DIGITAL ASSET MANAGEMENT SYSTEM

Technologies used:
SharePoint and Microsoft Lists

adepteq
improved business performance

The Problem

The Wine Society struggled with organising and managing their vast collection of digital assets (images, videos, and marketing materials). Locating specific assets for campaigns, publications, and product promotions was time-consuming and often resulting in delays.

Their teams also had difficulty accessing and collaborating on digital assets. Sharing files through email or network drives led to version control issues, redundant copies, and lack of visibility into asset usage, hampering effective teamwork and hindering productivity.

They also faced challenges in maintaining asset security and controlling rights usage. Unauthorised access, improper usage, and potential copyright infringements posed significant risks to the company's brand reputation and legal compliance.

The Solution

1. We implemented a robust Digital Asset Management (DAM) solution that served as a centralised repository for all digital assets. This enabled easy search, retrieval, and organisation of assets based on various criteria, such as product, campaign, or publication.

2. The DAM provided granular access controls and permissions, ensuring that only authorised personnel could access and modify digital assets. Rights management capabilities allows tracking and control of asset usage, protecting against unauthorised distribution or infringement.

3. We integrated collaboration features into the DAM, enabling teams to work together seamlessly on assets. Version control, annotations, and approval workflows streamlined collaboration, eliminating the need for manual file sharing, reducing errors and duplication.

4. We conducted comprehensive training sessions to familiarise staff members with the DAM's functionalities. This ensured that they were equipped to use, manage, and maintain the solution effectively.
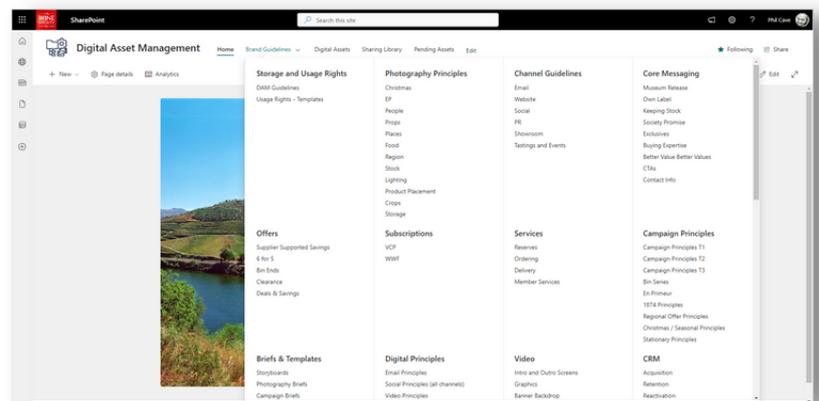
Business Benefits

1. The deployment of the DAM solution has significantly reduced the time spent on asset retrieval, improving efficiency and accelerating marketing and promotional activities.

2. The DAM enabled seamless collaboration among teams, eliminating version control issues and redundant copies of assets. By providing a single source of truth, it streamlined workflows, improved productivity, and reduced miscommunication errors.

3. The DAM's robust access controls and rights management feature mitigated the risk of copyright infringement. It also safeguards The Wine Society's brand reputation and legal compliance.

4. The streamlined asset management process resulted in significant cost and time savings for The Wine Society. The elimination of manual file sharing and redundant copies reduced administrative overhead, enabling staff to focus on more strategic tasks and initiatives.

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