



Virtual Press Kit

Chuckwalla Fact Sheet

Overview

With faster implementation and immediate ROI, Chuckwalla's digital asset management (DAM) technology allows organizations to meet the complex challenges of harnessing rich media across print, web, wireless and other multi-channel environments. Based on Microsoft.NET, Chuckwalla's open, scalable platform simplifies DAM by helping companies across industries to find powerful solutions to their publishing, brand management and e-learning challenges.

Downloads

- >> [Fact Sheet](#) (pdf)
- >> [Chuckwalla Logo](#) (eps or tif)
- >> [Chuckwalla v5 box shot](#) (tif)

Products

Chuckwalla v5-Standard Edition

The cornerstone of Chuckwalla v5 is an intelligent enterprise repository that controls otherwise unstructured rich media content including images, simple and compound documents, layouts, presentations, audio and video files, and more. The repository provides centralized storage, security, advanced search and retrieval, version control and asset transformation. This provides the ability to re-purpose rich media content for various cross-media communication applications, including publishing, branding, marketing, and e-learning.

Chuckwalla v5 Modular Edition

Chuckwalla v5 Modular Edition enables workgroups within large organizations or small to mid-sized businesses to start with a smaller deployment, with most of the robust features of the Standard Edition. The Modular Edition is easily upgraded to the Standard Edition.

Developer Edition is also available.

Chuckwalla provides a comprehensive package of products, world-class consulting, customer education, and personalized support.

Chuckwalla's Solutions for Multi-Channel Communication Success

Chuckwalla helps companies meet today's multi-channel challenges in the following areas:

● **Marketing/Branding**

Communication, consistency and accessibility are key components of any brand management strategy. From logos to complex collateral documents, Chuckwalla brand management solutions enable organizations, such as Retailers, Catalogers, Global 2000 Brands and Publishers to collaborate in real time with designers and external partners. The result is less time focused on non-core activities like version control, and more emphasis on seamless branding campaigns across diverse channels.

● **Publishing**

Managing monumental amounts of content is fundamental in effectively utilizing online and offline media properties.

Chuckwalla seamlessly integrates the digital asset workflow—through the initial collaborative design stages, page layout, production, distribution in print, over the web and on wireless devices. By utilizing Chuckwalla's centralized DAM system publishers can control the rights and usage of the content they produce and license while realizing additional revenue opportunities by repurposing their content in new ways.

● **E-learning**

As essential as textbooks to the physical classroom experience, e-learning is only as effective as the rich media that supports the online coursework. Chuckwalla provides the framework for rich media management and distribution to Web-based applications, enhancing the personal or corporate learning experience, fostering group cooperation, and improving efficiency.

Customers

Leading enterprises and global organizations use Chuckwalla as the foundation to build their mission critical DAM applications. Representative customers include Black and Decker, CNet, Darden Restaurants (Red Lobster and Olive Garden) , Duggal Visual Solutions, G.L Ness, Publishers Press and RioGrande/Bell Group.

Technology Partners

Chuckwalla has established technology partnerships with leading companies worldwide. Providing platform, database, infrastructure tools, and complementary technologies, Chuckwalla' s technology partnerships are designed to bring the best DAM solutions available to our customers. Chuckwalla' s partners include Adobe, Microsoft, Quark, Van Gennepe, Verity and Virage/Autonomy.

Solution Providers

Chuckwalla' s solutions providers include integrators and consultants who provide an assortment of valuable services and highly recommend our proven technology as the foundation to an integrated solution. Services include development, enterprise content management strategies, planning, custom applications development and deployment. Solutions providers include DPCI, DeepBridge Content Solutions, Dell Professional Services, eIntegrity and SageStone Consulting.

Management Team

Brian Aspland, *President and Chief Executive Officer*

Brian Aspland brings a wealth of executive experience and leadership from his career at a number of successful software companies. Mr. Aspland was formerly CEO of FrontOffice Technologies, a document management software company successfully sold to iManage (now Interwoven.) Answer Systems (now part of Computer Associates) and Integral Systems.

Ashwin Shah, *Chief Technology Officer*

Ashwin Shah co-founded the original company in 1992 after 18 years of extensive software development and management experience, including 10 years of design and management experience in the field of rich content and multimedia management. Prior to founding Chuckwalla, Mr. Shah had extensive software development experience in graphics, computer-aided design and computer systems at ComputerVision, GE-Calma, and Burroughs Corporation.

Jon Lewis, *Vice President Sales and Marketing*

Jon Lewis possesses a successful track record building sales and marketing organizations at early-stage, rapid-growth companies focused on developing technologies for digital content creation, production and management. He has held executive sales, business development and/or marketing positions at MetaCreations, Microtek, ScanView and XRS.

Contact Information

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