



The Perfect 10

Ten steps to an ideal
DAM implementation
with Bright

Implementing your new digital asset management (DAM) system with Bright is a collaborative process.

You will be allocated one of our experienced Implementation Consultants who will help you set up the system. But you will also need to work independently in your organisation to prepare for the process.

By working together, we'll make sure your new DAM is set-up in a timely and efficient way and that it meets your aims and objectives.

We'll have scheduled implementation calls during this process, and we're always at the end of the phone if you need extra support or guidance in between.

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What you can expect from us

We're with you every step of the way. From a kick-off call to understand your needs, to interactive training and ongoing support.

It's our role to ensure that you leave our consultancy and training feeling confident, motivated and inspired.

We know that every implementation is a unique project that requires a unique approach, but everyone needs somewhere to start.

Here is an example of how we might structure your implementation:

- ✓ **Kick off call.** As a first step, we will have a call to understand your priorities and what you are hoping to achieve by using a DAM. We will discuss key user groups and take the time to understand your individual, team and company processes to ensure we configure the system just for you.
- ✓ **Interactive training sessions.** Our training sessions are designed to be interactive and engaging to ensure that everyone in the room feels involved and energised. The training focuses on your administrative team and super users so your team is ready to start using Asset Bank from the moment you launch your system.
- ✓ **Consultancy and configuration check ins.** After your training, we will support you to configure your DAM with helpful consultations along the way. This includes guidance around best practices, hands-on metadata support, as well as pre-launch discussions.
- ✓ **Handover call and introduction to our customer success team.** Our support doesn't end after implementation. You will be introduced to our five star customer success team who will be happy to support you moving forward.

Your ten steps
to the ideal DAM
implementation



1. Build your project team and identify your admins

Identify your project team early and involve them in the implementation process. By including them in any discussions and decisions around configuration, they'll be much better informed and able to support users in the future.

If there are other people in your organisation that need to be kept in the loop, this is a good time to speak to them too. This could include your internal IT team or other key stakeholders.

2. Find and review the assets you want to upload

Whilst many of your assets may be centrally located and easy to access, others could be hidden away on individual's desktops or on disc in filing cabinets. You need to know exactly what assets you have to upload, including photography, brand materials, documentation, etc. Once you have a better understanding of your assets, you can then consider which of them need to be in your DAM and how to migrate them into the application.

3. Create your folder structure

Your folder structure needs to be intuitive to help your users find what they are looking for. The exact folders will depend on the nature of your business.

Here are a few example structures to get you thinking:

- ✓ Organisational structure, such as university faculties or company departments
- ✓ Geography, such as store locations or holiday destinations offered
- ✓ Subject matter, such as animals, landscapes or sports
- ✓ Dates, such as seasonal collections or annual events

This decision is important as not only is it how your users will browse your DAM but it also forms the basis of your permissions, so make sure you take the time to consider your options. Your Implementation Consultant can also be a great resource to bounce ideas off.

4. Decide on what your different user groups should be able to access

You need to think about the different groups of people who will use the system and what they'll need to have the permissions to do.

Think about the different permissions you need to give to each group. For example, your marketing team may be able to upload new assets, whereas other users may only be able to download existing assets, or upload with approval.

Once you've created your groups, you should start thinking about the individuals who will be using your Asset Bank and understand which group they need to go into. This can later be used to invite your users to the application, ensuring the right people can access the right assets.

5. Decide what information you need to capture about your assets

When uploading assets to the system you will need to add information to help your users understand the file they are viewing. The majority of this will be descriptive, such as captions and keywords. This will also help make the asset searchable. Alternatively the information you add can help your users understand the usage rights and licence information of a file.

6. Upload your assets and tag them accurately

It's easy to underestimate the amount of time it will take you to add your assets to your DAM. Be realistic and plan enough time in your implementation schedule for populating the application. The long-term usability of the system depends on uploading assets and metadata carefully, so that they can be found by future users. Don't rush this stage.

Our DAM products have a number of features to make this process easier and quicker. Speak to your Implementation Consultant about bulk uploads and AI keyword tagging.

If you're going to upload the assets yourself, it is a good idea to prioritise your upload schedule. Think about the most important assets to get into your DAM quickly and start with them. We call this 'evergreen content': the assets that people would be lost without and use all the time.

7. Make sure your DAM reflects your brand image

You want your DAM to be an application that you and your team are proud to present to the organisation, and consider the way it looks plays a key part in this. Asset Bank includes the option to brand the interface with your organisation's logo and colours.

The appearance of your DAM is an important factor when it comes to gaining user buy-in. If your DAM is being used by external users, this is an important place to brand your business. For internal users, it helps user adoption by making it look more like part of your existing IT ecosystem.

8. Take the time to test your configuration

Once your DAM is ready to go, test it with critical friends. It is better to fix any issues before rolling it out to your entire organisation.

Establish a set of common tasks by permission level and ask a small group of users to perform them.

