

GUIDE

What is digital asset management?

And, what should you be looking for in a solution?

BROUGHT TO YOU BY

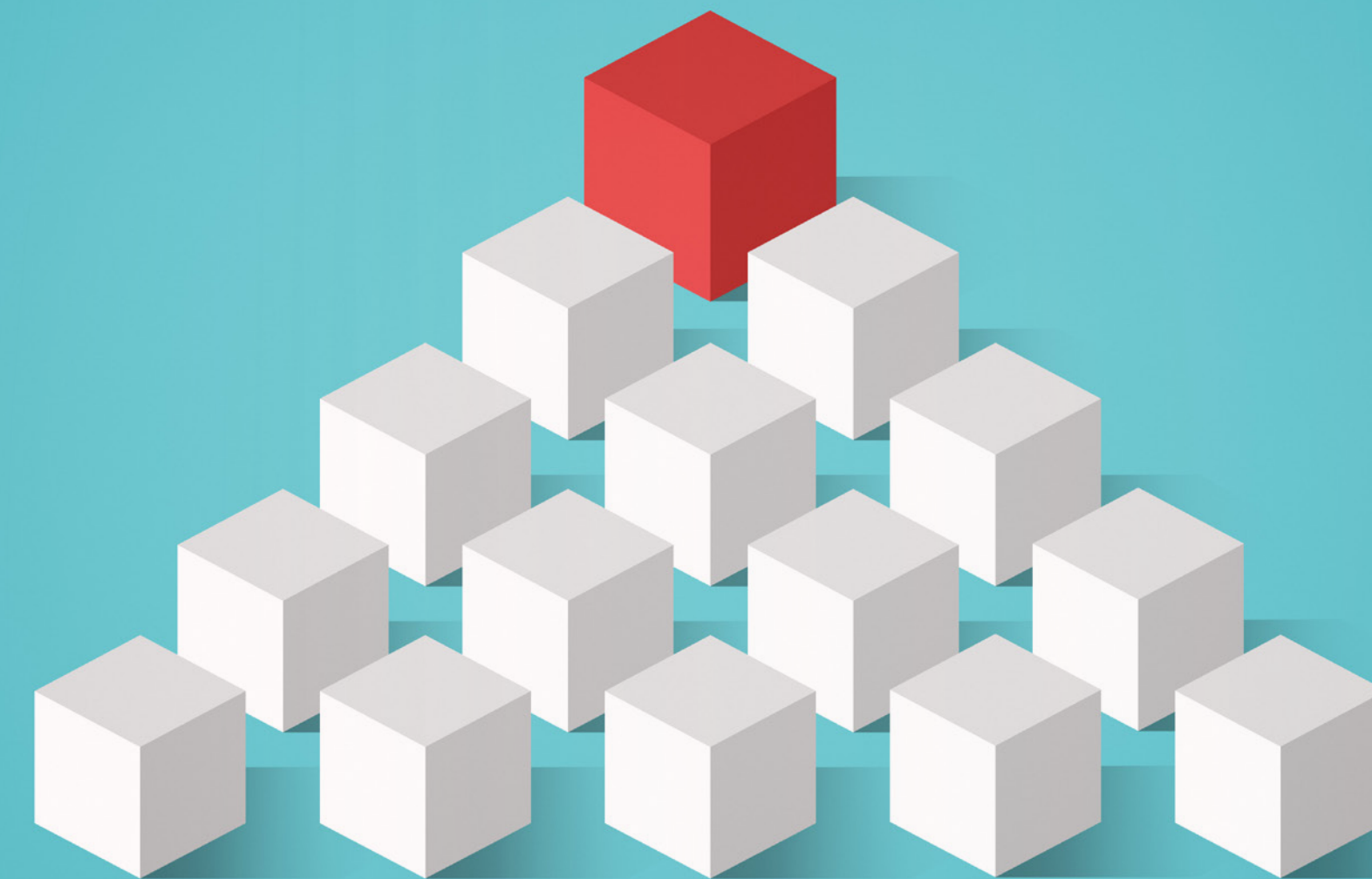
Introduction

This guide is designed to help you better understand the value and capabilities of digital asset management (DAM) software, and support you in the process of choosing the right product for your organization.

It is aimed at marketing and IT teams – and anyone else involved in assessing and selecting DAM software.

