

Visit Greater Palm Springs | Digital Asset Management

## The **Simpleview DAM** makes life easier for Visit Greater Palm Springs



Surrounded by four picturesque mountain ranges and long sought-after by travelers for its inspiring scenery and sense of adventure, [Greater Palm Springs](#) is Southern California's most storied resort oasis. Encompassing nine cities — Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio, and Coachella — opportunities for visitors are as endless as the destination's blue skies.

With so many picture-perfect places to promote within its destination, the destination marketing organization (DMO) is tasked with managing assets galore; photos, videos, audio, and documents — you name it, Visit Greater Palm Springs has to organize and distribute it.

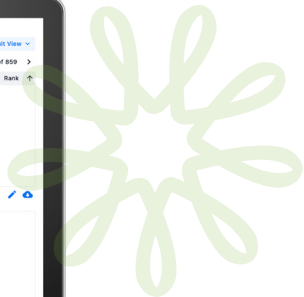
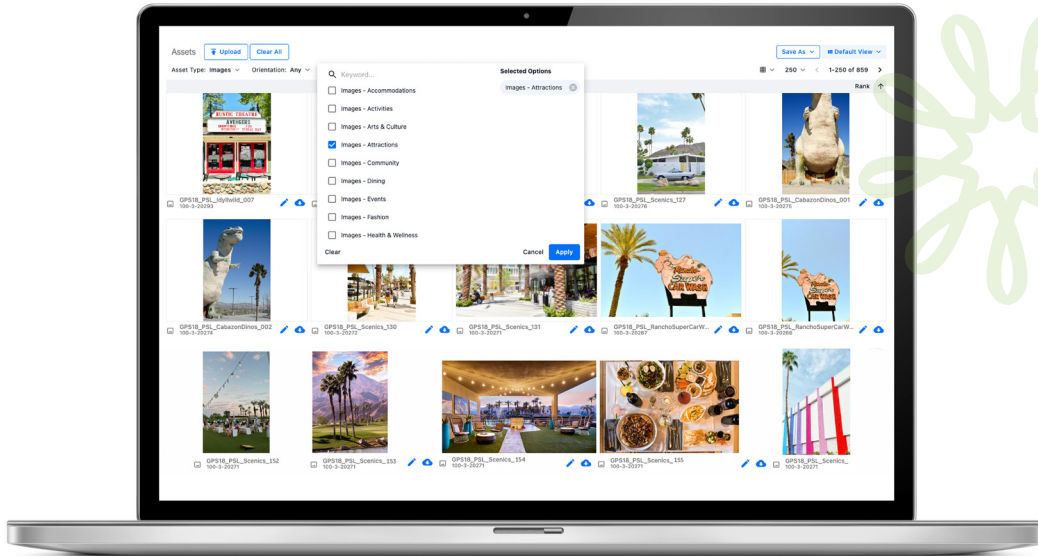
The team turned to [Simpleview Digital Asset Management \(DAM\)](#), the leading asset solution for travel and tourism, to optimize how they share valuable digital assets.



### GOALS:

The goals Visit Greater Palm Springs had when adopting Simpleview DAM were to:

- Store all digital files in **one place accessible from anywhere**, at any time
- Empower the organization to standardize the way they **organized, distributed, and managed assets**
- House destination B-roll footage and location shots separately to make it **seamless for users to find** exactly what they are looking for



## CHALLENGES:

When managing digital assets, organization is key ... especially when you're managing hundreds, thousands, even tens-of-thousands of assets. Prior to using Simpleview DAM, all of the DMO's images were hosted on an internal server, and videos were stored on external hard drives. When asset requests were received, images were sent on CDs, and videos were sent out on drives. This process was deemed inefficient and difficult to manage.

## SOLUTION:

Simpleview DAM helped Visit Greater Palm Springs bring together its entire photo, video, and audio library, saving the team members' time and increasing productivity and efficiency. The Simpleview DAM system served as an ideal solution for external media distribution, collaboration, and archiving.

