

University of Virginia Library

Censhare Proposed Implementation Plan

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Objective

Our key objective for UVA's project is to solution and deploy censhare as a campus wide Enterprise Digital Asset Management platform through various phases. censhare will provide, both faculty and students, an easier way to search, find, consume and share content with others in a seamless way. Throughout the project, Avyre & UVA will craft, in parallel, a migration strategy to ensure all content and metadata is successfully ingested into the system. With our 20 years of experience with similar organizations, such as the JFK Library & National Archives, we will become an extension to the UVA team to ensure success as we better understand more about your **People, Process and Culture.**

Our Understanding

The Challenge

- UVA has siloed digital asset management processes which constrains the use & distribution of content across the campus.
- The existing applications are being used sub-optimally and inconsistently leading to inefficient use of resources, avoidable manual work/rework and lacks a single source of truth for enriching and managing all digital assets
- The massive amounts of content, some of which is historical in nature, has proven difficult to manage and curate.
- Process, governance, change management, operational and compliance infrastructure need be improved with visibility throughout.

Our Approach

- By collaborating with UVA team members, Avyre will leverage existing knowledge capital to quickly assess the current state of the content, locations, and & how best it can be made available to staff & student within a solution framework
- Employ a proven methodology and deep domain subject matter expertise to work with UVA to define a future-proof Solution Architecture for optimizing digital asset management practices across the technology landscape
- Craft a migration strategy to properly move 250TB+ of content and data over multiple months/phases
- Ensuring UVA team has input to create cohesion and buy-in to a phased and most importantly achievable roadmap

Our Differentiators

- Industry leading Consulting practice with over two decades of related projects covering strategy, implementation, integration, migration, and sustainability.
- Extensive experience completing projects with similar use cases: JFK Library, NARA, and many more...
- Right sized organization with experts who care about achieving expected results
- Defined and tested methodologies leveraging accelerators to shorten project durations

ATLANTA

MADE



Born in the land of Southern manners and common sense, by people who bend over backwards to help clients succeed. Over the past 2 decades, we dedicated ourselves to solving complex business information challenges and streamlining growth. As an extension of your team, we bring decades of cross-functional, cross-industry knowledge and experience.

We are Avyre

Services Offering

1

Discovery & Strategy

Understand current state to optimize a DAM foundational program.

2

Solutions Engineering

Design the solution to solve the needs of your business

3

Implementation & Training Services

Efficiently deliver system(s) to meet requirements

4

Data Librarian Services

Provide strategic and tactical librarian services from assessment to sustainability

5

Data Migration Services

Move, clean, and ingest content quickly and securely

6

Custom Software Development

Build custom solutions to enhance the functionality of the overall solution

7

Digital Sustainability

Craft a program for organizational change and growth

8

Maturity Services

Deliver a range of support to bridge gaps and build in-house capabilities

Discovery & Solutioning Steps

Enterprise content, data alignment & strategy

How We'll Work Together

Discovery & Solutioning Workshops

Onsite or remote sessions with various stakeholders to ensure common alignment on priorities. The main focus is to build a strategic roadmap to optimize interoperability of content and data management.

Build a plan to achieve success

We will work with you through an iterative eight 2-week sprints to find the highest priority issues then build a roadmap which outlines every step of the process

Transparency, trust and engagement!

To make this project a success, we must engage ourselves to be transparent at every turn

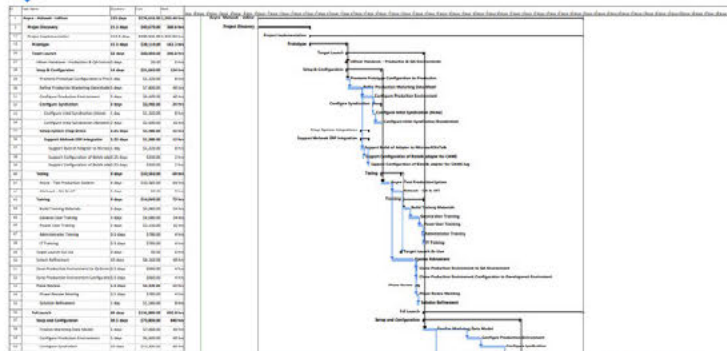
Project Communications

Establishing an effective communication and project plan is critical to every project. Who is involved, associated tasks, timelines, and deliverables are tracked and documented to ensure complete visibility throughout the workshop.

