



ObjectMatrix

BUSINESS CONTINUITY

AND THE NEED TO SELF-SERVE



Now more than ever organisations need their creative staff to be able to self-serve and have access to content if physical access to their city or building is restricted or blocked. Surprisingly (or not), this level of self-serve capability or business continuity, is not yet possible for many creative organisations that require people and physical access to manually service requests for content.

From over 15 years of listening to the creative community, we have deduced that this largely comes down to archive content being sat on legacy archive technology (LTO) or in disparate locations, and that requires people to service access requests. Often those people servicing the request have many skills to offer but they get bogged down in daily mundane media management tasks that should be automated.

Throughout many aspects of our lives, we subconsciously self-serve without even realising it. However, even outside of outages or natural disasters, much professional creative staff *still* need to ask for data from the archive; they are *still* having to wait for content to be retrieved and delivered, which is crazy in this day and age.

“I just wish the producers could get the content themselves! I spend all day looking for stuff they have no access to and I have other things to do!”

- Media Manager, Paris.

With this in mind, here are 5 things we take for granted today in terms of self-serving, that people used to do for us:



Filling Up

Pros

- Quick, efficient and convenient.
- No teenager attendant taking a chunk of paint out of your motor.

Cons

- Loss of human interaction.
- Can be cold/wet.
- Delays caused by the technically incompetent.
- No one offering to clean your windscreen.

Show Me the Money!

Pros

- You can now control all of your finances at your fingertips enabling you to make more informed decisions.
- Super convenient cashless payments make purchases frighteningly easy.

Cons

- It's the death of wishing wells, let alone making life even tougher for beggars, buskers and charity volunteers. We rarely have cash in our pockets and we are not about to throw our plastic into a wishing well or fountain. Not just because that's stupid, but also there is enough plastic in our water systems already!!



Directions

Pros

- Often saves time and money.
- No more map reading arguments with loved ones.
- No longer being directed in completely the wrong direction by a mischievous local.
- Realtime route updates based on traffic.

Cons

- Nothing to think about unless you live on one of those small lanes that HGVs and trucks get stuck in!

Caller Putting you Through

Pros

- No more being put through to the wrong number
- Instant access with a quick search and globally connected networks.
- Oh, and no more local operators knowing your business AND no more going to a little red box that smells of wee.

Cons

- None apart from the loss of jobs for armies of people who kept global communications going!



Shopping

Pros

- Search for it, select it, receive it. Quick, efficient and often very timely and convenient. If you need a 6 legged orange plastic bedside table by tomorrow... the internet is your friend.

Cons

- We buy way more stuff than we need from a handful of global monopolising giants, whose clever usage of tax schemes and total buying power kills competition dead, which ultimately kills choice.
- The death of the high street. Some may say it is self-inflicted but the pace of change did not help. Luckily towns like Treorchy in Wales are bucking the trend with local businesses providing great service, niche products and above all personality.



Here's How We Can Help

Object Matrix continues to help ensure creative professionals can self-serve to their heart's content even in the event of a local outage. They are the strategic partner who understands your industry, enables global collaboration, increases operational efficiency and empowers creativity!

GET IN TOUCH



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