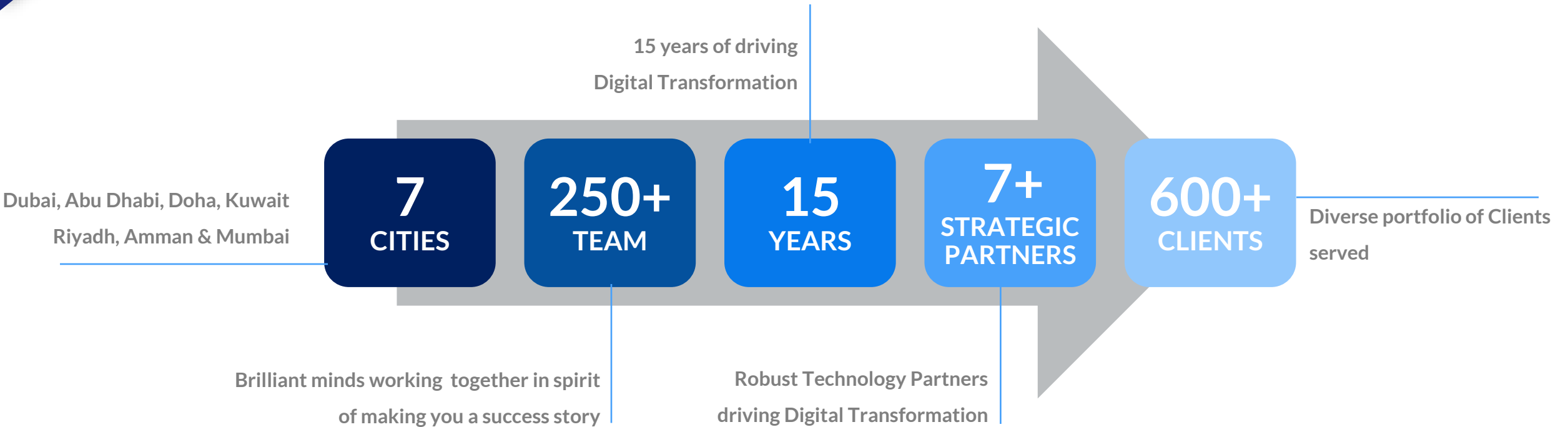


# Digital Asset Management Solution

Transforming Today  
For A Better Tomorrow





Digital Workforce & Hyper-automation  
Robotics Process Automation  
Intelligent Automation  
Intelligent Document Processing  
AI Powered Chat Bots



## AUTOMATION



## APPLICATION MODERNIZATION

Enterprise low-code application platforms  
Multi-experience development platforms  
Internet and Intranet Portal  
Custom Application Development  
Enterprise Mobile Apps  
Legacy Modernization

AI & Machine Learning  
Advanced & Predictive Analytics  
Data Discovery & Visualization  
Analytic Process Automation  
Data Preparation



## DATA & AI



## ENTERPRISE INFORMATION MANAGEMENT

Business Process Management  
Intelligent Document Capture  
Collaboration & Digital Workspace  
Digital Signature  
Records & Document Management  
Document Delivery  
Output Management