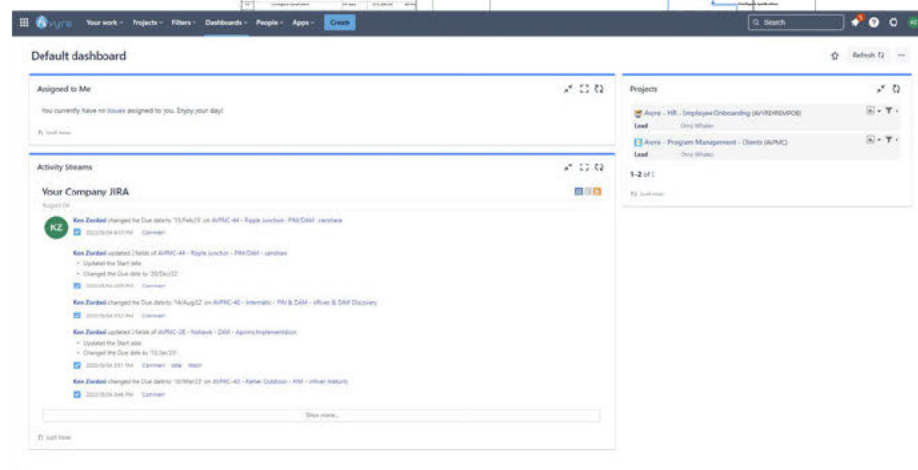
Together, we will:

- ✓ Establish core Program working team
- ✓ Devise a detailed and capable project plan & timeline in Jira & Confluence applications
- ✓ Institute a formal communication forum:
 - Weekly Status Report
- ✓ Documenting Application Solution Architecture for building an effective Knowledge Base with feedback from UVA.

Jira Software



Confluence



Change Management

- ✓ Business processes do not always provide a comprehensive view of '**how people work**' and '**how**' they will engage in work across various applications.
- ✓ SME discussions help proactively capture the nuances, barriers and beliefs of users to improve roll-out priorities, communications and future on-boarding.
- ✓ Systematic approach for establishing communication channels to easy transition & transformation
- ✓ Processes minimize change impacts and improves outcomes
- ✓ Helps people adapt and adopt

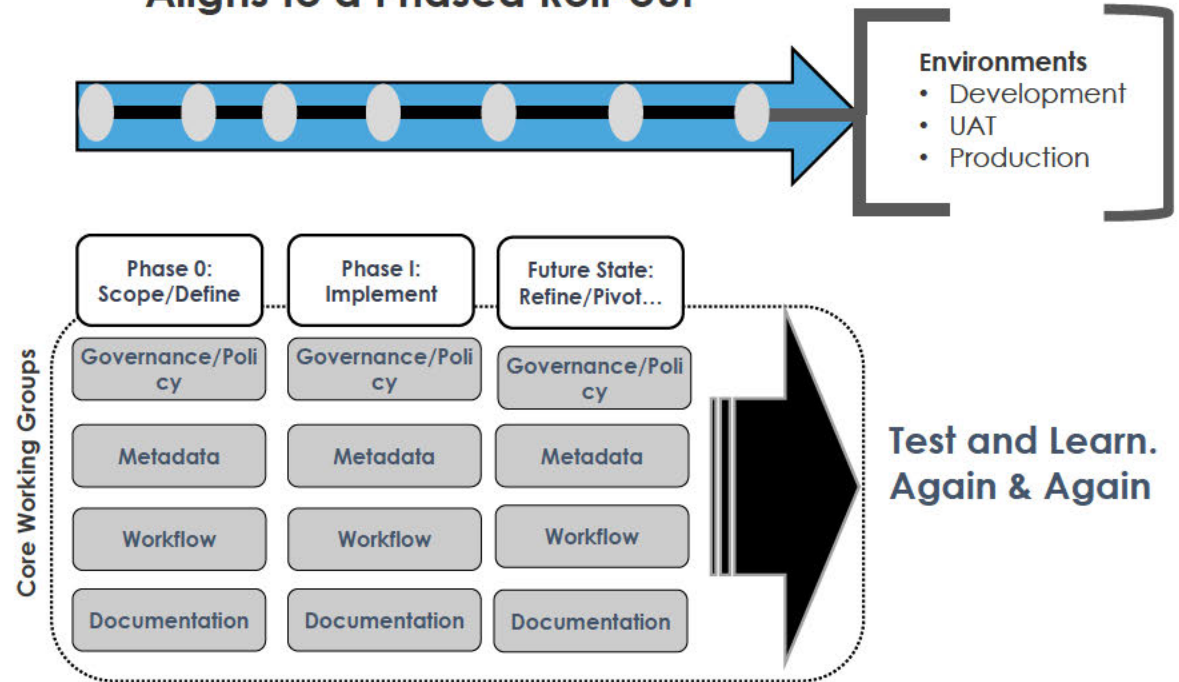
Your DAM Program may not get a 2nd chance to make a great first impression.



