



Marketing Operations @



SharePoint & the iPad for Digital Asset Management

Presented by

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Who's @Karwana?

Solution Architect with 19 years experience in marketing, visual production and technology.

AIIM Certified Enterprise Content Management Practitioner and SharePoint Expert Blogger

Currently Director, Ecommerce & Marketing Operations & Lead SharePoint Architect for Skechers USA, a global footwear manufacturer

10 Years as a content management specialist for legal and government industries

Principal Enthusiast at SharePointStrategist.com & NewWebStrategist.com

Vice Chair of SPUGS.org, non-profit dedicated to promoting SharePoint User Groups

Areas of Responsibility



Dir. of Ecommerce & Marketing Operations Job Purpose:

Responsible for operational implementation of global marketing & communications programs as defined by executive management across business units with a focus on Y/Y growth, brand awareness & operational efficiency.



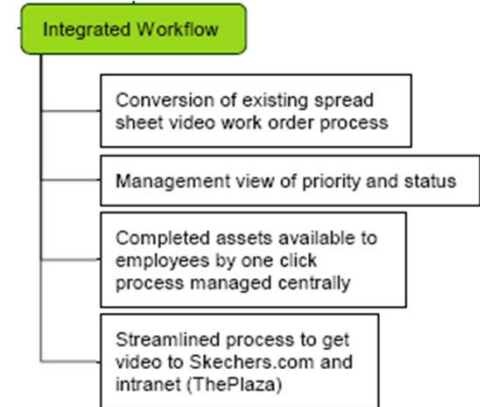
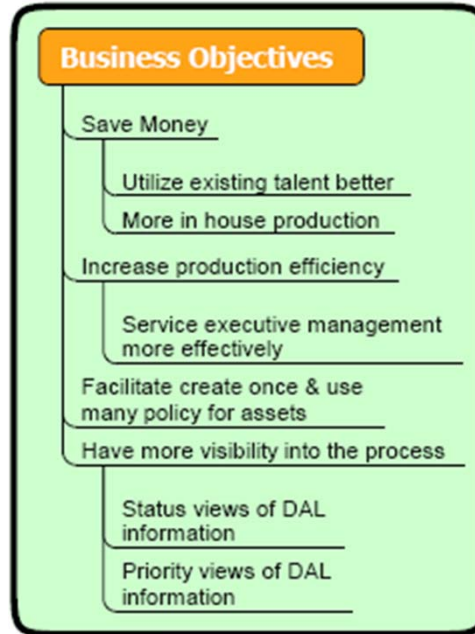
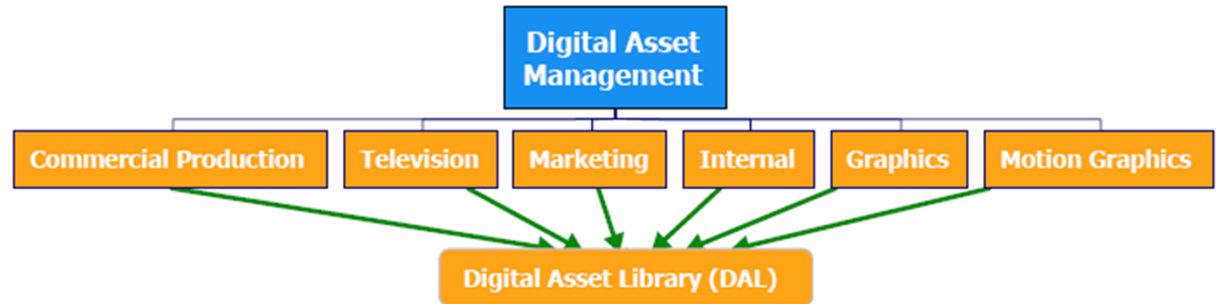
Area Detail – Digital Production



- ▣ Strategic Goals
 - Provide centralize digital asset library with the following objectives:
 - ▣ Minimize duplication of assets
 - ▣ Speed time to use
 - ▣ Allow for monetization to select business partners
 - ▣ Control licensing and usage issues across channels
 - Increase efficiency of creative, production and management personnel by reducing iterations during approval process
 - Ensure brand consistency across international information and ecommerce digital channels



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The MS Marketing Slide

SharePoint 2010
The Business Collaboration Platform for the Enterprise & the Web



The diagram is a circular feature wheel with a central Microsoft SharePoint logo. Six segments radiate from the center, labeled: Sites (top), Communities (top-right), Content (right), Search (bottom), Insights (bottom-left), and Composites (left).

