DIRECT RESULTS

A Leading Direct Broadcast Satellite TV-Service Provider Who Will Remain Nameless So Don't Ask is the Recipient of a Baller Digital Asset Management Platform using Adobe Experience Manager from 3|SHARE.

The happy, fine, nice-smelling folks at 3|SHARE -- you know, the Adobe Experience Manager (AEM) experts, trusted partner for Adobe's top Digital Marketing customers, and eater of cookies, did the damn thing and implemented a top notch AEM-based Digital Asset Management (DAM or DAMMMN) for our client, a top satellite TV company whose name cannot be spoken, so shhh.

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SITUATION

It being the year 2015, our nameless client wanted their DAM system to -- in so many words -- work better. But their system was 10 years old, made by people no longer at the company, and didn't do any documentation. So, yeah, it was a problem. A big, big problem.

After some internal discussions and maybe a few "stare at yourself in the mirror and ponder the meaning of your own life" sessions, the stealth mode company wanted to get crazy: an out-of-the-box, state-of-the-art DAM platform that they could -- get this -- *control* for efficiency's sake, and that they could search within more easily. The absurdity!

CUSTOMER PROFILE

American direct broadcast satellite TV-service provider. Not their real name but it would be fun if it was, just because subtlety is overrated.

Employees: More than 10,000. None of them know where they actually work.

Location: Headquartered in the U.S., with locations across North and South America. (See also: Vaguesville, Earth.)

Background: Our client who will not be named resides in the entertainment media and telecommunications industry (just trust us), so their digital asset management (DAM) system is just a little bit less than "everything" to them.

The assets managed in the DAM system -- graphics, images, photos, your step-uncle Jeff, PDFs, etc. -- are utilized by everybody from the marketing staff to partners to your step-uncle Jeff. It's necessary.

Employees: More than 6,000 worldwide, divided between North and South America, Asia, Europe, Australia, Africa, and Antarctica.

CHALLENGES WITH THE LEGACY DAM

Digital Assets were Everywhere and Nowhere
There was no centralized repository for assets, and so many company and partner locations were like, "Screw it, let's just do it again," leading to needless (but defensible) duplications.

The Digital Rights Management Process was Inconvenient, to be Generous About It
Many digital assets required user rights permissions, and the process for requesting those assets was manual as if this is 1824. Yuck.

The Content Creation Process was Inefficient
• The word "organization" regarding the content creation process was worthy of a few LOLs. Meaning: There was none. No business processes. No efficiency whatsoever.

• There was nothing to track modifications made to content. It was like Wikipedia but without cruel moderators to block your IP address.

• Was there a process for repurposing assets into different media, like print, web, or mobile? In a word: no. In three words: not at all.

• And -- you guessed it -- when it came to a method for building a master template for additional files, there was no process in place for that, either.

Mess mess mess.

CHALLENGES WITH THE LEGACY DAM CONT.

File Management Organization Was, Uh... Poor
• Each asset had to be manually assigned with metadata and metatags. One by one. Just the word "manual" by itself is grotesque.

• There was no automatization so nothing -- NOTHING -- was found easily. Missing assets were on milk cartons.

• And don't even *think* about methods in place for monitoring images being used. That's a joke.

• Assets received from external sources had no metadata or copyrights. Soooo guess who had to apply those manually during work hours? These guys!

• Adobe Photoshop would incidentally untag previously tagged assets, basically meaning that everything was extra irritating.

• There was no possible way to manage content and images within Adobe Creative Suite. It was a giant ****show.

• Get this: If an image within one tactic needed to be updated -- and the image had been used in other tactics -- some lucky guy (or girl) needed to manually update *all* of the images himself (or herself)! No automatic updates!

NOT JUST SOME OF THE FUN, *ALL* OF THE FUN!

• Only English. No other languages in the legacy system. World's a big place.

No One Could Find Any Files
• The search functionality was grotesque. The opposite of helpful.

• You had to be in the office to even access the DAM, and who wants to be in the office?

• External partner users were unsuccessful in their attempts to use FTP for files through network firewalls. (Robot voice) Access denied.

• In the event that outside vendors had to send revised files back to the company, TOUGH LUCK: no access point to do so. The hits keep coming.

• There wasn't a way for the legacy DAM to automatically accept *any* photo images, both internal and external. It literally didn't exist.

• The creative marketing team couldn't view images on mobile devices as if Steve Jobs didn't personally bless us with that a decade-plus ago.

CHALLENGES WITH THE LEGACY DAM CONT.

File archive system was brutal
• Moving files offline and archiving them wasn't automated. Grossssss.

• Once files were archived, it took several weeks and a bunch of hidden passwords in carved into caves to retrieve them.

No Way to Identify Unapproved Assets in The System
• Unapproved images could hang out in the legacy system like it was the Old West, guns blazing, because there wasn't any way to identify them.

• If and when unapproved assets were entered into the DAM, there were exactly zero alerts or notifications about it. Just casually walked into the system like they owned the place.

