Executive White Paper

Building a Business Case *for* Digital Asset Management

A guide for professionals in corporate IT and marketing operations

How DAM reduces the cost and cycle times for managing and distributing content in a collaborative workflow environment

Building a Business Case for Digital Asset Management

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What is the business case for DAM in Content Marketing?

BUSINESS CASE

We define a business case as an investment analysis that justifies a purchase decision.

We add to this basic definition the idea of a solution lifecycle, or the total estimated costs of buying and using a solution, and in this case before us, a portal for distributing marketing content to field operations.

For reasons detailed in this paper, we assert that an DAM media services platform speeds the distribution of content marketing programs—eBooks, infographics, presentations, and sales trainings—to market. General benefits include:

Prime-time hour savings. DAM media services platforms reduce or eliminate many account development activities and tasks:

• Preparation of presentations
• Development of proposals
• Assembly of promotional flyers and ads
• Transferring multimedia explanations to resellers and partners

This means that field executives can "reinvest" time savings into more strategic work: account planning, new business development, and face-to-face interactions.

Cycle time gains. DAM media services platforms reduce the time and effort it takes to distribute marketing materials, selling images, presentations, and sales trainings to field operations. GISTICS benchmarks reveal that DAM media services platforms can chop five to 15 days off a global rollout.

In markets characterized by short product lifecycles, aggressive competitive, seasonal marketing windows, and promotional partnerships, cycle time improvements of just one or two days translate into $10 to $20 million in incremental profit.

The markets include:
• Consumer products
• Entertainment (movies, music, games)
• Financial services
• Pharmaceutical and life sciences
• Telecommunications

Activity automation. DAM media services portals automated dozens of activities and tasks that marcom groups and field operations would have to perform. These activities and tasks include:
• Find a presentation
• Locate and place product images into presentations
• Acquire and place corporate logos of partners and prospects into a presentation
• Update an individual slide or page in presentations
• Acquire images from an ad agency
• Localize a Web promotion or ad
• Acquire royalty-free video footage

DAM media services portals not only automate these and dozens more activities, these portals enable a host of self-service capabilities for partners and customers around the world at any time of day.

Media technologies. Content services portals rely on complex, rapidly evolving technologies:
• Imaging servers
• Multi-format playout servers
• Search engines
• Specialized databases
• Video ingest tools

Media, entertainment and publishing firms have long invested in these and related media technologies. Their chief technology officers will attest that media technologies evolve faster than typical IT systems; the complexity of media technologies requires highly specialized and generally scarce labor resources.

For these reasons, many IT executives from media, entertainment and publishing recommend that their counterparts in general industry outsource media technologies whenever possible, securing a hosted content service with strong service level agreements and a proven track record for serving global marketing operations.

TIME TO PAYBACK

The complete case for content services portals should answer one key question: how long does it take a content services portal to payback its total investment?

GISTICS research of more than 1,000 marketing operations reveals more or less equivalent value (activities automated, days gained in time to market, improved relations with field operations and partners) among a variety of DAM media services platforms secured as a outsourced service, deployed as an in-house departmental system, or deployed as enterprise content management systems.

Irrespective of their deployment status, content services portals for marketing deliver tremendous value.

The total lifecycle cost analyses show that hosted DAM media services platforms cost 50 percent of a deployed in-house departmental system and will pay back their investment in half the time.

Enterprise systems for managing marketing content can handle tens and hundreds of thousands of users and cost four times more than departmental systems and seven times more than hosted services.

Which should you choose? A good business requirements study, such as those conducted by GISTICS, will reveal trade-offs and criteria for determining your own best solution strategy. That said, DAM media services platforms make sense for many, many firms.

What types of digital files should management consider putting into an asset repository?

ALL THE BITS FIT TO PRINT OR DISPLAY

Senior management should consider any digital file (or digitized image) that a field-marketing executive would appreciate seeing or using as a good candidate for storing in a digital asset repository. The figure below depicts the four general categories of marketing materials and the four states or conditions in which most brand resources exist.

BRAND IMAGES

Brand images consist of the most visible and, therefore, the most important type of brand resources to manage. These images may include logos and wordmarks, trademarks, product photos, and illustrations—any of which may cost $500 to $20,000 to recreate if lost or misplaced. However, inconsistent brand-voice remains the greatest cost of not finding the right brand image.

COLLATERAL

Collateral consists of ready-to-print brochures, datasheets, direct mailers, and newsletters.

PACKAGING

Packaging includes artwork for a box or carton as well as ready-to-print use instructions, labels, and shipping containers. A consumer brand marketer would add CAD drawings and artwork for point-of-purchase displays and merchandising aids.

MULTIMEDIA

Multimedia consists of PowerPoint presentations, animations, video clips, audio MP3s or podcasts, and ready-to-use HTML/XML pages and support graphics.

FOUR CONDITIONS

Any reusable file may exist in any of four conditions: final-form PDFs, use-as-is media parts (photos or images formatted for a particular medium and dimension or recorded audio files), editable documents or media files (PowerPoint presentations, Word documents, Photoshop images, etc.), and source digital assets (from which all marketing materials derive).

ANY DIGITAL DOCUMENT OR REUSABLE FILE THAT MARKETING MIGHT USE IN A COLLABORATION WITH AD AGENCIES, PR FIRMS, FIELD SALES, OR CHANNEL PARTNERS

BRAND IMAGES
- Logos & wordmarks
- Product photos
- Illustrations

COLLATERAL
- Brochures
- Data sheets
- Direct mailers
- Newsletters

Final form materials

Re-use "as is" media parts

Editable documents & media parts

Source digital assets

PACKAGING
- CAD drawings
- Instructions
- Labels
- Regulated copy

MULTIMEDIA
- Animations
- Audio MP3s
- Presentations
- Video clips
- Webinars
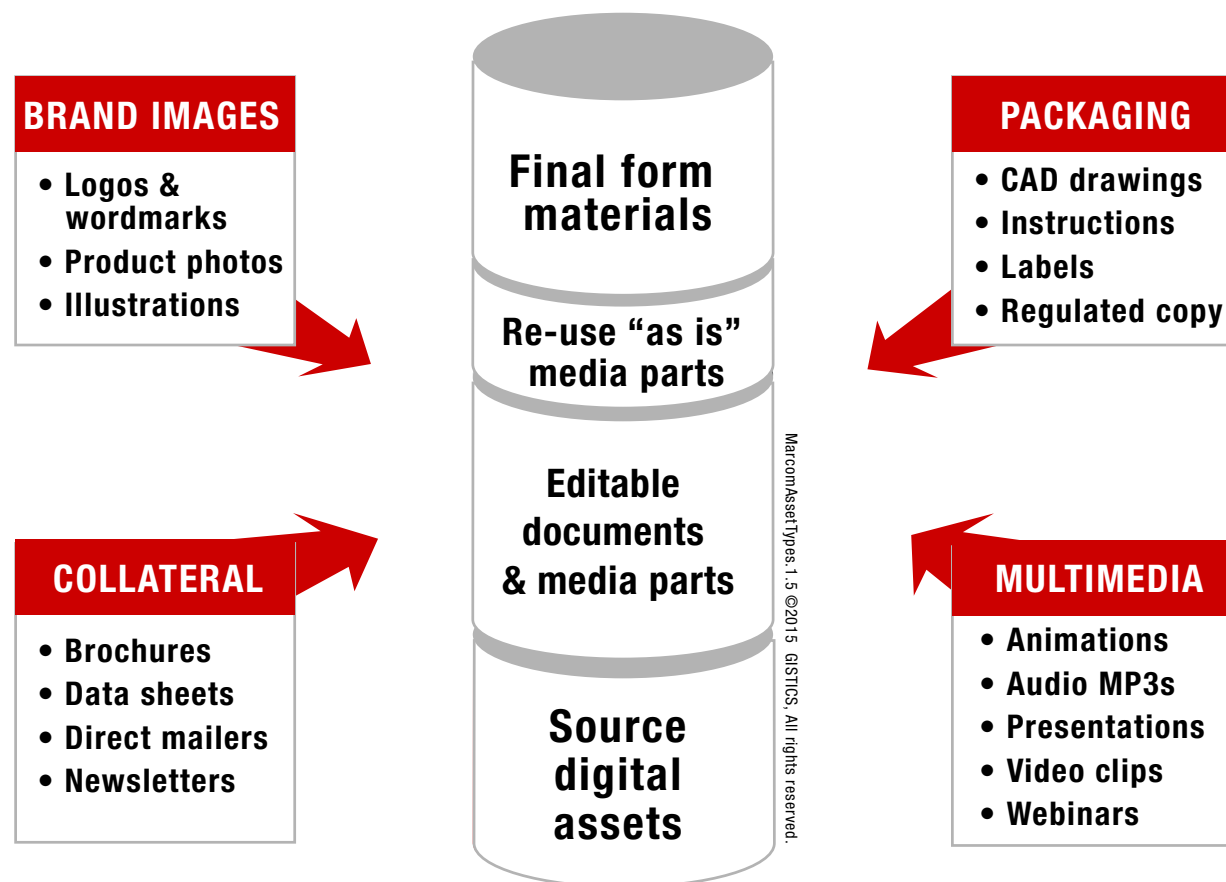
MARCOM DIGITAL ASSET REPOSITORY

What distinguishes various types of digital assets?

INVENTORY OF DIGITAL ASSETS

A digital asset management strategy optimizes the creation, use, reuse, and reexpression of the following types of digital objects.

ASSET TYPE	DESCRIPTION	SOURCES	UNITS OF WORK	COMMENTS
EDUCATION ASSETS	Online courseware optimized for the connative and cognitive abilities of individual students; often represents compound media and knowledge objects	Lectures, courseware, classroom discussions, hyperlinks, lab notes, footnotes, annotated bibliographies, interviews, audio and video recordings	• Database-served: Web pages, PDFs • Streaming: Audio, video, animation • Shared objects:2D/3D visualizations • Discussion: Teleconference, threaded postings, live chat	• UXs optimized to learning modalities • Rights management: Royalties, attributions, institutional rights, and clearances • Hotspots: English as a second language (ESL) curriculum teaching, brand management, and technical systems support
INFORMATION ASSETS	Rows and columns of **structured** data conditioned and engineered for secure presentation through a browser	Production data systems of record, data warehouses, and database information services	• Customer records: Transactions, cases • Product data: Sales histories, forecasts, pricing, inventories • Management information: Budgets, etc. • Subscriptions, web analytics, etc.	• Prerequisites of database hygiene and trained information users • Robust data typing schema (XML)
IT ASSETS	Assets including computing and communications equipment, installed software, capitalized professional services, systems and software configurations, warranty coverage, etc.	MIS/IT departments of the firm as well as SaaS accounts or co-located equipment	• Metadata • Installed or configured IT • Service-level agreements and policies	DAM solutions for IT assets: • Configuration management • Policy management • Update management and version control
KNOWLEDGE ASSETS	Collections of **unstructured** data in digital formats (binary large objects, BLOBs) and physical formats (mechanical devices, models, props)	Knowledge workers throughout the firm and its value chain of suppliers, distributors, and affiliates	• Digital formats: CAD files, eDocs, PDFs, spreadsheets, email, WP files, scanned images, slide presentation files, web pages • Physical formats: artwork, artifacts, business records, letters, faxes, manuscripts, sheet music, maps, drawings, movies, stills, film props, costumes	• Identification and retrieval of only useful materials • Searching the contents of digital files • Digitization and characterization of material; application of metadata • Rights and permissions management
MEDIA ASSETS	Components used in brand resources (ads, brochures, Web sites), publications, and entertainment products (music, voice, video)	Designers, producers, authors, and developers of print, broadcast, online, and media-based products or services	• Ads: Online, broadcast, CATV, print • CD, DVD, cassettes • Publications: Online, print, eBook	• Reusability of media across multiple media • Cross-platform compatibility
SOCIAL ASSETS	Digital files or packets that mediate or facilitate person-to-person communications, live or time-shifted (store and forward)	Conversations or correspondence by telephone, email, fax, or SMS	• Messages • Threaded discussions	• Unified messaging systems • Multimodal Search: Voice mining, audio pattern recognition, semantic patterns
SOFTWARE CODE ASSETS	Reusable pieces of software programming (objects), class libraries, programming frameworks, lines of legacy programming instruction, and automation scripts	MIS/IT professionals, contractors, software vendors, and open source user groups	• Software objects, including source code • Class libraries and frameworks • Programming tools and utilities • Integrated development environments	• Standards-based development • Reusability: Design spec for "maintainability" (minimum documentation as to function) • Incentives, design rules, and version-control practices

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What makes a computer file into a digital asset?