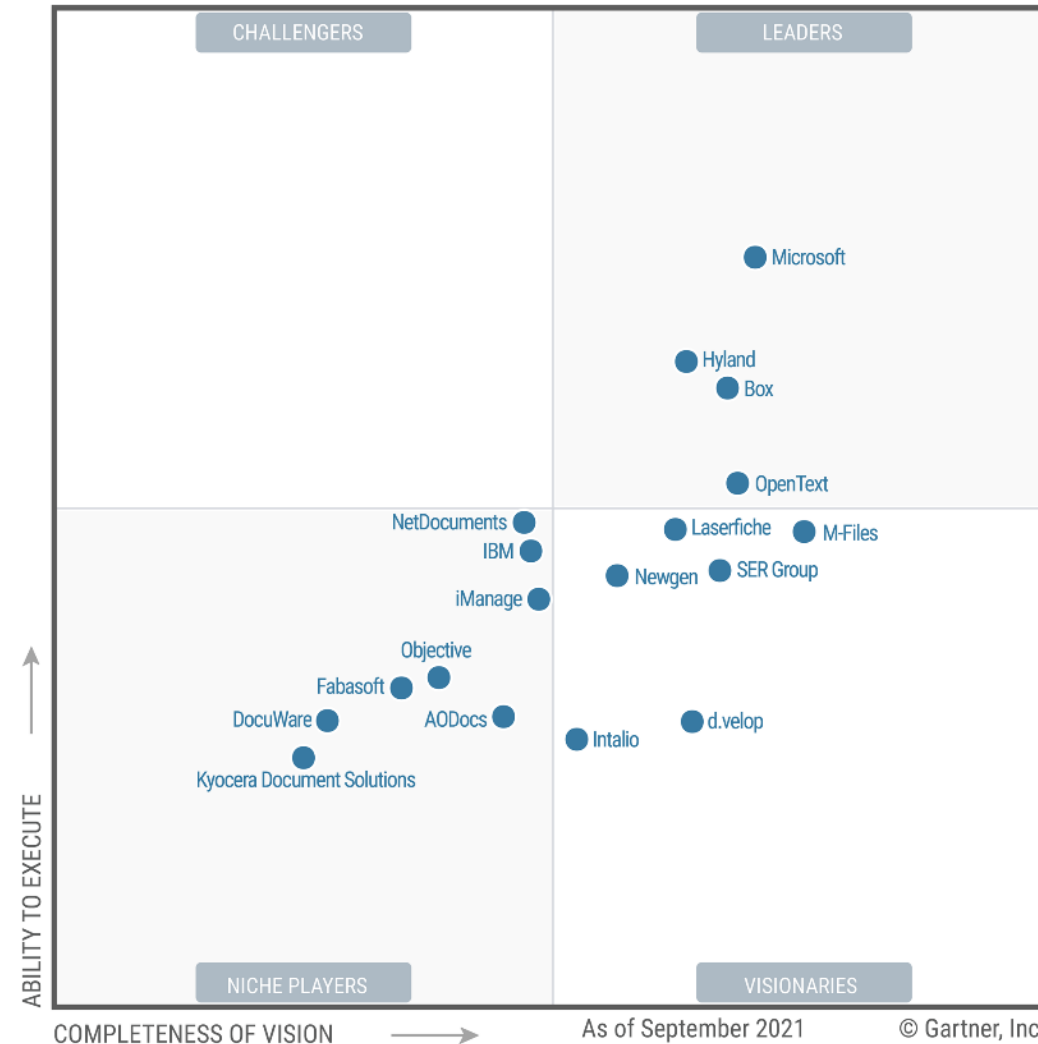
# Integrated Digital Content

# Microsoft is a leader and a trusted brand



Microsoft  
recognized as a  
Leader in the  
2021 Gartner®  
Magic  
Quadrant™ for  
Content  
Services  
Platforms

Figure 1: Magic Quadrant for Content Services Platforms



Source: Gartner (October 2021)



# Microsoft is a leader and a trusted brand

## Platform

### Leader | Gartner

Low Code Applications Platform, 2022

### Leader | Forrester Wave

Low-Code Development Platforms for Professional Developers, 2021

## Automation

### Leader | Gartner

Robotic Process Automation Attended & Unattended, 2022

### Leader | Forrester Wave

Robotic Process Automation, 2022

### Leader | Forrester Wave

Digital Process Automation , 2022

## Conversational AI

### Leader | IDC MarketScape

Worldwide General-Purpose Conversational AI & Bots, 2022

### Leader | IDC MarketScape

Conversational AI Software Platforms for Customer Service, 2021

## BI & Analytics

### Top Vendor | Gartner

Analytics & Business Intelligence Platforms, 2022

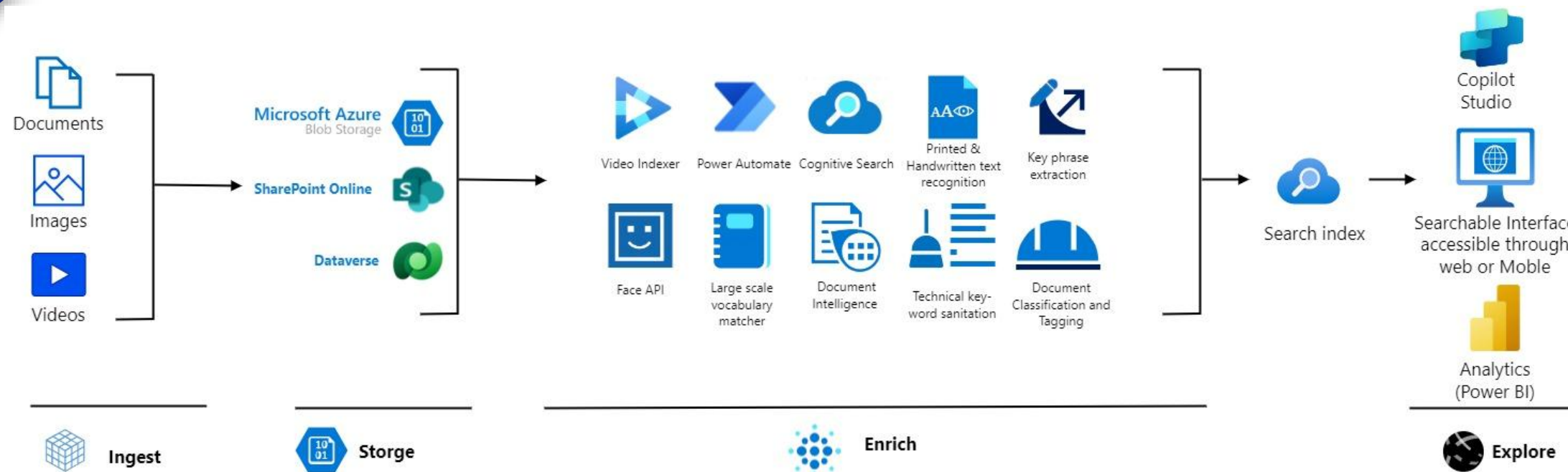
### Leader | Forrester Wave

Augmented BI Platforms, 2021



Enterprise Content Management (ECM) solution enhances an organization's ability to manage content efficiently, ensuring that information is easily accessible, secure, and compliant with regulations

