marlabs
driving digital agility

DAM for a Non-Profit Organization facilitates the launch of the solution

Client

Our client is a non-profit organization distributing public service announcements as mobile, online, out of home, print, radio and television advertising.

Challenge

Digital assets were accumulated over several years and scattered across multiple systems both inside and outside of the organization. The client had already selected the Digital Asset Management (DAM) solution provider they wanted to use. They were missing an experienced DAM advocate to facilitate the communication between the client and DAM solution provider. They wanted to get the DAM solution provider to yield results and progress on the initiative. Existing metadata had to be mapped from several sources to new metadata schema for the DAM solution. No properly defined project plan available from end-to-end. Project was already significantly delayed with nothing to show for it.

Marlabs Solution

From the beginning, Marlabs:

- Understood the root causes of all their challenges
- Scoped what needs to be accomplished
- Became the single point of contact to facilitate timely project completion
- Identified Key Stakeholders
- Identified gaps in their equation for success
- Identified all dependencies
- Established the plan needed
- Provided weekly updates

- Advocated and advised the client throughout the engagement
- Assisted in technical aspects of contract review
- Structured and organized migration of all digital assets
- Coordinated all testing and training
- Facilitated launch of the DAM solution to production

Benefits ✛

Marlabs was able to advise the executive stakeholders on how to best proceed on the business and technical aspects of the project, while not affecting ongoing production until the solution was ready. As we audited the process and information, we convinced the client that big group meetings needed to be much smaller to yield more efficiency and effectiveness in making decisions. With a series of check points, multiple departments were able to quickly approve decisions to move forward and get the project on track.

Individual conversations at a higher level between the client and solution provider helped identify who was important for process efficiency and who slowed the process down.

We documented workflows, the accountability for each component of the solution and the relationship of integrated systems. We demonstrated what needed to continue so they could take ownership and responsibility for their solution. We were there to assist, advocate and advise the client. Once the client had all of their integrated systems working together properly and they were in a comfortable position with a working solution, our job was done there.

Technologies ⚙

- On Demand (SAAS) Digital Asset Management Solution
- Akamai Content Delivery Network
- Java J2EE
- Microsoft SSRS