

CONTENT PLATFORM



About vjoon

Established on the market since 1990, vjoon is one of the worldwide leading providers of standard software solutions for digital content management.

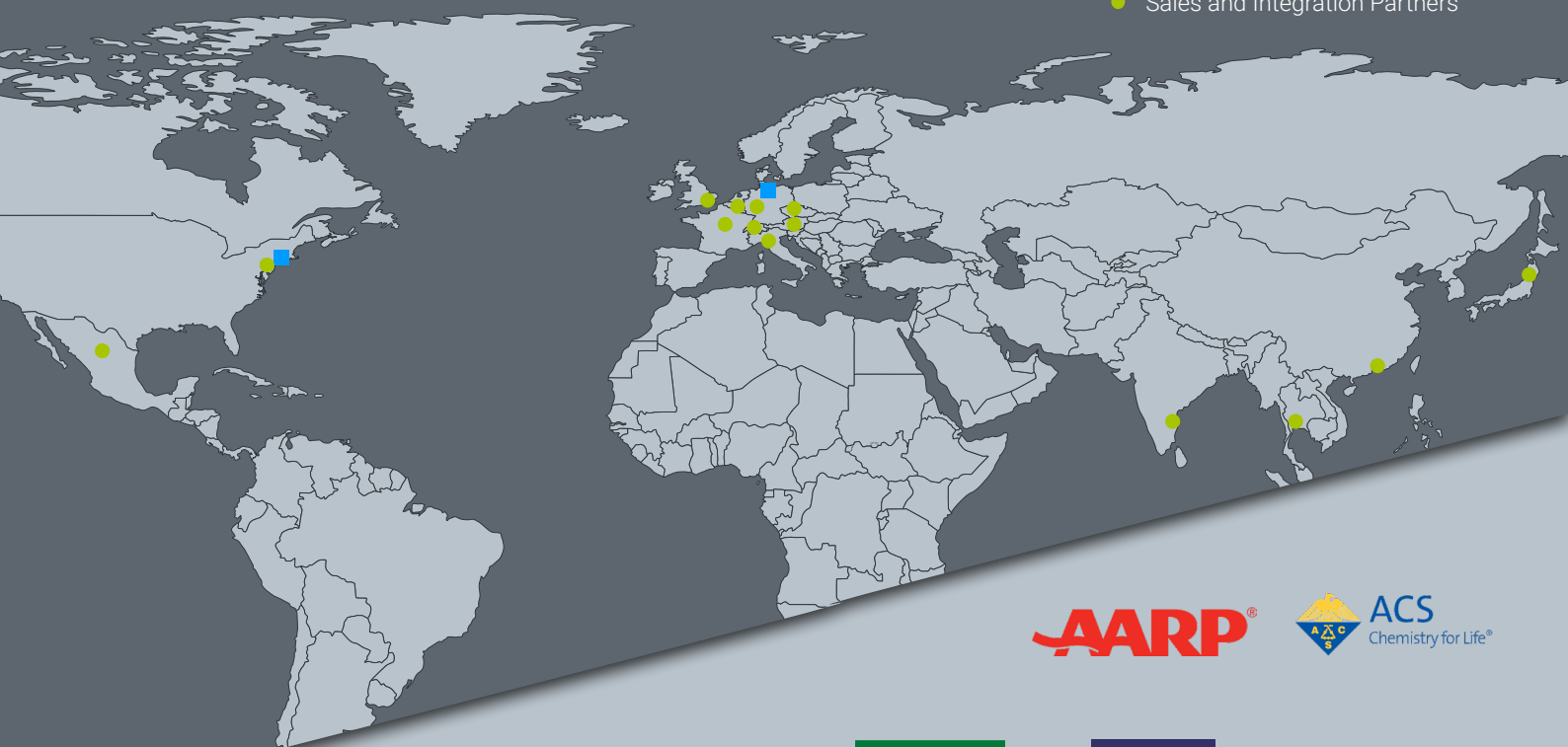
Based on state-of-the-art software architectures, vjoon develops innovatively and consistently for market needs. More than 200 renowned customers worldwide in environments from 3 to more than 1,500 users already benefit from our software and the services of our partners.