ENGINEERED FOR REUSE AND REEXPRESSION

A thorough audit of the digital files that a firm creates reveals that only a small percentage of those files have a reasonable potential for reuse.

Yet GISTICS' research of thousands of media-producing firms reveals that the systematic reuse of preexisting media and related digital objects can significantly reduce costs, errors that necessitate reworks and make-goods, and time-to-market cycles.

For a few firms, an enterprise-wide reuse strategy hinges on a particular type of digital asset—the digital master.

As the name suggests, it represents a file on which its creator expended extra effort to provide for the highest levels of reuse.

In this context, a reuse strategy turns on three prerequisites.

First, potential users must be able to quickly and easily locate and retrieve the file, necessitating a robust search capability.

Second, the creators must optimize the file for broad reuse by a range of users.

Third, the owners of the file must take measures to protect their intellectual property rights—their investment in creating and managing the file for reuse by others.

THE DIGITAL ASSET

Corporations spend billions on the development of artwork and brand-related material and collateral.

In many cases, the owners of these brand resources cannot envision others reusing their finished works and direct their design firms and internal creative-services departments to create less-reusable digital objects (one-shots). The figure on the right depicts

several important concepts about the reuse of digital assets.

While only a small percentage of all creative work warrants the investment to create digital assets, most corporations do not realize the economic benefits of reusing those few masterworks they could easily commission each year.

The figure also illustrates key concepts of a digital asset. A digital master represents a multipurpose reusable digital file with embedded metadata derived from four systems or tools:

• Authoring tools to create the file

• Business systems to manage accounting and intellectual property rights

• Digital asset repositories to manage the file with its metadata and creation workflows

• Cross-media publishing systems to use or express the digital master in a finished work

Extensible Metadata Platform, or XMP constitutes an ISO standard, originally created by Adobe Systems Inc., for the creation, processing and interchange of standardized and custom

metadata for digital documents and data sets. It facilitates the creation of digital masters. It provides a powerful and extensible way of embedding metadata in files. This platform allows one party to copy a digital master to a second party, enabling recipients to get the file and embedded metadata in a way that their business systems or asset repositories can immediately recognize and import.

HOW PROFILED MASTERWORKS BECOME DIGITAL MASTERS AND FINANCIAL ASSETS

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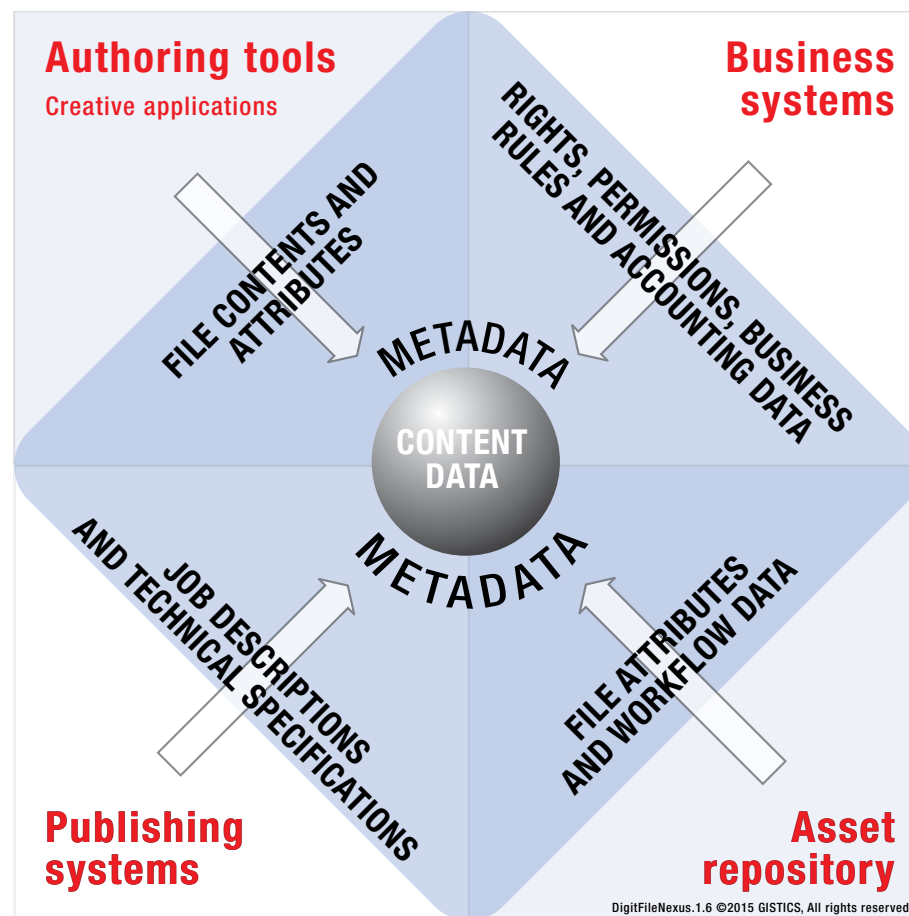
What is an enterprise asset repository?

LARGE MULTIMEDIA DATABASE

Broadly defined, an enterprise digital-asset repository manages large collections of rich media, information, and knowledge assets, enabling a variety of knowledge workers to find, retrieve, edit or amend, or route files to another knowledge worker or group.

The term rich connotes a complex file type that may contain multiple structures (color, complex layouts, typographic design), motion graphics (video, audio, or animation), and large quantities of data (megabyte and gigabyte-size files).

ENTERPRISE SOLUTIONS

An enterprise asset repository augments the functions of data warehouses, document management systems, and Web content managers—characterized in the figure below as legacy data sources.

Data warehouses typically manage structured information—rows and columns of data extracted from production data and financial reporting systems, including ERP, supply-chain management, distribution, and eCommerce systems.

Document management systems capture and store business records, digitized images, and documents, organizing them for structured workflows or ad hoc retrieval by an authorized knowledge worker. Content management

Web content managers enable multiple contributors to create, route, approve, and publish Web pages and graphics to corporate websites, intranets, enterprise portals, and eCommerce systems. Many large and small firms have deployed one or two of these enterprise systems, investing hundred of thousands or millions of dollars.

Enterprise DAM repositories often represent the final, missing piece for an end-to-end solution for multichannel commerce and interactive web

services. These repositories facilitate systematic reuse and reexpression of digital files, enabling a firm to express its brand voice across multiple channels and facilitate its knowledge workers in obtaining answers to their questions (requests for information, experience, or interaction from other knowledge workers).

The figure below describes how a smart media factory uses an enterprise asset repository to create and manage its media components and brand resources. It also describes a set of brand resource deployments and print, broadcast, online, and manufactured formats—ways that a firm communicates its brand voice to various stakeholders: customers, investors, analysts, trade partners, employees, and the general public.

Large multimedia databases enable firms to both speed their time to market with brand resources and promotional messages and enable knowledge workers to find the raw materials to answer questions from other knowledge workers.

CRITICAL ELEMENTS

Middleware plays an important role: it supplies the glue for integrating multiple legacy data sources and a variety of browser-accessible Web services. Most digital asset repositories use a relational database management system (RDBMS) for managing descriptive labels—metadata describing the digital asset.

MULTIMEDIA DATABASE THAT SUPPORTS A VARIETY OF ENTERPRISE USERS

Smart media factory
- Corporate identity
- Agencies
- Creative services
- Publishing services
- Technical illustrations
- Licensing/clearances
- Trade partners
- Publications

Web services/eServices
middleware

Enterprise asset repository

RDBMS (metatdata warehouse)
middleware

Legacy data sources

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Brand resource deployments

Print
- Advertisements
- Collateral
- Inserts
- Outdoor
- Publications
- Point of purchase

Broadcast
- TV/CATV
- Radio
- Digital/HDTV
- Event

Online
- Web
- Intranet/extranet
- CD-ROM
- Kiosk

Manufactured
- Packaging
- Merchandise
- Licensed products
- Apparel/uniforms

External suppliers

Stakeholders
- CUSTOMERS
- INVESTORS AND ANALYSTS
- TRADE PARTNERS
- EMPLOYEES AND PUBLIC

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What are the key functions of DAM to assist with marketing operations?

USER GROUPS AND FUNCTIONS OF DAM

A digital asset management or DAM system serves three basic user groups within marketing operations.

The figure at right depicts various types of users within the three broadly defined user groups and the core functions of a DAM system.

THREE GROUPS OF USERS

The three general groups of users served by a repository of digital assets become a vital point in selecting the right solution.

Each user group (and often unique types of users within a group) will require customized user interfaces.

Not all DAM systems enable or support the high degree of customization that global marketing operations require.

This requirement will become critical when provisioning DAM and related media services to non-technical users within a large organization, international offices, and suppliers throughout a marketing supply chain.

CRITICAL GLOBAL BUSINESS REQUIREMENTS

GISTICS' research of global marketing operations has identified the following selection criteria as essential:

- **User interface**: Optimizations for simple **content consumers** who need simplified access with a web browser or mobile app. Content users who need deeper access to the repository and advanced search functions. **Content creators** who need to integrate their desktop tools and cloud services to the DAM system. This would include several external contractors and agencies.
- **Multilingual:** Support for major languages common to Europe and Asia.

Multimodal search: Simple and advanced modes including searches within search results (also known as drill-down search) and dynamically updated collections (everything related to a brand or market region, categorized in a collection).

Rights management: Full protection for multiparty copyrights and trademarks, especially important if a firm licenses rights-protected imagery (versus royalty-free content), video, or music. Moreover, reuse of film, video, and music often entails a country-by-country clearance and royalty payment scheme.

USERS OUTSIDE CORPORATE SECURITY PROVISIONS

A repository of digital assets often serves hundreds or thousands of users outside the security perimeter and firewalls of corporate IT operations.

Thus, security and identity management become another vital point in selecting the right solution. Often, end-user organizations find that an externally

managed service represents the most secure, bullet-proof DAM system.

As a matter of meeting market requirements, most on-demand or SaaS DAM solution providers exceed all corporate IT criteria for security and identity management for commercial clients in regulated industries; some DAM solution providers meet the most stringent requirements of Department of Defense and super-secure military operations.

*Non-recoverable expenditures, relate to costs not affected by DAM or related media services.

DAM FOR MARKETING OPERATIONS SERVES A DIVERSE GROUP OF USERS

USERS OF DIGITAL ASSETS AND FINAL-FORM CONTENT

CONTENT CREATORS	CONTENT USERS	CONTENT CONSUMERS
• Agencies • Graphic designers • Photographers • Publishing group • Video producers	• Marketing • Sales • Training • Trade partners • Web specialist	• Distribution • Press and analysts • Public

Digital Asset Repository

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FIND	VIEW	INSPECT	DOWNLOAD	ANNOTATE	ROUTE	ARCHIVE	ADMINISTER
• Attribute • Keyword • Business relation • Project or transaction data	• Collections • Albums • Online/offline	• Zoom • Crop/frame	• Check out • Open across network • Place FPO • Translate format • Decom-press	• "Sticky notes" • Email • File header data	• Actions requested • Signoffs	• Store and restore near-line and offline volumes	• Bulk catalog • Indexing workbench • Pick'n'pack fulfillment for CD-ROMs, cassettes, film

BASIC REPOSITORY FUNCTIONS

What are the key elements of workflow in a DAM?