Ask them for feedback on ease of use and report any difficulties they experience. What seems intuitive to you, as someone closely involved in the system set up, might not make sense to them. Use the feedback and work with your Implementation Consultant to make any final tweaks to the system.

9. Upskill and support your users

Our DAM solutions are designed to be as easy to use and intuitive as possible, to reduce the need for individual user support. We also provide a range of training sessions to suit your organisation's needs and make sure that your first wave of users have the knowledge they need to make your roll out a success.

One way to support users moving forward is through self-service advice and guidance. We recommend creating 'how to' documents or videos to walk people through each process – such as downloading, uploading – and linking these to the 'Help' button in your DAM navigation menu.

You could also provide them to people via your staff intranet and through in-person training.

10. Prepare for your launch and begin the rollout phase

When your system is live and ready to use, you'll need to roll it out to your organisation.

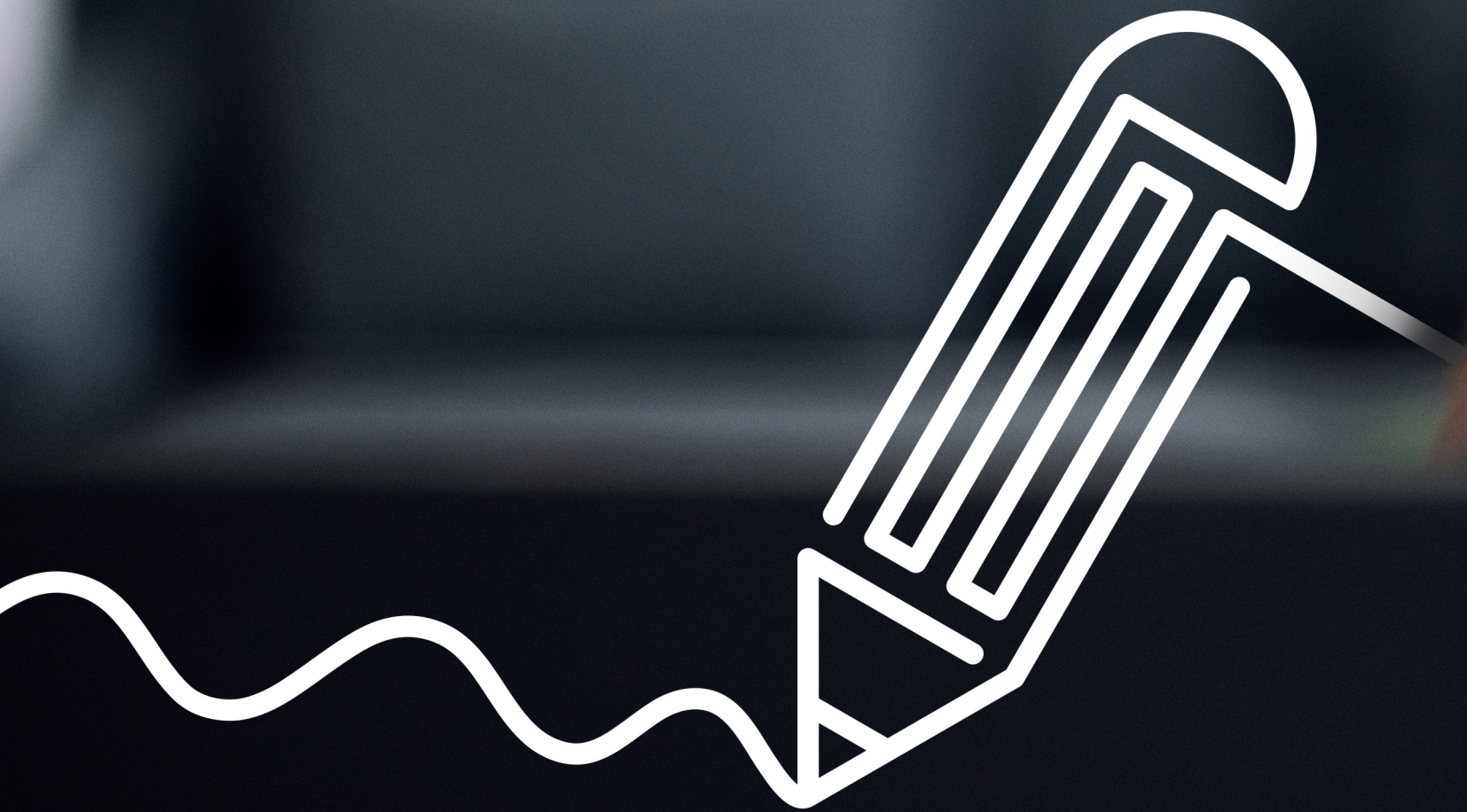
For a small team or business, this could be as easy as giving a live demo and fielding questions. For a larger organisation, you will want to have a plan for communicating about the system and training users.



Download our **DAM implementation communications plan template** to help you with this process.



