

Intelligent Decisioning Ltd

G Cloud 15 Service Definition Document

Digital Asset Manager

Microsoft
Partner

 Office 365



T +44 0845 643 9726 **E** info@id-live.com **W** www.id-live.com

Pure Offices, Sherwood Park, Lakeview Drive, Annesley, Nottinghamshire NG15 0DT
Intelligent Decisioning Ltd. Reg No: 03334833

Copyright Notice: The content of this document is protected by copyright © Intelligent Decisioning Limited 2025. All rights reserved.

You may not copy or replicate including extracts of it without Intelligent Decisioning’s written consent. You must not sell, share, copy or republish this document.

Copying of this document in any form is prohibited.

If you want further copies of this document, please make a request to the author shown on the front page.

Any questions regarding this document should be directed to:	
Name	Intelligent Decisioning Ltd
Address	1 Cranmer St, Long Eaton, Nottingham NG10 1NJ
Telephone	0845 643 9726
Email	info@id-live.com

Revision History

Version	Revision Date	Author	Comments
1.0	16 th December 2025	Tony Pounder	Initial Version

Contents

Revision History 3

Contents.....4

Digital Asset Manager 5

Introduction 5

 Overview of Digital Asset Manager 5

 Use of Subcontractors and Partners.....11

Detailed Descriptions 9

 Service Features and Benefits 9

 Project Approach.....9

 Support and Warranty.....10

 Pricing and Licensing 10

About Intelligent Decisioning 11

 Trusted Partner Network 11

 Microsoft Partners 11

 How to obtain further Information.....13

Digital Asset Manager

Introduction

This is the Service Definition Document for Intelligent Decisioning Ltd Digital Asset Manager (DAM) under the G-Cloud Framework.

Overview of Digital Asset Manager

Intelligent Decisioning DAM is a secure, cloud-based platform that centralises the control and distribution of your digital assets. It integrates natively with Microsoft 365 and Azure AD, aligns with ISO/IEC 27001 and GDPR, and streamlines collaboration with intuitive search, rich metadata, version control, and governed access. Teams publish faster and with confidence, while brand consistency and compliance are maintained across every channel. Its scalable, high-volume architecture and optional customisations adapt to your workflows and performance needs, including responsive image renditions and CDN delivery for intranets and portals.

A Digital Asset Management (DAM) system gives content editors and marketing executives a single, authoritative home for all creative and communications files—images, video, documents, logos, templates, and component content—so they can find, trust, and reuse approved assets quickly when building intranet pages. With rich metadata, controlled vocabularies, permissions, and versioning, a DAM turns asset discovery from a time-sink into a predictable workflow, which directly lifts productivity and reduces duplication across teams.

For brand governance, a DAM provides clear approval states, expiry dates, rights information, and audit trails that prevent unapproved, outdated, or mis-licensed content from surfacing on internal sites. Executives gain confidence that every page uses the latest logo, imagery, and tone-of-voice assets, while editors see at a glance whether an image is cleared for intranet use, what the licensing terms are, and when a replacement is due - guardrails that sustain brand consistency at scale.

Because most modern intranets are built on SharePoint in Microsoft 365, a DAM helps deliver faster, better pages by pairing governed assets with performance practices. Microsoft 365 offers automatic image sizing for modern pages and diagnostic tooling to flag oversized imagery; combining this with a DAM's curated renditions and disciplined uploads prevents "heavy" pages and improves the day-to-day experience for employees. When assets are distributed via the Microsoft 365 Content Delivery Network (CDN), commonly used files are cached closer to users globally, reducing latency and page load times across the intranet.

Editors also benefit from multiple image renditions tailored to banners, cards, thumbnails, and hero components. Responsive techniques let pages serve the most appropriate image to each device, while pre-defined intranet crops handle "art direction" for different layouts. In classic