# Architecture





# Digital Asset Management

# Ingest

The first stage is Ingest, collecting and aggregating content from different types like documents, images, videos files.

- ❑ Documents: wide range of document types supported like PDF and word, content can be unstructured, printed, handwritten and supports multiple languages like Arabic and English.
- ❑ Images: the solution supports images of scanned documents, images with objects, images with people and any other sort of images.
- ❑ Videos: one part of the enrich content is videos that could be movies, events.



PDF



video



image



audio

# Storage

The storage stage where the documents and media files are stored so it can be accessible by the Knowledge mining platform

- ❑ Azure Blob storage: Massively scalable and secure object storage for cloud-native workloads,
- ❑ SharePoint Online: store documents and images with ability to provide collaboration and metadata.
- ❑ Dataverse: lets you securely store and manage data that's used by business applications. Data within Dataverse is stored within a set of tables.



# Enrich

The enrich step uses AI capabilities to extract information, find patterns, and deepen understanding. Enrich your content using optical character recognition, key phrase extraction, entity recognition, and language translation.

- ❑ Printed and handwritten text recognition: using the AI based OCR supporting the recognition of printed and handwritten text in multi languages including Arabic and English.
- ❑ Video Indexer: Azure AI Video Indexer enables you to extract visual and speech metadata from your videos, which can be used to build enhanced search experiences in your existing apps.
- ❑ Face Recognition: detect, recognize, and analyze human faces in images using latest AI capabilities, extract a set of face-related attributes, such as head pose, age, emotion, facial hair, and glasses.
- ❑ Objects recognition: enable searching based on images or objects within images. This could involve identifying objects, scenes, or even faces within images



# Explore

- ❑ The explorer stage is where end users would see the search results, the search results can be performed on web interface, using a chatbot or through analytics services
- ❑ Web Interface: a user-friendly interface that allows users to perform search and see search results, the interface is accessible on web or mobile.
- ❑ Chatbot: users can easily chat with the platform to get the search results.
- ❑ Analytics (Power BI): users can see reports and analytics on the content.




# Features




**multilingual**

- The platform supports Arabic and English with the possibility of adding other languages




**Support for different browsers**

- Support browsing from the device's browser or from the phone's browser



**Support for various files**

- Support PDF files, images, videos, audio files and more



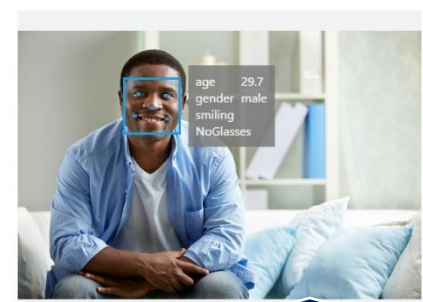
**Text search**

- OCR search for digital text



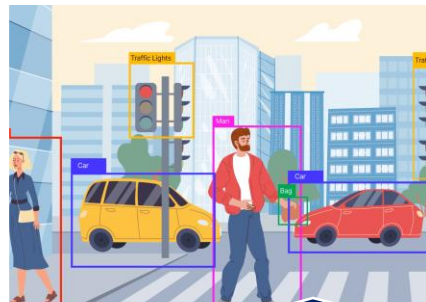
**Search handwritten documents**

- The ability to search with handwritten documents in English and Arabic




**Face Search**

- The ability to search for people using facial recognition technology



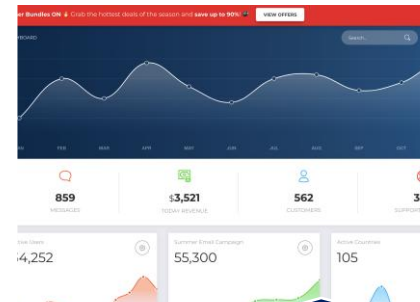
**Object Search**

- The possibility of searching and defining digital materials by objects




**Chatbot**

- A digital assistant based on artificial intelligence to provide information to the researcher through conversation and text messages



**Reports & Indicators**

- The platform provides multiple reports and indicators based on browsing statistics and materials used in the platform



**Geographic search**

- The possibility of using geolocation information in searches

**THANK YOU**