input type="checkbox"/>

Delete selected recipients:

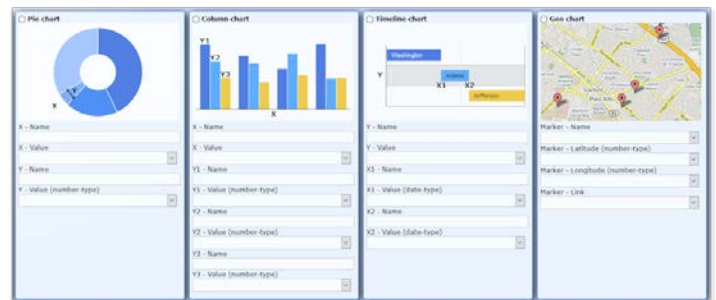
# Metadata Report

In addition to the metadata defined and used in your organization, there are often a number of additional metadata that have been stored in a file. This additional information can be viewed at any time using the system.



# Create individual Reports

Create individual reports and charts from all available data. The Report Management helps you to select the data for your report and creates pie, column, timeline or geo charts automatically. This way you can show where your assets have been uploaded on a map, present the tasks of users in a timeline chart, or define a usage report as a column chart.

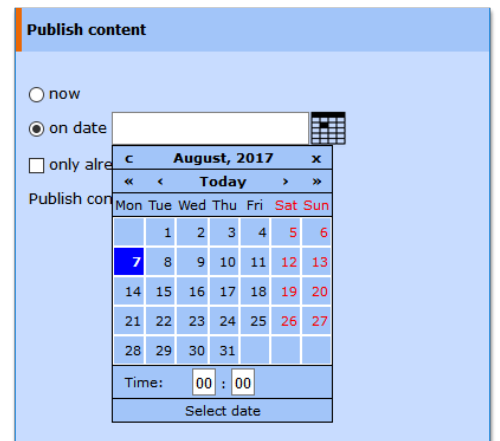


## 5.4 Publishing and Brand Control

### Multichannel and scheduled Publishing

Publish your content to multiple channels in different presentations. Repurpose content easily, multiple times and maximize the return on your assets. Publish to print, mobile, tablets, social, and web from one system.

Take advantage of the scheduled publishing and unpublishing. Simply set a date and time when your content should be delivered.



### Social Media Sharing

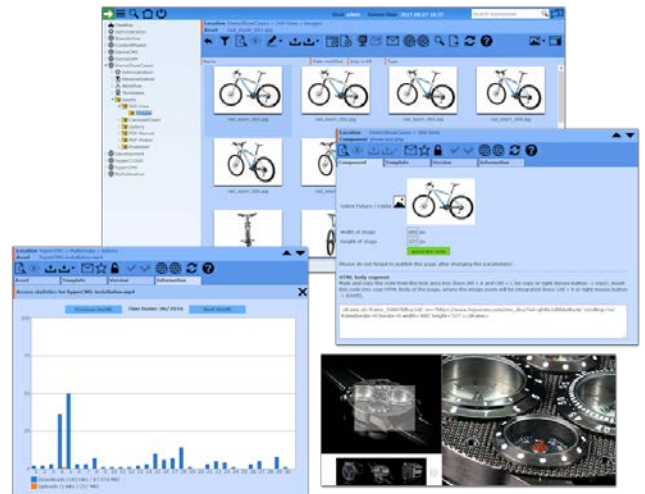
Save valuable time for your social media marketing teams. The system is integrated with most popular social media networks to support your social media management efforts.

Quickly share assets across Twitter, Facebook, YouTube, LinkedIn, Pinterest, and other social channels.



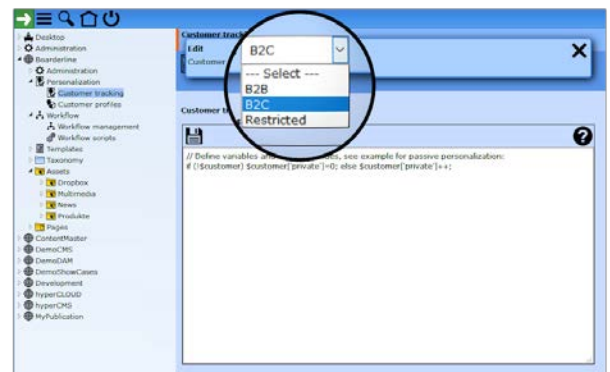
# Customer Experience

Use a simple code snippet generated by the system to integrate your assets in external platforms or your own websites. Easily integrate your videos in websites, and product presentation with zoom and product rotation in online shops for a better customer experience. Measure the success of your assets, wherever they are being used, by the integrated reports of the system.



