



MAM BUYER'S GUIDE

Selecting a Media Asset Management (MAM) solution and then deploying it can be a big task. The first thing to consider is if a MAM solution is the best answer for your business needs. Engaging key stakeholders early, including the Creative and IT groups, will enable you to conduct a detailed analysis of the alternatives. To assist the stakeholders in making the right choices, we created this guide.

"Our editors and producers will be able to track down clips instantly from within any of the creative apps they use. Knowing their projects are syncing with the MAM regularly, we can spend less time worrying about data backups and focus more on producing great content."

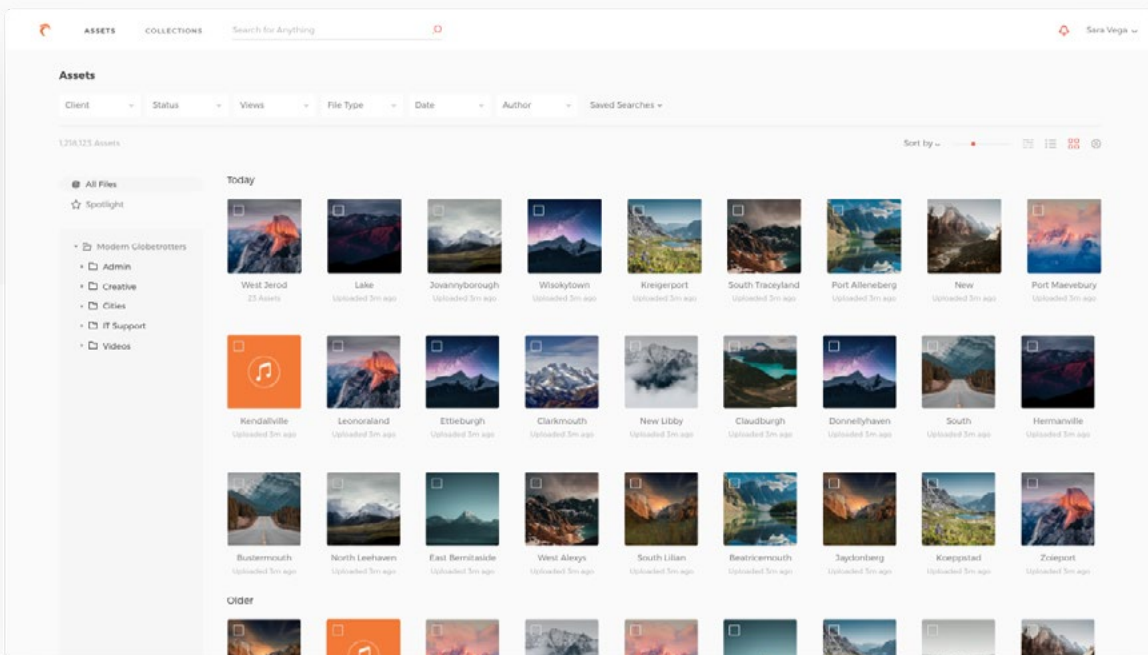


Sarah Semlear

Director of Post-Production and
Technical Operations at Vox Media

WHAT'S THE DIFFERENCE BETWEEN A DAM, MAM, AND OTHER COLLABORATION SERVICES?

If you are confused about these acronyms, you are not alone. If you are just starting your search, these terms might sound the same but they are vastly different:



Evolphin DAM Client App

DAM



**UNDER 100MB
PER ASSET**



**UNDER 50K
TOTAL ASSETS**



NO VIDEOS

DAM (Digital Asset Management) systems have historically been an image library with metadata-based search and download capabilities. Today, many DAMs are only a cloud-based repository of finished content and not meant for work-in-progress workflows. The file sizes managed in a DAM are typically less than 100 MB, and the volume of assets is often less than 50K. Most DAMs

