Streamlining a Complex Content Supply Chain

The beauty industry is moving toward the digital future at full speed. To make digital transformation a reality, the modern cosmetics enterprise needs a DAM capable of adaptively streamlining a complex content supply chain with many moving parts.

**Ecommerce Expansion**

To maintain a competitive edge, beauty and cosmetics brands today need video, image, 3D, product copy, and other information to flow from photo shoot or agency to creative team to ecommerce fast—without manual processes that waste the time of your hard-working team members.

**Manual handoffs are slow, expensive, and error-prone.** Many brands also choose to transfer less product information to their ecommerce channels than would otherwise be ideal, hurting revenue, just to save time on manual data entry and uploading tasks.

**Nuxeo lets DAM users see and search for products like never before.** Now, you can see product information, usage rights, associated copy blurbs, or any other linked information.

Is your DAM/PIM integration capable of modeling the complex relationships between the components of your assets? If a new “waterproof” tag is applied to several mascara products in your PIM, will every asset containing the product be automatically updated to reflect this in the DAM, so that your designer creating a brochure on waterproof products can search only for eligible product images? If a change is made to a standard disclaimer, will that change automatically be reflected in all assets using the disclaimer blurb?

Now, you can have **DAM that keeps information flowing across your complex organization**—so that your teams can do their jobs with more efficiency and less frustration.

**Global Talent Management**

In the world of beauty, models matter. But full information on usage rights for model images isn’t always easy to access, especially across global silos. **Model tagging and manual searches aren’t enough to reflect complicated global usage rights,** and can lead to problems with your content supply chain.

Let’s say you’ve been working with a model for several years… until she takes a disastrously offensive photo on Instagram and turns himself into a public relations nightmare. With traditional DAM, you’d have to search for all the photos of “Model Melissa,” then manually replace or archive the assets, one by one.

If “Model Melissa” is represented by a model (rather than asset) object in your DAM, linked from all assets where she appears, everything changes. Instead of searching assets tagged with Melissa’s name, the usage rights team simply sets her status to “Suspended.” Immediately, workflows you’ve created for this scenario take effect: assets containing Melissa are archived, alerts are sent to designers who are currently creating working with these assets, and managers are sent emails requesting replacement of impacted assets. The best part: **with a totally-configurable DAM, these workflows can be as unique as your business.**

Streamline your content supply chain and help your teams sleep easier at night. That’s true talent management integration—and it’s just one of the possibilities offered by modern DAM.
How does your DAM see an asset?

A picture can be worth a thousand fields of information. Modern DAM, by representing numerous interconnected relationships across many objects and object types, can model the level of complexity that your enterprise depends on.

Image Metadata
- Technical info: exposure, camera, location, time...
- AI tags: model, makeup, portrait, day time, Model Melissa
- Products: Natty™ Nail polish, HealthyGlow™ Blush, Melissa™ Lipstick, Facesmooth™ Foundation, EyeDefine™ Eyeliner

Natty™ Nail polish
- SKU: 52431
- Repairs and strengthens
- Radiant Ruby
- Campaign Management System
- Athleisure segment
- Rights Mgmt
- Licensed for 2019

Model Melissa
- Talent Management System
- Celebrity usage rights
- Talent Management System
- Contract

HealthyGlow™ Blush
- SKU: 12345
- Micronized Amazonian clay
- True-color mineral pigment
- Hyaluronic acid

Facesmooth™ Foundation
- SKU: 12345
- Oil-free
- Anti-aging
- Campaign Management System
- Only Spring

EyeDefine™ Eyeliner
- SKU: 12121
- The luxury of a gel, the ease of a pencil
- Waterproof
- Only available in the US

Melissa™ Lipstick
- SKU: 32325
- Sheer plush
- Plumps & moisturizing
- Rights Mgmt
- Licensed for 2019