

# SHRSS DAM Admin Training – 1-Hour Session

## Host Guide

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### Context

- **Customer:** SHRSS – AEMaaCS Sites/Assets
- **Current Sites in production:**
  - <https://www.hardrock.com/> (primary brand experience)
  - <https://reverb.hardrock.com/> (merch / e-comm flavor)
- **Upcoming Site:**
  - <https://aem.careers.stage.hardrock.com/> – in stage for UAT, go-live 2026-03-16
- **Primary audience:** SHRSS DAM Architect (1+ year in role, not involved in original implementation)
- **Secondary audience:** AEM authors (Sites/Assets), developers/TAs

### Overall session objective

Enable SHRSS to **use and evolve AEM Assets as a governed, scalable DAM** for the Hard Rock brand ecosystem, and set up **follow-on discovery** for new enhancements and fixes.

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## 0. Logistics & Flow

### 0.1 Timeboxed agenda (60 minutes)

Segment	Topic	Owner	Duration
0–5	Welcome, objectives, current pain points	You	5 min
5–20	<b>1. DAM Content Architecture</b>	You	15 min
20–32	<b>2. Assets Metadata</b>	You	12 min

Segment	Topic	Owner	Duration
32–47	<b>3. DAM Operations</b>	You	15 min
47–57	<b>4. Dynamic Media</b>	You	10 min
57–60	Wrap-up & next steps	You	3 min

**Your goal:** Keep this *high-signal* and conversational; park deep-dive questions into a visible “Backlog / Parking lot” (Miro/whiteboard/slide).

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## 0.2 Opening (0–5 min)

### Objectives to state

- Align on **how SHRSS should be using AEM Assets today** to support Hard Rock + Reverb + Careers.
- Highlight **gaps and risks** in the current setup (architecture, metadata, operations, Dynamic Media).
- Build a **prioritized backlog** for follow-on discovery sessions and potential sprint work.

### Scripted opener (adapt as needed)

“Today we’ll focus on how your DAM is structured, how metadata is used, day-to-day admin and authoring workflows, and where Dynamic Media should fit. I’ll share some opinionated best practices, and I’ll ask you to react based on how Hard Rock operates. Anything deep or contentious goes on a backlog for follow-up design sessions.”

### Quick checks

- Ask: “Who here is regularly in AEM Assets daily/weekly vs rarely?”
  - Ask DAM architect: “If you had to name the top 2 DAM pain points today, what would they be?”
  - Capture those immediately on a “Top pain points” slide/whiteboard.
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## 1. DAM Content Architecture (5–20 min)

### 1.1 Objectives

- Understand **how the current folder and site structures relate** across:

- HardRock.com
- Reverb.hardrock.com
- Careers site
- Contrast **current vs recommended** architecture for multi-site, multi-brand, multi-channel use.
- Identify **governance gaps** and **refactoring opportunities**.

## 1.2 What to ask / discover (live)

Have the DAM architect share screen in Assets:

### 1. Top-level folders

- “Walk us through /content/dam – what are your top-level folders and what does each represent?”
- Look for:
  - Brand separation (e.g., /hardrock, /reverb, /careers vs “catch-all” folders).
  - “Project” or “campaign” sprawl (e.g., /2023\_campaigns, /agency\_uploads) that may not scale.

### 2. Relationship to Sites

- “Which folders are intended to support which sites?”
- “Are you sharing assets (logos, hero imagery) across HardRock.com, Reverb, and Careers?”

### 3. Work-in-progress vs Approved vs Archived

- “Where do assets live before they’re approved for use on the sites?”
- “Do you have any convention for archiving obsolete imagery?”

### 4. Folder size & usability

- Scan for folders with huge flat lists of assets; this is a usability and performance smell (see [Folder structure best practices for AEM Assets](#)).

## 1.3 Opinionated recommendations & talking points

These are your “north star” messages; you don’t need to cover every detail, but use them to guide the conversation.

### 1.3.1 Separate by brand / channel, not by projects

- Recommend a stable **brand-first** structure, e.g.:
  - /content/dam/hardrock/... – global brand imagery, hotel/restaurant visuals, corporate content.
  - /content/dam/reverb/... – merch-specific imagery, product shots.
  - /content/dam/careers/... – HR/employer brand assets (often reusing some core brand visuals).
  - /content/dam/shared/brand/... – *truly global* logo sets, iconography, typography, etc. used across all sites.
- Avoid many shallow “project” folders at the top level; push campaigns down under the relevant brand, and manage “findability” primarily via **metadata and search**, not deep folder hierarchies ([Organize your digital assets, Folder structure best practices for AEM Assets](#)).

