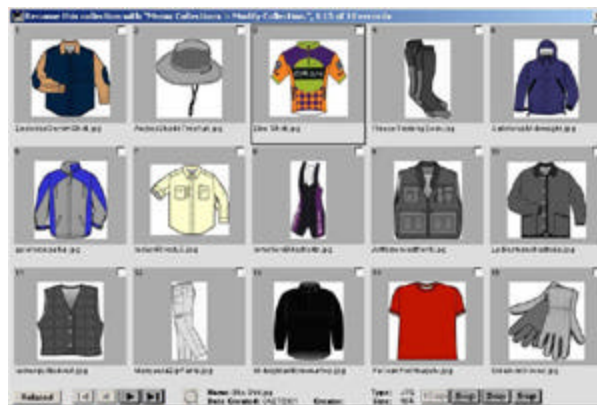


## Justifying Digital Asset Management Investment.

A full catalog of all of your designs is a very powerful asset that represents, in some cases, more than one hundred years of productivity. For this paper, we will use the apparel and textile industries as an example. Most concepts will apply to most businesses, whether manufacturing, wholesale, or retail. For designs, artwork, CAD or graphics files and their associated information you need a Digital Asset Management system that enables you to efficiently catalog, retrieve and manage these assets. A DAM system will typically require investments in hardware, software and personnel to populate it and maintain it. The good news is that these expenses are paid back quickly. This is because there are many savings that more than offset the expense of a DAM system. Take a look at the following benefits and financial incentives and you will start to see how many departments in your organization will profit from a DAM system and how the system can pay for itself in a matter of months.



Put all of your digital assets at your fingertips.

### Design

In the design department, the obvious advantage is the time saved in finding existing assets and the greater use and re-use of those assets, but the benefits don't stop there. With a DAM system you can effectively capture ideas for future designs and place them in the system for later retrieval so your company's creative energy is not lost. Designs that have been purchased, but not placed into production, can also be managed online with a DAM system. Note: Make sure that the cost to catalog new designs is included in the justification for the acquisition so that you have the funding to get the designs into the database.

Another issue to consider is the cost of time that designers spend looking for designs that meet a customer's criteria. Designers can spend hours on each Sales request looking for a pattern that meets specific requirements such as "The customer wants a small geometric pattern." This seemingly simple request not only takes valuable time, but, in the end, the designer will probably only come up with a fraction of the historical designs that meet the broad criteria. Multiply the time saved with the new system by the number of requests and you can see how a good catalog system which allows you to pull together a comprehensive collection in seconds could save you thousands of dollars a month.

### *Payback metrics*

- **Improved Designer Productivity** - Take the average hours spent searching for a design, multiply this by the average number of search requests per week times 50 weeks, times the number of designers, times the designer hourly rate. Add to this the value of hours wasted annually redesigning patterns that had been created before, but lost due to turnover and a lack of a historical reference.
- **Increased Sales** - This is a visual business and people fall in love with what they see. Total the annual sales that you could have had if the designer or other home-office employee had found and forwarded all of the historical patterns that matched the customer's criteria instead of just the 10% or 15% that they did find and forward.

## **Production**

You can use your DAM system on the production floor to verify that the production equipment is running the correct patterns and correct colors. Just place a networked PC on the production floor, scan the barcode or enter the product number on the production order, and immediately get a visual confirmation of the job. This feature can also be used to visually validate the direction of application for a textile or other material.

### *Payback metrics*

- **Reduced Production Costs** - Scrap is reduced because production visually verified the pattern or design during setup.
- **Improved Customer Relationships**- Customer goodwill is strengthened due to fewer mistakes such as shipping the wrong product.

## **Marketing**

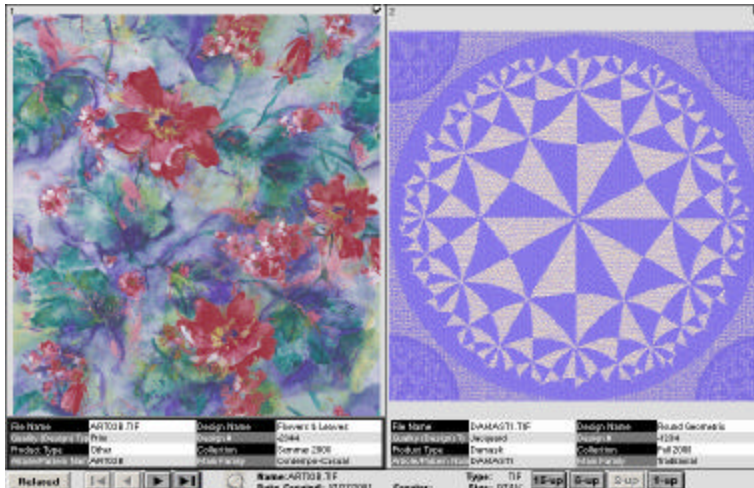
With your DAM system, Marketing has instant access to quality images of all of your products. They can keep past catalogs and manage the development of upcoming catalogs. They also have instant access to most product information and digital images that they can use for advertisements and brochures. They may want to use the system to help them track advertising materials as well. Extra fields in the database can be used to help track key digital documents such as brochures and product specification sheets.