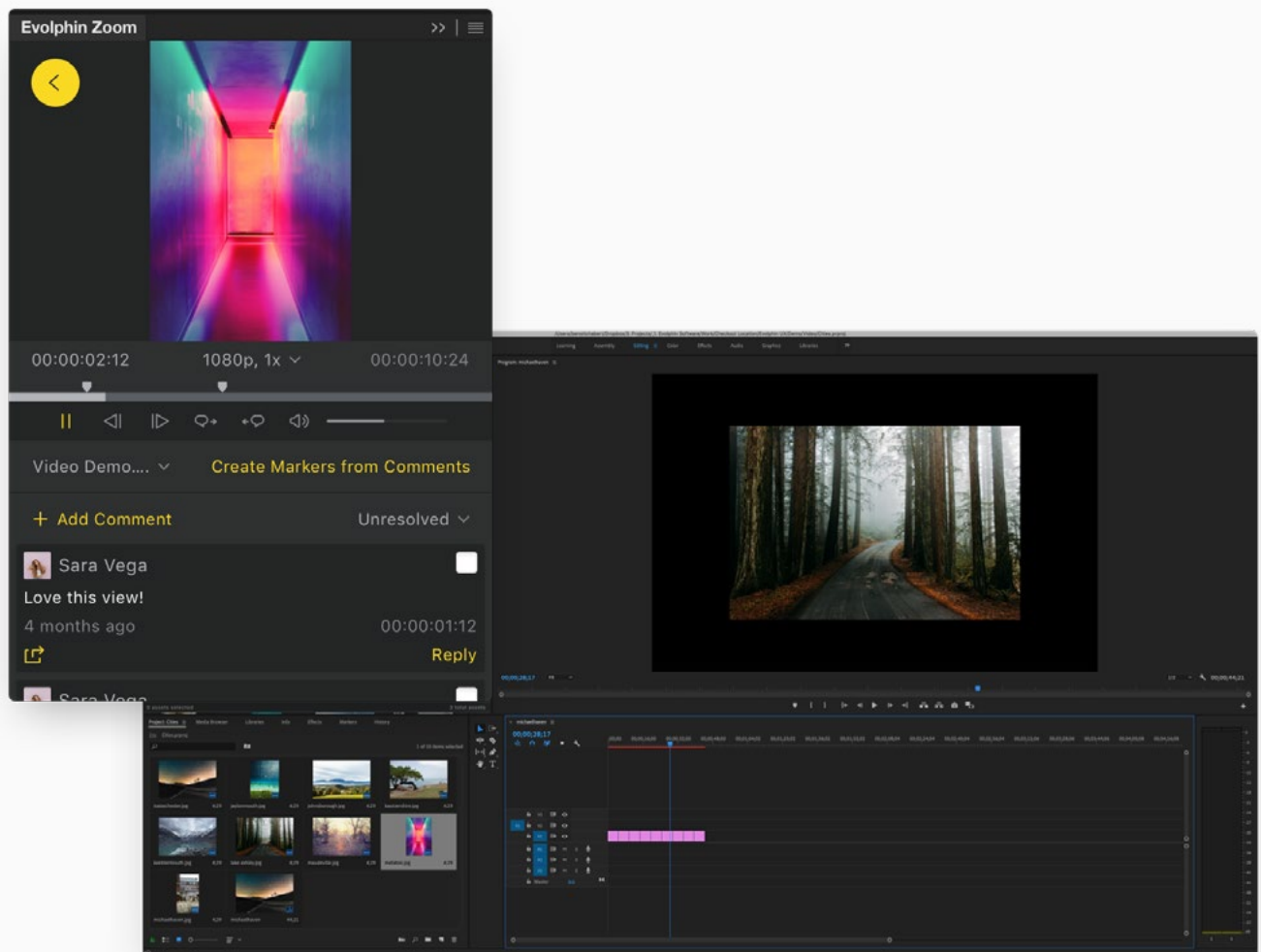


cannot handle video very well, and the assets stored in a DAM are often less than 5% of the size of native assets used in production. User access is primarily from a web or mobile browser.