Successful DAM implementation checklist



- ✓ Identify your admins and get them involved early
- ✓ Audit what assets you have in the organisation and think about how you'll get hold of them
- ✓ Estimate the total number of assets you'll have to upload and let us know
- ✓ Decide whether you'll upload the assets or we will
- ✓ Determine your priority assets for the first batch of uploads
- ✓ Think about folder structure for people to browse and find assets in the system
- ✓ Identify different groups of users and what permissions they will need
- ✓ Decide what information you want to store about your assets
- ✓ Identify keywords that people will use to find assets in the system
- ✓ Think about the appearance of your DAM and get it branded
- ✓ Schedule and set up pre-launch testing
- ✓ Think about how you'll train users and create appropriate processes
- ✓ Communicate throughout the process



Our mission is to make your workday more inspiring and productive so to discuss the impact that Digital Asset Management could have on your organisation, contact us on +44 (0)1273 923153 or at info@assetbank.co.uk

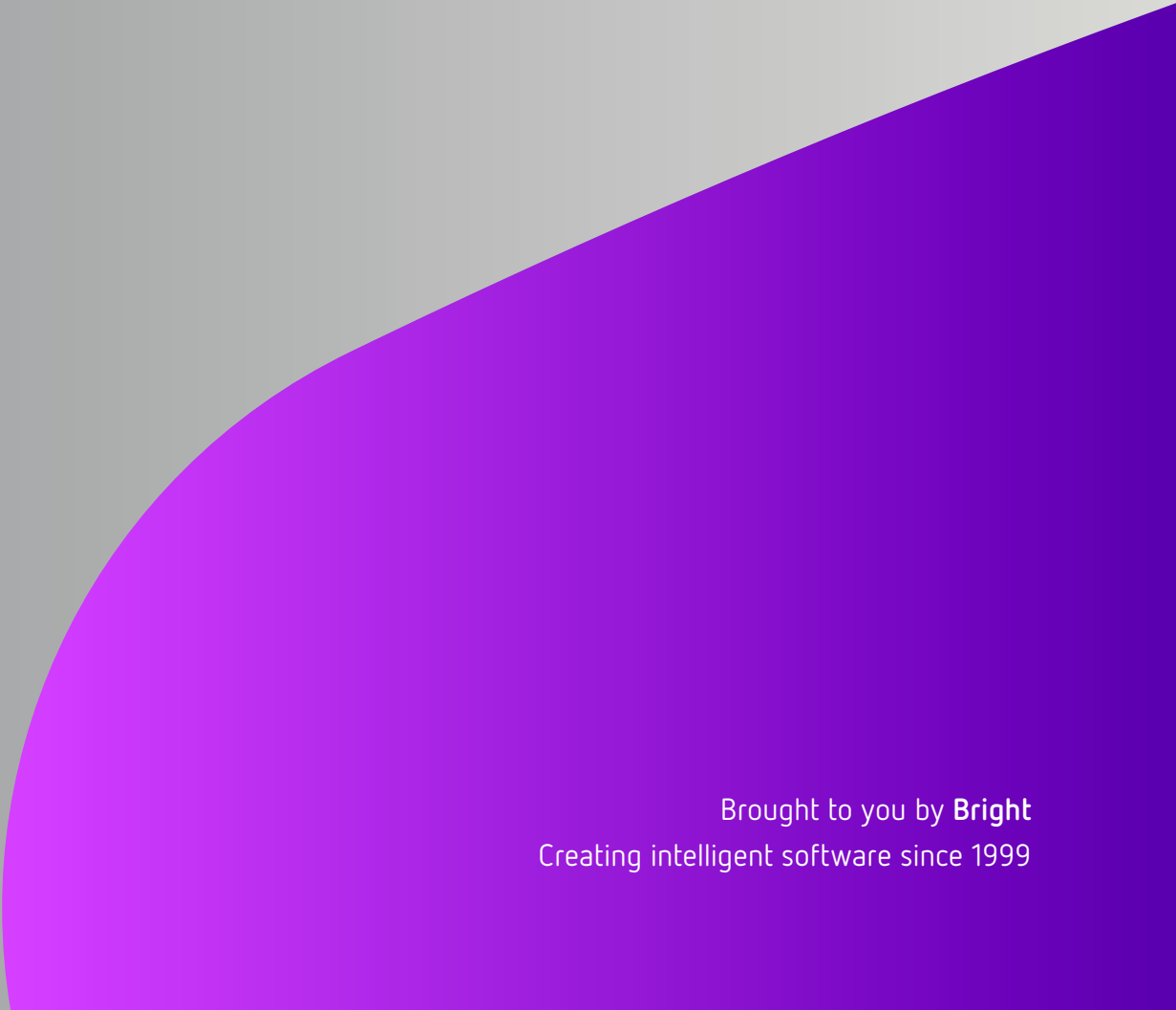
If you're an existing Bright client and would like to discuss getting the most out of Asset Bank or any of our DAM products, please contact our team at support@assetbank.co.uk

For further information about how Bright can help to transform your digital assets strategy, visit us at assetbank.co.uk



"Asset Bank brought all the teams together – now we all have a process, we work better together, it helps us to track things and actually communicate more.."

Chrissa Manioudaki, INTO



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