BRAND VISION BY FADEL

DIGITAL RIGHTS MANAGEMENT FOR AEM ASSETS

FADEL

Adobe Experience Manager

Brand Vision by FADEL seamlessly integrates with Adobe Experience Manager (AEM) Assets, offering a robust brand compliance solution that safeguards brand assets, including images, videos, logos, product packaging, marketing content, and ads.

It establishes a unified "rights" source, covering agreements, talent, and assets, empowering marketers with enhanced content velocity and compliance. The integration efficiently identifies and manages content expirations and violations.

Comprehensive Digital Rights Management

Ensure Brand Integrity with Real-Time Rights Visibility and Compliance Management Without Leaving Your Digital Asset Management Systerm

The Brand Vision integration enables marketers and agencies to capture and manage agreements and rights for models, photographers and other rights holders – eliminating the dependency on business affairs and ensuring rights are no longer subject to interpretation. By associating agreement rights with content, users can check digital asset rights in real-time to ensure permissions are cleared for use against contract terms and still in compliance once live.



Capture and Manage Contracts with the Talent Directory

Easily capture and manage agreements and contract terms for models, photographers, and other rights holders – eliminating the dependency on business affairs and ensuring rights are no longer subject to interpretation.



Validate Asset Availability Real Time

Speed up production and protect your brand by searching and clearing available assets based on usage rights around start dates, end dates, territories, and channels.



Easily Maintain Asset Rights

Once contract terms are defined, rights are automatically inherited across all related assets. Contract changes are only made once and immediately recognized across all assets. No more updating of asset metadata!



Track Assets Post-Distribution

Find which of your assets are live across the Internet and social media, and monitor their expirations, brand compliance & usage compliance in order to manage renewals and takedowns.

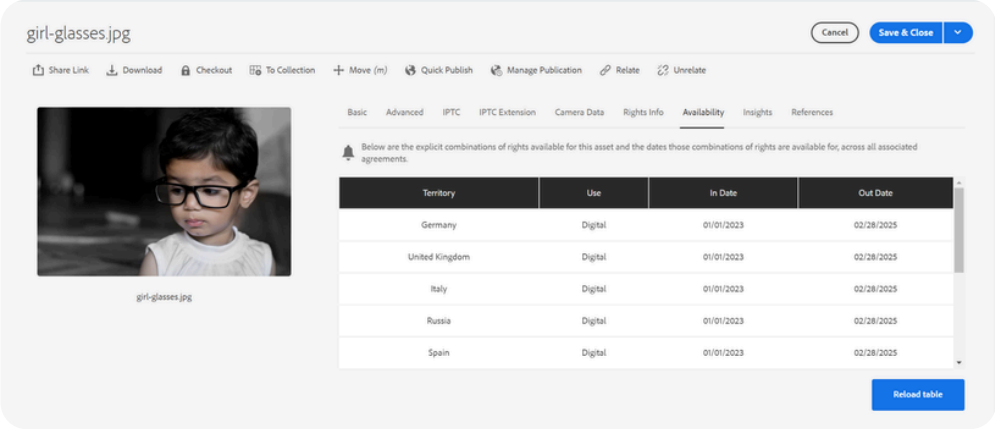


Reporting & Analytics

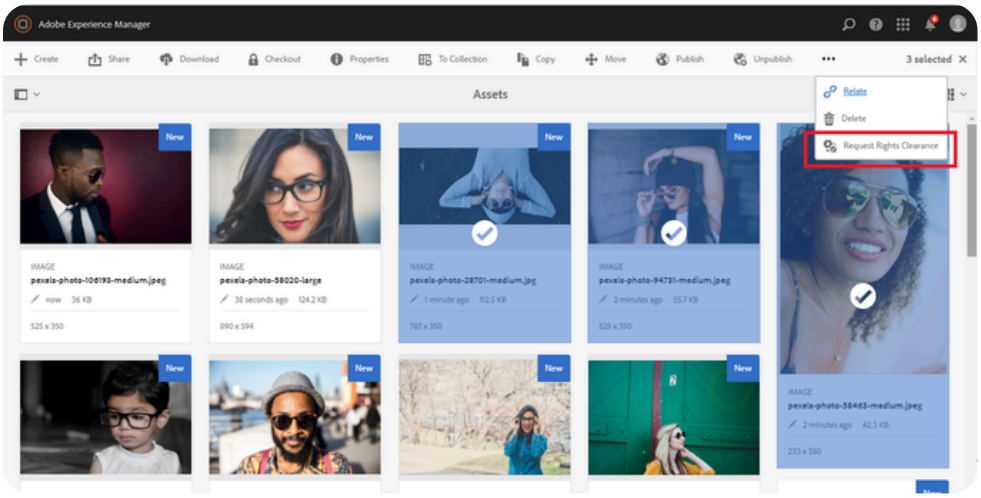
Get smarter use from your assets with analytics and reports, such as Asset Clearance History, Asset Expiration and Usage Violation reports.

BRAND VISION AND ADOBE EXPERIENCE MANAGER

Manage rights directly in the DAM and deliver visibility into asset rights to all DAM users and search for specific territory, channel, and date ranges.



Clear assets for campaign use based on usage terms & restrictions



> *Since implementing Brand Vision, we've significantly streamlined our processes, saving valuable time each month and allowing us to focus on more strategic tasks. The addition of automated expiration reporting has been a game-changer, enhancing efficiency year over year. We're seeing a major improvement in compliance, with fewer legal issues and increased efficiency in asset reuse across global teams. The workflow is smoother, and we anticipate even more gains in time to market as we continue to enhance our rights management and clearance processes.*

About Us

FADEL delivers AI-enabled software to manage brand compliance and IP licensing with precision and confidence. Its cloud-based platforms enable organizations to govern content compliance at scale, streamline complex licensing and royalty processes, and reduce risk across global operations. Trusted by many of the world's most recognized brands in media, publishing, consumer goods, high-tech, and advertising, FADEL empowers teams to protect their brand, accelerate licensing workflows, and operate with clarity in an increasingly complex digital ecosystem. For more information, visit fadel.com.