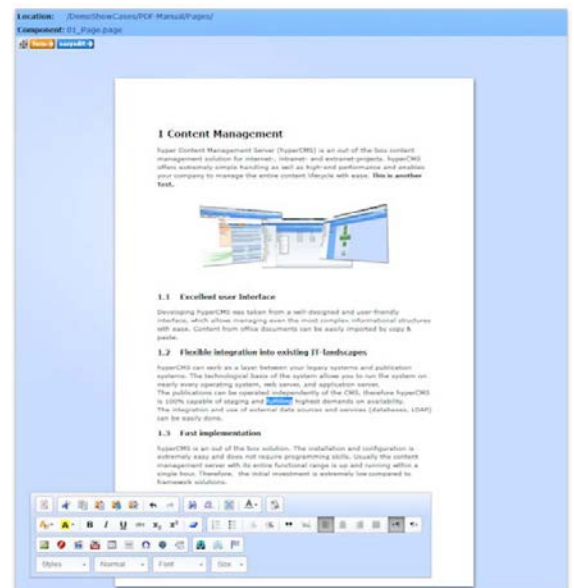
# Personalized Content

Personalization is commonly used to enhance customer service, sometimes it is also referred to as one-to-one marketing, because the enterprise's Web page is tailored to specifically target each individual consumer. Use customer tracking and customer profiles to analyze your visitors and provide rule-based personalized content.



# Web2Print

Create ready-to-print PDF files or other file formats without special software and knowledge. Your partners or subsidiaries can use inline editing or form based editing to change specific content to their local requirements and send them to the print shop. Our awarded Web2Print innovation can save you up to 70% compared to other commercial solutions.



# Brand Resource Management

Manage your brand efficiently around the world. Ensure teams always have access to the latest versions of your brand assets. Control who uses what and monitor access. Make sure all your partners and agents are using your templates to produce their product folders and magazines.



# Monitor and automate Copyright Information

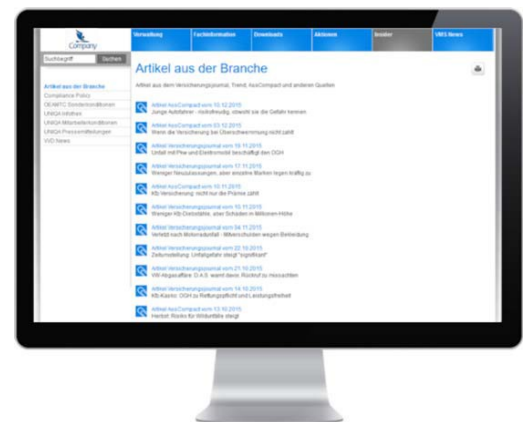
The system can track information of assets, such as the date of the expiration of a license, and it can lock these files automatically. This feature allows you to make sure that nobody uses rights-managed images beyond their license.



# Brand Portals

Build and manage Brand Portals without any technical limitations.

A Brand Portal gives internal and external users quick access to branding rules and content, like logos, images, fonts, audio, video and other branding materials. The Brand Portal drives brand consistency and leads to improved customer loyalty.



# Branded System Interface

Easily brand your system in your corporate design. The Enterprise Edition of the system includes the Client Brand Module that will provide you with your individual design theme. The branded interface of your system will provide your internal and external users the look and feel of your brand.



# 6 Technology

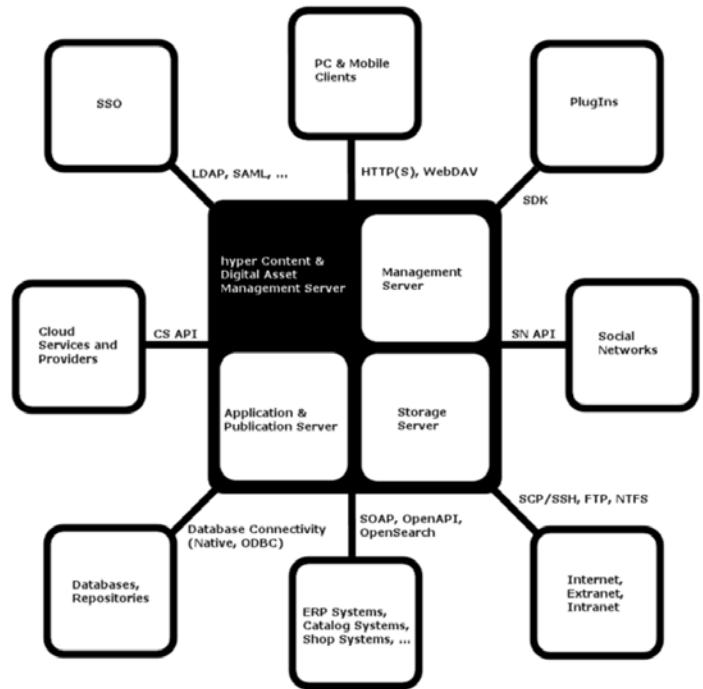
## 6.1 Architecture and Scalability

The software architecture of the system is build for flexibility, scalability, and performance.

The system supports most state-of-the-art operating system, web servers, application servers, and cloud storages.

