



PERFECT MEMORY

DAM-AS-A-BRAIN : THE RISE OF A NEW STANDARD FOR DIGITAL ASSET MANAGEMENT

Collect, interpret and make any data and content actionnable for the business.



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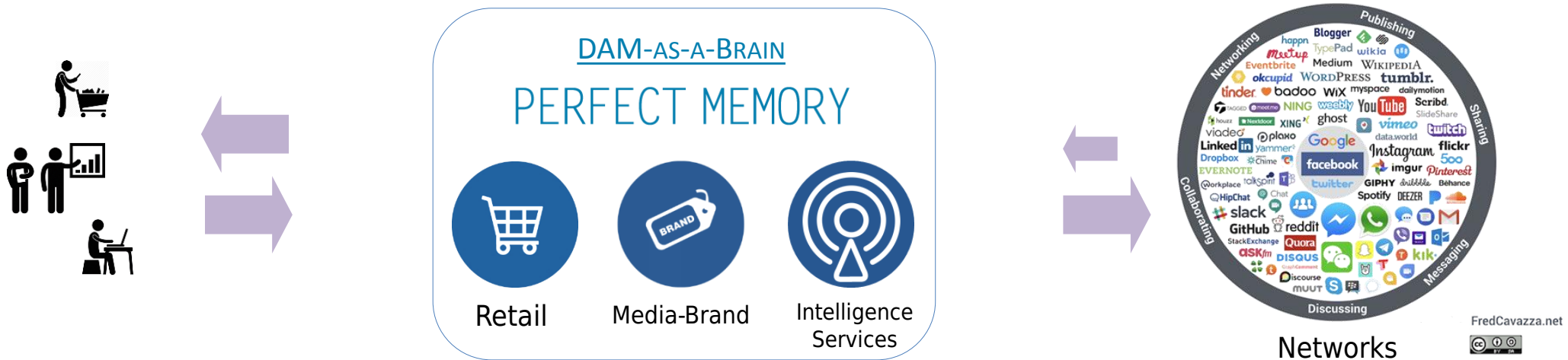


Perfect Memory in short

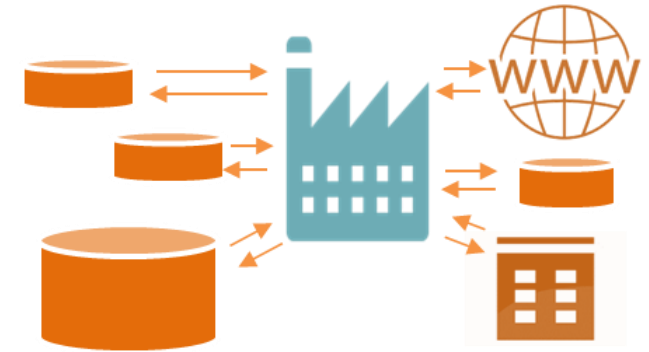
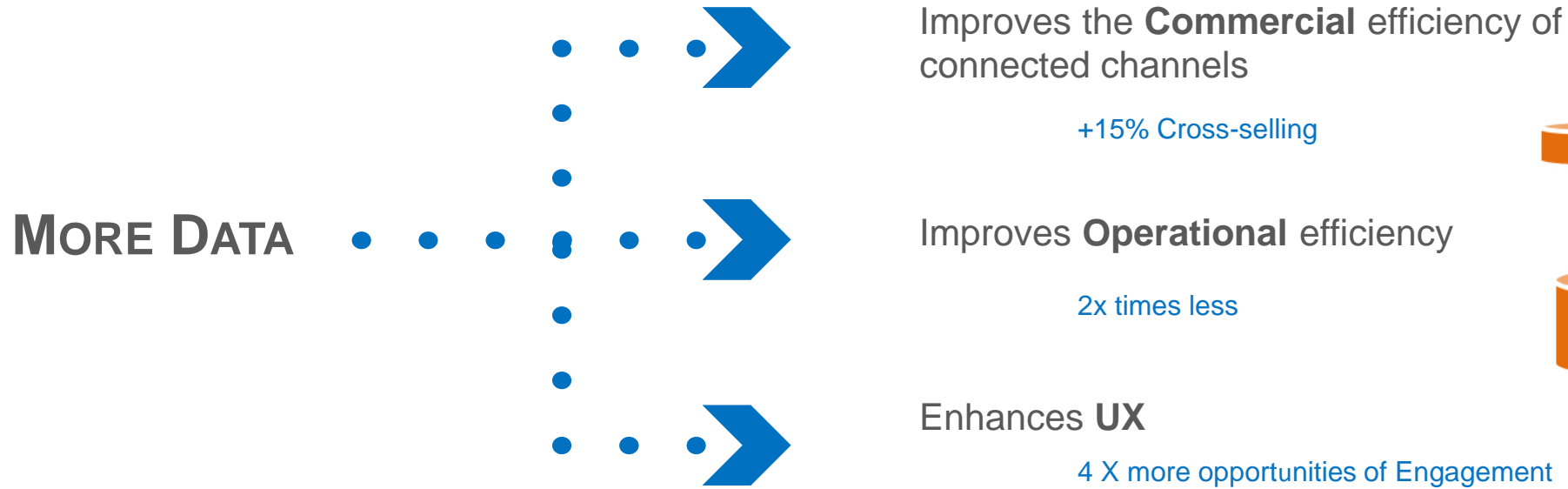
A Software Publisher that transforms any Data into Digital Assets available for the Business