To ensure high-quality system integration, training and customer support, vjoon cooperates with a global network of more than 30 qualified partners. vjoon is headquartered in Germany, in the Hamburg metropolitan region.

vjoon worldwide:

vjoon offices

- Sales and Integration Partners



Your Central Content Hub

Whether it's hundreds of thousands of assets and requirements of a small publisher, a marketing department, a content marketing agency, or company-wide deployment in an international corporation with several hundred million assets, vjoon seven is your ideal content platform.



Digital Asset Management

vjoon seven is an asset management platform that can manage and store any type of content using sophisticated metadata management, taking all common standards into account. Content enriched in such a manner becomes invaluable knowledge and data within the enterprise and can be aggregated for any purpose.



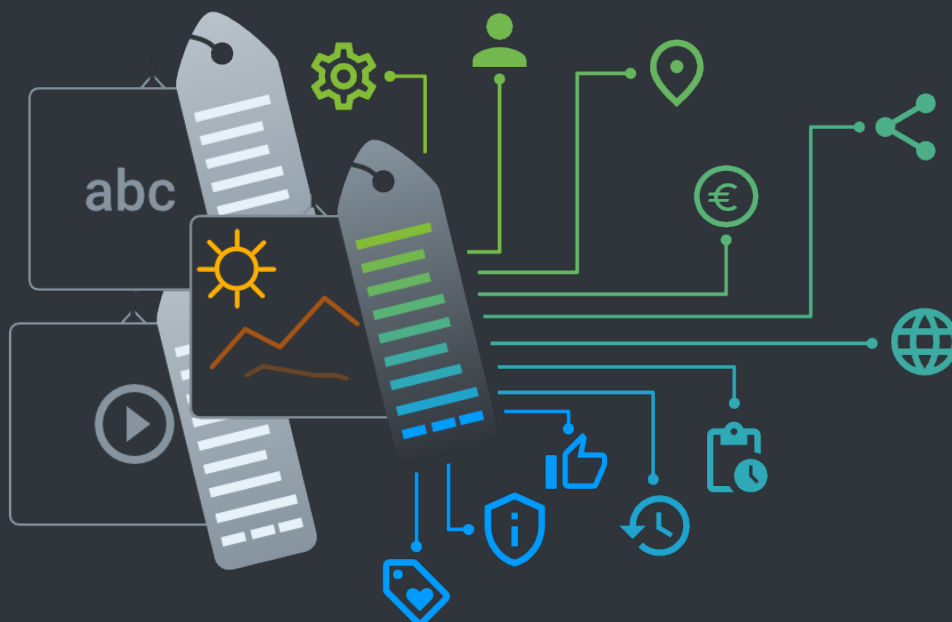
Industry-independent

The platform is built with an industry-independent approach and is suitable wherever a need for content management with versioning exists, along with the administration of large amounts of data.



Cutting Edge Technology

seven offers a modern user experience (UX) and has turnkey adapters to leading applications, for example within the design and office area. The platform uses the most advanced technologies and has been developed as an extensible platform based on the API First principle.



Organize Your Content

vjoon seven is your single source of truth for all your digital assets. Benefit from a modern UX and organize your files easily.

Metadata Adds Value to Your Content

Applying metadata is the first step in adding value to your content. The proper categorization is crucial if content is to be searched and analyzed. Whether it's a matter of finding the right image resolution or finding out where and when the content has already been used, the right metadata ensures that customers get the most out of their data so that content can be used efficiently both in its initial and subsequent use.

Metadata enable consistent structuring of content and businesses can manage vast amounts of content in an automated and more reliable way, all within design, policy, and processing guidelines.