WORKFLOW AUTOMATION OF MARKETING ACTIVITIES

On-demand (SaaS) delivery of DAM enables the progressive deployment of technical systems that automate activities and tasks performed by one or more members of a marketing department. The figure below depicts four key elements of an on-demand DAM system.

Brand and Marketing Management includes creative services, ad agencies, marketing services firms, publishers, licensing agencies, and trade partners of marketing supply-chain. This includes individuals or group who commission, design, produce, or license digital, print, or audio-visual content.

Digital asset repository also known as a brand asset repository provide centralized management of reusable material—digital assets. The repository keeps track of who uses what as well as who changed or modified a particular photo, image, document, or other digital file. The repository also enforces certain business rules—such permissions for licensing or altering a digital file.

On-demand infrastructure offers levels of security often unattainable with internally deployed systems, middleware for integration with other services such as business rules, distributed storage, and a metadata registry that facilitates searches, as well as digital rights management. The on-demand DAM suite of servers provide a platform for the creation of consistent brand-marketing messages through the collaborative sharing of assets among the entire marcom supply chain.

BUSINESS RESULTS FROM AN ON-DEMAND DAM

A SaaS or on-demand digital asset management solution simultaneously accomplishes two business ends: faster cycle time for the delivery of marketing services and content and lower costs realized through greater productivity: labor reductions and fewer external expenses.

through greater productivity: labor reductions and fewer external expenses.

FOUR SYSTEM COMPONENTS PRODUCE FASTER CYCLE TIME AND COST REDUCTIONS FOR A MAJOR LAUNCH

MarkServPlatElemenlts 1.5
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BRAND AND MARKETING MANAGEMENT
- Corporate creative services
- Advertising and marketing agencies
- Marcom
- Publishing and documentation
- Licensing agencies
- Trade partners

Asset inventory

IT INFRASTRUCTURE
- Document management
- Web content management
- Fixed-form content management
- Collaboration content management
- Content distribution network

- Document server
- Graphics server
- e-Commerce server
- Portal server
- Collaboration server
- Webinar server
- Video server

Faster cycle time
- Control
- Coordination
- Consistency

Cost reduction
- Labor
- Materials
- External cost

MARKETING RESOURCE PRODUCERS
- Digital assets and content
- Published materials
- Audio-visuals

DIGITAL ASSET REPOSITORY
- Check in/out
- Version control
- Business rules (rights and permissions)

ENTERPRISE CONTENT MANAGEMENT
- Storage
- Security
- Business rules (workflow)

MEDIA SERVERS
- Distributed
- Real-time
- Business rules (automated tasks)

What ROI payback model illustrates many of the difficult-to-quantify benefits of an IT investment,

specifically DAM?

INVESTMENT ANALYSIS THAT JUSTIFIES A PURCHASE DECISION

A business case describes how and under what conditions an investment produces a return. Executive management weighs the various risks and rewards associated with an investment and decides to proceed or not.

OTHER DIMENSIONS OF A BUSINESS CASE

Seasoned managers also understand three other important dimensions of a business case.

First, deployment of a new technology will disrupt existing processes. This disruption can create far greater problems than the initial problem one set out to solve. A business case addresses likely disruptions that may ensue and offers proactive solutions in the event of a particular contingency. Second, successful deployments necessitate buy-in from a potentially large group whose members may not know each other or, worse, may not support or like each other. The business case articulates how various constituencies will resolve outstanding conflicts. Third, a prominent executive must own the solution, making support of it more fun or politically advantageous than overt or covert attempts to thwart the project.

PROBABLE IMPACT AREAS

The figure below depicts six general impact areas typically associated with successful deployment of a technology, representing a portion of the overall benefits of a solution.

Strategic technology will make its principal contributions in the areas of increased sales and the balance sheet.

Tactical technology will contribute proportionately more value to process improvements and cost reductions.

Intangible opportunity often stems from the general belief that digital workflows produce a number of

benefits - how a firm might serve new markets or existing customers in new ways.

Process improvement represents positive effects such as lower defect rates, fewer reworks, and less need for human intervention.

Additional benefits in this category include greater asset utilization and making workflows and processes more predictable and scalable—benefits that often result in lower labor costs and the elimination of work steps.

Cost reduction derives from two areas:

Fixed-cost reductions that accrue from lowering head count, eliminating or delaying capital equipment purchases, and outsourcing tasks or processes *Reduced variable expenses* result from fewer outflows of cash (e.g., FedEx) as well as fewer purchases—in higher volumes—that reduce internal transaction costs, the hidden costs associated with making vendor payments.

Increased sales derived from a new technology relate to three areas of potential benefit. First, can a solution help sell existing products to existing customers in less time? If so, it accelerates a sales pipeline. Second, can we produce new customers? If so, it produces incremental sales. Third, did the new technology enable us to bring a new satisfaction

to market? If so, it creates a new profit or revenue center.

Balance sheet enhancement reflects the creation of new shareholder wealth. This wealth may take the form of a tangible asset such as a new factory or retail outlet. Intangible assets include new intellectual property, patents, or exclusive distribution contracts For many firms, customer goodwill and brand equity constitute the largest category of intangible assets. Higher share price represents a "holy grail" of investment: Can a new technology reposition your firm among investors and financial analysts?

INFORMAL ROI CALCULUS USED BY MANY CFOS

Many budget authorities and, ultimately CFOs, use an informal way to quickly assess the value of an investment.

The figure below suggests that each of the six categories of payback have a relative economic value. Most solution advocates will find selling a "kilo of increased sales" 20 times easier that selling a "kilo of nonquantified process improvement." Activity-based analysis has emerged as the preferred means for calculating the economic value of process improvements.

The figure to the right depicts six categories of payback which have a relative economic value. Most solution advocates will find selling a "increased sales" 20 times easier than selling a "nonquantified process improvement."

PROPOSED NEW TECHNOLOGY

PROBABLE IMPACTS OF NEW TECHNOLOGY

Many budget authorities and, ultimately, CFOs, use an informal way to quickly assess the value of an investment. Activity-based analysis has emerged as the preferred means for calculating the economic value of process improvements.

INFORMAL ROI CALCULUS USED BY MANY CFOS

PAYBACK AREAS	RELATIVE VALUES
Higher share price	**$1,000**
Balance sheet enhancement	**$100**
Increased revenue	**$10**
Cost reduction	**$5**
Process improvement	**$1**
Intangible opportunity	**$0**

What differentiates the typical ROI for enterprise, departmental, workgroup, and desktop solutions?

STRATEGY OF SYSTEMS

Why do otherwise good systems "go bad," failing to return their investment?

A survey of 30 years of industry research reveals these problems:

- Automation of a business process often involves one or more departments, requiring cross-functional project teams to collaborate, resolve conflicts, etc.
- Normalization and distribution of *"dirty" data* locked in *legacy data systems* requires potentially massive investments to extract and condition.
- System adoption requires *new behaviors*, and may demand expensive change management.
- Complexities of large-scale systems hobble many organizations in their attempts to codify hundreds of *business rules* needed for automating processes.

WORKFLOW AUTOMATION PACES RACE FOR PAYBACK

GISTICS research of hundreds of deployed systems at 15,000+ end-use firms reveals that **workflow automation solutions** **yield the highest return on investment** when compared to other options.

Why? Workflow automation rarely addresses more than one workgroup or area. It attempts to embed the knowledge of only a handful of subject matter experts. It seeks to increase the productivity of a small number of strategic knowledge workers, reducing quality defects, cycle time, and labor content from their work products.

Workflow automation represents a bottom-up approach. It can pay for itself in weeks or months, producing a return on investment of 10 to 20 times in three to five years.

MOST FIRMS CAN QUICKLY DEPLOY BOTTOM-UP TACTICAL SOLUTIONS . . .

EVERY-WHERE / ONE USER — SCALE

Enterprise systems

Departmental systems

Workgroup systems

Desktop applications

Workflow automation

LOW — TOTAL COST — HIGH

All internal and external expenses for buying, using, maintaining, and disposing of a system

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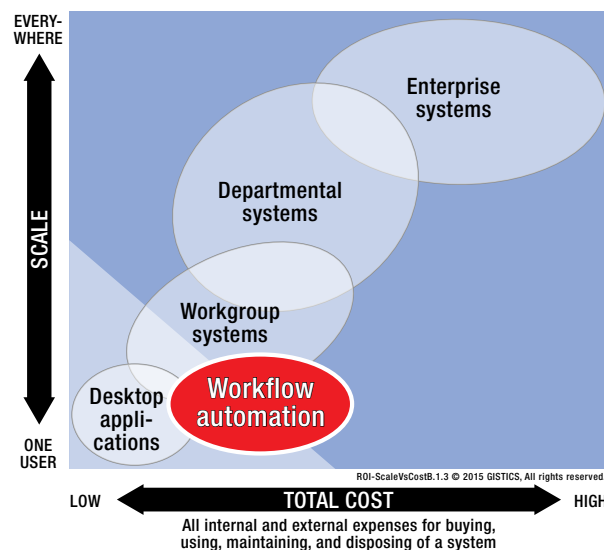
. . . THAT EMBED THE PROCESS KNOWLEDGE OF A FEW KEY WORKERS . . .

HIGHLY AUTOMATED / MOSTLY MANUAL

Business rules automating procedures, processes, or practices — EMBEDDED KNOWLEDGE

Enterprise systems

Workgroup systems

Departmental systems

Workflow automation

Desktop applications

SLOW — BUSINESS PROCESS CYCLE TIME — FAST

Time to produce a finished unit of work

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. . . RETURNING THEIR INVESTMENT MANY TIMES OVER . . .

HIGH / LOW

Number of times total cost returned from productivity gains, savings, or increased sales — RETURN ON INVESTMENT

Workflow automation

Workgroup systems

Enterprise systems

Departmental systems

Desktop applications

SHORT — BREAKEVEN TIME — LONG

Time to recoup total cost of ownership

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What is one of the largest and most overlooked costs of a marketing operation?

GLOBAL LAUNCHES ENTAIL LARGE TEAMS AND MYRIAD HANDOFFS—POTENTIAL DELAYS

A closer examination of potential chokepoints within a major launch suggests how automation might provide time- to-market gains.

The figure below depicts many of the actors who contribute to the overall success of a marketing launch. This figure does not depict, however, duplication of staff and hand-offs (transaction costs) of global marketing operations.

Pressed with absolute deadlines, each contributor must perform designated tasks in very narrow time frames. Working across multiple time zones, the demands of a global launch can quickly become a 24-hour process management challenge.

Every doubling of the number of contributors squares the number of opportunities to miss key deadlines and, ultimately a market launch date.

Large teams spread throughout a global market spend significantly more time coordinating and double-checking their work than small teams in smaller, unified markets. Effective automation of the distribution of digital assets and repository-assisted localization of these assets enable large, globally distributed, and otherwise clumsy teams to respond with the agility of a small business with tightly focused teams.

WHERE AUTOMATION MAKES SENSE

The logic of distributed media services and marcom centralization often breaks down when you ask the question, "Exactly what can we automate?" GISTICS' analysis of successful automation projects in the area of marketing operations indicates that a firm should deploy automation from the bottom up, targeting a few strategic chokepoints in preestablished and operational workflows.

Large, top-down deployments, such as ERP or CRM, encounter many unforeseen obstacles and often fail to achieve their business goals after years of significant investment.

This white paper advocates the automation of media services and, in particular, six or seven activities that most firms must perform in a major marketing launch. Thus, this recommendation defines digital asset management as a business strategy for speeding global market launches while reducing the hard and soft costs of a launch.

PLANNING, REVIEWS AND APPROVALS CONSTITUTE THE GREATEST LOSS OF PRODUCTIVITY IN MARKETING OPERATIONS, GREATER STILL FOR GLOBAL PRODUCT LAUNCHES

Groups	5
Subgroups	31
Individuals	248
Potential (P2P) relationships	30,628
Daily interactions along each discrete P2P relationship	0.2
Total daily interactions per launch	73,507
Interaction error rate	2%
Errors per launch	1,470
Fatal errors per launch	15
Days of time to market lost	15

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What constitutes a marcom supply-chain?

