

Digital Preservation in Practice: Case Study

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- Ed Pinsent, Digital Archivist at ULCC since 2004
- Teaches the DPTP
- Offers consultancy in digital preservation
- Background as archivist / records manager
- Experience in web-archiving, repository management, metadata projects, migration, digitisation, project management etc.
- See more at digital archives blog
<http://dart.blogs.ulcc.ac.uk/>

- Case study for a digital preservation strategy
- Based on consultancy work
- Organisation cannot be named; designated as “**Global Novelties Inc.**”, a commercial business selling toys and novelties internationally
- Their archivists wanted a digital preservation strategy for born-digital content

The Business



Global
Novelties



Plastic toys



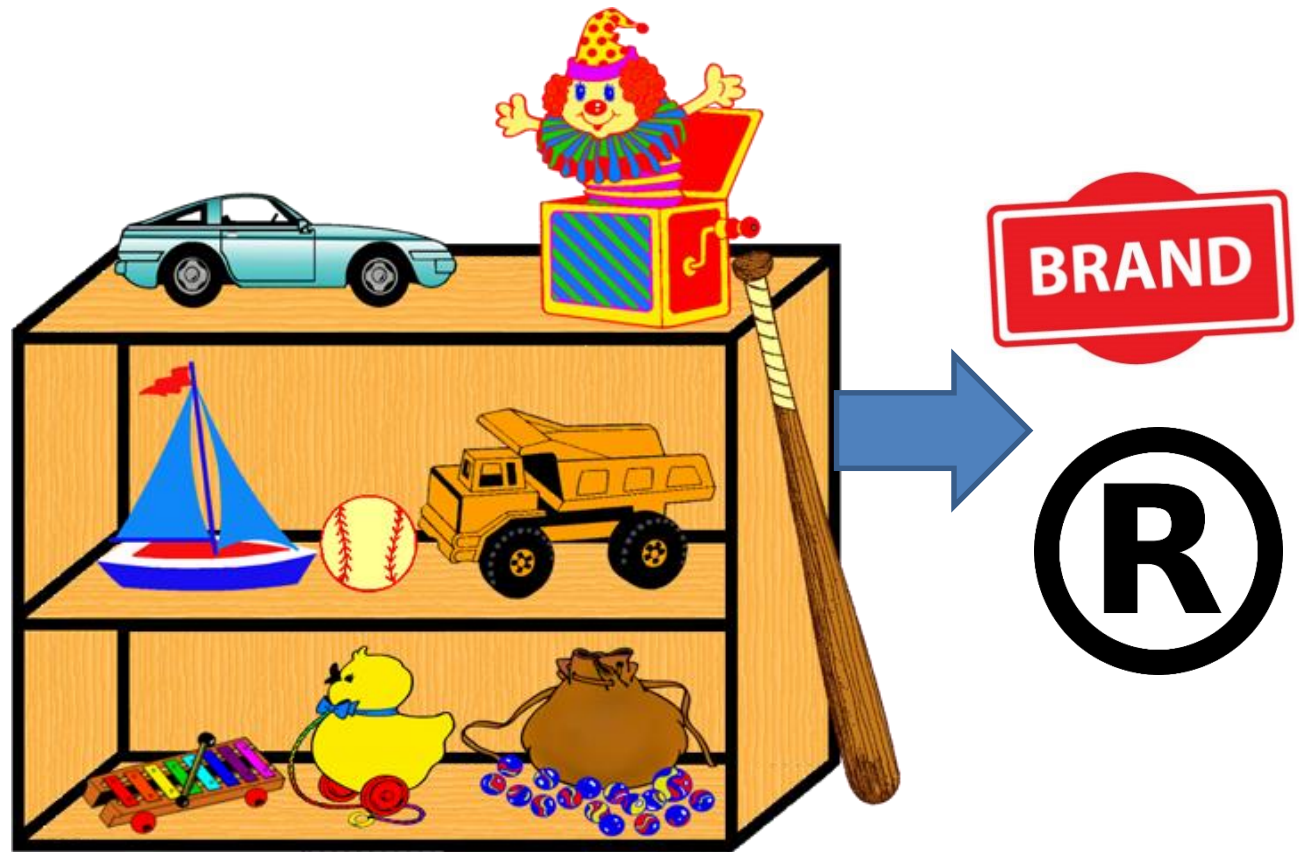
Brands



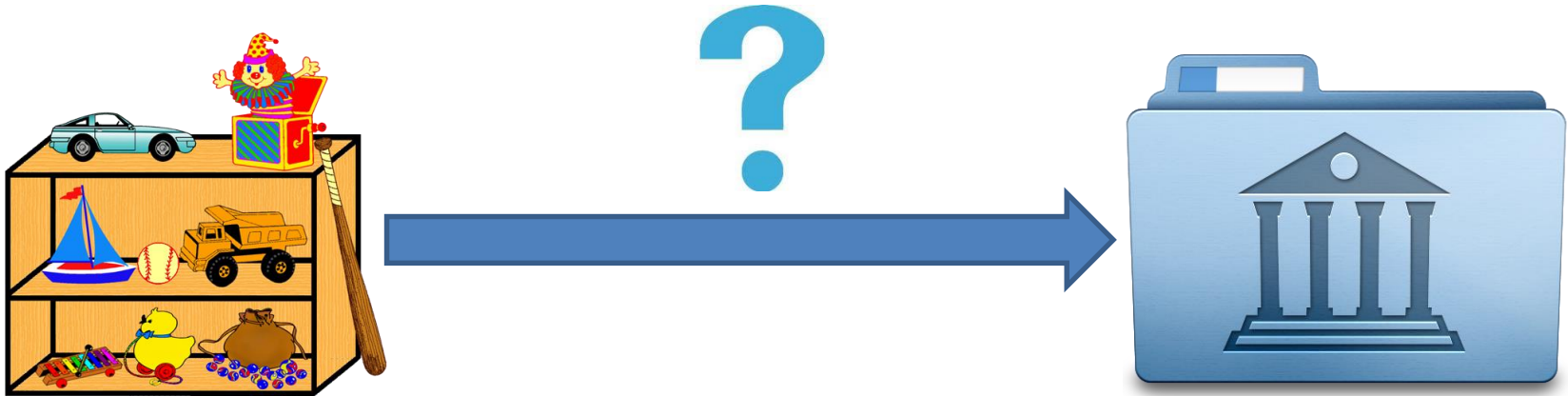
Customers

The “ToyBox”

- **Digital Asset Management System**
- Holds digital assets about novelties
- Kept for legal and financial purpose
- Expresses ownership of *brands*



Archivists' fear



- **ToyBox**
- May contain digital records and digital archives of the future
- Seems to be “owned” by IT people

- **Our Digital Archive**
- How can we get the ToyBox contents in here?
- That sounds expensive and difficult
- IT people won't talk to us

Reasons to use the ToyBox - 1

- Owner of the system is in favour of it
- Legal team support it
- ToyBox is well-resourced
- Has a dedicated funding stream from the Marketing wing
- Has capacity on a grand scale
- Access tightly managed; very secure
- Does a form of “archiving” already (sort of...)

