



CyanGate

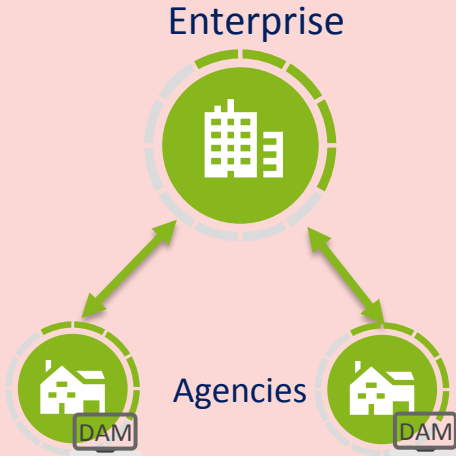
DIGITAL RIGHTS MANAGEMENT WITH APTTUS

Ready for a New Market Opportunity?



The Evolution of Managing Content Contracts

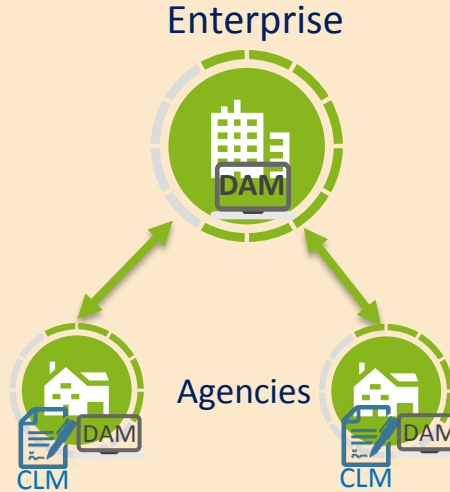
EARLY STATE



Digital assets managed by Agencies

No concept of Contract Lifecycle Management (CLM) with third parties

CURRENT STATE



Digital assets created by Agencies being sent to Enterprise DAM

