



Incorporating Digital Preservation into
Your DAM Program

Session 1: Preserving Long-Term Digital Assets – Q&A

HSEvents



Q: Can a DAM and preservation system be linked somehow?

A: Yes, these two types of systems can be used together to provide the best of both worlds. This blog post digs in deeper: <https://preservica.com/blog/digital-asset-management-dam-and-digital-preservation-whats-the-difference>

Q: Should they be linked so files that are considered for long term preservation can be migrated to Preservica?

A: DAM and DP systems can be connected using Preservica open APIs. This will be covered more in Session 2 in the series.

Q: Which school at the University of Bristol uses Preservica?

A: For more information please read our press release with the University of Bristol: <https://preservica.com/resources/press-releases/the-university-of-bristol-selects-preservica-to-safeguard-extensive-digital-collections>

Q: Does the McDonalds archives include previous promotional items such as items in Happy Meals?

A: Yes, the archives have examples from nearly every US Happy Meal promotion from 1979 to the present. It also features examples of international Happy Meal promotions from various markets.

Q: Which software solution has McDonalds chosen?

A: McDonalds have selected Preservica as their chosen digital preservation solution.

Q: Are legacy file types typically retained?

A: Yes - the original file is always retained in Preservica.

Q: How is ingestion performed for every large files – e.g. raw audio or digital formats?

A: Very large files like AV and RAW formats as well as very large volumes of files can be easily uploaded directly into Preservica using industry standard tools like S3 Transfer or CloudBerry.

Q: For McDonalds, did you get to assist with the McMillions documentary?

A: Yes, the archives provided packaging, information, print ads and commercials for the McDonald's team. This augmented pieces that the production team acquired via third parties.



Q: What is the process for ingesting physical files that have not been digitized?

A: Preservica is a repository for digital assets including digitized versions of physical assets like paper, books or images. Digitized assets and metadata can be ingested at scale if required using various standard ingest tools. Preservica also connects with catalog systems like ArchivesSpace which holds metadata and the location of physical assets and their digitized representation.

Q: How does Preservica decide what kind of filetypes need to be converted, and what formats to convert into? Is this set up by admins/users, or is it something Preservica has out of the box?

A: Preservica's Research and Innovation team work closely with the digital preservation community and major national archives to recommend which files should be converted and to what. These can be chosen from out of the box policy settings. Enterprise customers can also customize these policies to their own requirements.

Q: What are the storage options underlying a Preservica system? Are the storage drives (NAS, cloud, something else) managed and supported on the client side?

A: Preservica uses AWS S3 and S3 Glacier storage or Azure Hot and Cool. This is all included in the cloud hosted service. Preservica can also be run on premise using customers choice of either local or cloud storage.

Q: Interesting to hear that the formats to migrate to are pre-defined in Preservica and the client only chooses the policies. In practice the optimal preservation format sometimes isn't just a technological one but considers storage cost etc. How do Preservica's migration policies for file formats allow for flexibility to clients to choose what they need for their size and other production or business needs?

A: Preservica's Research and Innovation team work closely with the digital preservation community and major national archives to recommend which files should be converted and to what. These can be chosen from out of the box policy settings. Enterprise customers can also customize these policies to their own requirements.

Q: How does Preservica deal with zip files as a format for preserving the context of collated files in them? Is it a sturdy reliable format to hold a collection of files, or do you have future proof alternatives?

A: Preservica has standard workflows to ingest content contained in ZIP packages. Content ingested as a ZIP will be broken out into the folder/file structure contained in the package. ZIP is one of the leading standards for compressed packages currently. Other institutions use BagIT packages as well.

Q: How do you connect to the DAM? Do your clients use metadata in the DAM to automate the 'migration' of assets to the preservation system?

A: DAM and DP systems can be connected using Preservica open APIs. This will be covered more in Session 2 in the series.



Q: Why do you distinguish between digital preservation and archiving?

A: Regular archiving systems only perform bit-level storage. Digital Preservation take this further ensuring stored files can also be read used and trusted in the future. Think of digital preservation as archiving plus.

Q: How are you dealing with moving large files around – such as bulk ingest of moving image (e.g. digitized or born-digital feature film) and large research datasets?

A: Very large files like AV and RAW formats as well as very large volumes of files can be easily uploaded directly into Preservica using industry standard tools like S3 Transfer or CloudBerry.

Q: Is there a way to connect our existing DAM to Preservica directly without having to download assets from the DAM and re-upload to Preservica?

A: DAM and DP systems can be connected using Preservica open APIs. This will be covered more in Session 2 in the series. Offering connectors to popular DAM systems is something we are investigating.

Q: Does Preservica offer or plan to offer any off-the-shelf connectors for popular DAM systems, that could be used to automate the ingest process?

