



DIGITAL ASSET MANAGEMENT. CONVERSION. DISTRIBUTION. METADATA. YOUR E-BOOKS IN MORE PLACES

Firebrand's Content Services helps you go digital earlier in the process and gets your e-books in more places, faster and with less hassle. Content Services is built on the same strong workflow management principles that have made Firebrand's Title Management and Eloquence Metadata Solutions the choice for over 300 publishing organizations.

Using Title Management, publishers upload and manage content in our Content Services Cloud, so digital assets and information are directly integrated with your existing daily work-life, making it easier to:

- Upload eBook files to an ever-increasing number of trading partners with ever-shifting requirements
- Consolidate critical search/discovery metadata that must travel with the eBook files
- Streamline the conversion and distribution process, to simultaneously publish both print and eBooks

Digital Assets				Distributions			Conversions			All Activity By Date					
Show Assets For: <input type="text" value="Current Title Only"/>										CONTENT SERVICES					
Digital Assets				Send			Convert			Upload			Edit		
Asset	Status	EAN/ISBN-13	Format	Asset Type: Cover Art High (CS) Download			Tag:			Status: Uploaded					
Cover Art High (CS)	Uploaded	978-1-4532-1902-7	Standard Epub	Status	Date Updated	By									
ePub (CS)	Approved	978-1-4532-1902-7	Standard Epub	Uploaded	04/27/11	Idawson									
Metadata	Approved	978-1-4532-1902-7	Standard Epub	Pending	04/27/11	Idawson									
Web-Ready PDF (CS)	Uploaded	978-1-4532-1902-7	Standard Epub												

Firebrand's Content Services include:

- Digital Asset Management
- File Conversion through eBook Architects and Digital Divide Data
- Digital Asset Distribution

Digital Asset Management

- *Integrated Digital Asset and Workflow Management Tools in Title Management.* Title records and metadata are kept in one place – including for eBooks. Within Title Management, upload files to our secure cloud servers, order conversions by format, specify destinations for files, and check on delivery status through regular and custom reports. Creating and keeping track of eBook titles is streamlined and can be integrated naturally into a title's lifecycle.

- *Secure Digital File Storage and Warehousing.* Assets are stored in Firebrand's Content Services Cloud, backed up daily for integrity. The Cloud is your digital warehouse and the single, secure, authoritative source for all your digital content.
- *Detailed Tracking and Reporting.* Status updates include what is being converted, where files are delivered, where they are in the conversion/distribution process, when the last process has occurred, and when other benchmarks are scheduled to occur. Custom reports can also be generated by seasons, dates, lists, titles, authors, subject area, and more.

File Conversion with eBook Architects and Digital Divide Data

If you already have arrangements in place with a third party or have set up your own internal workflow for file conversion, we can work with your existing process. Whether you want us to transmit existing eBook files and metadata between vendors and trading partners or take your physical book content and manage the conversion process from start to finish, Firebrand can help navigate the complex menu of file types used by different reading devices for display of content. Through our partners – eBook Architects and Digital Divide Data – we offer a comprehensive suite of conversion services, including quality conversion into the following file types:

- PDF
- Mobipocket/Kindle
- ePub
- Microsoft Reader/.LIT

Digital Asset Distribution

Firebrand distributes full eBook files, along with your associated metadata, to trading partners including:

- Online Search and Discovery programs such as Google Book Search, Amazon Search Inside, and Barnes and Noble See Inside
- eBook retailers and aggregators such as Amazon Kindle, Barnes and Noble Nook, Sony Reader, Blio, Kobo, Overdrive, Netlibrary, Ebrary, Google Books
- Printers (for print-ready PDF files), including POD vendors