### 1.3.2 Use folders for **governance**, not discovery

Explicitly state:

“Folder structure’s primary job is governance — permissions, metadata profiles, workflows — not search. Authors should find things through metadata and tags.”

- Align top-level folder boundaries with:
  - **Ownership** (Brand Marketing vs HR vs e-comm),
  - **Access control needs** (who can upload/approve/delete),
  - **Processing needs** (different image/video profiles, DM publish settings).

### 1.3.3 Keep hierarchies shallow and predictable

- Default pattern inside each brand:
  - /brand/\_global – logos, generic imagery usable anywhere.
  - /brand/web – assets intended for the web channel (optimized, curated).
  - /brand/source – hi-res masters, PSDs, raw artwork (never referenced directly on pages).
  - /brand/campaigns/year/campaign-name
  - /brand/legal-and-rights – usage-sensitive assets, rights documents.
- Call out performance/usability guidance: avoid thousands of assets in a single folder ([Folder structure best practices for AEM Assets](#)).

### 1.3.4 Plan for **Dynamic Media** in the architecture

Even if DM isn't in production yet:

- Identify DM-ready ingestion folders (e.g., /content/dam/hardrock/web/hero-images) that will:
  - Have DM image profiles applied.
  - Use specific publish modes (immediate vs on-approval).
- Clarify "web delivery folders" vs "archive/source" folders.

## 1.4 Questions to push toward future backlog

- *"If we were starting fresh today for HardRock.com + Reverb + Careers, how would you **redraw** /content/dam?"*
- *"Which parts of the current structure **must** be preserved for backwards compatibility, and which can be refactored over time?"*
- Backlog items to capture:
  - Folder-refactor plan (phased, non-breaking).
  - Governance model (roles per top-level path).
  - "Shared brand library" definition and rollout.

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## 2. Assets Metadata (20–32 min)

### 2.1 Objectives

- Understand how metadata schemas/profiles are currently used.
- Align on a **minimal, enforceable metadata model** that supports:
  - Search and reuse,
  - Rights/compliance,
  - Site rendering needs (alt text, SEO, components).

### 2.2 What to ask / discover

#### 1. Metadata schemas

- Navigate to Tools → Assets → Metadata Forms.
- Ask:
  - *"Which forms are actually applied to the Hard Rock/Reverb/Careers folders?"*
  - *"What fields are required vs optional?"*

#### 2. Folder metadata & profiles

- In Assets, open properties of a key folder (e.g. brand hero imagery):
  - “*Do you have metadata profiles or folder-level defaults applied?*” (see [Metadata profiles](#))
- Check if they’re using **folder metadata** to stamp values like Brand, Channel, Rights owner.

### 3. Search behavior

- “*How do authors typically search for assets? By filename, tags, brand, campaign?*”
- “*What typically goes wrong when someone can’t find the right asset?*”

### 4. Rights & expiry

- “*Do you track licensing or usage rights in metadata?*”
- “*Do you use Expiration dates and do authors respect them?*”

## 2.3 Opinionated recommendations

### 2.3.1 Define a small set of **core fields** that matter

For Hard Rock, propose a concise “core schema”:

- **Brand** (Hard Rock, Reverb, Careers, or multi-brand)
- **Channel** (Web, Social, Email, Print, Internal)
- **Usage Type** (Hero, Thumbnail, Icon, Background, Carousel, etc.)
- **Campaign vs Evergreen** (with Campaign name if applicable)
- **Rights / License type** + Expiry Date
- **Alt Text / Description** (for accessibility + SEO)
- **Primary Locale / Region** (especially relevant for careers content in specific geos)

Anchor this in Experience League guidance that metadata is foundational for discoverability and governance ([Metadata best practices for AEM Assets](#)).

### 2.3.2 Use **metadata profiles** aggressively for consistency

- Assign metadata profiles to **brand and channel folders** so that every new upload:
  - Gets Brand, Channel, maybe Campaign pre-stamped.
  - Prompts the author for mandatory fields (rights, alt text, etc.).
- Emphasize that folder boundaries + metadata profiles must be in sync ([Metadata profiles](#)).

