

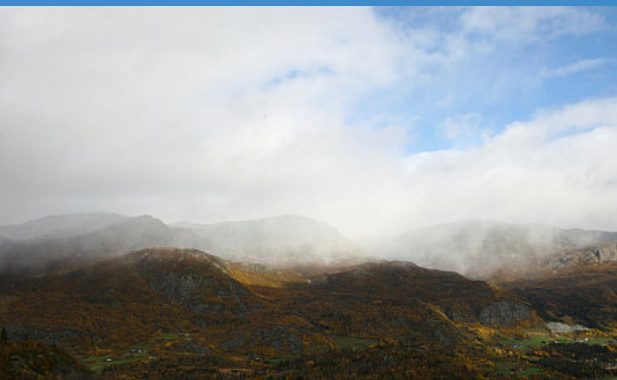
# FotoWare, IPTC and the Future

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# FotoWare facts

**Founded in 1997  
in Oslo, Norway**



- **One of the world's first DAM vendors**
- **4 offices: Norway (HQ), Australia, Russia & Sweden**

**Innovative**

**36 employees  
from 11 countries**



- **40% female employees**
- **Different background and education**

**Passionate**

**Serving customers  
in all industries  
world-wide**



- **4000+ customers in different industries**
- **250 000+ users**

**Caring**

**Strong  
partnerships**



- **42 FotoWare partners worldwide**
- **Microsoft Gold Cloud Certified Partner**
- **Amazon Web Services Partner**

**Responsible**

# FotoWare and IPTC

- Embedded metadata as core strategy since day 1
- Early adopter of XMP
- Metadata is our database
- Our customers are free to leave at any time
- But they don't