Process the stream of **data** between the creation and the exploitation of content

Disrupt the DAM for brands, corporates, media and UGC



Data has become vital to operate organizations



A BROADER SOURCING



Today, steering operations and digital marketing require **broader data sourcing** originating from a **greater variety of sources**.

HOWEVER...

EXISTING SOLUTIONS *DO NOT* FIT THE MARKET NEEDS

ORGANIZATIONS LOSE VALUE

This precarious situation needs to change

Recurring Issues

ORGANIZATIONAL **SILOS**

&

NO COMMON **REPOSITORY**

&

FAILURE TO **UPDATE** DATA

Current Situation

*10 concurring silos
need to be maintained*

*10 conflicting
data models*

*Manual reconciliation
and data update*

Immediate consequences

50%

*Of time lost to manage
offerings*

31%

*Of Marketing
underperformance*

22%

*Customer Service
Dysfunction*

Raffiné™, Perfect Memory's DAM-as-a-Brain

Accessible
Clients

Customizable
Business Roles

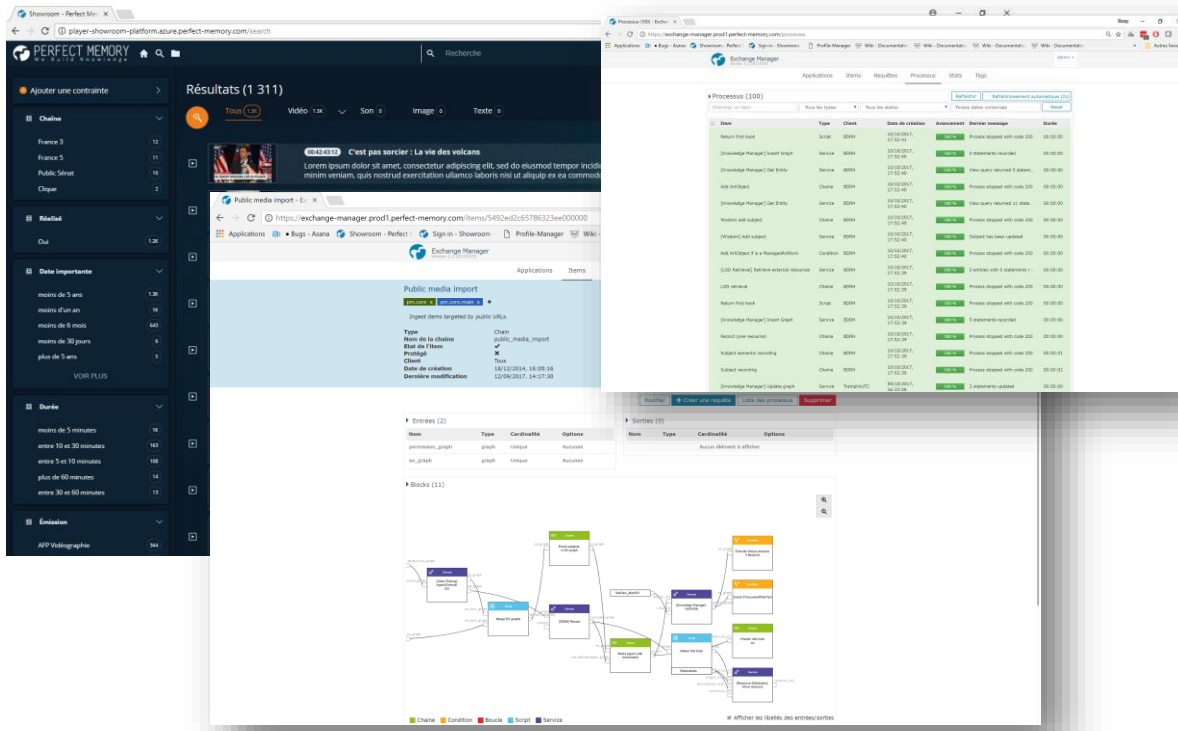
Connected
Ecosystem

Agile
IT

Evolutive
Market

A Cloud solution to:

- Generate **new business** opportunities
- Collaborate seamlessly between **business lines and IT**
- Accelerate **business workflows**
- Provide dedicated business lines tools to **streamline content exploitation**
- Enrich and Offer a more **intuitive UX**



Demonstration

*Improving data and document governance,
Transforming the User Experience,
Managing the Rights*

Disrupter l'expérience utilisateur

Simplifier et enrichir

The screenshot displays a web application interface for Perfect Memory. The browser address bar shows the URL: `player-components-platform.azure.perfect-memory.com/search`. The application header includes the Perfect Memory logo and a search bar with the text "Recherche".