LOOSE-KNIT NETWORKS EXPOSED

Chief marketing officers (CMOs) and their teams develop a marketing-mix strategy and execute that strategy across multiple markets, regions, communications media, and suppliers or partners. Multichannel marketing Integrated marketing communications

The figure below depicts type of value chain: Global marketing supply chain inherent complexity of executing brand-marketing strategy with clarity, consistency, and credibility.
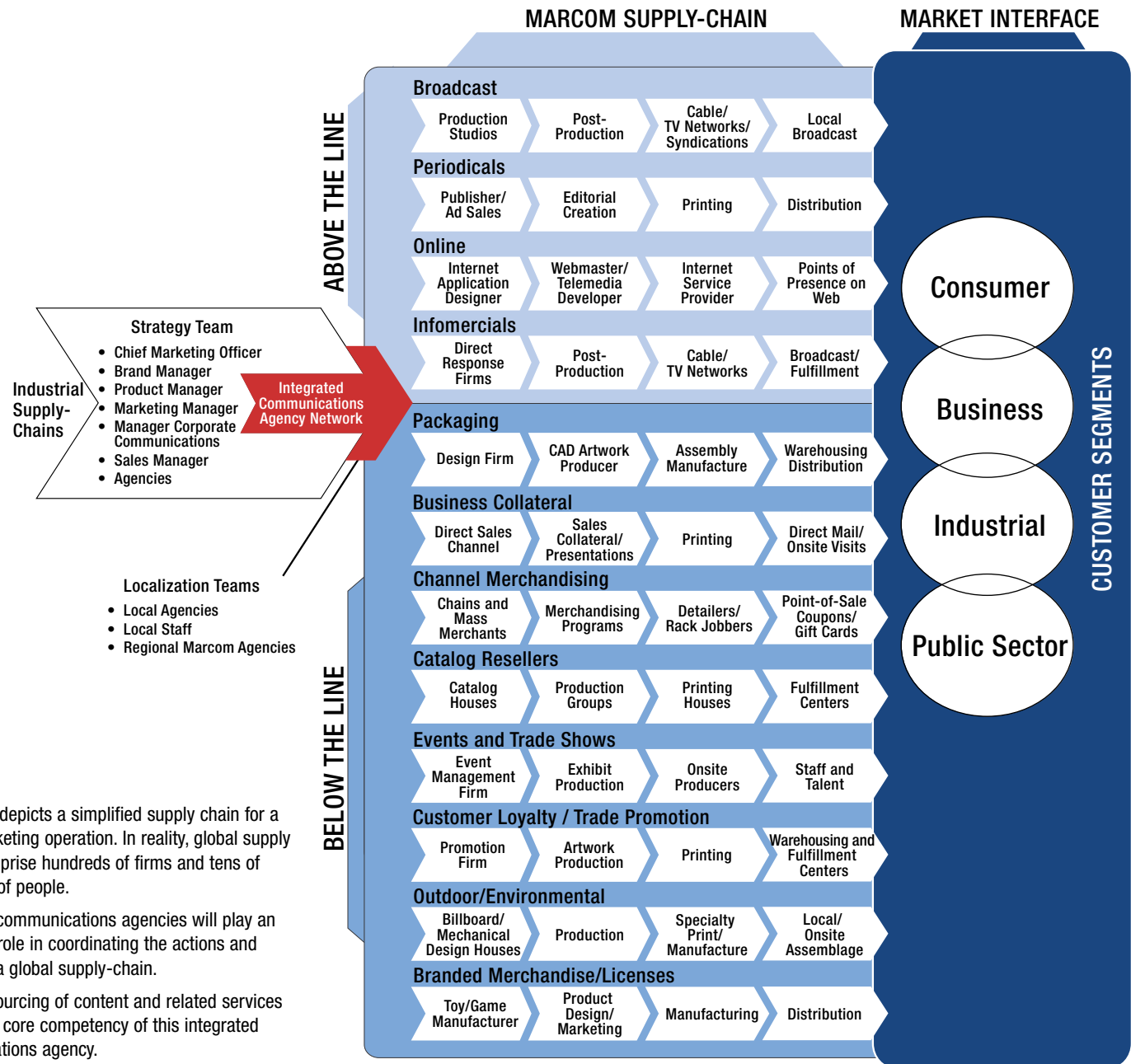
NOISY MEDIUM DISTORTS STRATEGY

Each entity with its respective channel can distort or diminish an otherwise brilliant brand-marketing strategy.

CMOs now seek ways to use technology and systems to "drive out the noise" in their market-communications.

This paper explores several operational strategies for minimizing the distortion of global, multichannel brand-marketing strategies.

This figure depicts a simplified supply chain for a global marketing operation. In reality, global supply chains comprise hundreds of firms and tens of thousands of people.

Integrated communications agencies will play an increasing role in coordinating the actions and outputs of a global supply-chain.

Strategic sourcing of content and related services defines the core competency of this integrated communications agency.

GLOBAL MARCOM SUPPLY CHAINS TRANSFORM CONTENT INTO CUSTOMER EXPERIENCES

MARCOM SUPPLY-CHAIN

MARKET INTERFACE

ABOVE THE LINE

Broadcast

| Production Studios | Post-Production | Cable/ TV Networks/ Syndications | Local Broadcast |

Periodicals

| Publisher/ Ad Sales | Editorial Creation | Printing | Distribution |

Online

| Internet Application Designer | Webmaster/ Telemedia Developer | Internet Service Provider | Points of Presence on Web |

Infomercials

| Direct Response Firms | Post-Production | Cable/ TV Networks | Broadcast/ Fulfillment |

Strategy Team
- Chief Marketing Officer
- Brand Manager
- Product Manager
- Marketing Manager
- Manager Corporate Communications
- Sales Manager
- Agencies

Industrial Supply-Chains

Integrated Communications Agency Network

Localization Teams
- Local Agencies
- Local Staff
- Regional Marcom Agencies

BELOW THE LINE

Packaging

| Design Firm | CAD Artwork Producer | Assembly Manufacture | Warehousing Distribution |

Business Collateral

| Direct Sales Channel | Sales Collateral/ Presentations | Printing | Direct Mail/ Onsite Visits |

Channel Merchandising

| Chains and Mass Merchants | Merchandising Programs | Detailers/ Rack Jobbers | Point-of-Sale Coupons/ Gift Cards |

Catalog Resellers

| Catalog Houses | Production Groups | Printing Houses | Fulfillment Centers |

Events and Trade Shows

| Event Management Firm | Exhibit Production | Onsite Producers | Staff and Talent |

Customer Loyalty / Trade Promotion

| Promotion Firm | Artwork Production | Printing | Warehousing and Fulfillment Centers |

Outdoor/Environmental

| Billboard/ Mechanical Design Houses | Production | Specialty Print/ Manufacture | Local/ Onsite Assemblage |

Branded Merchandise/Licenses

| Toy/Game Manufacturer | Product Design/ Marketing | Manufacturing | Distribution |

CUSTOMER SEGMENTS

- Consumer
- Business
- Industrial
- Public Sector

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HOME

What type of system will a firm need to automate the global delivery of marketing materials, sales presentations, and training to field staff and partners?

ENTERPRISE-CLASS DAM

The figure below depicts several key functions of a large-scale DAM system.

Reuse standards entail aligning creative services and marketing communications agencies to produce reusable or editable material—digital assets, not just content. This alignment requires a combination of incentives, training, user support, and advocacy by trusted and respected members of the various media-producer constituencies. Often the professional-services group of a DAM vendor becomes the change-management facilitator, imparting best practices, studio guidelines, and training curricula.

Metadata standards for an enterprise means full support for all industry standards, such as PRISM, SCORM, or Dublin Core. Metadata typically includes keywords, numerical values, and other alphanumeric text strings that describe a particular asset, its origins, and the rules for using the asset.

Most DAM systems facilitate the management of some portion of metadata required by the enterprise. However, when an asset leaves the DAM system, most of the metadata does not accompany it. Here new technologies and DAM system designs converge to solve the absence of portable metadata.

First, the DAM system must support XML-tagged metadata—an enhanced database function. Second, the DAM system must support multiple metadata standards, not just one. These metadata standards often use different tags (such as Author, Creator, Composer, or Artist) to describe the same data item. Third, the DAM system must link common elements of these various metadata standards to

eliminate duplicate data items. Fourth, the DAM system must incorporate new metadata standards such as Dublin Core, SCORM, PRISM, ebXML and Experience API (xAPI), without disturbing existing metadata schemas (tags) or data items. For these reasons, an enterprise-class DAM system must support a metadata container —have a sophisticated database function for supporting all current and future metadata standards.

Asset repositories must manage more than just images and photos. An enterprise-class DAM system must support hundreds of content file formats and data types, including static images (photos, digitized images of business records), dynamic graphics (animations, music, sound effects), simple text-only documents, complex or compound documents (QuarkXPress, PowerPoint, InDesign), knowledge assets (CAD drawings, annotated 3-D objects), and myriad other types.

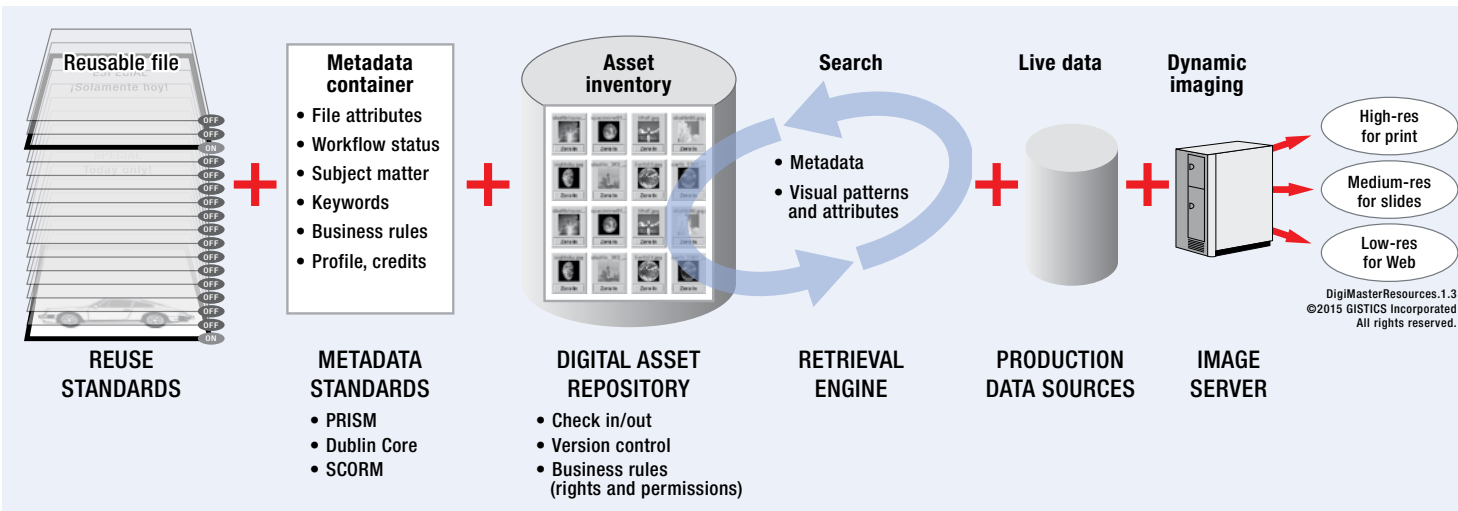An enterprise-class DAM system will also provide a plug-in architecture for customized filters for exotic

file types. Lacking this architecture, an enterprise-class DAM system will leave large portions of a potential user body unsupported.

