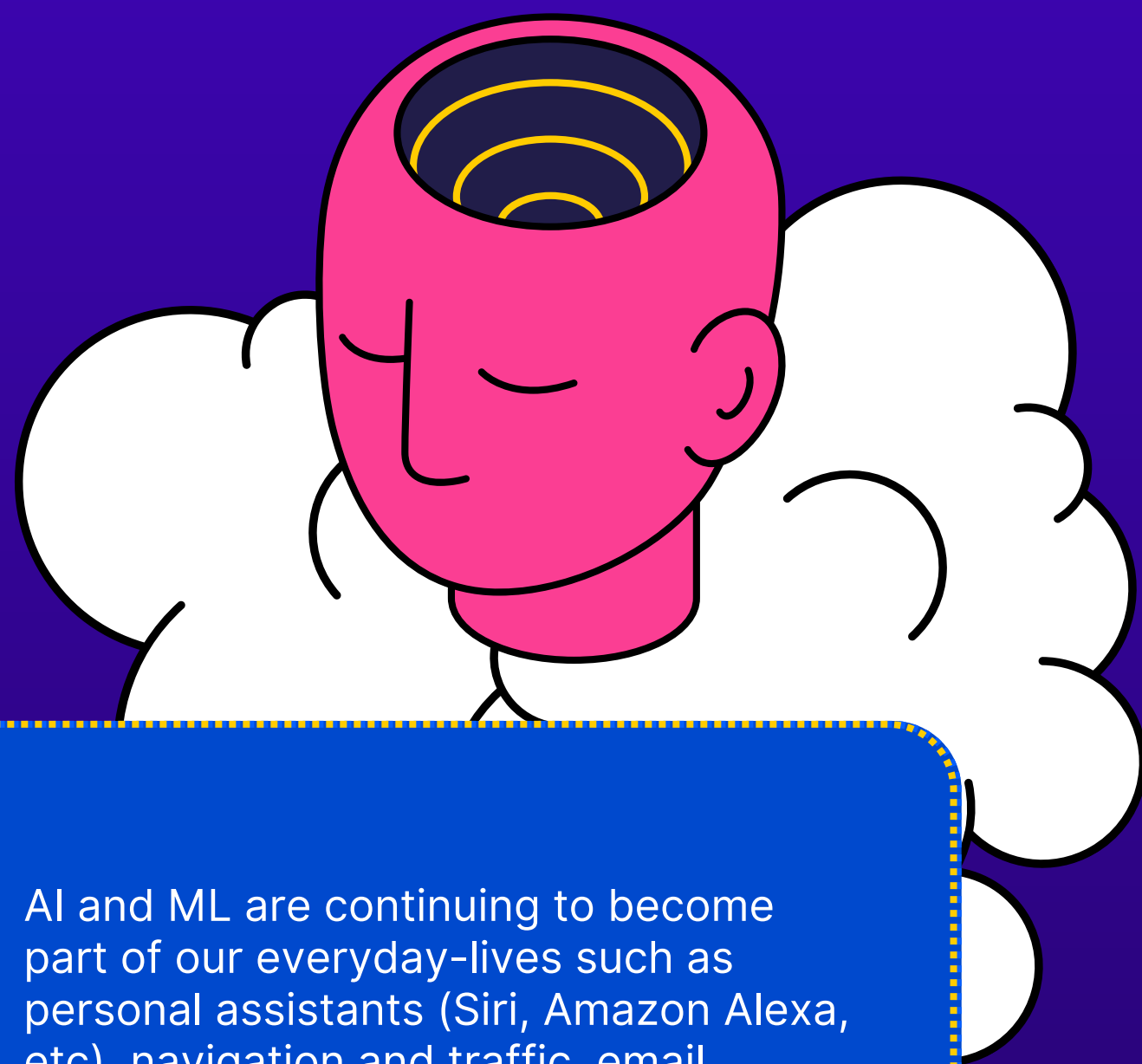


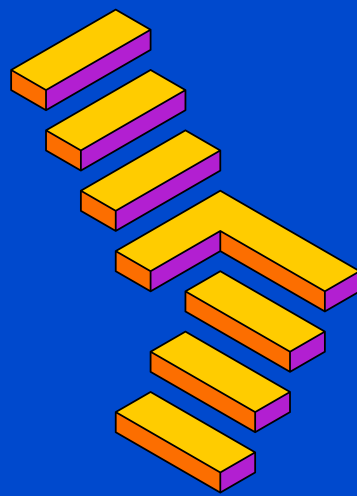
AI & Machine Learning

In Digital Asset Management



What is it?