- Connect and empower people
- Cut costs with a unified infrastructure
- Rapidly respond to business needs

Hosted or on site deployments with both 2010 & 2007 versions

Getting Executive Buy In

-  Speak the Language
-  Find the Pain Point
-  Illustrate Solutions
-  Show an ROI
-  Mind your Politics
-  Deliver
-  Repeat



Why SharePoint? My List

- ▣ Cost effective: SharePoint is not a DAM system but it can be used like one
- ▣ Leverage existing technology to achieve DAM goals – use what you own
- ▣ Enhancements in 2010 allow you to do more OTB
 - Useful to drive user adoption with a familiar interface
- ▣ Sites; Search; Communities; Managed Metadata
- ▣ Integrates tightly with Office Desktop Applications
- ▣ BI & MO metrics can be gathered from consumption & re-use data
- ▣ SQL Reporting tools to create dashboards and reports



SharePoint Considerations

- ❑ Must have your own vision – Limitation on SharePoint + DAM specialist talent
- ❑ Platform not a package – Superior UI will require customization and/or 3rd party tools
- ❑ Need SP2010 for full functionality
- ❑ .NET
- ❑ Product release & fix schedule
- ❑ Custom code (browser only) to handle WIP and creative workflows
- ❑ Requires 3rd party for transformation & transcoding options
- ❑ Best to use iPad App for content such as SharePlus



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Spring forward with SKECHERS SharePoint Plaza

Welcome to the Marketing Portal

All Sites ▾ [Advanced Search](#)

[Home](#) | [Dept. Calendar](#) | [Documents](#) | [Marketing Tools](#) | [Admin](#)

Pages

Text

To Play a Video Click on the Icon Next to its Name.

This feature requires Flash version 9.0 or better to operate.

Type	Description	Division_Name
Sort Order : Current Commercials (27)		
Sort Order : Events (1)		
Sort Order : News Clips (18)		



[Click the Back button in your browser to return to the list of videos.](#)



Welcome to the Sales Portal

This Site: Sales

- Home
- Dept. Calendar
- Documents
- Sales Tools
- Marketing Tools
- Product Info**
- Reports
- Admin

Instructions

Text

To quickly find product pictures use the search box above. Enter in your style number in the empty white box next to "This Site: Sales" and click the magnifying glass to the right execute your search. All colors for that style number will appear on the search results page.

For step by step instructions view the training guide [How To Search & Download Product Images](#) under Documents, Training Guides.

Product Images

Title	Division	Division Name	Style	Color Code	Gender Code	Country	Image	Picture
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[Division Name : Back Stage By Skechers \(33\)](#)

[Division Name : Cali - Girls \(163\)](#)

[Division Name : Cali Gear - Boys \(34\)](#)

[Division Name : Cali Gear - Girls \(61\)](#)

[Division Name : Cali Gear - Mens \(6\)](#)

CGM Cali Gear - Mens 50550 BLK MN

[50550_BLK_50550_BLK.JPG](#) **NEW**







CGM Cali Gear - Mens 50550 BRN MN

[50550_BRN_50550_BRN.JPG](#) **NEW**



Data View Webpart – Customized Grid

POP Division Name: Kids	
<p>Style Number: SK80030</p> <p>Image:</p>  <p>SK80030</p> <p>Picture: SK80030.JPG</p>	<p>Style Number: SK80488</p> <p>Image:</p>  <p>SK80488</p> <p>Picture: SK80488.JPG</p>
<p>Style Number: SK80715</p> <p>Image:</p>  <p>SK80715</p> <p>Picture: SK80715.JPG</p>	<p>Style Number: SK80735</p> <p>Image:</p>  <p>SK80735</p> <p>Picture: SK80735.JPG</p>



Resources

- ▣ Microsoft TechNet
 - Architecture & Deployment tools
 - <http://technet.microsoft.com/en-us/library/ee428298.aspx>
- ▣ MVP Community – Twitter (#DAM, #SharePoint, #SP2010), Blogs
 - @Karwana
- ▣ My Blogs: SharePointStrategist.com & NewWebStrategist.com
- ▣ DAMFoundation.org – upcoming launch
- ▣ Journal of Digital Media Management
- ▣ Peers – User Groups – SPUGS.org
- ▣ LinkedIn Groups
- ▣ Training – SharePoint Saturdays