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## **SURVEY IDENTIFIES BENEFITS AND BARRIERS TO IMPLEMENTING DIGITAL ASSET MANAGEMENT SOLUTIONS**

### **Allied Vaughn’s Library Management Services Releases Results of Survey of Archivists in Corporate, Government, and Academic Media Libraries**

**Minneapolis, MN (March, 2008)** – Allied Vaughn announced today the findings of its survey regarding the implementation of Digital Asset Management (D.A.M.) Solutions for rich media libraries. The results of the survey supports the effectiveness of their Library Management Services in overcoming the primary barriers in adopting D.A.M., which includes budget, as well as lacking time to tag information to the assets, and lacking technology to convert assets to a digital format.

The survey, which concluded January 10, 2008, found that almost 75% of respondents felt that budget was the most common barrier to implementing Digital Asset Management in their organization. Almost 60% identified a lack of time and resources to tag information to their assets, and almost 28% felt they didn’t have the technology to convert physical assets to digital assets as the other issues preventing adoption.

“The results of the survey were validating for us,” said Jim Laib, Allied Vaughn CTO and leader of Allied Vaughn’s Digital Asset Management Services Group. “The reason our solution is chosen by some of the most recognizable corporations in the United States is because we provide answers to the barriers identified by the survey.”

“Unlike other asset management solutions, Allied Vaughn applies our traditional library management approach, developed through years of experience with physical media archives, to its innovative Digital Asset Management software and processes,” Laib continued. “The result is an affordable solution, combining with our team of personnel that have the tools and experience to efficiently convert and tag our clients’ assets. This generates success with the implementation, and ongoing value in application.”

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“Many Digital Asset Management solutions forget that companies still need to maintain physical asset libraries,” Laib explains. “Allied Vaughn’s solution is unique in its ability to integrate management and distribution of a company’s assets in both digital and physical libraries, including storage, search, and retrieve functions. And Allied Vaughn provides efficient and measurable ways of distributing requests for digital and physical content.”

A summary report of Allied Vaughn’s survey on Digital Asset Management Implementation is available by following the link on their website at [www.alliedvaughn.com/digital-asset-management.htm](http://www.alliedvaughn.com/digital-asset-management.htm), or by calling Paul Nicholas, Allied Vaughn Marketing Director, at (952) 832-3103, or by email at [paul.nicholas@alliedvaughn.com](mailto:paul.nicholas@alliedvaughn.com).

### **About Allied Vaughn**

Allied Vaughn (<http://www.alliedvaughn.com>) is the only company offering unbiased media consultation because it’s the only company providing every current solution for managing, manufacturing and delivering content to the businesses, faith and educational organizations, and consumer markets. Clients rely on Allied Vaughn for a variety of electronic content and delivery options, including streaming, downloading and web broadcasting, as well as DVD/CD copies and fulfillment. Allied Vaughn also offers its proprietary Media-On-Demand online solution, and a growing number of clients are using its Digital Asset Management Services to manage their rich media libraries. Looking to the future, Allied Vaughn is partnering with some of the leading technology companies in the U.S., uncovering the additional potential of proprietary Burn-On-Demand and Download-To-Burn product offerings. Jim Laib may be reached at (952) 832-3100 or by email at [jim.laib@alliedvaughn.com](mailto:jim.laib@alliedvaughn.com), and Sales Director for Content Management, Vicki Weagley, may be reached at ((410) 956-1070 or by email at [Vicki.weagley@alliedvaughn.com](mailto:Vicki.weagley@alliedvaughn.com).

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**DIGITAL ASSET  
MANAGEMENT**



**MULTIMEDIA  
DESIGN**



**DVD & CD  
DUPLICATION**



**DVD & CD  
REPLICATION**



**MEDIA  
ON-DEMAND**



**FULFILLMENT  
MANAGEMENT**

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