



Video transcript

Driving a digital shift across the University of Liverpool Libraries, Museums and Galleries

I suppose one of the key questions is why we chose to work with AM. A large part of that decision comes down to our starting point. We were beginning from quite a low baseline in terms of our technical infrastructure, as well as staff capabilities and confidence.

AM provided a platform that was effectively ready-made for us in many respects. It meant we could implement something that looked professional very quickly, while also giving us the functionality needed to create exhibitions. Importantly, it also came with a wide range of built-in tools that we would otherwise have had to develop and integrate ourselves.

Given that we do not have the technical expertise or capacity to build those tools independently, this made a significant difference. As a result, it has been a really positive experience so far to collaborate with AM and to explore how far we can take the platform.