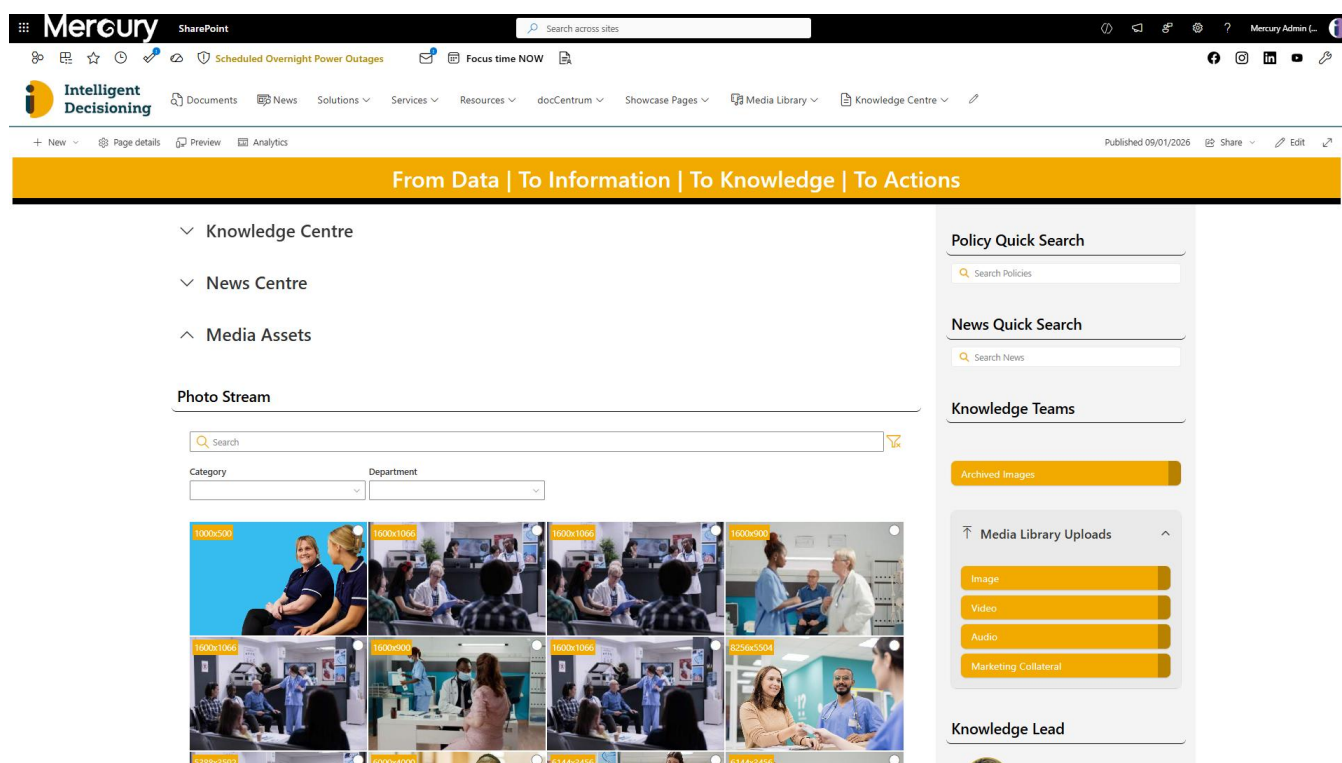
publishing scenarios, SharePoint's Image Renditions feature formalises those sizes and crops; using renditions from a DAM avoids manual rework, keeps pages crisp, and improves load times.

