ioMoVo

ioMoVo DAM
Implementation Guide

DAM setup—You might think it's complicated, but it's not.

Since its origins in the 1990s, the notion of a DAM solution has gone a long way. We've progressed from simple archival storage to cloud-based storage to DAM systems that completely integrate the tools individuals need to work with their stored assets in a pretty short period of time. The majority of content-based platforms now rely exclusively on DAM as the source of truth. Furthermore, we are also witnessing the integration of AI, process automation, and collaboration into the use of DAMs to deliver even greater efficiency and adaptability.

What is the purpose of a DAM?

Digital asset management supports teams in managing digital rights and permissions while organizing, storing, and retrieving rich media. In its most basic form, a DAM assists you in managing digital assets throughout your company and spans the whole content lifecycle, from conception to delivery.

Enterprises all around the world use DAM to manage assets, including videos, animations, infographics, and audio files, in addition to editing tools, rights administration, and sophisticated versioning controls. Since it now provides so much more, DAM technology has taken on a more central role in the daily administration of content operations, coordinating such things as:

- Improved brand control and consistency as a result of the elimination of frequent issues that arise when content is saved and modified locally.

- Using the efficiencies your DAM solution has provided you with, you can easily produce and scale more effective and engaging content.

- Simpler metadata tagging, centralized consolidation, and integrated tools that help you stay on top of your assets result in easier rights management of paid content.

- Infinite storage, management, and access to massive amounts of digital assets such as photographs, videos, ads, PDFs, and so on.

ioMoVo acts as a Modern DAM in 2023

ioMoVo is the world's one of the independent providers of Enterprise Content Management (ECM) software. The Company's solutions manage information for all types of business, compliance, and industry requirements in the world's largest companies, government agencies, and professional service firms.

Deploying ioMoVo DAM, you may decrease the risks involved with using rights-managed assets like music and photographs while realizing a higher return on effort (ROE). ioMoVo DAM can also hold editable templates that can be accessed by internal and external teams who require them.

Also, you can save customizable templates that both internal and external teams can use. You may decide which elements of a template are editable and which areas are closed during template setup to allow for customization while upholding brand standards

But wait!

As you plan, set up, and launch your new DAM, one of the most critical aspects of implementing a DAM is taking the right steps at the beginning.

Hence, ioMoVo provides the most convenient phases for your DAM onboarding.

A modular content strategy and content reuse are supported by ioMoVo DAM's flexibility, which not only boosts productivity but also ensures brand standards are upheld. It is even possible to make customization across all clients, channels, and product types easier with the right set of templates and tools.

Even with all of these developments, establishing or changing an ioMoVo DAM system isn't as difficult as it may appear. A contemporary DAM is adaptable and enable you to get up and running quickly, even at a high level. It's also a good opportunity to clean up your assets and streamline your structure to make content administration more efficient.

Easy Implementation with the ioMoVo Onboarding Team

Self-guided

Our lowest-touch service is designed for small to medium-sized organizations with simple installations. To help your admins become familiar with the ioMoVo application, we will offer in-depth training videos and how-to guides. After your team has finished setting up the environment, an ioMoVo PM will carry out an optimization evaluation and offer suggestions for improvement.
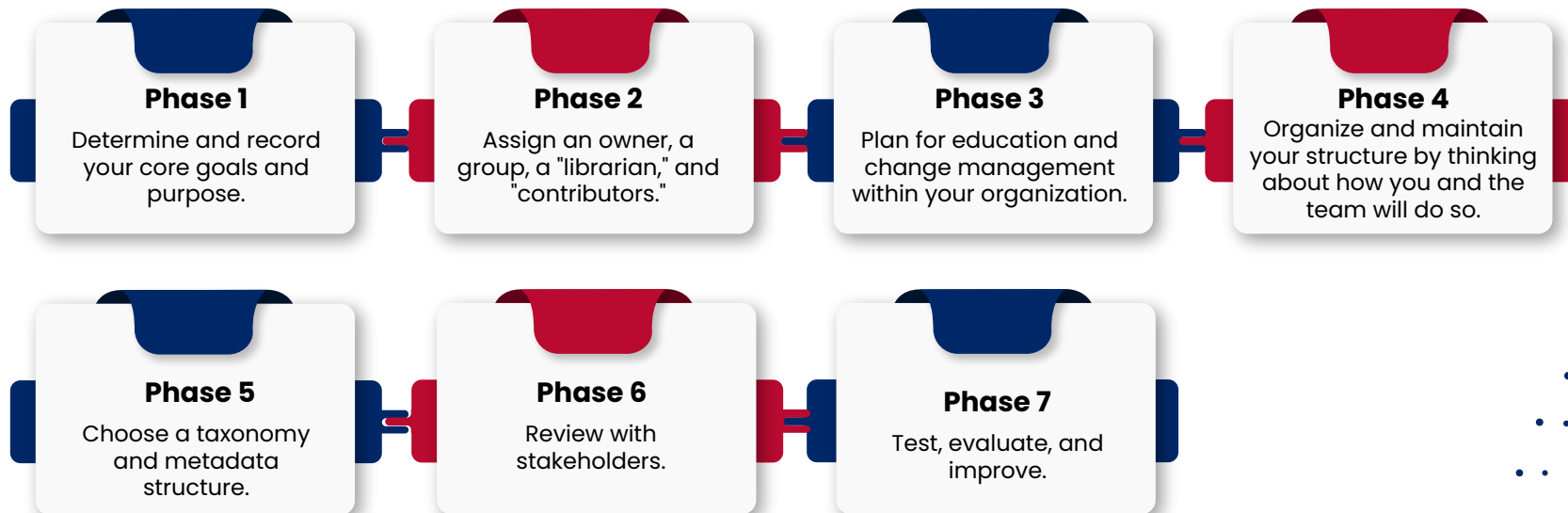
Guided