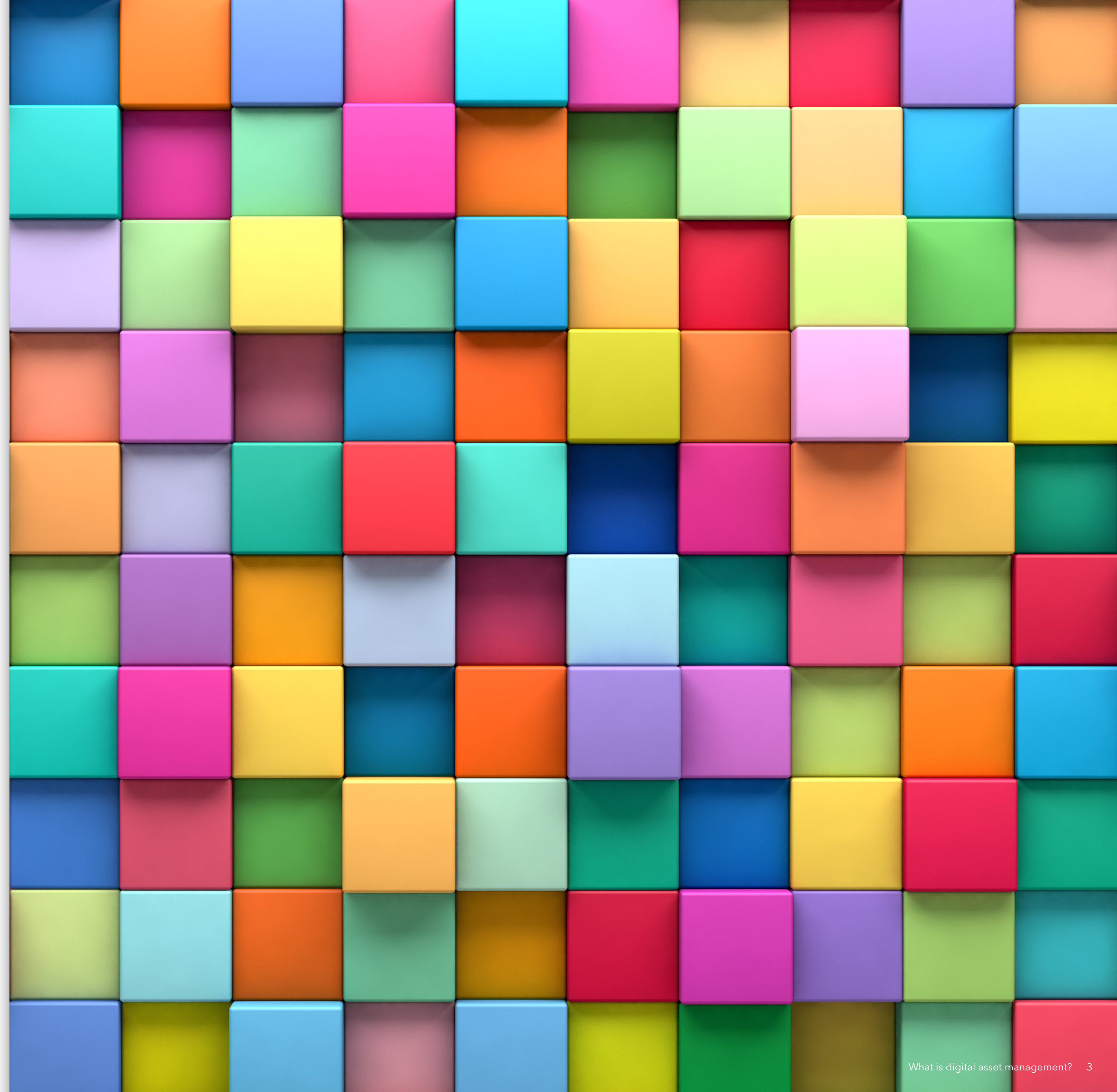
In the guide you will learn:

- What digital asset management is and how it works
- What DAM can deliver for your team and your organization
- What capabilities to look for in a modern DAM tool
- How you should approach buying DAM software



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What is digital asset management (DAM)?

Digital asset management is the process of organizing, storing, retrieving, and distributing digital assets, such as images, videos, audio files, and other multimedia content.

