**User and Organizational Model**

Admin – PR Manager

Admin – ITS Database Manager

Departmental Users

Digital Asset Management

Website

**Business Model**

**Infrastructure**

**Core Capabilities**

Provide a website for PR department to upload Carroll digital assets and other departmental users can download those assets.

**Value Configuration**

* Create the proposed website through iterative process.
* Add supplemental functions to make the website more interactive.
* Allow users and admins to register and use the website

**Offer**

**Value Proposition**

* Allow admin to easily register to the website, upload the assets, adding search phrases for a specific address.
* Admin can track down how many times an assets is download
* Departmental users can search their assets based on search engine or randomly surf though the website to obtain their desired asset.
* Make the website has the look and feel of a Carroll product.

**Customer**

**Customer Relationship**

The website provides a tool for Carroll department to quickly obtain digital assets. Departmental users have instant access to over 100,000 Carroll digital data. Those assets can easily download and can be used without any permission.

**Target Customer**

Deployment: PR Department as Admin and other Carroll Department as users

**Distribution Channel**

* Carroll Portal
* Search engines
* Word of mouth
* University communications

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Business Processes:

