

WHITEPAPER

LAGO DAM

Built in Digital Asset Management for easy access throughout your production

LAGO DAM module provides digital media asset management fully embedded into the LAGO production suite. Every application of LAGO has direct access to LAGO DAM to either import or export assets, modify the asset or its metadata, utilize an asset workflow of LAGO Workflow or to assign assets to other objects in the system such as products or documents.

Structured for production – Asset types, asset metadata and keywords

To ensure a smooth production and high-quality output to downstream systems, LAGO DAM allows to structure assets by using asset types (e.g. “Product Images” and “Logos”) and metadata. Each asset type can have an unlimited number of attributes configured allowing to further distinguish single assets within a type. By adding keywords from a general pool, finding assets within LAGO becomes easier as well as enhancing searches in downstream systems.

Connecting the dots – Assign assets to other objects

Once assets are imported into LAGO DAM and available, they can be assigned to other objects such as products or documents. Assigning assets to products, for example, is done by a simple drag and drop action either for single products/assets or a bulk selection.

If assets should be assigned based on rules or attributes, LAGO DAM offers a configurable engine for automatic asset assignment. Examples would be assigning a “2 year warranty” logo to every product that has an attribute saying that this product has a 2 year warranty or assigning an asset showing multiple products to all single products by using an article identifier like an article number or GTIN.

If multiple assets are assigned to an object, the priority of assets can be changed by defining an object specific asset assignment order.

Full integration into LAGO applications

The LAGO DAM is fully integrated into every LAGO application that either deals with product or asset data. Product managers within the LAGO PIM can see assets which are assigned to a product and from there, directly see all asset details. Graphic designers working in Adobe InDesign with the LAGO InDesign plugin can directly place imagery on a document without having to mount external volumes or use other applications.

Define access, visibility and usability restrictions

Having different departments and users connected within the LAGO production environment that allows direct access to LAGO DAM can result in users being able to see or use imagery that may be restricted in visibility, editability or usability.

To prevent assets being used that are not yet approved, are no longer valid or restricted to specific departments, LAGO DAM offers a wide range of restriction access to assets. While the usage of an asset can be restricted by validity dates, the visibility and editability can be adjusted by assigning single users or user groups to an asset.

Powerful search engine

The search engine of LAGO DAM allows a wide range from either a simple full text search to a combination of search criteria. When using search criteria, users can combine information that describes the physical file of an asset (e.g. "file size" or "file format"), any kind of metadata (e.g. "asset type" or "workflow status") or information that is not directly related to an asset but to a product to which an asset is assigned.

In addition, information of an asset that is being used within production can also be combined such as the placement of an image within a specific print publication or the assignment of an asset to a specific shop category.

Easy access for external users

Having all of your assets stored within LAGO DAM will lead to external users who are not part of the production process within LAGO requesting imagery. To allow easy access to assets, a web-based application is available that uses the powerful LAGO DAM search engine to find assets.

Once a user has found assets that are needed for external purposes, the required assets can be placed into a shopping cart for download. Depending on user rights, a user may download an original file or only a preview of it.

Access LAGO DAM by using the LAGO API

Asset files and asset metadata being stored within LAGO DAM is accessible by using the LAGO API. Up- or downstream systems have access to same powerful search engine by using the LAGO API as well as being able to request asset metadata or the file itself.

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Features

- Fully integrated digital asset management
- Manage asset files and asset metadata
- Access to assets from every LAGO application including the LAGO InDesign plugin for easy access
- Creation of download carts for external access by using the LAGO web client
- Powerful search engine allowing the combination of asset and product metadata
- Full text search within metadata
- Access to LAGO DAM by using the LAGO API
- Assign assets to objects within the system such as articles or documents
- Manage assets in structured asset types
- Configure additional metadata attributes for each asset type
- Assignment of keywords to assets
- Restriction of the visibility and editability of assets on user and user group level
- Restriction of usability by validity dates
- Combine with LAGO Workflow for asset approval workflows
- Automatic quality check during asset import
- Bulk import by using hotfolders or XML tickets
- Direct check-out/check-in to Adobe Photoshop, Illustrator or other applications
- Automatic creation of derivatives upon export to downstream systems
- Automatic creation of low-resolution derivatives for internal usage such as layout images or preview files
- Support of XMP/EXIF metadata
- Support of all relevant image formats for media production
- Support of Office documents
- Support of audio and video files