This allows organizations to efficiently manage their digital assets, control access to them, and ensure that they are being used in compliance with relevant regulations.

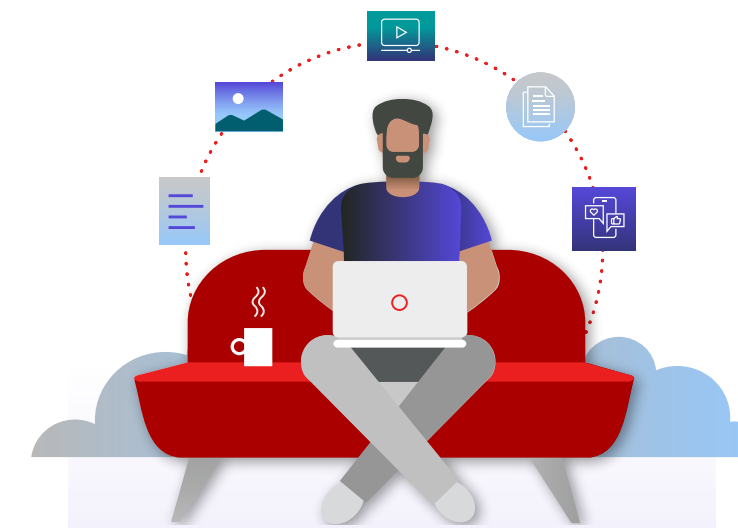


How does it work in practice?

DAM is critical for organizations that have large collections of digital assets that need to be managed and distributed across multiple channels, such as websites, social media, and marketing campaigns. Let's look at how that might work in practice for assets used in a campaign for a new product launch.



Global lead marketing and creative teams develop new product range images and video content



EMEA marketing plans to run a new product campaign and builds a list of assets they'll need

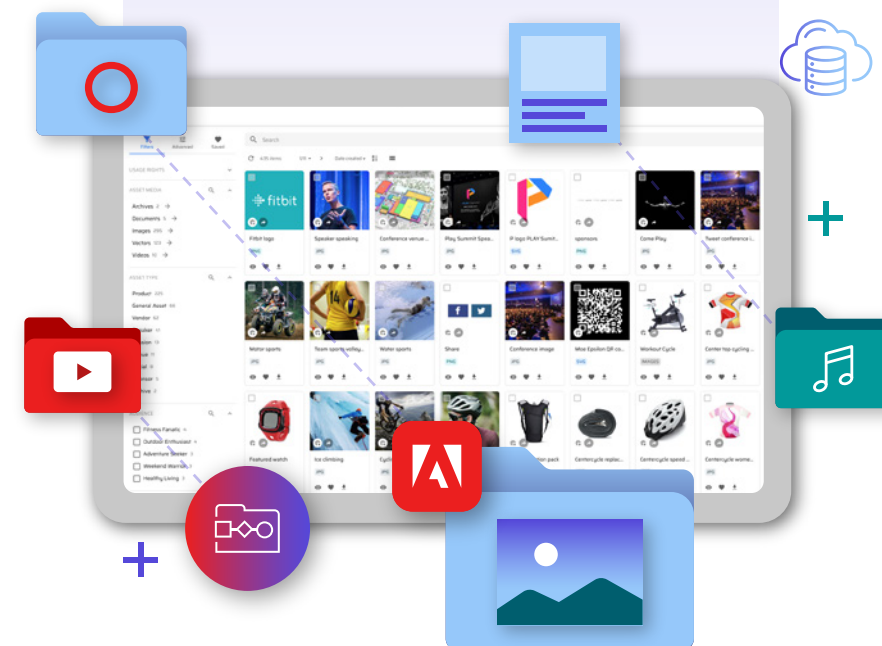


The campaign goes live, A/B testing images in different contexts to prioritize the most effective content

IT teams connect the DAM software with all marketing and customer-facing channels



Approved content is securely stored, organized, and made accessible globally via the DAM software

