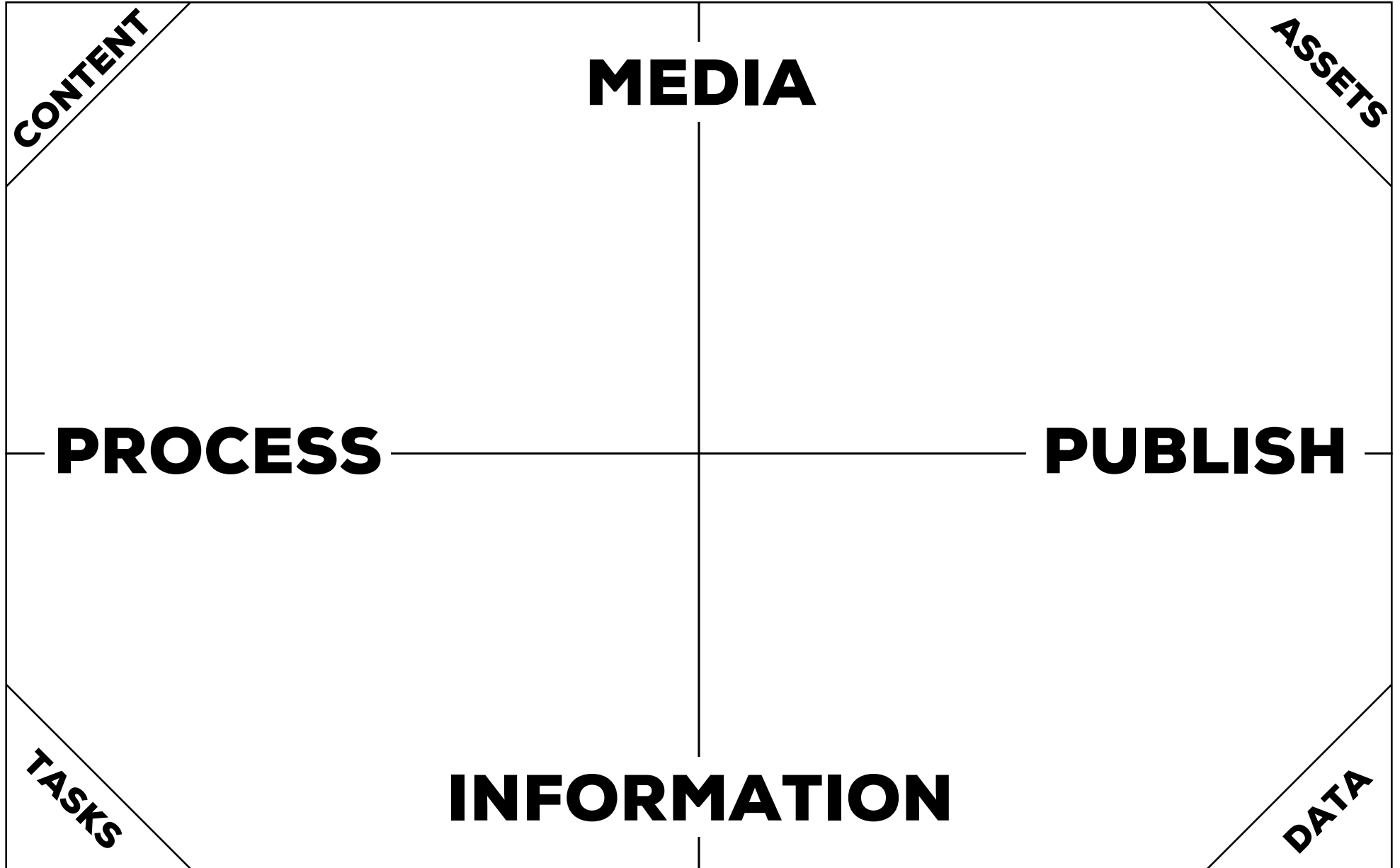


# TECH MODEL for Creative Ops



# MATURITY MODEL for Creative Ops

OPERATIONAL DIMENSIONS	1	2	3	4	5
	INITIAL Chaotic	DEVELOPING Repeatable Undocumented	DEFINED Clarity Organized	MANAGED Predictable	ADVANCED Optimizing Predictive
<b>TECH STACK</b>	Unmanaged & Disorganized	Disconnected & Scattered	Trying Ideas & Systems	Own the adoption strategy Understand needs and commercial marketplace	Leadership in strategy and deployment
<i>Asset Management</i>	Desktop / Server Ad Hoc	Organized Server based	DAM Defensive	Owned DAM Progressive Adopted	DAM Automated Multiple Owners Rights Managed
<i>Content Management</i>	Desktop / Server Ad Hoc	Organized Server based	Shared Server	Content Management Production Management Focus on whole team Transparency	CMS Integrated with business Entire Pipeline
<b>HUMAN STACK</b>	Shooting at everything	Siloed	Collaborative	Resilient	Leadership and Vision Agile Creative Development
<i>Process Management</i>	DIY / Ad Hoc	Siloed Printouts Meetings Project Manager – force of will	Collaboration Free tools Archiving	Transparency Version Tracking Approvals Archiving	Entire Pipeline All Media Innovation
<i>Task/Info Management</i>	DIY / Ad Hoc	Siloed Printouts Email & Spreadsheets Project Manager – force of will	Collaboration Email Free tools	Project Management System Task Assignment Dashboard Project Visibility	Strategically implemented Integrated across groups Job Progress Tracking