

Top 10 Benefits of Arkki EVO

Digital Asset Management

(DAM) systems can provide many benefits—from versioning, to access control, to quick and convenient content searches. These benefits are primarily meant to handle a digital asset's lifecycle—from creation to management, distribution, retrieval, and archiving.



ARKKI EVO is an advanced digital asset management (DAM) platform that enables you to store, catalog, share, edit, retrieve, and distribute digital assets quickly and efficiently. It is built on a service-oriented architecture for scalability and flexibility. It leverages advanced technologies like graph NoSQL database and elastic graph engines to deliver speed and maximum flexibility, as well as content recognition and AI features. It also provides automation capabilities through both built-in functions and third-party integrations, making it essential to any digital transformation.

With Arkki EVO's unique data-centric implementation and robust feature set, Arkki EVO delivers much more than typical benefits from most Media Asset Management (MAM) or Digital Asset Management (DAM) systems. Below we list the top 10 benefits of Arkki EVO and how it delivers these benefits through unique and state-of-the-art features and technologies.

1 Centralized Content

By centralizing content and providing universal access, users no longer have to run around looking for specific files in individual users' laptops or maybe teams' shared portable drives. Globally distributed teams also benefit from the quick access to the content they need while on the go, while IT administrators can also implement a more effective backup strategy. Also, because Arkki EVO also performs versioning, users are always assured that they are using the latest updated versions of a file.

2 Asset tracking & Monitoring

Arkki EVO monitors an asset's lifecycle. It provisions versioning and reporting features that provide insights into the usage performance, edit history, and approval workflows of digital assets. Examples of practical benefits would be helping teams prioritize which content to produce based on asset usage performance,

and reverting to previous versions when mistakes are discovered through version history.

3 Secured & Protected Content

Arkki EVO ensures your files are protected with controlled access, versioning, and edit history. Beyond user administration and content access control, Arkki EVO also has a rights management plugin that ensures licensed content is protected and fully controlled even outside your organization.

4 Fast Efficient Search

Arkki EVO's extremely flexible search capability eliminates lengthy file searches, enabling your users to work intelligently. Its sophisticated data structures and semantic search engine let you search for assets easily, not only by file names or date or other basic information, but also by categories, sub-categories, keywords, and even custom metadata. And because Arkki EVO organizes your assets by correlating them through deep graph structures, you can also search based on context for related content just as quickly.

5 Easy Sharing & Distribution

Sharing to other users or 3rd parties is made easy with Arkki EVO. You can share content with internal users, team members, or even external

partners (like agencies or resellers), all while ensuring control over what users or teams can view, download, share, or edit. Beyond sharing to users, Arkki EVO also lets you deliver content directly to OTT. All these mean you reduce the cost and time to share files to internal and external team members, and even to OTT platforms.

6 Workflow Automation

With Arkki EVO, teams can streamline workflows through automated actions and triggers—from ingesting or converting content, to processing, to checking usage rights, to sharing and delivery. Arkki EVO also provides collaborative tools that allow teams (even globally distributed team members) to review, approve, or hand off work to production channels easily and providing a much-needed speed boost in bringing content to market.

7 Storage & Archive Management

With its Service Oriented Architecture, Arkki EVO can be deployed on-premises, in the cloud, or in a hybrid infrastructure. This SOA architecture allows Arkki EVO to store and manage digital assets in different storage and archive tiers for an optimal balance of usage and performance requirements. This not only provides usage balance but can improve collaboration across different groups and departments by reducing content duplication and fragmentation.

8 Unified Video Content

Video now goes beyond marketing or promotions for any organization (such as documentation, info dissemination, onboarding, training). Centrally managing video content becomes imperative. Arkki EVO is a fully-featured Media Asset Manager (MAM) with its support for video ingest, transcoding, proxy creation, tagging, editing, management, sharing, and distribution. You gain a unified approach to producing, managing, and sharing all your video communication.

9 Increased Productivity

Through time-saving, collaborative workflows and workflow automation features (content distribution, asset ingest, integrated OTT delivery, asset sharing, multi-tenancy, 3rd party integration, etc.), Arkki EVO can boost overall productivity and operational efficiency. Increased productivity could translate to lower costs and shorter time-to-market.

10 Cost Savings / Reduction

Arkki EVO translates its features into realizable benefits that reduce overall costs, time, and necessary resources—from centralizing content, universal access, streamlining workflows, better coordination, faster searches, and easy sharing methods. All these benefits translate to faster processes, error/repetition reduction, less unproductive time, and much higher efficiency.

These days, with content becoming primarily digital, these ten benefits are realizable in a wide range of industries. Be it Media & Entertainment, Healthcare, Education, or Heritage/Culture, implementing Arkki EVO DAM delivers unique features that make it easier to achieve these achieve DAM benefits. |



For more information on Arkki EVO features and technologies, visit www.media-power.it/arkki

About MediaPower

MediaPower enables media workflows through products and services that empower organizations to create, manage, deliver, and monetize digital content. Founded in 1993, MediaPower started as an integrator of networking and storage solutions for the broadcast industry, with products from top brands like SeaChange, DDN, NetApp, and Dalet. MediaPower has since developed multidisciplinary expertise in IT-based workflows, media management, content acquisition & distribution, and digital transformation.