Artificial Intelligence (AI) and Machine Learning (ML) is an ever-growing technological assistant that can greatly improve Digital Asset Management (DAM) solutions. See below for the top 6 ways Artificial Intelligence and Machine Learning can improve DAM solutions.



AI and ML are continuing to become part of our everyday-lives such as personal assistants (Siri, Amazon Alexa, etc), navigation and traffic, email filtering and more. It is important to consider how it can improve our DAM systems after knowing how it assists us in our everyday lives.

Tagging

AI has the ability to automate tagging and metadata creation. It can analyze images, videos, documents and other files and with this, it can generate automated descriptive data and tags for assets. This helps to enhance the SEO (Search Engine Optimization) capabilities and the taxonomy in DAM systems. This will enhance the capabilities for users to quickly find what they're looking for.



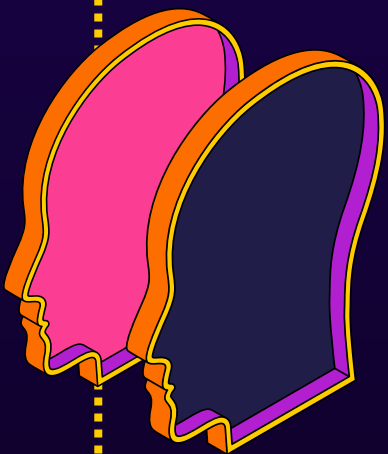
Content Recognition

Integrating AI into DAM solutions can automate data analysis and categorization of all assets. Its ability to recognize content and help identify specific items when searching within the DAM is a powerful tool. From recognizing specific objects within images or text in documents, AI can help manage the DAM easier and search for specific assets and content.



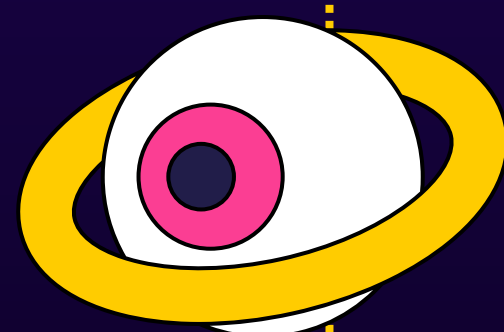
Search & Retrieval

AI is powerful when it comes to location and retrieval of assets. Through taxonomy, metadata and tagging, AI can recognize prompts, terms and specific language to search and retrieve the assets you are looking for.



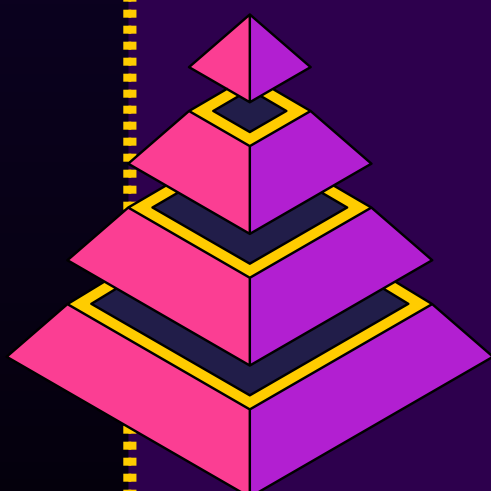
Predictive Analytics

With the use of ML and AI, its useful tool to analyze user behaviour and become familiar with recognizing patterns within the DAM. By recognizing trends and patterns that occur within the data and usage of the DAM system. Overall, this helps with proactively organizing and auto-recommending content, and improving user experience.



Automation

Content moderation and filtering of assets is important for the security of assets and content within the DAM. AI is capable of moderating and flagging any inappropriate, inaccurate, or offensive material. This ensures that all content within the DAM is up to standard and maintains high quality and compliance to guidelines.



Improve SEO

Search Engine Optimization is critical in DAM systems. AI and ML are tools that can improve and elevate the SEO by the tagging, keywords and metadata associated with assets. Your SEO will be improved if these elements are used because more information is available to locate assets.