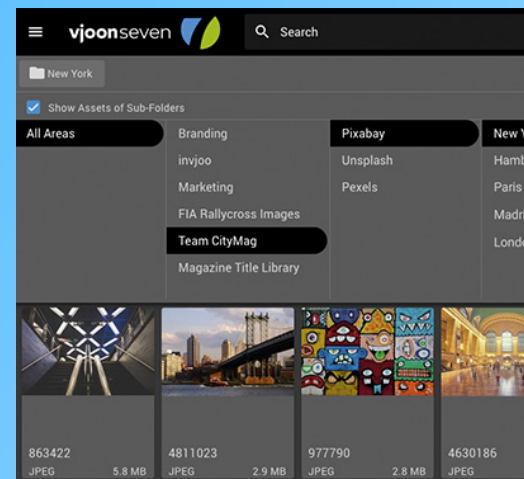
Always Find What You Need

Users have various search options at their disposal to find the desired content. In addition to a full-text search, users can also work with filters in the sense of "Faceted Search." In contrast to the hierarchical "drill down," properties are aggregated and offered here. While a drill-down requires the search result to be narrowed down step by step and brought to a new level of detail, with a faceted search you know which properties a possible search result can have. Both methods can be combined.

Other users may prefer to work with a classic folder hierarchy, as they are used to from conventional file servers. This type of organization in a hierarchical structure can also be mapped using vjoon seven.



vjoon seven takes into account all common metadata standards and understands 22,000+ metadata fields.





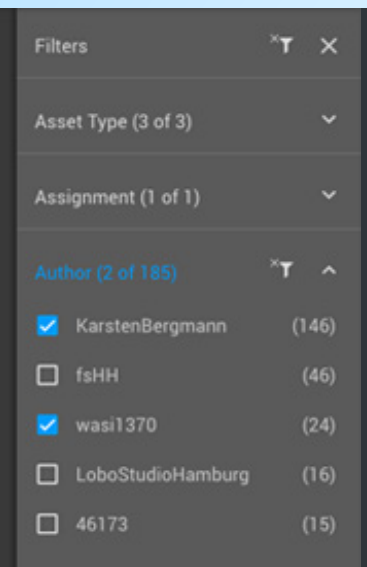
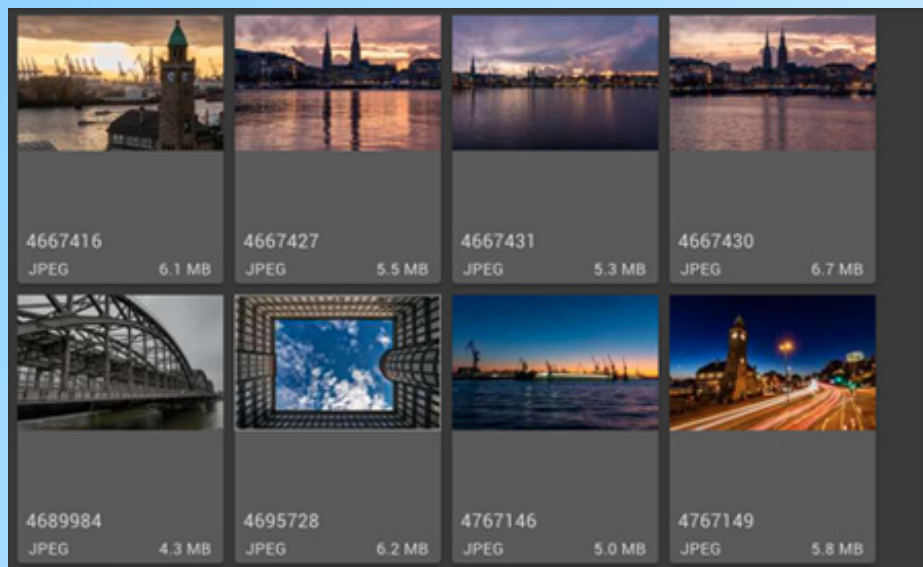
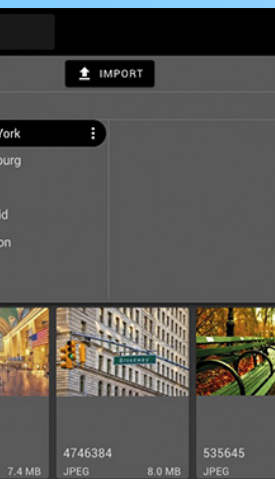
Customers can add an unlimited number of user-defined metadata fields.