Retrieval engines must go beyond keyword search—data items that the creator or archivist attached to each digital asset. An enterprise-class DAM system must integrate keywords with visual, video, audio search by example and concept-based or semantic search. These advanced search technologies use visual and audio vocabularies, enabling users to click and retrieve items by visual or sonic similarities.

Production data sources include accounting, inventory and rights management.

Image servers must support dynamic, just-in-time production of purpose-built files. However, an enterprise-class DAM system must integrate these image servers as a repository function (check-in/out and version control) that the firm can distribute across the network and at locations nearest to high-volume users or Web servers.

END-TO-END INTEGRATION OF A MEDIA VALUE CHAIN DEFINES ENTERPRISE-CLASS DAM

Reusable file
¡Solamente hoy!
Today only!

Metadata container
• File attributes
• Workflow status
• Subject matter
• Keywords
• Business rules
• Profile, credits

Asset inventory

Search
• Metadata
• Visual patterns and attributes

Live data

Dynamic imaging

High-res for print
Medium-res for slides
Low-res for Web

REUSE STANDARDS

METADATA STANDARDS
• PRISM
• Dublin Core
• SCORM

DIGITAL ASSET REPOSITORY
• Check in/out
• Version control
• Business rules (rights and permissions)

RETRIEVAL ENGINE

PRODUCTION DATA SOURCES

IMAGE SERVER

What is a multimedia presentation center?

REFERENCE AND PRESENTATION LIBRARY

Companies can offer a reference and presentation library through an intranet or extranet capability of a DAM or they can outsource this function.

The figure below depicts how a sales support and field operations group uses a centralized brand asset repository to better serve field executives and channel partners.

The library contains prebuilt presentations that address a spectrum of market needs: corporate overviews, product offerings, case studies, customer success stories, industry data and analysis, discussion of policies, and training materials.

The library also manages a collection of collateral that may include annual reports, brochures, data sheets, and white papers—all suitable for one-off printing from a laser printer, a short-run digital press, or traditional offset printing.

The library will organize for speedy retrieval a host of rich media digital assets, both static and dynamic, including animations, audio clips, charts and illustrations, photographs, and video clips.

The library may contain prebuilt templates for popular media composition tools such as Adobe Illustrator, Microsoft PowerPoint, QuarkXPress, etc.
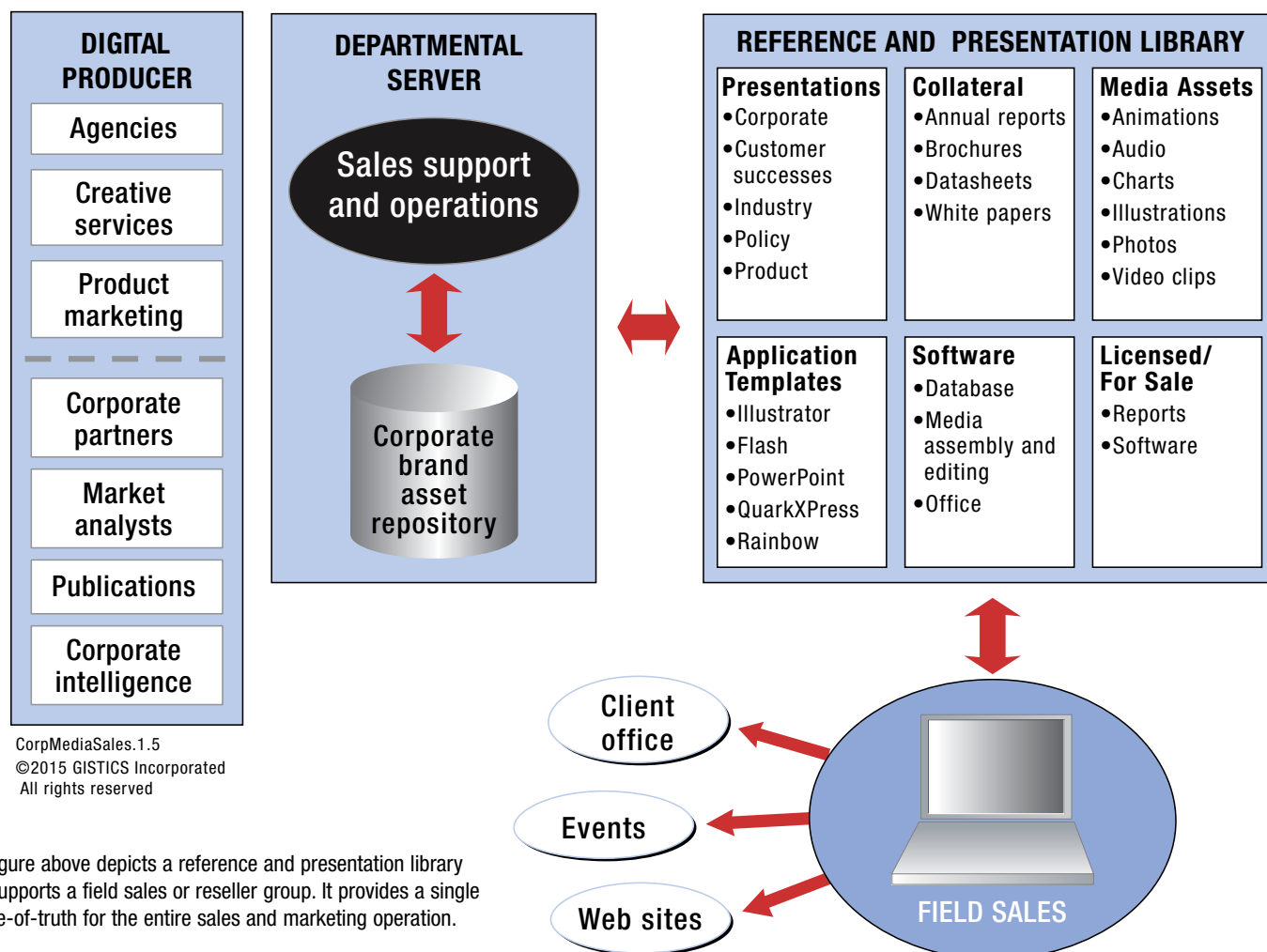
For companies that have secured appropriate site licenses, the library will contain downloadable software applications and licensed/for-sale items such as characters, music, and reports.

This library delivers the highest return on investment for sales organizations with short windows of opportunity and long-term revenue streams that derive from those opportunities, such as pharmaceuticals, semiconductor parts, and subscriptions. For companies that have annually updated products such as software, the ability to

propagate sales materials to the global network of resellers pays handsome returns.

For vendors that must promote around seasonal events and unpredicted topical happenings, the library enables a field organization to swarm a market and capture short-lived and one-shot opportunities—incremental sales with very little added cost.

HOW A REFERENCE AND PRESENTATION LIBRARY CREATES MORE FACE-TO-FACE TIME WITH CUSTOMERS

DIGITAL PRODUCER
- Agencies
- Creative services
- Product marketing
- Corporate partners
- Market analysts
- Publications
- Corporate intelligence

CorpMediaSales.1.5
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DEPARTMENTAL SERVER
Sales support and operations
Corporate brand asset repository

REFERENCE AND PRESENTATION LIBRARY

Presentations
- Corporate
- Customer successes
- Industry
- Policy
- Product

Collateral
- Annual reports
- Brochures
- Datasheets
- White papers

Media Assets
- Animations
- Audio
- Charts
- Illustrations
- Photos
- Video clips

Application Templates
- Illustrator
- Flash
- PowerPoint
- QuarkXPress
- Rainbow

Software
- Database
- Media assembly and editing
- Office

Licensed/ For Sale
- Reports
- Software

- Client office
- Events
- Web sites

FIELD SALES

The figure above depicts a reference and presentation library that supports a field sales or reseller group. It provides a single source-of-truth for the entire sales and marketing operation.

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What constitutes an enterprise solution for unlocking the value of digital assets?

COMPLEX SYSTEMS INTEGRATION

The creation, management, and distribution of digital assets may entail the integration of as many as 13 systems. Most often, firms will add one or more new systems to their current IT infrastructure. The figure below depicts key functions that an integrated DAM system should serve.

FUNCTIONS OF DAM SOLUTIONS

Authoring represents a set of tools and practices for the creation of digital assets and finished products such as brochures or Web pages.

Ingest describes the tools and activities involved in digitizing images, photos, illustrations, video, and audio material.

Asset repositories provide data management services such as version controls, check in/ check out, and asset-activity tracking.

Contract management represents a set of tools and practices for managing the creation, negotiation, and execution of legal contracts. Key functions may include word processing, spreadsheets, project management and calendars, and assorted database services.

Assessment & valuation emphasize the securing of legal rights and clearances for intellectual property as well as an accounting of the property's value and royalty distributions. Key functions include collaboration tools, document management, project management and calendars, remote proofing, financial calculators, and database services.

Workflow enables the routing, viewing, and approval of work in progress.

Encoding entails specialized processing. For color printing, this means raster image processing of pages and images for a designated printing process (black-and-white, four-color, or six-color output). For video and audio, encoding formats

the material for broadcast, DVD, or streaming presentation.

Publishing systems format digital assets for print, electronic, and online production.

Commerce systems include traditional enterprise computing systems as well as ERP, SCM, and B2B and B2C with Ecommerce systems.

Content managers organize material at specific Web sites, adding workflow routing and approvals to the complex task of managing massive Web sites. They differ from portals in that they do not target departmental functions of a firm, nor do they gather, structure, and manage the presentation of legacy data.

Rights management includes payment processing and clearing, royalty distributions, and policy enforcement. Logistics includes physical and digital systems for fulfillment. Leading vendors include FedEx, UPS, and USPS and numerous digital distribution firms.

Digital embassies, a term used to describe licensed software on end-user devices, terminate a brand resource value chain.
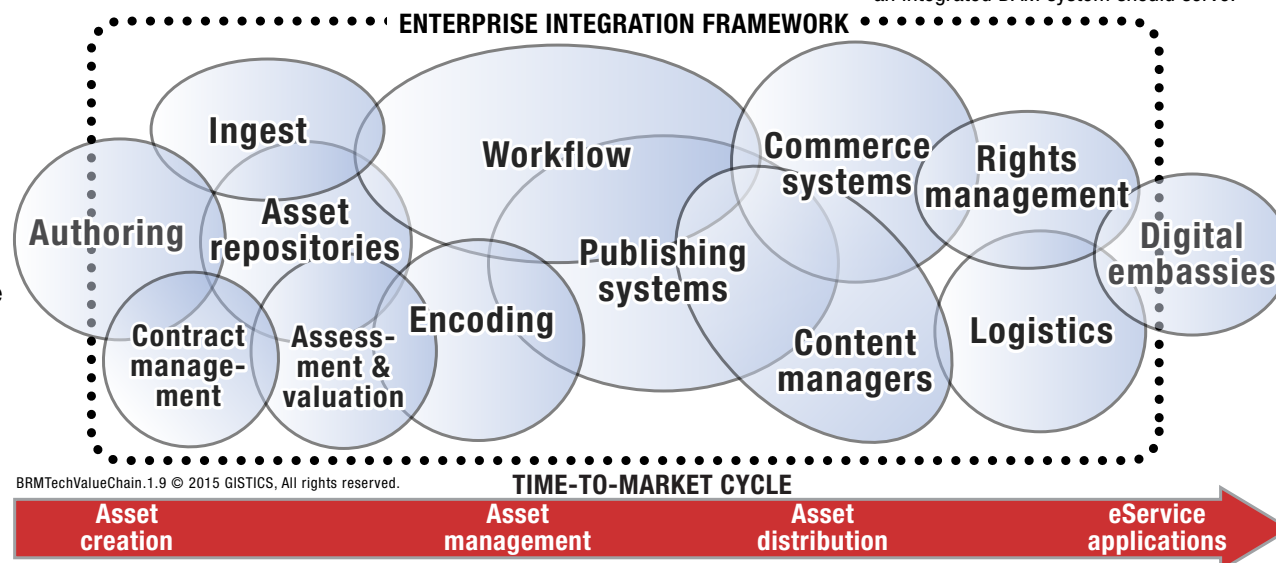
INTEGRATION OF A MEDIA VALUE CHAIN

The figure below also depicts the functions of an **integrated media value chain** and emphasizes the need for adding these functions.

