Spotlight On

SharePoint for Digital Asset Management

Presented by

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SharePointStrategist.com

SPUGs.org

A Little About Me

Solution Architect with 18 years experience in marketing, visual production and technology.

AIIM Certified Enterprise Content Management Practitioner

Currently Director, Marketing Operations & SharePoint Architect for Skechers USA, a global footwear manufacturer

10 Years as a content management specialist for legal and government industries

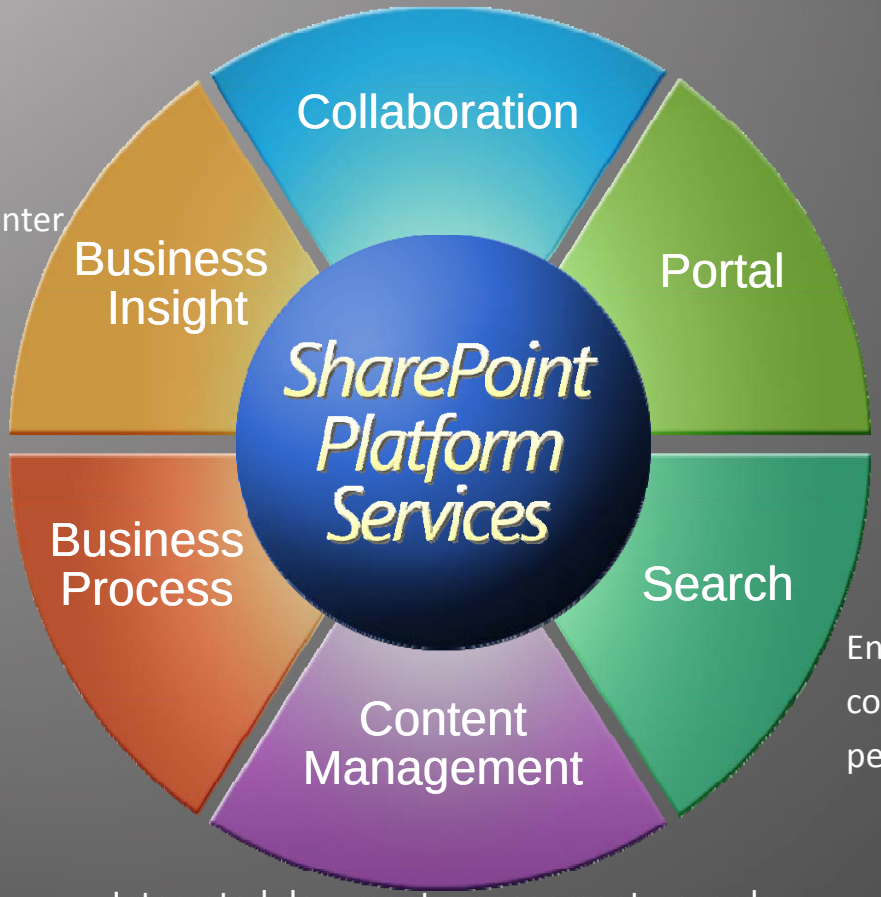
Principal Enthusiast at SharePointStrategist.com

Vice Chair of SPUGS.org, non-profit dedicated to promoting SharePoint User Groups

SharePoint Technology Platform - 2007

Docs/tasks/calendars, blogs, wikis, e-mail integration, project management "lite", Outlook integration, offline docs/lists

Server-based Excel spreadsheets and data visualization, Report Center BI Web Parts, KPIs/Dashboards



Enterprise Portal template, Site Directory, My Sites, social networking, privacy control

Rich and Web forms based front-ends, LOB actions, pluggable SSO

Enterprise scalability, contextual relevance, rich people and business data search

Integrated document management, records management, and Web content management with policies and workflow

