

CASE STUDY

# The Macallan

Preserving The Macallan's heritage  
for the next 200 years & beyond



Arkivum

# THE MACALLAN

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## Introduction

The Macallan is a single malt Scotch whisky produced in Speyside, Scotland. The Distillery was founded 200 years ago in 1824 by Alexander Reid.

Since then, The Macallan has built a reputation as one of the world's leading single malt whiskies. The Macallan is the culmination of contributing influences of Spain, North America and Scotland, and of their respective natural raw materials, combined with traditional methods and craftsmanship.

The Macallan Heritage Team are custodians of the brand's 200-year history, preserving the archive collection of over 80,000 items and growing, which comprises both physical and digital records.

Using the collection, the team inspire and enable authentic storytelling and are the authority on The Macallan's history.



The Macallan uses the Arkivum solution to safely store and preserve this growing collection of digital records (both digitised and born-digital content), which form an integral part of the archive. Using the combination of the Arkivum system, together with Access to Memory (AtoM), the solution provides a visual access point for the Heritage Team and colleagues to discover the archive collection.

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**“Arkivum has helped us take our first steps into digital preservation, which we are very grateful for. We are now confident that we have the tools we need to preserve our digital collections into the future.”**

# Building the **heritage** of the future

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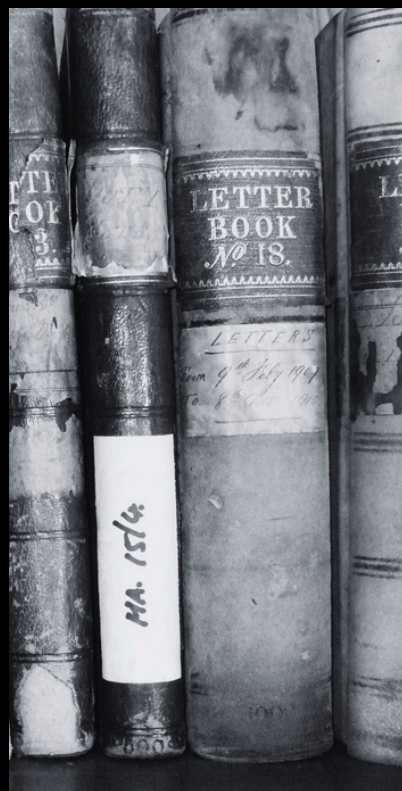
As The Macallan's archive collection developed, so did the need to actively preserve these digital records. The collection is a living archive, constantly growing. By collecting the records of today, the team are building the legacy of the future. Digital preservation is vital to this journey and will ensure that The Macallan's history can continue to be shared for the next 200 years, and beyond.

The archive's digital collections were originally stored on shared file servers, and file sharing platforms such as SharePoint and OneDrive. Comprising digitised files (e.g. hi-res photographs and digital surrogates of the physical archives collection) and born-digital files capturing key information from business operations of the last 20 years, these were the priority collections to preserve.

After gathering and assessing digital preservation good practice from across the archives sector, and consulting resources from the National Archives and the Digital Preservation Coalition (DPC), the Heritage Team sought an external solution to meet their digital preservation requirements.

Paramount to this, was the need to manage these (and future) records so that they are accessible, available and usable long into the future. They sought a tool which would automatically preserve and manage their digital records through file-format normalisation.

Arkivum were delighted to be selected to partner with The Macallan and support them on this journey.



# A living archive

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The Macallan use the Arkivum solution to safeguard and preserve their digital archive collection. The automatic nature of file format migration workflows within the solution is extremely useful. This process of generating long term preservation copies of each record, provides confidence that their digital collection is being well preserved, enabling the team to spend time on other tasks, such as preparing and ingesting more records into the archive.



The Arkivum solution is integrated with AtoM, to provide a more open access point to the collection. The Heritage Team use this access point on a daily basis to search the collection and view access copies of records, alongside their catalogue metadata.

The team also works directly within the Arkivum dashboard on a regular basis to upload and ingest new records into the system, as well as retrieving master copies of the archive files as required. The keyword search across documents and the ability to browse through folders ensures that the relevant files can be found easily when required. Recent developments to incorporate document viewers into the system (for example the ability to preview PDF/As) will continue to make this process easier, removing the need to download files in order to view them.

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As this is The Macallan's first digital preservation system, an initial focus for the project, was uploading and ingesting content into the archive. Effort was focused on migrating collections in chunks, directly from their existing storage locations and on getting their existing archive catalogue metadata (which was recorded in a spreadsheet) into the right format for upload to AtoM.

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With Arkivum's help, the process of getting the existing metadata ready for upload was straightforward. The majority of the pre-ingest work was focused on aligning data the team already had, with available fields in the AtoM system. A key learning from this process was to keep the metadata as clean and consistent as possible, as this ensures that any tidying up required pre-ingest is straightforward.

Recently, the team has completed a project with Arkivum to create a bespoke ingest processor, which automates part of the process of creating the necessary ingest metadata. This has transformed the team's way of working, ensuring that they can ingest, preserve and make their content available even more quickly.

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# In summary and looking ahead

This is only the beginning for The Macallan Heritage Team. Archiving digital records forms an integral part of their ongoing work to preserve The Macallan's history and heritage. The team are regularly ingesting new content to the digital archive and making selected records accessible through the AtoM catalogue.

Beyond the project itself, the team highly recommend making use of all the available training and knowledge sharing opportunities from Arkivum. It's invaluable to hear the scope of the whole system, and how other organisations are using the available features, even if they don't seem relevant to your organisation right now. Arkivum are committed to continue to expand the range of training and thought leadership content to both customers and the wider digital preservation community.

To conclude, Katherine Chorley, Archivist at The Macallan had this to say on the project:

**“Being able to communicate to stakeholders that our digital archive is being as actively preserved as our physical files is very important. Communicating the benefits and scope of the system has also allowed us to better relay the importance of contemporary collecting, as we work to build the archive of the future.**

**Arkivum has helped us take our first steps into digital preservation, which we are very grateful for. We are now confident that we have the tools we need to preserve our digital collections into the future.”**



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