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Digital Asset Management Experts

# DΛM
## Purchasing Guide for Creatives

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# CREATIVES, CAN YOU BE MORE EFFICIENT

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**H**ow much time does your creative team waste looking for specific digital asset files hidden away in email chains or lost in confusing Google Drives? Or worse, they couldn't find the file and had to spend even more time (and money) recreating work that had already been done. Maybe your team struggles with making sure every asset meets compliance rules and regulations no matter what country it's being shared in. Whatever the case may be, your creative team may be spending countless hours on mundane tasks that keep them away from what they need to be focused on: their creative work.

The role of creative teams within their organization is continually evolving in order to keep pace with emerging trends. As a result, these teams play an increasingly important role, especially when it comes to brand compliance.

One way for creative teams to keep pace with this role expansion is to adopt technology that increases their productivity. However, sometimes their needs aren't understood, or are overlooked by management. By understanding the value of their work and how it directly impacts the business' overall success, managers can focus on streamlining processes and increasing revenue.
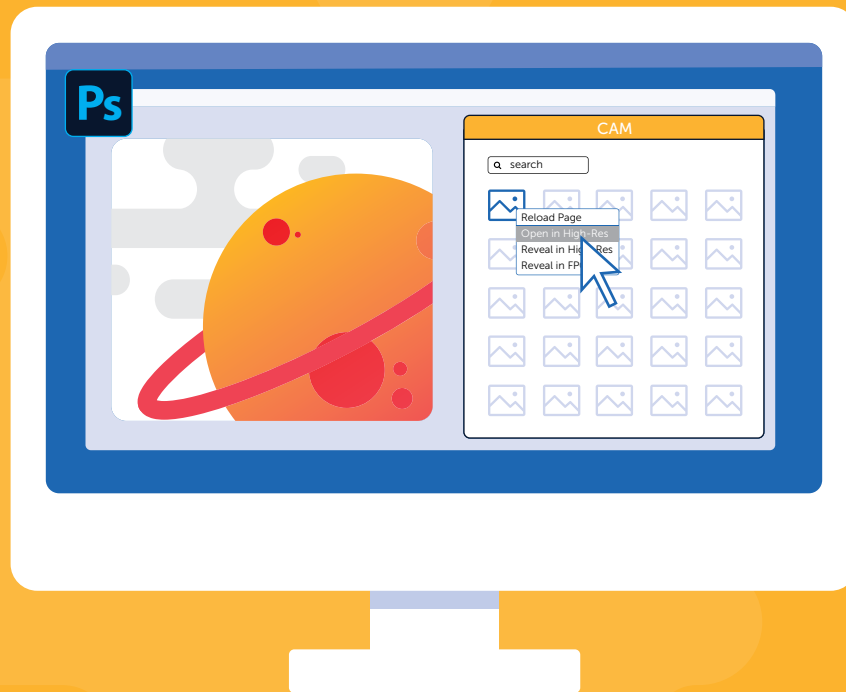
This guide gives you some areas to consider when evaluating if your company would benefit from a creative asset management system in order to make the best decision with your money. Use the resources around you and gain backing from different departments within your organization so that you can understand the business goals and show how your idea can be valuable to the company as a whole.