SharePoint 2010

The Business Collaboration Platform for the Enterprise & the Web

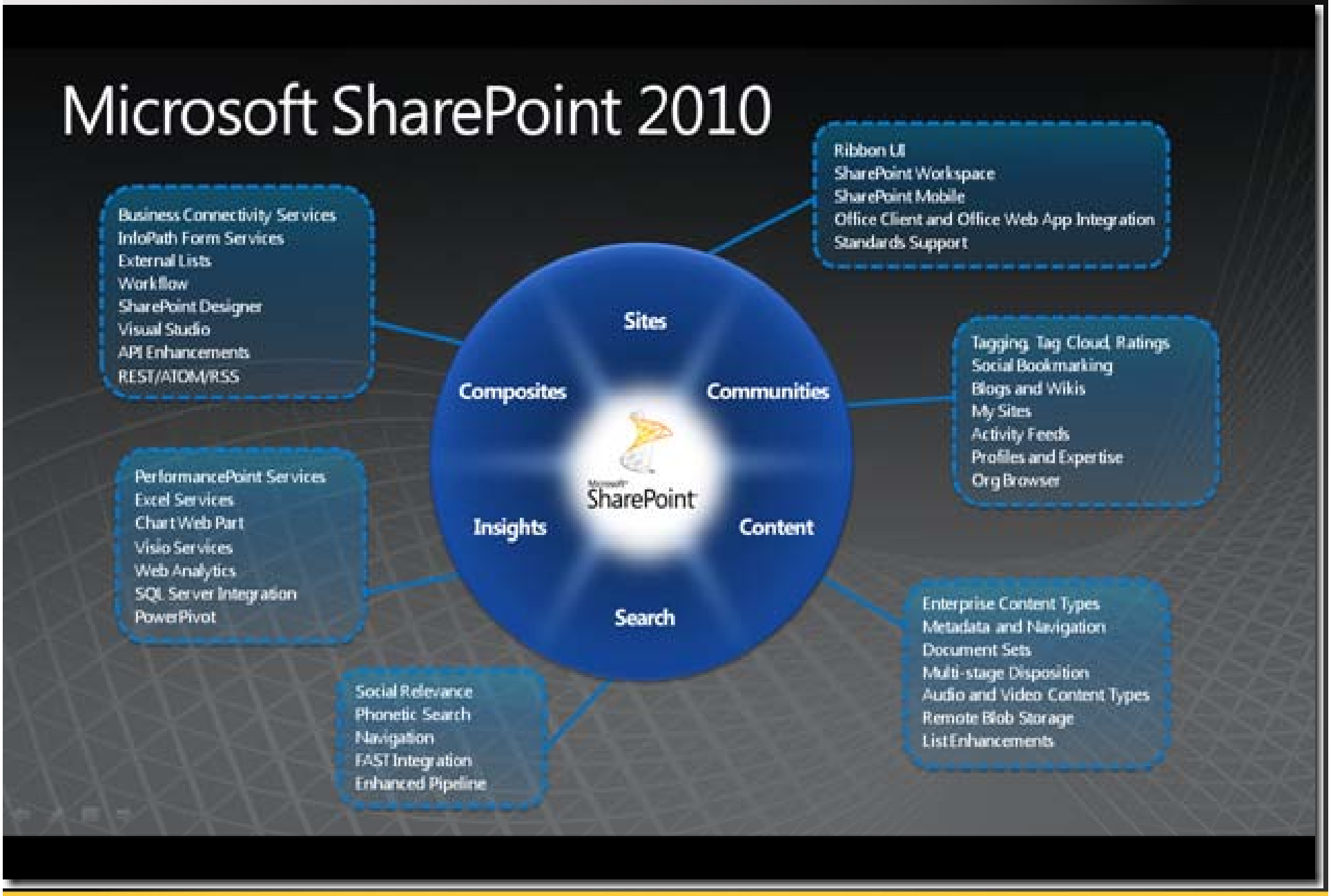
Connect and empower people

Cut costs with a unified infrastructure

Rapidly respond to business needs

Hosted or on site deployments with both 2010 & 2007 versions

Microsoft SharePoint 2010



Why SharePoint? My List

- Cost effective: SharePoint is not a DAM system but it can be used like one
- Leverage existing technology to achieve DAM goals – use what you own
- Enhancements in 2010 allow you to do more OTB
  - Useful to drive user adoption with a familiar interface
- Sites; Search; Communities; Managed Metadata
- Integrates tightly with Office Desktop Applications
- BI & MO metrics can be gathered from consumption & re-use data

