

DAMS

Digital Asset Management Solution

END-TO-END CENTRALISED MANAGEMENT OF ALL DIGITAL ASSETS



Service Definition

January 2026

Overview



Use Innaxys DAMS for the comprehensive management of your digital asset collections. Content is securely stored, discoverable, and compliant, access is controlled, and teams can collaborate through flexible workflows.

Trusted by UK museums, heritage organisations, and central government agencies.

Ingest &
Index

Discover

Group &
Collect

Request, Edit,
Enhance

Share &
Download

Usage Analytics

Ingest, Store & Manage

Our cloud-based platform provides a single managed repository for all digital assets; image, video, audio, documentation and more, to deliver complete visibility and control over your collections.

- Supports multiple ingest routes including front-end upload function and automation via hot folders
- DAMS ingests all native metadata as well as IPTC fields to bring industry-standard asset management to your organisation. Further asset information can be added at ingestion according to requirements, including but not limited to:

Keywords including
AI-generated

Access Rights

Unique ID &
References

Retention Rules

Description &
Annotations

Copyrights

Consent Information

IPTC Fields

- All assets are ingested and stored in their original master format, available for download at any time. Original files are never altered by DAMS processes.
- Unpublished holding area allows users to embargo ingested assets missing mandatory metadata before making them available to other users.
- Content request function/job order workflows for easy collaboration with your content creation teams



Artificial Intelligence Ingestion Wizard

Our AI Ingest Wizard delivers automation and rapidity to data cleansing

We provide an additional service that harnesses AI technology to assess and sift large volumes of digital assets for quality and compliance before they are allowed to be ingested into DEMS. Suitability criteria can be defined by each organisation and the Wizard flags content that does not meet required standards. The result? Easy and targeted human review, straightforward decision-making, versatile outcomes, and an asset database of compliant and discoverable content.

Please contact us to find out more about DAMS AI and analytics capabilities.

Search, Discover, Organise

- Simple, intuitive search tools to quickly find content, including AI tools for similar content suggestion
- View assets and information in dashboards, lists, gallery, and collection formats
- Integrated mapping tool displays assets geographically
- Group assets into multiple levels of collections and lightboxes
- Edit metadata, annotate, and make new versions of assets linked to the original
- Full audit trail on every asset record
- Generate, send, and link consent forms to content for GDPR compliance

Download & Share

- Download and share content with internal and external teams, format and size options, secure time-bound share links, all activity can be reported against by user, department, asset etc.
- Share content to public platforms and social media.

Integrated editing suites

- DAMS offers a wide range of image and video editing tools, allowing the creation edited sub-assets linked to the original master.
- Automatic version control preserves your master assets' evidential integrity, and user activity audit logs means you'll always know who has been working on what.
- DAMS also includes video analytics such as object and motion detection, redaction and transcription tools.

Public portals

- Public-facing portal for uploading, viewing, and downloading assets, as well as e-commerce integration capability to enable content purchasing
- Send upload requests to members of the public or third parties
- Crowdsourcing portal functionality to run content collection campaigns

Asset Retention and Deletion

- Configure retention schedules by asset type, department, consent or other attributes
- Retention review tools for final decision making on content
- Automated deletion routes for expired or non-compliant assets
- Notifications to asset owners at appropriate points

Dashboards and Reporting

- User-friendly landing page dashboard, with configurable dashlets that can be content-focused for daily users, or usage analytic-focused for administrators.
- Benefit from a comprehensive reporting module, with standard reports and templates for your own reporting requirements. Set up schedules, define recipients, or run ad hoc when needed.

Security and Audit

- Role Based Access Control enables functionality to be restricted just to those users who have the relevant permissions. Unauthorised functionality is redacted from the screens.
- Comprehensive system logging provides for a full audit capability, with details of who, when, where and what are available in a read-only format.

Interfaces

Integrate data and information through interfaces with key business solutions such as content and collection management systems, e-commerce, AD and Single Sign On, email servers, etc.

Mobile Application

The optional DAMS Mobile App (Android) enables all the standard features of DAMS to be performed; upload, view, search, share etc.

Onboarding & Service Provision

Innaxys provides comprehensive implementation services for all our cloud software systems. Depending on your organisation's individual requirements, our services include:

- Discovery & configuration workshops
- Hosting & technical configuration
- Data migration
- UAT support
- Training

All onboarding implementation activities are led by a dedicated, experienced project manager working in-house with our technical teams.

We work with major blue light and public sector clients including police forces, fire services, and UK government organisations, so we have a wealth of experience and understanding of implementing our digital solutions in these sectors.

Working with Innaxys, you will also benefit from:

- UK-based, ITIL-compliant technical and end user support following SLAs
- In-life contract management and support
- Our systems follow full roadmaps and release schedules, with new customer-led functionalities introduced twice annually



Secure by Design - Trusted by Many



Our company and services are entirely UK-based



Public/private cloud, hybrid, & on-premise deployment options available



UK data centres are PASF & ISO 27001 accredited



Certified to ISO/IEC 27001:2022 & Cyber Essentials Plus



Systems & data encrypted to industry standards



Secure, multi-factor authentication, system & audit logging, role-based access controls



Systems operate to Official Level



Police-vetted personnel

Our Vision



We bring innovation to policing and the public sector through solutions crafted from decades of industry experience

Founded in 2011, Innaxys creates and delivers cutting edge training and asset management software solutions to emergency services and public sector organisations both in the UK and Europe. We harness technology, innovation and forward thinking to design solutions that help our clients to evolve and meet the needs of modern practices, achieve greater efficiencies, minimise paperwork and duplication, improve productivity, and reduce wasted resources.

Each member of our carefully selected development team holds a science related degree, complemented by computer engineering expertise, experience and training. Our engineers are directly employed, and we work closely together from our offices in the heart of Derbyshire. This enables us collectively to bring a dynamic and accomplished approach to software development, driven by a firm focus on the client.

We believe that technology should be a vehicle to deliver better business processes, and that close communication and partnership with the customer is vital to provide them with the most effective solution.

We practice Agile project management methodology, involving our clients at every step of the journey, whether that be for simple configuration of existing Solutions to meet your ways of working, or a full development project to introduce new functionality. This ensures a collaborative approach to each and every project, builds an environment of trust and transparency, and results in exceptional value for money and positive change for all our clients.

Contact us today for a no-obligation demonstration

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