MAM



MAM (Media Asset Management) systems manage high-res video workflows where the media can be several terabytes. The focus for a MAM is to streamline video post-production workflows by orchestrating many steps in the process, including ingestion, transcoding, proxy workflows, distribution, and archive. The user experience tends to be more technical than creatives are used to, which can be a hurdle for end-user adoption.



Evolphin Zoom MAM Adobe Premiere Pro Panel



COLLABORATION SERVICES



**BASIC TAGGING
AND SEARCH**

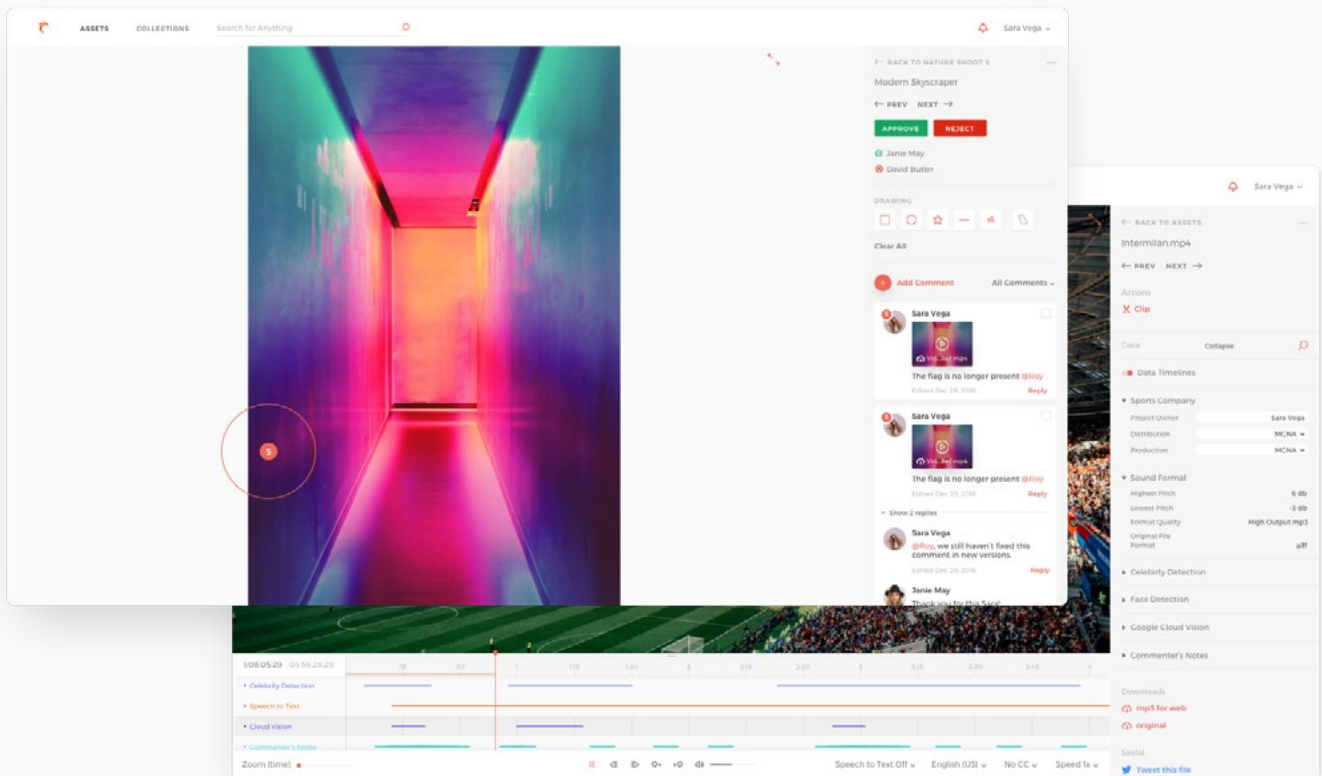


**REVIEW AND
APPROVAL**



**CLOUD-BASED
SERVICES**

Collaboration Services are cloud-based services that allow finished videos or images to be uploaded to a website for review and approval. Often they allow timecode-based annotations for videos, and allow coworkers, managers, or external clients to give feedback. Managing metadata, high-res media, work-in-progress workflows, archiving, and many other aspects of post-production are not part of the suite.