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# MANAGERS,
## START HELPING YOUR CREATIVE TEAMS

Figuring out how you can make this key department perform better is critical to the success of your company. **Creative teams, agencies, and studios need the ability to quickly create, find, store, reuse, share, deliver, and provide feedback on numerous assets in multiple formats.**
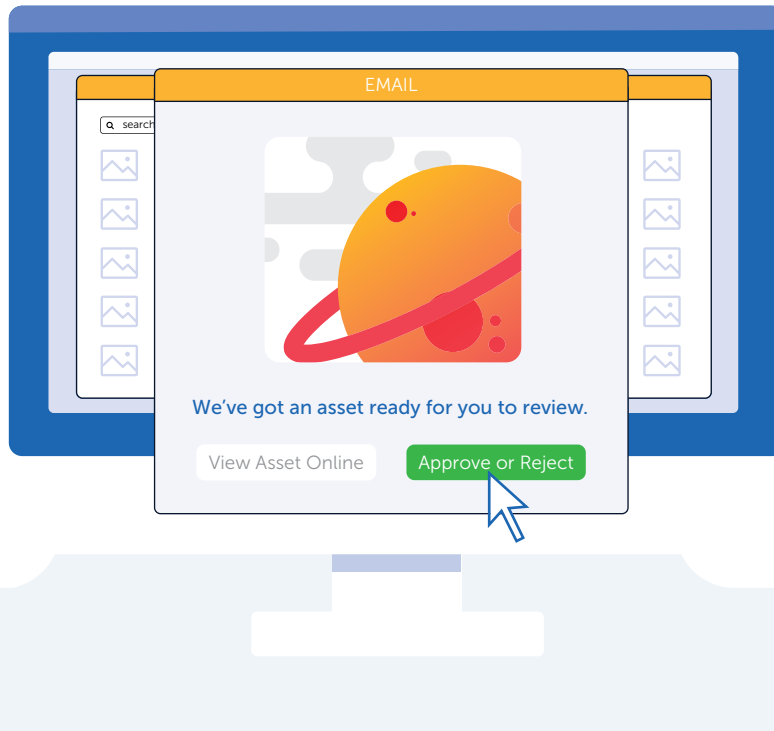
Furthermore, the ability to streamline your processes in a more organized fashion gives you the freedom to take on more clients. More clients plus the capability to create more assets leads to more money. By implementing a creative asset management (CAM) system, your creative team will be able to produce more assets, streamline their processes, and increase ROI which helps the business as a whole.

# WHAT IS
# CAM?

CAM, or **Creative Asset Management**, is a collaborative platform used to streamline the creative and production processes for digital assets. With a CAM system in place, your company can easily access and collaborate on all versions of rich media assets (e.g., video files, audio files, etc.) currently in progress. Creative asset management systems allow everyone involved to know where each piece of content is at any given time as well as what is readily available. What's more, CAM saves time and money by reducing time wasted re-creating assets that have already been produced.

EMAIL

We've got an asset ready for you to review.

View Asset Online | Approve or Reject

# WHAT IS THE DIFFERENCE BETWEEN A
# DAM AND CAM?

Creative asset management provides an environment in which creative teams, agencies, and studios can produce, share, and collaborate on digital assets. CAM is an extension of a digital asset management system (DAM) that empowers agencies to collect and manage high-resolution graphics in any number of formats (including video), distribute assets to internal or external teams, and to automate aspects of their own communication protocols and workflow to increase organizational efficiency. A creative asset management system also gives creatives the ability to customize their experience with personalized dashboards so they can organize their files according to how they work best. Many CAM systems integrate with creative software to eliminate workflow interruptions and speed up the process of creating content.

# HOW DO I KNOW IF CAM IS RIGHT FOR MY TEAM?

Before we dive in further, it is important to assess the need for a creative asset management system within your organization. Specific needs can differ based on a company's organizational structure. Does your in-house agency handle all creative work? Is some work outsourced? These questions and more can help you determine if your company is a good candidate for a CAM system. **Here are a few more questions to ask yourself when deciding if CAM might be right for your company:**

- **Can my creative team efficiently find digital assets and media files?**
- **Are they struggling to collaborate on media files?**
- **Do they waste time on long revision processes?**
- **Can they access their assets from off-site locations?**
- **Are they having difficulty keeping up with the latest version of assets?**
- **Is it easy for them to quickly update files?**
- **Am I spending more money recreating assets?**
- **Can my creative team move assets and deliver them in the appropriate formats easily?**
- **Are there other priorities getting in the way of my creative teams work?**
- **Do you have a multistate/multinational offices in which assets would need to get shared on a daily basis?**
- **Do we outsource creative work? If so, are all of the necessary assets and brand-use guidelines readily-available to third-parties?**

If you found yourself answering yes to any of these questions, a CAM solution could significantly improve your creative processes and make your business more efficient.

# WHAT TO EXPECT WITH AN IMPLEMENTED CAM SYSTEM

How will implementing a CAM system affect your organization as a whole? CAM streamlines creative processes and transforms multimedia, photography, and illustration assets into numerous file formats that can be shared and collaborated on by multiple teams within the organization. With CAM, your company can produce higher quality assets more efficiently in a way that is natural and doesn't take time away from your creative workflows.

