Successful Brand Management Requires Enterprise Digital Asset Management
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Introduction

Building caring, genuine brand experiences requires enterprise-class DAM.

The fastest way to achieve a strong brand reputation is to build trust, says legendary marketing author and thought leader Seth Godin. “Being trusted is the single most urgent way to build a business.” Gaining that trust, Godin says, requires engaging with customers at a “human being to human being level,” in ways that are relevant, authentic, and above all, caring:

A brand can’t care. All that can care is people... [The organization] can hire people [and] reward people who care, and do work that demonstrates they care... What we find is that the more people care, ironically, the better they do compared to the industrialized [marketers] who don’t care and are just doing it for the money.
Brands that cling to old school notions of interruptive marketing and internally focused brand management will fall further behind. The brands that win will be those that cultivate caring, genuine engagement with their customers. In today’s interconnected world, that means creating new, memorable digital media. However, as Seth Godin notes, “brands have, for the most part, done a pretty poor job of building owned digital media properties.”

Creating meaningful new digital media assets that build customer trust requires new, enterprise-class digital asset management (DAM).

This paper will inform you how true enterprise-level DAM is vital to successful brand management today. You will discover how enterprise DAM empowers workers and managers across departments, regions and countries to design, collaborate, track, publish and re-purpose digital assets, in ways that group-oriented DAM tools for small teams cannot match. With everyone on the same creative page, enterprise-level DAM is a force multiplier, enabling faster and more effective digital asset planning and design that builds trust, brand reputation and new business.
The new, enlightened brand management that Seth Godin calls for is especially critical for large multinational organizations, which must manage their respective brands with a global perspective. Legacy DAM tools simply can no longer keep up.

First-generation (today’s legacy) DAM tools create digital replicas of virtually all asset types in place of the original physical objects. While making it easier to store and distribute these assets, legacy DAM tools do little to provide a system of centralized management, visibility, or control over critical brand asset files, burgeoning in quantity as well as new file types. Organizations that delay in replacing legacy DAM systems will fall further behind competitors, with slow and unreliable processes through which content was created, modified, approved, and distributed through a variety of channels. This also needlessly keeps managers overseeing asset management in “fire drill” mode.

In contrast, enterprise DAM meets today’s business challenges by adding intelligence and metadata-fueled processes to digital asset storage, handling, retrieval, and distribution — across multiple systems, virtual frameworks, and time zones. To keep up with the pace of accelerating business and technology advances, and to ensure that brand assets and long-term equity are protected and managed consistently. Upgrading to a full-featured enterprise DAM solution is vital to realizing the total business value of assets.

Unlike the one-to-one relationship between an asset and file typical in legacy DAM tools, true enterprise-class DAM embeds intelligence — in the form of metadata and workflow processes — into each digital asset. Assets can have multiple dimensions, more akin to software objects or containers, through the addition of rich metadata. Modifiable properties can be attached to the objects that represent individual assets and these properties can guide content creation, management, and consumption. This approach provides greater visibility to the entire range of enterprise assets — regardless of where they are produced or stored — and, in turn, enhances value throughout the entire life cycle of each asset.
A well-planned metadata schema creates foundational value, providing the conceptual architecture needed to make content more discoverable, accessible and ultimately, more valuable. Metadata turns video, audio or graphic files into “smart content” that is available to re-use, re-purpose or simply to inspire.

The strength and relevance of the metadata associated with an asset is what makes it findable, and therefore usable. When done well, metadata is imperceptible and intuitive.

Enlightened brand management is a multi-faceted discipline that becomes substantially easier through modern enterprise DAM.

New digital technologies have created a massive shift in IT infrastructures, organizational strategies and business processes. As digital transformation continues to make inroads into every aspect of business, Gartner advises that companies begin a “digital strategy conversation” to discover the most effective ways to integrate advanced communication and digital tools into operations, and encourage CIOs to identify and respond to digital opportunities within the enterprise.

Gartner identifies digital business as an advanced stage of its digital transformation roadmap and maturity model, which “focuses on the convergence of people, business and things” amid an emergent “blurring between the physical and virtual worlds.”

Enterprise-class DAM has a clear and vital role to play here, enabling effective collaboration and management of huge volumes of brand assets required to support brand engagement at all levels - from global to local - in a cohesive way despite the complexities of diverse arrays of systems, storage formats, legal issues, approval processes, worldwide distribution needs, and localization issues encountered in today’s globalized marketplace.
Enterprise DAM is Key to Brand Protection and Consistency

Protecting brand integrity and preserving consistency across multiple channels should be a prime consideration for every organization in the digital age, but a recent Gleanster survey suggested DAM solutions at many organizations are not up to the task. According to the survey results, 67% of all organizations lagging behind “top performers” reported that while they have tools to centralize digital assets, they still struggle with effectively reusing their assets. Many organizations in this group, Gleanster noted, still maintain content on separate share drives and suffer from vast asset management inefficiencies, requiring staff to spend up to five times longer to obtain the right content for their needs.

