## Audiovisual Archive Management System (AVAMS) Project

Overview of Achievements
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Project Manager
22 August 2014



### Overview of:

- NAA Audiovisual Archive
- AVAMS project scope and budget
- Achievements of AVAMS Project
- Future plans

### **National Archives of Australia**

- 400 staff in 8 offices
- Significant holdings (millions) of paper and audio-visual records
- Responsibility to collect, manage and make accessible to public and agencies
- Sydney office holds most AV and has state-of-the art AV digitisation labs

### **Sydney Office**

- AV digitisation labs with specialised equipment and staff
- Ongoing digitisation of analogue into digital for the last 10 years
- Specialised storage for AV shelving and environmental control in multiple repositories
- Holds analogue, digitised and born digital AV, approx 1 million items.

### **NAA Audiovisual Archive**

- Government-funded broadcasters: Australian Broadcasting Corporation (ABC); Special Broadcasting Service (SBS)
- Government audiovisual school: Australian Film Television and Radio School (AFTRS)
- Government politicians: e.g.: Prime Ministers Holt, Whitlam, Hawke, Keating, Howard

### **Audiovisual Archive**



- Department of Defence,
   Defence forces, Australian
   Security and Intelligence
   Organisation (ASIO)
- Office of Film and Literature Classification, Australian Antarctic Division
- Film Australia Collection (NFSAA stewards, NAA store/preserve)

### 30 Km AV Assets: 600,000 items



### **Largest Holdings**

Agency	Km
Australian Broadcasting Corporation (ABC)	18
Film Australia Collection	6
Defence & related	3
Australian Film Television and Radio School	1
Australian Antarctic Division	1

### **Drivers for AVAMS Project**

### FOR AUDIOVISUAL WE WANT:

- Capability for better description
- Ability to capture preservation treatments
- Better physical control (carriers/containers)
- Ability to manage workflows for born digital and digitised content

### **Primary Aims**

- Procure and implement purpose built AV asset management system
- With integrated analogue and digital capability
- Enterprise level, scalable, robust solution
- Automated metadata interchange with primary management system RecordSearch

### **Secondary Aim**

- Procure and implement a digital preservation system for Audiovisual items (AV Digital Archive)
- Separate to Asset Management System
- Be based on agreed digital preservation principles

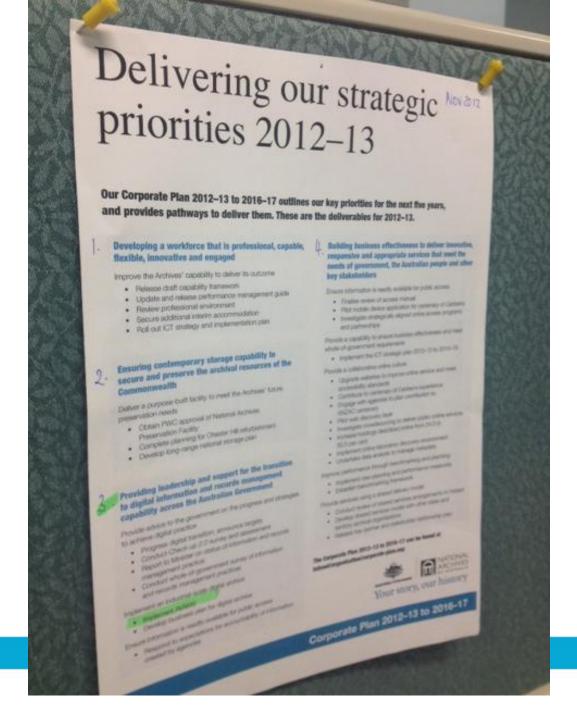
### **AVAMS Solution has:**

- Replaced the PSaMI (Preservation Sound and Moving Image) Filemaker Pro database at Sydney with an enterprise collection management system
- Not replaced RecordSearch, but works with it to exchange metadata
- Replaced the existing system backup (CommVault) for AV items with an AV Digital Archive

### **AVAMS Project Summary**

STAGE	DATE	ACTIVITY	COST
Stage 0	2006	Develop Business Case and Cost Benefit Analysis	\$300,000
Stage 1	2007 - 2008	Develop/release RFI	\$300,000
Stage 2	2008 - 2010	Develop RFT	\$350,000
Stage 3	2010 - 2012	Release RFT Evaluate responses Choose supplier Contract negotiation	\$1 mill
Stage 4	2012 - 2014	AVAMS Solution (System) Implementation	\$5 mill

