



## It's not just the *Software*, It's the *Service* that goes with it



"Within 2 weeks our site was live once SDA reviewed & organized our files. After doing business with SDA, I believe that choosing SDA was the best decision I made for my job."

*Sherry Yorn,*  
Production Manager, Marketing SIMON

**A**fter looking at a host of Digital Asset Management vendors, it is hard to tell how one differs from the other. One company may have a better feature and another may be able to add that feature so the differences are subtle. Most DAM providers develop software but do not help in developing a client's business case, ROI, initial needs analysis, training and ongoing support. SDA offers support for each step of the process in implementing and maintaining a DAM.

Developing a strong business case with a realistic ROI is critical to recruiting funds to support the project. Anyone who feels the need to have a DAM knows it is necessary, but illustrating the bottom line is often challenging. SDA understands how to project cost savings and clearly outline a business case. Potential clients are not left searching for an expensive consultant to help them define needs, implement and train. SDA believes in maintaining long-term relationships with clients and takes a proactive approach to helping the client make their site succeed within the company.



Secure Digital Assets (SDA) develops web-based digital asset management software to archive creative content. SDA's proprietary software provides significant direct and indirect cost savings associated with the preservation, maintenance, storage, retrieval and distribution of company's photographs, graphics, audio, video and presentations. SDA serves corporations, design firms and non-profits. Since its inception in February 2000, SDA has served Fortune 1000 companies and maintained long-term relationships with clients.

## WHY YOUR COMPANY NEEDS A DAM

### *Collaborate & Edit On Line:*

All companies are looking for new ways to increase efficiency. The creative process is often overlooked. The coordination required to collaborate and edit one file created in an Adobe application like In-Design, may challenge employees in different offices. Having the ability to create notes for files within the system allows creative directors to communicate directly in real time and move the project forward with fewer mistakes. In addition, files may be checked in and out while keeping a history of all the versions.



### *Reduce Costs:*

When implementing a DAM, couriers, delivery services will be eliminated as well as external agencies fees to resize and reconfigure creative files. After the entire employee base has access to pre-approved on brand creative content, the need for employees to hire photographers, designers and illustrators or buy stock photography will be reduced.

### *Insure Consistent Brand Identity:*

Companies spend billions of dollars developing an identity as well as millions every year to create the assets to support that identity. It does not make sense to spend billions to loose the identity when employees are creating their own assets that may or may not be on brand. If the employee base has access to on brand creative content, the brand identity is better preserved and communicated.

### *Mange Rights:*

Archivists must know how a photo or illustration may or may not be used in order to prevent a lawsuit from a stock agency, advertising agency, photographer, designer and/ or illustrator. If a photograph is beautiful and communicates the message a company wants to illustrate but no one knows who the photographer was and whether or not the photographer licensed the photo to the company then the photograph is useless. The result is that the company looses whatever monies were spent on hiring the photographer. Before digital management processes were set in place, pertinent data like the rights needed to make decisions about how to

use existing content was often lost. Now, there is no excuse DAM's provide the mechanism to capture data needed to make better decisions.

### *Organize Content and Data:*

With a central archive, team leaders may submit content from their group to be shared across the enterprise to better utilize existing content instead of re-creating new content. Once content is loaded into the system, a thumbnail is generated to view the photo, logo, illustration, video frame or graphic. Every file has information describing the location, category, business, author, copyright and more. This information travels with the file and correlates with the search on the front end.

### *Automate Distribution with 24.7 Access:*

Even though distributing files is possible without a digital asset management system, the process is most always cumbersome taking 2-5 people to fulfill a request that one person could have ordered online. With a robust digital asset management system a task could take 1 person and 5 minutes instead of 2-5 people and 1-5 days. Stream lining processes cuts employee's time so they can focus on their jobs instead of searching for photos, logos, power point presentations, graphics and video.



## WHAT HAPPENS NOW?



### *Conducting a Needs Analysis*

Understanding what all your needs are before implementing a DAM solution is key to success in the adoption of the application that leads to high usage decreasing the time for your return on investment. Most clients ideas of what they want evolve as the process starts which is why it is critical to define who the users are and how they are going to use the system first. The sooner the needs analysis is conducted, the better.

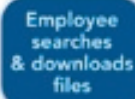
### *Steps of a Needs Analysis*

1. Identify the key groups of the company that will benefit from a DAM
2. Recruit & engage leaders from these divisions to represent the needs of their users
3. Define User groups
4. Define levels of access and privileges for User groups
5. Establish the work flow starting from where the content originates to how it is managed in the system
6. Define the file formats, products, terminology, rights, automated emails, reports
7. Define search methodology and criteria
8. Scope customization
9. Deliver a report correlating this information

## CURRENT METHOD



## WITH SDA'S MANAGEMENT SYSTEM



## BENEFITS OF DOING BUSINESS WITH A SMALL BUSINESS

SDA has been serving fortune 1000 companies for more than 5 years with a very high rate of customer satisfaction. At SDA we believe that providing a state of the art user friendly web based application as well as the support needed to understand and maintain your company's system creates overall value that is recognized by our clients.

- **Continuity of Service:** you will know who you are dealing with and the project will not be passed from one team to another losing time and costing time to orientate new people
- **Exceptional Service:** Even though large companies have a larger balance sheet, they may not always provide the best service for the most affordable price. With SDA you will be dealing with high level managers that have a great stake in the company who will be available by phone or email giving you immediate access to express your needs and concerns. Fulfilling needs is expedited with a smaller company.
- **Proven Solution:** SDA has a proven track record of working with Fortune 1000 companies for more than 5 years
- **Direct Access:** SDA offers direct and immediate service. Administrators can simply pick up the phone and call their account executive without having to worry about additional costs. In addition, all patches for glitches and minor updates are sent within 48 hours.
- **Far Reaching:** SDA deals with the entire enterprise. For example, one of SDA's clients has over 8000 registered users that have completed orders, this clients' site is available to the enterprise via a Single Sign On Authentication process while having different types of user groups with varying access rights and privileges

- **Cost Effective:** SDA does not license by the number of users. SDA charges clients to license the software per year and provides customer and technical support as well as hosting if needed.
- **Flexible:** Smaller companies are more willing to develop custom additions to the application.
- **Fewer Add On Costs:** There are extra layers in large companies that client pay for. These layers do not exist in smaller companies.
- **Fewer People needed to Get the Job Done:** Clients will not have to hire a third party to implement the application or pay consultants to define a scope or complete a needs analysis.
- **Leading Technology:** The quality of the application and the service is equal if not superior to larger vendors
- **High Client Satisfaction:** The client satisfaction rates very high with SDA