## Using the DAM, the Visit Greater Palm Springs team now utilizes:

- An internal **Standard Operating Procedure** document that outlines best practices for adding new users to the library, acceptable imagery to upload, and metadata structure.
- **The Category structure** for straightforward and simple asset management best practices; the categories are based on the DMO's marketing pillars and things to do within the destination.



I do love knowing that any rights issues are handled through the Simpleview DAM. It has been well worth it. The support team has been such a joy to work with."



**JOYCE KIEHL,**  
Director of  
Communications,  
Visit Greater  
Palm Springs

## RESULTS:

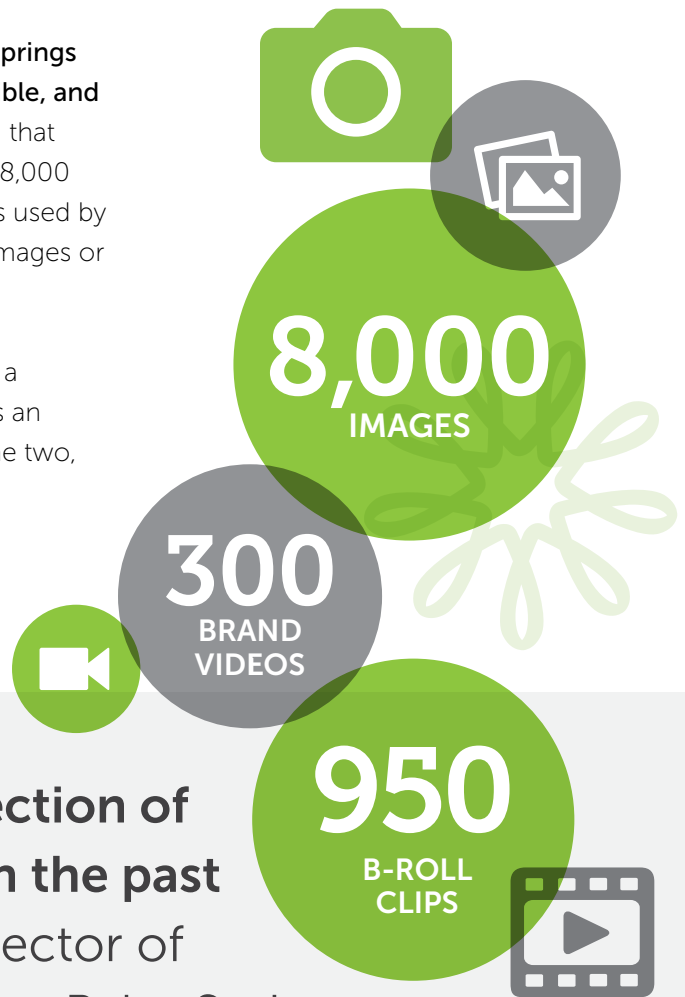
Since implementing Simpleview DAM, Visit Greater Palm Springs has met its goals of keeping creative assets stored, accessible, and organized to the team's standards. The DMO also reported that its DAM library has grown from under 1,000 photos to over 8,000 images, 300 brand videos, and 950 B-roll clips. This library is used by the DMO's internal team as well as stakeholders that need images or videos of the destination.

The DMO worked with the Simpleview DAM team to create a separate library exclusively for B-roll video. Any user that has an account for both libraries can seamlessly toggle between the two, easily finding B-roll and photos.



**We have such a beautiful collection of B-roll, but it was a challenge in the past sharing it,"** said Joyce Kiehl, director of communications for Visit Greater Palm Springs. **"This has made it so easy. We want productions to be able to utilize the footage."**

The work the Visit Greater Palm Springs team has put into its DAM library to keep its asset library clean and up-to-date has paid off. The various departments within the organization are easily able to find what they need, cutting down the number of requests to the brand team and increasing overall efficiency.



## INTERESTED IN FINDING OUT HOW THE SIMPLEVIEW DAM CAN WORK FOR YOU?

Email us at [accountmanagers@simpleviewinc.com](mailto:accountmanagers@simpleviewinc.com) or call us at 520-575-1151.