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

SharePointStrategist.com SPUGs.org

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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

SharePointStrategist.com SPUGs.org

SharePoint Technology Platform

SharePointStrategist.com

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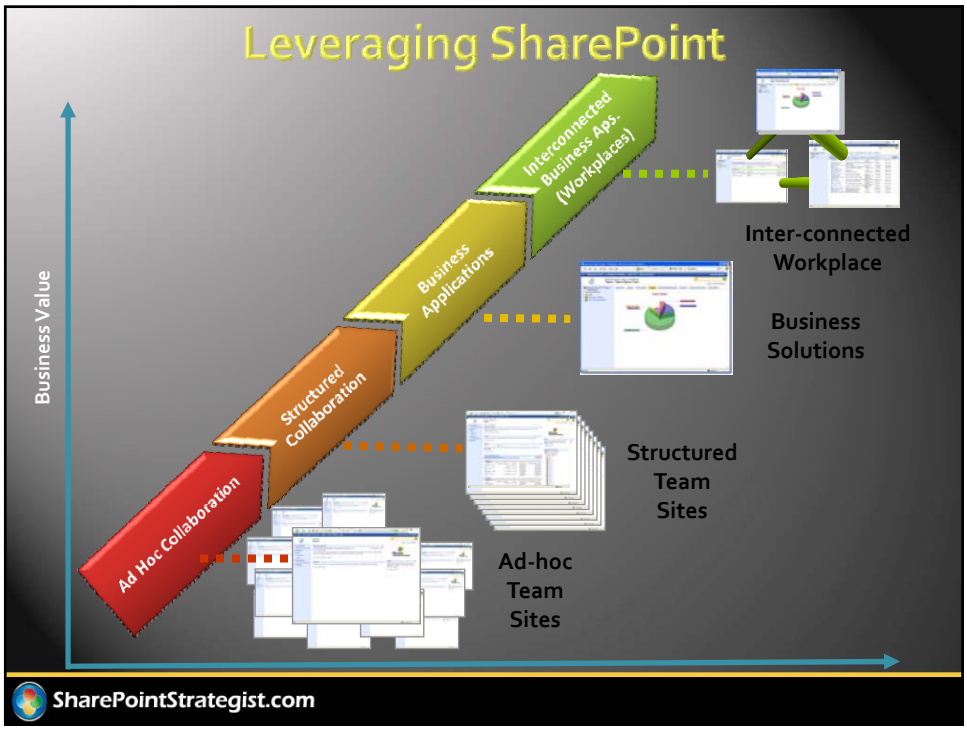

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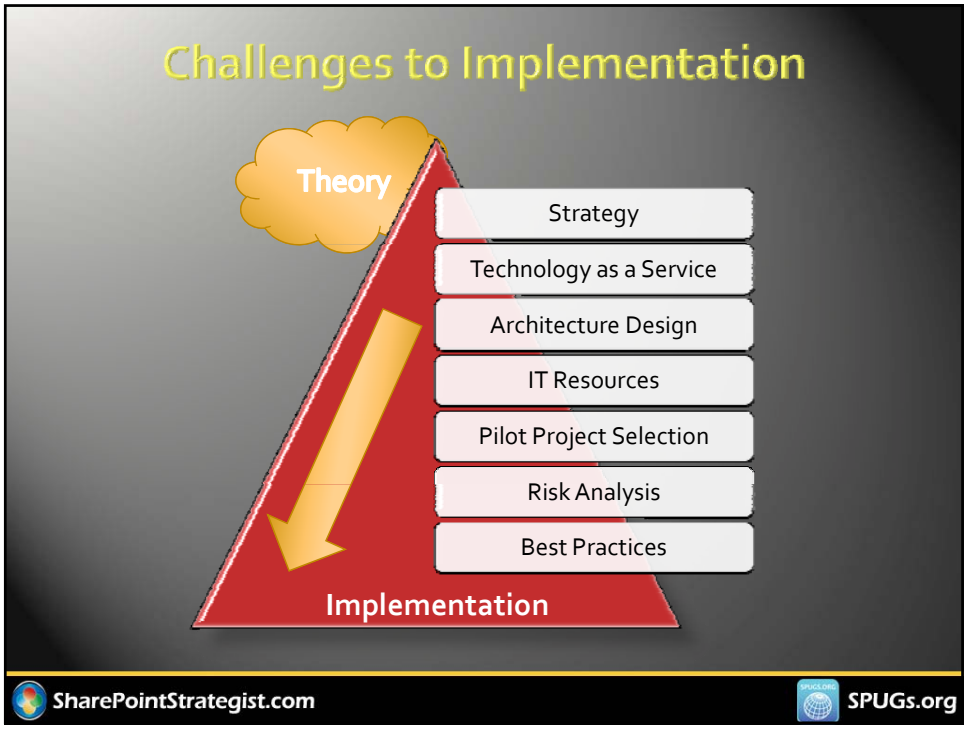

