

# SharePoint & the iPad for Digital Asset Management

Presented by

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# Who's @Karuana?

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

AIIM Certified Enterprise Content Management Practitioner and SharePoint Expert Blogger

Currently Director, Ecommerce & 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](http://SharePointStrategist.com) & [NewWebStrategist.com](http://NewWebStrategist.com)

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

# Areas of Responsibility



## Dir. of Ecommerce & Marketing Operations Job Purpose:

Responsible for operational implementation of global marketing & communications programs as defined by executive management across business units with a focus on Y/Y growth, brand awareness & operational efficiency.

## Area Detail – Digital Production



- ▣ Strategic Goals
  - Provide centralized digital asset library with the following objectives:
    - ▣ Minimize duplication of assets
    - ▣ Speed time to use
    - ▣ Allow for monetization to select business partners
    - ▣ Control licensing and usage issues across channels
  - Increase efficiency of creative, production and management personnel by reducing iterations during approval process
  - Ensure brand consistency across international information and ecommerce digital channels



# Marketing Operations



## 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

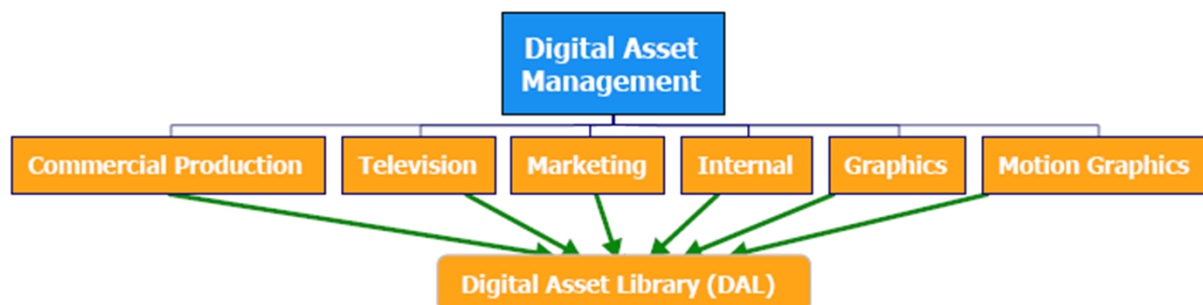
### Production (active)

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)





## The MS Marketing Slide

SharePoint 2010  
The Business Collaboration Platform for the Enterprise & the Web



The diagram shows a central blue circle with the SharePoint logo and the text 'Microsoft SharePoint'. Six spokes radiate from the center to the outer edge of the circle, each labeled with a feature: 'Sites' at the top, 'Communities' at the top-right, 'Content' at the bottom-right, 'Search' at the bottom, 'Insights' at the bottom-left, and 'Composites' at the top-left.

- 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



## Getting Executive Buy In



Speak the Language



Find the Pain Point



Illustrate Solutions



Show an ROI



Mind your Politics



Deliver



Repeat

# 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
- ▣ SQL Reporting tools to create dashboards and reports



# SharePoint Considerations

- ❑ Must have your own vision – Limitation on SharePoint + DAM specialist talent
- ❑ Platform not a package – Superior UI will require customization and/or 3<sup>rd</sup> party tools
- ❑ Need SP2010 for full functionality
- ❑ .NET
- ❑ Product release & fix schedule
- ❑ Custom code (browser only) to handle WIP and creative workflows
- ❑ Requires 3<sup>rd</sup> party for transformation & transcoding options
- ❑ Best to use iPad App for content such as SharePlus



# Marketing Operations



Plaza Sites ▾ SKX Tools ▾ Team Sites ▾ Quick Forms ▾ Admin Menu ▾

My Site | My Links ▾ | Welcome Karuana Gatimu ▾ Site Actions ▾



## 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
<a href="#">Sort Order</a>	<a href="#">Current Commercials</a>	(27)
<a href="#">Sort Order</a>	<a href="#">Events</a>	(1)
<a href="#">Sort Order</a>	<a href="#">News Clips</a>	(18)



[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
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[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

Picture: SK80030.JPG

Style Number: SK80715

Image:



SK80715

Picture: SK80715.JPG

Style Number: SK80488

Image:



SK80488

Picture: SK80488.JPG

Style Number: SK80735

Image:



SK80735

Picture: SK80735.JPG



## Resources

- ▣ **Microsoft TechNet**
  - Architecture & Deployment tools
  - <http://technet.microsoft.com/en-us/library/ee428298.aspx>
- ▣ **MVP Community – Twitter (#DAM, #SharePoint, #SP2010), Blogs**
  - @Karwana
- ▣ **My Blogs: SharePointStrategist.com & NewWebStrategist.com**
- ▣ **DAMFoundation.org – upcoming launch**
- ▣ **Journal of Digital Media Management**
- ▣ **Peers – User Groups – SPUGS.org**
- ▣ **LinkedIn Groups**
- ▣ **Training – SharePoint Saturdays**