The Legacy Dam System Was Unstable and Not User Friendly BUT OTHER THAN THAT IT WAS JUST GREAT
• The system actually froze on users. Embarrassing to even write that.

• The user interface looked like it was created before the internet was even invented, somehow.

• One had to download each asset in order to even view them, which is more just a giant pain than anything else.

IMPACT TO THE BUSINESS

Slow Time-To-Market

• An abject miasma of organization and metadata meant there was no possible way for the creative team to search for anything. Nada.

• Because of that, everything was delayed. Everything.

Redundancies and inefficiencies

• There was no centralized system, and thus, everything was an actual nightmare. Distribution of assets was borderline impossible. Plus, assets were needlessly duplicated. It was the worst.

• Needless duplications meant several renditions of the same assets across different libraries. Clones, basically. Horrifying, right?

Wasted time and resources

• A lot of the finite time humans have on earth was spent by users trying and failing to find assets.

• Nevermind time -- how about the MONEY it took to needlessly duplicate assets? Lighting hundos on fire.

• No automatic way to grant user right access. Assets locked until permission was assigned by another person. So get ready to be pissed off!

Risk to Company Brand and Marketing

• Can't find or share assets properly? Guess what? You don't have the most up-to-date stuff!

Fun fun fun x70.

• Unapproved images did whatever they wanted. They ordered pizza at 4am on the company credit card. They took the CEO's car for a joyride. Whatever. They. Wanted.

Reduced employee productivity

• No organization at all meant less production from everybody. Womp womp.

• Instead of doing their actual jobs under their job descriptions, employees looked for assets like buried treasure.

• Out of the office? On your phone? Oooo, sorry, no legacy DAM for you! It is 1978, after all.

IMPACT TO THE BUSINESS CONT.
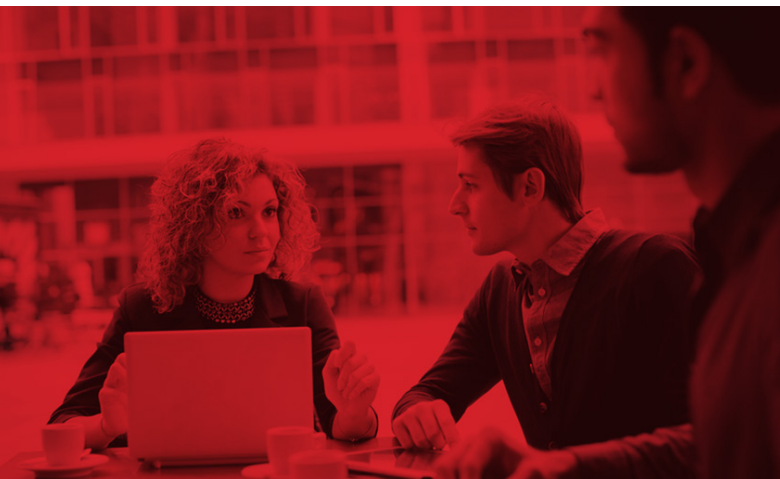
Increased Costs
• Lighting money on fire like Floyd Mayweather for duplicated efforts

• Slow, manual processes meant everyone had to be paid more for their time. Goodness, what a disaster.

No Real Insight
• If someone was using an asset, no one knew about it except that lucky person.

• Hope you didn't like marketing data, because there was no way to get it.

Employee, Partner and Vendor Dissatisfaction
• The system blew, so users were upset about it.

• Partners and retailers depended on the DAM -- previously established as wildly and completely ineffective -- for assets to meet revenue goals.

• Vendors sighed really, really loudly and used the DAM also. Not good.

Solution **(FINALLY)**

3 | SHARE provided some sweet, sweet **Consulting**, **Training** and **Remote Operations Management** (ROM) services to our poor client.

CONSULTING

3|SHARE dropped an Adobe Experience Manager DAM right into the client's lap. This AEM DAM came sharply dressed with special user interface customizations and business process workflows.

Sexy stuff.

3|SHARE went right at the client's needs and massaged them to a nice chill. Their AEM DAM solution means functionality for the following fun things:

• Assets were oh-so-smoothly migrated into AEM *with* their metadata, like we live in some sort of crazy world.

• Adobe Creative Suite also joined the party for metadata extraction. They brought nachos.

• Custom Asset Share site, which -- wait for it -- wait forrrr ittttt… WAIT FOR IT… allowed end users to do fun stuff with assets *automatically* in Adobe Suite! Like it's the 21st century or something!

• Asset groups share rocked custom batch actions. Feel the speed. Feel it so good.

• End users could search for things with absurd stuff like advanced filters and category sorting.

Oh my. Can't breathe.

• Pre-determined search groups could be directly navigated towards. It's so easy now.

• Way more asset metadata properties. Huge score.

• An actual automatic security model for permissions and notifications. What is this, Christmas morning?