The main content area is titled "Résultats (24)" and displays a list of search results. Each result includes a video thumbnail, a date, a duration, and a title. The results are filtered by "Tous (24)" and sorted by "Tri par pertinence".

The sidebar on the left contains navigation options:

- Sujet traité**
 - Politique (9)
 - Gouvernement (15)
 - France (12)
 - élection (11)
- Chaîne**
 - France 5 (9)
 - Public Sénat (1)
- Date importante**
 - moins de 6 mois (22)
 - plus de 6 mois (2)
- Durée**
 - moins de 5 minutes (10)
 - plus de 60 minutes (9)
 - entre 10 et 30 minutes (2)
 - entre 5 et 10 minutes (2)
 - entre 30 et 60 minutes (1)
- Émission**
 - C dans l'air (9)
 - L'Émission politique (4)
 - RTL Matin (2)
 - Journal de 20h de TF1 (1)

At the bottom of the sidebar, there is a "REMISE À ZÉRO" button.

The right sidebar shows a "Fiche résumé" for the selected item, including a "Détails" section with the following information:

- Première date de diffusion :** 25 mai 2017 à 02:00:00
- Durée :** 00:01:37:06
- Format d'image disponible :** 16/9

At the bottom of the right sidebar, there is a "VOIR EN DÉTAIL" button.

Raffiné: Perfect Memory's DAM-as-a-Brain

How does it work?