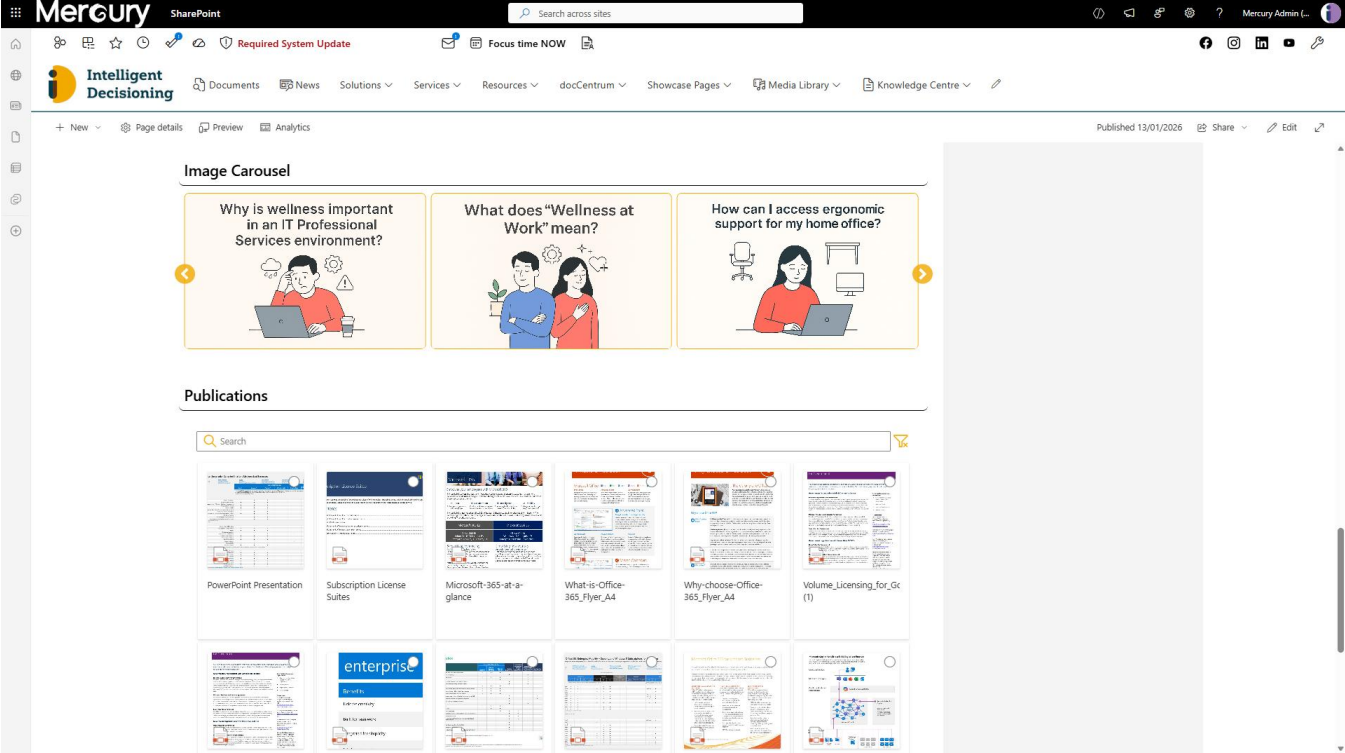
From a collaboration perspective, a DAM streamlines intake, review, and approval workflows across locations and agencies, so marketing can brief, iterate, and publish intranet content in one flow. Editors avoid inbox-driven "version chaos" and can pull only the final, approved item straight into page templates, accelerating campaign launches, leadership announcements, and HR communications while reducing rework and compliance risk.

Compliance and risk management also improve. A DAM's role-based access, evidence trails, retention controls, and data-handling policies support the governance principles found in information-security standards and data-protection law. For intranets that store or surface personal data in imagery or documents, DAM-led controls align with ISO/IEC 27001's risk-based approach to protecting information assets and help organisations meet GDPR expectations around lawful processing, access controls, and accountability.

On the measurement side, a DAM's analytics show which assets are being used, where gaps exist, and what needs retirement or refresh. Marketing executives get visibility into the impact and reach of internal campaigns, while editors can see which templates and visuals perform best and reuse them confidently thus reducing production costs and avoiding duplicate purchases of stock and media.