Some level of Contract Lifecycle Management (CLM) but kept at Agency level

DESIRED STATE

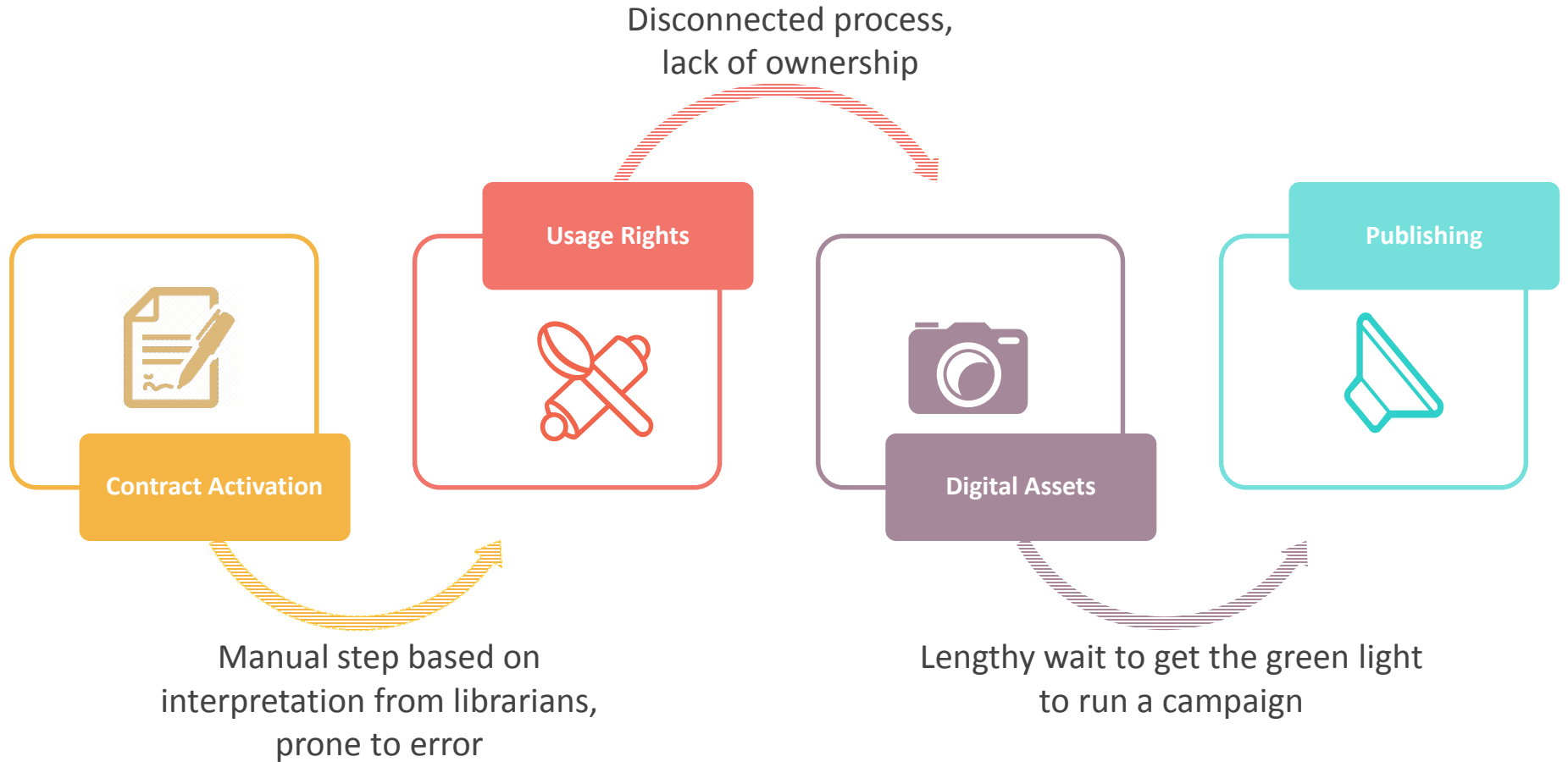


Digital assets created by Agencies being sent to Enterprise DAM

Centralized Contract Lifecycle Management (CLM) at Enterprise site



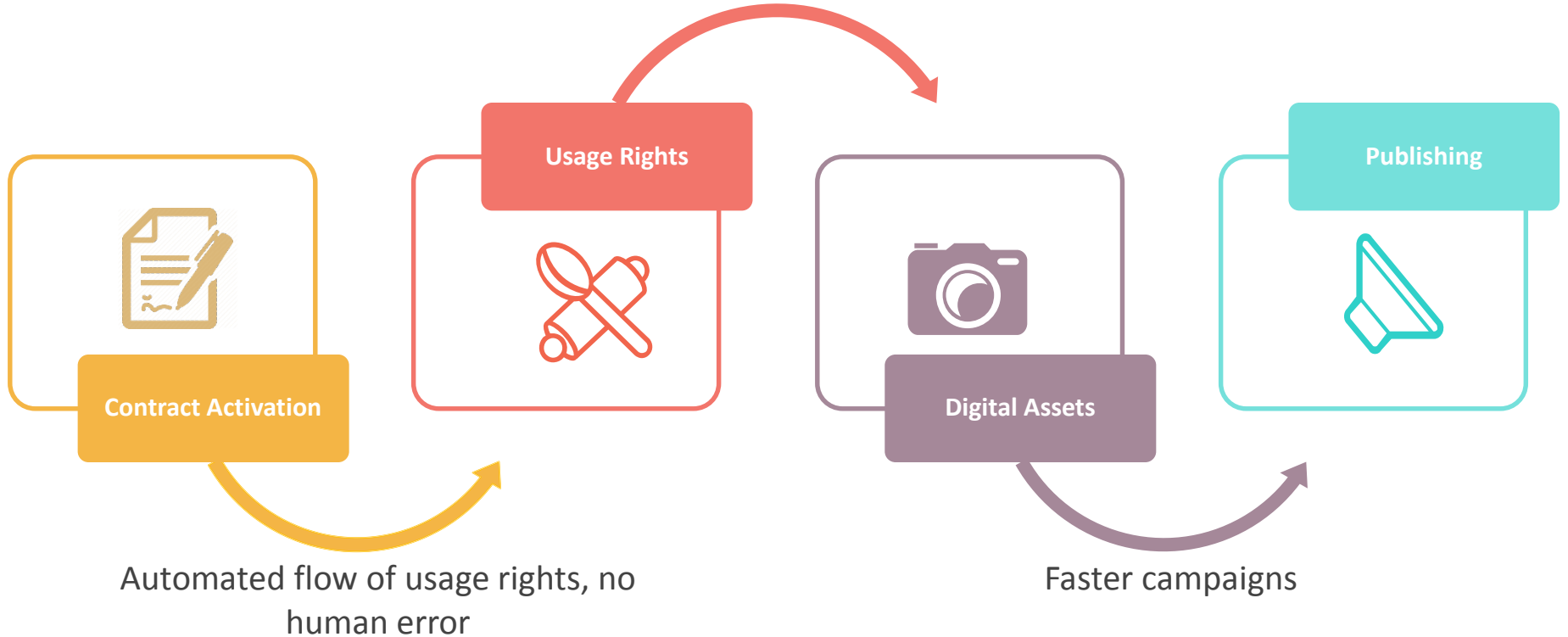
Current Readiness of Tools for Desired State





