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

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COMPARING CORPORATE AND ACADEMIC DAM

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

Lessons Learned

- 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