

Product Spotlight: Accordent AMMS 3.0

Go-To-Market Proposition: Accordent overhauls its content management platform from the ground-up, raising the bar for enterprise-grade solutions that administrators use to catalog rich media archives and package presentations in targeted, tailored content portals. Dynamic tracking and reporting filters integrated into the new solution allow Accordent to cast its platform as a tool organizations can better use to substantiate the impact that rich media has on day-to-day communications.

Re-Design Highlights : The Accordent Media Management System (AMMS) 3.0 is much more than an incremental product upgrade with a handful of new features. Rather, Accordent with its AMMS 3.0 takes a clean-sheet approach, building an entirely new content management platform on the foundation of Microsoft's .Net framework. The start-from-scratch approach opens the door for a range of product advances likely to appeal to sophisticated enterprise users looking for more flexibility in managing and tracking the implementation of rich media capabilities within their organization. Key features defining the value of the AMMS 3.0 platform include:

- **Advanced Administrative Rights Management:** Increased flexibility in the implementation of corporate directories and LDAP information enable administrators to support multiple tenants (such as divisions or departments) on the same AMMS server. Also, “lock down” sub-administrator permissions help ensure that organizational communications policies are upheld. Leveraging corporate directory information, AMMS 3.0 also enables administrators to automatically create tailored “productivity environments” that give users “role-based” access only to the portals, content and tests that are relevant to their functional groups.

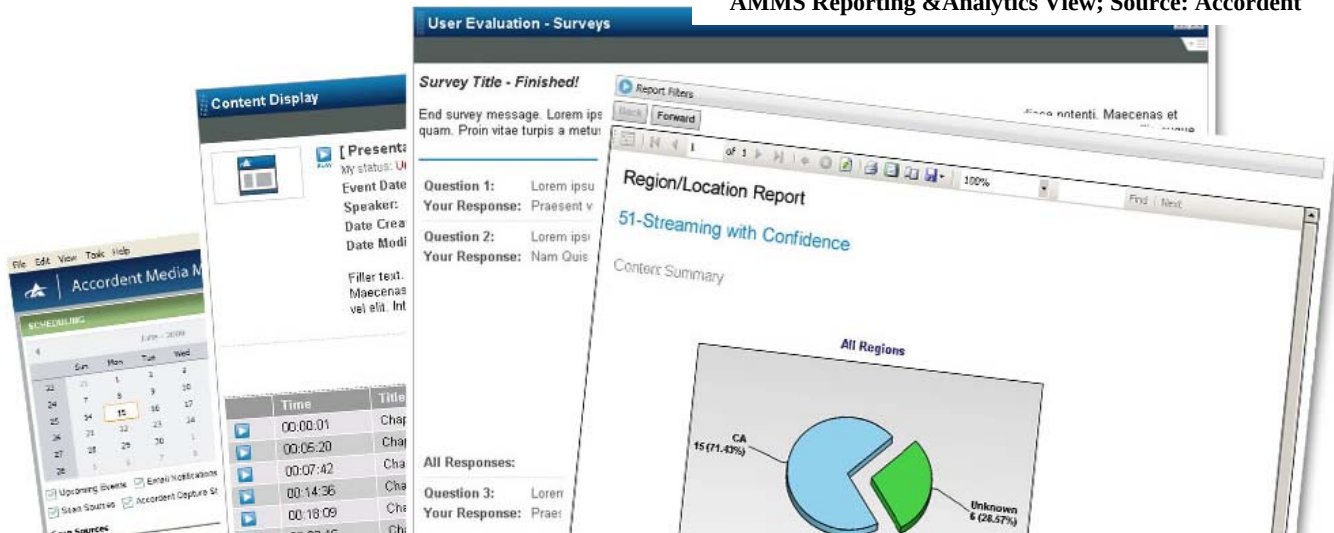
- **Access to Customized Workflow Capabilities:** Based on permission levels pre-assigned to a user based on their corporate directory profile, custom tasks also can be assigned to an identifiable work environment. As



AMMS Portal View; Source: Accordent

a result, every administrator has access to a tailored “pending task area” in which they can be asked to approve rich media content prior to its publication in the portal areas they supervise or grade tests taken by end-users in their content area.

AMMS Reporting & Analytics View; Source: Accordent



-Enhanced Tracking & Reporting Filters: The same integration of corporate directory information that spawns the custom work environments also can be used to generate detailed, specific information on the viewership reach of rich media content to selected groups within an organization. Essentially, viewership totals can be segmented by any meaningful metric logged within the corporate directory, allowing for the amalgamation of usage data in a way that better quantifies the impact of rich media on day-to-day business communications. While most content management systems can provide server-side statistics on content viewing, AMMS 3.0 tracks viewer activity down to the desktop media player through intelligent content wrappers. This allows organizations to analyze usage metrics in greater detail, helping them segment and compare results by department, IP address and other factors to better understand how and why a given presentation did – or did not – achieve its desired results.

Implications of the AMMS 3.0 Introduction: Accordent’s new content management platform addresses issues of significant concern to advanced users of rich media communications in the business sector. Tighter integration with corporate directory data serves to provide greater levels of security. And, when combined with AMMS’ enhanced approach to collecting robust viewer usage information, improvements in directory-driven segmentation can produce more relevant measures of rich media’s impact than had been possible previously.

IMS First Look Bottom Line: In an online video market offering a broader array of content management solutions than ever before, many platforms on the surface will appear to offer comparable content management capabilities. Accordent’s challenge will be in identifying prospective customers who recognize and value the detailed, tailored administrative and tracking capabilities enabled by its platform.