

DIGITAL ASSET MANAGEMENT PLATFORM

Create, manage and provide amazing content.

vjoon seven is a modern, scalable DAM with the freedom of choice between cloud and on-premise. Structured metadata organize assets efficiently and a powerful search let you find content faster. Smart features, rich integrations and optional AI take your content management on a new level.

Drive your content supply chain.



Drive your Content Supply Chain



Whether it's hundreds of thousands of assets and the 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 DAM is your ideal content hub and single-source-of-truth. And whether cloud or on-premises, depending on your IT strategy and the available resources, you are free to decide at any time.

Tame the increasing complexity in content management and experience how vjoon can help you stay in the driver's seat by following the path of content supply chain management. But what does that mean in real life, for your daily work, away from the glossy marketing presentations? Here are our answers on how to create, manage, and provide content for any channel and touchpoint with efficient content supply chain management.

Create any type of content

Whether you design stunning layouts or graphics, take breathtaking photos or videos, work with extensive spreadsheets, edit contract texts or a sales presentation – with seven you can store all your work securely and centrally. It ensures that your files find their way back into the system as a new version, no matter whether you are in the office, at home or on the road. All your team members, managers and of course freelancers will love seven just for that.

- Boost creative processes
- Streamline office tasks
- Create to publish for print and digital
- Share and collaborate
- Quickly upload your work

→ [Discover more details on page 3](#)

Manage assets centrally

Make all your content searchable, because with seven, the asset you're looking for is just a click away. In addition, all content is always available in the latest version, whether in different teams and organizations or even cities and regions. Access permissions can be set for areas, users and groups so that sensitive content can only be seen where it is relevant. What's more Collections allow you to collect and share content for specific purposes.

- Find content faster
- Turn metadata into value
- Organize permissions
- Control access, visibility and usage
- Enhance collaboration capabilities

→ [Discover more details on page 5](#)

Provide dynamic content

Provide content across all channels and touchpoints. Using renditions, your team always has the right size and resolution in the required file format at hand, quickly and automatically. Benefit from extensive integration options for a variety of systems, including Web CMS, Social Media, or marketing automation. Thanks to the deep integration with K4, you can build up an extensive digital archive in seven and repurpose your valuable content.

- Automate asset transformation
- Provide content to any touchpoint
- Build up your own digital archive
- Repurpose content
- Elevate publishing capabilities

→ [Discover more details on page 7](#)



Product features to create



Boost creative processes

Your creative teams will love the **integration with Adobe tools**. With Adobe Creative Cloud, Firefly AI and seven, they can bring fantastic ideas to life. Open Adobe Photoshop, Illustrator or InDesign files straight from seven. Place images with **drag-and-drop** on your InDesign layout. **Reference placed images in InDesign with a real URL**. Let all your edited images, layouts or graphics will find their way back into the system **securely and versioned**.



Streamline office tasks

Finance, legal, HR, sales and other business areas in your company will be delighted with how easy it is to **handle Microsoft Office documents in seven**. Open Microsoft Word, Excel or PowerPoint files straight from seven. Thanks to **versioning**, you can see who made changes to a document and when. When you're done, all your Office documents will **automatically find their way into the system** – secure and versioned. Benefit from a transparent and audit-proof version history.



Control versions and variants

seven keeps **track** of all the **changes** you make. It automatically manages all **versions** and guarantees tracking of all iterations of your files. This applies not only to all phases of design with Adobe Creative Cloud, but also to your business-critical information in Microsoft Office documents.

What's more, vjoon seven automatically recognizes when, for example, a PSD file is to be saved as a result of changing a JPG file in Photoshop, and includes it smoothly in the version history. This sophisticated **version control** not only allows you to **revert to an older version at any time**, but the entire history of changes remains **transparent** and **audit-proof**. This ensures quality and consistency across all your branded content, when it comes to an efficient content supply chain. In addition, **two or more** selected assets can be connected as **variants** at any time. The new asset can either be a copy of the entire asset including all its versions or a specific version of the asset file.



