



Spotlight On

# SharePoint for Digital Asset Management

Presented by  
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## About Karuana

- ▣ 18 years experience in integration, project management, custom application development and video / event production.
- ▣ AIIM Certified Enterprise Content Management Practitioner
- ▣ Currently IT Project Manager & SharePoint Architect for Skechers USA, a global footwear manufacturer
- ▣ Principal Enthusiast at my blog [SharePointStrategist.com](http://SharePointStrategist.com)
- ▣ Vice Chair of [SPUGs.org](http://SPUGs.org), non-profit dedicated to promoting SharePoint User Groups

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## Today's Viewpoints

- ❑ Leverage existing technology to achieve DAM goals
- ❑ Drive user adoption by a familiar interface
- ❑ Implement in iterative processes
- ❑ Define your DAM initiative
  - Work in Process (WIP) vs Final Assets
- ❑ Get executive sponsorship

## SharePoint Technology Platform



## SharePoint 2010

The Business Collaboration Platform for the Enterprise & the Web

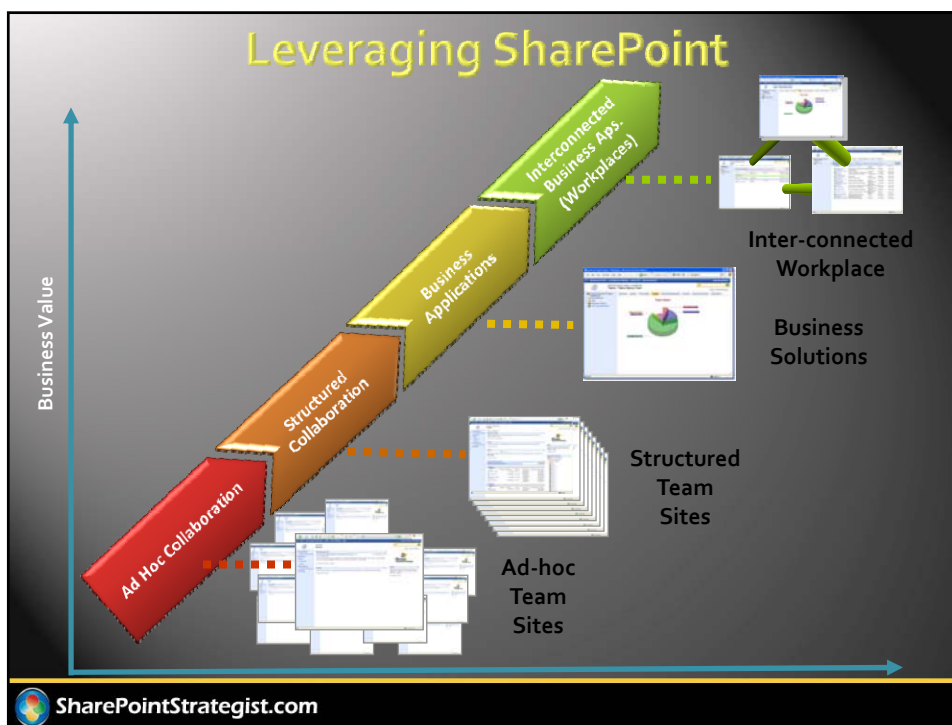


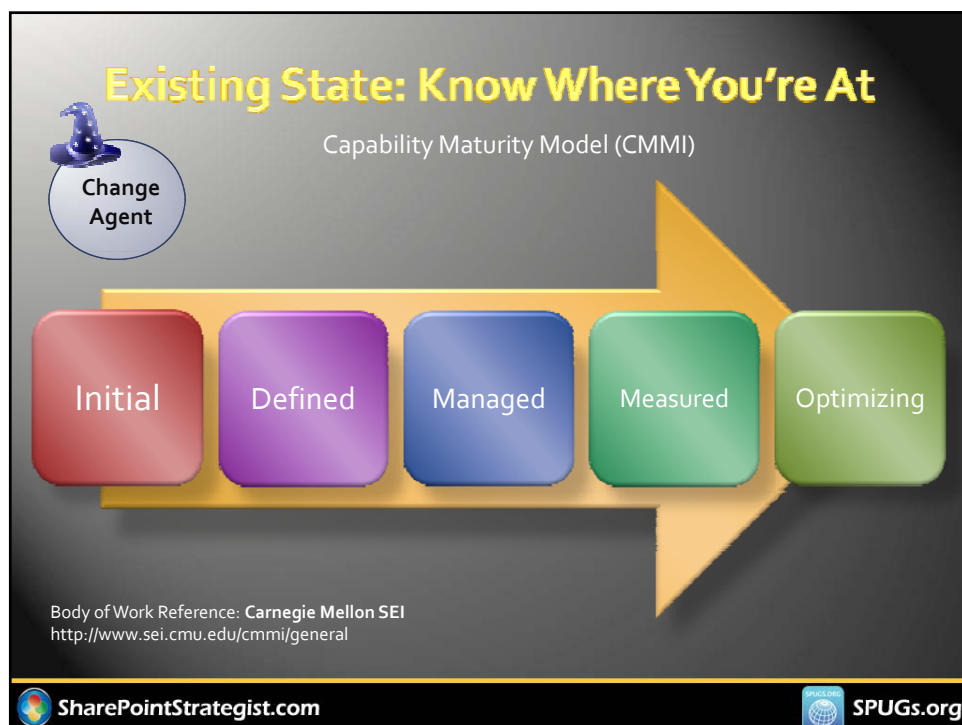
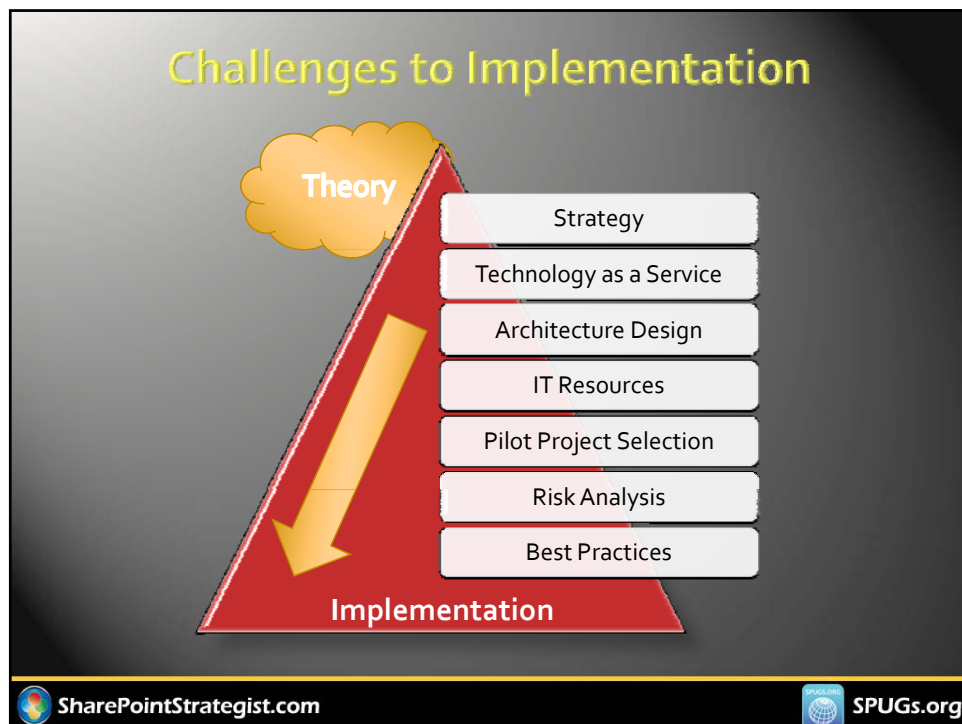
A circular hub diagram with the SharePoint logo in the center. Eight spokes radiate from the center, each labeled with a feature: Sites, Communities, Content, Search, Insights, Composites, and two unlabeled spokes at the top and bottom.