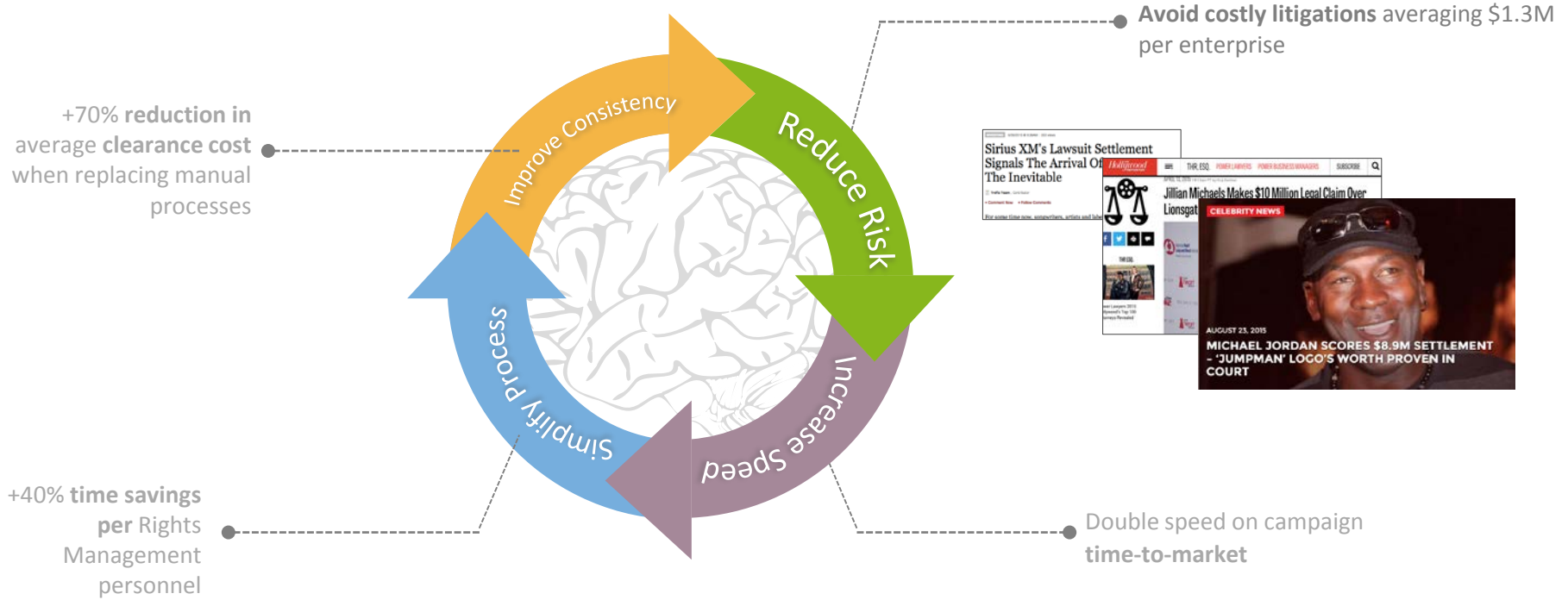
CyanGate Connectors for Desired State

Simple clearance checks by authorized parties



