



Developing a Business Case & ROI



DEVELOPING A BUSINESS CASE FOR A DIGITAL ASSET MANAGEMENT SYSTEM

Many companies have recognized new efficiencies when implementing a DAM system. It is these efficiencies and benefits that encourage companies to adopt a DAM system. SDA's solution leads to immediate cost savings with short ROI's. SDA will deliver a business case that presents the business issue, identifies project options, benefits, costs, risks, defines the scope and projects an ROI.

The key element to developing an effective business case is to identify the process that needs to be managed and illustrate how this process will improve by implementing a robust DAM system. If a client can explain the current situation then a case may be created on how the future situation will function and create new efficiencies.

For example:

- Where are the inefficiencies in managing creative content?
- How is content distributed?
- Is there a need to collaborate on line?
- Who are the key users?
- Is the company currently appreciating all the value in it's owned creative assets?
- What are the objectives that the DAM will address?





STEPS TO DETERMINE A ROI

All ROI's are done on a case-by-case basis because every infrastructure follows unique processes. Included in a ROI will be projected hard cost savings as well as estimated value savings. In order to determine the ROI, an SDA representative must be able to interview an employee with access to budgets as well as an employee with an in depth knowledge of how the current process functions.

For example:

- How many requests a day are made for photos, graphics and logos?
- How long does it take for a person to fulfill an order?
- How many people does it take to fulfill an order?
- Is the content readily available or is there a search required to find the content?
- What format does the content exist in and how will it be distributed?

WHAT ARE THE RISKS OF IMPLEMENTING A DAM

Meeting the Objectives with a User Friendly Interface

The greatest risk is to install an application and find that it does not meet your needs or the employees do not find the application user friendly so they don't use it. No one wants to spend a large sum of money to find out that they are going to have to invest more

Proven Solutions

Proven solutions that have been tested and are in use are more reliable than in-house solutions or inexperienced DAM providers.

Maintenance

Maintaining web-based software is critical. Browsers constantly change and new technologies emerge. It is important to know that the software will work in 6 months.

Ongoing Support

Having an experienced staff to help you meet your day to day needs and add new functionality.

Continuity of Staff

If a team changes every 6 months, you may experience delays with fixes or lost information.

Staying on Budget

Being able to estimate costs and stay on target with costs and not going over budget.

MINIMIZING RISKS WITH SDA

- SDA provides support to help build your business case and conduct a needs analysis so that every client's needs are clearly understood before any major investment.
- SDA's application has been used by Fortune 1000 companies for over 5 years.
- SDA has a dedicated team that is constantly developing new features and testing.
- SDA will help clients set up schedules to keep new content flowing into the system.
- SDA offers direct access to senior people that have been with the company for more than 2 years.
- SDA has a track record of staying within budget.

For more information

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