Collect

Acquire and **normalize**
any kind of content and data



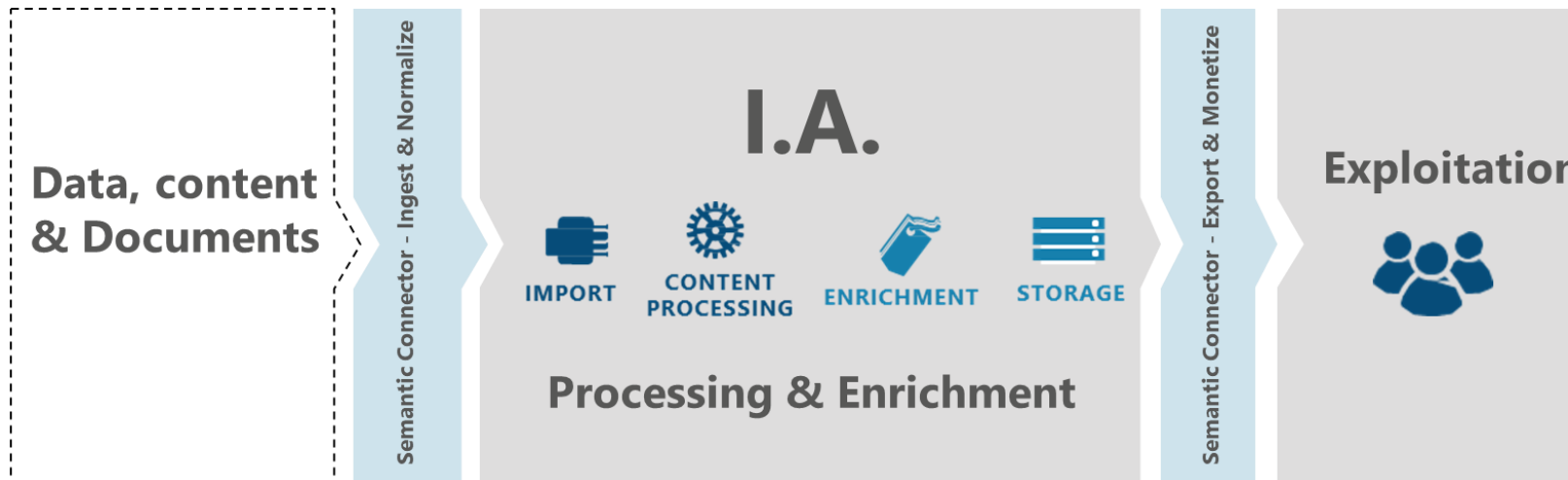
Interpret

Automatically turn content and data into
Semantic Assets

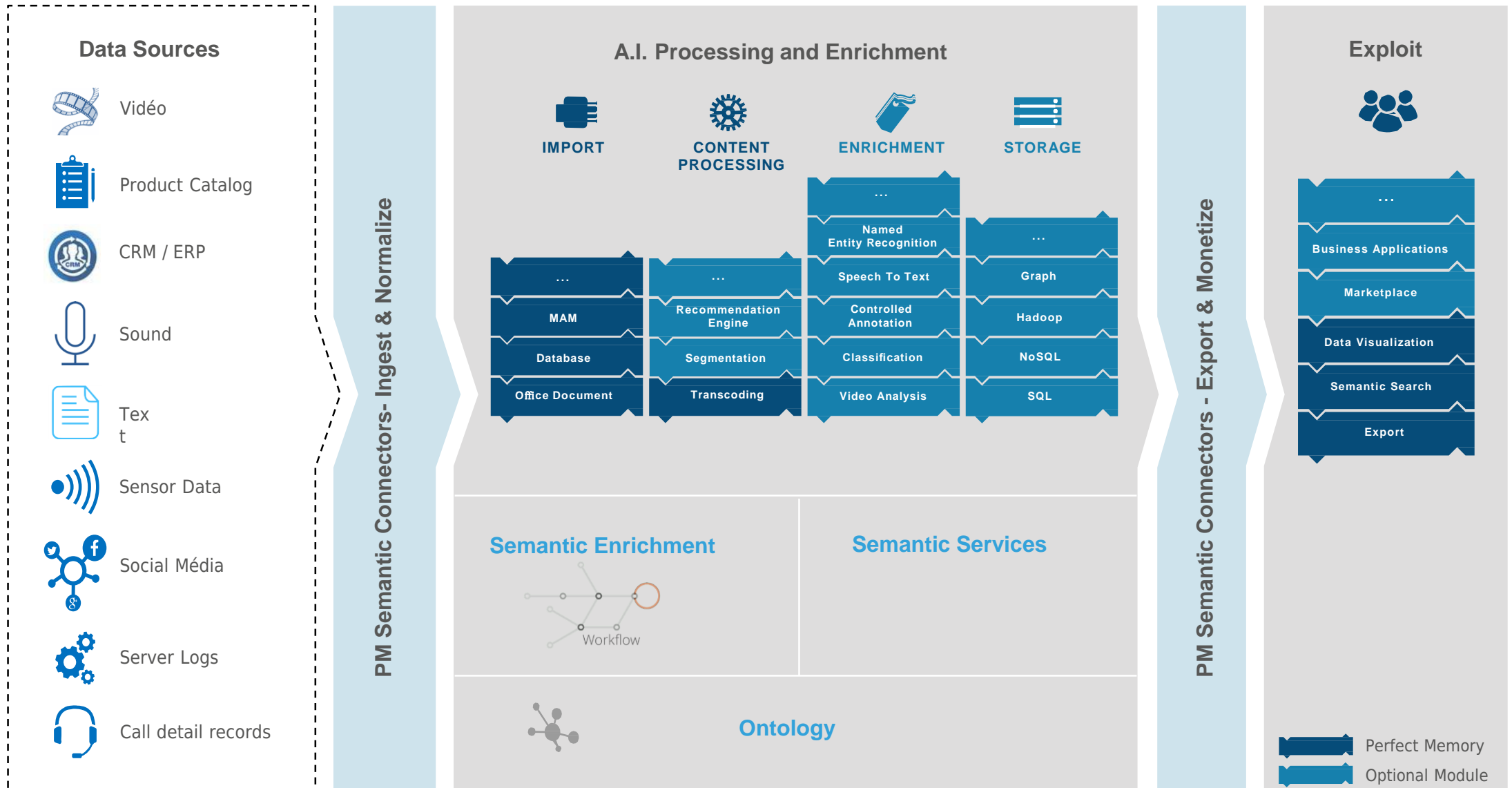


Value

Use and monetize through
Semantic Services

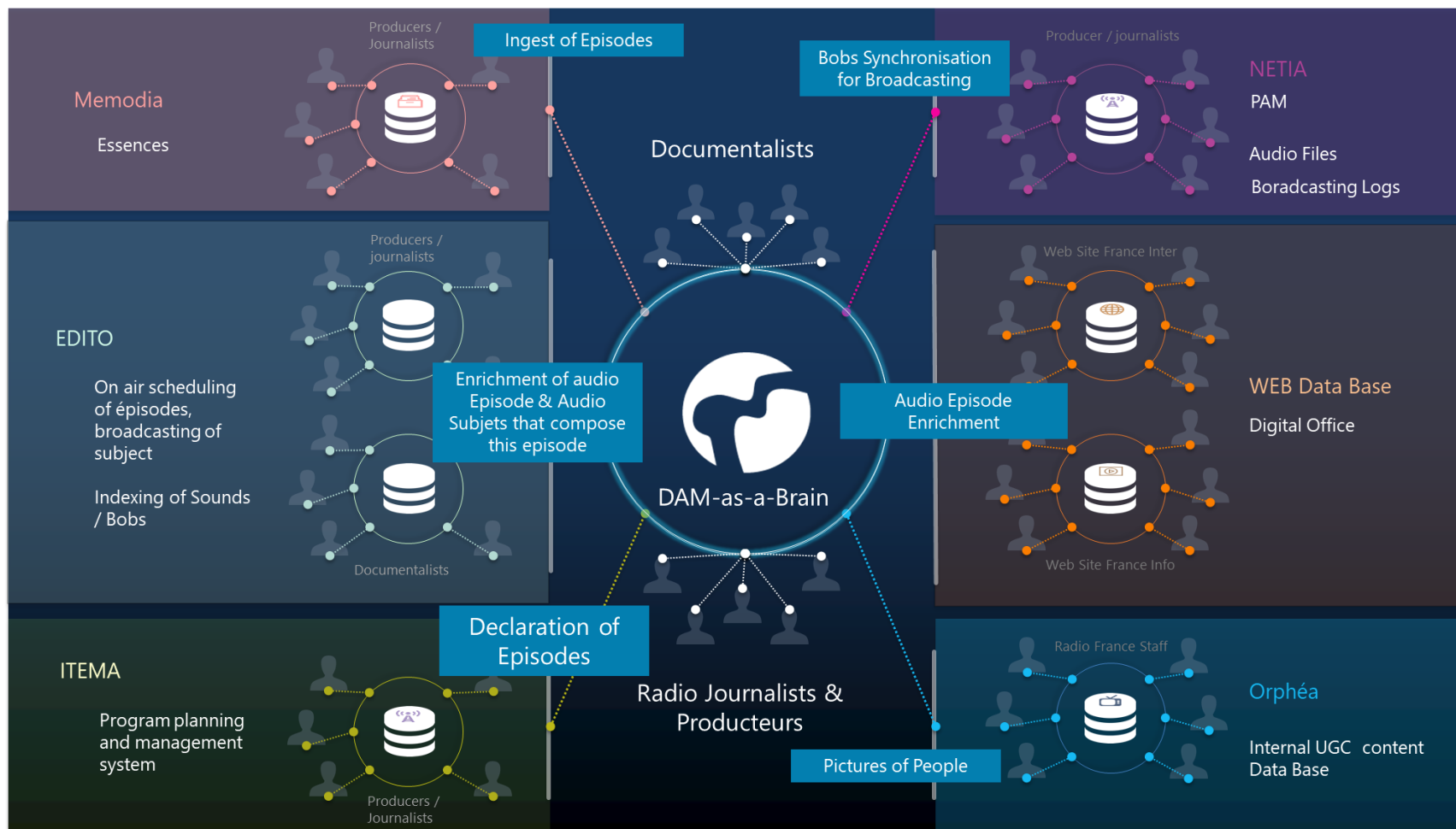


Raffiné: Le DAM-as-a-Brain de Perfect Memory



Transform Data into Business Assets