Quickly upload your work

You probably often receive files from external sources, such as photo agencies or external service providers, or you simply create a new file that is supposed to be managed in seven. You can **easily upload new files or folders** full of information to seven. Simply drag & drop them over to seven and it's done. And that's not all, seven has also prevented duplicates, extracted all metadata, created previews and even built entire folder structures if required – **automatically**.



Assign tasks to users and groups

Assets can be assigned to **individual or multiple users and even groups**, for example to manage tasks. In this way, typical **team workflows** can be handled with ease. For example, the workflow starts with the task to the graphic designer, who reworks the photo according to the current campaign style, continues to the art director or marketing manager, who gives their approval and assigns it to the external agency team for use. Assignments can be made not only for individual assets, but also when editing several assets at the same time (“**Batch Edit Metadata**”) and when importing assets, assignments can be made to users and groups.



Keep track of your tasks

With “My work”, **users can quickly see all the assets assigned to them** in one place – both all the assets they have already started working on and all the assets still assigned to them. Users resume working where they left off without having to search for long. What they started yesterday, they **quickly find again** today. Whether they want to edit metadata, an image in Adobe Photoshop or a spreadsheet in Microsoft Excel – with just one click, users are in the right place to **successfully finish their task**. The same applies to assigned assets. For example, when releasing a campaign design. The user immediately sees the motif pending approval in her or his list, reviews it, approves it and assigns it directly to the marketing team or external agency.



Create for multichannel publishing

It's not just the integrations with Adobe Creative Cloud and Microsoft Office that open up amazing ways for users to create and edit assets. The **deep integration with K4** opens up even **more opportunities** to create, edit and approve awesome content for print and digital.

The **browser-based K4 clients** are especially designed to create content for any channel. Optimized for **team collaboration**, with **lean workflows**, and **easy to use**. You can write copyfit within the layout, apply different fonts, styles and formats – all while the layout artist is still refining the design. Or you start online-first and then publish your story on your WordPress website with just one click.

But even if you don't yet know where the story should be published first – simply start **content-first** and decide on the channel later. Track changes, comment and approval options as well as automations **make collaboration easier** and lead to results that inspire your readers.



Product features to manage



Find content faster

In seven, the right asset is just a click away. **Search, browse and filter millions of assets** at high speed and **save time and effort** when looking for content. Benefit from the power of Elasticsearch, a highly scalable search and analysis engine. Wikipedia, Netflix and The New York Times also rely on it.

For an initial overview, users usually use the classic **full-text search**. Just like with a classic search engine, simply enter the search term and the matching results will appear. Users can also work with **filters**. Here, a search is performed using known properties. Classic search and filters can be **combined** to achieve even **better search results**. Another option is to work with a classic **folder hierarchy**, as users are used to from conventional file servers.



It's all about metadata

Metadata enables content to be **structured** in a standardized way, which then leads users to **better search results**. seven supports all **common international metadata standards** (e.g. IPTC, XMP, EXIF). In addition to more than 22,000 metadata fields, any additional number of **customized fields** can be added. Which fields are displayed and in which order can be configured. With "**batch edit metadata**", the metadata of large volumes of assets can be edited at any time – even directly during import, of course.



Relations are key

seven supports various **relations between assets**, such as Attached To, Placed In and Variant Of. You can use these relations to easily find assets that are related to other assets. This makes it easy to recognize, for example, which image has been placed in which layout or which variant still exists.

Variants are created either by simply connecting two assets to each other or from a copy of an asset – in the second case, users can choose whether the variant should contain all versions of the original asset or just a specific version.

Relations are also **clickable links** that make it very easy to navigate the relation structure. This not only makes the context visible when searching for previously used content, but also makes it easy to reuse.



Control access and user rights

As an organisation, you want to keep full control over your asset management. With seven, you can ensure that **only authorised people can access** and interact with your valuable assets. Licences, intellectual property, compliance guidelines or simply internal regulations and responsibilities must be reflected in a digital asset management system. vjoon seven therefore gives you **comprehensive control** over who can view, edit or use your digital assets.

It starts with the right licence. This first step determines who is authorised to view, download, edit or even manage your digital assets. And you can go even further. Configurable rights in seven extend the control over your assets.

