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: DublinCore, AudubonCore, 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
Questions?

Digital Asset Management System (DAMS)

plan B
• 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*