Which fields are displayed and in what order can be configured.



Metadata profiles group different metadata fields and thus adapt to a file type, task, role, or other property or usage.

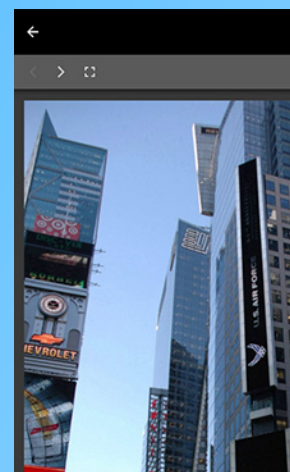
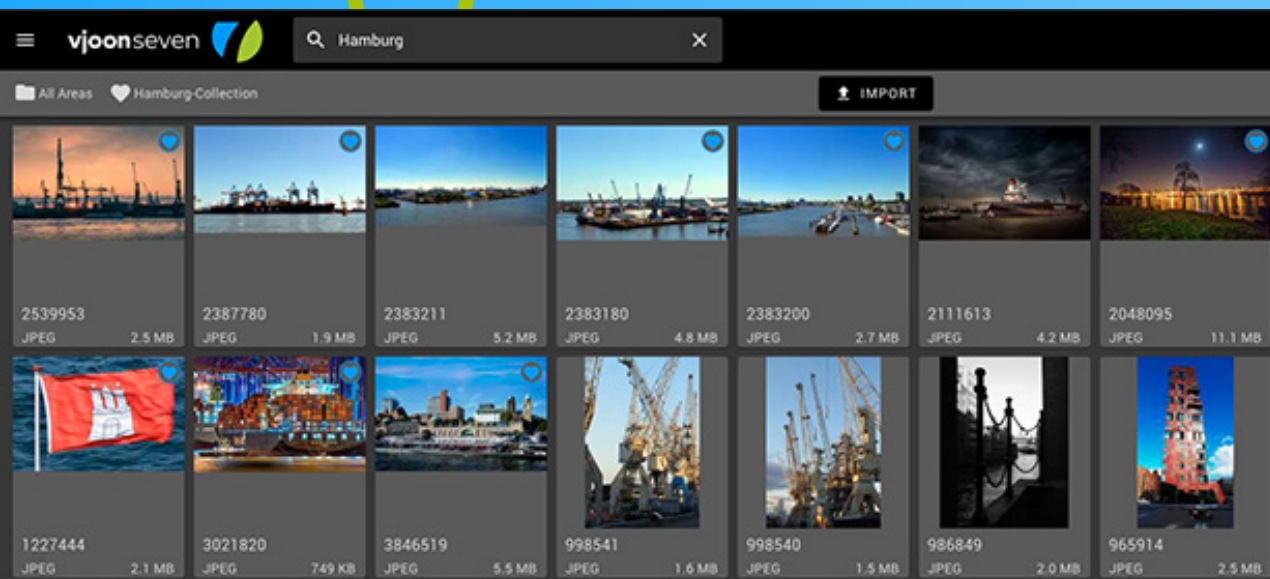


Top: Faceted search with filter
Left page: Organization by folder hierarchy



Lean UX & Theming

The modern user experience (UX) in vjoon seven uses Google Material Design, a widely adopted UX design standard. vjoon seven's UX supports "Theming" and allows customers to customize UX to individual branding needs.