The publications can be operated independently of the management system, therefore the hyper Content & Digital Asset Management Server is 100% capable of staging and is fulfilling highest demands on availability through distributed systems and load balancing.

The hyper Content & Digital Asset Management Server is 100% based on Open Source technologies and deliberately avoids the use of proprietary software components. Only established and long-proven software will be integrated as part of the system.



## 6.2 Security

### Data Protection and Intrusion Detection

The system protects your confidential data and secures your System from external attacks. The system is equipped with 256-bit AES encryption and supports industry- standard SSL/TSL connection security.

Several types of intrusions can be detected. The system will automatically apply measures and blocks the attacks.

### Access Permissions

Administrators can easily configure permissions for all internal and external users. User credentials are stored with one-way encryption to protect accounts and assets. The system never uses cookies to store confidential information.

The system is also equipped with configurable group-based permissions, allowing for controlled access to content and features. The system allows for public or private access through user login security and unique and secure hash codes for each asset.

Organizations can also restrict the access by specific IP addresses for each publication.

### Security Monitoring

The system continuously logs numerous events and reports intrusions. Regularly conducted security audits guarantee compliance with the highest security standards.

## 6.3 System Integration

### Import / Export

The import and export interface enables the import and export of any asset into and out of the system automatically. Alongside with the files, it is possible to import additional control- or meta-information. Therefore the limitations of file formats will not limit your metadata definitions.

### OpenSearch, OpenAPI, PlugIns, Event System

OpenSearch and OpenAPI can be used to integrate legacy systems, catalogue systems, MS SharePoint and others.

The systems own API allows you to develop individual interfaces and PlugIns as well. PlugIns can be used to integrate new features in the system and can be easily developed and installed on your own.

The Event System enables the automatic execution of actions based on system events.

### Third-Party Platforms

Integrate third-party marketing platforms to save time for your marketing team. If You are using different solutions for marketing automation, blogging, e-mails or social networks, you can utilize assets in the system directly from those platforms.

Build a new landing page, blog post or e-mail campaign and easily find and embed approved images and graphics uploaded from your creative team. Need to replace an asset used in a blog, e-mail and your websites? Just upload a new version and see the changes happen right away across all your target platforms and campaigns.

# 7 Success Stories

## 7.1 Raiffeisen Bank International AG



*„The simple and intuitive graphical user interface and the large application spectrum are essential for our daily work and the collaboration with external partners.“*

Mag. (FH) Martin Hackl,  
Zentrale Raiffeisen Werbung, Raiffeisen Bank International AG

Raiffeisen Bank International considers Austria and Central and Eastern Europe (CEE) its home market. In Austria, it is a leading commercial and investment bank for the country's top 1,000 commercial customers. In CEE, its subsidiaries cover de facto the entire region. 16 million customers are serviced through 2,200 business outlets in the corporate and private customer segments as well as in investment banking.

The Zentrale Raiffeisen Werbung (ZRW) is the first customers using the new version 5 of the hyper Content & Digital Asset Management Server for the management of digital media. TV commercials, documents for print, web-graphics, and animations are administrated and supplied to partners. The all new features like video converting, smart distribution of multimedia files, free definition of metadata-schemas, and search functionality as well as messaging functions are used in an effective way.

Raiffeisen also uses our Media Streaming Service to transfer the commercials quickly to the World Wide Web.

When it comes to collaboration with external partners the workflow control, the distribution and quick access to files are essential in order to meet the timeline of projects.

## 7.2 UNIQA Versicherungen AG



*„We have one platform to address all our needs in 17 different countries, helping us to easily manage and publish rich content.“*

Gabriela Rusu,  
Head of Marketing, UNIQA International Versicherungs-Holding GmbH

UNIQA Group Austria is among the leading insurance companies in Central Europe. The company combines consciously the Austrian identity with European dimensions.

UNIQA International has decided to use the Enterprise Content & Digital Asset Management Solution of the leading CMS/DAM vendor in Austria "hyper Content Management Solutions" to manage the rich content of websites in 17 different countries.

Due to the numerous inheritance capabilities of the system, the management of the design and functionalities in different languages is easy.

A major reason for choosing the hyper Content & Digital Asset Management Server was the ease of use and low running costs compared to the competition.

The editors take advantage of the digital asset management functions of the system and can edit and embed videos, manage different document formats and integrate the rich content in various publications.

Several country specific applications such as claim forms, customer inquiries, interactive maps, callback service, customer portals and e-learning applications were integrated and are served with multilingual content.

# 8 More Information

More information about our solutions can be found on our website.

**<http://www.hypercms.com>**

**<http://cloud.hypercms.com>**

## **Follow us!**

Find different online tutorials of the hyper Content & Digital Asset Management Server on YouTube.

**<http://www.youtube.com/hyperCMS>**

**<http://www.twitter.com/hyperCMS>**

# 9 Legal Reference / Imprint

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The present product information is based on the version of the program, which was available at the time the document was composed.

The maker reserves the rights of modifications and corrections of the program.  
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