# Why Embedded Metadata?

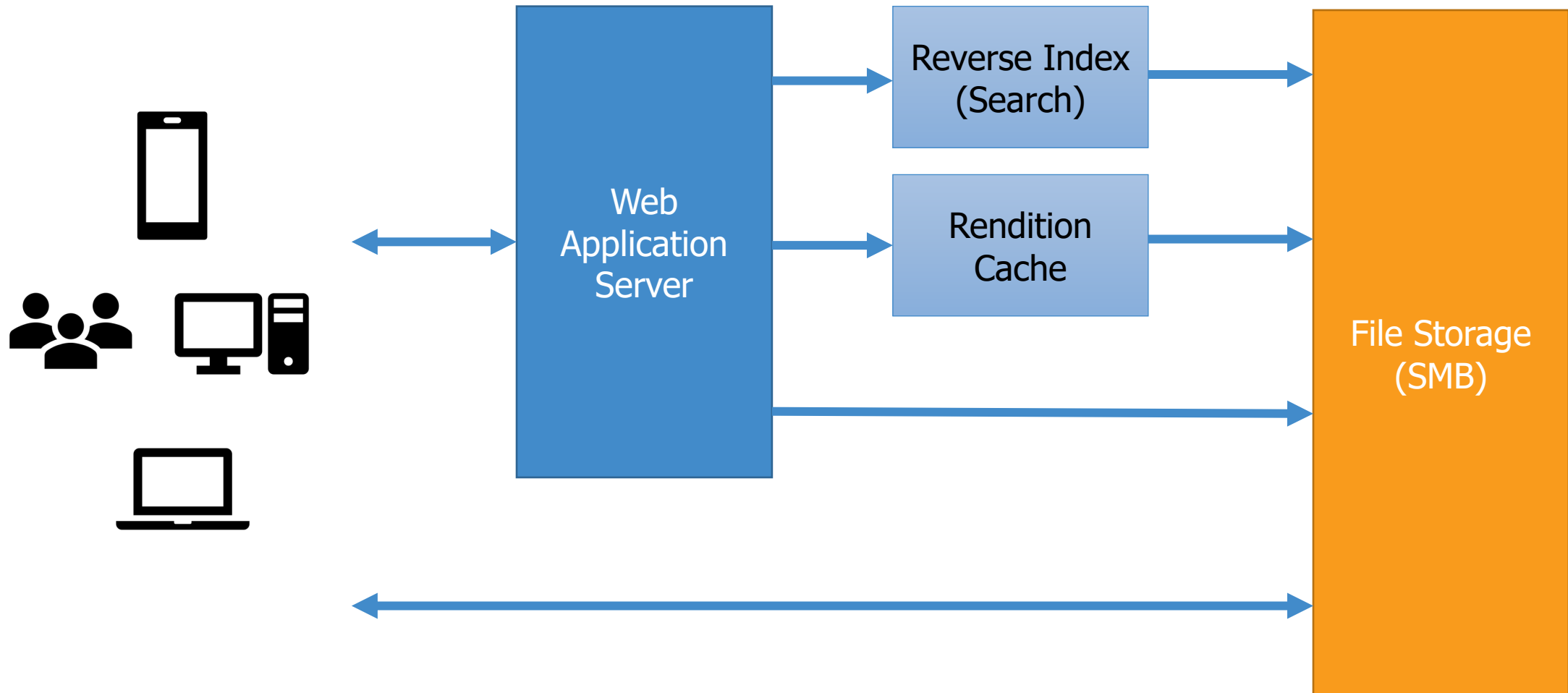
Joins  
metadata  
with data

Data Driven  
Design

Industry  
Standard –  
It's an API!

Licensing &  
Usage Rights

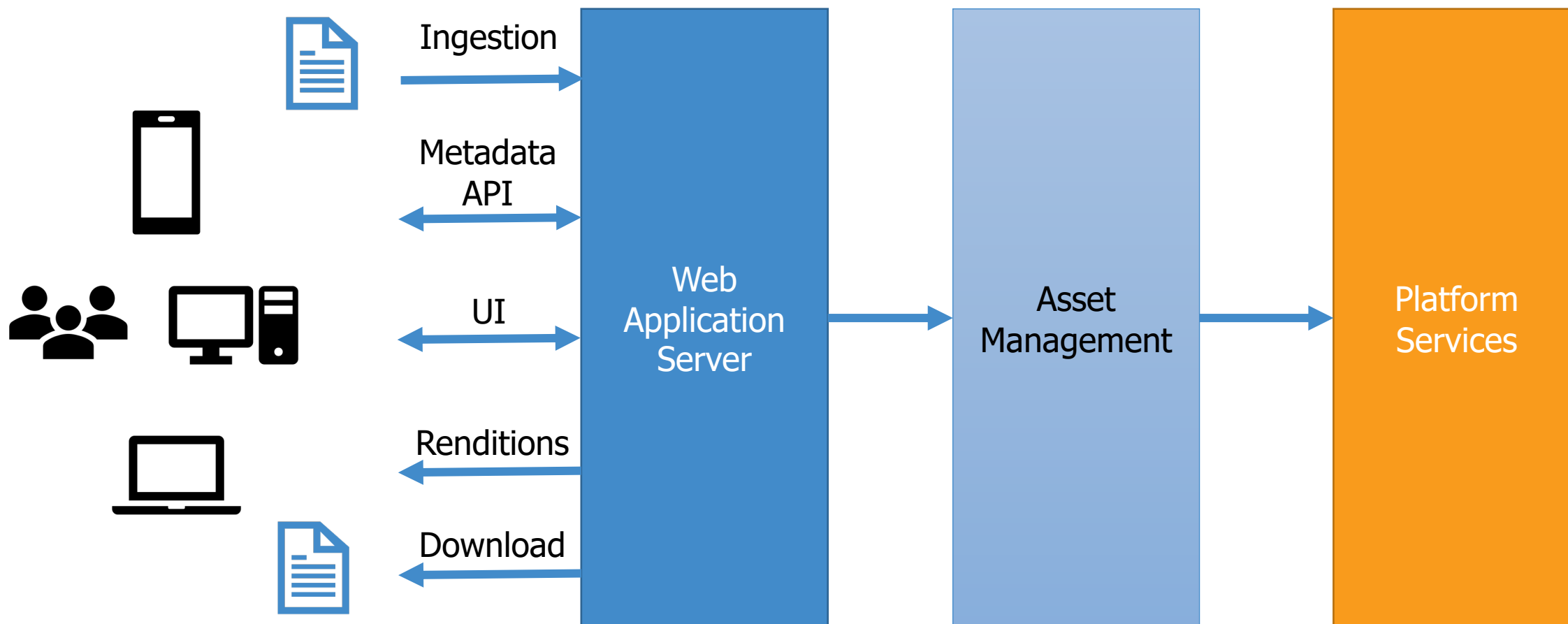
# FotoWare Architectural Overview – Legacy



