Uses and Applications for iBase Digital Asset Management
iBase Professional Digital Asset Management

iBase digital asset management software can be used for any objective in which the management and distribution of digital assets of all types - including image, video, audio, PDF, document etc - are part of what is required.

1 What do you want to do?

Every organisation has some unique aspects of their requirements, and the core flexibility of an iBase digital asset management system enables configuration to meet the needs.

Here are some of the organisations who use iBase digital media management software under broad categories.

Digital asset management	Brand management repository
Multimedia online or internal library	**Museums, Heritage, Culture and Sport**
Academic and Scientific	**Commercial**

What you want to do is probably amongst these examples, but if you don't see your particular digital asset management requirement just get in touch with us at +44(0)1943 60 36 36 or sales@ibase.com and we'll be pleased to discuss it with you.

2 Digital asset management

2.1 Managing digital assets - storage, search and retrieval

There are many specialised ways in which a digital asset management system can be used, and some of them are outlined below. They all have the same essential features:

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- Storage - collecting together all types of digital asset, for example images, video, audio, PDFs etc, and storing them all in one place - with suitable backup procedures of course - where everyone knows where they are.

- Search - having stored the digital assets all in one place it is of course essential to be able to find them again, quite possibly looking for one or a handful of files amongst perhaps hundreds of thousands.

- Retrieval - when a digital asset has been found there will often be a requirement to retrieve either the master version or, in the case of images, a lower resolution surrogate. It might be that users are allowed to retrieve assets without the need for authorisation, or perhaps the administrator of the assets or some other individual will need to see a request and give specific authorisation.

- Security - it might be that some or all of the digital media assets are subject to confidentiality restrictions, whereby for example some can be seen by all users, and others only by specific departments or individuals.

iBase digital asset management systems combine all of these essential features, incorporating powerful search mechanisms to find that 'needle in a haystack', fully configurable download features, with robust and very flexible security options.

2.2 Council / local authority

A local authority like any other organisation has large collections of images and other assets which they need to manage and use. Aberdeen City Council and Leicestershire County Council are examples of local authorities using an iBase image management system for their photographs and other digital assets.

2.3 University / academic institution educational assets

Nowadays universities and other academic institutions rely heavily on intranet systems and the web to distribute educational material. iBase digital asset management software enables digitised material to be managed and published for use by students and, if they wish, the general public. San Diego State University, Heriot-Watt University, and Ocean Networks Canada are amongst iBase customers using a media asset management system in this way.

2.4 Scientific institutions

The National Museum of Science and Industry and Woods Hole Oceanographic Institute especially appreciate the inherent flexibility of the iBase digital asset management database schema. Of great value also is the ability for field workers, wherever they are on the globe, to upload images, video and audio files thus making them immediately available for the rest of the institution's personnel.

2.5 Manufacturing and engineering drawings

There is no better way of distributing, managing and archiving industrial documents than digitising them and storing them in a robust digital asset management system. For example, Fichtner Consulting Engineers Ltd use iBase cataloguing software and image library system to control, distribute and archive manufacturing information.

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3 Brand management repository

A brand asset repository is used for keeping track and ensuring the consistent application of the digital resources used to define a company's brand, the logos, colours, graphics, images etc... for publicity material, documentation, websites and so on. Key requirements include the ability to easily and quickly store any type of file, and crucially, to then be able to search for and find them when they're needed again.

3.1 Key requirements

The key requirements of a brand asset repository are to ensure that digital assets, once created, are not misplaced or lost; to know which images and other assets have been used for what; and of course, to be able to search a database of assets to find the right item for a specific purpose.

4 Multimedia online or internal library

4.1 Online library with e-commerce

Not just photo library software - an iBase media management and picture library system enable images, video, audio and other file types to be catalogued and displayed as an online library for public access and commercial purposes. Clients making use of these features include NHNZ (Natural History New Zealand), Edinburgh City Libraries, Shetland Island Museum, Lancashire County Council, City of London Guildhall Library and Art Galleries...

4.2 Internal (intranet) online library

For many organisations, a simple folder based image database system doesn't have the flexibility to handle their more sophisticated requirements for managing digital assets. The highly configurable nature of an iBase digital asset management database schema ensures they can catalogue and index their material in exactly the way that they want, no matter how complex the requirement.

Users of iBase intranet systems include the Royal Horticultural Society, National Media Museum, Woods Hole Oceanographic Institute, National Museum of Science and Industry, Leicestershire County Council, The Tate, National Railway Museum...

5 Museums, Heritage, Culture & Sport

5.1 Cataloguing and indexing of heritage, museum and gallery digital assets

Nowadays the heritage sector is relying more and more on the web and gallery based interactive systems as a means to make their collections accessible to as wide an audience as possible, and of course to do this they first need have a sufficiently flexible and robust system to create and manage a digitised archive and library. iBase clients in this category include Rhondda Cynon Taff Libraries, Edinburgh City Libraries, City of London Guildhall Library and Art Gallery, the National Galleries of Ireland and many more.

5.2 Virtual art gallery

Probably the original purpose for which picture library software was developed. The ability to display fine art on the web and in visitor galleries means that many works that would otherwise only occasionally see the light of day can now be seen and appreciated by anyone, anywhere in the world. One of the best examples is COLLAGE, the website for the London Metropolitan Archives.

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5.3 Cataloguing and web display of historic pictures and images of artefacts

Glasgow's Virtual Mitchell library, with its large collection of historic photographs organised by street and area attracts many web visitors both locally and from all over the world. Like Lancashire County Council's red Rose Collections, Aberdeen Silver City Vault and many others they use iBase image library software for their pictures and other digital media assets.

5.4 Inclusion in searches by federated search engines

Federated search engines can search multiple collections at the same time from a single web page. There are many ways of enabling a collection to be searchable in this way, but some of them demand that each of the collections being searched have exactly the same database structure. However, iBase employ a REST Server solution which can be configured for any database structure, thus allowing as much flexibility as each individual collection needs.

5.5 Museum gallery displays

The ability to publish specific sets of digital assets to multiple destinations - for example to both a web site and an internal gallery system for use by visitors - is used by the National Gallery of Ireland, Shetland Island Museum, City of London Guildhall Library and Art Gallery and others.

6 Miscellaneous

6.1 Image library software content migration from third party systems

Data from any open source can be migrated to an iBase database. Clients making use of this feature include, Aberdeen City Library, National Museum of Science and Industry, National Museum of Wales and others.

6.2 Cataloguing valuable assets

Any organisation or institution with high value portable assets, such as paintings, jewellery, furniture etc... will be wise to create and maintain a photographic record of them with descriptive text. There are many good reasons for doing so - including for internal audit - but perhaps most importantly as a significant aid to subsequent recovery, identification and proof of ownership in the event of theft.

Police forces say that the more quickly they have full details of what has been stolen, the more quickly they can pursue their investigations, and insurance companies are starting to either insist on such records as a condition of cover, or are otherwise charging a significant additional premium.

6.3 Photographic competition image management

University College Dublin run an annual competition for research images, and an iBase system gives entrants the ability to upload their contributions, judges the ability to assess and score each image, and for all of the pictures to be displayed on a website.

6.4 Worldwide upload and control of images and other assets

The internet and web have made the world a smaller place, and for global organisations like the International Rugby Board and Woods Hole Oceanographic Institute, iBase systems mean that their contributors can upload images, video, sound and any other type of file from wherever they are.

Contact us by email or phone for more information or to request a free system.