

DAM Needs Analysis

Digital asset management projects start with understanding the needs of an organization. The better the needs of an organization are known and analyzed the better the solution that is needed for managing the digital assets can be established.

Although companies believe that the needs of the organization are known, they tend to miss the fact that, needs of an organization are limited by the experience of the staff members within the same organization. Experience gained through analysis and implementation of many DAM systems can enrich the analysis process for identifying the requirements of the DAM system. CyanGate brings the experience of many DAM implementations in industries such as retail, publishing, broadcasting and non-profit. This experience is what makes CyanGate consultants, DAM consultants.

DAM Consultant

A typical business consultant will ask questions about the existing workflows in the company. This is a good starting step for understanding the current systems and processes. During these Q&A sessions, a DAM consultant will start mining for specific data points that will reveal possibility of using different industry standard and well excepted processes and technologies in the future. For example, questioning the photographers about the software tools they use and the cameras they utilize can potentially introduce the possibility of using XMP data in the system as well as understanding the format handling needs of the company.

Analysis of the current business workflows allows the DAM consultants not just to document these processes but also to produce better future workflows and well defined requirements. The analysis produces the blue-prints of the DAM system and is used as the instructions to build an ideal DAM system.

Phased Analysis

Years of experience has proved that a significant upfront analysis may not be the ideal solution. CyanGate recommends tackling the system piece by piece in a phased approach. Each phase is an iteration of its own that teaches the organization on how to work with the new systems and speeds up the ROI realization.

In each phase, based on the priorities of the organization, either the scope is based on the user groups (i.e. Marketing, Creative, etc.) or the types of digital assets (i.e. Photography, Editorial) or a combination of the two. At the end of every step, users start visualizing the DAM system and understanding the benefits. This engages the user groups in the analysis and implementation of the following phases. User involvement at any level is the most efficient way to implement a successful DAM system.

Having difficulties managing your digital assets? We can help you. Please contact us now!