An enterprise integration framework represents three critical capabilities: media-oriented middleware, application servers optimized for the delivery of media services, and professional services with deep knowledge of media creation and workflow automation for Mobile apps and Web apps.

Such a framework enables the rapid modular integration of new capabilities such as dynamic imaging, visual search, and document management. Lacking this framework will entail expensive custom software development, high maintenance costs, and long lead-times to integrate new media services.

KEY FUNCTIONS OF AN INTEGRATED MEDIA VALUE CHAIN

The figure below depicts key functions that an integrated DAM system should serve.

BRMTechValueChain.1.9 © 2015 GISTICS, All rights reserved.

TIME-TO-MARKET CYCLE

Asset creation → Asset management → Asset distribution → eService applications

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How can activity-task automation speed final-form marketing content to market and lower costs, unlocking the full value of multipurposed digital assets?

DYNAMIC IMAGING OF DIGITAL ASSETS

The figure below depicts one possible scenario for generating dozens or even thousands of purpose-built promotions from one digital asset.

In particular, the scenario emphasizes the localization of a promotion for three separate formats: a high-resolution graphic for a printed sell-sheet, a medium-resolution graphic for a presentation slide, and a low-resolution image suitable for use on the Web.

The digital asset shown below consists of a potentially huge, multilayer digital file created with de facto industry-standard tools such as Adobe's Illustrator, Photoshop, or InDesign.

Most of the individual layers in a digital file contain text for a particular market, distribution partner, season, or customer. In the example below, a single digital asset can produce final-form images in the Spanish and English languages.

The layers may contain identical, modified, or altogether different images of the car. Each version could contain alternate colors, special car accessories, promotional messages, a spokesperson of a particular ethnicity or lifestyle, or different background textures and colors.
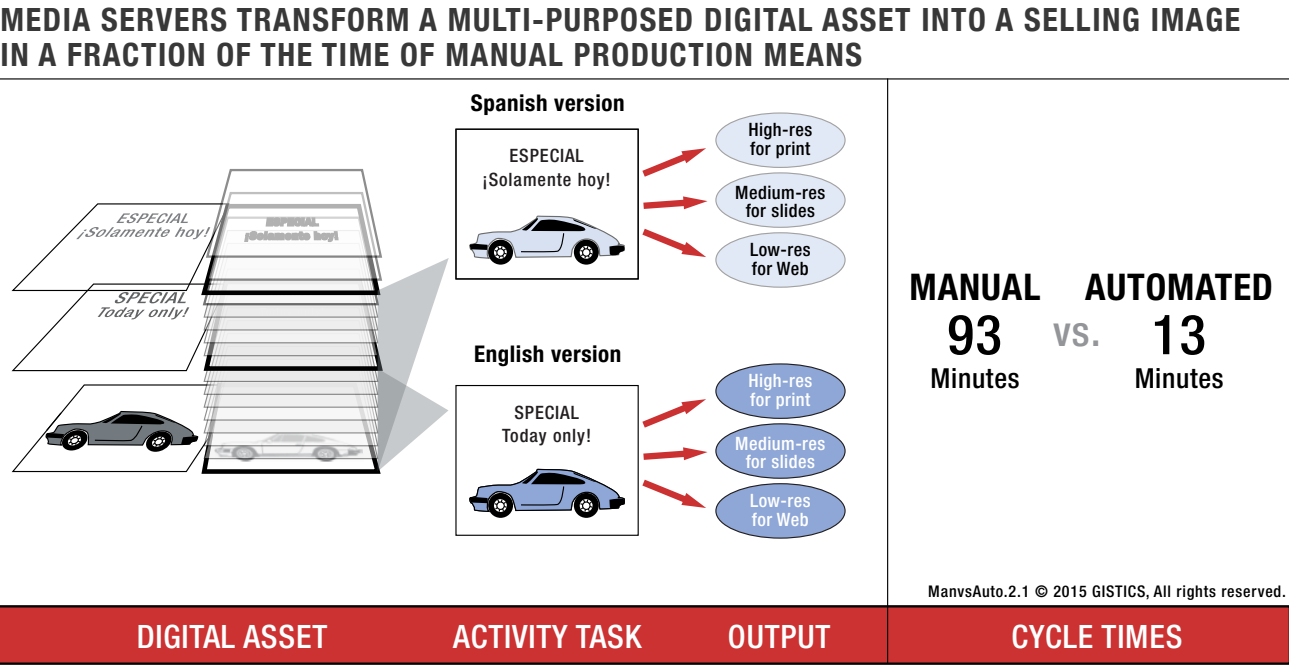
The digital repository catalogs each layer of the asset, potentially thousands of elements embedded in or linked to the digital asset. This linkage enables a firm to produce a variety of outputs (PDFs, Web pages, or RGB images suitable for a slide presentation) in three ways:

- A graphic designer can search an asset repository for the appropriate components and have the system dynamically assemble the desired page or graphic. This capability would potentially free 100 to 200 hours of the graphic designer's time per year—time that the designer might otherwise have to spend to create each item.

- A field sales executive could log onto a marketing repository using relatively low-speed Internet access. He or she would search by keyword or by an example selected from a visual vocabulary that includes groups of similar-looking items. Having identified those elements necessary to build a flyer or slide, the field sales executive clicks a "Build it now" button on the Web page. This scenario represents a dramatic reduction in time to market for promotional messages and channel support materials.

- A prospective customer at a commerce Web site could identify a sales coupon, promotional poster, or photo of interest. After the customer enters a few descriptive data items, the media server could retrieve and publish the desired item, inserting into the graphic the latest pricing information or information provided by the prospective customer (name, model number).

This type of self-service approach provides the same sort of cost savings as mentioned above without a designer or salesperson having to render the service.

Each of these three scenarios represents an opportunity for dramatic cost reductions and time-to-market acceleration. GISTICS' analysis of localizing activity for a promotion such as that illustrated reveals that it takes approximately 93 minutes using manual means versus 13 minutes using a marketing content repository media server. Automating this single activity can produce $31,200 in annual labor savings and a three-day reduction in time to market for a major product launch.

MEDIA SERVERS TRANSFORM A MULTI-PURPOSED DIGITAL ASSET INTO A SELLING IMAGE IN A FRACTION OF THE TIME OF MANUAL PRODUCTION MEANS

Spanish version
ESPECIAL ¡Solamente hoy!
High-res for print
Medium-res for slides
Low-res for Web

English version
SPECIAL Today only!
High-res for print
Medium-res for slides
Low-res for Web

ESPECIAL ¡Solamente hoy!
SPECIAL Today only!

MANUAL **93** Minutes **VS.** **AUTOMATED** **13** Minutes

ManvsAuto.2.1 © 2015 GISTICS, All rights reserved.

DIGITAL ASSET	ACTIVITY TASK	OUTPUT	CYCLE TIMES

How can the automation of just 18 common activities in marketing, production, sales, and training save $1,604,602 per year?

LAWS OF ROI FOR INFORMATION TECHNOLOGY

A comprehensive 10-year survey by GISTICS of IT projects, their costs, and their payback reveals that 80 percent of productivity gains derive from less than 10 percent of a system's functionality. This same research supports the conclusion that a financial analysis of a small set of worker activities automated by technology can often justify an entire DAM deployment's costs from direct cost savings and efficiency gains in the first 12 months of operation.

ENTERPRISE BENCHMARKS

GISTICS uses a baseline set of data that corresponds to a typical enterprise with $1B in annual sales. This baseline assumes that the firm spends an average of 2.3% of gross sales in marketing related activities (advertising, promotion, public relations) and generates at least 35 percent of sales from international markets. This pro forma enterprise launches at least 20 new products into 24 localization regions (demography, language, currency, culture) and represents a fast revenue-cycle business– one that would lose at least one percent of quarterly revenue if all advertising and promotion were absent.

The activity and payback benchmarks used in this report primarily correspond to global brands, as opposed to businesses in advertising, entertainment, media, or publishing - businesses that produce media-based products or services as a primary source of revenue. Advertising, entertainment, media, and publishing firms have much higher levels of activity in media production and higher levels of digital asset reuse. As a result, these types of firms achieve payback for DAM and related media services more quickly.

TARGETING HIGH-IMPACT AUTOMATION CELLS

GISTICS' research supports the conclusion that the automation of just a few activities within the media value chain produces significant cost savings and time-to-market gains, often proving ROI and garnering further investment in DAM. The figure below depicts 18 cells, organized by asset lifecycle phase, and indicates the annual cost savings achieved through automation.
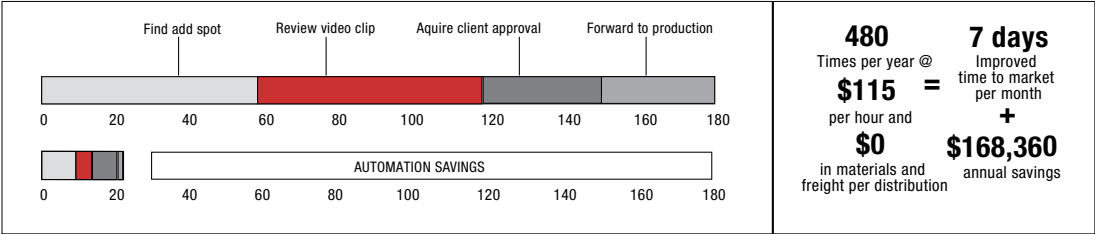
below depicts 18 cells, organized by asset lifecycle phase, and indicates the annual cost savings achieved through automation.

ANALYSIS OF JUST 18 KEY ACTIVITIES SHOWS SIGNIFICANT REDUCTIONS IN COSTS AND GAINS IN TIME TO MARKET

ACTIVITY CELLS	ASSET LIFECYCLE PHASE	SAVINGS	SAVINGS BY LIFECYCLE PHASE
Approving Ad Spots	CREATE	$168,360	
Approving Point of Purchase Comps		$136,500	
Localizing Web Ads		$124,800	CREATE $573,570
Localizing Print Ads		$122,120	
Supporting Channel Partners		$16,157	
Acquiring Royalty-Free Footage		$5,633	
Collecting Product Graphics	MANAGE	$177,667	
Collecting Product Data		$119,167	MANAGE $428,848
Acquiring Images from Ad Agency		$78,674	
Acquiring a Stock Images		$32,760	
Delivering Complete Layouts		$20,580	
Clearing Footage Rights	DISTRIBUTE	$252,480	
Distributing Media Kits		$116,885	
Acquiring Corporate Images		$98,828	DISTRIBUTE $602,184
Providing Images to Sales		$52,520	
Updating Training Portals		$40,381	
Acquiring Sales Presentations		$29,889	
Acquiring Production Images		$11,190	
			$0 $200,000 $400,000 $600,000 $1,000,000 $1,400,000 $1,600,000
TOTAL		$1,604,602	

Cell.model.intro.1.2 © 2015 GISTICS, All rights reserved.

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How can an agency account manager serving a large firm locate an ad spot, acquire client approval, and send it to production, saving $168,360 per year?