More reasons to use the ToyBox

- Already in place...
 - Disaster plan
 - Database
 - Metadata extraction
 - Future storage needs
 - Authenticity checks of the objects
 - Checksum generation and validation
 - Workflows

- ToyBox not purpose built for preservation
 - Would need modifications...
- Archivist needs are not prioritised
- Curation / cataloguing functionality not very “rich”
- Language barrier with IT team
- Won't work for all archival materials in scope
- Search limited (metadata limited)

Make ToyBox your Digital Archive

Exploit
existing
functionality

Use their
budget

Start a project for
developing
features



Devise
workflows
(Ingest, etc.)

Draft your
metadata needs

Get fields added
to database

Secure partition
for archival
storage

1. Use / re-use / adapt existing systems
2. Align archival aims with business aims
3. Your “enemy” may be your best friend
4. Don’t always think of your archive as something “separate”
5. Work with IT people, find common ground

Web presence



Global
Novelties



Plastic toys



Brands



Brand
websites



Customers

Make a business case for web archiving

- Brand owners must be made aware of potential losses
- Position the archive as **crucial to business**
- Steps:
 - Survey internal stakeholders
 - Liaise with IT / brand managers / webmasters
 - Demonstrate value-add of web archive service

1. Align archival aims with business aims
2. Speak to the stakeholders
3. Build preservation into the business spend
4. Don't archive web indiscriminately; build use cases

<http://www.dptp.org>

DPTP

DIGITAL PRESERVATION
TRAINING PROGRAMME

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