

Top 10 mistakes

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Top 10 - interviews

What are the 10 most common mistakes made by companies implementing a digital asset management project?

- 32 interviews over 2 months
- Recently implemented through to 5+ year duration
- One person managing through to multi-office corporate
- 14 were in second or later stages of implementation
- 1 web based source was included

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TOP 10 - scoring and analysis

- Allow each person to speak then ask relevant questions afterwards
- Hand written responses
- Asked if a response would fit a particular category
- Treated both "no meta data" and "lack of usage" as symptoms not causes
- 48 replies were not included in results, too unique

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Top 10 - answers

Mistake Category	Number of Responses
Started without complete business plan	55
Misunderstand what DAM is all about	25
Inefficient or inaccurate meta data	22
Partnering with internal IT failed	21
No dedicated project manager	20
Lack executive sponsorship	18
Do not understand the value of the assets	15
Build DAM solution from scratch	12
Lack executive sponsorship	10
Vendor related	8
Did not accept DAM as an operational cost	5

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Started without complete business plan

- have a business plan
- thought it was a simple solution rather than a change at the company level
- expected one solution could meet many needs....rather than meet each need on its own merits
- not envisaged how the system was going to be used
- system created without asset contributors involved
- underestimation of maintaining system after initial stages are complete
- interaction with other departments who are providing or using assets

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Misunderstand what DAM is all about

- there was no-one in the team with prior experience
- just don't get it from the users point of view
- used a non dam solution
- think project is dam bit is not
- "M" in dam refers to management of meta data
- often harder than they think...under estimation of complexity
- system designated for end results with little importance of meta data management

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Insufficient or inaccurate meta data

- underestimate the complexity involved in collecting meta data
- users do not perceive a benefit in using the system
- no management of meta data entry
- no plan for what meta data will go into system
- no meta data structuring or standardisation
- meta data ineffective in describing the asset
- integrity of system leading to lack of staff confidence

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Partnering with internal IT failed

- IT department not involved in project
- gap between IT versus business users
- correct backup of both catalogues and assets
- did not customise solution rather tried to fit business to system
- did not understand storage requirements in terms of many years - like 5
- plan for storage location - central or regionalised
- integration with current systems

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No dedicated project manager

- not having dedicated dam/archival person
- not having designated person in charge of meta data entry and cataloguing
- keeping database up to date
- meta data standardisation
- no plan for accessibility of records and files
- only the contributors use the system - ignorance from everyone else

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Did not understand the value of the assets

- no understanding how a DAM system will provide benefits
- believe DAM is too expensive
- false expectations about benefits
- no strategy of moving from analogue to digital
- underestimation of value of assets
- protocol to define value of assets - need to cull in a consistent way
- intimate knowledge of the details of the "collection"

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Lack executive sponsorship

- internal politics
- poor leadership
- no champion to get new resources when needed
- power struggle between users and IT
- no executive sponsorship to complete project
- contributors want to control the system
- no ownership of the dam project

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Build DAM solution from scratch

- writing a system yourself
- too much software customisation
- building their own system
- believed needs to be too individual
- tried to build themselves rather than customise existing solution
- use an off the shelf system you can customise to meet your needs
- writing system for themselves

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Vendor related

- choose vendor who knows what they are doing and will stand by you
- have someone who knows what they are doing - preferably have done this before
- do not go with cheapest quote - look at track record of vendor as more important
- local support and training services provided
- proprietary system that can not be adapted
- selecting dam solution to suit your needs

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Did not accept DAM as an operational cost

- expecting ROI before making investment
- expecting customers to pay for the solution
- focus on non-core issues, ie dam
- not enough internal resources
- lack internal support
- chose hosted solution when internal solution was needed

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Top 10 - why?

What were the causes?

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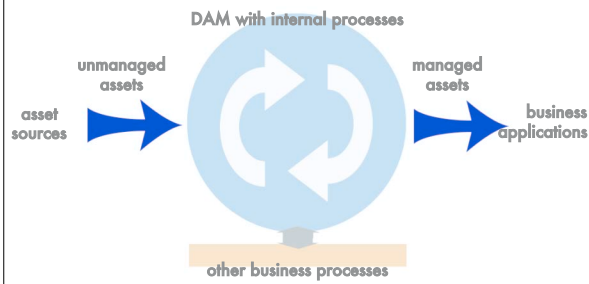
Top 10 - why?

Fail to understand placement of dam within an overall business/IT environment

- Started without complete business plan
- Misunderstand what DAM is all about
- Insufficient or inaccurate meta data
- Do not understand the value of the assets
- Lack executive sponsorship
- Did not accept DAM as an operational cost

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Where is dam?



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Top 10 - why?

dam is currently driven from a business/user perspective and has little involvement from traditional IT support

- Started without complete business plan
- Insufficient or inaccurate meta data
- Partnering with internal IT failed
- Build DAM solution from scratch
- Vendor related
- Did not accept DAM as an operational cost

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No-one stated that they had stopped using the dam solution !

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Top 10 mistakes

Thank you

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