FEDERATED DAM SEARCH AND APPROVAL WORKFLOW PROVIDES SIGNIFICANT TIME TO MARKET GAINS AND A DRAMATIC REDUCTION IN ERRORS
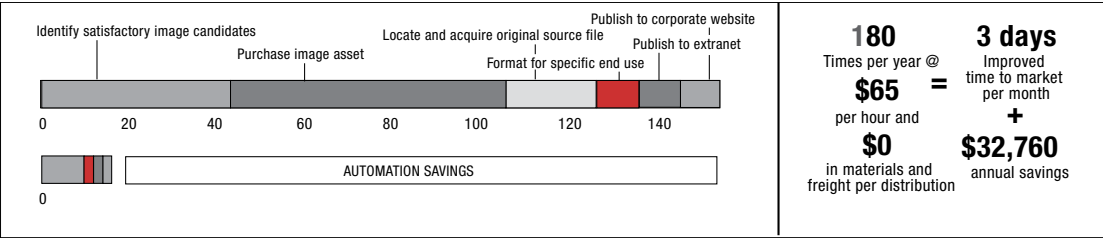

Find add spot | Review video clip | Aquire client approval | Forward to production

0 20 40 60 80 100 120 140 160 180

AUTOMATION SAVINGS

0 20 40 60 80 100 120 140 160 180

480 Times per year @ **$115** per hour and **$0** in materials and freight per distribution

=

7 days Improved time to market per month

+

$168,360 annual savings

Approve.ad.spot.header.1.2 © 2015 GISTICS, All rights reserved.

An enterprise DAM system speeds the discovery and retrieval of all assets related to a brand, campaign, or promotion. The to the left depicts the time it takes to discover and forward a single ad spot, comparing automated and manual activities.

The table below depicts the activity-based data and estimated cost savings from automating this single activity.

ACTIVITY	MANUAL	AUTOMATED	NOTES
LABOR TASKS	**(MINUTES)**		
Find ad spot	60	10	Search, file systems, DVDs, DV tapes etc. for best candidates. *Search DAM system and preview results to identify and flag candidates.*
Review video clip	60	5	Review found clips in diverse locations based on format. *None - correct clip already identified in DAM system.*
Acquire client approval	30	10	Find/make QT version of clip and forward to client via email for review. *Message client in system to review and approve.*
Forward to production	30	2	Draft memo, package, and deliver full-quality files/media to production. *Message production with pointer to approved clip.*
Rework minutes	30	0	Minutes spent repeating tasks due to errors
Total minutes	210	27	Per approved ad spot
Labor cost total	**$402.50**	**51.75**	$115/hour - fully burdened cost
ASSESS VALUE			
CD Duplication	$0.00	$0.00	Physical manufacturing from master CD-ROM
List Management	$0.00	$0.00	Access charge by list management firm
Packaging	$0.00	$0.00	Access charge by list management firm
Postage	$0.00	$0.00	Standard first-class USPS rate
Handling	$0.00	$0.00	Outsourced to lettershop fulfillment firm
Freight	$0.00	$0.00	Physical parcel shipping
Bandwidth	$0.0002	$0.0002	Download/email of assets
Storage	$0.00	$0.00	Cost of occupied bytes on server storage system
Storage Media	$0.00	$0.00	Cost of removable storage media (archive)
Courier	$0.00	$0.00	Courier services for timely delivery of physical materials
Agency Billing	$0.00	$0.00	
Total per ad spot	**$0.00**	**$0.00**	
Total per month	**$0.01**	**$0.01**	**40 ad spot approvals per month**
ANNUAL COSTS			**HARD DOLLAR SAVINGS**
Annual cell repetition	**480**	**480**	**Ad spots per year**
Annual labor hours	**1680**	**216**	**Number of labor hours expended on this activity per year**
Annual labor costs	**$193,200**	**$24,840**	
Annual material costs	**$0.00**	**$0.00**	
Total annual cost	**$193,200**	**$24,840**	
SAVINGS			
Annual labor hours		**$1,464**	
Annual cost		**$168,360**	

How can a marketing manager in a large firm acquire stock images and publish them to an extranet portal and corporate website, saving $32,760 per year?

INTEGRATION WITH STOCK IMAGE REPOSITORY ENABLES IMMEDIATE ACQUISITION OF APPROVED PRODUCTS AND ELIMINATES REDUNDANT EXPENSES

180 Times per year @ **$65** per hour and **$0** in materials and freight per distribution

3 days Improved time to market per month

+

$32,760 annual savings

=

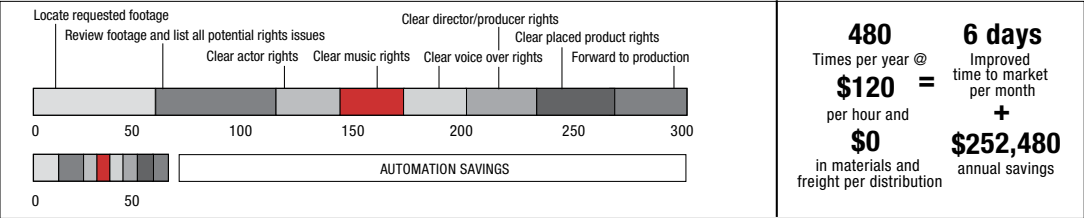Stock.image.publish.header.1.0 © 2015 GISTICS, All rights reserved.

An enterprise DAM supports the integration with external stock image platforms. This can include on-demand purchases of curated, pre-approved collections held at external stock image vendors.

The table below depicts the activity-based data and estimated cost savings from automating this single activity.

ACTIVITY	MANUAL	AUTOMATED	NOTES
LABOR TASKS	**(MINUTES)**		
Identify satisfactory image candidates	45	10	Browse stock image catalogs, CDs and websites. *DAM search by keyword - thumbnail results.*
Purchase image asset	60	0	Acquire purchase approval and purchase (account, credit, PO, etc.) *Assets not already licensed are automatically billed through DAM system.*
Locate and acquire original source file	20	0	Locate on file system, CD or download from site the high-res source file. *DAM system lists all versions & identifies original source file.*
Format for specific end use	10	3	Download entire (high-res) source file & format in graphics application. *Input use parameters (size, format etc.) for automated image processing.*
Publish to extranet	10	2	Copy formatted file to extranet servers and update extranet pages. *File copied directly from DAM to extranet servers.*
Publish to corporate website	10	2	Copy formatted file to corporate servers and update extranet pages. *File copied directly from DAM to corporate servers.*
Rework minutes	30	0	Minutes spent repeating tasks due to errors
Total minutes	185	17	Per published image
Labor cost total	**$200.42**	**$18.42**	**$65/hour - fully burdened cost**
ASSESS VALUE			
Postage	$0.00	$0.00	Standard first-class USPS rate
Handling	$0.00	$0.00	Outsourced to lettershop fulfillment rate
Freight	$0.00	$0.00	Physical parcel shipping
Bandwidth	$0.00	$0.00	Download/email of assets
Storage	$0.00	$0.00	Cost of occupied bytes on server storage system
Storage media	$0.00	$0.00	Cost of removable storage media (archive)
Courier	$0.00	$0.00	
Misc.	$0.00	$0.00	
Total per image	**$0.00**	**$0.00**	
Total per month	**$0.00**	**$0.00**	**15 images published per month**
ANNUAL COSTS			
Annual cell repetition	**180**	**180**	**Published images per year**
Annual labor hours	**555**	**51**	**Number of labor hours expended on this activity per year**
Annual labor costs	**$36,075**	**$3,315**	
Annual material costs	**$0.00**	**$0.00**	
Total annual cost	**$36,075**	**$3,315**	
SAVINGS			**HARD DOLLAR SAVINGS**
Annual labor hours		**504**	
Annual cost		**$32,760**	

↪ Click text to visit link   HOME

How can a rights management specialist in a large firm clear all rights for ad footage used in a regional market, saving $252,480 per year?

INTEGRATION WITH RIGHTS MANAGEMENT CAN REDUCE THE TIME AND COST OF CLEARING ASSETS FOR REGIONAL DISTRIBUTION
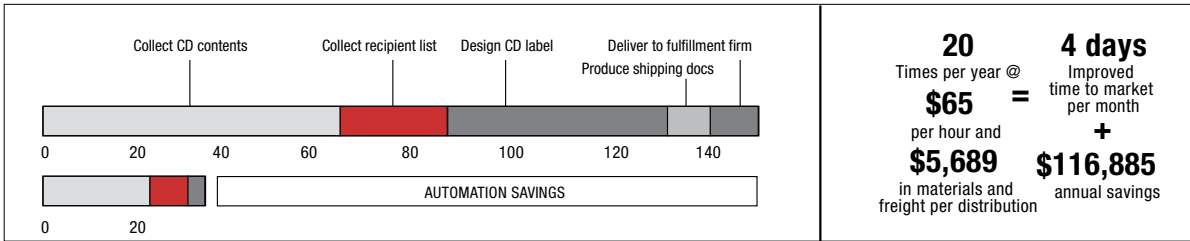

Locate requested footage
Review footage and list all potential rights issues
Clear actor rights
Clear music rights
Clear director/producer rights
Clear voice over rights
Clear placed product rights
Forward to production

0   50   100   150   200   250   300

AUTOMATION SAVINGS

0   50

480 Times per year @ **$120** per hour and **$0** in materials and freight per distribution

=

6 days Improved time to market per month **+** **$252,480** annual savings

Clear.footage.rights.header1.0 © 2015 GISTICS, All rights reserved.

An enterprise DAM includes a rights-management capability. This can support embargoed, date-specific releases and the extensive reviews and approvals that precede a formal release.

The table below depicts the activity-based data and estimated cost savings from automating this single activity.

ACTIVITY	MANUAL	AUTOMATED	NOTES
LABOR TASKS	**(MINUTES)**		
Locate requested footage	60	10	Search, file systems, DVDs, DV tapes etc., may require library assistance. *Search DAM system and preview results to identify correct clip.*
Review footage and list all potential rights issues	60	0	Identify each element for rights investigation. *DAM system identifies all contributors with rights status and/or contract link.*
Clear actor rights	30	15	Locate and review each actor's contract. *Contract linked and viewable within DAM system.*
Clear music rights	30	15	Locate and review each music contributor's contract. *Contract linked and viewable within DAM system.*
Clear voiceover rights	30	15	Locate and review each contributor's contract. *Contract linked and viewable within DAM system.*
Clear director/producer rights	30	5	Locate and review each contract. *Defined by region in system or contract linked and viewable in system.*
Clear placed product rights	30	5	Locate and review each contract. *Defined by region in system or contract linked and viewable in system.*
Forward to production	30	2	Draft memo, package, and deliver full-quality files/media to production. *Message management or production with flag for correct clip.*
Rework minutes	30	0	Minutes spent repeating tasks due to errors
Total minutes	330	67	Per rights review
Labor cost total	**$660.00**	**$134.00**	**$120/hour - fully burdened cost**
MATERIAL COSTS			
Freight	$0.00	$0.00	Physical parcel shipping
Bandwidth	$0.0002	$0.0002	Download/email of assets
Storage	$0.00	$0.00	Cost of occupied bytes on server storage system
Storage media	$0.00	$0.00	Cost of removable storage media (archive)
Courier	$0.00	$0.00	Courier services for timely delivery of physical materials
Agency billing	$0.00	$0.00	
Total per review	**$0.00**	**$0.00**	
Total per distribution	**$0.01**	**$0.01**	**40 rights reviews per month**
ANNUAL COSTS			
Annual cell repetition	480	480	**Footage reviews per year**
Annual labor hours	2,640	536	**Number of labor hours expended on this activity per year**
Annual labor costs	$316,800	$64,320	
Annual material costs	$0.00	$0.00	
Total annual cost	$316,800	$64,320	
SAVINGS			**HARD DOLLAR SAVINGS**
Annual labor hours		2,104	
Annual cost		$252,480	

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How can a marketing manager in a large firm speed the distribution of media kits worldwide, using automation and web-based self service, saving $116,885 per year?

MULTI-MODAL SEARCH, INTEGRATED MESSAGING, AND TEMPLATE-BASED PUBLISHING REDUCE PRODUCTION AND MATERIAL COSTS

Collect CD contents   Collect recipient list   Design CD label   Deliver to fulfillment firm
Produce shipping docs

0   20   40   60   80   100   120   140

AUTOMATION SAVINGS

0   20

20
Times per year @
$65
per hour and
$5,689
in materials and
freight per distribution

=

4 days
Improved
time to market
per month
+
$116,885
annual savings

An enterprise DAM may include web-to-print and dynamic publishing of documents, artwork, and web pages. This includes a self-service capability for approved journalists, editors, bloggers and individuals with huge Twitter followings.

