Henrik Malmberg, Systems Architect @ QBNK

DAM IN THE TYPO3 COMMUNITY

Who's here?

- Developers?
- Content Editors?
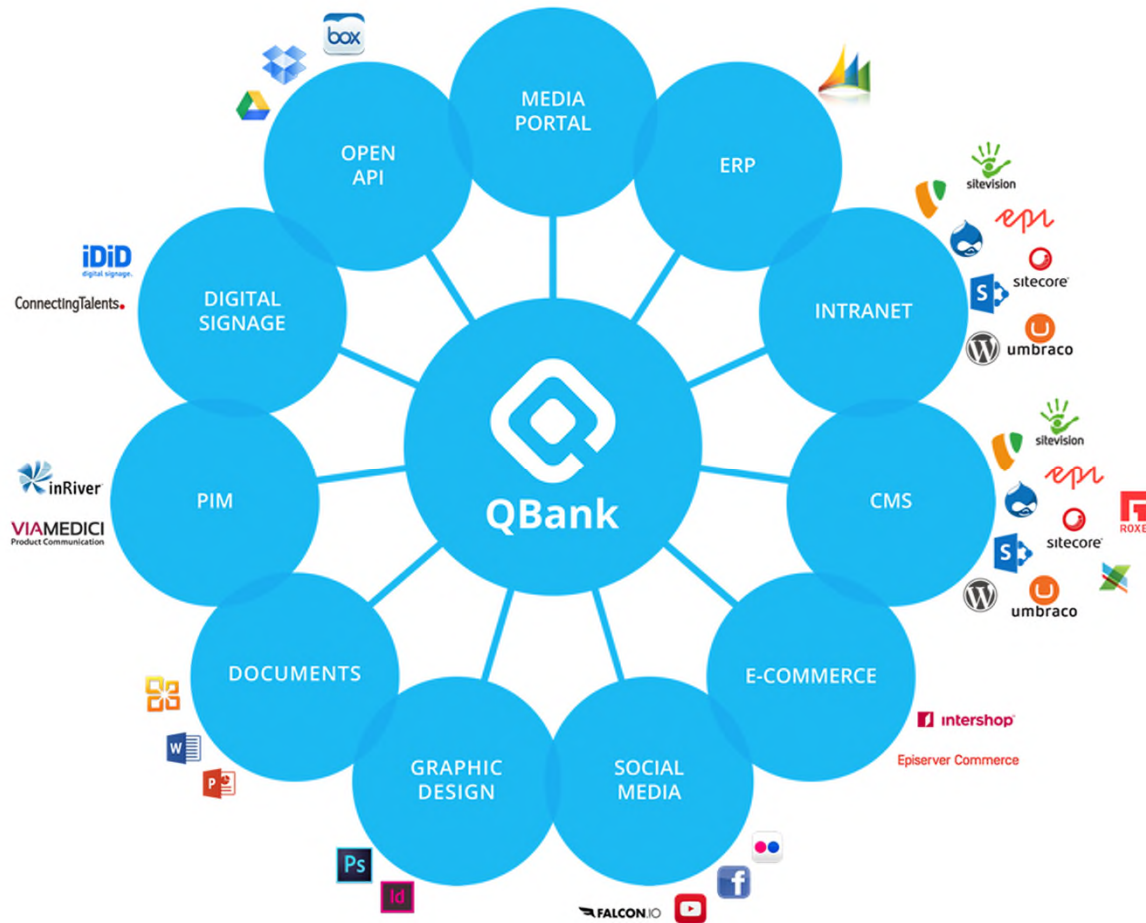
What is DAM?

What is DAM?

