DAM INITIATIVE ROADMAP

1 • PLAN
Analyze
Identify business needs
Articulate vision/goals
Identify success criteria
Calculate ROI
Present business case

Resource
Identify stakeholders
Identify resources
Create DAM team

2 • ASSESS
Gather requirements
Use cases/scenarios
Workflow analysis
Rights/permissions
Storage/preservation

Inventory
Content inventory
Metadata audit

Evaluate
DAM Maturity Model

3 • PROCUREMENT
Research
DAM systems/vendors
Create vendor shortlist
Submit RFI/RFPs

Develop
Standards
Policies/procedures

Optimize
Search engine
User interfaces

4 • DESIGN
Architect
Metadata schemas
Taxonomy/vocabularies

Configure
Users/groups
Roles/permissions
Workflow

Customize
Metadata cleanup
Schema mapping

5 • CONFIGURE
Install

6 • INGEST
Import assets
Import metadata
Batch processing
Metadata cleanup

Migrate
Metadata cleanup
Catalog assets

7 • DEPLOY
Pilot launch
Services
Train/support users
Solicit feedback
Revise
Information architecture
Configuration
Policies/procedures
Rollout

CONSIDER: PEOPLE • PROCESSES • INFORMATION • SYSTEMS

MANAGE & GOVERN

EMPLOY: PROJECT MANAGEMENT • CHANGE MANAGEMENT • DOCUMENTATION • ADVOCACY • PROMOTION

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