



How to prepare for an AEM Assets implementation

A guide to help teams discover the key business challenges and priorities they have around digital assets and how a DAM system can help.

It's not exactly "breaking news," that delivering dynamic video and images fast and efficiently to any platform is a must in today's world. Your systems need to be robust, organized, and integrated. So, if you've been considering a system upgrade, or implementing AEM Assets, this short read will give you a head start.

A FEW THINGS TO CONSIDER

Digital marketers and creative directors are realizing significant ROI today from their investments in DAM.*

79%

have **increased revenue** by 10% or more

97%

have **reduced asset creation costs** by 10% or more

86%

have **reduced risk** by 10% or more

97%

have **increased productivity** by 10% or more

3|SHARE has rolled out many complex global AEM Assets implementations and we always start with a set of questions that explore the current situation and goals of the project.

Before pulling the trigger on a DAM, you'll want to look at your environment and what key business challenges your team is trying to solve. Use the following set of questions to ensure your team is in alignment.

- What processes are you currently using to leverage content across all your marketing channels?
- Who are the stakeholders regarding digital assets (from asset creation to publishing), and what's most important to them?
- Are digital assets driving revenue for your company? If so, how?
- What limitations do you have when it comes to delivering relevant and personalized content (for example, time, resources or customer insight)?
- What challenges are you currently facing with multi-channel content distribution?
- Are you currently utilizing assets that require digital rights management? If so, how is this accomplished today?

Now, let's get a little deeper. As you think about your assets and strategy, contemplate which areas of AEM Assets are most important to your company. Put the following list in order of priority.

- Collaboration and workflow
- Search and retrieval
- Metadata tagging
- Content packaging and assembly
- Archiving and storage
- Asset creation and modification
- Multichannel formatting
- Digital rights management

85%

say they are under pressure to **create assets/deliver campaigns** more quickly

71%

say they need to create **10x** as many assets these days to support all the different channels

76%

agree that **personalization** is **driving** increased need for more assets

*Statistics from IDC InfoBrief, sponsored by Adobe, June 2013

HERE'S WHAT IMPLEMENTATION OF AEM ASSETS WILL LOOK LIKE

Just in case you're still on the fence, or need to communicate the benefits of AEM Assets to decision makers or senior leadership in your company, check this out.

YOUR CONTENT ON ANY SCREEN

Multi-channel distribution is critical in today's environment, so think about the screens you'll be publishing to and the assets you have. Users want their content -- when they want it, so delivering the best content to the right platform has never been more important.

IMPROVING THE BOTTOM LINE

Whether it's generating revenue because you've optimized your content for each platform, reusing assets, solidifying your brand, or targeting advertising more efficiently, AEM Assets will improve your bottom line.

PROCESS ENHANCEMENT

Manage your assets from end-to-end with a streamlined process that allows you to be more consistent with your tone and customer experience. This means faster content updates with centralized assets.

Over the years, 3|SHARE has developed and perfected a best practice approach for AEM Assets implementations that has helped countless clients.

We employ an iterative delivery methodology where experienced consultants with deep Adobe Digital Marketing expertise will collaborate closely with your project team to:





- ✓ Examine and assess business and technical objectives
- ✓ Define and analyze detailed business and technical requirements
- ✓ Create and validate a comprehensive design specification
- ✓ Develop the technical solution from the detailed design specification
- ✓ Apply a detailed testing strategy plan to verify and validate the technical solution and business requirements
- ✓ Deliver and deploy the functionality, providing operational and knowledge transfer

Our experience has also provided the framework for SWIFT: An AEM Quick Start.

SWIFT for Assets delivers everything you need in an AEM Assets implementation in 10-12 weeks. The benefits are invaluable:

- ✓ **Faster time to market:** Development and testing in much shorter time frame.
- ✓ **Reduce risk:** Based on best practices and experience with hundreds of AEM projects.
- ✓ **Modify & Customize:** Unique requirements can be configured.
- ✓ **No surprises:** All within a cost-certainty framework.

SWIFT for Assets Project Roles

-  3|Share Managing Partner
-  Project Manager / Business Analyst
-  Technical Architect
-  Senior Developer

SWIFT for Assets Project Timeline

10-12 weeks						
Requirements and Design 1 week	Sprint 0 2 weeks	Sprint 1 2 weeks	Sprint 2 2 weeks	UAT 1 week	Launch 1 week	Post Launch 1 week

Digital asset management is a critical component to delivering relevant experiences to customers that will build your brand, drive demand and extend reach. No one understands this better than us. With a singular focus on the Adobe Marketing Platform, with specific and deep knowledge of AEM Sites, Assets and Mobile, we're the one for the job.

We know there are many considerations and situations to prepare for with an important implementation. We're here to help – reach out to one of our AEM Assets specialists today.

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