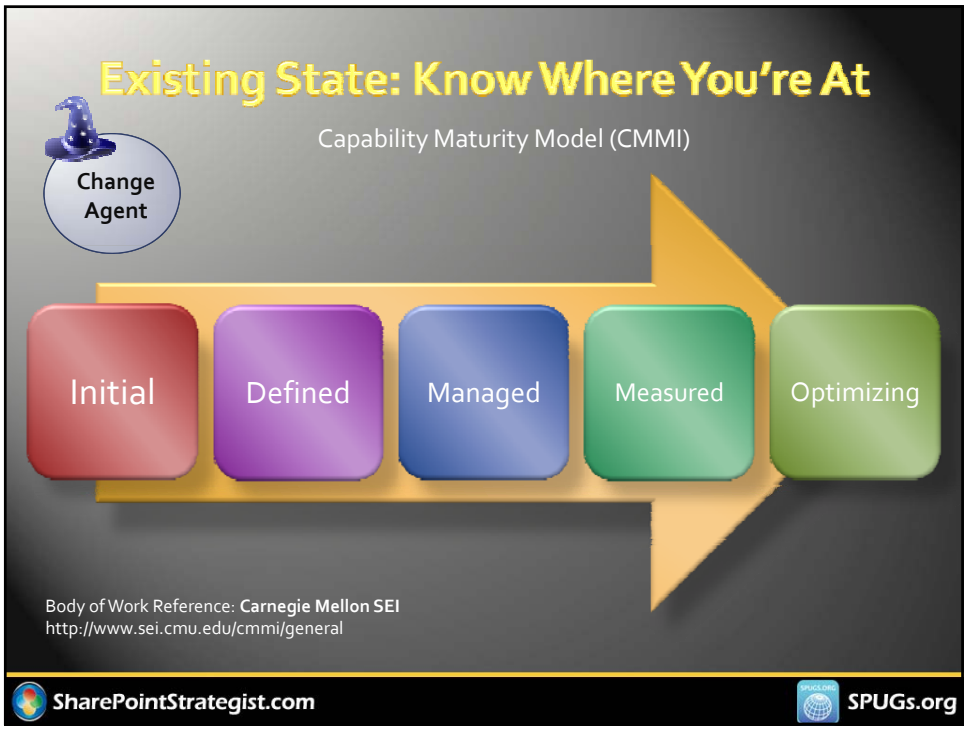

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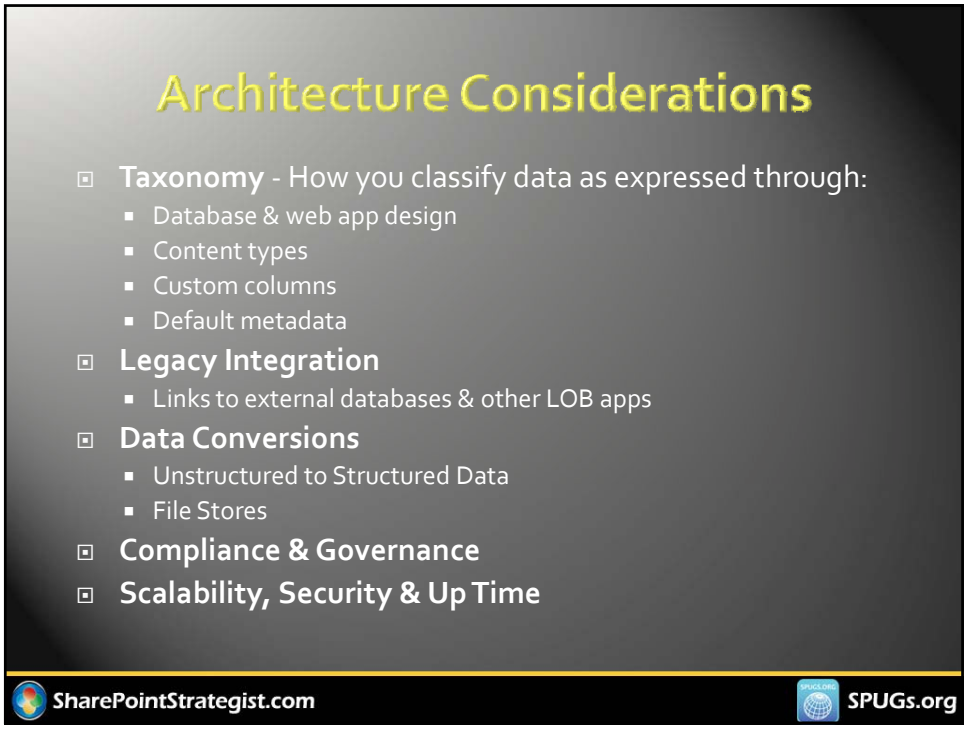