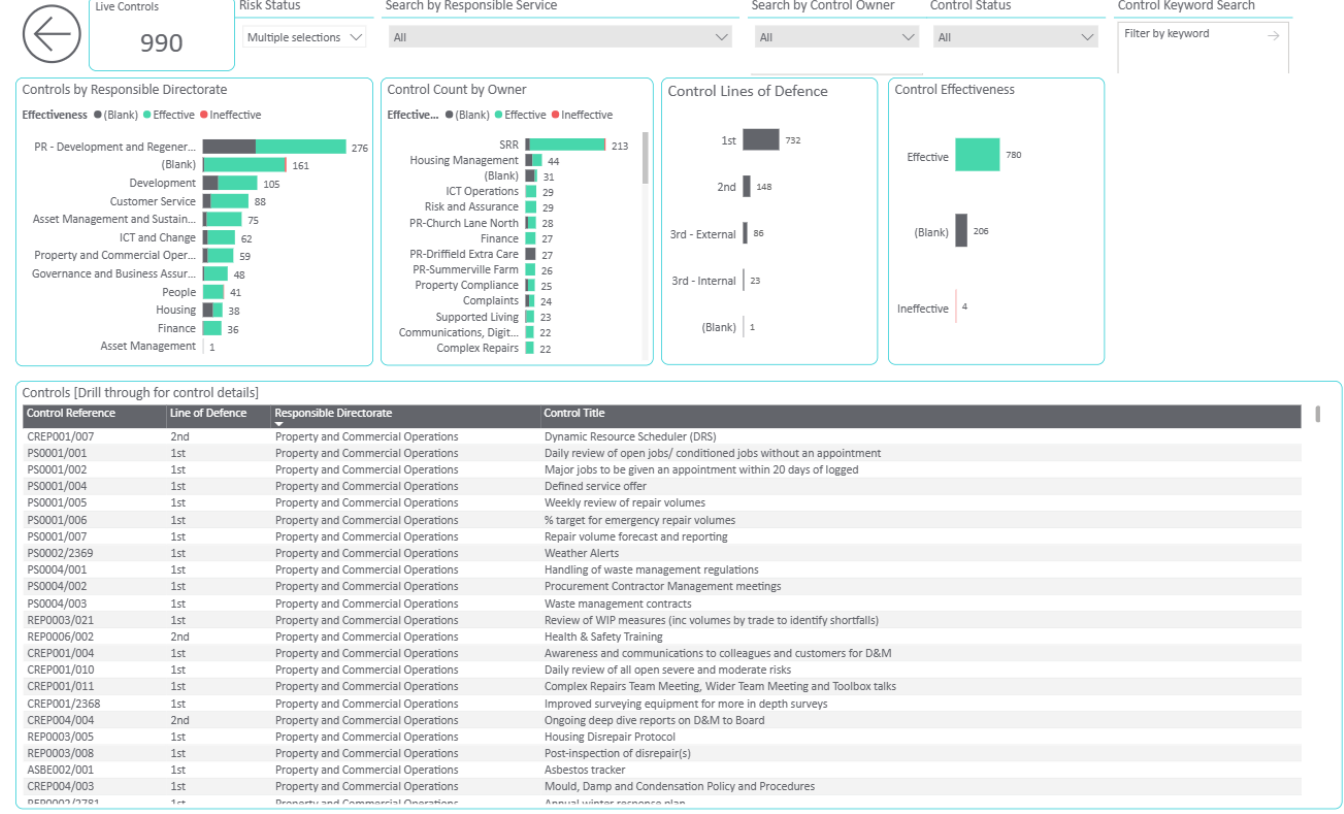
Finally, a DAM scales with the intranet's growth. As libraries expand, governed upload pipelines, pre-approved templates, and CDN delivery keep pages fast, assets consistent, and authors productive—even in high-volume environments with many contributors. That combination of centralised control and distributed access lets content teams move quickly without sacrificing brand, performance, or compliance.





Dashboard





Detailed Descriptions

Service Features and Benefits

- **Deployment:** Delivered as a managed cloud service with optional on-premises integration.
- **Integration:** Works with Microsoft 365, SharePoint Online, and Azure AD for authentication and governance.
- **Customisation:** Supports tailored metadata fields, folder structures, and optional custom uploader app.
- **User Access:** Role-based permissions for administrators, content managers, and end-users.
- **Support:** Includes online training, documentation, and business-hours support; extended support available as an add-on.
- **Compliance:** GDPR and ISO 27001-aligned processes for data security and privacy.
- **Centralised Asset Repository** – Secure storage for all digital assets.
- **Advanced Metadata & Tagging** – Custom fields for efficient search and categorisation.
- **Role-Based Permissions** – Granular access control for teams and individuals.
- **Version Control** – Maintain asset history and prevent duplication.
- **API Integration** – Connect with Microsoft 365 and third-party systems.
- **Custom Uploader App** – Optional feature for streamlined ingestion.
- **Audit Logging** – Full traceability for compliance.
- **Mobile-Responsive Interface** – Access assets from any device.
- **Scalable Storage** – Flexible capacity for high-volume environments.
- **Real-Time Analytics** – Monitor usage and engagement.

The following activities are in scope:

Category	Details
Core Platform	Access to the Digital Asset Manager application and centralised repository
Standard Setup	Initial configuration tailored to your environment
Integration	Microsoft 365 and Azure Active Directory authentication
Security	Role-based permissions, audit logging, and ISO 27001/GDPR compliance
Training	Online training sessions and comprehensive user documentation
Support	Business-hours support and routine updates
Features	Metadata tagging, version control, mobile-responsive interface, analytics
Export Options	Secure data extraction in standard formats (CSV, XML, JSON)

Project Approach

The Digital Asset Manager is deployed as a cloud-based solution integrated with Microsoft 365 and Azure Active Directory for secure authentication and governance. Our project process follows these steps:

- **Pre-Deployment Planning**
 - Requirements gathering and environment assessment

- Identification of integration points with existing Microsoft 365 services
- Configuration & Setup
 - Standard configuration of metadata fields, folder structures, and permissions
 - Integration with SharePoint Online for document storage and compliance
- Testing & Validation
 - Functional testing of asset upload, search, and version control
 - Security validation aligned with ISO 27001 and GDPR standards
- User Enablement
 - Delivery of online training sessions and user documentation
 - Optional onsite training for administrators and technical teams
- Go-Live & Support
 - Transition to production environment with monitoring
 - Business-hours support and optional extended support packages

Support and Warranty

- Warranty: Six-month warranty for in-scope functionality post go-live.
- Support: 12-month standard support for bug fixes and Microsoft updates.
- Consultancy: Retained consultancy available for enhancements.