Radio France Business Case



A need for a new technical paradigm

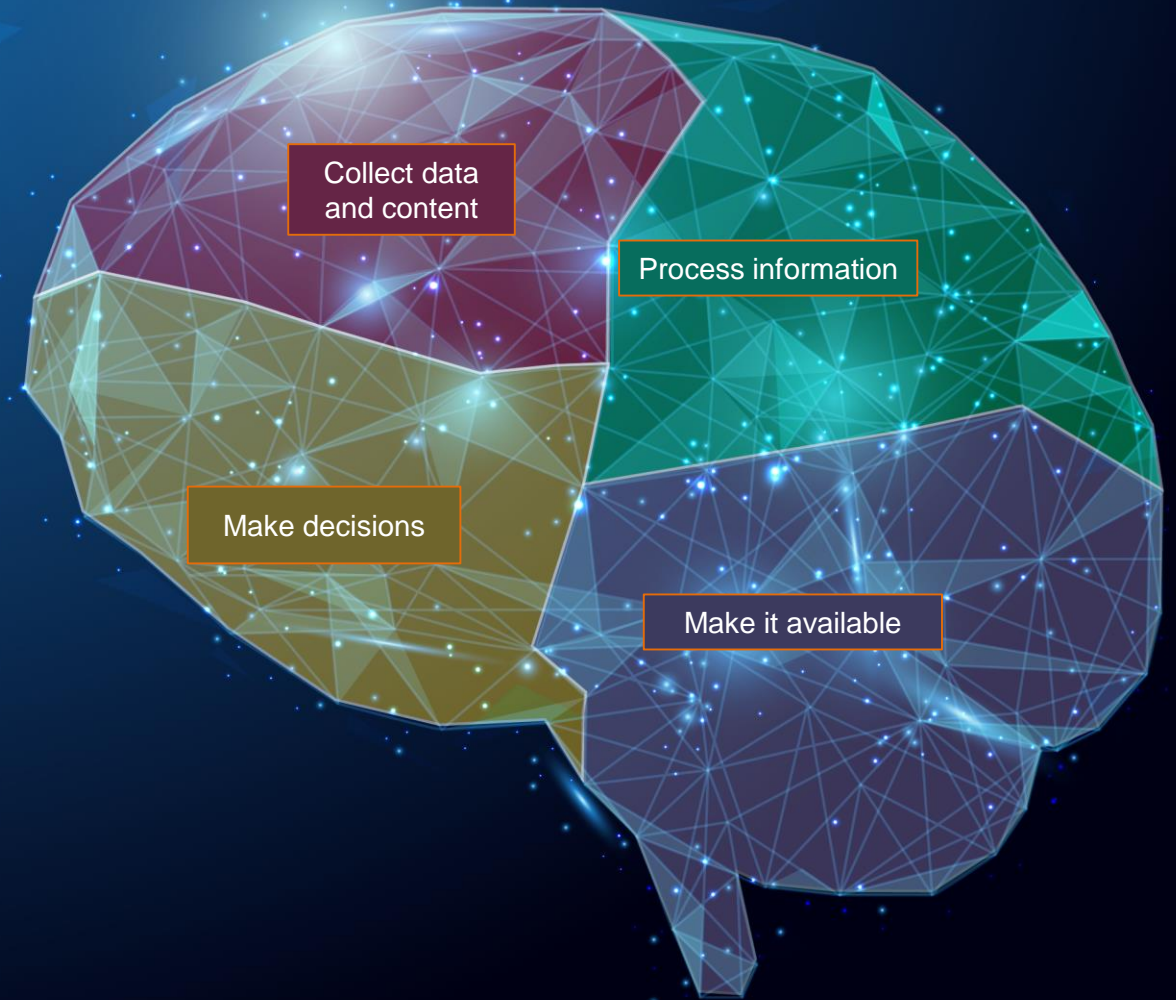


A brain...

“It is an organ that serves as the center of the nervous system, processing, integrating, and coordinating the information it **receives from the sense organs**, and making **decisions** as to the instructions sent to the **rest of the body**”,
Wikipedia

...to improve data refinement...