**Total: \$7 million investment over 8 years** 



### **Highest NAA Strategic Priority for** 2012-2014 is to implement **AVAMS**

(Digital Transition and Building Capability)

### **Chosen Solution**



from



http://www.tmd.tv/mediaflex

http://www.tmd.tv/news/national-archives-australia-goes-live-tmd-mediaflex-0

http://www.tmd.tv/news/national-archives-australia-selects-tmd-s-ltfs-archive-solution

naa.gov.au

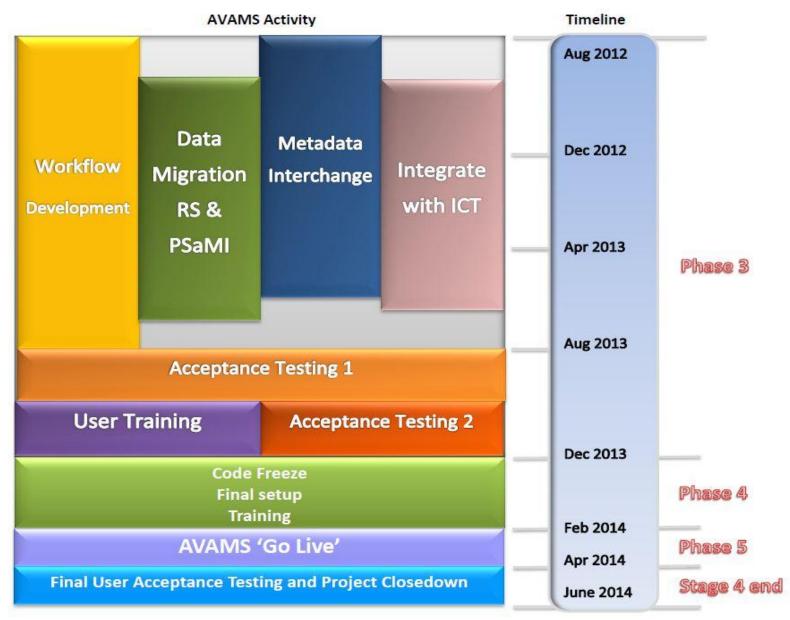
### **AVAMS Project Scope**

- Implement Mediaflex as the Enterprise Collection Management System for AV
- Implement Mediaflex Archive + systems and hardware as the AV Digital Archive
- Implementation of i-Mediaflex as the search front end
- Integration/enhancement of RecordSearch (the primary Enterprise Collection Management System for NAA and paper collection) with Mediaflex for Metadata exchange.

### Scope continued...

- Metadata migration from FileMaker Pro database (PSaMI) and RecordSearch into Mediaflex (approx 1 million items)
- Digital Asset migration from system backup CommVault and other locations into AV Digital Archive (160 TB)
- Documentation for project and system
- Training approx 200 staff at 5 offices in Mediaflex

### 2 year Implementation



### Project on time and under budget

- May 2014
  - Configuration and customisation finalised
  - Switch of shelving control for AV from RecordSearch to Mediaflex
  - 2 day shut down of RecordSearch and PSaMI
  - Successful metadata migration over weekend
  - 20 May 2014 Go Live and Roll-out to staff desktops
- 30 June 2014 End of User Acceptance Testing and Phase 1 User Training
- 30 September 2014 end of 90 day Warranty Period and Phase 2 User Training
- October 2014 ongoing maintenance and support

### **NAA AVAMS Project Team**

### Photo:

Senior Business Analyst, Jamie Cooke Business Analyst, Nathan Andrews, Project Manager, Rose Holley, Data Analyst, Rahnee Alvarez, ICT Co-ordinator, Lola McKinnon Not in photo:

Business Analyst, Tim Muir Operations Liaison, Brendan Somes Operations Liaison and Communications Officer, Caroline Ashworth ICT Liaison and Analyst, Celia Blake Training Co-ordinator, Allison Graycon



### **TMD Project Team**

- Australia:
  - Carlton Smith (Project Manager and Technical Lead)
  - Craig Marshall (Systems Engineer)
- UK:
  - Developers
  - Data Analyst
- USA:
  - User Guide Writer

