

# APAC **CIO** Outlook

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**DIGITAL ASSET  
MANAGEMENT**  
EDITION



**Visual Processing Japan**

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# Visual Processing Japan

## Harnessing the True Value of a Digital Asset

**P**eople of the internet era prefer to shop online. As simple as this preference is, maximizing the value from such online revenue streams is easier said than done, largely owing to the lacklustre people engagement scores and the lack of efficient asset management functions. Thought leaders such as Visual Processing Japan (VPJ) have identified these promising revenue streams and garnered a comprehensive understanding of target audiences across these regimes, thereby helping clients create quality content and deliver appropriate marketing campaigns for the masses.



Hiro Mimura

With a clear vision to energize Japanese companies, Hiro Mimura, founder of VPJ, designed a standalone DAM platform—CIERTO—to help Japanese businesses overcome their enterprises' sales & marketing content management issues. In this effort, the company assists clients in eliminating some of the most prevalent content creation hindrances, such as information redundancy

CIERTO centrally manages various sales promotion materials including product photos, CG images, and other required documents, and enables both local and overseas branches to acquire the contents at any time in realizing timely sales promotion

caused by multiple transfers of documents amongst stakeholders. Often, marketing personnel are found to use a wrong file during final delivery or misplace an essential piece of information due to lapses in the content production workflow. VPJ's resolution to this multifaceted conundrum is undoubtedly noteworthy.

Built to offer counter mechanisms that can address brand management through multi-channel promotions, CIERTO empowers content creators with tools to directly mount and access files from a data source on the cloud. Besides offering standard features such as file conversion, metadata management, data delivery, and support for integration with other applications, the DAM solution provider also allows link sharing, data archiving, and other customizable actions based on client requirements. For retailers and manufacturers with a product that comes in various sizes, colours, text data, or combo packages, CIERTO includes a pre-installed product information module and API library. The add-on enables users to easily distribute the content (including metadata) to EC/CMS such as EC Cube, Shopify, and WordPress in a desired form through the CIERTO+ module which is the supported PIM system.

One large enterprise using CIERTO for several years is famous camera lens maker, Tamron. From the beginning of a production process until the completion of promotional materials such as catalogues and websites, the photonics major uses CIERTO to share all files to and from their team members in Japan and overseas the entire workflow within a single DAM system. "CIERTO centrally manages various sales promotion materials including product photos, CG images, and other required documents, and enables both local and overseas branches to acquire the contents in realizing timely sales promotion," comments Mimura.

Since 2002, having found tremendous success in its initial years as a partner of Xinet to design and develop DAM solutions, VPJ has worked with every sector of the content production arena, from printer and ad agencies to media content creators. Alongside Xinet, an AFP solution vendor for UNIX-based systems, VPJ also assisted in designing and developing Japan's first enterprise DAM solution Xinet WebNative Venture before releasing its proprietary DAM platform.

The company attributes its success in the Japanese market by highlighting the ability to quickly gather relevant knowledge in localizing the platforms to address even the toughest of challenges in a constantly evolving marketplace. Gaining recognition in the Japanese Enterprise Circuit, VPJ in 2019 won the Comprehensive Grand Prix at the ASPIC Cloud Awards, an event sponsored by the Ministry of Internal Affairs and Communications. Highly acclaimed by most Japanese players, VPJ is looking for potential partners to expand its overseas operations to cover a wider area of the APAC region. **ACO**

To learn more about CIERTO, please access here!

[https://www.cierto-ccc.com/cierto/index\\_eng.html](https://www.cierto-ccc.com/cierto/index_eng.html)

