

The DAM Readiness Worksheet

A shared drive is fine until it is not. This is how to tell whether you have crossed that line, and what it is currently costing you.

Step 1. Score the signals

Two or three high scores means it is worth costing out. One means probably not yet.

Where is the latest version?

People regularly ask this in chat or email.

1

2

3

4

5

Wrong asset published

We have used an outdated logo, product shot, or price.

1

2

3

4

5

Invisible licence status

Nobody can quickly say what we are still licensed to use.

1

2

3

4

5

Recreating what we own

We have reshot or redesigned because the original could not be found.

1

2

3

4

5

Volume or team jump

Files, people, markets, or channels have grown recently.

1

2

3

4

5

External access needed

Agencies, partners, or resellers need files from us.

1

2

3

4

5

Step 2. What is it costing you now?

Rough numbers are fine. This is usually the part that turns a vague frustration into a decision.

Cost	Estimate per year
Time spent searching for assets	
Recreating assets we already owned	
Fixing published mistakes	
Manual distribution to partners and agencies	

Step 3. Where do your files actually live?

Location	Roughly how many	Who controls it

Step 4. Your metadata schema, first pass

This is where DAM projects succeed or fail. Automatic tagging can describe what is in an image. It cannot tell you about licences, approvals, or market restrictions. Decide those fields yourself.

Field	Why we need it	Who fills it
Licence expiry		
Approval status		
Market or region cleared		
Campaign or project		
Products shown		
(your field)		

Step 5. Who owns it after launch?

Approving assets, maintaining tags, retiring expired material

If this is nobody's actual job, the library will decay into the mess you started with.

Two rules that decide the outcome. Do not migrate everything: bring in what is current and archive the rest. And if it is harder to use than the shared drive, people will use the shared drive. Adoption is a design problem, not a compliance problem.