



Ten Reasons Why Ex Libris Rosetta is Better than Other Solutions

An Ex Libris Rosetta Solution Brief

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Top Ten Benefits of Ex Libris Rosetta

1 The most cost-effective Digital Asset Management (DAM) and preservation solution

Rosetta is the only end-to-end digital asset management and preservation solution, enabling institutions to manage the entire lifecycle of their digital collections, from ingest and discovery to complete preservation. It provides a cost effective way to reduce the total cost of ownership and ongoing operational costs associated with the management of digital materials.

Using Rosetta's advanced technology, the vast majority of the manual work can be automated through Rosetta's highly configurable workflows. Starting from automating the deposit process, content validation, publishing and risk analysis for preservation can all be automated. As a result, staff members have the freedom to handle exceptions only and focus on other strategic initiatives.

2 The only complete Digital Asset Management and preservation solution

Rosetta addresses one of the key challenges in today's environment by fully consolidating the siloed operations that exist today for Digital Asset Management and preservation, in one unified solution. Rosetta was designed to address the entire digital management lifecycle—from deposit to the management of digital collections and materials of different formats, through the need to preserve the data in perpetuity. With Rosetta, users benefit from a single solution that addresses both DAM and Preservation needs. This also helps users to eliminate duplicate processes, management, and administration and maintains data consistency by allowing one solution to handle both the preservation and discovery of resources.

3 The fastest time-to-value solution

Building on the vast experience of Ex Libris in digital management and workflows, Rosetta was designed to channel this expertise into a simple yet sophisticated solution. Rosetta comes with out-of-the-box configurations and pre-installed tools and extensions that allow users to virtually plug-and-use Rosetta as is and start

benefiting from it on day one. Years of experience together with collaboration with the Ex Libris community, resulted in many out-of-the-box workflows and configurations in Rosetta. These default configurations translate into time and effort saved by Rosetta users and enable fast time-to-value after implementing Rosetta.

4 Community-driven Format Library Knowledge Base

At the heart of any preservation solution is the knowledge base (KB) it uses. The more extensive, accurate and updated the KB, the higher standard of preservation and risk management a solution can provide. Rosetta's Format Library is used to share and store information about formats, application, technical metadata extractors, and risks.

Aligned with the Ex Libris approach for openness and community collaboration, the Rosetta Format Library KB was built as a community-driven KB which is continually updated and extended by Rosetta users. This leads to an accurate and up-to-date KB that helps users keep their digital assets out of risk. The Format Library KB thus allows the entire community to benefit from the experience and knowledge of leading institutions around the world.

	Associated/Disassociated	Name	Description	Version	Classification	Registry Type	Registry ID		
1	Disassociated	ExL-Fmt-21	Finale Notation Form...	-	Generic	EX Global	ExL-Fmt-21	View	Edit
2	Disassociated	ExL-Fmt-22	CDX File Format	-	Text (Unstructured...	EX Global	ExL-Fmt-22	View	Edit
3	Disassociated	ExL-Fmt-23	ENIGMA Transportable...	-	Generic	EX Global	ExL-Fmt-23	View	Edit
4	Disassociated	ExL-Fmt-41	Open Publication Str...	2.0 v1.0	eBook	EX Global	ExL-Fmt-41	View	Edit
5	Associated	ExL-Fmt-61	MPEG-4 Media File	-	Generic	PRONOM	fmt/199	View	Edit
6	Associated	ExL-Fmt-62	Microsoft Office Ope...	2007	Generic	PRONOM	fmt/189	View	Edit
7	Disassociated	ExL-Fmt-101	DICOM image	-	Image (Mix)	EX Global	ExL-Fmt-101	View	Edit
8	Disassociated	ExL-Fmt-121	BAM file	-	Generic	EX Global	ExL-Fmt-121	View	Edit
9	Disassociated	ExL-Fmt-122	FASTQ File	-	Text (Unstructured ...	EX Global	ExL-Fmt-122	View	Edit
10	Disassociated	ExL-Fmt-123	Olympus Image File	-	Image (Raster)	EX Global	ExL-Fmt-123	View	Edit
11	Disassociated	ExL-Fmt-125	Look Up Table File	-	Generic	EX Global	ExL-Fmt-125	View	Edit
12	Disassociated	ExL-Fmt-126	PTY File	-	Text (Structured)	EX Global	ExL-Fmt-126	View	Edit
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14	Disassociated	ExL-Fmt-161	WebM	-	Video	EX Global	ExL-Fmt-161	View	Edit
15	Disassociated	ExL-Fmt-241	Genealogy GEDCOM Fil...	5.5	Text (Structured)	EX Global	ExL-Fmt-241	View	Edit
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Rosetta Format Library

