



## Success story

### Minneapolis Institute of Art

#### Industry

- Non-Profit

#### Solutions

- OpenText™ MediaBin



# Minneapolis Institute of Art secures its collection with Digital Asset Management

One of the largest museums in the U.S. manages, shares  
immense collection of media assets with OpenText™ MediaBin;  
enhances mission to 'inspire wonder'

## Results



**Immediate, self-serve  
connection** to high quality  
images, video



**Integrated, automated media  
detail** and rights management

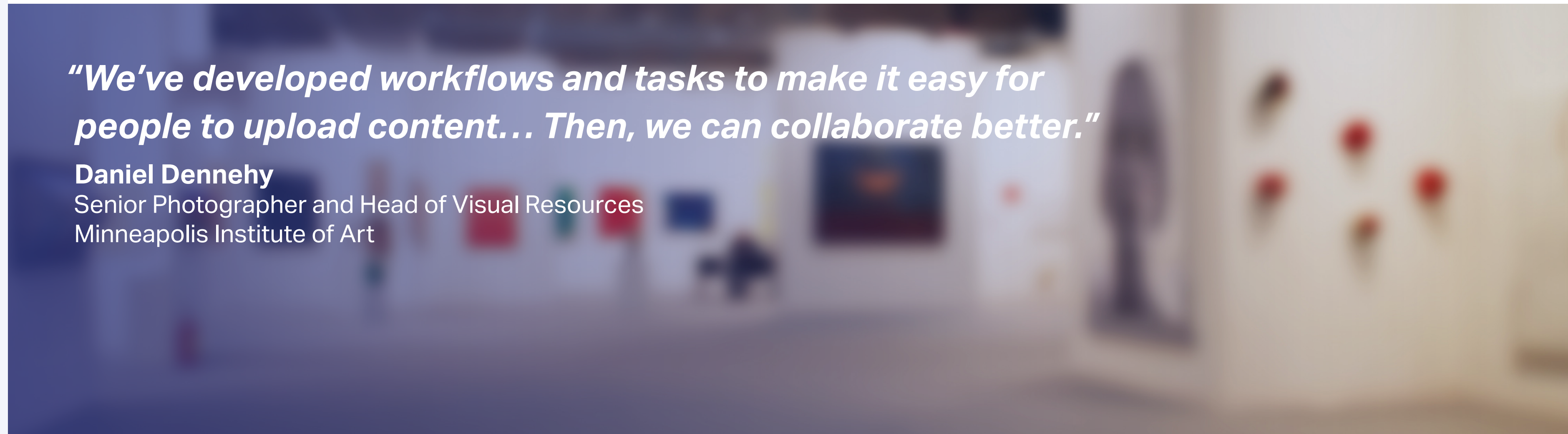


**Enhanced collaboration**  
supporting museum efforts to  
educate, engage

*"We've developed workflows and tasks to make it easy for  
people to upload content... Then, we can collaborate better."*

**Daniel Dennehy**

Senior Photographer and Head of Visual Resources  
Minneapolis Institute of Art





Capturing a van Gogh masterpiece, recording details of a 5,000-year-old artifact—all in a day's work for Daniel Dennehy who serves as the Senior Photographer and Head of Visual Resources at the Minneapolis Institute of Art (Mia). Images, videos and other media featuring Mia's collection supports its mission to inspire wonder through the power of art. ***"We're a very visual organization," Dennehy notes. "I like to say that every idea at the museum has a corresponding picture, or several."***

The 'ideas' are many and diverse: Mia collects, preserves and displays fine art from the world's cultures, spanning millennia; its permanent collection features close to 90,000 objects. As one of the largest art museums in the United States, Mia welcomes more than a half-million visitors each year.

### Prints, paper and requests

Dennehy and his team of five media makers produce quality assets for use by various groups at Mia. Curators share images with scholars around the world and education professionals create programs for the local community while other employees use photos for cataloging or marketing purposes.

Previously, accessing files could be a job in itself. Mia transitioned from printed material to digital files in 2003. Upon scanning film of its collection, the museum generated a digital library of approximately 40,000 assets. When Mia professionals needed an image, they would contact Dennehy's team with the request. ***"This was going to be a lot of wear and tear on our staff,"*** Dennehy recalled. Furthermore, relying on paper-based methods to track rights management for content on loaned pieces resulted in delays and duplicates. ***"I realized we needed to manage this in a more efficient way,"*** he added.