A: DAM and DP systems can be connected using Preservica open APIs. This will be covered more in Session 2 in the series. Offering connectors to popular DAM systems is something we are investigating.

Q: Are file format migrations in Preservica an automated process – does it analyze file format obsolescence and migrate forward automatically? Or is it a manual process made by users?

A: Preservica's Research and Innovation team work closely with the digital preservation community and major national archives to recommend which files should be converted and to what. These can be chosen from out of the box policy settings. Enterprise customers can also customize these policies to their own requirements.

Q: Is redundancy built in and does Preservica facilitate backup of assets in different geographic locations?

A: Yes on both questions.

Q: Does the system convert database files too?

A: Our Research and Innovation team are looking at the use of the SIARD format for this and we have recently run user special interest groups on database preservation.

Q: Can a user build Preservica to create additional formats/derivatives from the original uploaded format?

A: Yes, Preservica enables users to do this.



Q: How is Preservica compatible with library management systems especially those that are open source?

A: Preservica's open APIs mean it can be connected to many different library and catalog systems including ingesting material as well as providing content for discovery layers.

Q: DAM seems to be intensive. What is your stance when it comes to the administrative (Does it require an operational plan? framework?), legalities (Copyright, Fair Use, etc.), and human resource (Does that need experts? Librarians, archivists, IT personnel?) aspects of maintaining a DAM?

A: Both DAM and DP are a combination of people, process and technology. However much of this can be defined beforehand and required resources identified for different steps in the workflow. Most DAM and DP systems are cloud hosted and so require minimal IT supervision.

Q: How do you identify what should be deleted/"destroyed" versus preserved?

A: This will be down to your own policy. Plus much content will be transient with little or no long-term value. Session 3 in the series will explore this more.

Q: Does Preservica create .warc files? How are you getting those?

A: Preservica has built in automated web archiving that creates WARC files for long-term retention.

Q: How does the tool scale? Are you able to put a lot in at one time?

A: Yes. Very large files like AV and RAW formats as well as very large volumes of files can be easily uploaded directly into Preservica using industry standard tools like S3 Transfer or CloudBerry.

Q: The OAIS model doesn't reflect the workflows in the area I work, of image libraries, museum archives etc., where the DAM is where curation, metadata enrichment and public access are managed. The preservation system would have to reflect changes in the DAM and CMS and the Archival High-res store. Is this possible using a system like Preservica?

A: This will be discussed more in Session 2 in the Series. Short answer is - yes - using Preservica's open APIs to connect.

Q: What do DAM systems do that preservation systems don't do?

A: DAMs sometimes have image manipulation and asset distribution workflows that DP systems don't have.

Q: Does Preservica have or know of groups/channels etc. of their users of the system to discuss issues, ask for help, see what others are doing?

A: Yes - the Preservica Community Hub is a great place to learn, share and collaborate with the community. The Community Hub can be accessed here:

<https://community.preservica.com/>



Q: How is it checking for duplicates? File name? Size? Other embedded metadata? Does it generate a report of possible duplicates to then clean up files before ingestion?

A: Duplicate checks are based on the fixity values calculated in a step during the ingest process. The system does not generate a report or de-duplicate packages and by default will continue to ingest duplicate content. You can set the workflow step to stop if it detects duplicates, but the package would have to be manually de-duplicated and re ingested.

Q: In a corporate setting, an archivist seeking such a system will invariably run into questions from company lawyers re: security of the information, fears of industrial espionage, etc. Can someone speak to how secure Preservica storage is?

A: Security of customer data is of paramount importance to Preservica. We are ISO 27001 and SOC 2 Type II audited and certified, and our systems are regularly Penetration tested by a 3rd party. Preservica is also used by customers with very high security requirements including major banks, US Government institutions and major national and pan-national organizations.

Q: Do you communicate to DAM users your policy for when assets are moved to Preservica?

A: This is down to an individual organization's own policy.

Q: Is there any real value to embedding descriptive metadata in, for example, a TIFF image file, given that the same metadata would also be stored externally in an AIP?

A: Not if you were looking to have that metadata editable in Preservica. We automatically extract technical metadata from files and this is stored alongside the content object in Preservica, but is not editable. Descriptive metadata can be added as a sidecar file during ingest so it is attached to the asset (AIP) and can be edited in Preservica.

Q: Possibly covered in the upcoming sessions - What is an example of a workflow transferring content from a DAM to something like Preservica?

A: This will be covered in Session 2.

Q: For McDonalds, what relationship does the archivist have with the Digital Asset Manager?

A: McDonald's has a robust records management program. The DAM manager and archivist review retention schedules concerning the lifecycle of assets within the DAM for eventual transfer to the Archives. We also collaborate on client requests for materials. For the archivist it is important to have a good working relationship with the DAM and Records Manager as they have assets which can eventually end up in the Archives.



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