SharePoint & Azure:
Digital Asset Management

Project Leadership • Microsoft Solutions Provider • Proven Results

www.attunix.com
Introduction

Attunix Corporation: A Bellevue, WA based business & technology service provider.

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# Azure Planning Services

<table>
<thead>
<tr>
<th>If you’re looking to...</th>
<th>Attunix Offerings</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Learn about Azure</td>
<td>Attunix 3 Day Engagement</td>
</tr>
<tr>
<td>• Receive training for your architects and developers</td>
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<tr>
<td>• Receive training, plus:</td>
<td>Attunix 5 Day Engagement</td>
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<tr>
<td>• Evaluate your <strong>web-oriented applications</strong> and develop an <strong>assessment plan</strong> for your next application to run on Windows Azure.</td>
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<tr>
<td>• Receive training, plus:</td>
<td>Attunix 10 Day Engagement</td>
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<tr>
<td>• Evaluate your <strong>Line of Business applications</strong> and develop and <strong>assessment plan</strong> for three applications to run on Windows Azure.</td>
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Session Objectives

1. Provide a brief overview of Digital Asset Management (business framework for discussion)
2. Working demonstration to showcase SharePoint & Azure features
3. Code example to demonstrate the ease of the Azure & SharePoint programming models
Agenda

- Digital Asset Management Overview
- Solution: Leveraging SharePoint & Azure
  - Platform Features
  - Demonstration & Code Examples
- Q & A (time-permitting)
What are Digital Assets?

“Any form of media that has been converted into an electronic (binary) format that has a ‘value’ to a company.”
## How are digital assets used?

<table>
<thead>
<tr>
<th>Internal Consumers</th>
<th>External Consumers</th>
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<tbody>
<tr>
<td><strong>Sales</strong></td>
<td></td>
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<tr>
<td>• Proposals</td>
<td>• Web Commerce Portals</td>
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<tr>
<td>• Presentations</td>
<td>• Gaming Devices</td>
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<tr>
<td>• Press Releases</td>
<td>• Mobile Devices / e-readers</td>
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<td><strong>Marketing</strong></td>
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<tr>
<td>• Product Display Development</td>
<td>• Video Sharing Sites</td>
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<tr>
<td>• Marketing Handouts</td>
<td>• Photo Sharing Sites</td>
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<tr>
<td>• Brand Management</td>
<td><strong>Media Sharing</strong></td>
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<tr>
<td><strong>Product</strong></td>
<td></td>
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<tr>
<td>• Video Games</td>
<td>• TV / CATV</td>
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<tr>
<td>• Films &amp; Graphics, Animations</td>
<td>• Radio</td>
</tr>
<tr>
<td>• Music Tracks</td>
<td>• Digital Set top Box</td>
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<tr>
<td><strong>IT</strong></td>
<td></td>
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<tr>
<td>• Public Website</td>
<td>• Outdoor Signage</td>
</tr>
<tr>
<td>• Mobile Applications</td>
<td>• Packaging</td>
</tr>
<tr>
<td>• Internal Applications</td>
<td></td>
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</table>
How are digital assets managed today?
What is Digital Asset Management?

Digital Asset Management consists of tasks and decisions surrounding the ingestion, management, and distribution of digital assets.
# Digital Asset Management System

<table>
<thead>
<tr>
<th>Workflow</th>
<th>Requirements</th>
<th>Platform Features</th>
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</thead>
<tbody>
<tr>
<td>Ingest</td>
<td>Content Upload</td>
<td>Rich Internet Application</td>
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<tr>
<td></td>
<td>Asset Annotation (Metadata)</td>
<td>Enterprise Metadata Management</td>
</tr>
<tr>
<td>Manage</td>
<td>Asset Organization</td>
<td>Sites, Libraries, Folders</td>
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<tr>
<td></td>
<td>Secure Storage &amp; Backup</td>
<td>Blob Storage, Table Storage</td>
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<tr>
<td>Distribute</td>
<td>Transformation</td>
<td>Compute Instance, Queues</td>
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<td></td>
<td>Asset Collaboration Workflow</td>
<td>SharePoint Workflow</td>
</tr>
<tr>
<td></td>
<td>Digital Rights Management</td>
<td>Information Rights Management (IRM)</td>
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<td></td>
<td>Search and Retrieval</td>
<td>Fast Search</td>
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<tr>
<td></td>
<td>Global High-Speed Distribution</td>
<td>Content Delivery Network, Service BUS</td>
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</tbody>
</table>
Windows Azure Media Services

Technical Preview Announced Recently:
Presentation Focus

Workflow

Ingest

Manage

Distribute

Requirements

- Content Upload
- Asset Annotation (Metadata)
- Asset Organization
- Secure Storage & Backup
- Transformation
- Asset Collaboration Workflow
- Digital Rights Management
- Search and Retrieval
- Global High-Speed Distribution

Platform Features

- Rich Internet Application
- Enterprise Metadata Management
- BLOB Storage
- Content Delivery Network
- Service BUS
Enterprise Metadata Management

Managed Metadata Service provides consistent metadata and shared taxonomies across multiple SharePoint Server sites in the enterprise.

- Consistent metadata enforced throughout the Enterprise
- Hierarchical grouping of metadata – term store, groups, term set and terms
- Single point for metadata management
Term Store Management Tool
Blob Storage

BLOB Storage is the simplest way to store large amounts of unstructured text or binary data such as video, audio and images.

- Fault Tolerant
- Geo Replication
- REST and managed API
- Integration with Azure CDN
Content Delivery Network (CDN)

- Ingest
- Manage
- Distribute

1) Caching of blob content into CDN node by geography
2) Client routing to closest available node for optimal speed
3) Result: faster access to frequently used content
Content Delivery Network Coverage

24 Global Nodes

Windows Azure
Content Delivery Network (CDN)
The Service Bus provides secure messaging and relay capabilities that enable building distributed and loosely-coupled applications in the cloud.
Agenda

1) Digital Asset Management Overview
2) Solution: Leveraging SharePoint & Azure
   - Platform Features
   - Demonstration & Code Examples
3) Q & A
Q & A

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Appendix
Who is Attunix?

- Bellevue, WA based business & technology service provider
- Blended services marrying the best in technology with proven project leadership
- Results oriented: Proven technical & delivery capabilities
Why Attunix

1. **Experience** – Attunix delivers solutions based on deep and broad experience in both the technologies that make up the solution and the business and problem domain that our clients work within.

2. **Delivery** – Attunix is focused on delivery, expertise and value, not simply resource placement. We are results oriented.

3. **Accountability** – Being accountable means taking responsibility for delivering what we said we would deliver. Attunix achieves this through clear, upfront definition of project scope, deliverables and schedule and by being adaptable to changing business needs.
The **Connected Customer** is Attunix strategic method to elevating business capabilities to meet the sophisticated demands of their customers.
Our Clients

Attunix is proud to serve some of the best clients in the world. Of specific value to our clients is our experience building technical solutions for large organizations and our success in delivering complex projects that are aligned with their core strategic objectives.