A **Semantic Micro-Services Platform** to provide with the **Digital Asset Management** of **distributed, heterogeneous** and **connected** data flow provided to a **large range of users**.



Business Impact

360° Benefits

Data Governance Impact

- Legal and business **risk are reduced**
- ✓ **Unleash data and content governance** (legal, business, operational).
- ✓ 100% of the data and content are indexed and monitored.



Operational Impact

- Speeding up business workflow **10 to 100 time**
- ✓ Any data flow processing is automate.
- ✓ Data is interpreted to be delivered the user's operational context.



User Experience Impact

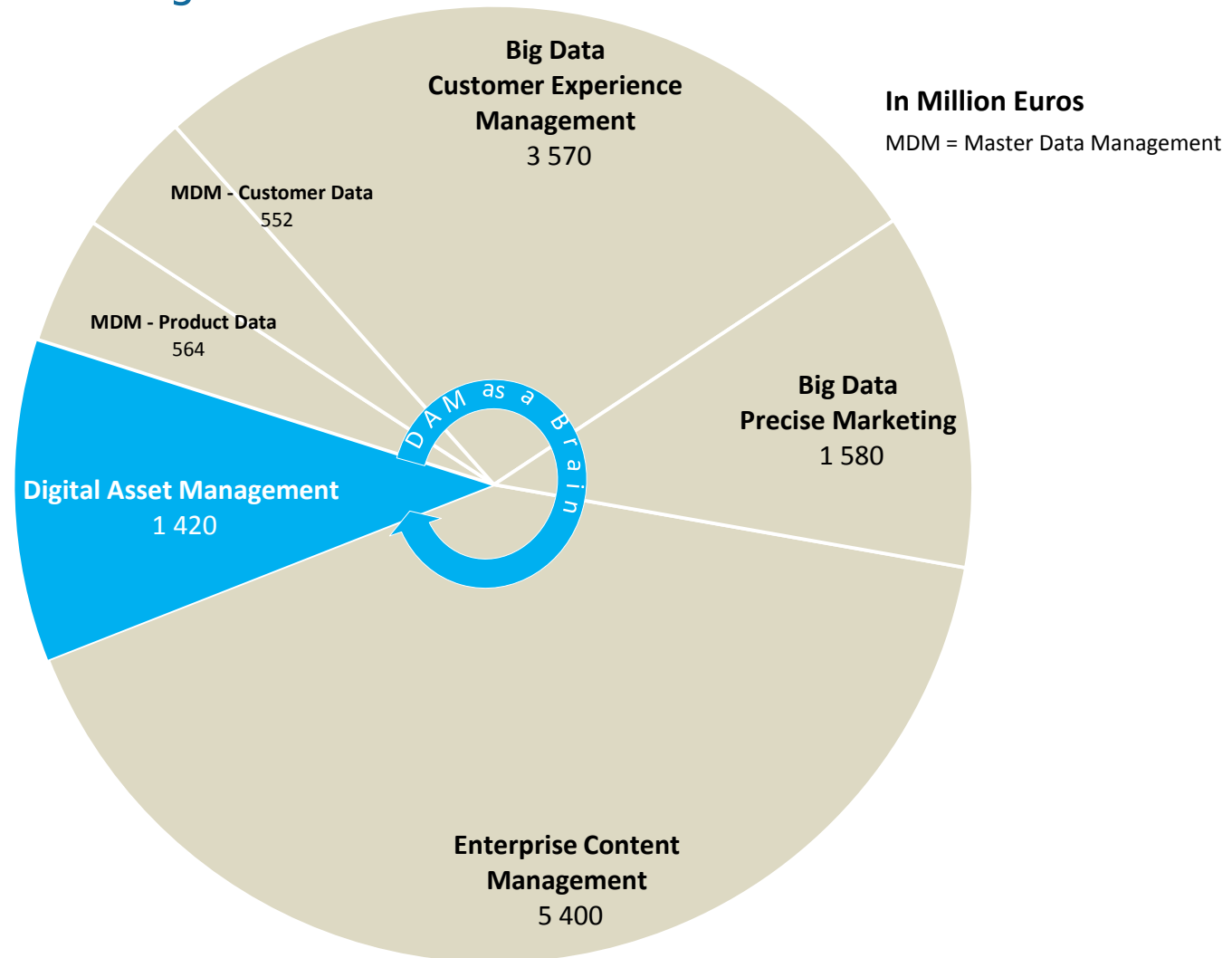
- **Increase of users' autonomy and reactivity**
- ✓ Users can access by their own to any rich, complex and meaningful resources.



