



Organizations interested in improving the efficiency of the marketing supply chain and managing content benefit from digital asset management systems.

This White Paper Explores the Following:

- The contents of a digital asset management system.
- Benefits of a central system to an organization.
- Overview of the system set-up.

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Discover Digital Asset Mangement

The concept of digital asset management has been around for more than a decade. Originally, it began as an efficient way for businesses to catalog, store, access and reuse digitized photographs. Today, in a content-rich world, it has evolved and become a way for forward thinking organizations to create competitive advantage.

In the broadest terms, digital asset management systems provide an easily-accessed, online repository for content that can include:

- Logos
- Pictures
- Art Files for Marketing Collateral
- White Papers
- Case Studies
- Proposal Templates
- Presentations

About the Author

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Wayne joined Shawmut in 2009 after years of traveling the United States as a Prepress Consultant and Specialist for sheetfed, web, and packaging companies. He also taught elementary school, did two years of service in Americorps, and is an excellent short order cook.

Wayne collects antiques and lives with his wife and son in Andover, MA.

- Videos and multimedia
- Technical specifications
- Letters and other digital sales tools

Digital assets represent a significant investment for an enterprise. Intellectual assets support products and brands. The ability to repurpose them as needed increases their value and improves ROI on marketing dollars spent.

The Benefits of a Central System

Anyone who has ever wasted an hour looking for a logo or art file can appreciate the benefits of a central media storage system. With all files and information located in one repository, it no longer matters who used materials last, or what purpose it was used for. Media is always available and ready for the next person or project.

Easy availability results in productivity increases and cost savings. No one within the marketing department has to spend valuable time searching for files or re-filing data. A digital asset management system automates these low value tasks. For organizations with multiple assets and/or high levels of ongoing usage, time savings can be significant.

Consider this. For every hour of “search time” eliminated per week, fifty-two hours of added productivity are gained over the course of a year. This time is then available to be spent on higher value tasks with bigger benefits for the business.

Another benefit is increased agility and flexibility. Content users can “grab” what they need when they need it in a self-serve environment. The ability to repurpose reduces design costs and agency fees. Branding is protected because marketing messages and visual elements stay consistent. Legal disclaimers and copyright lines are automatically included eliminating human errors and errors of omission.

Online systems allow easy access for users in multiple locations, simplifying collaboration. This speeds approval processes on marketing collateral by automatically routing proofs through predetermined channels.

Digital asset management systems can be designed to help businesses align sales and marketing by giving sales personnel instant access to the information they need in order to move sales cycles forward. Presentations, proposals and collateral can be accessed and customized.

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About Shawmut

Shawmut Printing was founded in 1951 with a commitment to providing quality, service, and value. Today we are a full-service print solutions company, offering our clients design, printing, mailing, and fulfillment, including online fulfillment and inventory in real time. We have expertise in cross-media applications, lead nurturing and PURL campaigns. While our technology is impressive, it is our people and their attitudes that truly makes Shawmut different. Shawmut is staffed by seasoned veterans in every department. Each Shawmut employee demonstrates their expertise, commitment to excellence, and value to you with every project we undertake. Each member of our team strives to make your enterprise as successful as possible.

Shawmut is FSC and SFI certified meaning that Shawmut is a Chain of Custody supplier of responsibly produced forest products. We encourage our customers to use the FSC or SFI logos on any project that is printed on certified paper.

You can learn more about FSC, SmartWood, who granted our certification, and the Rainforest Alliance by visiting www.fsc.org. To learn more about SFI certification, go to www.sfiprogram.org. These websites also offer additional helpful information about using the logos.

By providing pertinent and personalized materials, the relevancy of a sales call increases and the odds of making a sale are improved.

Digital asset management systems simplify address changes, and revising taglines and legal information. Keywords and meta-tagging allow administrators to locate and change all relevant materials when global updates are required, eliminating errors.

To sum it up, the benefits of a digital asset management system are significant and include:

- Increased productivity by automating repetitive, low value tasks
- Reduced soft costs
- More time for high-value tasks
- Increased organizational agility
- Brand protection
- Fewer copy mistakes due to human errors and errors of omission
- Easy access by users in multiple locations
- Improved collaboration
- Automatic proof routing on marketing collateral
- Alignment of sales and marketing
- Security
- Easy revisions

Digital Asset Management System Design Overview

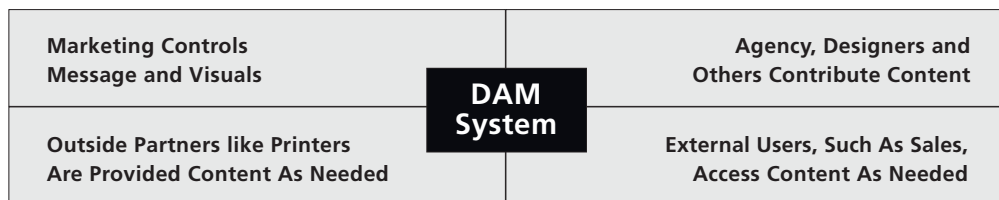
Systems can handle media which is complex and robust or simple and static depending on the business objectives for the enterprise. In either case, content should be designed with the following in mind.

- Creation, either external to the system or within it through the process of dynamic design.
- Management including storage, and content modification and enhancement during the lifecycle of the digital asset.
- Distribution, which should take into account the number of media platforms, security issues and user base.

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This simplistic representation shows a digital asset management system surrounded by the system stakeholders and their respective roles.



Meta-tagging provides flexible and well defined descriptions of content. This is crucial because keywords allow content to be easily accessed. Meta-data defines how a digital asset will be used, and how content will be used matters as much as the content itself. Describing the content with metadata allows the relevant file application to find and use content in the right way. Thumbnail images permit users to view content which aids search functions.

Large organizations can have hundreds, or even thousands of users. Meta-data is also important because it applies to security issues and access privileges.

Reverse engineering helps you design digital asset management systems. Desired outcomes guide you in making decisions relating to inputs, outcomes and ease of use by the audience of users.

Costs depend on the complexity of the system and include:

- System set-up
- Media elements including the number of files and the ability to repurpose
- Monthly hosting fees
- Maintenance
- System updates

Last Thoughts

Digital asset management systems work effectively and can be tied to print-on-demand applications. Printed collateral printed can be static or use dynamic design where users are allowed to make changes to designated copy and/or images. Art templates are modified by selecting from a menu of options or when permitted, typing in copy.

For companies looking to streamline the marketing supply chain and improve media management efficiency, digital asset systems are powerful tools. If you would like to learn more, Shawmut can help.

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