Evolpin Zoom Collaboration Apps



WHAT SHOULD I KNOW ABOUT A NEXT-GENERATION MAM?

A next-generation MAM transcends the boundaries of a traditional MAM by addressing multiple needs within a single solution. The user experience (UX) of a next-generation MAM rivals the best of breed DAM solutions on the market.

The diagram on the next page shows a modular progression from a simple DAM through collaboration and video post-production towards a truly enterprise class highly available solution. The key point is that the solution can be extended as business requirements change and become more complex.

"I currently need a MAM that can seamlessly and reliably work well with 4K video and Adobe's After Effects. Evolphin, with its depth of plugin support, best optimized KQED current slate of digital productions."



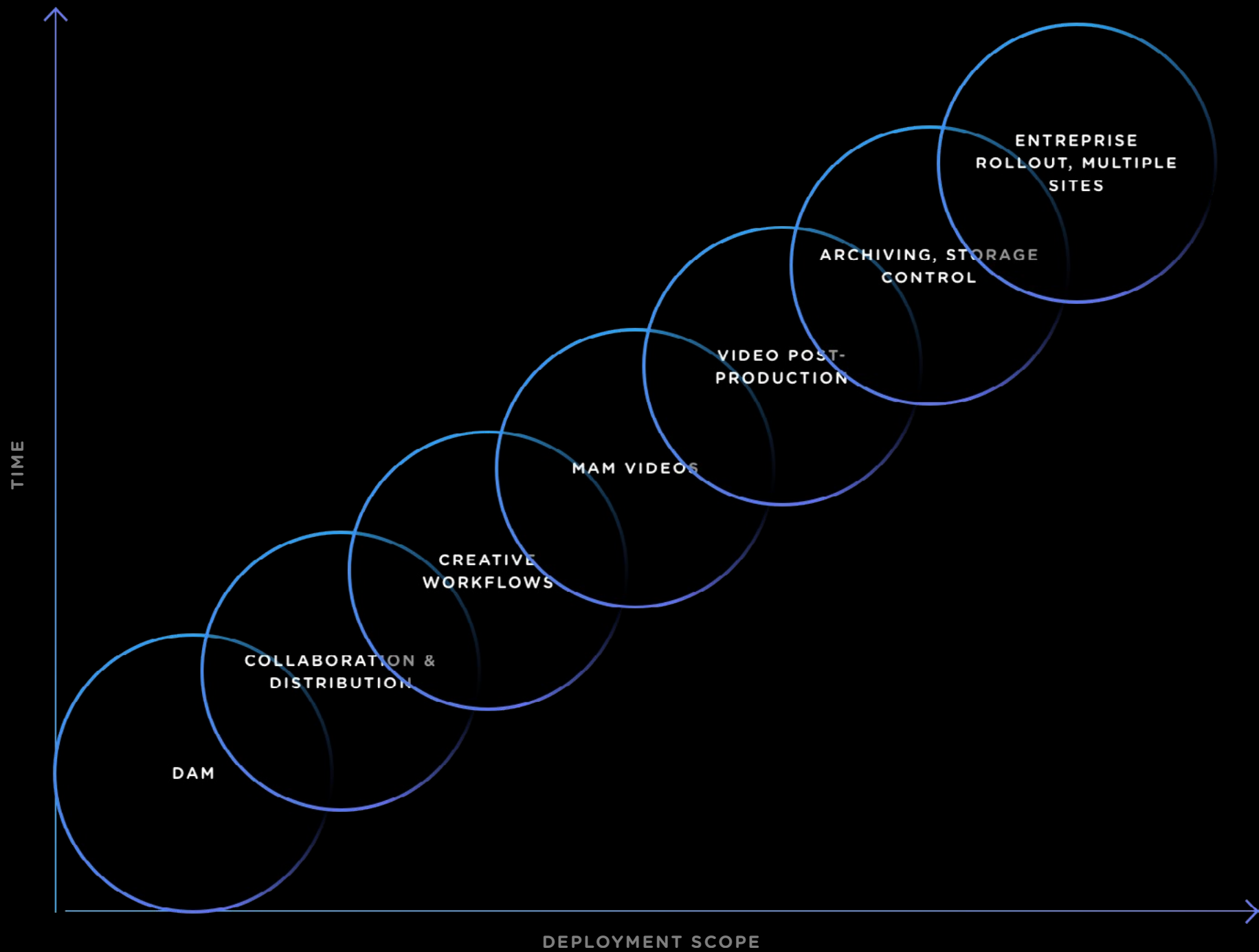
Roger Chiang

Director of Content Production,
KQED

For example, a customer might start the journey with a DAM-like deployment for managing finished images and documents, and then add collaboration and distribution services for external users. As the focus shifts to producing videos, the customer can easily add MAM and creative workflow modules to the current deployment to implement post-production media workflows for video editors and producers. IT teams concerned with skyrocketing storage growth can deploy an archive module to seamlessly move content from expensive online storage to cheaper storage or to cloud-based storage. Finally, for a large enterprise with multiple departments that depend on a 24x7x365 uptime, a High Availability/Disaster Recovery (HADR) module can be added to provide 99.999% availability guarantees.