Two key things

- A need to access creative content
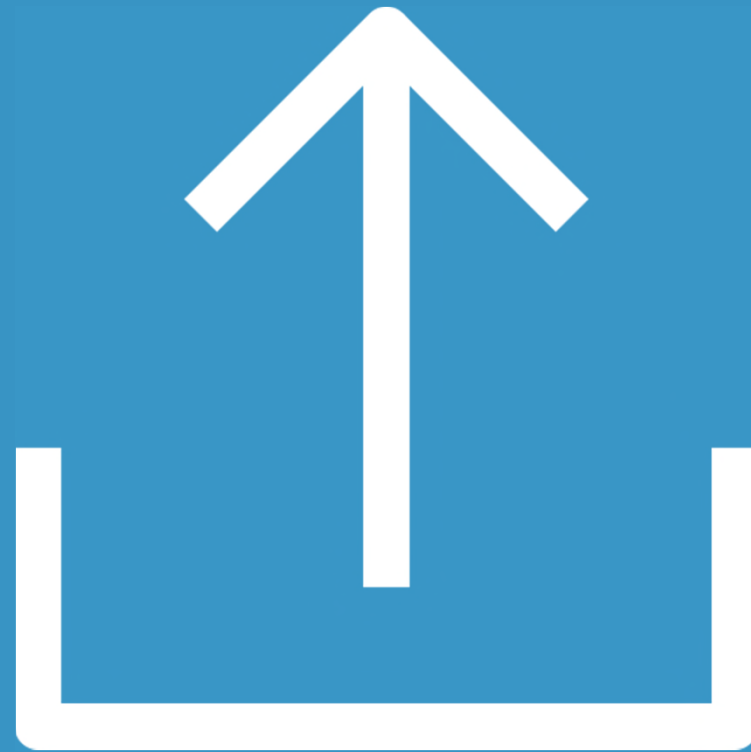- An ever increasing amount of new content

Ten core characteristics of a DAM

1. Ingest
2. Secure
3. Store
4. Render
5. Enrich
6. Relate
7. Workflow
8. Search
9. Preview
10. Publish

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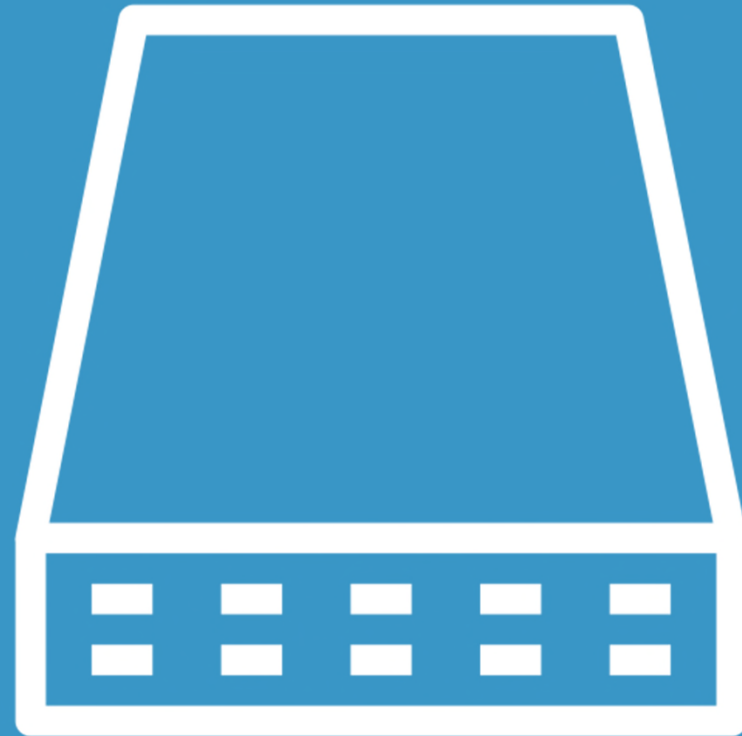7. Workflow
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DAM vs Dropbox/Google Drive/etc

- Branding
- Metadata
  - Too simplified
- Workflow
- Flexible user and group roles
- Statistics and reporting