### 2.3.3 Design for **search facets**, not just forms

- Ask:
  - “If we added left-hand facets for Brand, Campaign, Usage Type, Rights, would that solve 80% of your search problems?”
- Align fields with:
  - What Site authors actually filter by in practice (e.g., “only Reverb product shots with current rights”).

#### **2.3.4 Plan for metadata-driven governance (future)**

Not necessarily for this session, but plant the idea:

- Metadata can be used to drive **permissions and workflows** (e.g., only “Approved=Yes” assets usable in certain contexts) ([Metadata best practices for AEM Assets](#)).

### **2.4 Backlog prompts**

Capture:

- “v1 Core metadata model” for Hard Rock/Reverb/Careers with required fields.
  - Plan for:
    - Retrofitting metadata on existing libraries (bulk update).
    - Enabling useful search facets.
    - Configuring/cleaning up Metadata Forms and Profiles.
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## **3. DAM Operations (32–47 min)**

### **3.1 Objectives**

- Align on **standard admin & author workflows**:
  - Upload, version, update, and publish assets safely.
  - Avoid breaking references on Sites pages.
- Identify risky patterns (e.g., ad-hoc moves/deletes) and fix them with **training + guardrails**.

### **3.2 What to ask / discover**

#### **1. Upload practices**

- “Who uploads what, and where? Authors? Agencies? Only admins?”
- “Do external teams drop assets into S3 / shared drives, then someone imports into AEM?”

## 2. Versioning & updates

- “When a hero image on HardRock.com changes, what do you do today — new asset, or upload a new version?”
- “Do authors know how to roll back to a previous version if needed?”

## 3. Moving & renaming

- “Do you ever move or rename assets that are already used on pages? How do you check references first?”

## 4. Publishing flows

- “Who is allowed to publish assets to publish tier (or DM)?”
- “Do you have an approval step or is it direct publish?”

## 5. Common incidents

- Ask explicitly for horror stories: broken images on live pages, deleted assets, wrong hero images, etc.

### 3.3 Opinionated best practices

Anchor some of this in generic AEM Assets operations guidance ([Manage digital assets](#)).

#### 3.3.1 Standardize upload flows

- **Designated upload locations** per brand/channel (ties back to folder architecture).
- Require:
  - Upload into the **correct folder** where the right metadata profile/process is already applied.
  - Avoid uploading directly into deep “use” folders unless that’s the agreed pattern.

#### 3.3.2 Treat **versioning as the default, not new assets**

- Strongly recommend:
  - For “same image, new visual” (e.g., updated hero art), use **asset versioning** so existing page references auto-update.
  - Only create new assets when it’s a **different semantic asset** (e.g., new campaign, different rights).
- Make sure DAM architect knows how to:
  - Show version history and restore older versions.
  - Explain impact on Sites pages.

### 3.3.3 Move/rename with references in mind

- Enforce practices:
  - Use **Move** from within AEM Assets (never via code / external repo operations).
  - Always check **References** before moving or renaming.
  - Limit move/delete permissions to admin or DAM manager groups.

Use this as a place to call out that large-scale refactors should be **planned projects**, not ad-hoc actions during business hours.

### 3.3.4 Clear rules for deletion & archival

- Define:
  - When assets are **Archived** vs **Deleted**.
  - Retention strategy for expiring campaign content vs evergreen brand visuals.
- Recommend:
  - Soft decommission workflow: mark assets as "Deprecated"/"Do not use" via metadata before removal.
  - Use expiry dates + possible workflows for licensed content.

### 3.3.5 Ops guidance specific to multi-site Hard Rock

- Encourage:
  - **Single shared asset** for multi-site use (e.g., brand logos) under /shared/brand, referenced from all three sites.
  - **Site-specific variants** only when there's real functional differences (size, rights, localization).

## 3.4 Backlog prompts

- "DAM Operating Model" document:
  - Who can upload, where, and in which formats?
  - Who approves changes for HardRock.com vs Reverb vs Careers?
  - Who is allowed to move/delete assets?
- Potential automation:
  - Workflows for approvals, expiration notifications.
  - Bulk operations/backfill jobs for metadata and folder refactors.

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## 4. Dynamic Media (47–57 min)

Remind them of current state from the agenda: provisioned, configured in lower environments, not configured in production; Sites and XFs not yet using DM components.