NEXT-GENERATION MAM GROWS WITH YOUR BUSINESS



COMPARING SOLUTIONS IN THE MARKETPLACE

	DAM	MAM	REVIEW/ APPROVAL TOOLS	NEXT GEN MAM
Web access to all files, metadata, advanced search, and workflows for coworkers and clients	✓	✗	✗	✓
Features for power users such as editors, creatives, media managers	✗	✓	✗	✓
Markup, Review & Comment	✗	✗	✓	✓
Full version control on all file types	✗	✗	✗	✓
High-res media ingest & transcode	✗	✓	✗	✓
Client-side deduplication for storage & network efficiency	✗	✗	✗	✓
On-premises or hybrid deployment to manage existing on-premises storage silos	✗	✓	✗	✓

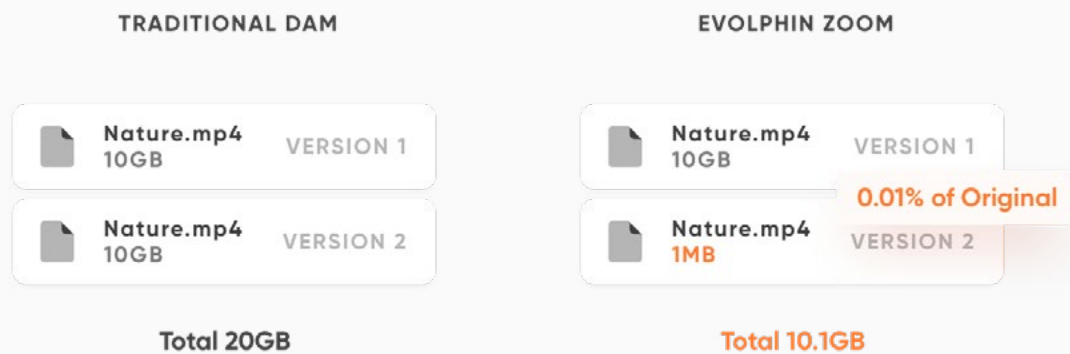
THINGS TO CONSIDER

1

Ensure the solution will scale with your needs. You don't want to replace the DAM or MAM every couple of years. Additionally, as the demand for podcasts, video, and immersive content like AR/VR increases, **traditional DAM systems are becoming obsolete.**



- 2 Keep in mind most DAMs are meant for small file sizes, and offer little video and motion graphics support. Videos can be in a variety of formats that are constantly changing, which is often beyond the reach of most DAM solutions.
- 3 Think of the multiple solutions your company may be using that could be replaced with a single more cost-effective next-generation MAM
- 4 Remote workflows: The ability to work from anywhere sounds great, but does the MAM support technologies like client-side deduplication to sync content quickly across locations?



