



<b>Client</b>	Telco Sector
<b>Project</b>	Brand Bank WDME
<b>Cybercom Role</b>	Solution Design, Delivery & Support
<b>Duration</b>	Continuing Roll-Out (12+months)

## Digital Media Model within WebSphere Commerce

### The Solution

Platform for distribution and storage of media files

brand guidelines, product images, master files for DTP, etc

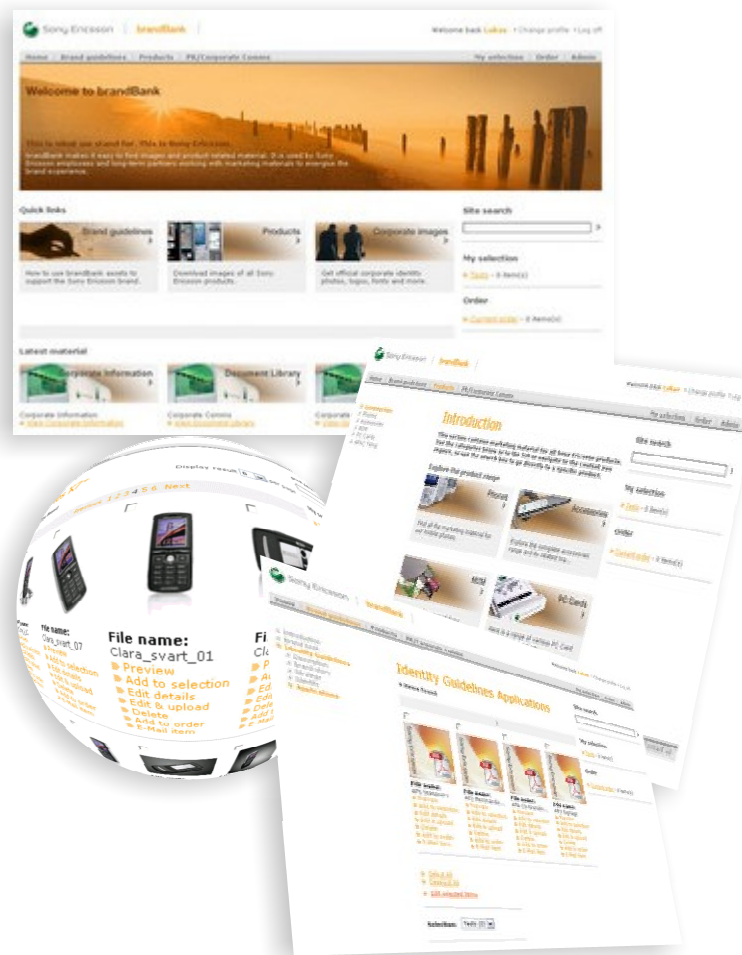
Access model which allows sharing content with different groups of people that are registered in the system

possible to share on global, regional and country based regions as well as on company belongings all the way down to an individual level which makes the model very flexible.

System used throughout the world by both internal Sony Ericsson employees and their local & global partners

GUI tailored to be aligned with Sony Ericsson's design guidelines for extranet applications

High level of usability and ease of use throughout the system



### Key Components

Based on WebSphere Digital Media Enabler which provides :

- high capacity storage of large files in the WebSphere content manager
- advanced content search
- administration and approval of users
- possibility to charge for digital assets where needed
- enhanced DRM system to handle copyrights for images
- baseline for portal pages and front-end
- stable framework with all relevant security policies embedded