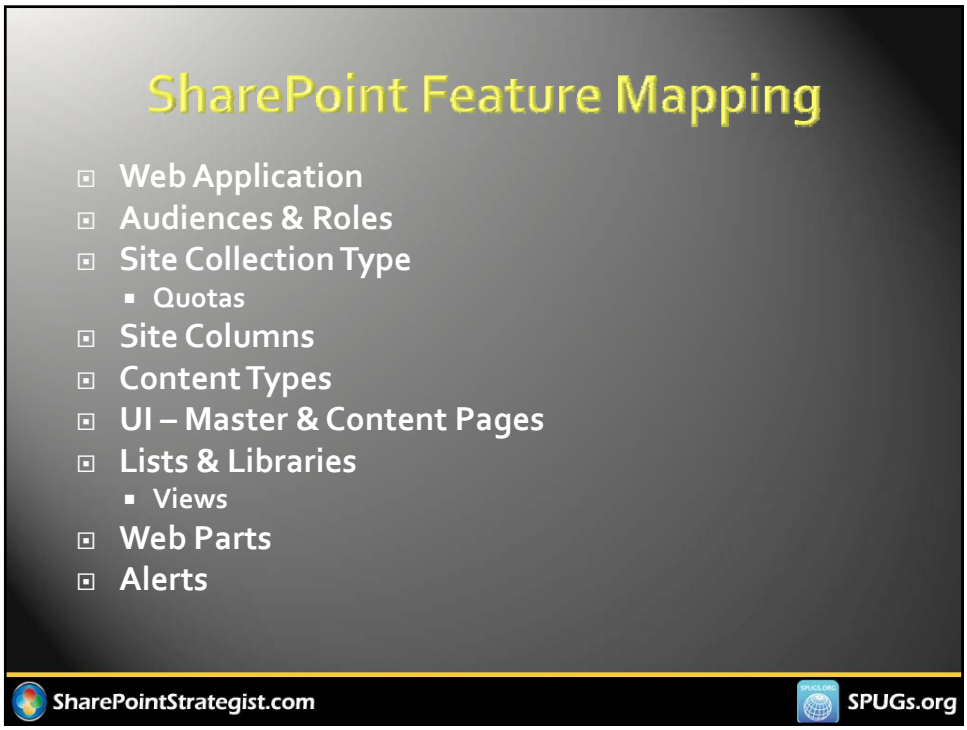

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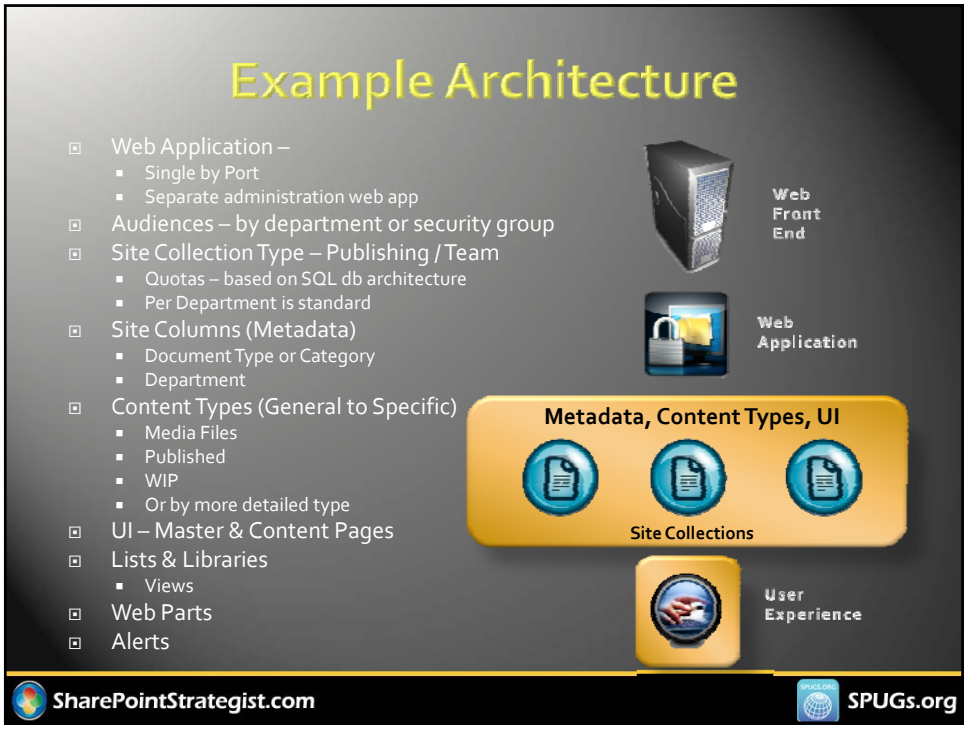

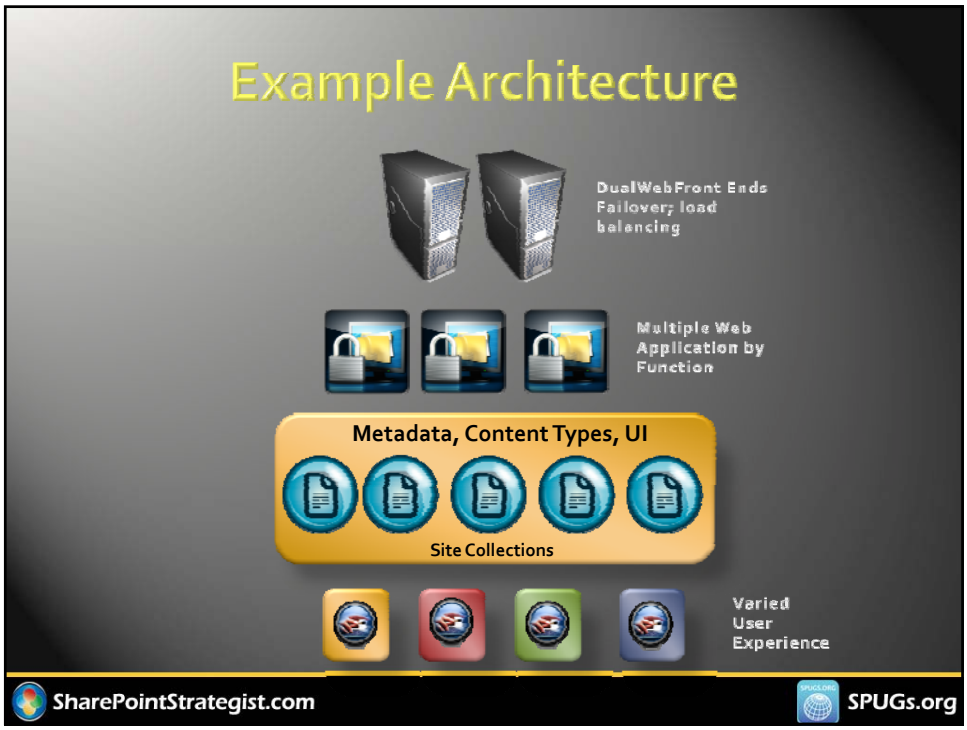

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Rules for the Road

- 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

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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

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