

BUSINESS CASE

HartTalbot: Outsourcing your DAM Support

HartTalbot: What We Do

Augment Existing Staff Support

- HartTalbot offers professional services for companies seeking to **augment** their existing Digital Asset Management support.

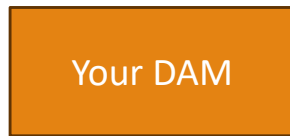
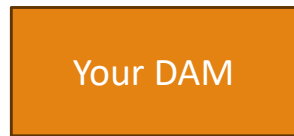
Outsource: Full Staff Support

- Full Staff support for your existing DAM, including:
 - User support
 - Account creation and management
 - Asset Ingest (upload)
 - Training
 - Testing
 - DAM Administration, including metadata design and support
 - Vendor Management

DAM as a Service: Full Enterprise and Staffing Support

- HartTalbot can outsource the entire DAM activity for a company, including licensing and full operation the DAM as well as full staff support

How HartTalbot can help: Three Models for DAM Operation



Staff Augmentation



Staff Outsourcing



DAM as a Service

Business Model / Competitive Advantage

By using HartTalbot “fractional” resources (resources shared with other customers), businesses can save costs.

Businesses can also outsource the entire DAM function (including DAM application licensing and full support) to HartTalbot

Cost Savings Example

Your business currently has three digital librarians supporting your DAM. The cost for each, including benefits, is \$40K per employee. Total for support is \$120K (3 x \$40K)

Based on agreed parameters, the annual HartTalbot price is \$50K per year for the same support.

- The parameters include*:
 - Number of accounts supported
 - Geographic scope of support
 - Window of support
 - Number and size of assets ingested on a monthly basis
 - Anticipated testing; vendor management, and training activity

Total savings: \$120K – \$50K = \$70K a year

*In this example, Number of Accounts supported (up to 100, with up to ten new accounts added monthly); Geographic scope (North America/ English); Window of support (9:00 a.m. to 5 p.m. EST); Number and Size of assets (up to 1,000 assets at 2GB); Administrative (up to 200 hours of non-customer support activity, including testing, training, and vendor management)

Experience

HartTalbot is composed of fully trained experts in the DAM space

HartTalbot resources work onsite in a secure US facility. HartTalbot can ALSO support global DAM installations

HartTalbot boasts DAM resources who have DEPLOYED and SUPPORTED multiple DAM's, both domestically and globally

Getting Started

Call HartTalbot today to find out how
you can get started.

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