### Implementation Method

- AVAMS Project team based at Sydney and Canberra
- Contractors from TMD working onsite
- IT staff and AV Data Team supporting project teams
- Wide stakeholder involvement
- Phased approach
- Test and training systems in place

### **Planning and Control**

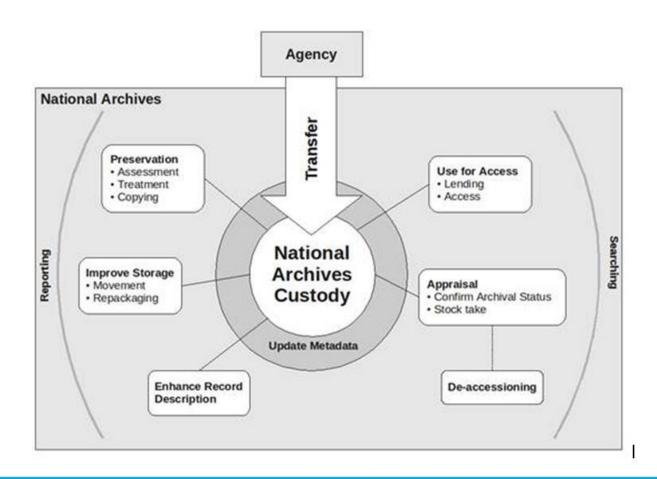
- Prince2 for Governance
- Agile, iterative for software development
- Plans: Project Plan, Implementation and Rollout Plan, Metadata Migration Plan, Digital Asset Migration Plan, Training Plan.
- Close, collaborative, co-ordinated working relationship between TMD and NAA project teams on site.

### Stakeholder involvement

Approx 200 NAA staff have been involved in:

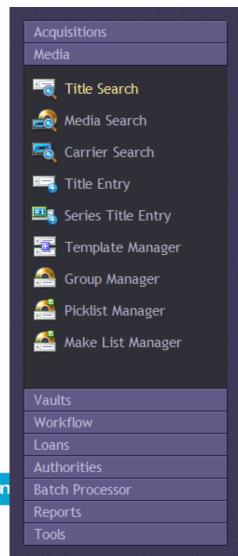
- Functional requirements
- Workflow analysis
- Documentation/specification review
- Testing developments and feedback
- Training before Go Live
- Acceptance Testing
- Go Live
- Project Governance and Reporting

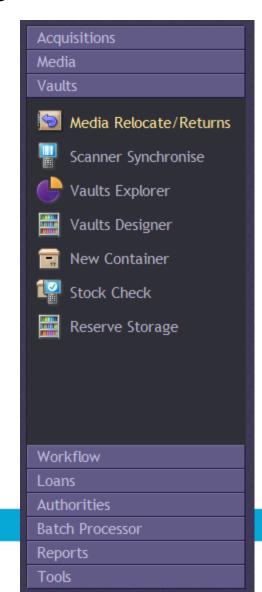
### **AV Lifecycle managed by AVAMS Solution**



