

Digital Asset Management (DAM)

Image Library Requirements Guideline

Introduction

This Guideline provides potential DAM implementers of an Image Library with the essential business questions that need to be answered for effective deployment.

Digital Asset Management (DAM) is integral to good information management in any organisation - for the creative business user it has its own challenges. Workflow management and asset control are the key to achieving efficiency gains as well as consistency across an organisation or company, especially where rich media and large files from an array of digital formats form the content.

Here are a few basic questions to start you thinking about digital asset management:

- Do you know where your assets are?
- Do you know how many assets you have?
- Do you know what your assets are?
- Do you have rich, descriptive layers of metadata associated with your assets?
- Do you know how your assets have been and will be used?
- Do you know who has access to your assets?

DAM and Business Processes: 3 key areas

1. Management processes - governance and strategic management.
2. Operational processes - core business in particular Purchasing, Manufacturing, Marketing, and Sales.
3. Support - usage and technical support.

Knowledge in these three areas is fundamental to the success in setting up an Image Library - the following questions need to be answered during the initial planning phase:

- * Who has governance of the project and what is their role? ie Image Manager, Web Manager, System Administrator
- * Identify the key activities that impact on the business in relation to an image library eg marketing including branding, sales, inventory, etc
- * What are the steps designed to produce a product or service? How much is image re-use or conversion a factor in the output?
- * Who are the key stakeholders? What are the user permissions required for access to the image library in terms of search & display, editing, re-use/conversion, archiving etc?

...see over page...

Workflows

A workflow specification is about capturing processes at a level of detail that is sufficient to enable their execution - identifying how a digital asset management system would impact and improve on these processes is key to getting users' acceptance and providing the expected benefits.

- * What existing systems manage tasks such as automatic routing, automated or partially automated processing and integration between different functional software applications and hardware systems that contribute to the value-addition process underlying the workflow?
- * Which applications, components and people must be involved in the processing of data to complete an instance of a process?
- * What document types are required for different stages in the image lifecycle?
- * Is a central asset repository required for archiving, backup & management purposes?
- * What is the approval/consent process for asset management compliance?

Classification

Image classification can be undertaken in a number of ways according to workflow, usage and search requirements. A good DAM system has the capability of using a category classification structure such that images can be arranged according to pre-defined criteria eg Subject, Project, Department, Date, Filetype and so on. Keywords can be added, or extracted from the image for better identification.

- * What metadata needs to be extracted for identification? eg thumbnail, filename, type, size etc
- * What standards have been identified for organisational legal compliance requirements and successful searching? eg IPTC
- * What additional metadata is required to be added eg captions, dates, etc
- * Is a formal taxonomy required to ensure correct grouping and classification?
- * Is there a style guide for production of images that includes preferred file types, size, quality etc.

Ownership, intellectual property and copyright issues need to be identified at the outset when user permissions are set up.

IT Considerations

Another key step in planning your image library is to look at the information technology requirements with regard to the following:

- * Security issues - internal vs external access, firewalls etc.
- * On-premise or cloud hosted; what platform if installed locally
- * Integration with content management systems, other databases and services.

...see over page...

Gather information such as a detailed inventory of current hardware, software and networking capabilities, a description of long-range plans and priorities for future purchases, and develop a plan for upgrading and/or replacing dated equipment and software.

Summary of Key Questions

* Which areas of DAM are most important to your company?

- collaboration and workflow
- search and retrieval
- metadata tagging
- content packaging and assembly
- archiving and storage
- asset creation and modification
- multichannel formatting
- digital rights management.

* What key business challenges are you trying to solve with your DAM initiatives?

- repurpose content
- lower content creation costs
- cross-departmental collaboration
- generate revenue
- faster content updates
- improve content quality
- multichannel distribution
- better usability for consumers
- better advertising sales
- rights management.

* In what stage are each of the following DAM projects?

- digitising all media assets
- identification of assets for multichannel delivery
- implementing a DRM (Digital Rights Management) system
- identification of the business outcomes required for the project to be successful
- itemising resources required for successful implementation and ongoing development.

For more information see

* Canto Cumulus: File formats/filters for metadata support:

http://www.databasics.com.au/wp-content/uploads/2015/10/cumulus_enhanced_metadata_support_1000_en.pdf (pdf)

* Pat Weilmeier's 10 Reasons Your Business Is Ready For Digital Asset Management Software:

<http://bit.ly/1qOSAQs>

* How To Avoid Wasting Your DAM Budget: An ROI Oriented Approach To Digital Asset Management Implementation: <http://bit.ly/1pKPoyB>

Copyright 2016 DataBasics Pty Ltd.