

**Specification of Competency Standards**  
**for the Information & Communications Technology Industry**  
**Unit of Competency**

Functional Area - Operations Management

Title	Implement a Digital Asset Management (DAM) system
Code	108002L5
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners who are responsible for implementation of the organisation's DAM system. DAM, in a digital media production shop, is a must have tool but implementation of an effective DAM system requires good experience IT personnel who manage each implementation stages from planning to deployment. DAM systems can be on premise or cloud based. This UoC will illustrate mainly the former type and the DAM is purchased from a vendor as an "off the shelf" product or custom developed.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for implementing a Digital Asset Management (DAM) system</p> <ul style="list-style-type: none"> <li>• Possess project management skills</li> <li>• Knowledge of digital media contents</li> <li>• Understand functions and features of DAM systems</li> <li>• Understand the importance of Asset Management to the organisation</li> <li>• Understand the organisation business objectives</li> </ul> <p>2. Implement a Digital Asset Management (DAM) system</p> <ul style="list-style-type: none"> <li>• Work with stakeholders to understand the objectives of implementing a DAM system</li> <li>• Perform a study of the organisation's digital assets to determine the functional needs such as: <ul style="list-style-type: none"> <li>○ Content security - access control for asset owner, internal users, customers, etc.</li> <li>○ Meta data for asset tracking and searching</li> <li>○ Version control or workflow control</li> <li>○ Compliance functions including audit trail reports</li> </ul> </li> <li>• Identify a suitable DAM system either as "off the shelf" product or custom developed to integrate with other internal systems, such as CRM, media production system, etc.</li> <li>• Formulate an implementation plan, taking into account data conversion at roll out, training, etc.</li> <li>• Build a team who will eventually take ownership of the DAM. The team should have knowledge of the organisation operations, technically and DAM system savvy so that it can manage, customise, streamline and automate functions/processes as well as provide user support</li> <li>• Establish security procedures for upload, access and download of contents</li> <li>• Establish asset tagging procedures with metadata defined that complied with the organisation's standards. The procedure should ensure all incoming assets are consistent before and can be released for consumption</li> <li>• Establish training programs for users to ensure users understand how to use day-to-day DAM system features, workflows and collaborating with other users</li> <li>• Review DAM periodically to ensure its functions can fit with the organisation business needs</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• To implement DAM systems to facilitate the organisation to manage its digital assets effectively and efficiently</li> </ul>

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	<ul style="list-style-type: none"><li>To implement DAM to reduce total cost of ownership and good return of investment (ROI)</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"><li>Study and identify the organisation's functional requirements for the DAM that can be supported by all stakeholders</li><li>Work with DAM vendors to roll out the system in-line with planned schedule</li><li>Provide the necessary and sufficient training and support to users which enable them to utilise the functionality of DAM in most effective and efficient manner</li></ul>
Remark	