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Beyond Electric Dreams: Instituting a DAM Program Where it is Needed But Maybe Not Wanted

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What we’ll talk about

- Experience creating two corporate Digital Asset Management programs vs creating two academic Digital Archive programs
- How these experiences are similar and how they differ
- What can we learn from both for the future
Corporate Implementation

- Vetting
  - Reviewed/demoed 10 leading DAM providers
- Pitch to execs
  - Full business plan required with 3 year ROI
- Buy-in
  - Pitched the DAM to Marketing, Sales, and Training
- Collection of assets
  - 6TB of assets from myriad of sites and systems
- Metadata
  - Creation of a taxonomy based upon industry naming norms
- Organization and ingest
  - Created folder structure based upon business structure
Start Up Implementation

• Pitch to customers
  • Had to sell document management and retention to clients

• Collection of assets
  • Work with clients and their representatives to collect their assets

• Metadata
  • Base taxonomy that was then tailored to each client

• Organization and ingest
  • Base folder structure that was tailored to client needs
GSU implementation

- System imposed on us
  - We had dSPACE, so we were using dSPACE
- Had to rebuild from scratch
  - Previous build was not correctly built
- Buy-in
  - Work with departments to secure assets
- Collection of assets
  - Had to retrieve assets from departments, community groups, and faculty/staff/admin
- Metadata
  - Implemented a GSU specific metadata schema
- Organization and ingest
  - Collection digital assets to upload, analog to scan and upload
UT implementation

- System imposed on us by state (good thing)
  - OhioLink repository
- Buy-in
  - Sell idea to my manager
- Metadata
  - Pretty standard Dublin Core
- Organization and ingest
• Open source, while free, can be expensive
• Expensive DAM solutions have hidden costs
• Thoroughly test prior to purchase
  • Plugins
• Get buy-in in writing
• Keep human nature in mind
• Corporate and Academic DAM managed similarly
  • Asset Management for use vs. Archive
    • Drive more use of the system to justify costs
• Traditional archival principles are necessary for corporate DAM
  • Organization, metadata, folder structure drive use or can cause lack of use
• Work with users for arrangement and metadata