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DAM Implementation Checklist

While each DAM implementation will have its unique characteristics and requirements, use the following checklist as a general guide to actions you should complete to maximize user adoption and have a successful launch of your platform.

- ☐ Establish DAM governance committee

- ☐ Complete DAM project brief / needs assessment

- ☐ Complete stakeholder mapping & resistance document

- ☐ Identify user groups, access requirements and permissions

- ☐ Develop communications plan

- ☐ Establish feedback and support processes

- ☐ Develop metadata & content tagging structure

- ☐ Develop a taxonomy structure

- ☐ Develop content migration plan

- ☐ Centralized guidelines & policies pertaining to digital asset policies, procedures, legalities (including asset rights management), and restrictions

- ☐ Vendor touch base meetings/status updates have been scheduled

- ☐ DAM is branded and named for internal and external users

- ☐ Admin and user training scheduled

- ☐ Quality assurance and user acceptance testing is scheduled

- ☐ Launch plan is in place

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DAM Governance Committee

The DAM Governance Committee is a group of key stakeholders in the DAM project responsible for ensuring the successful selection, implementation and management of the platform. This group outlines the processes and procedures within the DAM to ensure it achieves the goals set out as part of the vendor selection process.
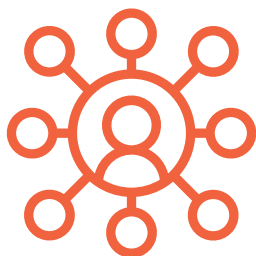
DAM Project Brief

This document outlines the goals of the DAM, the needs of its users, and the current state of affairs in terms of digital asset management within the organization. It acts as a roadmap for DAM decisions and a source of truth during the vendor selection process to ensure the right system is selected to achieve the goals of the project.

Stakeholder Mapping & Resistance document

This document outlines the key DAMs primary stakeholders and user groups, their specific needs from the DAM and the tasks they will be completing within the system. It also documents expected resistance points to help the DAM Governance Committee preemptively plan for, or address those, during the vendor selection and implementation processes.

Metadata, Tagging & Taxonomy structures

These are the standards you establish for naming, tagging, and organizing your assets for search. These structures are vital to your ability to find assets within the DAM, for the DAM's automated features to pull in the right content, for controlling access to assets, ensuring proper version and brand controls, and countless other functions.