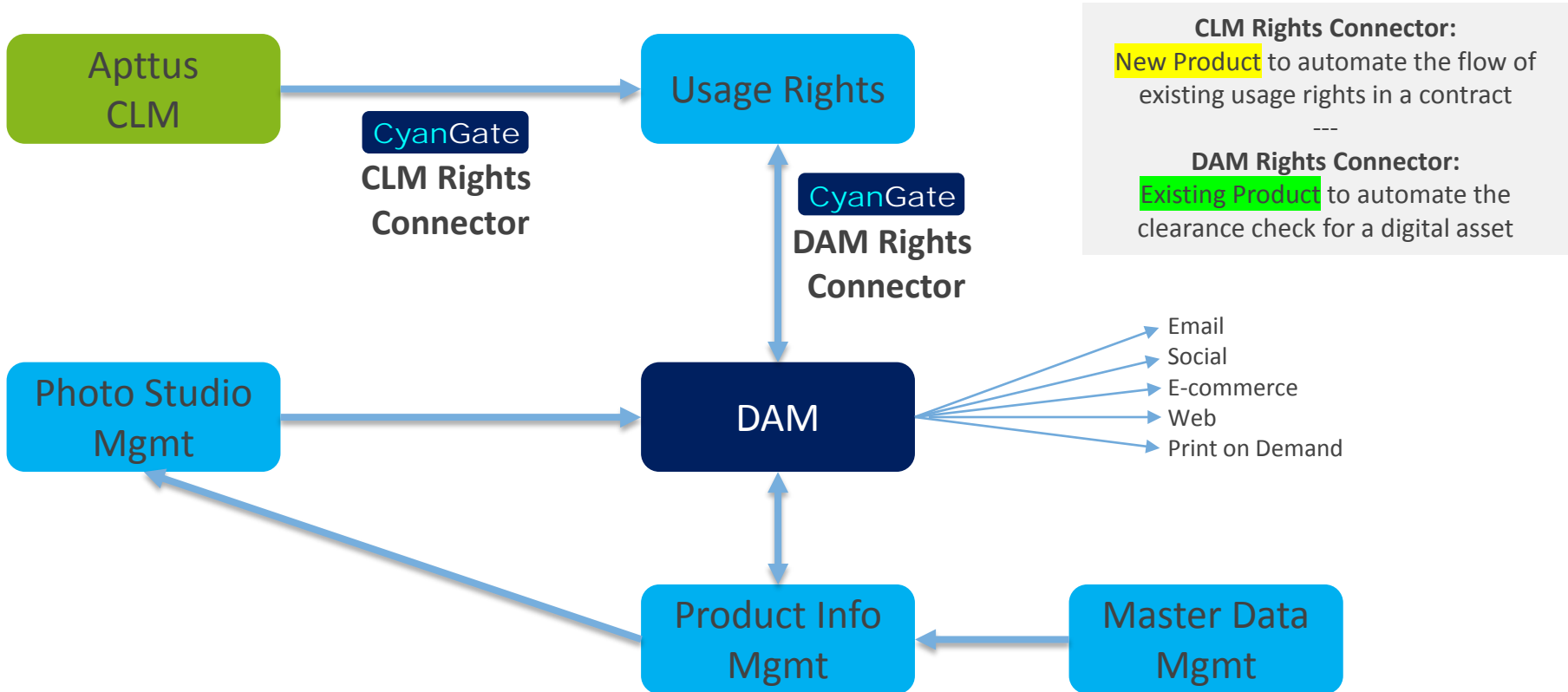


What Is In It for Enterprises in Managing Digital Rights?