SharePoint Considerations

- Does not provide tight integration with Adobe products
- Silverlight plug-in significantly enhances UE
- Limitations in handling WIP and creative workflows
- Must have your own vision – Limitation on SharePoint + DAM specialist talent
- Platform not a package – Superior UI will require customization and/or 3rd party tools
- .NET
- Product release & fix schedule

Leveraging SharePoint

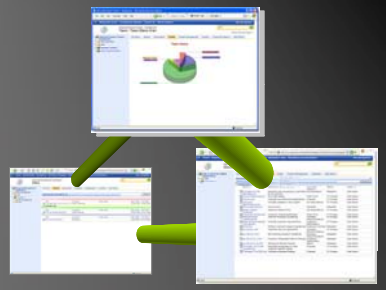
Business Value

Interconnected Business Aps. (Workplaces)

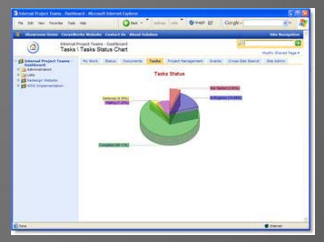
Business Applications

Structured Collaboration

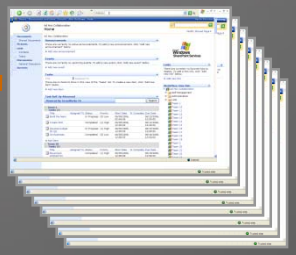
Ad Hoc Collaboration



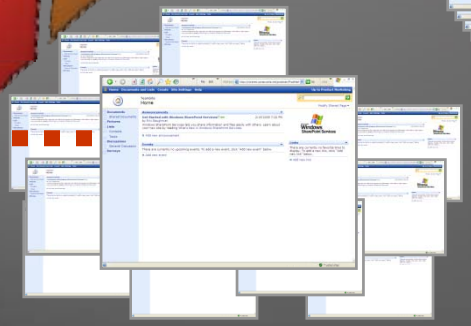
Inter-connected Workplace



Business Solutions

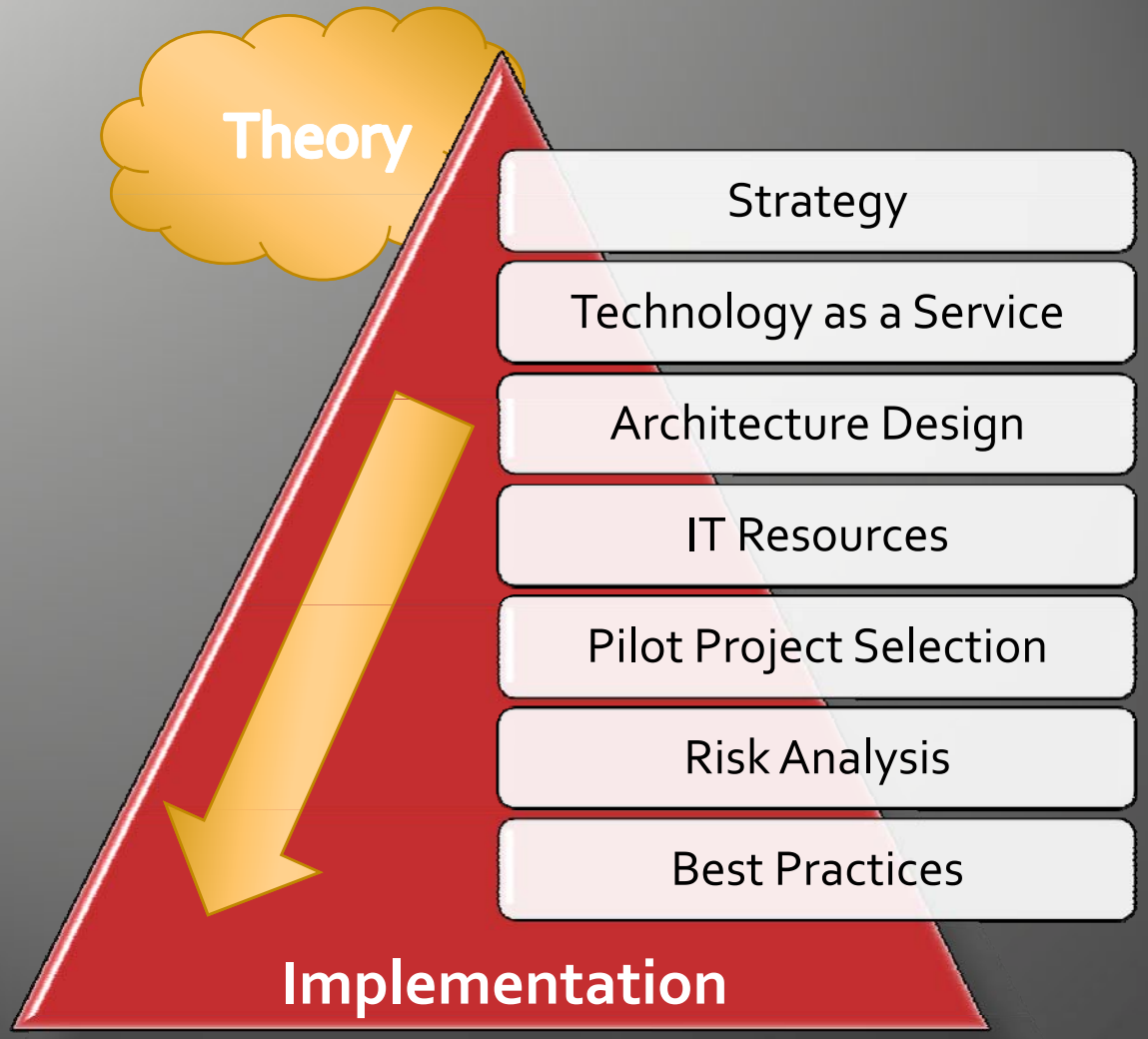


Structured Team Sites



Ad-hoc Team Sites