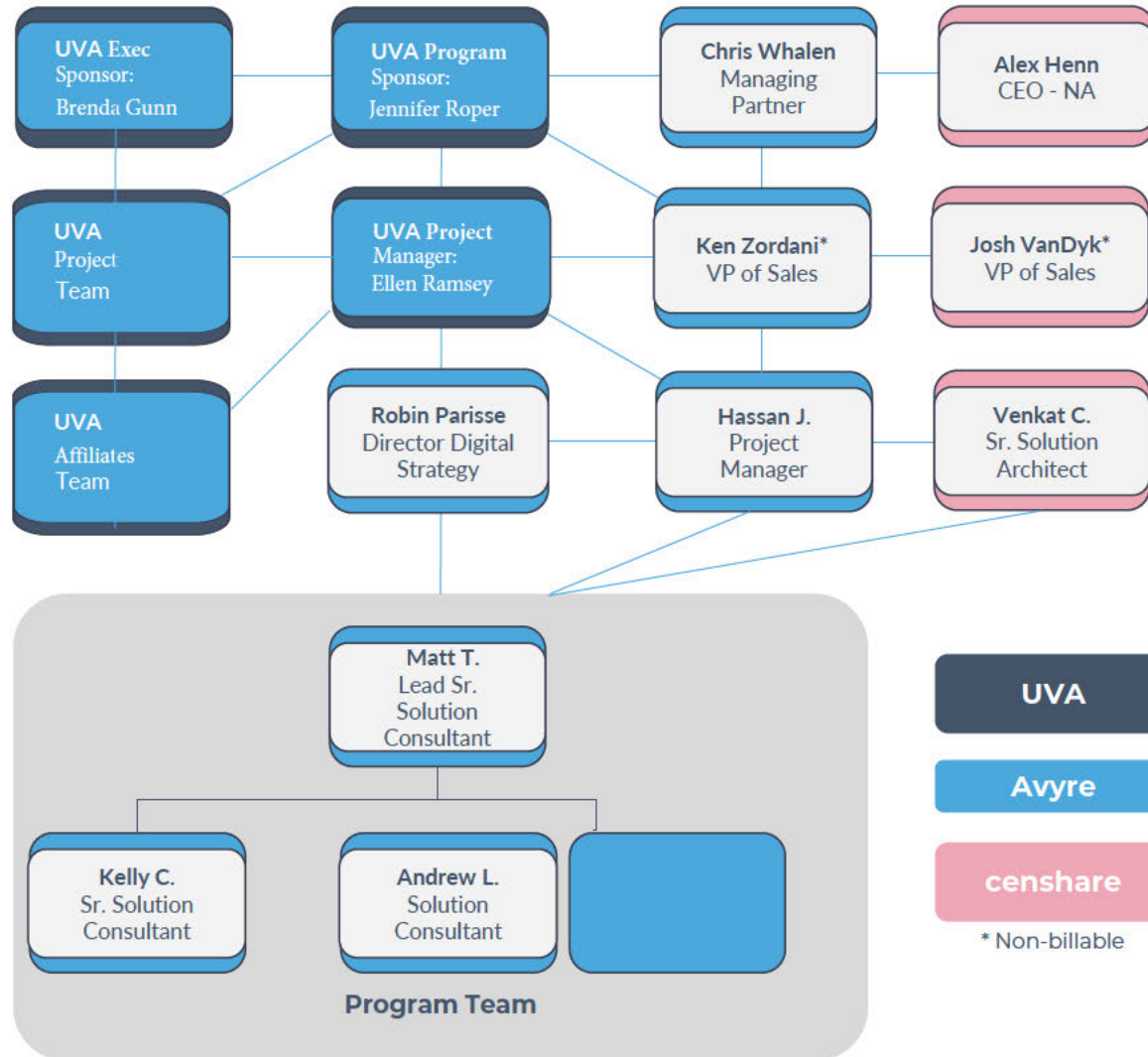
Governance Framework

- ✓ Ensure & Manage Program Success Goals
- ✓ Create momentum to utilize a 'single source of truth' for product marketing data
- ✓ Manage policy and issues
- ✓ Instate accountability, monitor, measure, audit, course-correct
- ✓ Secure adoption via data & media Advocates and Stewards
- ✓ Expand use and improve features/functions & operations
- ✓ Create and manage an Enterprise maturity roadmap, impacts, and sustainment model
- ✓ Train and educate
- ✓ Mitigate and resolve issues and/or escalations
- ✓ Manage operational steering committee and leadership meeting cadences

Governance Operational Rhythm Aligns to a Phased Roll-out



Communication Model



Team Communication Model

- Director of Digital Strategy to coordinate collaboration and oversee day-to-day project delivery
- UVA & Avyre Project Manager to communicate and track workstreams while elevating success, challenges, blockers, and timelines.
- UVA advisory team to ensure program alignment, quality assurance, roadmap continuity, and risk mitigation

Services Scope

- Project Kick-off
- Discovery & Solutioning
- Migration Discovery, Plan, and Migration Efforts
- Activation
- Launch
- Maturity Roadmap & Sustainability

Avyre will tailor a detailed package to consider UVA's **People**, **Processes**, and **Culture** in relation to the current asset management practices & need to share campus wide. Our expert team spent the past two decades architecting and deploying effective DAM solutions. As your strategic partner, Avyre is here to ensure UVA's successfully deploys, matures and sustains a first-class DAM Program for the University.



General Activation Approach

CALCULATED TO ENSURE YOUR SUCCESS



Estimated Project Overview



Duration
<16 Weeks



2 Workstreams
DAM Activation
Migration



Effort
~470-510 hours