Groups, for example, are an important element for organising users and access for certain areas or collections. They can represent **team members** of company divisions, ad agency units or a publisher's editorial staff and many more. By assigning groups to certain Areas, the **access of different groups/teams to specific content** can be managed. Any user can be a member of any number of groups and it is quick and easy to configure which user belongs to which group – even for a high amount of users. This ensures maximum flexibility at all times, for example in case of temporary access or changing team members.



Enhance your collaboration capabilities

To further expand the range of collaboration options, seven can be connected to third-party systems like **K4**. As this **integration is already included** as a standard feature it allows seven users to take advantage of the many additional features of a professional publishing system from day one.

For example, seven users can **control the right to use an image in the layout**. If a user decides that an asset is no longer usable in seven because of expired 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.

Images on a layout are linked as a real URL, which 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.



Product features to provide



Renditions that match

Teams from **marketing, communications** and **e-commerce**, as well as **editorial teams**, need precisely sized images and graphics for their projects. For websites, social media, webshops, and all sorts of other channels used, the countless specifications are constantly changing. Just creating and managing this huge number of different files generates enormous effort.

Say goodbye to wasting time manually resizing assets. With “**Renditions**”, seven has an efficient answer to this challenge. These are different representations, i.e. renditions of the same asset that have changed in size, resolution, file format or color space, just to name a few.

seven distinguishes between **automatically and “on-demand” generated renditions**. Examples of automatic renditions include thumbnails, preview images, or, instead of high-resolution originals, **QuickLoads** intended for **quick download into Adobe InDesign** layouts. On-demand renditions are created in seven only when needed, and correspond directly to the parameters required for such.

Renditions can also be used very **effectively with third-party systems** integrated with seven, such as publishing systems, Web CMS, marketing automation or social media management.



Deliver to any channel

Create a seamless digital **ecosystem of connected platforms** and **automate the distribution of content to any touchpoint and channel**. Create renditions in any resolution and format to provide every touchpoint perfectly. Benefit from **extensive integration options** for a variety of systems, including Web CMS, Social Media, marketing automation, or publishing systems.

When it comes to publishing printed or digital content, for example, integration with an editorial system is particularly ideal. seven offers **integration with K4**, a powerful and proven system, **out of the box**. This allows seven users to get started straight away and take advantage of the many additional features of a professional publishing system. In addition to the advantages of separate management of text and layout, efficient **workflow management** and **team collaboration**, to name but a few, a system like K4 of course also impresses with its ability to provide structured output of editorial content.

For example, users can **publish content directly via WordPress** using a maintained standard integration. In addition, content can be exported as **structured XML** data and made available to further Web CMS and other third-party systems. Integration with axaio's MadeToPrint also delivers **professional print PDFs** for printed publications.



Archive and repurpose published content

Why keeping your **published publications** with all their issues and associated images in the production system, eating up space? Or why simply store them as a random collection of files? Why not building a **digital archive** with **links between all assets** and the opportunity to repurpose and even **monetize this content again?**

seven will manage this for you. Automatically and silently in the background. You don't even have to do anything. Thanks to the **deep integration with K4**, the archiving process can be easily configured as an **automated task** at the end of every production cycle. The entire issue with all associated content is **imported** into seven, including all layouts, all assets, and **with all relations** to each other, keeping everything in a structured and **searchable** context. And even better, all **relations are clickable**, and you can quickly access the corresponding assets, variants or collections you need.

What's more, you can **repurpose stories** that have already been archived. Simply download and edit it to meet your needs. All these capabilities make the digital archive in seven so valuable for your business.

Integrate with others

For ongoing success, it is important to implement a highly connectable DAM platform, which incorporates the idea of a modern content supply chain. By creating lean processes you'll ensure that everything runs in sync. This reduces the likelihood of errors and gives you more time to focus on content and company growth.

From comprehensive core functionality, to pre-built add-on components, to integration via REST API, our extensible platform combines cutting-edge technology and creativity, streamlining workflows and enabling seamless content creation, management and delivery.

