



# assetSERV<sup>TM</sup> Digital Rights Management

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## Growing Complexity In Managing Digital IP

In today's world, there is an explosion of channels and devices with a demand to provide a consistent and high quality consumer experience. Organizations are constantly innovating and thinking out of the box to address the ever changing needs of the consumers, leading to creation of new content and digital IP.

Organizations thus face the issue of increased complexities surrounding digital IP rights definition, managing the distribution and tracking the usage of assets in compliance with its IP rights information. Consequently, organizations face probable lawsuits and lose potential revenue because of inappropriate use of an asset.

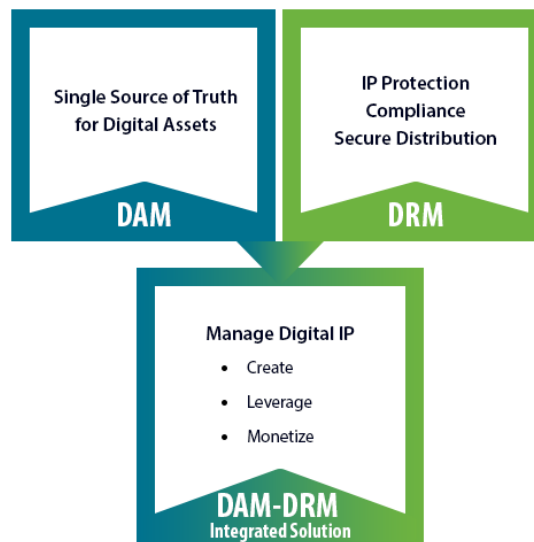
Most of these challenges stem from manually searching across multiple systems to track down the correct usage and the cycle times are long and inefficient. At times, the existing tools are not enterprise grade and retrieving information can consume too much time.

## Power of DRM

With real-time clearance, organizations can leverage IP better to drive monetization and improve go-to market times. Organizations also benefit from faster search and clearance and better asset reuse; thereby enabling them to create new digital IP. Additionally, organizations can track the usage of assets through the audit trail created as well as mitigate the risk of unauthorized asset usage.

## DAM-DRM Synergy

assetSERV leverages Best of Breed Solutions offering organizations a comprehensive solution to manage its digital assets, protect & administer user rights and provide access controls to collaborate. The solution automatically clears the usage of assets in real-time, in compliance with the digital IP terms.



## What can assetSERV do for you?

assetSERV's integrated Digital Rights Management solution centralizes the digital rights leading to

- Lower cost due to reduction in effort in determining asset rights
- Improved analytical capability as the platform also provides custom or canned reports allowing end users to determine where their assets are being used.
- Standardization of business processes which leads to organizations leveraging their intellectual property better to increase revenue.
- Improved revenue recognition due to real time availability of rights information

[Let's Talk](#)



# KEEP CHALLENGING™

## LET'S TALK

Are you ready to move beyond digital asset management and deliver more dynamic digital customer experiences? To learn more, contact the Cognizant assetSERV™ team today.  
<http://www.assetserv.com/lets-talk-1>



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## ABOUT COGNIZANT

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