- 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

 SharePointStrategist.com



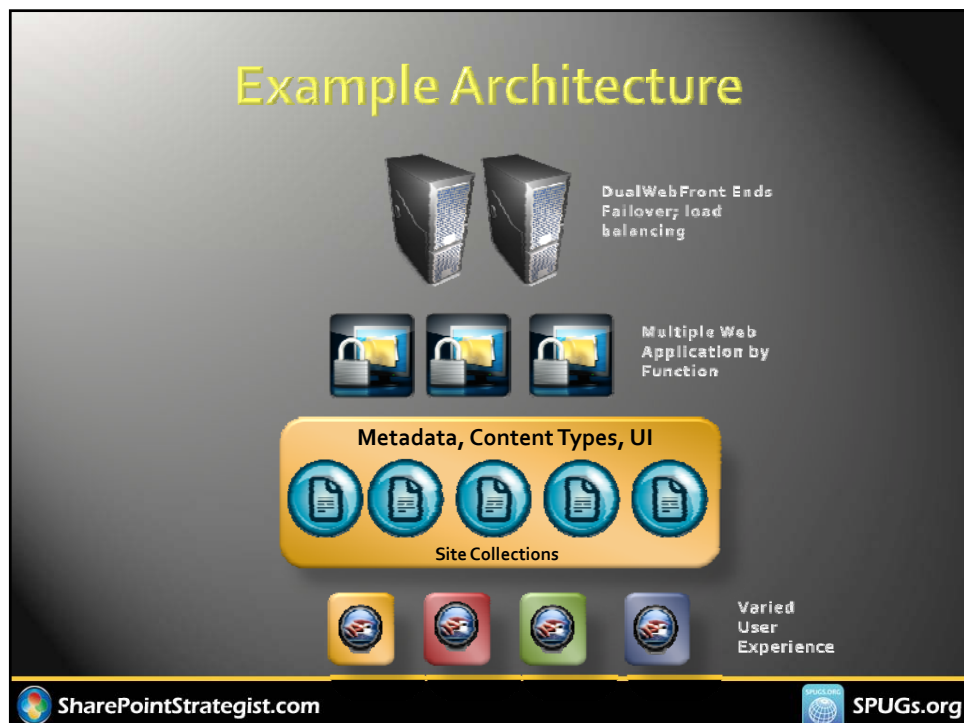
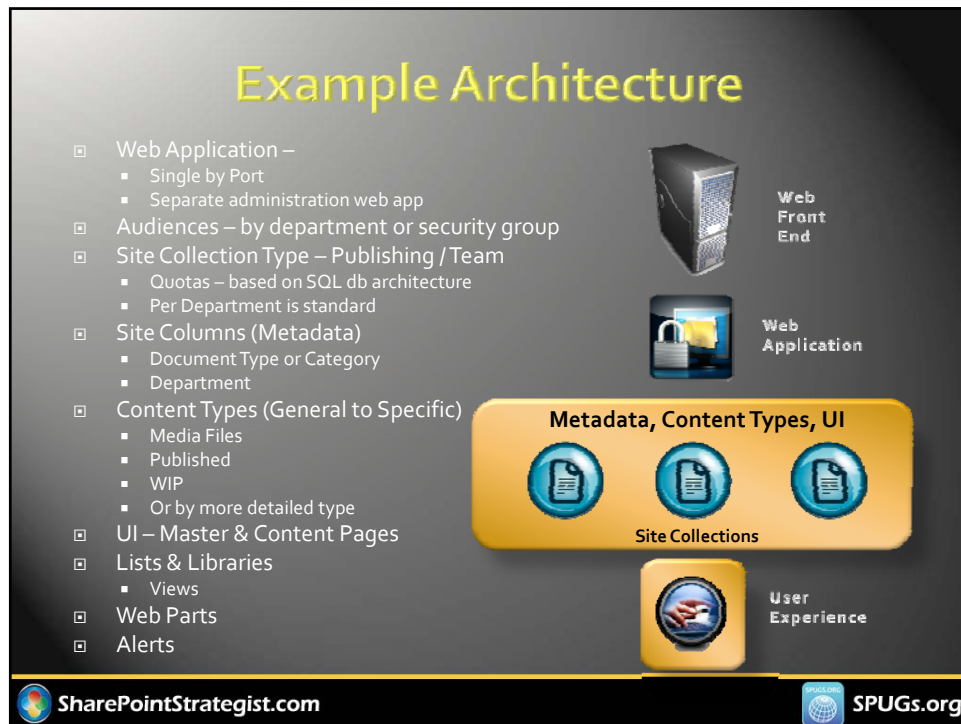


## Architecture Considerations

- ▣ **Taxonomy** - How you classify data as expressed through:
  - Database & web app design
  - Content types
  - Custom columns
  - Default metadata
- ▣ **Legacy Integration**
  - Links to external databases & other LOB apps
- ▣ **Data Conversions**
  - Unstructured to Structured Data
  - File Stores
- ▣ **Compliance & Governance**
- ▣ **Scalability, Security & Up Time**

## SharePoint Feature Mapping

- ▣ **Web Application**
- ▣ **Audiences & Roles**
- ▣ **Site Collection Type**
  - Quotas
- ▣ **Site Columns**
- ▣ **Content Types**
- ▣ **UI – Master & Content Pages**
- ▣ **Lists & Libraries**
  - Views
- ▣ **Web Parts**
- ▣ **Alerts**



# *DAL Design*

# *Demo*



## 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
- ▣ MVP Community – Twitter, 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