### A single source of truth for digital assets

To choose a solution for handling Mia's media collection, Dennehy and his team conducted a six-month needs analysis and distributed a request for proposal. Following several demonstrations, the team selected the OpenText Digital Asset Management (DAM) solution available on-premises and in the cloud.

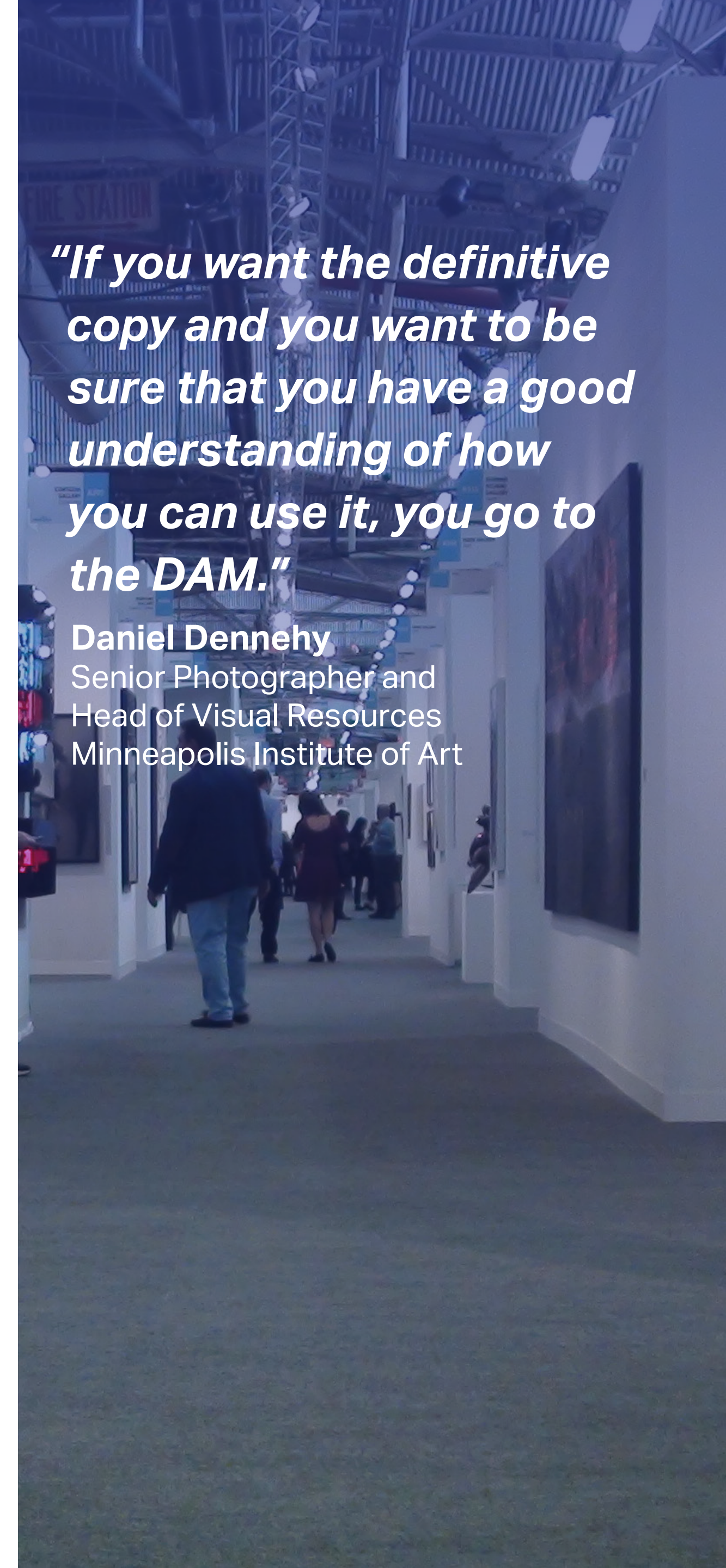
Designed to ease and engage processes for storing, managing, and distributing media assets, the DAM serves as Mia's central library. ***"We felt the solution was feature rich,"*** explained Dennehy, pointing to a deployment agent for scheduling delivery of assets and a dynamic conversion engine, streamlining creation of file derivatives. The DAM stores its high-resolution core assets, allowing Mia employees to download renditions optimized for use in email, slide presentations, or other applications as needed.