The table below depicts the activity-based data and estimated cost savings from automating this single activity.

A.C.Media.kits.header.1.0   ©2015 GISTICS, All rights reserved.

ACTIVITY	MANUAL	AUTOMATED	NOTES
LABOR TASKS	**(MINUTES)**		
Collect CD contents	60	10	Collect, organize, label and describe files to be written to CD. *Multi-modal DAM search provides quick file location for easy collection of contents.*
Collect recipient list	30	0	Extract list of recipients with names, titles and addresses. *One-time setup via DAM messaging service*
Design CD label	40	15	Develop label in graphics application. *Not required with online DAM access.*
Produce shipping docs	10	15	Format recipient list for fulfillment firm. *Not required with online DAM access.*
Deliver to fulfillment firm	10	15	Write gold master CD, deliver to fulfillment firm.
Rework minutes	30	0	Minutes spent repeating tasks due to errors
Total minutes	180	67	Per rights review
Labor cost total	**$195.00**	**$40.08**	**$65/hour - fully burdened cost**
MATERIAL COSTS			
CD Duplication	$0.65	$0.00	Physical manufacturing from master CD-ROM
List Management	$0.06	$0.00	Access charge by list management firm
Packaging	$0.42	$0.00	Padded envelope
Postage	$1.25	$0.00	Standard first-class USPS rate
Handling	$0.00	$0.00	Outsourced to lettershop fulfillment firm
Freight	$0.00	$0.00	Physical parcel shipping
Bandwidth	$0.00	$0.0020	Download of assets
Storage	$0.00	$0.0001	Cost of occupied bytes on server storage system
Storage media	$0.00	$0.00	Cost of removable storage media (archive)
Misc.	$0.00	$0.00	
Total per piece	**$3.80**	**$0.00**	
Total per distribution	**$5,692.50**	**$3.15**	**15,00 piece distribution**
ANNUAL COSTS			
Distributions per year	**20**	**20**	**Number of 1,500 piece distributions per year**
Annual labor hours	**60**	**12**	**Number of labor hours expended on this activity per year**
Annual labor costs	**$3,900**	**$802**	
Annual material costs	**$113,850**	**$63**	
Total annual cost	**$117,750**	**$865**	
SAVINGS			**HARD DOLLAR SAVINGS**
Annual labor hours		**48**	
Annual cost		**$116,885**	

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How can an inside salesperson in a large firm rapidly acquire sales presentations and videos for an online sales pitch meeting, saving $29,899 per year?

HARVARD BUSINESS SCHOOL STUDY

According to the prestigious Harvard Business School study of industrial selling practices, a sales executive who makes one additional call per week to a baseline number of calls, yields a substantial increase in incremental sales.
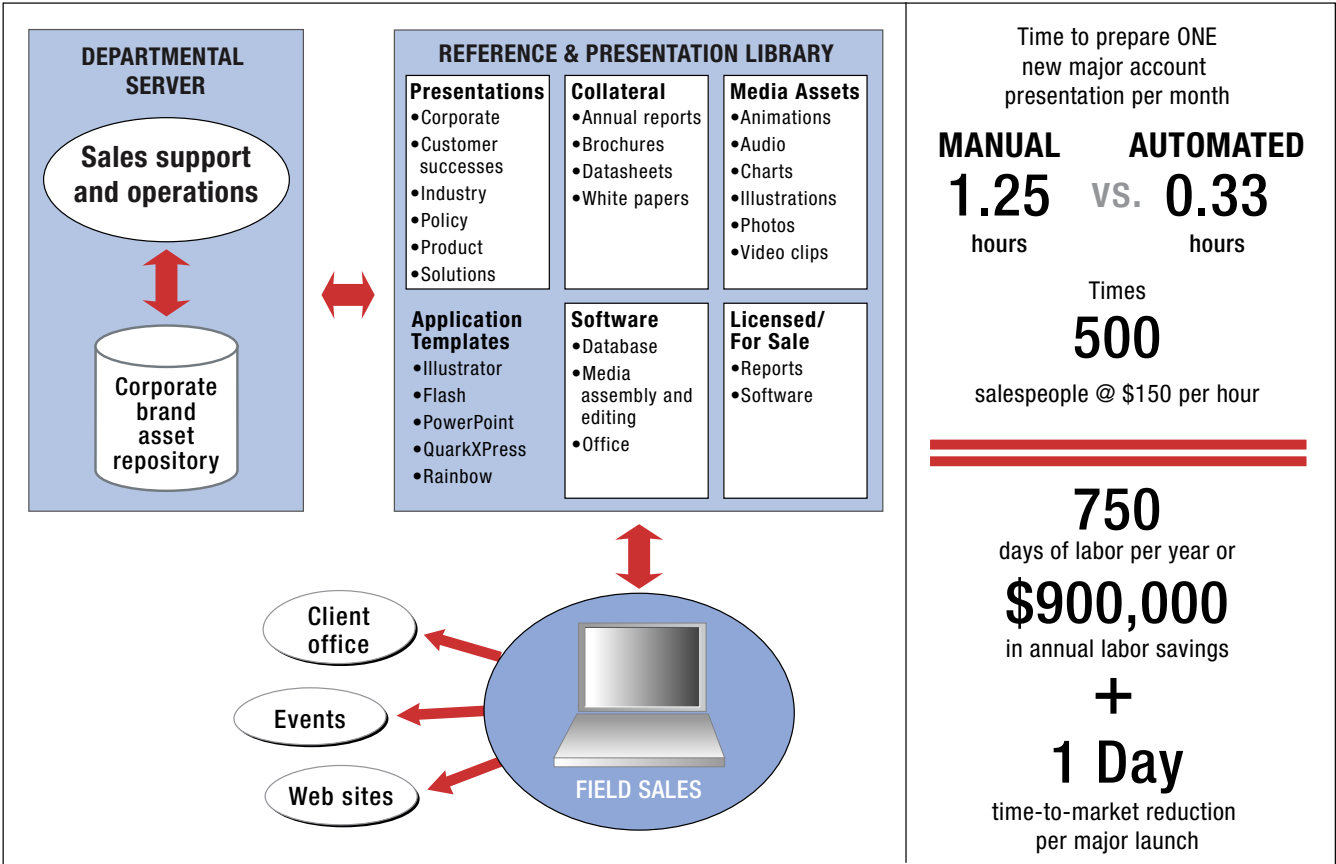
In one documented case, one additional weekly sales call produced $3.2 million in new sales.

The figure at right depicts a fully developed reference and presentation library.

The retrieval function of a marketing content repository should include the ability to retrieve individual slides within a presentation deck.

This single-slide search function can double the productivity of a repository lacking such a feature.

GUIDED SELF-SERVICE ACCESS CONSTRAINED TO APPROVED ASSETS REDUCES SALES SUPPORT DEMANDS, MAINTAINS A UNIFIED SALES MESSAGE, AND IMPROVES THE QUALITY OF CUSTOMIZED SALES COLLATERAL

DEPARTMENTAL SERVER

Sales support and operations

Corporate brand asset repository

REFERENCE & PRESENTATION LIBRARY

Presentations
• Corporate
• Customer successes
• Industry
• Policy
• Product
• Solutions

Collateral
• Annual reports
• Brochures
• Datasheets
• White papers

Media Assets
• Animations
• Audio
• Charts
• Illustrations
• Photos
• Video clips

Application Templates
• Illustrator
• Flash
• PowerPoint
• QuarkXPress
• Rainbow

Software
• Database
• Media assembly and editing
• Office

Licensed/ For Sale
• Reports
• Software

Client office

Events

Web sites

FIELD SALES

Time to prepare ONE new major account presentation per month

MANUAL
1.25
hours

VS.

AUTOMATED
0.33
hours

Times
500
salespeople @ $150 per hour

750
days of labor per year or

$900,000
in annual labor savings

+

1 Day
time-to-market reduction per major launch

A reference and presentation library can reduce the time to prepare a new presentation to a major account. Our research identifies that a 0.92-hour savings across 500 salespeople will deliver a $900,000 savings. More significantly, this productivity dividend will produce a significant increase in annual revenues.

ACTIVITY	MANUAL	AUTOMATED	NOTES
Locate base presentation	15	5	Multimodal search function of DAM reduces time to identify the right asset
Locate and place product/ feature images and diagrams	50	15	Thumbnail previews and textual descriptions (metadata) ensure correct file downloads
Acquire and place prospect and partner logos	10	0	Partner and prospect logos already prepared and resident in DAM
TOTAL MINUTES	75	20	

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Who helped produce this white paper? Who is GISTICS? Who is WoodWing?

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WHAT'S IN THE NAME?

gist \'jist\ n -s [AF, it lies (said of a legal action), fr. MF, 3d pers. sing. pres. indic. of *gesir* to lie, fr. L *jacére* to lie, fr. jacere to throw — more at jet (to spout)] 1: the main point or material part (as of a question or debate) : the pith of a matter : essence (the ~ of a question) <the ~ of all that can be said upon the matter—R. L. Stevenson> 2: the ground or foundation of a legal action without which it would not be sustainable

—*Webster's Third New International Dictionary Unabridged*

ABOUT GISTICS

GISTICS constitutes a think tank that speeds the adoption of new technology and disruptive innovations among enterprises and consumers. Founded in 1987, GISTICS Incorporated minimizes the risk of potential buyers through the following:

- **Interviews** with successful early adopters of new technologies
- **Definition** of the critical success patterns of successful early adopters
- **Activity-based analyses** of adoption benefits on supply chains, workflows, and user activities
- **Visual explanations** of how new technologies produce economic value
- **Investment analyses** that justify the purchase of new technical systems
- **Project roadmaps** that break down large-scale organizational changes into smaller two-week to two-month projects
- **Practitioner portals** that clarify the next steps in rapid deployment and payback
- **Certified consultants** that provide essential skills and resources

GISTICS drives the emergence of shared vocabularies, the adoption of effective problem-determination methods, and the development of unassailable investment analyses that justify purchases of new technologies or disruptive innovations.

GISTICS attracts early adopters and pacesetting solutioneers, demonstrating how they can use new technologies or disruptive innovations to make money by delivering new complex, integrated solutions to enterprise or consumer clients.

GISTICS develops breakthrough market-making strategies for vendors of new technologies or disruptive innovations, using industry thought leadership, executive white papers, Webcasts, specialized Websites, and a global trust network of advanced project managers within large enterprises, independent consultants, and small master-class solution providers.

ABOUT WOODWING SOFTWARE

WoodWing Software is a global market leader in multi-channel publishing and digital asset management (DAM) systems. It helps publishers, creative agencies and marketing departments to reach their goals for quality, cost efficiency, time-to-market and revenue generation. WoodWing's Enterprise for multi-channel publishing, and Elvis DAM systems are deployed and used to optimize the process of creating, managing, sharing and distributing digital contents.

Over 80 selected partners in more than 100 countries serve WoodWing's customer base. WoodWing has a long-standing relationship with Adobe as a Technology Partner and is in close cooperation with a large number of other technology vendors worldwide.

ABOUT ELVIS DAM

Elvis DAM is an intuitive digital asset management system. It supports business and operational process in storing, organizing, accessing, sharing and managing rights and permissions of rich-media assets. The challenge of managing the ever-increasing digital assets for your omni-channel efforts doesn't have to overload your bandwidth and budget, or your peers and customers. Elvis DAM helps you:

- Save time by searching across all file formats from a centralized source
- Protect your assets and avoid misplaced work
- Locate files easily with fast and intuitive search functionalities
- Reduce time for content repurposing, and increase time-to-market
- Seamlessly collaborate in a secured environment
- Improve digital assets value chain creation through integration with CMS, CRM, Adobe InDesign and other applications
- Improve marketing ROI

For more information, please visit www.woodwing.com/elvis, and try it 30 days for free.