# From On Prem to SaaS – The Challenge

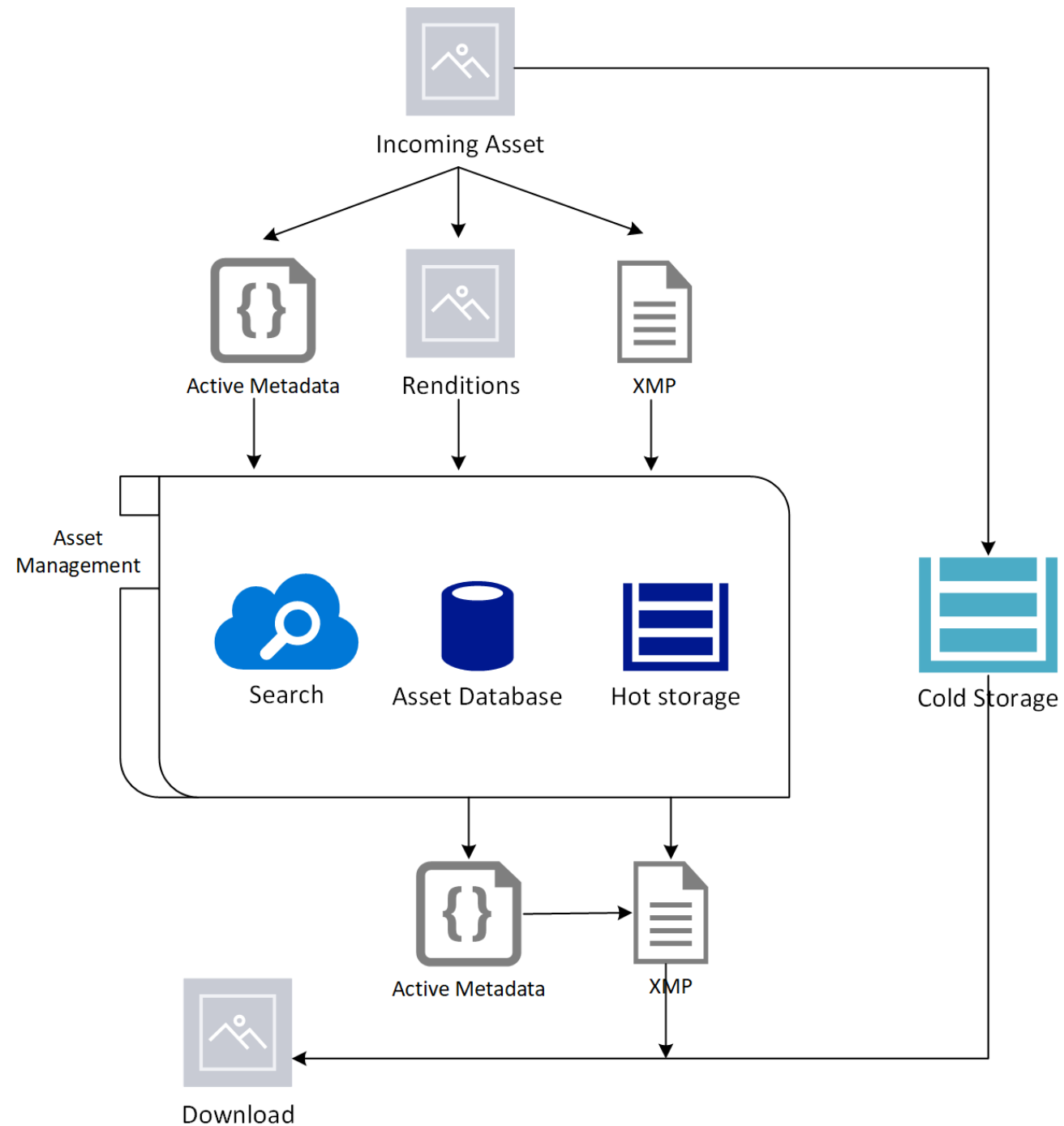
- Scaling for the future – Towards 100 million users
- Offer affordable team scale DAM
- Utilize more affordable, scaling Platform Services
  - Cold Blob storage (Instead of SMB)
  - Distributed Database (Instead of cached embedded metadata)
  - Distributed Search Engine
  - Transcoding services
  - CDNs
- But still support embedded metadata!

# FotoWare Architecture – Cloud Ready



# The Solution: Asset lifecycle

stoware





# In conclusion

- Embedded metadata is necessary when exchanging assets and renditions
- However, internal architecture does not need to reflect that
- Embedded metadata is more important now than ever

A photograph of three people standing outdoors. On the left is a woman with long brown hair, wearing a dark blazer over a light-colored collared shirt. In the center is a man with short brown hair, wearing a dark blazer over a dark sweater and a light blue collared shirt. On the right is a man with short brown hair and a beard, wearing a dark blazer over a grey sweater and a blue and white checkered collared shirt. They are standing in front of a body of water with a hilly shoreline in the background under an overcast sky.

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