Mia now stores and manages close to 250,000 assets in its DAM, adding an average of 15,000 objects per year. The library consists primarily of still photography along with PDF material, audio content and a burgeoning assortment of video to meet demand, according to Dennehy. ***"We're creating more video content and putting that in the DAM,"*** he noted. ***"We're also getting into more 3D and computational imaging. It's an exciting time to be in cultural heritage imaging."***

Close to 100 Mia employees use the software on a regular basis to view and share assets. ***"It's where you go if you want a representation of an artwork,"*** Dennehy said. Whereas downloading images from Mia's website is time-consuming and limited, its DAM acts as a single source of truth for users through version control and governance. ***"If you want the definitive copy and you want to be sure that you have a good understanding of how you can use it, you go to the DAM,"*** said Dennehy.

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## Discovery and integration

Within their DAM, Mia professionals create custom metadata fields, including sections related to rights management. The solution offers automated tagging as well as powerful search features that simplify resource discovery even without exact keywords or folder structure knowledge. For instance, Mia professionals access information in catalogs through text-searchable PDFs.

Data sharing between the DAM and The Museum System (TMS), Mia's collection management software, enables users to gather even granular details with ease. ***"There's an API that basically trades data back and forth between the DAM and TMS that we use to track any work of art that comes into the building,"*** said Dennehy.

## Workflow and accessibility

Mia is developing its DAM as a collaborative environment through automated processing. For example, a studio workflow is set in motion when media makers photograph objects in the studio, attach critical metadata and upload the content to the DAM. Then, the files pull data from the collection management system so users can search artist names, period, materials, or other characteristics to find the images.

The museum is harmonizing submission and sharing of content among eight curatorial areas, as well as within the public relations and marketing departments. A workflow enables curatorial assistants to add content as it arrives at the museum. ***"We do a lot of exhibitions and there's a lot of rights management. We need to be careful about how long we can use it,"*** Dennehy said. ***"When the curatorial assistants upload the content, everybody knows what's available. Then, we can collaborate better."***

Word is spreading: even the facilities management department adds blueprints and the security office uploads badge photos to the DAM.

## Efficient, engaged collaboration

Whether researching or designing a social media campaign for the museum, Mia employees now gather vital resources quickly and securely through their DAM. They do so directly, without calling on the media team for assistance. ***"For existing content, users don't need to contact us; they can get what they need through the Digital Asset Management solution,"*** Dennehy said. ***"They can even choose a variety of derivative sizes, forms and color spaces."***