Digital content transform into “digital assets” once organizations make them easily identifiable, searchable and available in real time to those who need them. Market competitors who can achieve “digital asset” status quickly improve their odds of winning in today’s fast-moving, multichannel marketing and sales environment.

The fundamental challenges faced by organizations addressing brand management include:

- **Lack of a centralized asset repository.** A readily accessible repository does not exist for hosting, sharing and updating branded digital assets.
- **Effective management of large volumes of assets.** Basic asset management processes, such as collaborative creation, approval, and distribution, overwhelm staff members because of the massive volumes being handled.
- **Inconsistencies among assets.** Asset version control, status, permissions, legal issues, and similar properties are not handled consistently across the organization, creating confusion and inefficiency.
- **File management problems.** The vast numbers of files in asset libraries and across an organization’s network create ongoing management problems, wasting time and money through inefficient use of resources.

A good DAM will provide control and visibility over all the assets for a brand, from creation through to distribution and archiving, including approval tracking and rights management.
Part of the problem is coordinating the story being told by the brand assets, achieving consistency in transmedia storytelling, as described by digital media strategist Alex Struminger:

A movie or publishing franchise may have a combination of video, books, games, toys, live events and social media activities all under the umbrella of a single unified story theme. The digital assets required to manage such a complex and multi-dimensional campaign are often staggering in number. [A recent] interactive campaign for a global soft drink brand required the management of around 80,000 pieces of digital video — and the metadata needed to organize them!

Today, we’ve entered the brave new world of digital assets where the storage and distribution challenges are very different from the days of physical objects. As organizations struggle to organize, filter, archive, and distribute the mounting gigabytes of assets, DAM has introduced tools that offer promise in not only organizing assets, but also using them in a more consistent way. DAM initiatives that extend beyond isolated departments or regional facilities, connected to the rest of an organization’s ECM system, leverage greater value from effective integration. The efficiency of the work environment that Gartner calls the digital workplace is heavily dependent on shared assets, knowledge, and skills, which in turn relates to the degree of integration of the toolsets used for asset management.

“By collecting related digital workplace tools and services into a common portfolio, IT leaders can more easily promote skills transfer and application reuse across the three constituencies: employees, partners and customers. Experience gained in mobile application development for employees, for example, can be applied to partner and customer communities, or skills developed in user experience design for customers can be applied to employees.”
The rationale for adopting an enterprise-caliber DAM system as a way to better meet digital asset branding requirements seems readily apparent to those who have already done so and discovered the benefits. To those considering or evaluating DAM applications as a solution to large-scale asset management, these are a few of the benefits that can be realized, all supported by well-designed DAM toolsets.

- In the transition from a physical world to one in which assets are represented digitally, there is tremendous opportunity available when treating assets as digital objects, as is possible with a DAM, rather than physical objects.

- Integrating business rules into assets makes management and distribution of each asset more easily trackable and visible through each lifecycle stage.

- By storing and accessing assets through a DAM, the return on investment can be more effectively measured and understood.

- Large media assets can be handled in automated ways through a DAM, allowing assets to be modified and transcoded to fit the various distribution channels and end uses.

- As new communication technologies arise in the future, digital assets accessible through a DAM will be posed and ready to take advantage of all the opportunities and possibilities, likely to emerge in use cases that haven’t even been envisioned yet.

As a pioneer in the evolving paradigm—refining techniques for modeling assets as software that reflects business operations—the Nuxeo Platform offers a flexible, full-featured digital and media asset management system that includes asset capture, automatic metadata extraction, video storyboarding, flexible content modeling and support for a broad range of file types.
The Nuxeo Platform supports a highly customizable Digital Asset Management module adaptable to the compute-intensive operations and large-scale storage requirements of managing images, audio, and video routinely created, stored, and distributed in brand management environments.

Tasks that would be difficult or impossible in other DAM systems, such as transcoding and automatically distributing massive media files across multiple channels, can be readily handled by Nuxeo's DAM module and integrated into the corporate-wide ECM system processes. Scalability geared to enterprise volumes of files—from millions to billions—is another benefit of Nuxeo’s architecture and technology.

