



HOFSTRA UNIVERSITY: T0005-01

http://www.hofstra.edu/Academics/CCEPA/ccepa_courses_events.cfm.

Digital Asset Management Best Practices

Description: Sponsored by Extensis, Hofstra University and LISTnet, this 2 hour presentation will discuss Best Practices for implementing Digital Asset Management into your organization. Covering a practical approach to "Cost of Ownership and Return on Investment Models" for your organization, along with a straight forward look at defining an efficient workflow, creating catalogs, and organizing your files for internal and external use.

Presentation by: Larry Jones, Founder (Atrinity Corporation)

The presentation will include:

- Preparing a Cost of Ownership and Return on Investment specific to your organization.
- Developing workflows for small to large enterprises from a best practices perspective.
- Review Portfolio Server 8.5 in action along with Portfolio NetPublish.
- Question session for workflow and system architecture.

Who Should Attend: Executives, IT decision-makers, Marketing/Creative managers, Production Supervisors and Students.

First 25 participants will receive a sample Executive Briefing "ROI for Digital Asset Management" by Atrinity Corporation

Event will be held in the Hofstra University Mack Student Center - Student Center Plaza Room West - room 0127W (north-side of campus)

Directions: http://www.hofstra.edu/About/InfoCenter/info_hofdirect.html

Campus Map: http://www.hofstra.edu/pdf/about/infocenter/infocenter_print_campusmap.pdf

Larry Jones is the Cofounder of Atrinity Corporation providing Executive Advisement and Process Management services since 1998.

Mr. Jones' has held positions of President, Vice President, CIO and Director in companies such as Adobe Systems, Imation, Informix and Ascential Software. During his tenure with Atrinity, Larry developed implementation and organizational development strategies for Digital Asset Management systems for Print Publishing, Finance, Entertainment and Medical industries. Prior to launching Atrinity, Larry served as Global Director of Sales and Marketing at Imation Publishing Software where he directed the implementation strategies for the digital asset management and print/publishing products. Prior to Imation acquiring Luminous, he served as Regional Manager for Aldus and Adobe systems from April of 1993 to March 1997, where he honed his channel development and prepress production skills. During this time he attended DePaul University's Educational Leadership Program where he worked with the Dean of Education, Dr. Lane, in developing new methods for adult education used as part of a "Train-The-Trainer" Series conducting by Intuitive Training. Larry started in management as Linotype-Hell's Regional Manager for Implementation Services with responsibilities for the pre and post sales support functions including the high-end color systems and Macintosh Postscript Systems. Larry graduated from Oswego State University in 1984 with a bachelor's of science degree in Technology Education, K-12. In addition, he has over 800 hrs as an instrument pilot of complex aircraft.



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