Top: Collection
Right Page: Workflow Assignment



Personas

Particularly for routine tasks, a lean, purpose-oriented interface saves time. For this reason, vjoon seven uses “personas”, a concept that puts tools and tasks in context, while hiding those unnecessary.



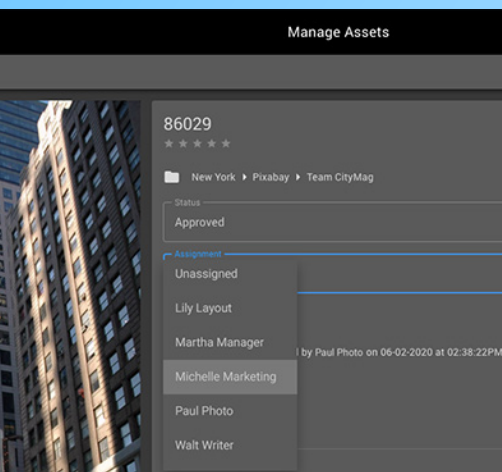
Versioning

After an asset is edited, for example in Adobe Photoshop or Microsoft Word, and the user closes the document, a new version is automatically created and saved. This allows users to keep track of the entire history of their assets.



Renditions

Different resolutions, sizes, or file formats are often required. For recurring renditions, such as those for the Web or for the print edition, the appropriate settings can be configured and renditions can be created automatically.



Workflows for Teams

Teams can use workflows in seven and work together on assets. Internal and external users can enter their comments, communicate with each other, and develop common ideas.

Tasks in this workflow can also be provided with deadlines and release steps. This gives the entire process a transparent, efficient structure, so all assets and the team are always up to date.

Share Content with Collections

Collections offer a different way of handling assets and sharing content with users who should have limited or temporary access rights. Collections can be used to make selected content available to the entire organization, external users, or third-party tools such as a Web CMS or marketing automation system. This can be content for specific publications, images from a photoshoot or branding elements.

Out-of-the-Box Adapters

More power with familiar tools. Benefit from turnkey adapters in vjoon seven and get started right away.

vjoon seven already has a number of adapters, for example for Microsoft Word, Excel, and PowerPoint, as well as Adobe InDesign, Illustrator, and Photoshop. The scope of integration depends on the specific requirements.

The central link for this collaboration is seven Dispatcher. It manages all communication between seven and the third-party applications and ensures that all processes are automated and files always find their way safely back into the system.

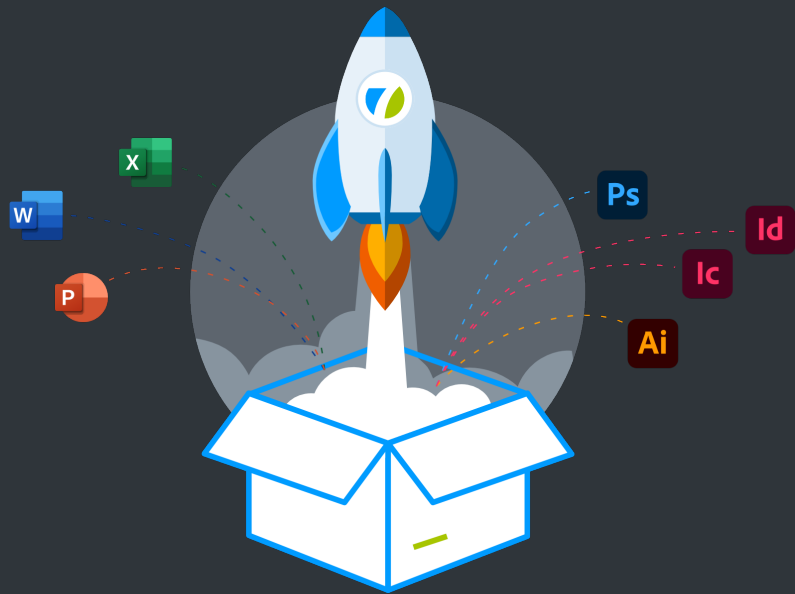


Adobe InDesign Family Plug-ins

Optimize your editorial workflows with plug-ins for InDesign family.