Pricing and Licensing

Service Component	Cost
Annual Subscription	£5,000 per annum
Additional Consultancy	£900 per day

About Intelligent Decisioning

Intelligent Decisioning Ltd (**id**) are a Microsoft Gold Partner with a specialism for SharePoint Online, Microsoft Teams and the wider Microsoft 365 (formerly known as Office 365) consultancy as well as the development of unique, cost-effective solutions.

id help businesses grow, adapt, and evolve with our specialist knowledge of SharePoint, Office 365 and the Microsoft Cloud.

From our offices in Nottingham and West Yorkshire we can provide the skills, resources, and expertise to allow your business to introduce SharePoint correctly. We can help strengthen your SharePoint development team, build innovative SharePoint applications and drive more business value from the SharePoint investments you have made.

Trusted Partner Network

We have a network of trusted partners covering everything from Office 365 development and training and believe that it is important to maintain a strong partner ecosystem. We are aware of the benefits in long-term customer relationships and strive to become a technology partner for our customers. This allows us to continue to support you and demonstrate functionality until you are at a point where you can do it alone.

Use of Subcontractors and Partners

The above services are delivered by Intelligent Decisioning Ltd. Depending on the Buyer requirement, we may operate with partner organisations.

Microsoft Partners

We are a Microsoft Gold Certified Partner. This means that we are trusted by Microsoft to deliver first class SharePoint and Microsoft 365 solutions. Our Microsoft certifications also recognise the fact that we adhere to Microsoft Best Practices and follow the guidelines and procedures set by Microsoft when implementing Microsoft 365 solutions.

Our connection to Microsoft through our Partner status and other channels enables us to work at the forefront of Microsoft Technologies and access top of line support. We are constantly aware of new developments on the Microsoft platform and always have the product roadmap in sight, so you can rest assured that the compatibility of your solution on future versions is as ensured as it can be.

Social Value

Our CEO and Board of Directors set our corporate CSR policies and procedures, which are then governed by compliance and improvement teams. These teams cover Intelligent Decisionings entire CSR agenda and cascade its operational policies and procedures into each Business unit, where the Managing Director oversees their use.

Theme	Evidence
Fighting climate change	As a company, we have made an ambitious commitment to achieve Net Zero Carbon emissions by 2040 (or sooner) by supporting our Buyer's net zero ambitions, creating software with inbuilt sustainability, and reducing our own impact. Our Carbon Reduction Plan demonstrates our ambition to become industry leaders in reducing our environmental impact in support of the UK's Net Zero Target. Underlining this ambition, we are focusing not only on our direct emissions sources but also actively engaging with our wider supply chain to understand, measure and develop meaningful emissions reductions targets in line with our Net Zero Target.
Tackling economic inequality	We are committed to building an inclusive and diverse culture that tackles inequality in employment, skills and pay. We promote equal opportunity through all our activities and ensure rights for all employees are always protected. We have increased our focus and commitment to ensure we proactively implement equal and non-discriminatory treatment to all our workers. We have implemented a Diversity & Inclusion Strategy and have a Diversity and Inclusion Lead to drive the implementation of this strategy. This aims to tackle inequality in recruitment practices, team development, skills and pay.
Equal opportunity	We are committed to providing equal opportunities and building an inclusive and diverse culture.
Wellbeing	We actively promote a mentally healthy workplace and workforce integrating mental health and general wellbeing in all that we do from recruitment, appraisals to strategic management. Through our Health and Wellbeing Policy Champion we encourage a flexible and realistic work/life balance. These provide a foundation to support both the mental and physical health of our staff via: • Employee Assistance Programme/online Wellbeing Hub, offering 24/7 access to websites, e-mail, phone, and face-to-face counselling on personal issues.

	• Axa Health Workplace App for external mental health consultancy. • Mental Health Champions who support staff wellbeing in the workplace.
--	--

How to obtain further Information

For further information please see our website at www.id-live.com or contact us on 0845 643 9726.

