



## DAM Software Solution for Managing the Creative Process



**Brian Ahearn - CEO**

Evolphin Software Inc., founded in 2007 and based in the Silicon Valley of California, delivers a robust yet simple solution for managing the total lifecycle of any digital asset, including rich media content like video. Evolphin Zoom is their evolutionary software solution built on their patent-pending RevDB database and supported on multiple platforms. An intelligent toolset for managing the workflows, versioning, and archiving of rich digital content – from concept to completion – Zoom also provides detailed analytics that provide greater visibility into the creative process.

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

**CEOCFO: Mr. Ahearn, what is Evolphin Software?**

**Mr. Ahearn:** Evolphin is a supplier of software to broadcasting, advertising and publishing companies. We focus on digital asset management which means that we provide software that enables our target market to manage their digital assets through their work in process which again means from the idea of an asset to the creation, approval, distribution, storage and archiving of the asset. Around all of that we provide workflow products and capabilities enabling our customers to completely automate the end-to-end DAM/ MAM process.

**CEOCFO: What are some of the common challenges that you are able to help people with and what might be some of the more unusual aspects that Evolphin is able to handle?**

**Mr. Ahearn:** From a technology point of view, the number of digital assets to be managed, stored and retrieved, the size of those digital assets and the ability to distribute those digital assets are all key challenges facing many advertising and broadcasting organizations. Again from a technical perspective, many of the solutions that are available in the market right now are using technologies that are not designed to manage this massive volume of files and file sizes. Database is key but current database technology is not well suited to the unstructured nature of digital assets. In addition, file sizes are huge which creates challenges for storage and distribution. Our jewel is front end de-duplication which means that our versioning engine saves only the changes made to a file, which is quite different from the approach taken by other vendors who simply make another copy of the file. Our file compression is second to none.

**CEOCFO: Are your customers actively looking for better solutions or is it more that they will be happy to know when they find them?**

**Mr. Ahearn:** The thing about digital asset management is that it has been around for a long time. Current thinking is whether digital asset management (DAM) is a nice to have or a need to have. Evolphin customers have recognized that DAM is a core competency and therefore a scalable, performance and feature rich solution is a need to have. DAM and the subsequent automation delivered by workflow solutions has a very bright future as customers focus on the creation, use and reuse of digital assets.

**CEOCFO: What is the competitive landscape for you?**

**Mr. Ahearn:** It is very aggressive. There are a lot of competitors in this industry and they typically range from small organizations that provide point solutions all the way up to organizations providing platform solutions. Point solutions are typically packaged and will meet 80-90% of the customer requirements out of the box. A platform solution is a more customizable approach and often better suited to more complex customer requirements. The landscape is crowded but many existing solutions are tired and leverage last generation technologies and approaches. The biggest opportunity is that customers are looking for solutions that will help them with their future requirements and not so much looking for solutions that will help them do the old stuff in a different way.

**CEOCFO:** *When you are talking with a prospective customer, is there a typical aha moment when they understand what you have to offer?*

**Mr. Ahearn:** I talk with a number of customers at various levels including the CxO suite. The 'aha' moment usually comes when I explain the control, process visibility and automation that can be achieved from a structured and organized digital asset management system. More 'aha' moments occur when they come to appreciate the relationship between their DAM and their revenue. DAM with workflow automation brings cost benefits, productivity benefits and predictability into the process. You would be surprised about how many organizations cannot monitor and report on their DAM process, which is problematic when DAM is critical to the business! Evolphin Zoom streamlines, automates and enables customers to 'inspect what they expect'.

**CEOCFO:** *You have been CEO for less than a year; what attracted you to the company and what is your overall mission?*

**Mr. Ahearn:** I like new ways of doing things. I enjoy the opportunity to apply innovative technologies to complex problems and I love to compete. Evolphin is all of these things. Add to that the industry. This industry is changing so rapidly. It is an industry filled with diverse cultures, age groups and attitudes. Dealing with millennials for example who search for instant gratification presents a unique set of challenges. Few industries are driven by emotional versus rational decisions, few are driven by inspiration; it's just a cool industry to be in and of course, the opportunity to make a huge contribution and a difference is one that should be grabbed with both hands. On the mission front, build a great company with great technology and build great customer relationships.

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**CEOCFO:** *What surprised you as the business has grown and developed so far?*

**Mr. Ahearn:** Sales cycles are longer than I am used to. Customer interactions are a little different too. In a recent meeting on Park Avenue in New York City, the customer was more interested in my Twitter handle or Facebook address than my cell phone number or email address. I'm also constantly surprised at the rapid rate of change. Requirements today will change tomorrow and so speed to market is key. My own company has learned to respond very quickly to customers and to change our technical direction very quickly when needed. Flexibility and responsiveness is the key to survival.

**CEOCFO:** *What is next for Evolphin?*

**Mr. Ahearn:** Next for the company is obviously to continue to grow our revenue. The company has been around since 2007 and we have been driving hard in to the market for the last 12 to 18 months. The goal is to build a company that is well respected, sustainable and is known for delivering on its promises. We want to inspire our customers into approaching DAM from a completely different perspective. All in all, it's about more innovation, growth and having a good time.

**CEOCFO:** *What should people reading about Evolphin remember most?*

**Mr. Ahearn:** Evolphin is not like the rest—we're a bit edgy, perhaps over confident even, but seriously innovative. We do what we say we will do and that's that.

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**BIO:** Brian Ahearn is the CEO of Evolphin Software and has been a member of the Board since 2010. Mr. Ahearn has 25 years of global senior management experience in Asia, Europe, the Middle East and the United States with an emphasis on high tech sales, professional services and product development. Brian holds an MBA from Massey University and bachelor's degrees in computer science, mathematics, and psychology from Victoria University.



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