Extensis Unveils Portfolio Workflow Automation for Digital Asset Management

Powerful new workflow engine turns time-consuming digital asset management tasks into automated workflows

Portland, Ore. (PRWEB) January 30, 2018 -- Extensis® today announced Portfolio Workflow Automation, a new solution for Extensis Portfolio™ that turns time-consuming digital asset management (DAM) tasks into automated workflows.

“As DAM has matured as a system for storage and retrieval of digital media, the number of manual, tedious, and repetitive tasks have increased,” said Toby Martin, Vice President of Development and Strategy at Extensis. “With the introduction of Portfolio Workflow Automation, organizations can easily automate these tasks, saving countless hours of manual labor and ensuring consistency and accuracy in business processes.”

At the heart of Portfolio Workflow Automation is Corbit, a powerful and flexible automation engine. Developed and recently launched by Extensis’ partner Laidback Solutions AB, Corbit can automate nearly any type of workflow in DAM or with adjacent systems. Users can easily set up triggers to activate tasks, such as retrieving assets from an FTP server, converting them to another format, saving them in a folder structure, emailing notifications, facilitating approvals, updating assets with metadata, or combining them all into a single process.

Whether working in Portfolio, Extensis’ core digital asset management solution, or using it with other business systems such as Universal Type Server, DAM system administrators can automate a series of tasks with a simple action, or have them triggered by a monitored system change.

Among the unlimited ways organizations can automate workflows include the following examples:

• Clean Bulk Asset Ingestion - Asset ingestion workflows can automatically check assets against a list of pre-defined requirements and once cleared, loaded directly into Portfolio as renamed files with additional metadata. Users can then be notified by email which assets have or have not met the requirements, facilitating further action as needed.

• Creative Project Approval Processes - Many creative departments are still using email to manually share assets, gather feedback and obtain approval for use. By building automated creative project approval workflows, work-in-progress assets can be put into a systematic review process. This leaves an audit trail, moves projects along, and ensures that creative teams have an organized way to receive and act upon feedback.

• File Conversion and Asset Distribution - Social media teams often require assets in specific sizes and formats, as do web publishing groups, email marketing teams, or distributors and resellers. Instead of taking days to handle this process manually, a sharing and distribution workflow can automatically resize and format assets to meet each channel’s specific requirements, then deliver them to each channel for their specified uses.

• Managed Asset Lifecycle - Archiving assets is an important but often overlooked aspect of managing the usefulness and performance of a DAM system. Creating an automated asset management and archival workflow can automatically query a system for assets that are soon to expire and move them to an archival...
catalog. It can also notify stakeholders when assets are about to expire or have been archived, which ensures the DAM system is only allowing relevant assets to be made available to end users.

To learn more about Portfolio Workflow Automation, click here.

About Extensis
For more than 20 years, Extensis® has helped individuals and organizations of every size drive down operational costs and accelerate profitability with font and digital asset management solutions that maximize the value of digital content, streamline workflows, ensure compliance, and accelerate collaboration. Extensis’ top-rated server and desktop products include: Portfolio® for digital asset management, Universal Type Server® for organizations that require font access, synchronization and compliance, Suitcase TeamSync™ for small workgroups to share fonts, and Suitcase Fusion® for individuals to manage font collections. Founded in 1993, Extensis is headquartered in Portland, Oregon, and Northampton, England. For additional information, visit www.extensis.com.

About Laidback Solutions
Laidback Solutions was founded in 2002 with a focus on software development for the publishing industry. Working in this environment has made our technology very flexible since news changes all the time, and speed and efficiency are a top priority. Today Laidback Solutions is represented in twenty different countries via partners and resellers, and has customers running our software in a total of thirty countries.

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