Implementation of systems for Media / Digital Asset Management in 10 STEPS

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Take Control of Your Records!
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We are planning to digitize our collections and need a new database to manage them. What tool should we use?
PREPARATION
STEP 1
Build your business case
WHY DAM / MAM?

We can’t find anything
We have to look in 6 places to find things
We don’t know what we have
We need to deliver digital assets to our users
Our production units need to re-use assets
We need to track rights, permissions of content
We need a preservation system
We want to publish to the web
We need a centralized storage system
Our digital collections are hard to manage
Why DAM / MAM?

- Video / audio production asset management
- Public search, discovery, viewing
- Internal search, discovery, viewing
- Metadata, cataloging and organization
- Production workflow management
- Edit functions: transcode, sub-clip, download
- Digital preservation management
- Multi-channel publication
- Rights management and licensing
Recognize that technology is just a small part of the issue
people 45% + policy 45% + technology 10%
STEP 3
Get all the stakeholders involved from the beginning
archives  IT
Who is responsible for?

Selecting the product / development product ownership
Configuration / customization
System administration
Support
Development of policies
Enforcement of policies
Uploading content
Using content
Description and organization
Outreach and training
STEP 4
Determine concrete goals and objectives (use cases and requirements)
How the customer explained it
How the Project Leader understood it
How the Analyst designed it
How the Programmer wrote it
How the Business Consultant described it

How the project was documented
What operations installed
How the customer was billed
How it was supported
What the customer really needed
Entities (collections, assets, people)
Attributes/fields (title, description, keywords)
Controlled vocabularies / taxonomy
Validation rules (entry format, lists)
Repeatability
Source
REQUIREMENTS: FILE FORMATS / CODECS

- **Read / decode** - playback
- **Write / encode** - create, transcode
search options
metadata extraction
rights management
versioning
editing
storage management
workflow migration
delivery
batch processing
transcoding
global vs local access
languages
reporting configuration
permissions
navigation
fixity
analytics
encryption
UC-1 System administrator configures a policy to complete periodic fixity checks every six months using stored checksum values. System performs fixity check at specified interval and reports failed fixity checks to system administrator. All outcomes, success and failures, are logged in system.
As a system administrator I need to configure automatic fixity checks so that the collection’s integrity is regularly audited.
**ASSOCIATED REQUIREMENTS**

**R-1:** The system shall store a checksum value associated with an asset for future fixity checks.

**R-2:** The system shall provide a mechanism for configuring the frequency of fixity checks.

**R-3:** The system shall store all fixity check outcomes (pass, fail) with asset ID, date/time of check.

**R-4:** The system shall provide a report of all fixity checking outcomes to system administrator.

**R-5:** The system shall enable the entry of system administrator’s email address for delivery of fixity reports.
SELECTION
REQUEST FOR PROPOSALS (RFP)

CUSTOM DEVELOPMENT
STEP 5
Ask the right questions
Is he at least 5'10"?
HOW DOES YOUR SOLUTION DO X?

Refer to Use Case 1
Also, demo with your use cases, assets & metadata!
STEP 6
Don’t select by the label
Sample evaluation criteria:

- 40% cost
- 40% functional & technical
- 15% project approach
- 5% response quality
IMPLEMENTATION
STEP 7

Test, configure, test, customize, test, configure, test, configure, test...
Be prepared for set backs.
STEP 8
Prep your assets and metadata for ingest
Find
Organize
Deliver
STEP 9
Determine system rollout plan
Prioritize functionality
Don’t try to do everything at once
Easy to use = Easy to love.

AIM FOR EARLY WINS, TRUST, BUY-IN
STEP 10

Remember, there is no “done”
Road Work Ahead, Forever
DIGITAL ASSET MANAGEMENT AS A PROCESS
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