

# Content & Asset Management Solution | StarCM Content Manager

Centralized repository for metadata management

## AT A GLANCE

### Key Features

- Single source of truth, with 500+ configurable descriptive fields, to store all project metadata
- Easy-to-use web interface with intuitive data entry and powerful search capabilities
- Real-time access to all content and associated assets - anytime, anywhere
- Integrated with Aspera for ultra-fast and secure file ingestion
- Digital vault stores rich-media files such as mezzanine files, screeners and artwork
- Extensive analytics and reporting tools

### Key Benefits

- End-to-end management of projects across every point in the IP value chain - from inception to distribution
- Enables end-users across geographically-dispersed locations to quickly and easily access data whenever and wherever they need it
- Productivity and efficiency driver as redundant systems and tools are eliminated
- Flexible and configurable solution adaptable to specific business needs
- Supplies metadata and assets for development of websites, portals and dashboards

StarCM Content Manager is the foundation of FilmTrack’s software-as-a-service (SaaS) IP Management platform. Accessible from a standard web browser, StarCM captures all of the metadata associated with a project and powers the other modules within FilmTrack’s integrated solution suite. With end-to-end visibility of the entire intellectual property value chain, StarCM accelerates decision-making, drives productivity and positively impacts the bottom line.

## SINGLE SOURCE OF TRUTH

StarCM captures all of the critical metadata associated with a project such as the synopsis, submission status, director, country of origin, genre, cast, crew and much more. Because StarCM powers all other modules within FilmTrack’s solution suite, the integrity of critical project-related data is maintained - from project inception through distribution.

## ROBUST DIGITAL STORAGE

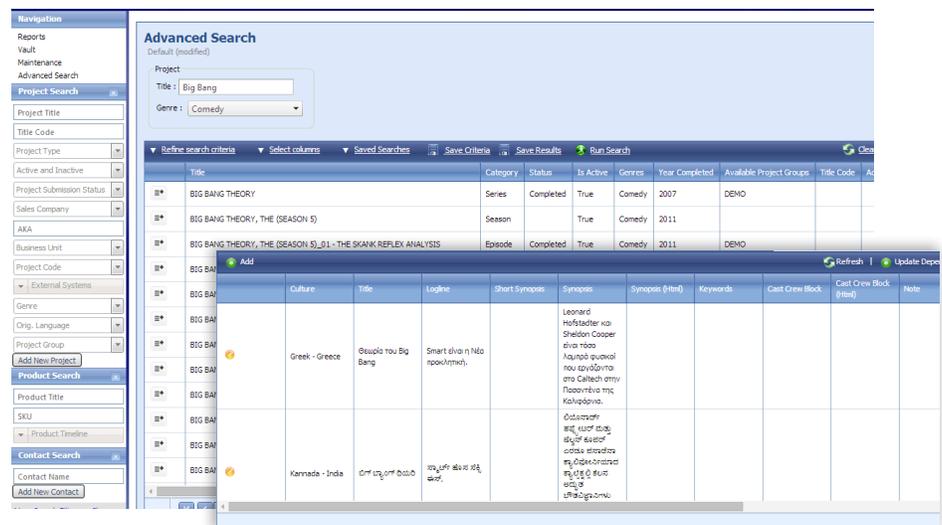
The digital vault within StarCM stores all metadata and functions as a centralized repository for all project-related assets. Uploading files, and even complete directories, into and out of the cloud is simple with Aspera’s integrated high-speed file transfer technology. In this way, StarCM facilitates collaboration and provides diverse business units and global teams with access to consistent information in real-time.

## PRODUCTIVITY DRIVER

FilmTrack’s practicality and real-time accessibility eliminate redundancies, increase productivity and accelerate decision-making. Furthermore, collaboration amongst business units is optimized, because all teams within an organization have access to the same data that is easily accessible on any internet capable device.

## FLEXIBLE AND PROVEN DESIGN

StarCM’s numerous descriptive fields and hierarchic structures have been iterated and honed based on key learnings from FilmTrack’s hundreds of successful installations. Because StarCM is a user-configurable application, end-users can tailor data fields aligned to business needs, as well as configure fields to capture different IP types.