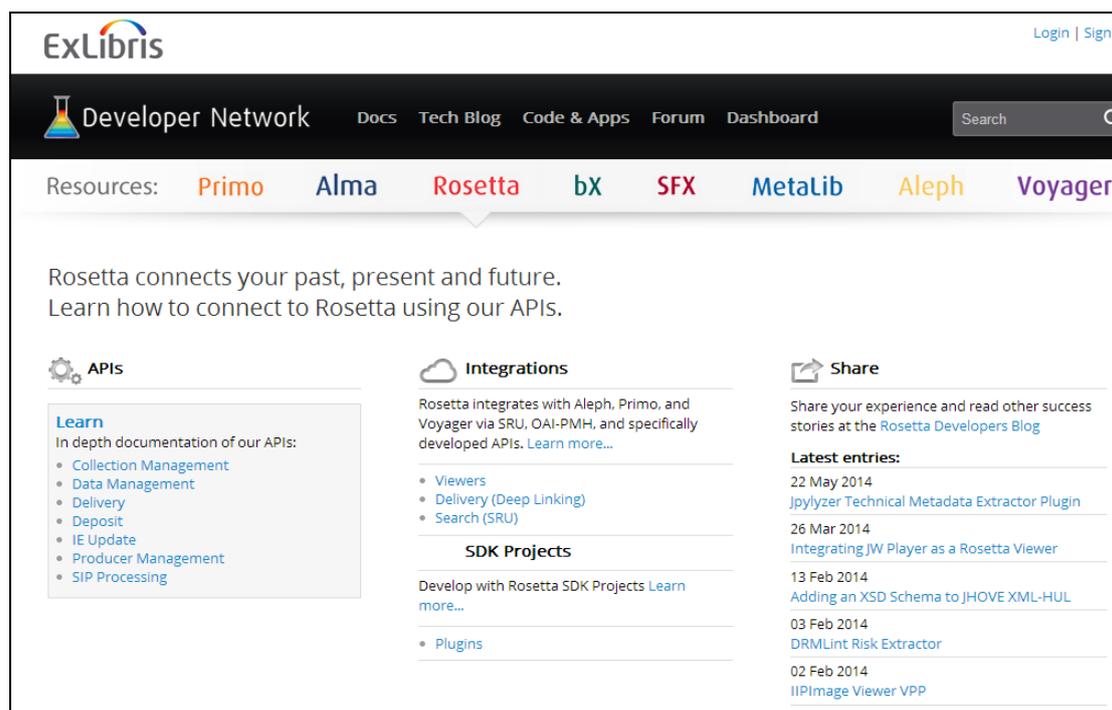
5 Open Platform – flexible, customizable and extendable

Rosetta is a truly open platform that allows its users to extend its core functionalities and integrate with third party solution, using its wealth of API's and open interfaces.

Rosetta's open platform offers users a great deal of flexibility by allowing many of the solutions' workflows and components to be extended and customized. Users can leverage Rosetta APIs in many areas of the solution. Here are just a few examples:

- To create unique submission applications in order to support integration with existing institutional applications
- To integrate easily with local systems for digital rights management, e-commerce, and discovery
- To embed a variety of enrichment tools into the existing Rosetta workflows

Furthermore, Rosetta's developer community can leverage the [Ex Libris Developer Network](#), an open, web-based network where developers enjoy immediate access to API documentation, upload and share their code, access the Tech Blog and learn what others do, join active discussion Forums and more – all open to everyone on the web.



Rosetta Developer Network

6 Comprehensive preservation and risk management

For long term preservation and risk management, Rosetta provides its customers with real peace of mind. Through Rosetta's unique preservation planning and action module, customers benefit from a powerful solution to manage their preservation and risk management needs, which enables them to collect, manage, archive and preserve a wide variety of digital objects in different formats

and structures. Built according to leading industry preservation standards such as the Open Archival Information System (OAIS) and PREMIS, Rosetta allows its users to follow risk management and preservation best practices.

7 Business logic-driven workflows - aligned to your business needs

Since no two customers are alike, Rosetta provides flexible and advanced configuration options to meet the needs of your specific digital management and preservation business workflows. Via the Rosetta business logic engine, customers can define specific rules and workflows in almost every area of the solution. Such rules include for example the ability to define Deposit rules where certain types of materials will go through specific validation rules; reporting configuration and complete customization; and the ability to fully customize and delivery rules and methods and more.

In short, Rosetta is designed with the flexibility that allows you to meet your current and evolving business needs through a highly configurable, rule based solution.

8 Highly scalable - handling your ever-growing collections

Ex Libris Rosetta provides a scalable infrastructure that addresses the need to preserve and manage ever-growing digital collections. This scalable solution can be implemented on a robust distributed architecture which facilitates the scalability of the solution in a dynamic and transparent way.

Rosetta's flexible architecture allows institution to start with small scale architecture and to expand the solution as needed. Rosetta is used today by customers of different sizes from small institutions with limited deposits and modest preservation needs, to high-end environments with massive and simultaneous deposit processes as well as extensive use of collection management, delivery and preservation processes.