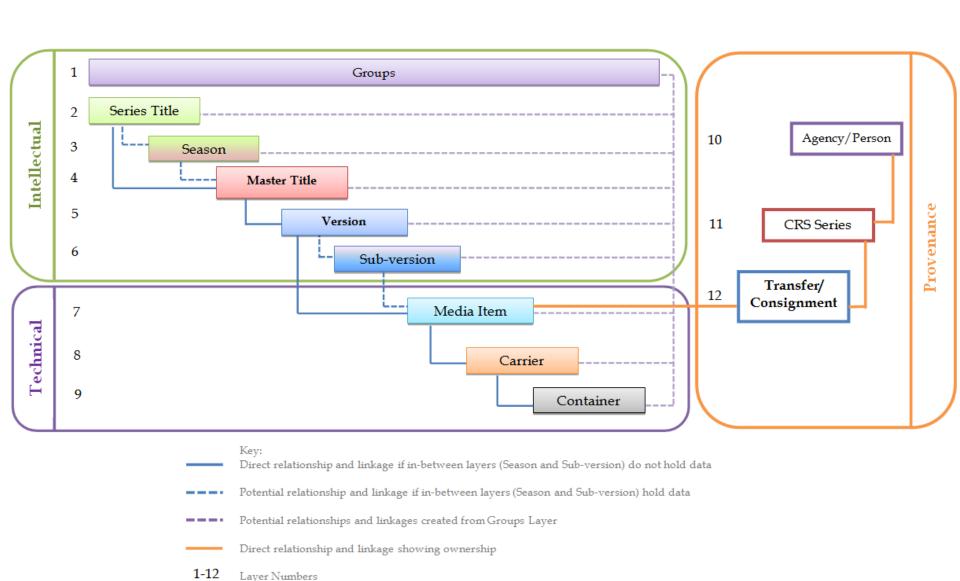
### Mediaflex Modular System

- ➤ Transfer (Acquisitions)
- **≻**Description
- ➤ Storage
- >Lending
- ➤ Digitisation
- > Searching
- ➤ Reporting
- ➤Tracking

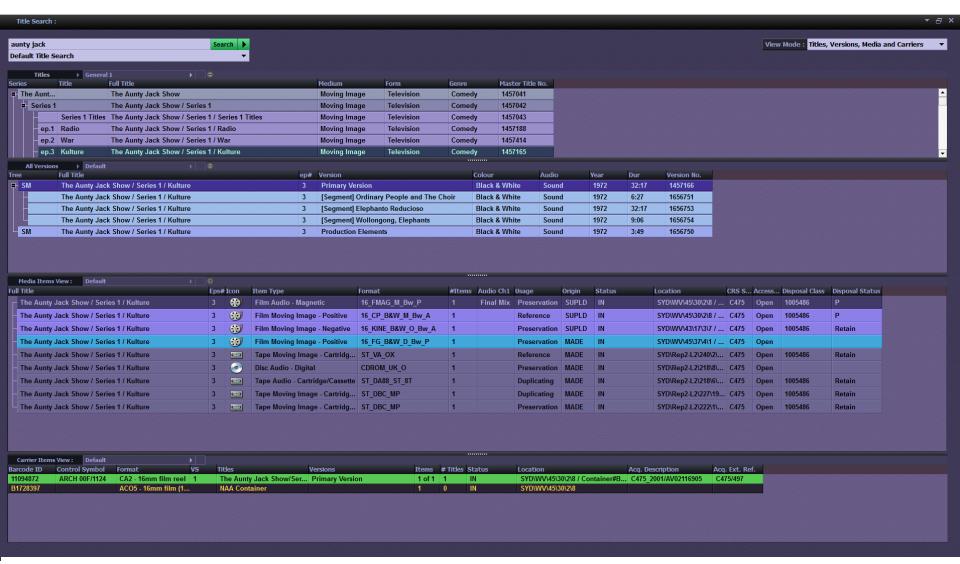




### **Mediaflex Data Model Layers**



### Mediaflex showing data layers



### **Learning Curves**

- New data model that is more complex than RecordSearch or PSaMI with more data layers – all staff will have to understand new model
- 2. Changes to terminology. Mediaflex uses terms already in use at NAA but to mean DIFFERENT things e.g. 'lending'. Learning curve to understand what is meant by NEW terms e.g. 'media item'.

### **Learning Curves**

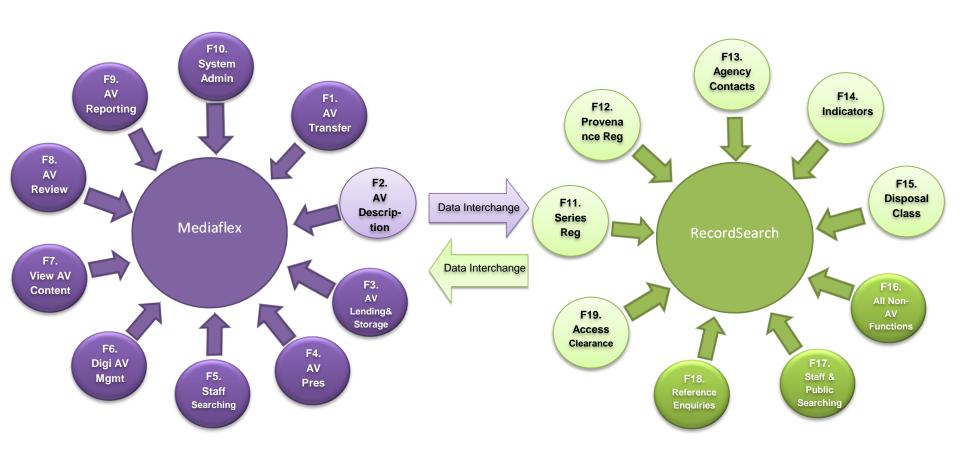
- Having 2 collection management systems in place which one controls what? RecordSearch for Paper and Photos and Mediaflex for AV.
- e.g. Metadata: RecordSearch is still master for Agency Name and Series Number for *all* records, while Mediaflex is now master for AV Media Item.
- e.g. Archival Process: RecordSearch still controls access examination for *all* records, but Mediaflex now controls acquisitions and storage of AV.