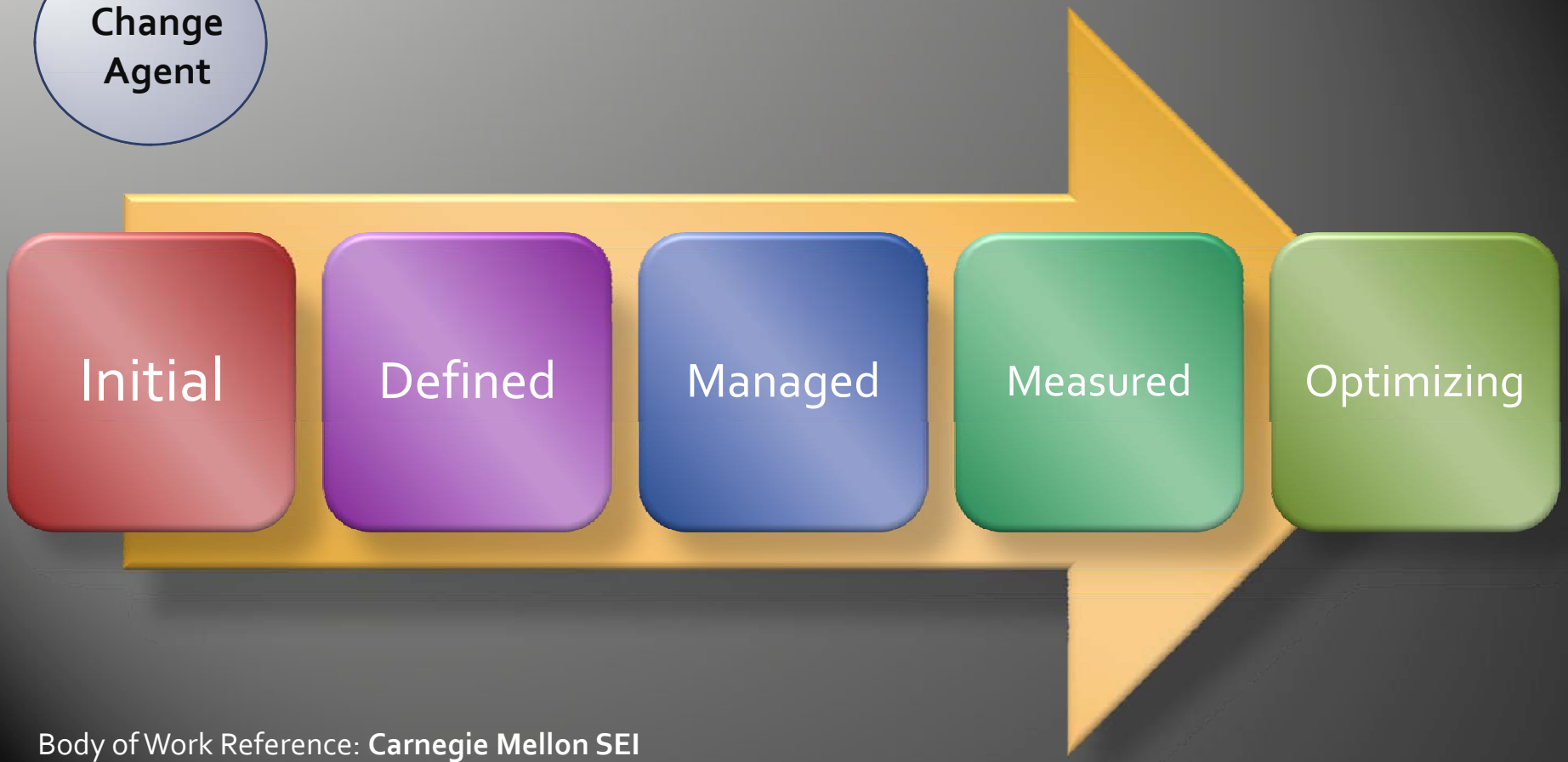
Challenges to Implementation



Existing State: Know Where You're At

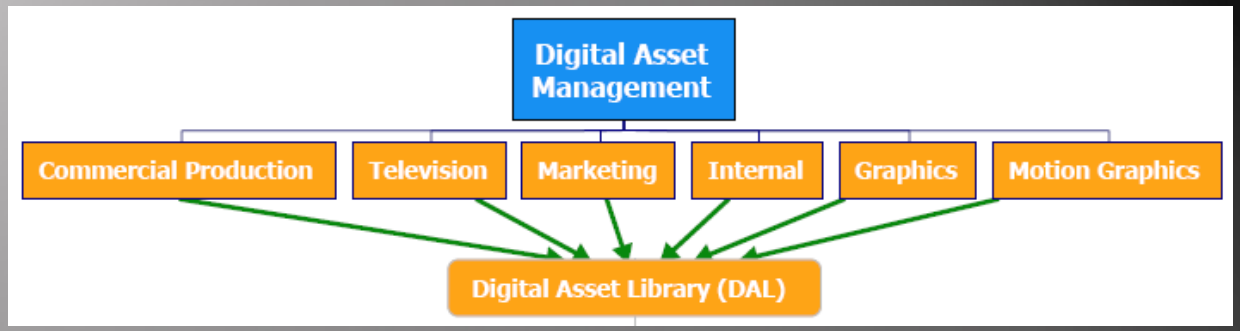
Capability Maturity Model (CMMI)

Change Agent



Body of Work Reference: **Carnegie Mellon SEI**
http://www.sei.cmu.edu/cmmi/general

- **DAL Feed Resources To:**
  - **Broadcast Trafficking**
    - Commercials
      - Domestic
      - International
    - Digital Delivery to FilmCore
  - **Public Website**
    - As Seen In section (Flash Video)
  - **Human Resources**
    - Update on-boarding videos with minimal cost
  - **Training Portal**
    - Management Training
    - Product Training
    - Technical Training
  - **Intranet**
    - Commercials for Sales Force
    - Product Information
    - Company messaging
    - Product Images
    - POP Images
  - **International**
    - Commercials for international users & distributors
    - Product Images
    - POP Images
  - **Production (active)**
    - Product Pictures
  - **Digital Content Group**
    - Proof DVD's
    - Retail Tagging



- **Business Objectives**
  - Save Money
    - Utilize existing talent better
    - More in house production
  - Increase production efficiency
    - Service executive management more effectively
  - Facilitate create once & use many policy for assets
  - Have more visibility into the process
    - Status views of DAL information
    - Priority views of DAL information

- **Integrated Workflow**
  - Conversion of existing spread sheet video work order process
  - Management view of priority and status
  - Completed assets available to employees by one click process managed centrally
  - Streamlined process to get video to Skechers.com and intranet (ThePlaza)