Real-time collaboration across multiple departments and teams

Automated version control

Simplified editing and review process with annotations

Playground for creatives to easily make changes

Seamless integration of assets into local environment

Support for multiple file formats

Reads and writes XMP data

Simplified digital rights management

Controls asset availability
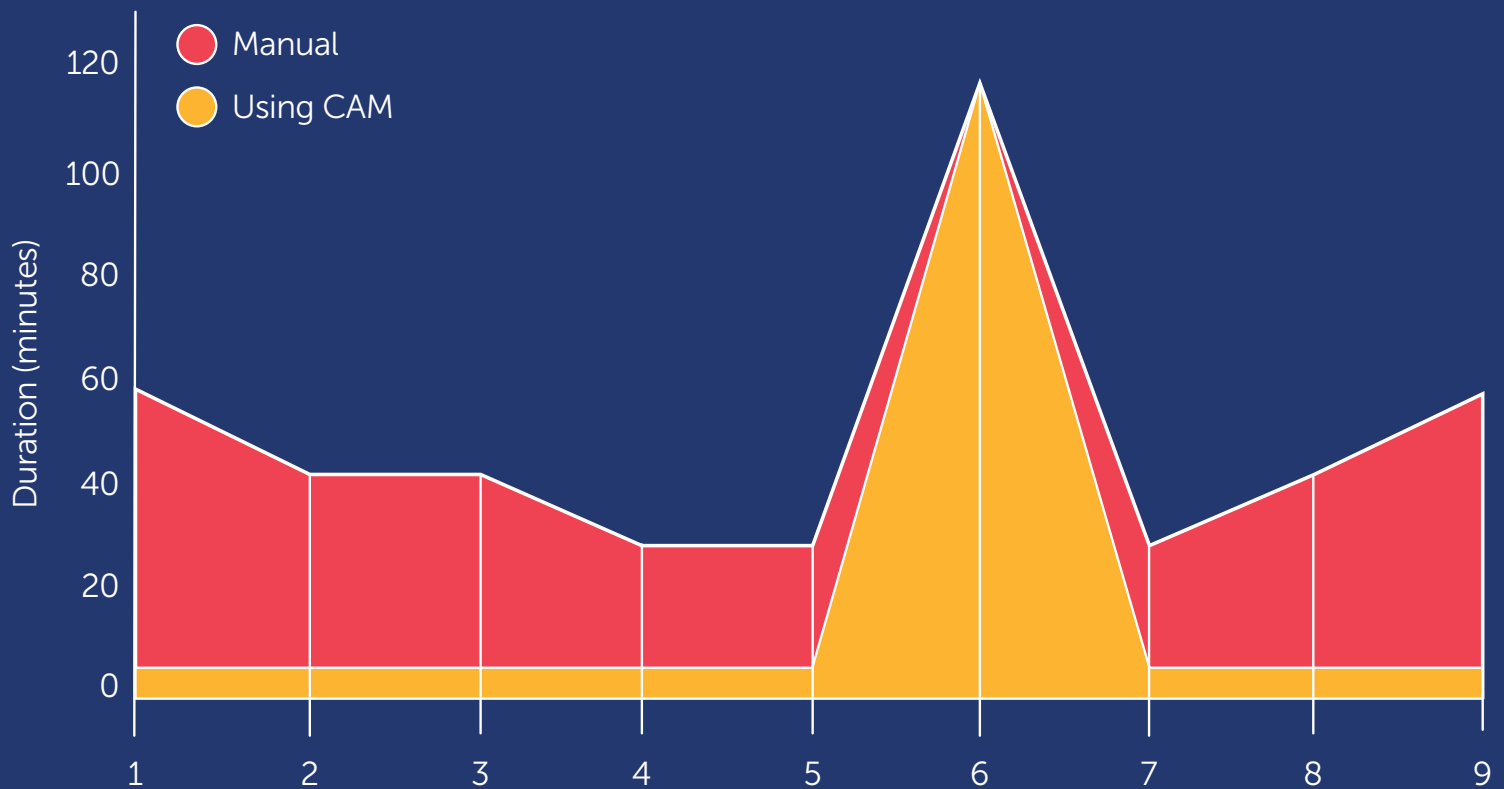
Streamlined approval cycles

Increased team efficiency

Reduced asset production time

# WHAT TO EXPECT WITH AN IMPLEMENTED CAM SYSTEM CONTINUED



1. Locate and retrieve source layer elements
2. Receive and ingest new images from photographer
3. Locate and retrieve stock images from original concepts
4. Re-link the source elements in each layout
5. Provide studio with visual brief
6. Make changes to each layout
7. Ensure correct logo and image usage
8. Generate multitude of print outs and PDF's for approval
9. Prepare finished art and preflight

Of course, with the implementation of any new software technology comes a learning curve and potential challenges. However, with the right execution plan in place, the long-term benefits can outweigh these initial concerns and lead to more revenue for your organization in the long term.