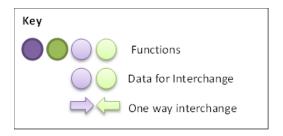
Easier for staff dealing solely with AV to understand and learn the new changes. Hard for staff that are using both systems on a daily basis, or not dealing with AV very often.

### **Learning Curves**

- Learning Mediaflex as a new system. Not very intuitive. Very large and complex system.
- The concept of 'workflows' in Mediaflex to manage tasks and projects

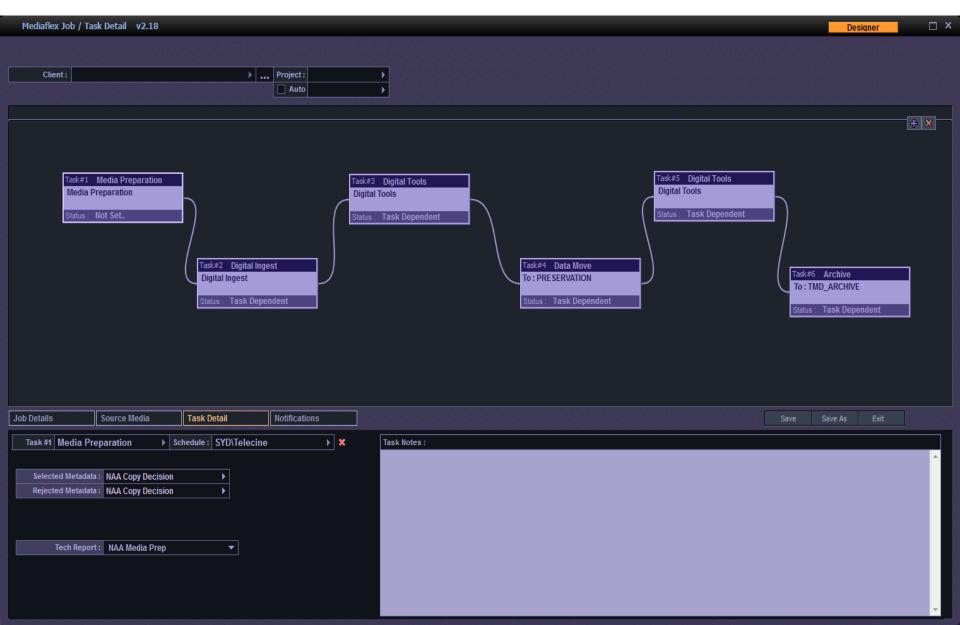
### Mediaflex-RecordSearch: A Symbiotic Relationship





