DataBasics

databasics.com.au

DataBasics
Provider of creative business solutions

DATABASICS IS THE LEADING PROVIDER OF DIGITAL ASSET MANAGEMENT SOFTWARE SOLUTIONS AND SERVICES IN THE ASIA PACIFIC REGION

WE HELP YOU DELIVER CONTENT MORE EFFECTIVELY AND EFFICIENTLY

DataBasics works closely with customers to achieve great results in their businesses by ensuring their valuable digital assets are preserved and enriched through better practices in management and delivery.

DataBasics believes that **any organisation would benefit from a digital asset management system**, ensuring operational excellence by improving collaboration and communication, enhancing workflow efficiency, reducing time and cost of content production and lowering operating costs.

As organisations look for ways to cut costs, increase their ROI, and boost their operations, many are taking a look at how to better manage their digital assets.

84% of businesses report that finding their **digital assets is the biggest challenge**[1]. According to analysts, an average person looks for assets 83 times per week, and fails to find them 35% of the time. They estimate that a DAM system can **cut the amount of time searching for assets by more then 85%**[2], and the failure to locate the media would fall to below 5%.

Making those assets available to the right person in the right format at the right time is essential to surviving in today's business environment. This is what we do.
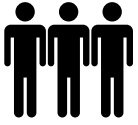
[1]http://www.gleanster.com/research/digital-asset-management
[2]http://www.gistics.com/publications-and-tools/journal-digital-asset-management

LET US HELP YOU:

- **increase your operational efficiency**
- **manage brand consistency**
- **better your returns on marketing investment**
- **develop workflows for collaboration**
- **improve information governance and control**

DELIVERING THE BENEFITS

For over 20 years DataBasics has been helping some of Asia Pacific region's biggest names in a wide range of government, education and industry sectors to make more effective use of their data.

What they had in common was a need for a trusted expert able to understand their business problems and source the right software solution.

They also needed a stable and reliable partner providing market-leading solutions for a variety of cross-platform environments with rock solid and responsive local support.

DataBasics can help at all levels, whether it's to design and source a solution, assist with implementation or train users and administrators.

DataBasics draws from a wealth of industry knowledge to back our product offerings with extensive technical and sales support. We are a compact team, and maintain direct communications with customers. We put your needs first, leading to acclaimed quality and professionalism.

Ongoing day-to-day support is handled by our Australia-based CustomerCare team. The team can provide help and guidance you can trust with over 40 years combined digital asset management experience.

We have developed a wide partner-reseller network, which allows us to deliver truly tailored solutions to our clients while drawing on local expertise.
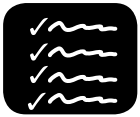
IN THE ASIA PACIFIC REGION, WE WORK WITH CUSTOMERS ACROSS A WIDE RANGE OF MARKET SEGMENTS IN PRIVATE AND PUBLIC SECTORS, INCLUDING:

PRIVATE:

Manufacturing

Travel

Retail

Advertising

Entertainment

Media

Transportation

Medical

PUBLIC:

Government Agencies

Universities

Local Councils

National Galleries

Museums

Schools

Statutory Authorities

OUR CREDENTIALS

We are Canto's leading distributor globally

We have achieved Canto's Certified Platinum Distributor status 4 years in a row

We have completed major projects on time and within budget

We have grown our business in step with increased demand from the marketplace

Canto Certified Distributor Platinum CCD

WE ARE ALSO AN APPROVED SUPPLIER ON THE FOLLOWING GOVERNMENT ICT PANELS
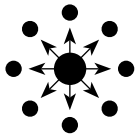
QUEENSLAND

- **GITC** (Government Information Technology Contract) Q-4217
- **QAssure** (CCIQ) register of pre-qualified suppliers #10874

NEW SOUTH WALES

- **ICT Services Scheme Registered Supplier**

VICTORIA

- **e-Services Register (ARIBA)**

WHAT WE PROVIDE

We provide business consultancy with software solutions and services that improve productivity, efficiency and effectiveness in digital asset and media management for our customers.