• A whole working process for workflows! Development, review, proof, and approval. Bing bang bong.

• External users and vendors could access the DAM from the outside! You didn't have to be within the walls of the actual nameless office to use the DAM. Praise your favorite deity.

OBJECTIVES OF THE NEW SYSTEM

- Companywide integration. The whole "company" that doesn't have a name but does but shhh don't say it.

- Have some sort of Shakira-like rhythm for brand consistency and integrity for heaven's sake.

- Make employees be pals and work together with increased access to assets.

- Speed up the creative process and get that CASH FLOW.

- Bring new campaigns to market quicker and get that CASH FLOW.

- Get rid of redundancies for good. Imagine. Every asset a unique snowflake.

- Oversee usage rights for digital assets (kiiind of important).

- The cost of lost or misplaced work is now NIL.

- Web-based access to assets. So if you have the internet -- even on your phone! (GASP) -- you have access to assets.

- Marketing intelligence improves and Return On Investment EXISTS AT ALL.

Glory days.

TRAINING

Customized Hybrid Training: Because 3|SHARE dominates all things AEM, they were able to provide training specific to the client's wants, needs, and (dare we say) desires.

• DAM contributors and managers, developers, system administrators, pool boys -- it didn't matter, 3|SHARE trained them in DAM.

• They were all presented with the wide, wide array of features, functionalities and general goodies

AEM DAM brings to the table, like uploading, viewing, editing, managing, and publishing assets. Quiet, smirking, satisfied nods all around.

• And BEFORE YOU EVEN ASK, yes, employees were also trained on the following: metadata and content tagging; searching assets; asset collections; Season 2 of "The West Wing"; asset sharing; workflows; and reporting.

REMOTE OPERATIONS MANAGEMENT (ROM)

There isn't a moment of a day where 3|SHARE isn't watching the client's AEM DAM environment like a hawk, monitoring, managing, remediating, doing whatever's necessary.

Can you say 99.999% uptime service level agreement? Say it. Say it now.

ROM doesn't exclude the client's server stack, b-t-dubs. That includes storage, application, OS and repository. You already know.

• You won't believe it, but all of that^? Means increased performance and availability.

Cause > effect.

The Many Benefits of the new Adobe Experience Manager DAM

INCREASED PRODUCTIVITY (TO SAY THE LEAST)

• A stable centralized repository for assets! Like one giant hotel of assets where no two are alike and nothing's going to freeze and everyone opens their door after a friendly knock.

• Metadata *automatically* assigned as opposed to (dry heave) manually, which means batches of assets are uploaded at once, which means everything is findable!

It's too good to be true, aww yeah. (But it is. It is true.)

• A search function that actually works. And it works well. Hoo boy.

• No waiting for permissions anymore. Automatic. A new day has dawned, and it's not manual.

• Get your organizing boots on! The creative development lifecycle -- including the review and approval process -- is now streamlined with Adobe Creative Suite.

• Several other processes and workflows are also streamlined. So easy. Employees now laugh fondly thinking about the old days of the legacy DAM.

• Master templates. Obviously. Check.

• You can view things on your phone away from the office now. You know, the exact thing your phone was built for (provided you aren't one of those cool people who still use flip phones).

• The process Image rights managing is automatic which means not manual thank the lord.

IMPROVED BRANDING

• An asset share site! This means the most up-to-date logos and images so that no one embarrasses themselves using a logo from 1971 and thinking it's fine.

• A handy dandy alert to a user every time a new asset pops up for use.

• Automatically archives ancient or unapproved assets, preventing good-natured employees from accidentally using them again or at all and making a mess of things and then feeling badly afterwards.

• And every asset under the sun is supported in the new DAM, needless to say. We're talking logos, movie stills, photos, delicious Buffalo wings, PowerPoint templates, you name it.

• Multi-language content and metadata: supported. Like there's another language besides English out there. PROVE IT.

BENEFITS OF THE NEW ADOBE EXPERIENCE MANAGER DAM

MUCH Speedier time to market
Turnaround times have plummeted because users can actually find and share assets now. Before? Nope!

Reduced costs
• No redundancies or duplications. We can't have multiple versions of the same asset frolicking around town mischievously.

• Nothing. Is. Lost. Hallelujah.

Deeper insights (We're smarter!)
• Asset usage is now gauged up the wazoo -- who used what, what they used, how they used it -- for reports. We're watching you. In a good way! Don't get creeped out.

• Information oozes out of our eyeballs now, which we can use for marketing initiatives and tracking ROI, plus it looks cool.

Better User Experience
• Saying the user interface is more intuitive and easier to use is understating things on an extreme level, but we'll say it anyway: The user interface is more intuitive and easier to use.

• Users can find what they need in approximately 7 seconds*
*Made up time, but it's quick

• You can drag and drop assets now if you don't feel like downloading them. If anything it's kind of fun.

The bottom line: A better experience. For everybody. The day is saved by 3|SHARE yet again.

THANK YOU