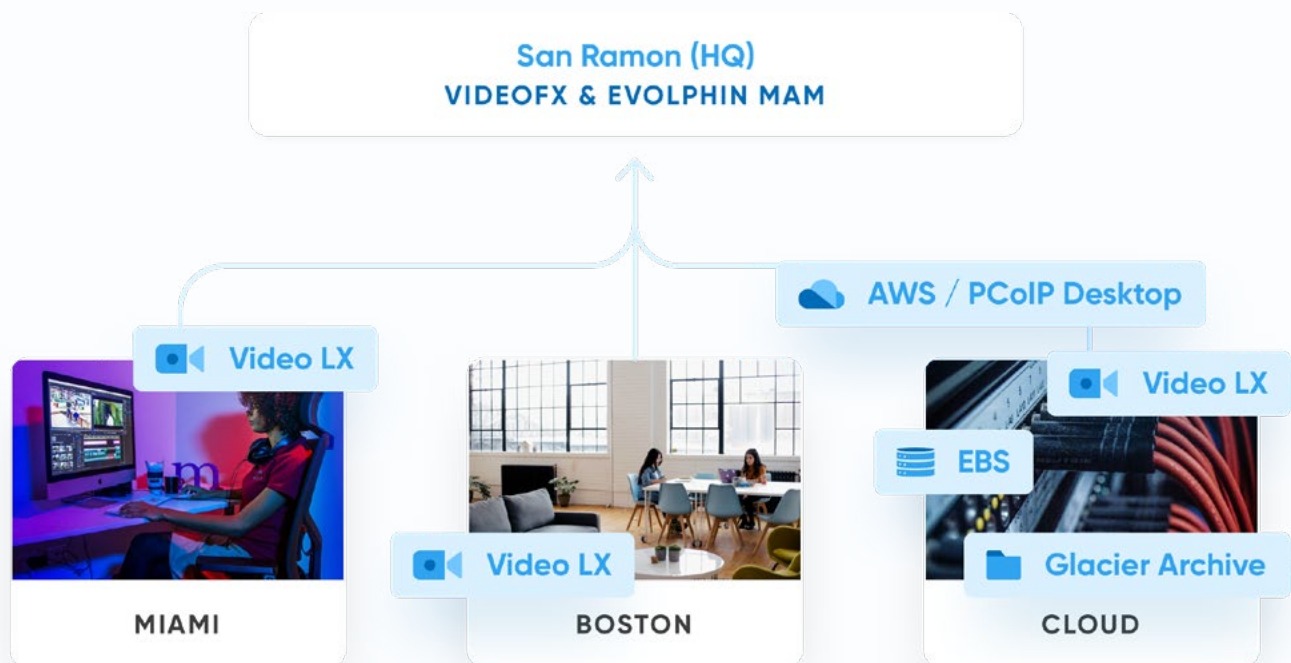
- 5 Creatives today use a variety of applications including Adobe InDesign, Photoshop, Illustrator, After Effects, Premiere, Cinema 4D, Sketch - does the MAM provide extensions/panels for the apps your team uses?



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A next-generation MAM will allow you to not only manage files of any size, but also help many of your departments including creative, social media, sales, marketing, and audience development to work effectively under one umbrella.

REMOTE WORKFLOWS WITH A NEXT-GENERATION MAM



CHOOSING STAKEHOLDERS

WHO SHOULD I INVOLVE FROM MY ORGANIZATION?

A next-generation MAM touches many different roles in a typical organization as described in below:



Media Manager

Responsible for implementing creative workflows & managing MAM or DAM systems.

WHEN TO INVOLVE

First, as they are the catalyst for implementing a MAM.



Creative Designers & Lead Editors

Defines the work-in-progress workflows that need to be automated in the MAM.

WHEN TO INVOLVE

First, to ensure key requirements are captured.



Sr. Producer & Art Director

Manages video production and media from shoots, brings reference assets, coordinates creative talent, reviews & approves finished content, manages delivery of final assets.