SERVICES

PROFESSIONAL SERVICES

- solution consulting
- business requirements gathering
- solution design and workflow analysis
- testing

- content creation and training delivery
- solution reviews
- project management
- DAM health checks

TECHNICAL SERVICES

- technical reviews
- software installation and configuration
- upgrades and add-ons

- managed services
- CustomerCare
- PremiumCare
- hosted solutions

SOLUTIONS

FOR COLLECTION MANAGERS, ARCHIVISTS, LIBRARIANS

Manage and consolidate many types of digital files. Monitor digital resources with categorisation, proper arrangement and description, while also facilitating access for the appropriate users. Make sure the right assets are used by the right people at the right time.

FOR MARKETERS, BRAND MANAGERS

Create central access and control point for all rich media content to manage and control your brand assets. Maintain brand consistency while working with external agencies for advertising, public relations, media and marketing communications needs. Provide workflow approval throughout the process of creating new material. Manage digital rights.

FOR ENGINEERS, ARCHITECTS, DESIGNERS, PHOTOGRAPHERS AND OTHERS

Whether it is an employee, supervisor, subcontractor or client who is looking to access a blueprint or job site photograph, these assets must be readily available and easily accessible in order to keep a project moving along at a productive pace. DAM will not only allow end users to view these files, but to also make necessary edits in a collaborative manner, especially when multiple parties are required to provide input on a project checkpoint.

FOR PUBLIC SECTOR

Effectively manage and distribute your agency's digital assets. Guide, direct and control how digital assets are used with digital governance. Improve citizen access to content and services. Automate processes, increase collaboration and improve public services. Archive and track files more securely, easily search and retrieve information on file. Create and deliver consistent citizen service across all channels, including web, mobile and social media.

BASIC BETTER BEST - FROM YOUR DIGITAL ASSET MANAGEMENT SYSTEM

Understanding where your organisation fits on a DAM development model* can help you define your needs, requirements and identify the key challenges and therefore the opportunities.

BENCHMARK	1–IMMATURE	2–DEVELOPING	3–MANAGED	4–OPERATIONAL	5 – ENTERPRISE
DAM Expertise	No experience with DAM technologies, including repository and workflow system management	Realising DAM importance, starting to create centralised repositories	Functional DAM system with core competencies of ingestion, cataloguing, transformation, etc. implemented	Managing DAM-specific repositories and creative workflow systems is a core skill	Pro-active use and refinement of DAM capabilities to uncover current and future asset value
Process	No procedures	Basic process analysis leads to some ad-hoc workflows	Initial creation of inter-departmental processes to prepare for automation	Automated processes span systems and departments	Refinement and experimentation, workflows are common practice
Content	No formal inventory/ classification, content often duplicated	Initial content tagging, content still duplicated	Enterprise inventory initiated, controlled vocabularies initiated	All new repositories and content types registered, global taxonomies created	Ongoing metadata review and tracking, assets prepared and authorised for use and reuse across systems and channels
Findability	Employees spend excessive time searching for assets	Search indexes tuned and basic metadata applied	Initial content analysis and structuring, rationalisation of search technology, identification of core content types	Development of specific search applications	Search and classification become a central service, with business-driven variants, search mechanisms continuously improved
Integration	No systems	Scattered departmental efforts	Initial attempts to combine or integrate systems across departments	Business-critical information systems prioritised	Enterprise integration aligned with company culture, innovations encouraged from departmental levels
Usability	Ignored	Employee adaption rates measured, but dissatisfaction unanalysed	Some initiatives to analyse user adaption to guide design	User-centred design underpins all system designs, with formal collection of user feedback	Driven by business needs, intuitive, instructional, multi-platform