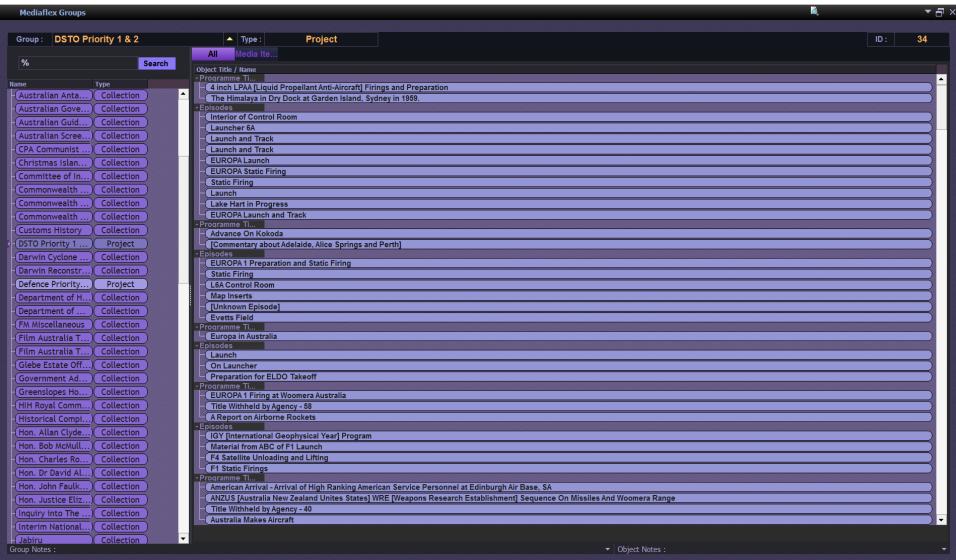
### Agreed **RECORDSEARCH – MEDIAFLEX RELATIONSHIP** Intellectual and Technical **AV Data** migrated to Mediaflex Mediaflex **Reports** Audiovisual Records entered, **PSaMI** updated and maintained here. AV-related processed here except: Series, Agency, Contact registration and maintenance; Access Clearance New/edited Series, Agency, Contact info New/edited AV **AV Version Records** (read-only) Series, Agency, Versions (readupdated every 24 (read-only) migrated Contact (read-only) only) updated to RecordSearch hours. Access records migrated to every 24 hours Clearance status MFX. updated every 15 Staff involved in AV-related activities mins. (eg AV Preservation, Transfers, Lending, Storage, Reference, etc) RecordSearch S&R / TLL Legacy AV item will not be visible in Series, Agency, Contact Search & Retrieve information and non-AV and 'frozen' in TLL records entered, updated and maintained here. Access **General Staff** Clearance and all non-AVrelated activities processed here. AV records from Mediaflex will be read-only **Reports** post-Mediaflex implementation.

### **Workflows in Mediaflex**



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	Movement	NAA 26/03/14 00:00 Charting the Seas NAA.22		
☑ Audio Preservation	Assess	NAA 27/03/14 14:00 My Spirit Anzac Simon Da NAA.49		
Telecine	🖁 🚷 Film Preser			
Film Sound Preservation	Assess	NAA 28/03/14 15:30 The Aunty Jack Show/1/e Transmed NAA.22	73 In Progress	
	Movement	NAA 28/03/14 16:00 Effects of Elevated Partial NAA.22	_	
	Assess	NAA 28/03/14 16:00 Charting the Seas NAA.22	-	
	Movement	NAA 28/03/14 16:30 Preselected_34749/47429 NAA.22		
☑ Reference	Assess	NAA 29/03/14 09:00 A Man and His Sport/Spor Anton Ha NAA.23	•	
	Assess	NAA 29/03/14 16:00 Army Reserve Recruits Anton Ha NAA.25		
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3 Digital Tools				
4 Copy To : PRESERVATION				
Digital Tools				
6 Archive To : TMD_ARCHIVE				
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	曲 ∰ Make/Dub	NAA 03/04/14 14:30 ABC Film Tokyo May 20 NAA.30	Ready	
	Movement	NAA 04/04/14 00:00 Jacaranda Festival NAA.38	62 Ready	
	Movement	NAA 04/04/14 00:00 Different NAA.39	10 Ready	
	Movement	NAA 05/04/14 12:00 Behind The Legend/SERI NAA.36	71 Ready	
	Movement	NAA 05/04/14 12:30 Preselected_35027/48455 NAA.36	74 Ready	
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	🕒 💲 Film Preser	NAA 06/04/14 12:00 Jacaranda Festival NAA.38	58 Mvmt Raised	
	Digital Tran	NAA 09/04/14 15:00 The Waves, by Virginia W NAA.42	10 Ready (Arch	
	🗓 😲 Digital Tran	NAA 10/04/14 10:00 0745 News/[13/12/1991] NAA.42	71 Failed	
	Assess	NAA 11/04/14 11:30 The Aunty Jack Show/1/e Systems NAA.44	76 In Progress	
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	₫ Audio Pres	NAA 12/04/14 14:30 Word of Mouth/ep:179/Ge Nathan A NAA.47	13 Pending (Di	