WHEN TO INVOLVE

First, to ensure key requirements are captured.



Marketing & Brand Manager

Ensures brand engagement needs are met with the Web Apps in a next-generation MAM.

WHEN TO INVOLVE

First, to ensure key requirements are captured.



Director of Content Production

Oversees all production systems, budgets, facilities.

WHEN TO INVOLVE

Involve once creative team has picked a solution after 1-2 demos.



IT Manager

Responsible for infrastructure to host the MAM components

WHEN TO INVOLVE

Involve once a MAM from a user perspective is selected.





Storage & Archive Leads

Manages storage and archiving systems

WHEN TO INVOLVE

Involve after selecting a MAM for driving storage & archive integrations.



Director of Cloud Services

Owns the cloud deployment strategy that is critical for a hybrid MAM setup

WHEN TO INVOLVE

Involve after selecting a MAM for driving cloud options.



Security Architect

Oversees security implications of deploying a MAM that serves internal & external users

WHEN TO INVOLVE

Involve after selecting a MAM for driving security considerations.

If you are a small to midsize company many of these roles may be handled by a single person.

Keep the following in mind as you try to bring these stakeholders into the mix:

- While multiple roles need to be involved, bringing all of them at the beginning can lead to analysis-paralysis.
- Let the creatives and marketing managers drive the requirements first and help narrow down the MAM scope before involving various IT roles.
- Make sure there is an “owner” who can coordinate all these roles.
- Set a target date for production deployment, and work backwards from that date to plan the purchase process with the various roles. Since people are busy and can quickly lose focus, moving efficiently through the buying process is critical.
- Some companies focus on the needs of a dominant department or group when choosing a solution, and then push it onto the other users. This can work as long as the workflows of the other groups are a subset of the dominant group. In any event, make sure you understand that user adoption is the most important part of the entire process and so buy-in at the outset is critical to project success.



BUSINESS REQUIREMENTS

PRIORITIZE MY PAIN POINTS AND BUSINESS REQUIREMENTS

WHAT ARE YOUR USE CASES?

Tackle your top 4-5 use cases first, and create job or user stories that will capture the key challenges you must address. Good user stories will help you communicate your needs to the MAM vendor.

WHAT DO YOU WANT TO SOLVE?

Make a short list of what you want to solve with a new MAM, such as “we need to find video clips faster” or “we keep running out of storage and need to automate archiving.”

TECHNICAL REQUIREMENTS

Ensure technical requirements are captured as well: “it must support archiving to cloud,” or “it must handle 4TB per day of video ingestion.”

FUTURE PROOF

Tempting as it is to focus on immediate pain points, think a couple of years out. For instance, video or immersive content (AR/VR) may not be important today for your company but they may be in the future.

MALLEABLE

Video formats require a more technically astute solution than regular assets, so make sure your DAM or MAM vendor can adapt to new codecs quickly.



VENDOR SELECTION

EVALUATION CRITERIA

Keep in mind that two of the most important considerations are:

- Does the product do what I need it to do? i.e. will it satisfy the business requirement?
Avoid solutions that promise features and functionality via 'customizations'
- Do I trust this vendor and the commitments that they are making to protect the needs of my business, and can I work with them?



WHAT IS THE TYPICAL PROCESS TO PURCHASE AND DEPLOY A MAM?

• STEP 1

Capture pain points in simple user stories

This is the most important step in the journey: your top pain points (4-5) should be expressed in user stories. This should not be based on features desired in a MAM system. This approach will drive organizational buy-in and help articulate the ROI to your management.

• STEP 2

Identify stakeholders and a core team

As mentioned earlier, establishing a core team that will steer the buying process is key. You want to avoid death-by-committee by ensuring there is an established leader who can resolve conflicting business requirements.