* Inspired by the DAM Maturity Model. © DAM Foundation, Real Story Group & Henry Stewart DAM
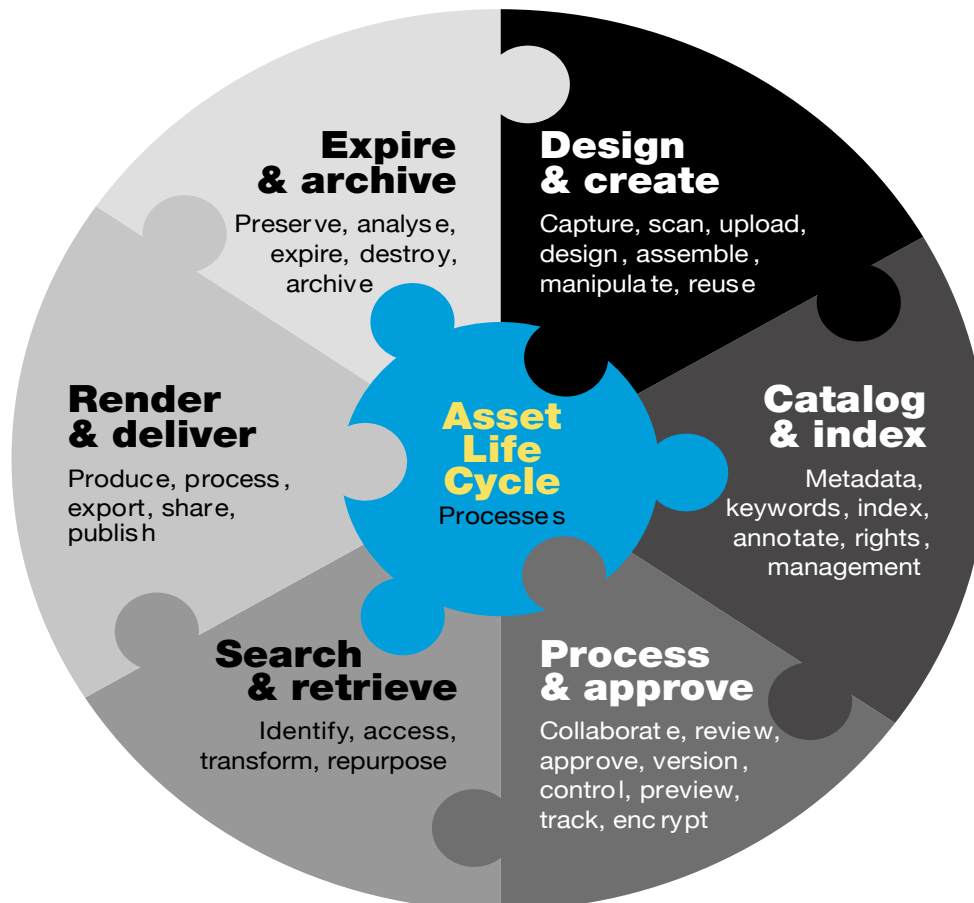
By selecting DataBasics we will take you on a journey and deliver unique skills and expertise earned in thousands of hours spent designing and delivering solutions across the region to make your project successful.

We listen, we deliver.

✓ DAM BENEFITS

DAM helps our customers increase operational efficiency, build brand equity and improve returns on marketing investments by managing your digital assets.

Asset Life Cycle
Processes

Expire & archive
Preserve, analyse, expire, destroy, archive

Design & create
Capture, scan, upload, design, assemble, manipulate, reuse

Render & deliver
Produce, process, export, share, publish

Catalog & index
Metadata, keywords, index, annotate, rights, management

Search & retrieve
Identify, access, transform, repurpose

Process & approve
Collaborate, review, approve, version, control, preview, track, encrypt

Save time

✓ **Find Files Fast** – quickly find, organise, and convert all your digital media from one centralised location

✓ **Avoid Interruptions** – improve efficiency by helping others quickly find what they need, on their own. Enable self-service for images, videos and documents

✓ **Re-use and Re-purpose** – Don't waste time re-creating what already exists. Get the most out of past projects by re-using and re-purposing existing assets