Topology for a Seamless Integration into Digital Rights





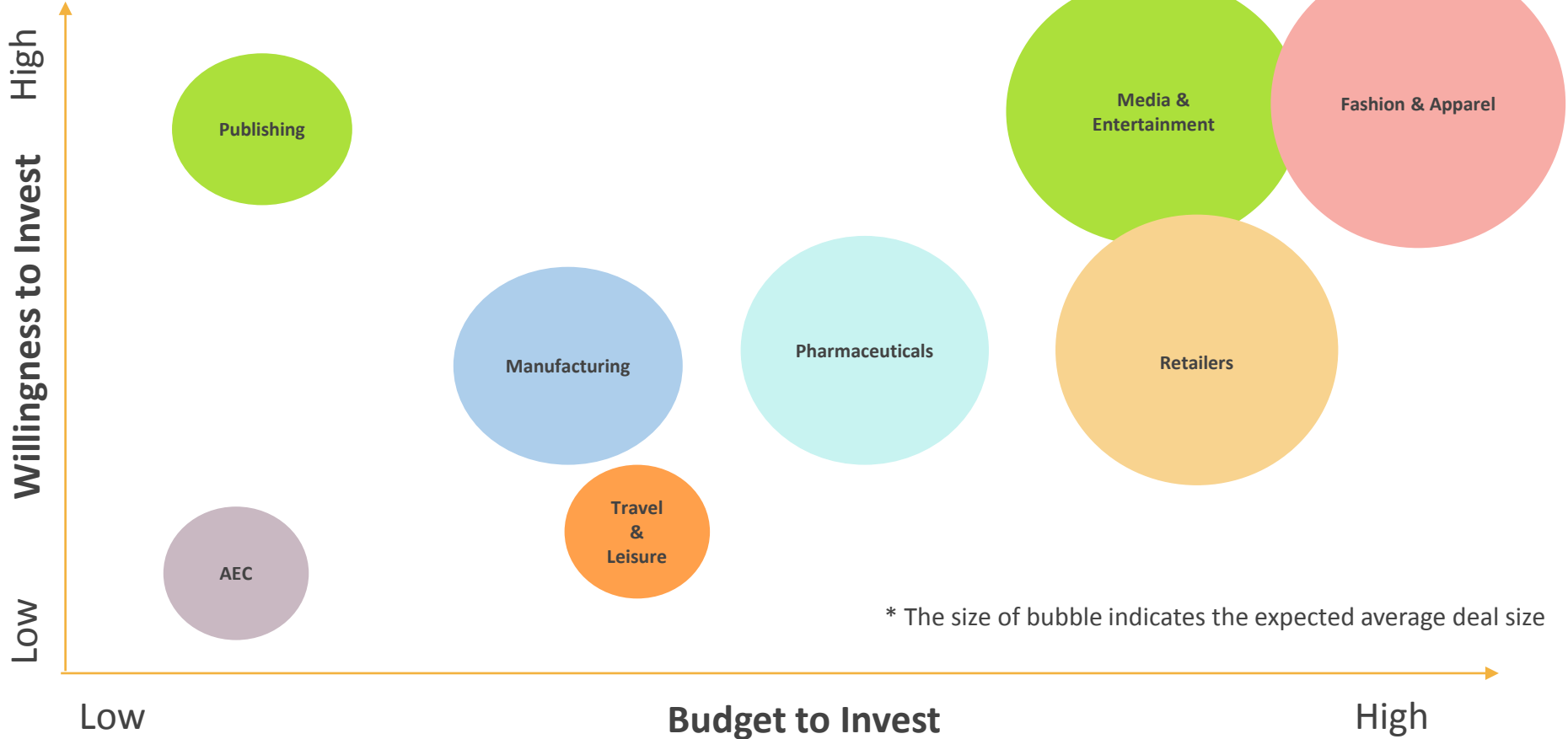
Target Verticals for Digital Rights Management

- Large organizations with global markets, strong brands and exposure to digital rights risk.
 - High advertising spend
 - Use of a fair amount of licensed, produced, stock and agency assets for their marketing and advertising content.
 - Companies that want to reduce risk and legal exposure or have paid legal fines for improper usage are ideal targets.





