Digital Asset Management System (DAMS)

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Wikipedia: **Digital asset management** (**DAM**) consists of management tasks and decisions surrounding the

- Ingestion, (think: importing)
- Annotation, (think: 3rd party updates, sharing)
- Cataloguing, (think: metadata, EXIF, IPTC, keywords/ tagging)
- Storage, (think: workflow)
- Retrieval and (think: backups, archiving, file formats, derivatives)
- Distribution. (think: web access, sharing, versioning, re-use)

— of [digital assets](#)

Digital Asset Management System (DAMS)

Not unlike specimen collection management, but focused on digital preservation of something that is a digital file.

– Image, sound, movie, video, text, web – and all the coders/decoders/browser helpers needed to provide uniform delivery and archival management.

– Used by museums, libraries, galleries, film studios, ad agencies.

• Software helps to manage institutional policies as to file formats, creation of derivatives, accessibility, protection, archiving, use/re-use.

Digital Asset Management System (DAMS)

- Characteristics:
  - A database built on a filesystem,
  - Unit of quality is 'highest resolution', 'highest fidelity',
  - Metadata describes its
    - Provenance
    - Encoding/decoding (e.g., JPEG2000, DNG, TIFF, MPEG2)
    - Ownership, rights
    - Method of capture
    - Think: Dublin Core, Audubon Core, EXIF.

Digital Asset Management System (DAMS)

- Different foci, software solution may be optimized for
  - Sharing
  - Archiving
  - Content re-use
- Needs and features to shop for:
  - Asset capacity, extensibility
  - Number of simultaneous users
  - Upgrade path, economical to expand
  - Ease of use, configure to your workflow; create derivatives, manage metadata
  - Dedicated support staff / image archivist / asset manager

Digital Asset Management System (DAMS)

- Technology solutions: 0 - $$$$
  - Off the shelf and proprietary, open source
  - Cloud, private network
  - Note: there may already be an institutional DAMS to share, e.g., library, photo archive
- Plan B economical solution: ~0
  - Develop and implement policies for management and storage
- Long Term Costs and Considerations
  - Personnel: Staffing needs
  - Future: Cost of technology advancement; disk space; software updates
  - Social: Sharing resources with another part of your organization (see above)

Digital Asset Management System (DAMS)

plan A

Digital Asset Management System (DAMS)

plan B

Questions?

- Reference:
  - Personal experience
  - Bryan Kalms, *Digitising whole drawers of specimens/collection objects*
    - *A how-to guide for crusty and creative curators, collection managers and digitisers, January, 2013*
  - Museum Computer Network: DAMS SIG:
    - http://www.mcn.edu/sites/default/files/attachments/DAM_products_blended.pdf