✓ **Ensure Correct Access** – help others make the right choice by making it easy to find approved files in the right formats

Save money

✓ **Avoid Duplicates** – reduce costs by eliminating the need to recreate lost asset

✓ **Avoid Fees** – track usage rights to avoid fees associated with incorrect usage, license violations, and other compliance issues

✓ **Spend Less** – empower others to convert files into the desired format without additional desktop software

✓ **Increase Revenue** – enable the sale and licensing of your assets

✓ **Improve Customer Service** - decrease the turnaround time and delivery of media to your clients

" WHAT OUR CUSTOMERS SAY

JOHN HOLLAND IS ONE OF THE LARGEST CONTRACTING AND CONSTRUCTION COMPANIES IN AUSTRALIA, WITH A TURNOVER OF $4 BILLION A YEAR. JOHN HOLLAND RECOGNISED THE NEED FOR A DIGITAL ASSET MANAGEMENT (DAM) TO MEET THE NEEDS OF THEIR DIVERSE RANGE OF USERS WHEN SEARCHING FOR AND USING THEIR DIGITAL ASSETS.

DataBasics worked with John Holland to implement the installation, configuration and set up of Canto Cumulus DAM.

"We engaged a DataBasics consultant to implement and configure the platform to our requirements. He spent a week in our office working alongside our ICT team and implemented a metadata structure, review workflow, approval process, video preview function, and a customised web interface. Without the benefit of his expertise we would have spent months learning and configuring the platform ."

- Tim Crisp, Project Manager at John Holland

WITH SPECTACULAR VIEWS OF THE HARBOUR, TODAY SYDNEY'S ICONIC LUNA PARK THEME PARK HAS BECOME A POPULAR VENUE FOR CONCERTS, CORPORATE FUNCTIONS AND WEDDINGS. IN 2011 LUNA PARK REALISED THEY NEEDED A DAM THAT WOULD ALLOW THEM TO DOCUMENT THE HISTORICAL INFORMATION THEY KNOW ABOUT AN IMAGE IN THE METADATA, AS WELL AS A DOCUMENT MANAGEMENT PLATFORM.

With the help of DataBasics, Luna Park aquired Canto Cumulus DAM.

"Once we contacted DataBasics they had a technician come down and spend four days with us to get us started, the install only took one day and the rest was training to make us selfsufficient. Throughout the implementation period we needed assistance in setting up custom record fields and additional record view sets which the support team from DataBasics was always there for with a speedy response."

- *Warwick Doughty, Director at Luna Park Sydney*
  Luna Park has since upgraded to Cumulus Enterprise, with DataBasics help.

MELBOURNE'S LANDMARK SHRINE OF REMEMBRANCE OPENED IN 1934 TO COMMEMORATE THE SERVICE AND SACRIFICE OF VICTORIANS IN THE FIRST WORLD WAR (1914-18). IN 2014 THE GALLERIES OF REMEMBRANCE WERE LAUNCHED, WITH THE EXPANDED FACILITIES AND INCREASED VISITS.

With the assistance of DataBasics, a Canto Cumulus DAM was purchased, installed and configured in 2010.

"Working with DataBasics over the last five years we have been able to expand the functionality of our customised Image Management database. The IMS is managed by the Shrine's Exhibitions and Collections department and we have relied on the professionalism and expertise of the staff at DataBasics. All enquiries have been promptly responded to. The staff are everything you want from a software provider and support team: friendly, polite, prompt and most of all patient."

- *Jean McAuslan, Director Exhibitions and Collections at Shrine of Remembrance*

SOME OF OUR CUSTOMERS

aurecon

Government of South Australia

Department of Environment,
Water and Natural Resources

Ku·ring·gai
Council

Panasonic

BR
PROUDLY
AUSTRALIAN

Art Gallery
of Western Australia
GOVERNMENT OF WESTERN AUSTRALIA

THE UNIVERSITY
of ADELAIDE

Unitywater

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