

Digital Asset Management Implementation Guide



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The high standards of management that your digital assets sorely need.

In this fast changing world, digital assets have never been more important and integrated into our business practices. Clients and customer's these days expect to interact with brands through multiple formats and files types. With the rise of social media and integrated marketing, management of not only documents, but videos, pictures and audio files has become vital to our businesses.

DAM Systems allow for teams to collaborate around the world, to create first class content through extensive management of digital materials and manage their business documents, spreadsheets and invoices. Your entire business is made accessible through an online platform and the close cooperation it allows will raise productivity. Furthermore the organisation it provides allows key messages to be delivered across multiple platforms, allow you to diversify business across the online market.

Implementing a DAM System can be a difficult task to manage with most systems. The most important step is an active plan in the beginning stage of implementation. What kind of structure and workflow will best suit your business model and your digital assets?

To be sure your DAM System will be a success it is wise to consider that the largest factors of potential success and failure that will be relevant are:

- **Planning and coordination** from the beginning is key, following a specific workflow will present the best outcomes for a DAM implementation.
- **Non-specific utilisation and requirements** can be fatal. Without a clear use or goal in mind, the system can become convoluted.
- Defined processes for **ordinary usage examples** must be combined with the people-power needed to create, maintain and train others in these processes.
- The type of **content** in your system must be relevant and updated. A lack of good content can also present issues for a system.



Building the Business Case

When looking for a potential DAM, the first step is to identify the needs of your business or organisation. Maybe you need to manage a hoard of documents for your QA and HR Departments? Perhaps you need a resource to manage all your media production material? Finding your best use case is vital for building the workflow for your business.

The business case is built on the return on your investment, so the needs of your DAM software must coexist harmoniously with your common business practices. The return on investment (ROI) is important to illustrate if your DAM is to receive any budget considerations.

The basic elements of outlining an ROI are:

- **Value and efficiency:** How much money can be saved through the use of the platform and where? Will you save money through redundancy of paper systems? Through efficiency increases to your staff?
- **Enlargement of potential and actual revenue:** Will this be through increased productivity of marketing? Through increase customer exposure? Simple access to digital assets that have been monetised can increase the market flow of these products and thus increase revenue.
- **Exposure to the market:** Will the product increase your exposure to markets? Will the efficiency

increases make your product more available? Will your employees be able to access their workspaces and data more efficiently?

Writing **the business case** is a vital step to DAM implementation and budget creation. When creating one, you must understand the features and functionality that you will be needing most.

What are the specific use cases that your business will encounter? Will you be operating H.R. Cases from the document collaboration? Or will you be managing and publishing digital images in marketing campaigns?

Identify who your main user base is. Or multiple if there are more than one. Are they your employees? Are they your business partners? Are there scales of access that must be managed for security or business workflow purposes?

Looking for an easy to use interface in the software you choose will be key to the adoption and implementation of the software.

Furthermore you should attempt to visualise the processes that you will need, during the ongoing maintenance and management of the system. Are they automated or manual? Who will handle these tasks?

Furthermore, be brutal with your assets as you evaluate the system. For example if you are paying for the system per data storage and a large amount of your digital assets are average, poor, old or disused entirely, then time and money might be better spent culling those assets instead of migrating them.



Appoint the right people to champion the system

Once you have picked your workflow, settled on the common use cases and decided which of your previous digital assets are worth the migration, it is time to decide who will be championing the new system. Every new project, system, workflow or even idea, needs an appointed champion. A person who will drive the establishment and use of the system.

Somebody to guide others in the use of the software. To set out frameworks and use cases that are accessible to the rest of the business.

Picking somebody to assign the DAM to will strengthen the system's potential in all the previous categories, efficiency and more.

What to look for when comparing DAM Systems

These are some of the most important features of a DAM System and ones that should prove useful for your common use cases. Different systems will vary in their specifics, however these address the minimum feature standards you should need:

- **Centralisation and Accessibility of the System:**
The system should support one location that can be accessed from an online location. The better

systems are available from multiple devices, including PC, mobile phones and tablets.

- **Supporting of all file types:**
Does the solution you are looking at support all file types? Documents, Images, Videos, Audio Files, PDF's, Spreadsheets, PowerPoints and more?
- **A Simple User Interface:**
Is the user interface simple to use? Are there any explanations and/or help guides available to help implementation?
- **Search Engine Optimisation within the platform**
Can your search functions be optimised? How does this work on the system you are looking at? Is it implemented in a simple/easy to use way?
- **Comprehensive Auditing Capabilities:**
Does the system audit its functions? Are you able to find reports on the use of the platform and the content within?

