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

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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

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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

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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

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- 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

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- 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

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