

Spotlight On

SharePoint for Digital Asset Management

Presented by
Karuana Gatimu, ECM^P



SharePointStrategist.com



SPUGs.org

A Little About Me

Solution Architect with 19 years experience in marketing, visual production and technology.

AIIM Certified Enterprise Content Management Practitioner and SharePoint Expert Blogger

Currently Director, Marketing Operations & Lead 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



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

- Business Connectivity Services
- InfoPath Form Services
- External Lists
- Workflow
- SharePoint Designer
- Visual Studio
- API Enhancements
- REST/ATOM/RSS

- PerformancePoint Services
- Excel Services
- Chart Web Part
- Visio Services
- Web Analytics
- SQL Server Integration
- PowerPivot

- Social Relevance
- Phonetic Search
- Navigation
- FAST Integration
- Enhanced Pipeline



- Ribbon UI
- SharePoint Workspace
- SharePoint Mobile
- Office Client and Office Web App Integration
- Standards Support

- Tagging, Tag Cloud, Ratings
- Social Bookmarking
- Blogs and Wikis
- My Sites
- Activity Feeds
- Profiles and Expertise
- Org Browser

- Enterprise Content Types
- Metadata and Navigation
- Document Sets
- Multi-stage Disposition
- Audio and Video Content Types
- Remote Blob Storage
- List Enhancements