- **Ability to Share Assets Easily:**
Does the platform have a sharing function? Does it work externally? Is it effective as a mode of sharing data?

Management of the system

When the system is up and running you should see the differences in business processes. DAM's are designed to streamline the use and access to all digital assets. This helps to facilitate more efficient business practices in the digital age.

Some old processes may need to be modified to fit within the parameters of your new system, however this is a normal part of the settling in process that all new systems need. Correct management of the system allows you to recognise areas that need improvement within the process and gives insight into how you can optimise the functions.



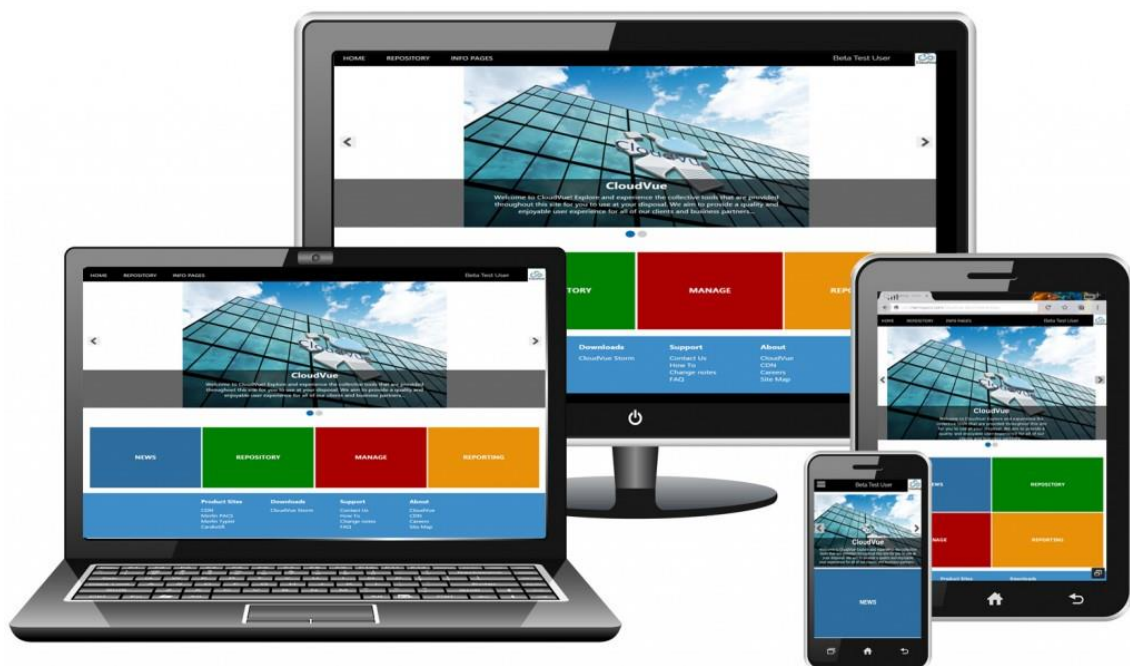
The system is likely to expand in the future and your digital assets are likely to grow over time. So to keep on top of your DAM and not let it become confusing, you will need to watch out for new features that can optimise your work flows, stringently manage your files and promote efficiency within your solution.

The long term effects of a DAM System on your workflow and business practices can be profound, so it is crucial that an intensive evaluation stage is concluded that includes a system with the capability for expansion and integrations and is still updating its own efficiencies.

CloudVue's DAM is able to cover the above content and provide a product that meets all the needs of a capable DAM. With features that promote efficiency including:

Conclusion

This guide is intended only as a sample for planning your DAM Implementation. Different systems and different business case needs will determine your exact requirements and considerations. Initial thinking is key and creating a strategic workflow and having it managed by the right people are what is necessary for creating the best possible system for all your business needs, now and into the future.



CloudVue DAM by Central Data Networks

- Search Engine Optimisation through file tagging
- External sharing to emails
- System wide audit function
- Storage and interaction with all file types
- Version control of all file types
- Special “Info Pages” for alternative feed views of content/data
- Build and employ templates to manage and optimise your folder structures