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**Business Case Builder –**

**Digital Asset Management Platform**

**Project Name:**

**Sponsor:**

**Decision Date:**

**Recommended Vendor: IntelligenceBank**

**Project Context**

The environment in which Marketing teams are operating is radically shifting. Driven by industry & digital transformation, and macro trends such as remote working, it is becoming increasingly important that modern Marketing teams have the tools and software in place to stay on top of the complexity, without having to rely on costly manual processes such as spreadsheets and emails.

* Digital content channels are compounding, along with the number of digitised assets that need to be controlled and distributed;
* We need a robust marketing system of record that will enable us to effectively manage this explosion of digital content and channels, while ensuring all our published content remains on brand and compliant

**Project Overview**

The Marketing team needs to implement a new **Digital Asset Management Software Platform,** as we currently do not have a single, integrated platform that assists us with the following tasks required to run an efficient Marketing team, along with ensuring content governance procedures are in place:

1. Single online repository for brand assets that can be used by internal and external stakeholders
2. Ability to share large and protected files internally
3. Ability to calculate an ROI on files based on usage and costs
4. Facility to manage talent usage rights, review dates and talent contracts

**What is a Digital Asset Management (DAM) System?**

A digital asset management (DAM) system is a:

* Software repository and single source of truth for all of a company’s content and brand assets;
* Central source to find, share, approve and distribute all content seamlessly;
* Place to manage all brand and marketing assets over the entire content life cycle;

We have identified the requirement for an enterprise-level Digital Asset Management system to manage creative ‘work in progress’ and finished artwork. The top-tier DAMs help automate brand compliance in highly regulated industries.

**Identified Requirement**

We spend approximately **XX** per year on creative content, however we do not currently have a robust and integrated system to handle the above mentioned processes. As a result, we are exposed from workload, image and file governance and also brand compliance perspectives.

After extensive internal and external vendor analysis, we have identified the requirement for a flexible platform which has the following features:

**Features to Drive Productivity & Efficiency (and minimise complexity)**

* An online system to manage our logo, brand. assets and thousands of digital assets including images, video, audio and creative assets.
* Supports a range of creative development tasks including image annotations, watermarking, automatic data extraction, version control, previews, cropping and download of digital files in different formats with ease.
* Lightbox creation of custom collections of images that can be shared with different users.
* Automatic alerts when new assets, versions or review dates are achieved.
* Manage and run reports on talent usage rights and view this information as a custom report in a dashboard.
* Automatic keyword tagging using AI technologies.
* Customise creative content easily with a web-to-print feature for people in different locations to adjust creative. Download assets on the fly with different formats cropping and compression types is also required.
* Provides granular permission levels for different stakeholders including external partners.
* Has the ability to email links to extremely large files (i.e. video and high-res images) without clogging up email for internal users or unregistered external stakeholders.
* Self-registration for agency partners and media to access limited files (upon acceptance of our T&C’s).
* Detailed usage reporting and audit trails to accurately measure how and which assets are being used.
* In addition to the technical capabilities, our Digital Asset Management system needs to be reflected in a contemporary design with our logo and brand colors. We also need to be able to grant access to external users such as advertising agencies.

**Digital Asset Management**

* Seamlessly embed files from the DAM into social media and third party websites with links and tracking. This ensures we have a single approved asset used in multiple places.
* Provide advanced search capabilities to search by title, description, content, and photographer specific metadata with EXIF, IPTC, geography and custom keywords. Must include faceted search on file type, date created and have preview of all image types. The system also needs to be able to embed metadata into files so that when images are downloaded, metadata can ‘travel’ with the file.
* Custom metadata taxonomies and structures are required to further categorise our digital assets.
* Structure all digital assets using universal metadata (dropdown-forced keywords) categorized by our specific business units, products and geographies.

**Systems Integration**

* API integration with internal systems such as our CMS, CRM and other platforms.

**Security – Data/Hosting**

* Data hosted in securedata centers that are SOC 2 and ISO27001 compliant.

**Internal Systems Context**

* We currently do not have an internal system that integrates these capabilities, and as a result, marketing content development and operations are inefficient.
* We also do not have a robust enough governance or compliance process over marketing outputs, increasing the risks associated with non compliance.
* Internal systems can ‘store’ electronic files, including our brand guidelines, but do not have the creative content and brand management-specific features listed above.
* We need a flexible workflow, designed for the creative process that includes internal and external users.
* The system we have identified can integrate with our Intranet (using Active Directory and/or SAML) for single sign on for staff, whilst accommodating external users.
* The **correct use** of existing brand guidelines, assets and creative is not adhered to throughout the organisation, and we need a **proven structure** to ensure this happens.

**Outcomes and Measures**

**Cost-Savings and Benefits**

* Increased compliance will ensure we don’t receive fines on out of date talent, stock photography and from regulators. Last year, fines were **$X.**
* By creating a self-serve brand hub portal with automated alerts, our Marketing team will save **$X** hours per month by not double/triple handling requests, and reducing the feedback loop between creatives and the Brand team.
* Reduce the cost of searching assets by over **500 manhours** per annum, which equates to **$30,000+** in cost savings.
* Reduce duplication of expenditure on stock photography and other creative assets by **$X;**
* We have invested **$X** in our branded content and advertising, and this platform will ensure we maximise the ROI of our content, and have a working process in place to manage our brand;
* The platform will deliver brand consistency, quality and provide education amongst internal and external stakeholders.
* We will not have any internal management, development or hosting costs.

**Measurement**

* The software integrates with an advanced reporting tool that will allow us to measure exactly how the portal is being used, which assets are being accessed and by whom, thus providing us with **a clear measure of the ROI.**

**Key Deliverables**

* The implementation phase will consist of the following process:
* Detailed review of all information/resources to be contained within the platform;
* Structured workshop with Key Administrators to determine optimal categorisation and structure of information;
* Development of a project plan, key milestones, measures of success and a kick off meeting;
* Configuration of the platform (including full data migration) to suit operational needs;
* Bulk creation of Users, Groups and associated Permission;.
* Extensive training for Main Administrators;
* Testing of the configuration and setup on our Intranet;
* Launch of the portal within our Intranet;
* Ongoing monitoring of usage to ensure rapid and optimal adoption by all stakeholders;
* An email alert service for users on new and/or updated data.

**Key Risks If We Don’t Proceed**

The risk of not proceeding is that our new brand work and processes are not effectively implemented.

* Inefficient running of the Marketing department – lost productivity hours on ‘non value add’ tasks;
* Lack of oversight of agency assets.
* Lack of governance, oversight and sufficient reporting over content.
* Inconsistency of branding and diminishing of our brand value.
* Fines for the usage of non-compliant assets.
* Duplication of efforts and expenditure.
* Inefficient administration in the Marketing department.
* Over-reliance on external agencies for original artwork.

**Dependencies, Constraints and Assumptions**

As this is an externally hosted platform, the only dependency is to enable the integration of Active Directory for Internal Users.

**Timing**

**Sign Off:**

**Implementation:**

**Training:**

**Launch Date:**

**Costs**

*Enter Costs Here*