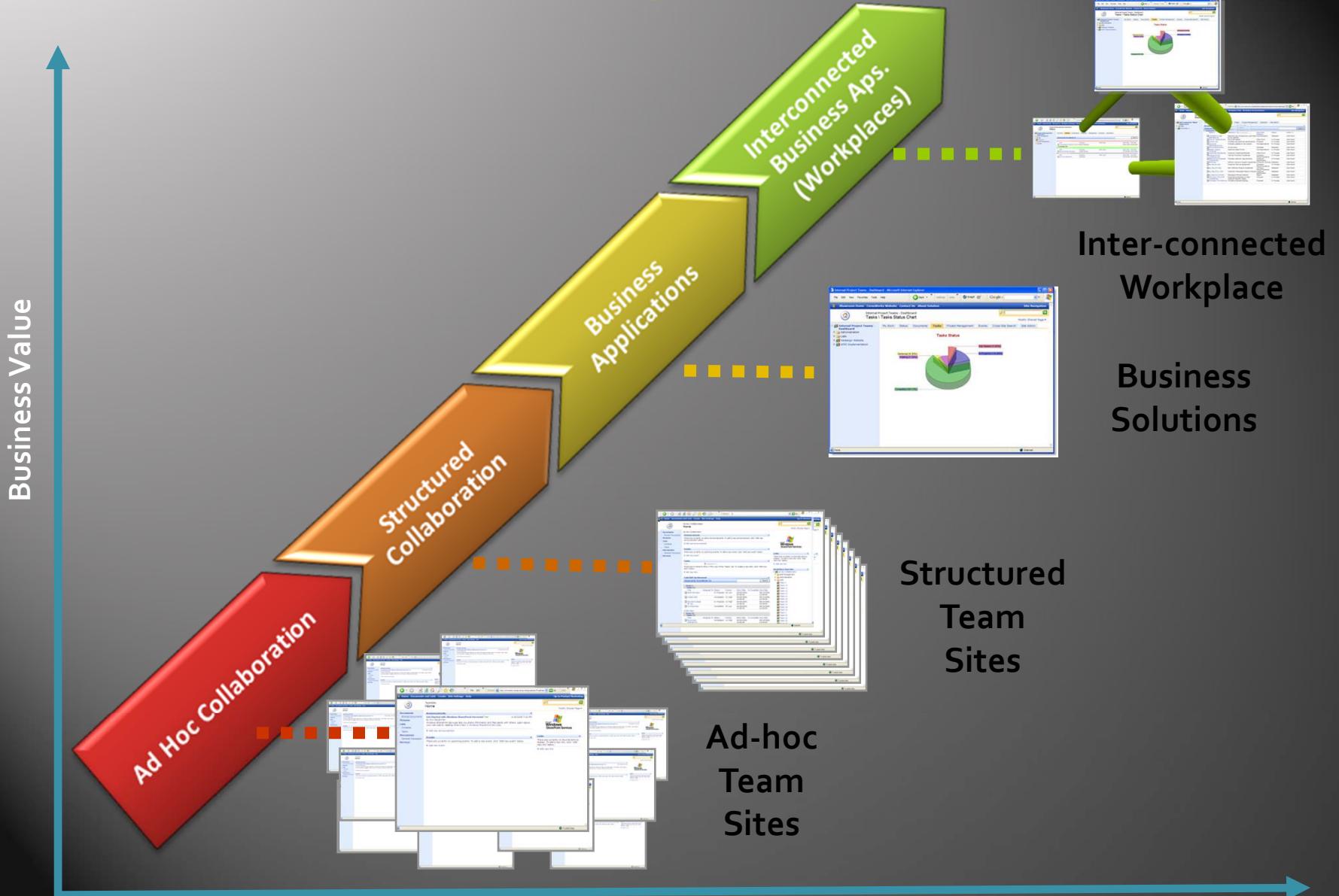
Why SharePoint? My List

- **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

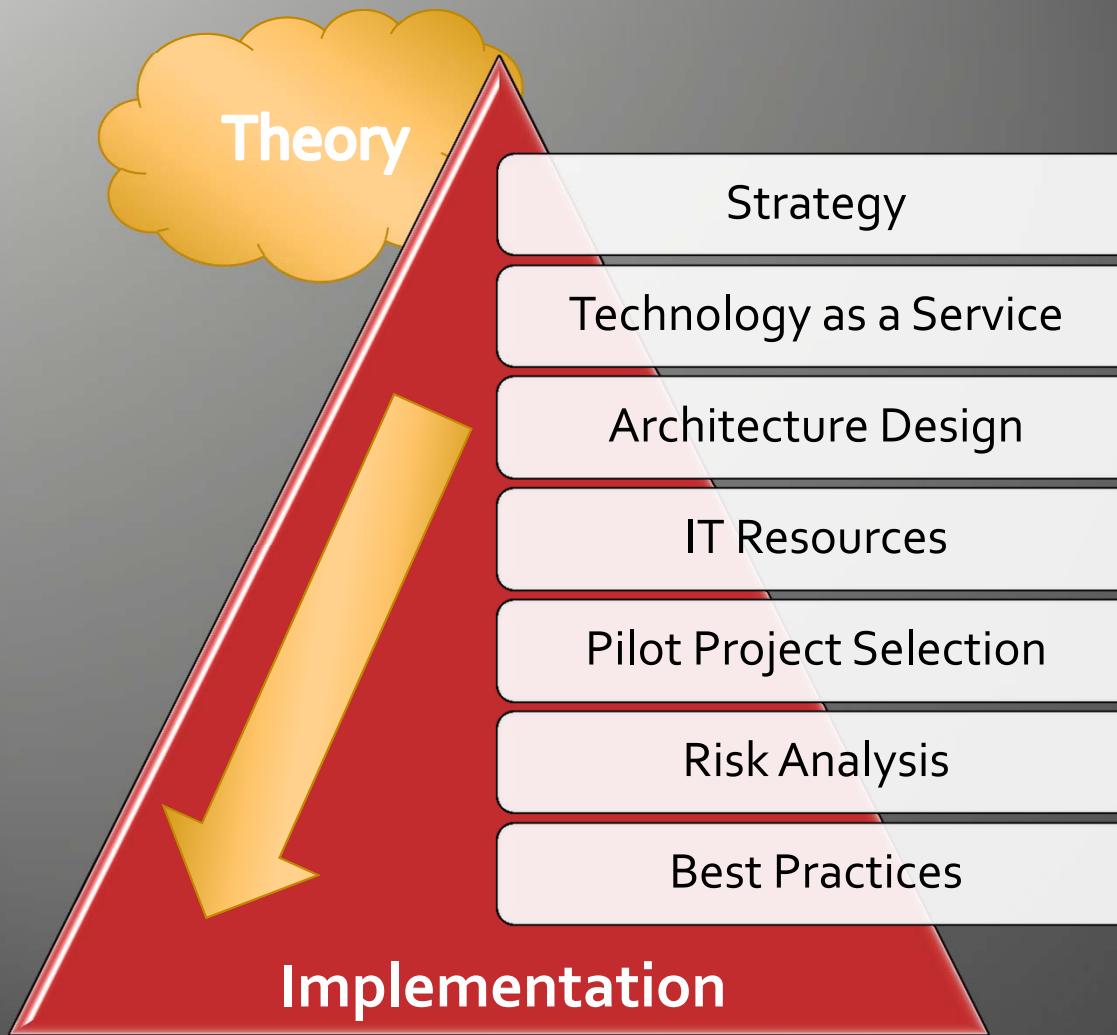
SharePoint Considerations

- 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



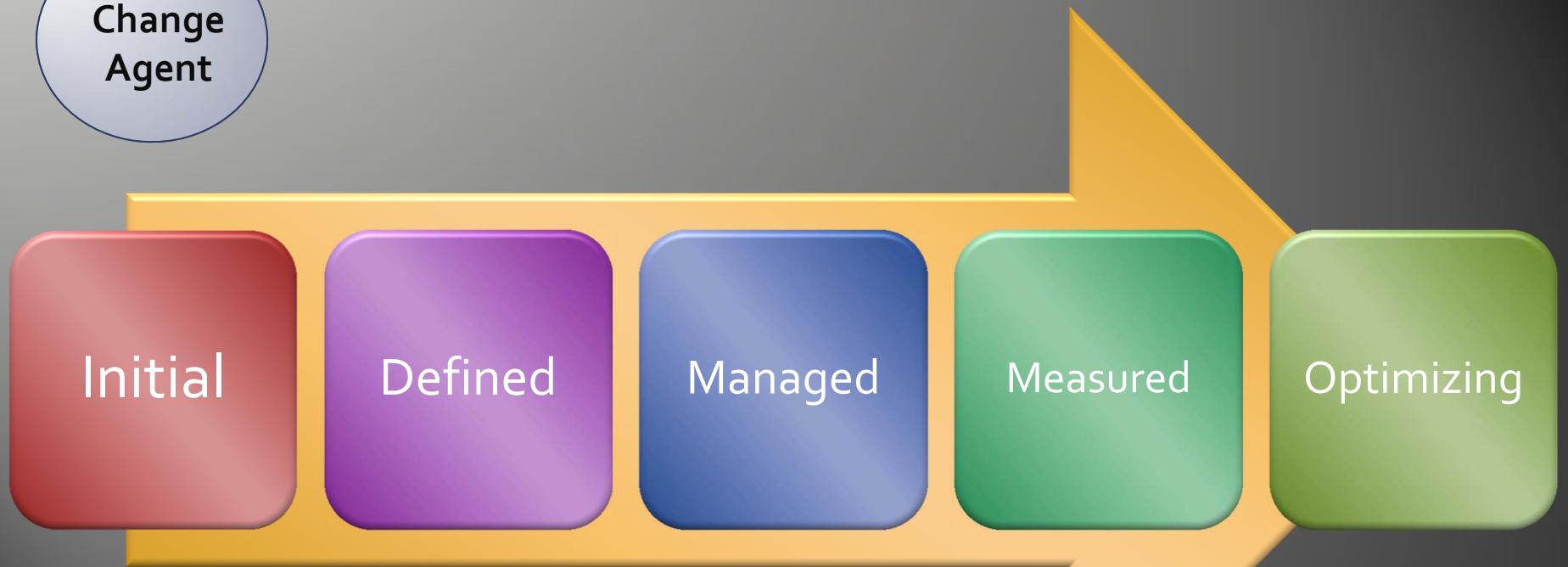
Challenges to Implementation



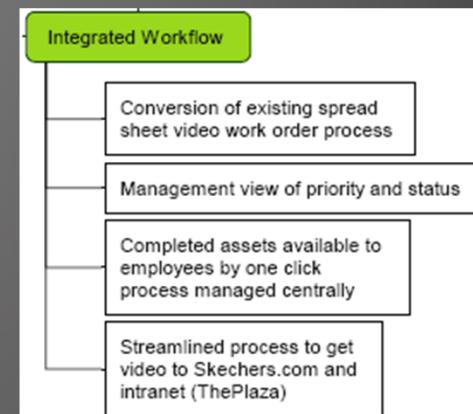
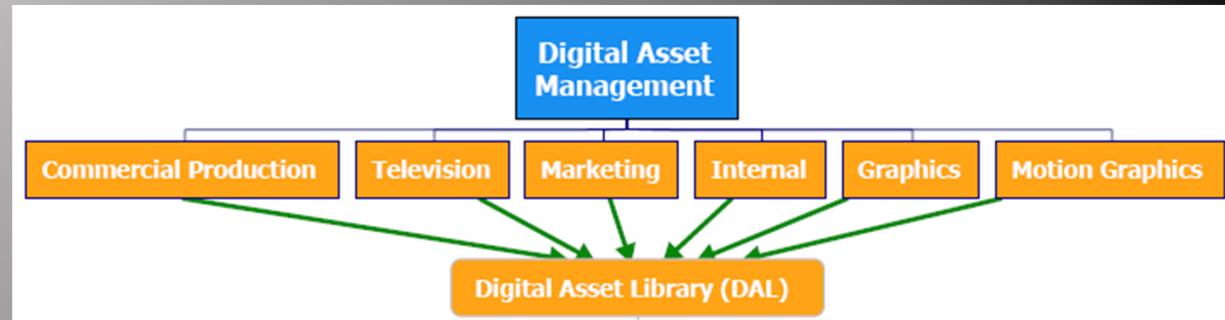
Existing State: Know Where You're At



Capability Maturity Model (CMMI)



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





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 version 9.0 or better to operate.

Type	Description	Division_Name	ISCO
 Sort Order : Current Commercials (27)			
 Sort Order : Events (1)			
 Sort Order : News Clips (18)			



Click the Back button in your browser to return to the list of videos.



Welcome to the Sales Portal

This Site: Sales

[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 \(6\)](#)

CGM	Cali Gear - Mens	50550	BLK	MN
-----	------------------	-------	-----	----



50550_BLK_50550_BLK.JPG ! NEW

CGM	Cali Gear - Mens	50550	BRN	MN
-----	------------------	-------	-----	----



50550_BRN_50550_BRN.JPG ! NEW

Data View Webpart – Customized Grid

POP Division Name: Kids	
Style Number: SK80030 Image:  SK80030	Style Number: SK80488 Image:  SK80488
Picture: SK80030.JPG	Picture: SK80488.JPG
Style Number: SK80715 Image:  SK80715	Style Number: SK80735 Image:  SK80735
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)
(<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
- AIIM Expert Blogger Community & SharePoint50 Members