Nuxeo’s facility working with high-definition video and delivery on demand to multiple channels suits one of the primary requirements of brand managers: dealing with the complexity of acquiring, accessing, sharing, previewing, searching, transcoding, and distributing high-quality video content through centralized management tools. Brand management often suffers when information and content exists in isolated silos across a company.

Fig. 1. A sample video asset view, including pre-built widgets for video storyboarding, automatic transcoding and video publishing, as well as custom workflow integration. Nuxeo cluster with dedicated nodes and redis WorkManager
The integration capabilities of Nuxeo can eliminate cross-system barriers and provide an asset management platform with high visibility, a high level of interoperability, and centralized access to the full range of assets.

**GSD&M: Replacing Legacy System with Enterprise-Class DAM**

Lisa McIntyre, Digital Asset Management Librarian for GSD&M, a full-service advertising agency headquartered in Austin, Texas, recently led the evaluation and replacement process for their legacy DAM solution GSD&M turned to the Nuxeo Platform after thoroughly researching vendor offerings in the market.

With the use of the Nuxeo Platform, GSD&M gained a number of benefits, including:

- Thumbnail displays and previews of any file, such as Illustrator or Photoshop, without accessing the application
- Full cross-browser support so workgroups could continue using familiar tools
- Greater agility and responsiveness to enhance team productivity
- Automated synchronization of content among storage repositories and desktops through the use of Nuxeo Drive
- Developer-friendly APIs to extend functionality for complex GSD&M clients, customers, and internal staff members
- Future-proof functionality beyond the traditional DAM

The deployment also took advantage of the metadata capabilities of the Nuxeo Platform.

“We are using Nuxeo’s metadata inheritance functionality to ensure new files are going into the system as they should, and users see those files where they expect to see them. The Nuxeo Platform has let us use metadata to build virtual navigations that are relevant to the user to be able to present information to them where and when they need it.”

- Lisa McIntyre, GSD&M
Electronic Arts: Winning the Game of Global Promotions with Collaborative Enterprise DAM

Electronic Arts (EA) first engaged with Nuxeo to build a content management application capable of handling seventy active game development teams simultaneously. To accommodate the extreme content management demands—up to 1.2 terabytes per game per year—Nuxeo collaborated on a customized extension of its content management tool to provide trackable, worldwide access to a build library deployed on the Nuxeo Platform.

The successful implementation encouraged Electronic Arts to adopt Nuxeo’s digital asset management module. Business partners for EA can now access rendered images and thumbnails, as well as components of the case management module, to use in promotional activities and advertising campaigns. The system encompasses game content across 8 individual websites, which can be quickly searched and content downloaded by business partners around the world.

DAM for Large-Cap Financial Services: Effective Brand Management at Massive Scale

To better serve up branded digital assets to their international clientele, this leading financial institution turned to the Nuxeo Platform and deployed the Digital Asset Management module, with customizations to fully meet the organizational requirements. The end solution that was developed handles all aspects of the brand interactions, providing financial information, product and service descriptions, promotional news, videos, and marketing literature in a variety of formats meeting the range of anticipated devices — from smartphones to desktops.

The company has an extremely high volume of daily transactions, sometimes reaching 20 million requests per hour, all of which have been serviced effectively on the Nuxeo Platform.
Conclusion

No enterprise can expect to prosper in today's complex, media-rich ecosystem without an effective means of managing and delivering the vast volumes of digital content that represent a company’s presence in the market. Enterprise DAM is an essential ingredient in the process of digital transformation that is at the heart of brand management and a vital component to extracting the full value from every aspect at every stage of it's lifestyle. It's not enough to rely on past-generation solutions that lack the scalability, flexibility, and interoperability required to handle hundreds of thousands of assets. Deploying capable tools and technologies to support complex, enterprise-scale DAM operations can effectively accelerate the move toward greater digital business efficiency and serve as an engine for digital transformation.

The Nuxeo Platform is uniquely equipped to handle the most rigorous enterprise DAM requirements on a worldwide scale. With the ability to incorporate the most complex business logic into rich content objects, the Nuxeo Platform enables the building of custom workflows and procedures around asset handling, supporting rich metadata-infused objects that support integration across organizational systems, and process automation to rapidly access, view, transcode, share and manage critical brand assets.
In the world of consumer packaged goods, manufacturers rely on large and ever-changing product portfolios. Traditional marketing DAM systems lack the flexibility and sophistication CPG companies need to manage the full creative lifecycle and they can’t adapt as business needs change.

Product information instantly updated in every e-commerce channel. There’s a better way to manage your creative and product content — and Nuxeo is the only DAM system that does it all.

→ nuxeo.com/dam