Plaza Sites
SKX Tools
Team Sites
Quick Forms
Admin Menu
My Site
My Links
Welcome Karuana Gatimu
Site Actions
SKECHERS
Spring forward with SKECHERS SharePoint Plaza
Welcome to the Marketing Portal
All Sites
Advanced Search
Home
Dept. Calendar
Documents
Marketing Tools
Admin
Pages
Text
To Play a Video Click on the Icon Next to its Name.
This feature requires Flash verson 9.0 or better to operate.
Type
Description
Division_Name
Sort_Order : Current Commercials (27)
Sort_Order : Events (1)
Sort_Order : News Clips (18)
0:00 / 0:00
YouTube
Click the Back button in your browser to return to the list of videos.

Welcome to the Sales Portal

This Site: Sales | Advanced Search

Home | Dept. Calendar | Documents | Sales Tools | Marketing Tools | Product Info | Reports | Admin

Instructions

Text

To quickly find product pictures use the search box above. Enter in your style number in the empty white box next to "This Site: Sales" and click the magnifying glass to the right execute your search. All colors for that style number will appear on the search results page.

For step by step instructions view the training guide How To Search & Download Product Images under Documents, Training Guides.

Product Images

Title	Division	Division Name	Style	Color Code	Gender Code	Country	Image	Picture

⊞ Division Name : Back Stage By Skechers (33)

⊞ Division Name : Cali - Girls (163)

⊞ Division Name : Cali Gear - Boys (34)

⊞ Division Name : Cali Gear - Girls (61)

⊟ Division Name : Cali Gear - Mens (6)

50550_BLK_50550_BLK.JPG ! NEW	CGM	Cali Gear - Mens	50550	BLK	MN		
50550_BRN_50550_BRN.JPG ! NEW	CGM	Cali Gear - Mens	50550	BRN	MN		

Data View Webpart – Customized Grid

POP Division Name: Kids

Style Number:	SK80030	**Style Number:**	SK80488
Image:	SK80030	**Image:**	SK80488
Picture:	SK80030.JPG	**Picture:**	SK80488.JPG
Style Number:	SK80715	**Style Number:**	SK80735
Image:	SK80715	**Image:**	
Picture:	SK80715.JPG	**Picture:**	SK80735.JPG

DRM Considerations

- From the MS Planning Guide:

SharePoint Server 2010 does not automatically apply Information Rights Management (IRM) protection to audio or video content that is stored in a SharePoint Server 2010 asset library.

Additionally, when audio or video assets stored in SharePoint Server 2010 are viewed by a user, copies of those assets might be stored in the user's local browser cache. The SharePoint Server 2010 media player supports playing IRM-protected audio and video formats where the DRM protection was applied by an external IRM provider that is supported by Microsoft Silverlight 3 or subsequent versions.

For more information, see Digital Rights Management (DRM) (http://go.microsoft.com/fwlink/?LinkId=154933).

Architecture Considerations

- Taxonomy - How you classify data as expressed through:
  - Database & web app design
  - Content types
  - Custom columns
  - Enterprise metadata in 2010
- Legacy Integration
  - Links to external databases & other LOB apps
- Data Storage
  - MUST turn on BLOB Cache options so media file are not stored in SQL
  - 3rd party utilities to move this from WFE to network storage
  - In 2010 utilize bit rate throttling to manage performance

Rules for the Road

- You probably already own SharePoint – consider its varied uses when evaluating DAM systems.
- Do not settle for a sub-standard SharePoint installation
  - Educate yourself about the possibilities
  - Leverage the extensive community to locate qualified & reliable talent
- Find and nurture an executive sponsor
- Use incremental enhancements as an opportunity to continuously optimize your underlying processes

Resources

- Microsoft TechNet
  - Architecture & Deployment tools
  - http://technet.microsoft.com/en-us/library/ee428298.aspx
- MVP Community – Twitter (#SharePoint, #SP2010), Blogs
- EndUserSharePoint.com – Mark Miller & Team
- My Blog: SharePointStrategist.com
- Peers – User Groups – SPUGS.org
- LinkedIn & Yahoo Groups
  - http://tech.groups.yahoo.com/group/SharePointIACoP/
- Training – SharePoint Saturdays