Our medium-touch approach is for harder-working installations that require more specialized advice to be valuable. The kick-off call will be organized by your PM to go over the project strategy, milestones, and timetable. They will also help with asset ingestion and thoroughly educate your admins to make them comfortable with the ioMoVo application, and give launch announcement sample materials and/or Q&A support.

Enterprise

For complicated, cross-functional team deployments that require customized solutions and on-the-ground professional supervision, our highest-touch service is available. We will work closely with you to understand your unique needs and challenges, and will customize a solution to fit your specific requirements

This includes the easiest and most convenient stages, such as:

Phase 1
Determine and record your core goals and purpose.

Phase 2
Assign an owner, a group, a "librarian," and "contributors."

Phase 3
Plan for education and change management within your organization.

Phase 4
Organize and maintain your structure by thinking about how you and the team will do so.

Phase 5
Choose a taxonomy and metadata structure.

Phase 6
Review with stakeholders.

Phase 7
Test, evaluate, and improve.

ioMoVo's Enterprise DAM Implementation Process

1. Project initiation meeting

We will assign you a project manager to oversee the onboarding process.
They will walk you through the steps and go over the schedule, milestones, and project strategy.

2. Discovery phase

While working with the project manager, he will assist you in defining your organization's system needs and structure. There are many things to consider, but ioMoVo will help you with them. Choosing an established provider with expertise, such as ioMoVo, will pay off in this situation.

3. System Configuration

We will start creating the system based on your specifications. You could decide to add a few assets at this point and test the system using a small sample of users. It's best to iron out any bugs or obvious improvements immediately, with a few crucial people, rather than afterwards.

4. Asset upload

Once the system configuration has been approved, it is time to upload the assets. Simply upload the files to your local storage using ioMoVo, or you may decide to integrate the system (next step) and upload the files directly to the place of your choice. As you watch actual files populate your new system, it's another wonderful milestone.

5. Integrate DAM with internal systems

Team up the business, operations, creative, and production departments using DAM. DAM systems are more valuable to an organization when they are connected with other systems as opposed to being used alone. Integrating DAM with Google Drive and other applications.

6. Admin Training – Though You Don't Need Any

If you deploy ioMoVo DAM, you might not need any training since it's most user-friendly and convenient for anyone to use. But in case, if you feel the need to be guided at any step of migration of data or using any other feature ioMoVo provides, we will provide you a thorough training and guidance.

7. Launch

With your assets submitted and admins trained, you're ready to go live with your new system. This should be done as a part of the planned messaging and launch strategy to optimize user adoption and manage onboarding. Cake and party poppers are optional.

8. Maintenance and support

After you're up and running, we will continue to assist you in accordance with your Service-Level Agreement. Additionally, you'll get product updates to install. Make sure you do this to maintain the system's reliability and security.

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About ioMoVo

ioMoVo is a subscription-based software-as-a-service (SaaS) solution. The model is meant for easy acquisition, trial, and enterprise implementation while minimizing the burden on IT, security, and training. The platform goes beyond typical cloud storage by allowing users to Bring-Your-Own-Storage (BYOS) model, along with a comprehensive set of features that makes dealing with content much more effortless. It combines intuitive asset movement and consolidation, AI-based global search, and workflow automation to provide a complete user experience.

ioMoVo offers subscribers value beyond traditional DAM solutions, such as advanced AI-based media services. These capabilities are typically only available via expensive enterprise plans that can challenge any organization's budget. However, we make these enterprise-grade solutions available to ALL subscriptions without the intense commitment or investment that are typically needed for those enterprise subscriptions.

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