

LazerWeb v4: Lazer's Solution for Effective Digital Asset Management

by Lazer Incorporated

Introduction

Lazer Incorporated began providing digital asset management (DAM) services to our clients in 1989, starting with an early database application called ScanBank. Over the years our system evolved from phone/fax-based ordering, to direct dial-in, to an electronic bulletin board (a precursor of the Internet), and finally LazerWeb, a true Internet-based software service, launched in 1999.

Lazer successfully serves both large and small businesses and institutions. In the last 18 years, some of our most notable digital asset management clients have included Associated Brands (private label food products), Eastman Kodak (digital imaging), Fisher-Price (children's products), Furniture Brands International (home and office furnishings), Sara Lee/Hanesbrands (intimate apparel), Welch Allyn (medical and measurement devices), and World Kitchen (kitchen housewares).

Lazer recently launched its fourth major upgrade to LazerWeb, a culmination of all our knowledge and experience, and enhanced using Web 2.0 technologies. LazerWeb v4 provides a secure, searchable library of visual assets, accessible via the Internet or private corporate Intranet. Registered users login through their web browser to search a well-organized library of visual assets – photography, artwork, logos, packaging, mechanicals and layouts, documents, and PDFs. Using familiar shopping cart technology, users can then download or order those assets.

LazerWeb is a highly customizable, web-based, file management and distribution system. It is easily tailored to meet the specific needs of any size and type of client. Each implementation of LazerWeb is specifically designed to match a client's own corporate identity, business structure, types of visual assets, and user-base.

Features and Functions

LazerWeb has a growing list of standard feature and functions, designed to meet the needs of almost any client. Standard features and functions of LazerWeb include the following:

- Secure browser-based web-access to all assets
- Individual, password-protected user accounts
- Client-specific search criteria and organizational structure
- Detailed keywording and descriptive fields for each asset
- Individual asset-level security
- Group-level access and functional rights
- Shopping cart-style asset retrieval and downloading mechanism
- Alternate file delivery methods, including ftp, http, e-mail, CD, or DVD
- Administrative access to all users, groups, assets, and metadata
- Secure on-site storage and virus protection of assets and associated data
- Secure off-site backup of assets and associated data
- Full user tracking and reporting capabilities
- Ability to automatically track and manage assets based on usage rights

Discovery Phase

During the Discovery Phase, Lazer works closely with our client, gathering the information necessary for the successful implementation of LazerWeb. The process begins by completing a basic questionnaire, which helps us define our client's system requirements. Questions include:

- Number of unique users and user-groups and their individual access rights
- Keywording (metadata), asset categories, and search criteria
- Quantity and file size of the assets to be stored in the Online Image Library
- File format(s) of source files and desired file format(s) of file to be delivered
- Preferred delivery method(s): ftp, http, e-mail, CD, or DVD
- Image, model, and photographer usage rights and expiration dates
- Special features or functions not included in the base system

Specific Needs

Each implementation of LazerWeb is tailored to meet the unique needs of a client's business processes and the needs of the system's users. Unique needs may include the size and number of assets, the number of users and groups, the varied access rights of the users and groups, and the type and variation of assets within the system.

Unique functionality will also enhance each client's unique implementation of LazerWeb. These may include specialized login procedures, particular ordering and approval procedures, and alternate file delivery methods.

Implementation

Following the Discovery Phase, Lazer again works closely with our client to develop a successful implementation of LazerWeb. We help with the collection, conversion, and organization of initial visual assets to populate the library. We assist in developing keywording and categorization strategy, search methodology, and file naming conventions. Effective keywording and categorization of visual assets are key to the success of the system. Keywords may include photographer and model usage rights, brand and product-specific information, and SKU #'s.

Lazer will apply our client's graphic identity (logo, colors, and graphics) to the system's user interface. Lazer also registers a unique internet address (URL) for easy web access, if desired.

After thoroughly testing the system's functionality and inspecting the visual assets for accuracy, we will review the system with our client's administrators, and beta test it with select group of users. When system development and testing are complete, Lazer will help launch the system and provide training to the users.

Fee Structure

LazerWeb's three-part fee structure is simple to understand, predictable, and cost effective. There is no contract to sign. All assets are the property of the client and can be retrieved from the system, along with associated metadata at any time.

First, Lazer quotes the one time system development and implementation fee based upon the following:

- 1) Level of support the client needs to develop their asset organizational structure, metadata/taxonomy, and search methodology;
- 2) Development the browser-based graphical user interface, based on client input;
- 3) Development any special functionality.
- 4) Level of support the client needs develop their user and group structure;
- 5) Level of support the client needs to obtain, organize, and process their existing digital assets;

Once the system is up and running, there is a flat monthly licensing fee which includes unlimited users and groups, unlimited searching download of low-res visual assets, 24x7 access, secure offsite backup, full administrative control, access to user reports, and technical support.

Finally, the monthly file retrieval fee for downloading and/or ordering visual assets from the library is affordably tiered according to the total volume of high-res visual assets fulfilled.