State-of-the-art concepts and technologies, as well as extensive experience gained from customer projects and our partner network, are incorporated into the further development of the platform. Maintained integrations with solutions from established vendors and proofs of concept for the integration of innovative tools complement comprehensive standard functionality, thereby expanding the range of possibilities for making your content supply chain more efficient.

Thanks to an extensively documented API, you can also enhance the functionality to go beyond the standard and meet individual requirements.

 vjoon K4 Multichannel publishing	 Adobe InDesign Layout design	 Adobe InCopy Text editor
 Adobe Photoshop Image editing/AI	 Adobe Illustrator Vector-based design/AI	 WordPress Web CMS
 Microsoft Excel Spreadsheets	 Microsoft Word Document editor	 Microsoft PowerPoint Presentations
 Clarifai AI tagging & visual search	 Amazon Rekognition AI tagging & visual search	

Who we are

Sophisticated software with high quality is our DNA. Since our founding in 1990, we have pursued the goal of providing our customers with solutions that noticeably improve their content management. We are privately owned and our hierarchies are flat. With our headquarters in Europe/Germany and our subsidiary in the USA, we are close to the pulse of our most important markets. All this enables us to be flexible, recognize market changes quickly, and act accordingly.

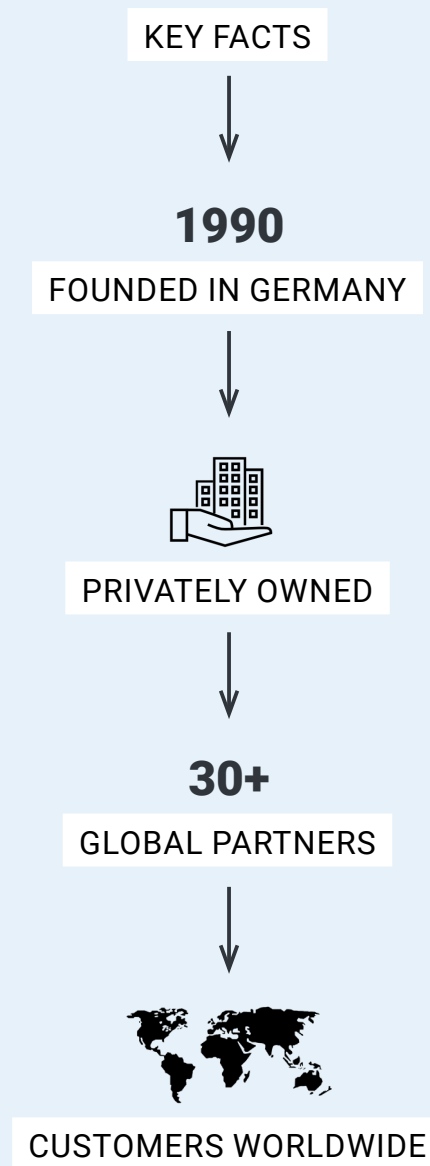
A steadily growing workforce of highly qualified employees develops our products K4 publishing system and seven DAM at our headquarters in the greater metropolitan region of Hamburg. This is the home base from which we also coordinate our global partner network. And together, we look back on 35 years of experience in content management solutions.

Strong history. Excellent references.

Originally founded as a start-up for software localization, plug-in development and integration of publishing software, we were the first provider to develop a professional workflow solution based on Adobe InDesign in 1999. In 2010, we were (again) one of the first in the field of magazine apps, integrating K4 with Adobe DPS. And the pioneering concept of vjoon's Unified Publishing Process from 2012 formed the basis for today's Content Supply Chain Management.

vjoon has grown in recent years to become one of the largest providers of software solutions for smart content management. Customers of all sizes around the globe are already leveraging the power of vjoon solutions to drive their Content Supply Chain and achieving incredible results.

Let's do the same.



Selected customers

Allianz 

AVD
GOLDACH

C3 CREATIVE
CODE AND
CONTENT


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CONDÉ NAST

DB

 | DOW JONES

 **fressnapf**

**Harvard
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Review**

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 **infopro**digital

 **KLAMBT**

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PUBLISHING

Le Point

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Hill**

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of Management
and Budget

PLAYBOY 

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MEDIAGROUP

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