

IntelligenceBank Q&A

with The University of Arizona



In 2020, The University of Arizona onboarded IntelligenceBank as its **DAM** and **BrandHub** provider.



Garrett Flora

Application Analyst,
Developer

The University of Arizona



Mark Felix

Director, SIS, Collaborative,
and Academic Technologies

The University of Arizona

We asked **Garrett Flora**, Application Analyst, Developer, **Mark Felix**, Director, SIS, Collaborative, and Academic Technologies and **Adam Brokamp**, IT Manager, Collaborative and Academic Technologies, about their experience with using **IntelligenceBank** at the University, and how it changed the way they handle their brand and assets.

How does The University of Arizona use IntelligenceBank?

We use IntelligenceBank to make our assets searchable, and to enable us to share assets broadly across campus and externally to vendors/partners.

Why is it important for The University of Arizona to have a system like IntelligenceBank?

As a large University, we have many disparate units across campus, each of which has their own methods of storing, retrieving, and sharing assets. Having a DAM gives us a central repository that helps us better standardize how we store and tag assets, making them easier to locate and share.

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Garrett Flora, Application Analyst, Developer,
The University of Arizona

By adopting IntelligenceBank, what problem did it solve for the University of Arizona?

Having a DAM helps improve efficiency, as we spend less time sifting through our assets. It also gives us the ability to determine when to send out a photographer/videographer, based on the needs of the project, as we can easily determine when we have requisite assets, and when we have gaps in our collections. Additionally, having a built-in proofing/feedback workflow gives us the ability to simplify the process of getting assets from initial draft to production ready.

How does the self-serve platform help save time, streamline and improve how their stakeholders request, search and produce creative assets?

The presence of global filters and keywords, leveraging a controlled vocabulary, enables us to provide a unified approach to the application of metadata and keywords across campus, supporting a uniform search and filter experience for all of our content consumers. While the flexibility of the platform enables us to distribute the workflow

broadly across our organization by allowing creative users to manage their asset ingestion process, to control what, and how, assets are shared, to tailor the workflow to best suit the needs of their division, and to implement an approval/proofing workflow, if desired. The unlimited Light User licenses ensure broad access to assets across the division or organization.

How did you launch IntelligenceBank internally? What were the secrets to your success?

This is very much still in-progress, so I can't share any secrets to success yet, but what I can share is that it's important to make sure you have a few things lined up before the DAM is launched:

1. Establish a standardized folder structure, metadata schema/tag taxonomy, and group/permission configuration that is flexible and scalable.
2. Set Up a Governance committee of 4-6 people that:
 - Meets to discuss the state of the DAM, how that compares to the changing needs of the organization, and establishes a proactive approach to adapting to these changing needs.
 - Ensures that reactive changes are well thought out and discussed before being implemented.
3. Ramp up slowly, and learn from the onboarding process of early adopters to streamline the process as much as possible. This will allow a quicker adoption of future units within your organization.

How have you been successful in getting people to use the system?

We have the benefit (and misfortune) of having strong, pent-up, demand for an enterprise solution to storing digital assets, in a manner which supports organization, searchability, and shareability. This resulted in our campus partners asking how they can join the DAM, rather than us having to sell the DAM as a solution to them. The robust permissions, global filters & keywords, and ease of using the platform have streamlined the process of onboarding new users. To support this demand we purchased unlimited Light User licenses and paired that with SSO auto-creation, which maps users to groups that align with their role in the organization. This has enabled us to give all users with a valid login access to the DAM automatically, while enabling us to control what assets the user can access based on their group assignment.

What have been the results so far?

Within our limited deployment, we currently have:

- 29,000 assets, totalling 7.2TB of storage space;
- Nearly 3,700 of these assets are shared for global use across our organization;
- 340 active users

What do you love most about IntelligenceBank?

The simplicity of using and administering the system. The UI/UX of the platform made it easy for our campus units to be onboarded, trained, and operational within the DAM in a relatively short time frame.

What's next for The University of Arizona?

We are in the process of seeking out 1-3 additional campus units that will join us in the DAM and will serve on the Governance Committee with us. From there we will look to expand more broadly to smaller campus units.

[Contact us](#) and find out how IntelligenceBank helps marketing teams with collaboration, efficiency and compliance.