## PLATFORM

- Single code based, multi-tenant solution
- Rock solid hosting with Amazon's AWS and S3 cloud infrastructure
- Access via latest versions of all major browsers (Internet Explorer, Chrome, Safari, Firefox)

## APPLICATIONS

- Single source of project data across organizations
- Easy access to critical data from any type of web-enabled device
- Enables Legal, Finance, Acquisitions, Marketing, Development & Creative teams to manage projects in real-time - anywhere in the world
- Provides easy access to marketing tools such as reviews, relevant pull quotes, festival participation, accolades, and awards from the digital vault
- Powers websites, portals and dashboards with metadata and project-specific files

## FEATURES & BENEFITS

### Intuitive browser-based tool

- Consolidated view of all project-specific metadata with intuitive search and filter capabilities
- Real-time access to mission critical data from any device with an internet connection - 24/7
- Foundation hub that powers all solutions within FilmTrack's platform

### Flexible and configurable design

- Over 500 configurable descriptive fields with ability to configure fields based on IP type
- Flexible design, easily adjusted to support a variety of specific business needs
- Variety of integration points/options to assimilate into enterprise organizations
- Stores and manages unlimited hierarchies and inheritances such as series, season, and episodes

### Secure digital vault

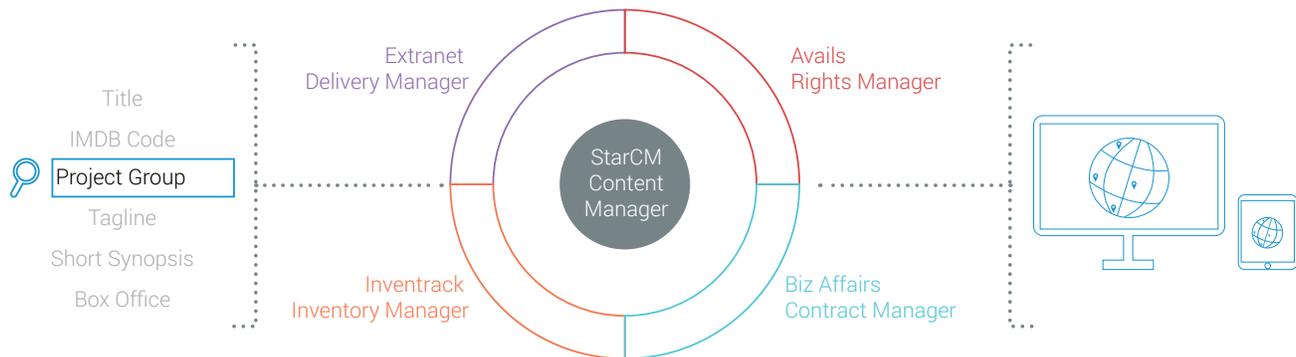
- Fully integrated with Aspera FASP™ high-speed file transfer technology for fast file ingestion
- Ability to store all project-related assets in one centralized location
- Connection point to FilmTrack's Extranet Delivery Manager, an asset delivery tool that enables teams to easily access files within an organization, as well as approved third parties

### Enterprise class security

- MS and active directory integration (federated authentication)
- Fine-grained security controls via claims based authentication

### Smart analysis and reporting tools

- Extensive analytics to help drive smart decisions
- Fast and easy exports to PDF and excel files



Search and filter project-specific metadata

Foundation hub that powers all solutions within FilmTrack's platform

Access data on any connected device, anywhere in the world, 24/7

## ABOUT FILMTRACK

For over a decade, FilmTrack has been transforming the way the media and entertainment industry monetizes, measures and delivers its content and related assets across every point in the intellectual property lifecycle. FilmTrack's cloud-based software platform streamlines the complex intellectual property management process - from project inception to distribution - and provides a holistic view into critical data supporting rights, availabilities, contracts, invoicing, licensing, revenue recognition, royalties and workflow management. Backed by Insight Venture Partners, FilmTrack serves as both a front and back office to hundreds of clients worldwide.

For more information, contact [sales@filmtrack.com](mailto:sales@filmtrack.com)