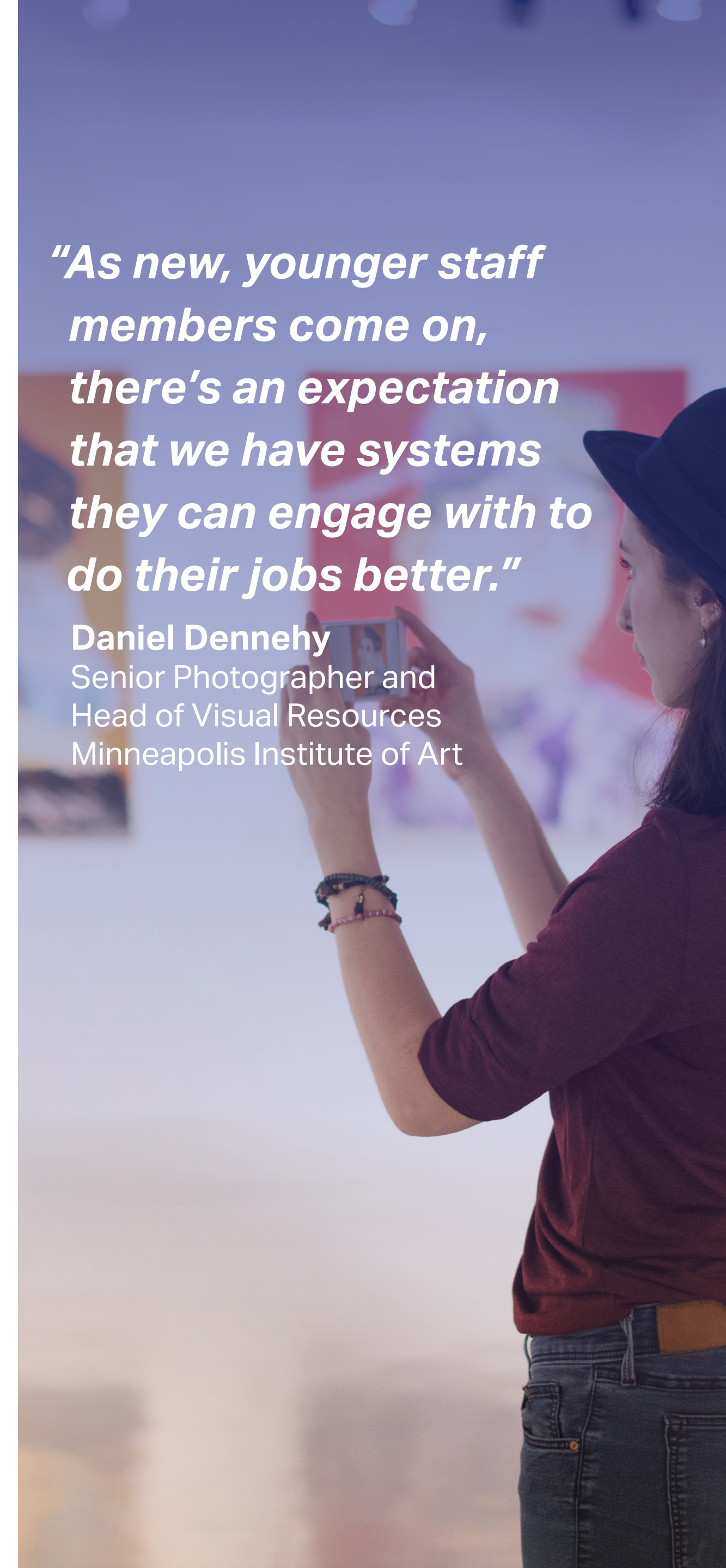
Accessible, reliable connection to work product ensures media makers, designers, researchers and others always work with the latest version of an asset. Integration with the collection management system empowers them with information, especially valuable to the museum as it attracts next generation workers. ***"As new, younger staff members come on, there's an expectation that we have systems they can engage with to do their jobs better,"*** Dennehy explained. ***"They have high expectations about being able to get their hands on content quickly."***

## Brand management

Their DAM also sustains efforts to drive brand awareness for Mia, a prioritized focus since 2015 when the museum turned 100 years old and refreshed its name and branding. ***"The rebranding was part of our celebration,"*** Dennehy noted. ***"People who are supporting our exhibitions and programs have their own branding. We've got to get it right."***

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## Interactive web presence

For even the casual observer, a visit to [www.artsmia.org](http://www.artsmia.org) often turns into a virtual journey through places and eras brought to life in art. High quality images meticulously captured and annotated by Dennehy and his team encourage visitors to explore—all supported by their DAM, now and as the museum's web presence evolves. ***"We're transitioning from a wall didactic to an interactive, deeper dive that you can get on a mobile device,"*** said Dennehy. ***"You can just serve up so much more content."***

## Return on investment

While increased productivity and accuracy carry a cost benefit, Mia tracks return in other terms. ***"As a non-profit organization, especially a museum, we don't measure ROI in dollars and cents,"*** Dennehy noted. ***"In many ways, having asset management with our DAM protects the investment we make in creating this content."***

Overall, Dennehy notes, digital asset management is of value to Mia because it furthers the museum's mission to inspire wonder. ***"It's really about our impact on the community,"*** he said, noting: ***"I love what I do. I love art... what I really love is walking into this building that's filled with fabulous treasures—all the best that humankind is capable of producing—and sharing it with others."***



## About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit [opentext.com](http://opentext.com).

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