

Digital Asset Management or Digital Media Library

iBase Professional Digital Asset Management

1 Digital asset management or digital media library

Which do I need? Well, they're not all that different and the underlying features required for digital asset management and digital media library systems are essentially the same, for example -

- Handle any file type.
- Upload digital files individually and in batches.
- Add and edit metadata.
- Organise – tag items, add subjects and keywords.
- Group items together in any way required.
- Search the metadata, tags, subjects etc... to find the items required.
- Download options.
- Open access or password login.
- Light-boxes / saved selections.
- Unlimited capacity & scalability.
- Administration of registered users.
- Email links and thumbs.
- Feedback from users.
- Watermarking as required.
- Audit trail for system managers.

However, there are some key differences in how they're used. The table below shows the similarities and differences in requirements for both an internal digital asset management system versus a public facing image or media library:

Internal site with digital asset management	Public sites such as Picture / Video / Audio & Document libraries
<i>All options visible for experienced users.</i>	<i>Very easy to use, presenting only the features needed by your public users.</i>
Functional and plain interface.	Good looking and contemporary design matching your brand.
<i>Upload items and create / edit metadata.</i>	<i>View only access – except perhaps for feedback.</i>

Download any size if authorised.	Download only low resolution / watermarked versions.
<i>Active Directory login with multi-level security.</i>	<i>Open access – users only need to login to order / purchase / manage their own account.</i>
All search options available.	Search options that don't need detailed knowledge of the content and metadata structure.
<i>Workflow features.</i>	<i>Workflow not required.</i>
Internal ordering only.	Ordering and ecommerce.

2 Management and public interfaces

The interface for public users of your digital image / video / audio library, while looking attractive and being very easy to use, might not be suitable or efficient for the tasks of uploading and editing content or generally managing the system.

For example, the interface of the site below has been carefully designed for public users, but certainly isn't the sort of thing that uploaders, editors and system managers would need for their day to day work.



So, what can be done about it? The best solution is to have a separate 'management' interface which is available only to internal users, for example those who are uploading and editing content, system managers and so on.

The management interface will of course be connected to the same database and digital assets as the public site, but with some key differences, including –

- Designed primarily for internal users as a straightforward tool with no need for heavy design or styling.
- All meta-data fields available – you probably won't want the public site to display all of them.
- Access to all assets i.e. including those that you don't want on the public site.
- Upload page and associated features.
- Meta-data editing features, including batch edit with global find / replace / append etc...
- Archiving and deletion options.
- All meta-data fields included on the field search page.
- Managing the hierarchical keyword structure, where used.
- Adding / removing items to / from collections.

Administration features including managing users' accounts; running reports; configuration of fuzzy search and search suggestions; managing e-commerce features; and much more.

For more information about how iBase help to make things easy for system managers please get in get in touch with us. We look forward to hearing from you.

[Contact us](#) by email or phone for more information or to request a free system.