



Fundamentals of Digital Asset Management Technologies - Fact Sheet

Based on the rigorous methodology employed in our [Digital & Media Asset Management Report](#), this course will provide you with a thorough grounding in Digital and Media Asset Management technology. It will enable you to identify your own requirements more clearly, understand how various DAM & MAM system services work, and differentiate among alternate architectures and approaches.

Instructor: Theresa Regli, Principal DAM Analyst, CMS Watch

Length: 5 modules, 4.5 hours

Cost: \$395 (Five or more students eligible for group discount -- contact info@cmswatch.com or [call](#) for details)

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Outline

Modules included in this course:

- Introduction to DAM
- Asset Creation, Assembly and Delivery Services
- DAM Architecture and System Management Services
- DAM Implementation Scenarios
- DAM Technology Landscape and Trends

Who should take this course

- DAM project managers, architects, and developers -- to understand what you're about to get into
- DAM product selection team members -- to level-set understanding, expectations, and terminology among the team
- Creative Directors, designers, video producers and staff photographers – to understand the technology you might use to manage creative assets in the enterprise
- Enterprise architects and IT managers -- to better guide business colleagues about choices and impacts
- Business analysts -- to learn what requirements need to be gathered
- Consultants -- to understand how DAM tools work and provide more value to clients
- Anyone considering implementing or replacing a DAM system

What's *not* covered

- Evaluations of specific products (consult our *Digital & Media Asset Management Report* instead)
- How to build your own DAM platform (although this course could give you a jump-start)



Learning Objectives:

Module 1: Introduction to DAM

- Define DAM and place it in the spectrum of “ECM” technologies
- Understand and unique challenges of managing rich media
- Make the business case for a DAM investment
- Identify the promise and pitfalls of asset re-use
- Understand the importance and types of metadata associated with DAM

Module 2: Asset Creation, Assembly & Delivery Services

- Identify key technology services within DAM systems
- Understand how core services work, such as ingestion, media processing and transcoding
- Articulate various methods of metadata identification and extraction
- Assess how time-based and composite assets can be created and managed
- Distinguish among internationalization, localization and personalization of contributor interfaces
- Identify which “core” DAM technology services tend to fall short of their promise

Module 3: DAM Architecture & System Management Services

- Identify key administrative and system management services within DAM systems
- Understand roles and groups and how security is managed within DAM systems
- Plan for DAM scalability, capacity and bandwidth challenges
- Articulate the value of specific DAM standards

Module 4: DAM Implementation Scenarios

- Define the segmentation of DAM scenarios
- Define each scenario’s rationale with examples of when to employ them
- Articulate which DAM technology services are most vital in each scenario
- Describe which technology services exist to facilitate certain scenarios but not others
- Articulate typical pitfalls in product implementation

Module 5: DAM Landscape and Trends

- Define multiple tiers in the DAM marketplace
- Articulate common pitfalls in DAM product selection
- Identify trends across 10 key DAM areas