• STEP 3

Define business & IT requirements

Review the initial pain-points with the stakeholders and use them as you create a prioritized requirements list that covers both user/business and IT requirements. This can take the form of a spreadsheet with a template similar to, for example:

Item#	Priority (Must Have/ Nice to Have)	Role	Objective/ Task/ Job	Expected outcome
A1	Must Have	Graphics Designer	Need to find vector files easily to reuse in my InDesign layout	System should give me a recent list of vector files added and allow me to import them into my design project directly from InDesign



• STEP 4

Establish budget, ROI and get management buy-in

Now that you have the pain points and requirements clearly defined, it's time to look at the cost of not doing anything about them. In other words, if those pain points and requirements were addressed by a MAM system, what would the benefits be in financial terms for the increased efficiency and productivity? It may prove to be a challenging exercise to come up with hard data. An experienced MAM vendor can help you with models that they might have seen with other customers. To compute an ROI, review costs including dollars spent in dealing with losses in productivity, lack of user organization, system failures, missed deadlines, quality issues with deliverables, and the time it takes to produce finished content.

Compute ROI

Review costs including dollars spent in dealing with losses in productivity, lack of user organization, system failures, missed deadlines, quality issues with deliverables, and the time it takes to produce finished content.

If an ROI can be defined, it will help you secure executive/management buy-in. Finally, set deadlines to help everyone move along. It can help build positive energy in the company, thinking about upcoming workflow improvements.

Once you have worked out a budget and ROI, get management buy-in. Have your executive sponsor sign-off early in the process so that you do not hit a budget wall after spending a lot of time researching solutions.

• STEP 6

Shortlist vendors and setup custom demos

Narrow down to 2 vendors that you wish to work with based on their ability to address your pain points. Give the selected vendors some of your assets and media to customize the demo experience for your stakeholders. This is the best way to get a real feel for the system for your end-users. Ensure stakeholders attending have either sent all their key concerns in advance or will bring them up during the session.

• STEP 5

Overview demos from vendors

Every system has its strengths and weaknesses. That's why it is imperative to give vendors the user stories or use-cases to demonstrate against even in the initial demonstration. This will help the vendor customize the demonstration to your pain points. Make sure you have questions ready to make the session interactive. Invite the stakeholders based on the plan described earlier.



STEP 7

Technical deep dive and reviewing cloud options

Once you have established the preferred vendor, schedule a follow-up call with all the IT stakeholders to go over the technical system architecture and have the vendor address how their system will fit with the existing IT infrastructure on-premises or in the cloud.

If you plan to move much of the infrastructure to the cloud, make sure you can give the vendor data such as daily/weekly/monthly ingest volumes, the size of archives that need to be migrated to the cloud, and other cost drivers for cloud providers. This will facilitate a realistic discussion on the cost of moving to the cloud.

STEP 8

Review deployment services needed

Most organizations are under-staffed when it comes to IT resources. A next-generation MAM system can act as a digital hub that connects storage silos, archives, CMS, transcoders, and cloud infrastructure. While this can help automate your workflows, the required services will need to be scoped to keep them within budget. An experienced next-generation MAM vendor can create a deployment services plan with multiple milestones and phases to address your most critical requirements first.

STEP 9

Finalize quotes

A next-generation MAM often has multiple modules that can be licensed to address multiple pain points. It's imperative based on step 1 to keep your expectations in check on what modules need to be purchased for a minimum viable product/solution launch at your organization. This will ensure you can quickly finalize a quote that will be approved by the budget owner.

STEP 10

Select vendor and buy

This is the final step before you start your deployment journey. Congratulations if you made it this far. It can be a challenging journey, but if planned carefully it could be wrapped up in 2-4 months.



CHEAT SHEET

KEY THINGS TO REMEMBER

- Look for as much out-of-the-box capability as possible, especially for your top requirements. Make sure the vendor can demonstrate it in multiple ways
- Understand your own business requirements roadmap: Buy for the future, not only the present
- Make sure you create an ROI plan to secure management buy-in
- Look for a partner, not just a vendor, who will work with you as your business grows
- Clearly define the roles and responsibilities for each stakeholder involved, so during the buying process each team knows what they need to do