Its advanced and scalable architecture enables Rosetta to meet different customers' needs and scale on demand.

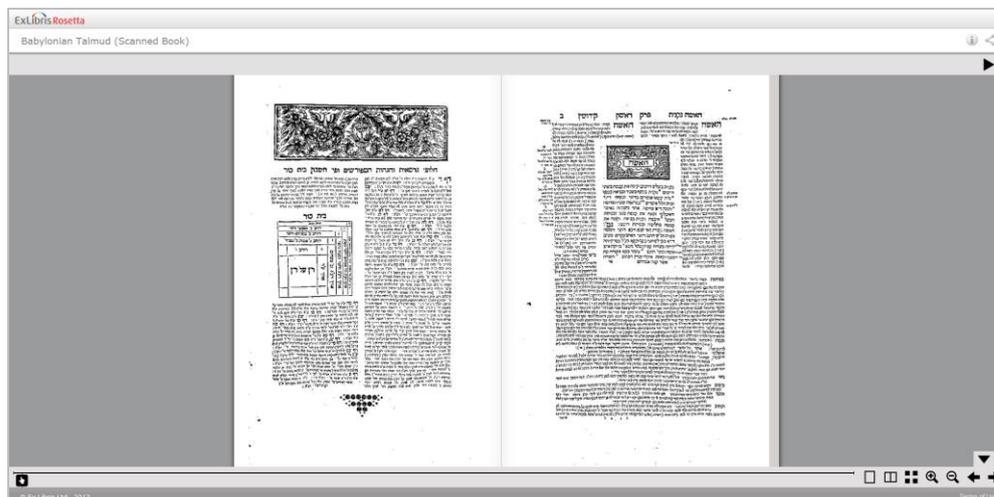
9 Storage neutrality - protect your storage investment

Many customers invest in storage solutions to keep their digital materials, whether for short or long terms preservation. The need for reliable and extendable storage leads customers to invest in commercial storage solutions.

Ex Libris Rosetta architecture allows its users to fully leverage their investment in existing storage solutions by leveraging Rosetta's Storage Abstraction Layer (SAL). Using the Rosetta SAL, Rosetta can connect to virtually any storage solution, allowing its users to benefit from both: the storage solution's capabilities (such as redundancy, mirroring, performance) whether it is a local or cloud based storage, and Rosetta's advanced DAM and Preservation capabilities. By doing so, users get the maximum benefit from their investment in storage infrastructure.

10 Variety of delivery viewers: your collection, accessible

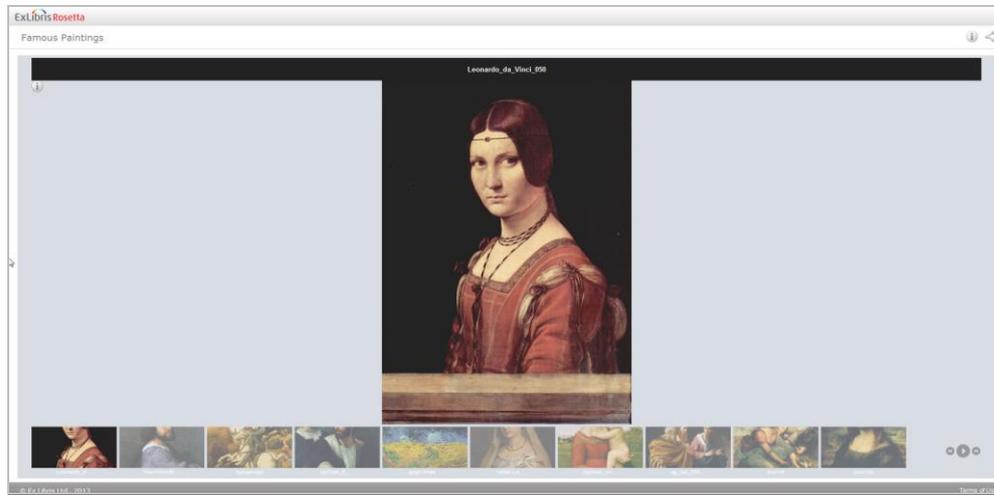
A digital management and preservation solution is also measured by its ability to make its managed content accessible to end users with minimal effort, while supporting a variety of content types. The myriad of digital materials in different formats makes delivery a real challenge for many solutions.



Rosetta Delivery Example: Internet Archives Book Reader

Rosetta addresses this challenge by providing its users with an impressive number of out-of-the-box delivery viewers and, not less important, Rosetta's open interfaces and extensible architecture allow users to easily add and integrate new viewers to Rosetta using pre-defined plug-ins.

The variety of viewers included in Rosetta enables users to view the wealth of content types that Rosetta handles, and to make a wide range of material types accessible to their end users from the moment Rosetta is installed.



Rosetta Delivery Example: Photo Album Viewer