## 4.1 Objectives

- Confirm **current DM setup** (licenses, environment configuration).
- Explain **why** DM matters for Hard Rock's web properties.
- Align on a **phased adoption roadmap** that doesn't disrupt the 3/16 Careers go-live.

## 4.2 Quick discovery questions

### 1. Licensing & stack

- “Do you know if you’re using Dynamic Media (classic) vs Dynamic Media with OpenAPI capabilities?”

(Prime/Ultimate options are documented here: [Dynamic Media Prime and Ultimate](#))

### 2. Lower environment status

- “In which environments is DM configured today, and for which folders?”
- “Are you using any DM-based URLs or components in non-prod properties yet?”

### 3. Intended use cases

- “Where do you feel performance or image management pain on HardRock.com or Reverb?”
- “Are there heavy image pages, videos, or 360 content you want to optimize?”

## 4.3 Opinionated Dynamic Media narrative

Use high-level points from Experience League ([Work with Dynamic Media](#), [Dynamic Media best practices](#)):

- **Single-asset approach:** store one master image/video; DM generates optimized renditions on the fly.
- **Global delivery & performance:** DM delivers web-optimized images and adaptive streaming video, which is valuable for **visually heavy** sites like HardRock.com and Reverb.
- **Author-friendly:** DM image presets and Smart Crop (if enabled) reduce manual resizing and ensure consistent visual quality across devices.

## 4.4 Proposed phased roadmap (keep it simple in this session)

## Phase 0 – Confirm baseline

- Verify:
  - DM is correctly configured and working in at least one non-prod environment.
  - You can upload images, see DM renditions, and access DM URLs.

## Phase 1 – “Foundational images” for one site

- Pick a **low-risk area** (e.g., Careers site or a non-critical section of HardRock.com, depending on launch constraints).
- Steps:
  - Configure DM Cloud Service for the target environment ([Configure Dynamic Media Cloud Service](#)).
  - Apply image profiles to selected DAM folders.
  - Update relevant image components (preferably Core Image) to use DM capabilities ([Using Dynamic Media with AEM Sites Core Components](#)).

## Phase 2 – Broader rollout & video

- Use DM for:
  - Hero images and key visuals on HardRock.com and Reverb (highest impact).
  - Video where performance is currently poor or management is painful.

## Phase 3 – Advanced capabilities

- Explore:
  - Smart Crop / image modifiers at scale.
  - Potential 360/3D or interactive media if Hard Rock has those needs ([Dynamic Media best practices](#)).

## 4.5 Backlog prompts

Capture:

- DM adoption roadmap (which site/section first).
- Required dev/config work:
  - Cloud Service configuration in prod.
  - Component updates (if not already Core Components-based).
- Governance decisions:
  - Which folders will be DM-backed?
  - Who approves DM publishing rules and presets?

# 5. Wrap-up & Next Steps (57–60 min)

## 5.1 Recap talking points

Rapid-fire summary:

- **Content architecture** – where we think your DAM structure should evolve to (brand-first, governed, shallow, DM-ready).
- **Metadata** – minimum schema for Hard Rock to make assets discoverable and safe to reuse.
- **Operations** – how admins and authors should upload, update, move, and retire assets without breaking sites.
- **Dynamic Media** – why and how to adopt it in phases for HardRock.com, Reverb, and Careers.

## 5.2 Conclude with a concrete backlog / next-step list

On a slide/whiteboard, leave them with:

- **Discovery Session 1** – DAM Content Architecture Refactor
  - Finalize target /content/dam structure (brands, shared, WIP, archive).
  - Map current → target, identify high-risk refactors.
- **Discovery Session 2** – Metadata & Search Design
  - Define v1 core schema, required fields, search facets.
  - Plan bulk metadata remediation.
- **Discovery Session 3** – Operational Runbook
  - Roles/responsibilities for upload, move/rename, delete, approvals.
  - Versioning and rollback practices.
- **Discovery Session 4** – Dynamic Media Design
  - Confirm tech stack (Prime vs Ultimate, OpenAPI vs classic).
  - Pick first use case and environment rollout plan.

End with a question:

"Does this backlog match your priorities, or is there anything we should add/remove before we turn these into concrete design sessions?"

Capture any final reprioritizations and close.

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