### **Groups in Mediaflex**



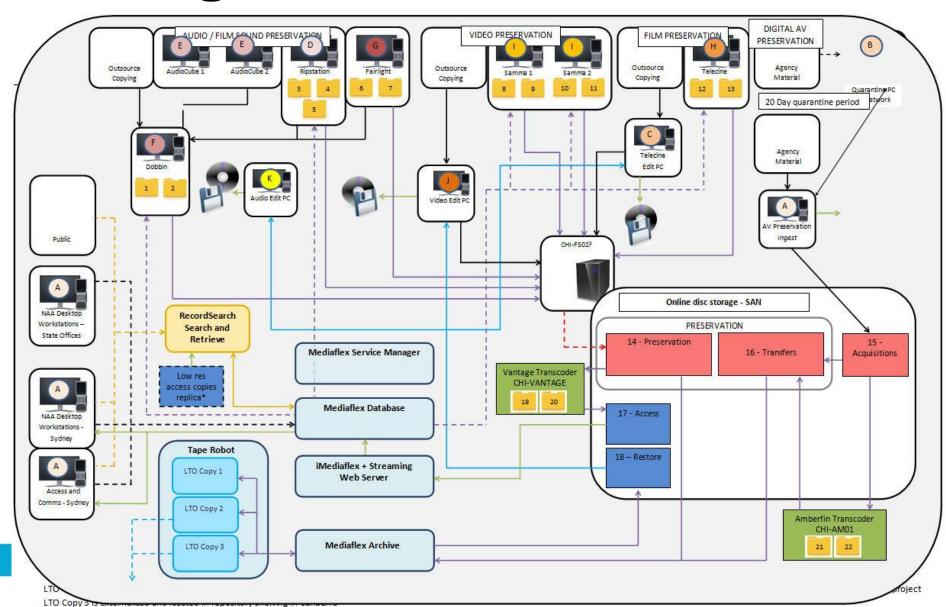
Storage Management in Mediaflex



### **AV Digital Archive Console**



### Digital AV infrastructure



### **Mediaflex Training**

- Finalise Functional Specifications and System Solution Doco (64 documents)
- Develop User Guides (100)
- Develop Training Schedule and 24 Training Modules
- Set up training facilities
- Create training database
- Train staff at 5 offices (140 people) before, during and after roll-out.

### Success! Mediaflex in use at NAA



naa.gov.au

### **Major Project Achievements**

- Completed project on time and under budget
- Mediaflex is now in operational use at NAA as the primary collection management system for AV
- AV Digital Archive implemented and operational
- Successful metadata migration
- Digital asset migration in progress

### **End Benefits for NAA**

### System:

- Enterprise system accessible to all NAA offices with AV
- Ability to undertake archival functions better for AV (transfer, description, lending, storage)
- Improved management of AV born digital and digitised content
- Efficiency gains with streamlined processes e.g. transfer and lending
- Capacity to ramp up transfers of AV born digital content direct from agencies
- Greater security and management of AV assets in AV Digital Archive
- Capacity for improved discovery of items due to new AV data model
- Capacity to automate creation of digital access copies

### **End Benefits for NAA**

### Staff have increased:

- Capability and skills in system implementation and roll-out e.g. functional specification review, system testing, system training, data analysis.
- Understanding of project management.
- Knowledge of state-of-the-art digital asset management systems and their functions and capabilities.
- Knowledge of archival processes and operations at NAA through extensive workflow analysis.
- Sense of pride in this major achievement.

### **Future plans NAA**

- Ongoing Mediaflex training
- Transition Mediaflex and AVAMS into 'business as usual'
- Review staffing needs and structure to support increased digital AV activity.
- Liaison with agencies about AV metadata requirements, templates and transfer of born digital files
- Utilising more Mediaflex digital functionality
- Improve public discovery and digital delivery of AV items by harnessing the AV data model, file exchange protocols, imediaflex web browsing facility, Mediaflex and RecordSearch API's, and use of automated workflows e.g. to create access copies.
- Review AVAMS/Mediaflex in a broader organisational context

### **Future plans TMD**

- Establish Australian Mediaflex User Group for clients:
  - National Film and Sound Archive
  - National Archives of Australia
  - DAMsmart (AV digitisation Contractor)
- Mediaflex team of 3 based in Australia permanently (Director, Systems Engineer, Web developer) to support clients.
- Mediaflex Roadmap and Enhancements

# Your story, our history

Our Project...your questions?