The DAM needs to be disrupted

A broad impact on the Digital Asset Management Market

2019 Market Size: \$7bn
CAGR 2015-2020: **15.1%**



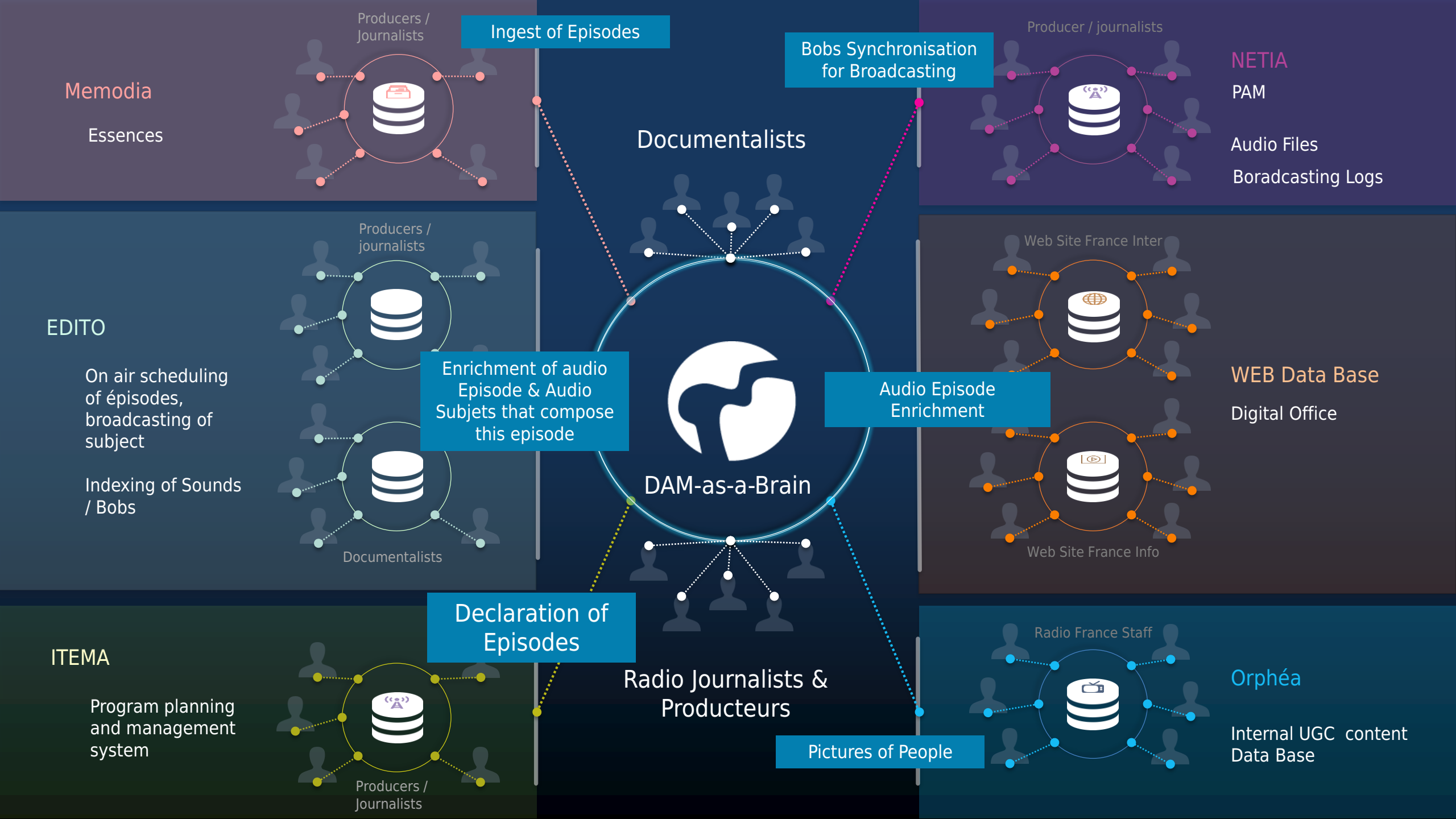


PERFECT MEMORY

We Build Knowledge



www.perfect-memory.com
[@perfect_memory](https://twitter.com/perfect_memory)
<http://youtube.com/+PerfectMemoryChamalieres>



Memodia
Essences

Producers / Journalists

Ingest of Episodes

Bobs Synchronisation for Broadcasting

Producer / journalists

NETIA
PAM
Audio Files
Broadcasting Logs

Documentalists

EDITO
On air scheduling of episodes, broadcasting of subject
Indexing of Sounds / Bobs

Producers / journalists

Enrichment of audio Episode & Audio Subjects that compose this episode

Audio Episode Enrichment

Web Site France Inter

WEB Data Base
Digital Office

DAM-as-a-Brain

Web Site France Info

Documentalists

Declaration of Episodes

Radio Journalists & Producteurs

Pictures of People

Radio France Staff

Orphéa
Internal UGC content Data Base

ITEMA
Program planning and management system

Producers / Journalists

What Makes Perfect Memory So Distinctive?

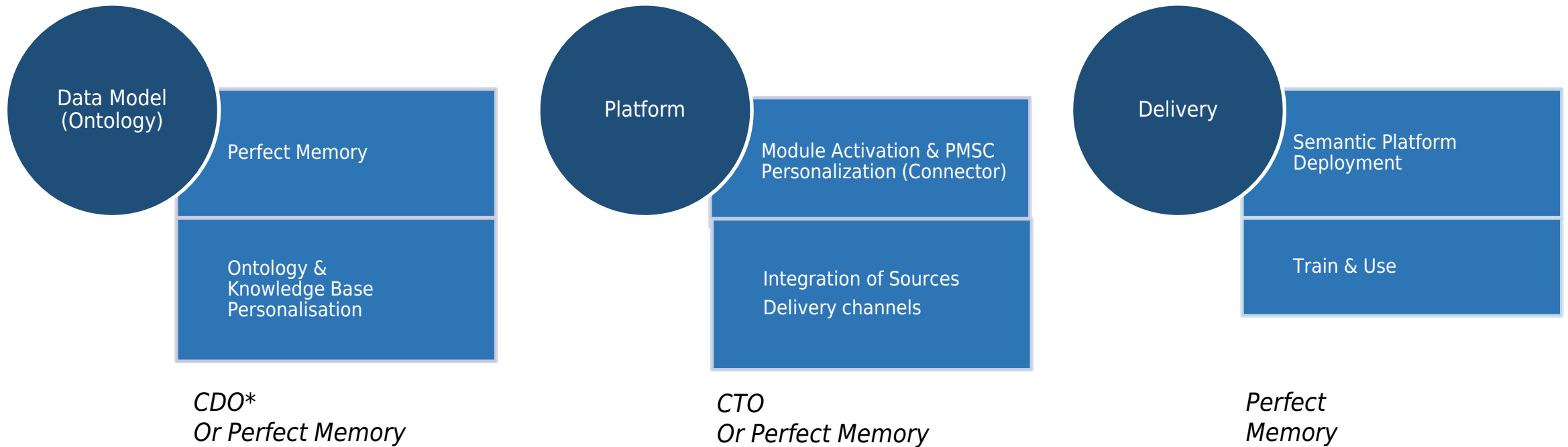
We leverage organisations with our 3rd generation DAM
connecting the 2 branches of **Artificial Intelligence**



Only Perfect Memory is able to combine functionalities of ECMs, DAMs and MDMs*
Thus providing **Accurate, Meaningful & Actionable Data**

** Enterprise Content Management, Data Asset Management & Master Data Management*

Iterative 3 Steps Implementation process



*Chief Data Officer

The Company

About us

L'équipe

L'équipe de direction



Steny Solitude, CEO & Founder

Recognized expert in the semantic community
Norms and standards advisor (EBU Core, FIMS)

15 years of experience in software development
2nd startup



Cédric Klein, Head of Professional Services

Big Data and IA projects management.
Semantic Expert, Knowledge engineering.



Aymeric Brisse, CTO

Micro-service architecture expert
Recognized member of the Ruby community
Semantic Web expert

... plus une équipe d'ingénieurs d'exception