vjoon seven's plug-ins for InDesign family (InDesign, InCopy, InDesign Server) allow to drag and drop assets directly from seven's browser client to an InDesign document. Moreover they extend the links panel's functionality to support linked assets on InDesign pages using URLs. Other InDesign users who, for example, work on the layout at a later point in the workflow won't even need to be logged in to seven to view and update a placed asset in the layout.

In addition, vjoon seven provides the technical basis for managing usage rights with respect to content. As an example, when vjoon seven is aware that rights have expired or are not yet available, seven can withdraw such rights to use a particular asset from the InDesign user. In such a case, the asset availability will be clearly marked in the layout and signal to the user that he or she must replace it.



Adobe Creative Cloud Adapter

Change a color in Photoshop? Adjust figures for the annual report in Illustrator graphics? No problem with the adapter in seven.

Adobe Creative Cloud is a leading solution for creative projects. By using the Adobe Creative Cloud Adapter, Photoshop, Illustrator or InDesign files can be opened directly in vjoon seven and edited with the respective program. As soon as the user has finished editing and closes the file, a corresponding dialog appears, returning the document to vjoon seven.

The file will then find its way back into the system where it is available as a new version. Teams working with Adobe Creative Cloud will always work with the latest version of a file. This saves time and corrections can be tracked in older versions.



Microsoft Office Adapter

Teams can seamlessly integrate Microsoft Word, Excel or PowerPoint into their workflows and always work with the latest file version.

Microsoft Office/365 is the leading solution when it comes to professional word processing and document creation, spreadsheets, or presentations. Microsoft Word, Excel, or PowerPoint documents can be opened directly in vjoon seven and edited with the respective program. As soon as the user has finished editing and closes the file, a corresponding dialog appears, returning the document to vjoon seven.

The document will then find its way back into the system where it is available as a new version. Teams working with Microsoft Office will always work with the latest version of a file. This saves time and corrections can be tracked in older versions.

seven and K4

Probably the most intelligent connection between a DAM and a publishing system.

The deep integration between seven and K4 means that users immediately benefit from the typical features of a publishing system with the added advantage of a fully integrated digital asset management system.



Drag & Drop

Assets from seven can be placed directly from seven's browser client via drag & drop into Adobe InDesign and used in K4 for production.



Linked Assets

The link created is a URL that links the asset directly to seven. Other InDesign users, for example, who work on the layout at a later point in the workflow, do not even need to be logged in to seven to view and update a placed asset in the layout.



Use Assets and Metadata

All assets in seven can be used in production with K4 and a caption can be automatically taken from the metadata and placed in the layout.



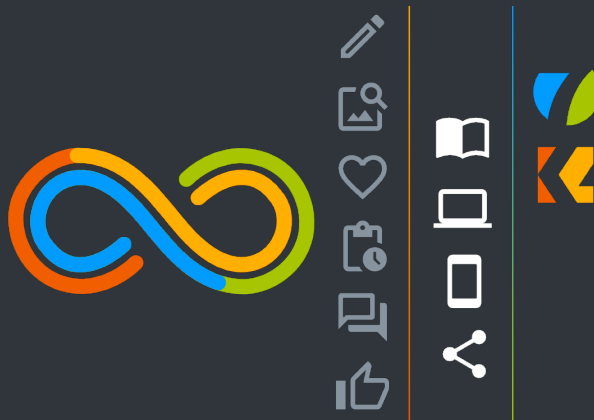
Where-Used List

If a vjoon seven asset is used in K4 production, seven users can immediately track it because a corresponding where-used list is automatically added and displayed. In this way, a decision on a secondary use, for example, can be made quickly.