How it used to be

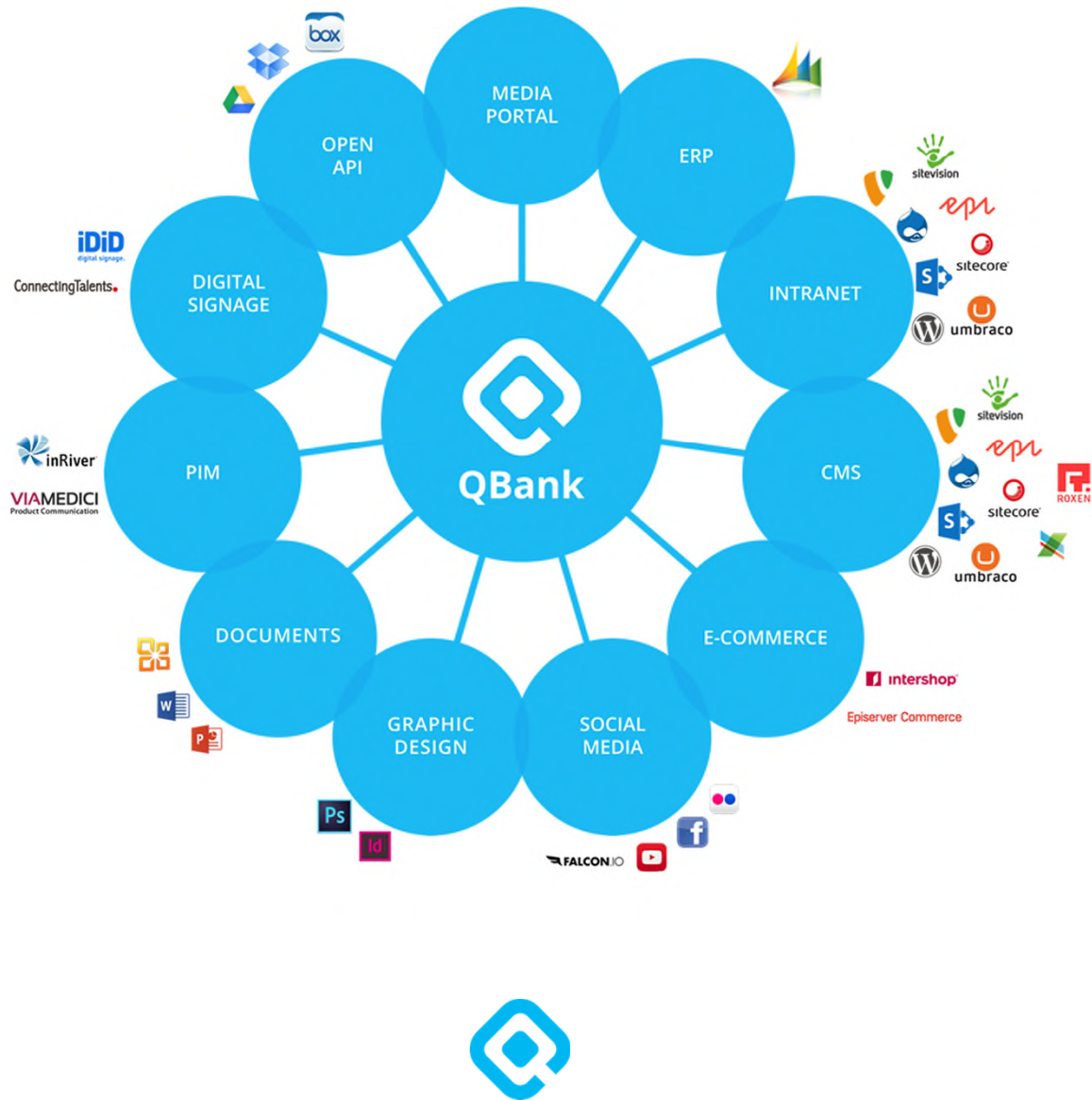(and still is; for many)

How it normally is

I:\

J:\

K:\

How we want it!

Finding your assets

1. Save time
2. Repurposing
3. Improve knowledge
4. Brand consistency

Image rights

1. Keep track of copyright / terms
2. Breaking them can cost, a lot

Image rights (Monkey business)

Image rights (Monkey business)

Read more about it:
https://en.wikipedia.org/wiki/Monkey_selfie

Workflow

1. Upload
2. Enrich
3. Approve
4. Publish
5. Re-use

DAM in the TYPO3 community

LIVE DEMO TIME!

FAILARMY

DAM in the TYPO3 community

ANY QUESTIONS?

DAM in the TYPO3 community

THANKS FOR COMING!