

Notice

Basic Information

Reference Number	0000337722
Issuing Organization	Colorado Mesa University
Owner Organization	Colorado Mesa University
Solicitation Type	RFP - Request for Proposal (Formal)
Solicitation Number	CMU 2786
Title	Marketing Media Digital Asset Management Solution
Source ID	PU.AG.USA.2367.C2680601
Piggyback Solicitation	No

Details

Location	Mesa County, Colorado
Delivery Point	Colorado Mesa University Main Campus 1100 North AvenueGrand Junction, ColoradoUnited States 81501
Description	<p>Colorado Mesa University is seeking a Digital Asset Management (DAM) solution for the University to create a central repository for creative and content materials and manage large quantities of digital assets in a single centralized content hub. CMU currently uses local network drives for saving files; Adobe Bridge is used for previewing and finding images, but search functionality is limited. Without robust searching and tagging, staff spend excessive time – sometimes hours each week – just locating digital assets. The network drive has become an unmanaged repository for all creative media with no processes or infrastructure in place for review, approval and optimization of assets prior to library entrance. The University’s photo library currently contains approximately 750,000 files using 8TB of storage, a large portion which may be duplicates or poor quality and not necessary for migration to the DAM.</p> <p>Still images are the primary focus of DAM. Video is of interest as well and will be assessed for value relative to cost for hosting video assets and performance if working on video assets while hosted in the DAM and not locally.</p> <p>Currently video assets are saved primarily on external hard drives with no good estimate of total storage size. As the needs of the University continue to grow, MarComm needs a robust solution that creates efficiencies within the operation and increases productivity and output, gaining visibility of digital assets where they are needed for all users. A solution shall be presented that frees up staff time to complete more projects and decrease response times. The solution should have fast performance and not hinder creative design waiting for search results and image previews to load; provide a seamless way to share assets with our advertising agency and other entities that require files; and have functionality by which external photographers can share their assets with CMU for review and approval.</p> <p>The University is interested in related and integrated product solutions that can further increase productivity within the department in consideration with the DAM.</p>

Dates

Publication	12/15/2023 03:43 PM MST
Question Acceptance Deadline	01/02/2024 11:00 AM MST
Questions are submitted online	No
Bid Intent	Not Available
Closing Date	01/19/2024 11:00 AM MST

Contact Information

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Colorado Mesa University

Bid Submission Process

Bid Submission Type	Electronic Bid Submission
Pricing	In attached document

Pricing

In attached document

Bid Documents List

Item Name	Description	Mandatory	Limited to 1 file
Bid Documents	Documents defining the proposal	Yes	No

Documents

Documents

Document	Size	Uploaded Date	Language
CMU Solicitation Instructions [pdf]	63 Kb	11/03/2022 01:45 PM MDT	English
CMU Model Contract [pdf]	208 Kb	12/15/2023 03:41 PM MST	English
CMU 2786 Digital Asset Management [pdf]	835 Kb	12/15/2023 03:41 PM MST	English

Categories

Selected Categories

NIGP Categories (2)	
209	COMPUTER SOFTWARE FOR MINI AND MAINFRAME COMPUTERS (PREPROGRAMMED)
20900	COMPUTER SOFTWARE FOR MINI AND MAINFRAME COMPUTERS (PREPROGRAMMED)
208	COMPUTER SOFTWARE FOR MICROCOMPUTERS, SYSTEMS, INCLUDING CLOUD-BASED (PREPROGRAMMED)
20800	COMPUTER SOFTWARE FOR MICROCOMPUTERS, SYSTEMS, INCLUDING CLOUD-BASED (PREPROGRAMMED)

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