### *Payback metrics*

- **Reduced Marketing Costs** - Annual photographic costs avoided by having assets in the archive.
- **Shorter Time To Market** - Time is saved by not having to arrange for photography of the physical assets or searching for existing photographs or artwork. More time is available to devote to quality and strategy.

## **Sales**

Create instant catalogs to review with Sales management or provide "digital catalogs" for outside and inside sales personnel at the click of a couple of buttons within your DAM system at a fraction of the cost of producing paper catalogs or sample books. If the catalog needs to change, a few mouse clicks will configure a new catalog. Working on the Spring 2002 catalog and want to see what you did in 2001 or 2000? It is all online and immediately available. The ability to review patterns and colors with customers on the database greatly reduces sample costs. For samples out of stock at the moment, send a high-resolution digital photo or file. And with a DAM-based catalog, there is no limit to the number of "samples" from which to choose, increasing the odds that customers will see something they want in your product line.



Review and compare possible patterns and designs with customers electronically  
(Thumbs Up, 2-up view)

It is also easy to create “selective” catalogs on a per customer basis on the fly. If a pattern you do not want to show or cannot offer a customer is on a card with other fabrics you are stuck with tearing it off or not showing the other fabrics - not a good choice either way. This feature also lets you quickly share, for example, all of the patterns that your large hotel or restaurant customers use.

### ***Payback metrics***

- **Reduced Sample Costs** - Sample costs are greatly reduced by showing samples electronically.
- **Increased Sales** - Sales can display the “Fall Line” as well as the historical archive because they have it all available on their PC.
- **Improved Response Time** - Customer goodwill earned since the Sales person can search the archive himself or herself and not have to wait for someone else to do it. Also, time is saved by not searching for the physical assets to send to a customer. Email is cheaper than FedEx.
- **Reduced Shipping Costs** - You do not have to have a physical sample for every customer product review. Ship only the previewed and selected samples.

### **Customer Service**

A customer calls up and wants to check on availability of a pattern. Your DAM system can be connected to your inventory system, as many systems support ODBC calls (a standard for sharing information between database and applications). An even better approach is to use all of the data that you have placed into your DAM system to populate your Web site and let your distributors or customers find the textiles they are looking for, check availability, and place an order.

### ***Payback metrics***

- **Improved Accuracy** - The customer service representative has a visual confirmation of the design or pattern that they are discussing with the customer.
- **Improved Response Time** - Time is saved not searching for the physical assets.

## Management

Management is always looking for a way to improve processes and efficiencies. DAM systems aid all departments in the sharing of information, tracking product release and product changes. An important asset for textile companies and design firms is their catalog of designs. The key to reusing past designs and updating them is being able to find the original images and the specifications that went with them. DAM systems provide great archives and instant access to this information. As the database grows, so does the opportunity to take advantage of existing products or designs that have never been produced.

### *Payback metrics*

For management, all of the previous paybacks are pertinent:

- **Improved Employee Productivity**
- **Increased Sales**
- **Reduced Production Costs**
- **Improved Customer Relationships**
- **Reduced Marketing Costs**
- **Reduced Sample Costs**
- **Improved Response Time**
- **Reduced Shipping Costs**
- **Improved Accuracy**
- **Peace of Mind** – This comes with knowing that you have a comprehensive inventory of your most valuable assets.

### **Summary:**

There are a lot of different ways to make your investment in a Digital Asset Management system pay off. Most organizations not only reduce expenses, but also improve revenue with the implementation of a DAM system. When putting together the cost-benefit analysis, be sure to include all of the benefits of installing a DAM system as well as cost of cataloging the assets. A DAM system will be almost worthless unless the assets are cataloged in the system.

At Graphic Detail, we believe that ease of cataloging your assets is one of the most critical components of a DAM system and we have included many tools and utilities to help you cost-effectively catalog your assets based on our customers' input. You don't have to catalog all of your assets at once to achieve many of these benefits. Many companies have electronic versions of their designs created by illustration software or CAD systems that can be imported immediately. Over time historical designs can be photographed or converted and imported to complete the catalog. You can't go wrong even if you start cataloging today with new designs, knowing you will have them in order regardless of organizational turnover or growing numbers of designs.

Feel free to call us if you have questions or suggestions on improving this guide.

### **Bruce Sauls**

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