

CMU 2786
Marketing Media Digital Asset Management Solution
Addendum #1
January 4, 2024

1. What are the largest drivers behind purchasing a DAM solution? What are the largest pain points the University is looking to solve for?
As stated in Section 2: Background, Overview, and Goals, the primary drivers and solving for pain points center on providing a streamlined workflow for the collection of assets from start to finish to create efficiencies and provide a searchable repository for assets.
2. Is there a preference for an on-prem vs SaaS solution?
The preference is SaaS but the University will consider both solutions.
3. In Section 3: Statement of Work, 5C asks for training costs for remote vs on-site training. Is there a preference for either approach?
Remote is preferred.
4. What are the intended channels for template dissemination? Is print a large component?
Intended channels include print, social media, institutional website, and digital signage.
5. Of the 8TB of images, what is the expected storage estimate needed within the DAM?
CMU estimates that 3 to 4TB of existing assets will be migrated in the first year.
6. How many TBs of video currently exist (estimates work fine)?
An estimate, since video assets are saved in multiple locations, is approximately 50TB of video footage from the past three years.
7. Business Objective clarification: What is the current vs desired response time the Marcomm team is looking to achieve when fulfilling requests from the wider university community & external ad agency?
It currently takes the staff hours or potentially days to select a group of assets to send to others in the University or the external agency, ideally this could be completed in one hour.
8. What is the typical annual count of contracted photographers and videographers that work with the University?
The University typically has three external contracted photographers and videographers. Within the institution approximately 12 student freelancers are used each year.

9. What systems within the University's ecosystem will content from the DAM be delivered to? Which Content Management System are you all utilizing for your web presence?

The current primary need is to deliver content for use in the Adobe CC Suite of products. Cascade by Hannon Hill is used as content management system for the website.

10. Does the University have a Generative AI policy in place?

No.

11. Does the University have a cloud preference for the intended solution?

The University's preference for a cloud platform are Amazon Web Services or Microsoft Azure hosted in the United States. However, consideration will be given to solutions using other cloud platforms.