The Vertical Market Potential for Digital Rights



* The size of bubble indicates the expected average deal size



Buyer Profile

Business Owners

- CMO, Marketing Director, Marketing Manager
- Brand Managers

Influencers

- DAM Manager or Rights Librarian
- Procurement and Legal department
- Procurement or Production managers

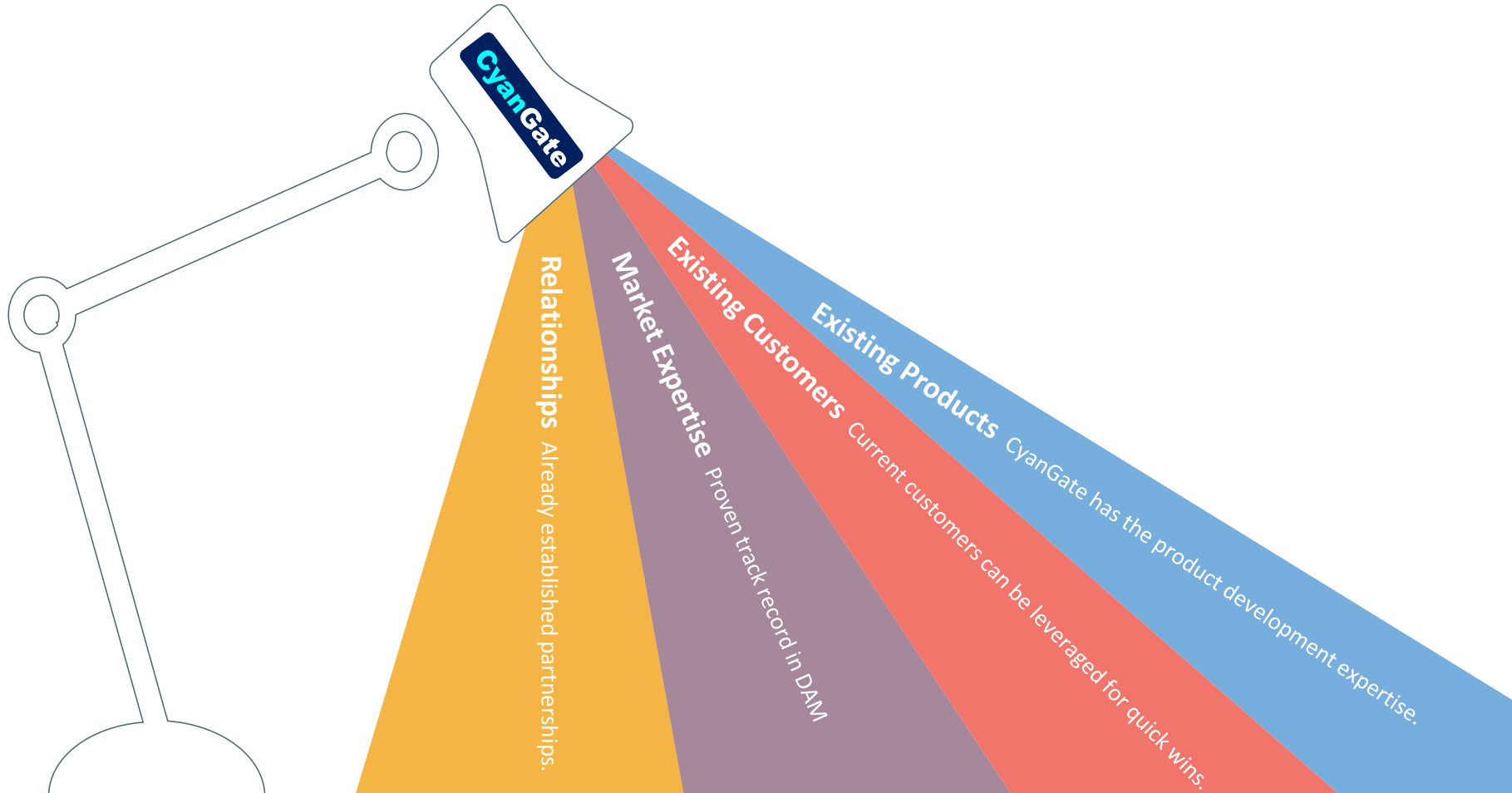


Qualifying Questions

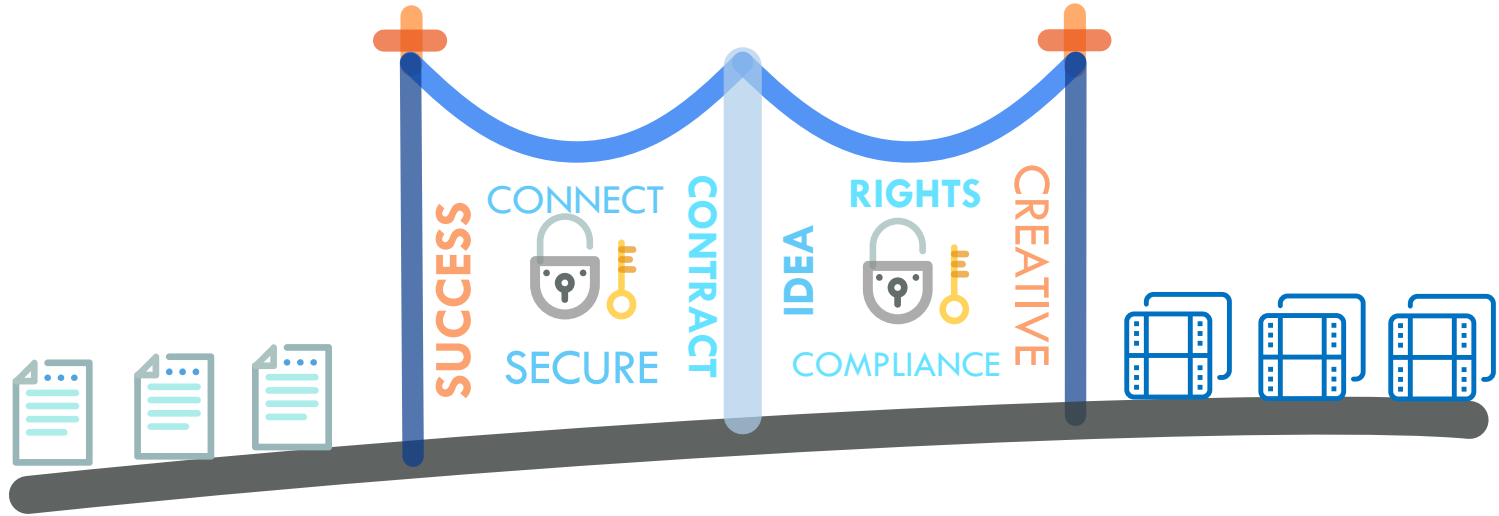
- Has your company paid a legal settlement or fine for improper asset usage?
- Do you have legal exposure or risks for rights management issues?
- Are you experiencing delays in marketing and advertising campaigns because asset rights are not easily visible or require a lengthy approval process?
- Do you effectively reuse and repurpose existing content to save on unnecessary costs?
- Do you purchase stock photography or license brands/products with rights management restrictions? How do you manage the rights?
- Do you have paid talent and talent releases for internally produced photos or videos?
- Once you deploy your digital marketing campaigns, are you able to track where your content resides and when its due to expire?



Why Partner with CyanGate?



Ready to Bridge the Gap and Tap into the Market Opportunity?



CONTRACT MANAGEMENT

APTUS brings world-class contract lifecycle management solution and streamlines business processes. Terms and conditions of a contract already exists on Apttus

RIGHTS MANAGEMENT

FADDEL automatically connects to Apttus to capture rights about the contract. Fadel also connects to mainstream digital asset management solutions

DIGITAL ASSET MANAGEMENT

opentext users can easily view relevant contract information and related digital rights and permissions easily
Adobe

○ + ○ + ☁ + ○ + + ○ + ○ +

+ ○ + ○ + ○ + + ☁ + ○ +

THANKS FOR

+ ○ WATCHING ○ +

○ + ☁ + ○ + ○ + + ○ + ○ +

+ ○ + ○ + ☁ + + ○ + ○ +