Control Rights of Use

The rights of use are directly controlled by seven. For example, if a user decides that an asset is no longer usable in seven due to image rights or licenses, the user is informed of this in vjoon K4 by a clearly recognizable notice and can no longer use the image.



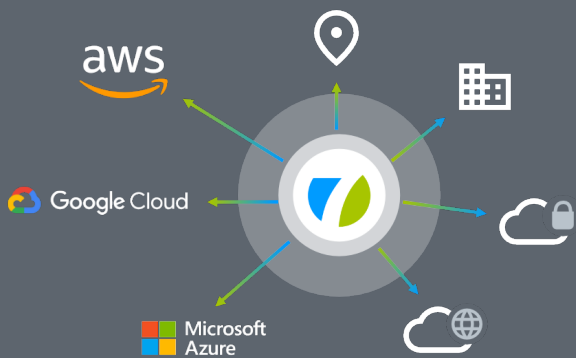
Cutting Edge Technologies

vjoon seven's technology stack is among the most advanced in its field and developed as an extensible platform based on the API-First principle.

Deployment as You Like

vjoon seven's technology stack is among the most advanced in its field and uses the latest open source components that are developed and driven in large projects. For example, Kubernetes, an open-source container orchestration system for automating application deployment, enables high scalability on a wide variety of platforms.

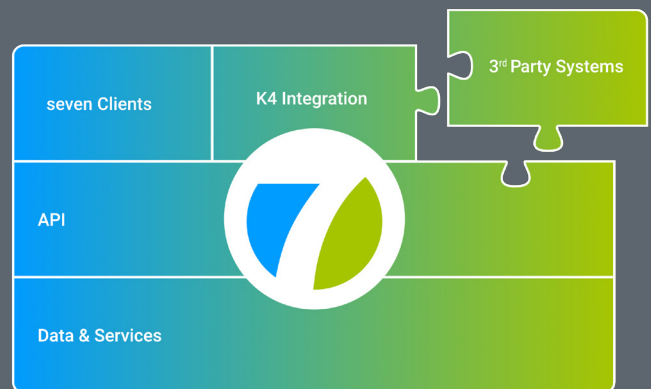
seven can be deployed on its own hardware (on-premises) or in the cloud, for example with Amazon Web Services (AWS), Microsoft Azure, or a colocation provider. Companies can choose from all variants of private and public clouds.



Extend Your Platform

vjoon seven is developed as a platform based on the API-First principle. An extensively documented REST API provides access to all of the platform's features, allowing its functionality to be greatly expanded and adapted to individual requirements.

The decisive advantage for both third-party systems, such as Web CMS, PIM, marketing automation, e-commerce, etc., as well as any in-house developed applications, can be quickly integrated, reducing effort and accelerating time to market.



Access Management

Platform access is based on OpenID, a decentralized authentication system for web-based services.

OpenID is modular and offers different methods of authentication, such as single sign-on or access via Facebook or Google accounts.

Both small to medium businesses, as well as industry giants, such as IBM, Microsoft, PayPal, and VeriSign have already implemented this standard. Thus they ensure security, acceptance, and worldwide distribution.



Rights Management

vjoon seven offers its users different levels of access. For example, the platform offers an organizational subdivision within a client according to areas and will be fully multi-tenant capable in an upcoming development cycle. Users can also access corresponding assets in different ways via different seat types, such as the "Consumer", "Contributor" and "Asset Manager" – for example, read-only or with all editing rights.



Powerful with Elasticsearch

Elasticsearch is a highly-scalable, multitenant-capable full-text search and analysis engine. It enables you to store, search and analyze large amounts of data quickly and in near real-time. According to the DB-Engines ranking, Elasticsearch is the most popular enterprise search engine and is used by organizations like Wikipedia, Netflix, and The New York Times.



vjoon

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