Investment
\$95K - \$110K

Phase	Discovery & Solutioning				Solution Review	Activation						Launch				
DAM Activation	Current State		Future State & Design		DAM Review	Build Out		Enhancement Cycles & Training				UAT		Go-Live	Post Go-Live	
Migration	Migration Discovery & Plan						Migration						Testing			
Sprint	Sprint 1		Sprint 2		Sprint 3		Sprint 4		Sprint 5		Sprint 6		Sprint 7		Sprint 8	
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Initial Project Assumptions

- Censhare will be deployed on UVA's Amazon Web Services cloud
- One Production & Non-production Environment is in scope
- Avyre has estimated level of effort based on information provided by UVA. Upon key learnings and full discovery are required to confirm actual effort.
- [REDACTED]
- UVA will dedicate time and resources, content/data experts, to support discovery & future state solution architecture efforts.
- UVA will provide a Project Manager to collaborate and synchronize with Avyre team during project
- Avyre is going to create migration plan which UVA will execute to ensure all content is migrated successfully
- Avyre will [REDACTED] migrate DPG content (3 million TIFFs/105TB)
- Work will be both onsite & remotely
- Avyre may collaborate with consultants and existing software vendors to gain additional insight & understanding of capabilities for crafting future state roadmap.
- Application refinement or integrations to website, portals, Learning Management Systems (LMS), or Collection Management System (CMS) will be performed in later phase.

What's Next

Below are the steps needed to be successful:

- ✓ Agreement on approach, timing, resources and budget
- ✓ Creation & review Statement of Work
- ✓ Review & redline Master Services Agreement
- ✓ Contract Execution
- ✓ Vendor setup
- ✓ Schedule for Kickoff



Thank You

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