

# Nuxeo DAM for apparel



Propel business growth in an evolving retail landscape with digital asset management

The apparel industry has faced significant disruption in recent years. The tension between personalized digital storefronts and shifting brick-and-mortar strategies has created go-to-market challenges for brands globally. Trends like fast fashion are indicative of how faster time to market is increasingly key to product success. As concluded by a [classic McKinsey study](#), companies lose 33% of their after-tax profit on average from shipping products six months late, as compared to losses of only 3.5% when they overspend by 50% on product development.

Challenges in apparel don't end there. Consumer demand for sustainability is compelling designers to explore new materials and production methods, disrupting existing supply chains. While cost savings are always a priority, ethical considerations are forcing companies to re-evaluate their production processes to ensure socially responsible labor practices that customers will support.

To effectively address such complex and dynamic challenges, companies must improve operational visibility through robust data and analytics that can help them stay agile and respond to market shifts in near-real time.

## A DAM system built with marketing and product development in mind

Hyland's Nuxeo Platform has long been evolving the traditional digital asset management (DAM) approach, turning what was originally a marketing repository into a full product asset management (PAM) suite. Built on open source foundations, Nuxeo DAM can accommodate billions of documents and is flexible enough to support almost any use case, integration or customization — in product development, marketing or other digital initiatives.

We believe DAM starts with product design, which is how we add value over traditional DAM to accelerate product development.

Leveraging modern cloud-based architecture and next-generation AI, Nuxeo DAM can automate manual tasks like adding metadata to images or assigning tasks for human review. This simplifies the process of managing portfolio dimensions such as talent, materials, collections and more, providing insight into what works and what needs your attention.

With platform integrations like Vntana providing additional capabilities for managing 3D models and video content, Nuxeo DAM becomes a true single source of truth for every type of asset used in your digital storefronts. Product teams get a clear view into how their organization goes to market, and marketers have access to design documents that help them accelerate time to profit.

## Features

- **Born-in-cloud scaling:** Built in the cloud from the ground up, Nuxeo Platform takes full advantage of dynamic scaling and modern cloud features, allowing the platform to handle billions of assets while retaining high performance with minimal footprint.
- **Rich-media asset support:** The platform can support almost any asset type, from graphic to video to 3D, VR experiences and more — all with versioning and publishing controls — enabling one source of truth across your organization.
- **Open source customization:** Nuxeo Platform is built on open source standards. This means the UI, integrations and data models are infinitely flexible, giving you the tools to meet current and future organizational needs while delivering a frictionless user experience.
- **AI-enhanced modeling:** Using next-generation AI, Nuxeo Platform can analyze media to automatically add tagging, context, relationships and metadata, enabling teams to bring products to market faster and better understand the content they have. You can also train your own models for even more accuracy and automation.
- **Low-code freedom:** Nuxeo Platform delivers an out-of-the-box DAM experience, but it is built to be extensible where you need it. You can design a complete custom solution without any scripting or extend the platform through third-party packages or your own code. No matter how your technology stack evolves, Nuxeo Platform can meet your needs.

Learn more at [Hyland.com/DAM](https://hyland.com/DAM)