# BUILDING A BUSINESS CASE

Once you've decided your company would benefit from a CAM system, you need to build a business case to present to your boss. There are multiple departments to consider when building your business case. Implementing a new software system is a can be a significant investment when it comes to both time and money, so be sure to build your case with your company's CIO in mind.

Pull together a team that will help you make your case as strong as possible. Work with someone from your company's IT department to examine alternative technology solutions, as well as to provide information around cost, features, and implementation. The IT department will play a major role in implementing your new CAM system and training employees to use it, so their involvement and buy-in is critical. As the creative team manager, you should review the alternatives provided by your IT partner to confirm that a CAM solution is the best solution.

# ▷ BUILDING A BUSINESS CASE CONTINUED ◁

Consider rounding out your team with a project manager who can create an implementation timeline, define project scope, and assess available resources. Being collaborative in your approach will also provide insight into other projects that may be competing for funding.

Once you have built the strongest case possible, involve other members of your creative team to provide extra insights into how this system could help them with their workflow and gain departmental buy-in. Pay close attention to the inefficiencies that exist within your team's processes and workflow, then share these real examples with decision makers. Showing the benefits

as they pertain to your company and everyday tasks will strengthen your case. As a creative professional, it is important that you convey the multiple benefits of having an asset management system in place. Demonstrate how it will enable you to focus on your creative work, instead of bogging you down with the unecessary administrative duties.

Before presenting your business case, reach out to the CFO to solidify support for your financial case. In order to gain CFO support, you must be able to convince them of the value in implementing a CAM system by demonstrating the benefits from a financial perspective.

**BE PREPARED TO ANSWER THE FOLLOWING QUESTIONS:**
- How will a CAM solution reduce costs?
- How can a CAM solution increase revenue?
- Where will CAM provide the most value within the organization?
- What risks are associated with CAM?
- How does CAM affect your organization's bottom line?
- Does your company have a hurdle rate? If so, will this investment meet the threshold?
- How long will it take to implement the system?
- How long will it take before any ROI can be realized?

# IMPLEMENTATION

Once you have gained the support of the CFO and other executives to move forward with a CAM system, it is important to do so in phases to avoid overwhelming the team and the risk of low adoption. If you don't have the right implementation process in place, it could lead to a low adoption rate by employees, resulting in a negative return on investment. Meet with stakeholders to determine the process and the next steps in order to ensure a smooth transition and a manageable learning curve.

You will want to begin implementation in the areas that have the greatest potential for return. Have a list of both short and long term goals in place, as well as measurements for success. As more people within the organization adopt this new technology, you will start to see if this decision was a good investment or not. It is important to have measurements of success as a baseline to ensure that you can prove the effectiveness of CAM through ROI and other pre-identified success metrics.

# ENHANCE
## YOUR CREATIVE PROCESSES

Determining if your company should invest in new technology is one that requires a lot of research and backing from multiple departments within the organization However, it can be cost-effective when implemented correctly.

We hope that after reviewing this white paper, your team will have a better understanding of what creative asset management (CAM) is and how it can benefit your company. If you have any further questions, contact North Plains today to speak with one of our CAM experts.

# CONTACT US

We GET it! We've been there. Since 1993, NAPC has built a super-strong team of marketing, branding, technology and service experts. We fully understand the complexities and workflow of creative environments. That's why our 400+ clients include many of the biggest names in the industry. And 400+ means a lot of heroic stories coming your way!

**NAPC Headquarters**
307 Waverley Oaks Rd., Suite 202
Waltham, MA 02452

**General Info:** +781.894.3114
**E-mail:** info@napc.com

**Support:** +781.894.3114 ext. 2
**E-mail:** help@napc.com

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