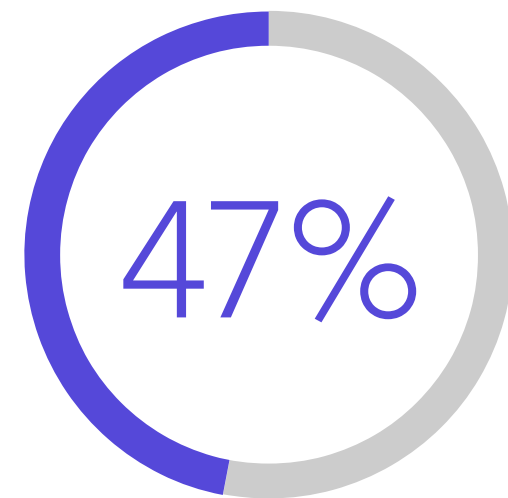


The agencies and teams build the campaign content for the website and social channels



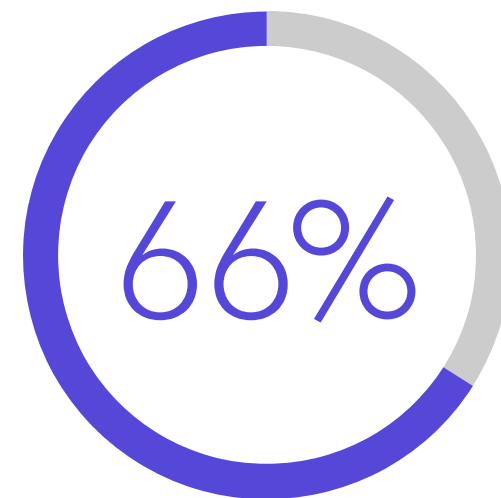
Why do I need DAM software?

DAM software provides a huge range of benefits for organizations - from streamlining workflows, increasing efficiencies, and improving collaboration to enhancing brand consistency, transforming customer experience, and driving revenue. Below are some examples of the real-world impact of DAM for brands across different industries and regions.



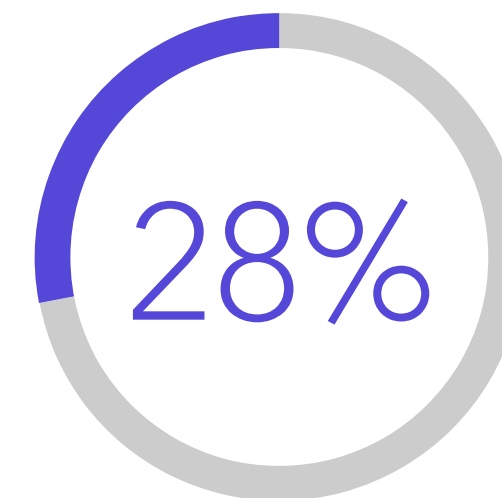
Increase in speed to create new assets

Netcentric
2019



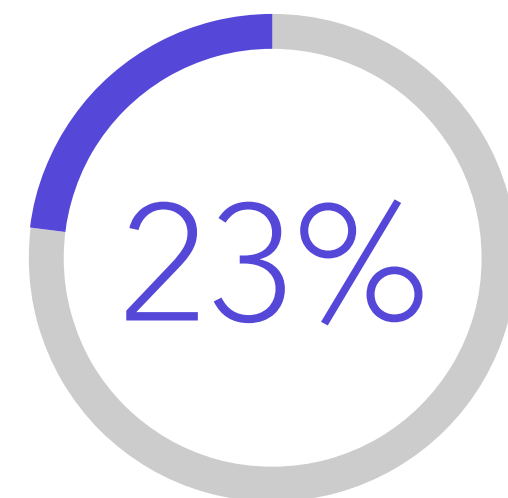
Reduction in content search time

Guide to measuring DAM ROI
2019



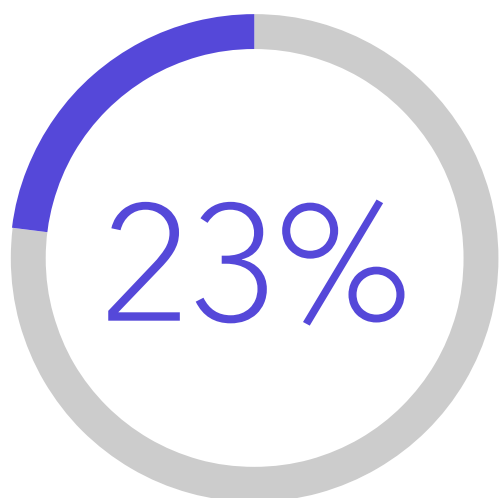
Decrease in asset re-creation costs

IDC
2017



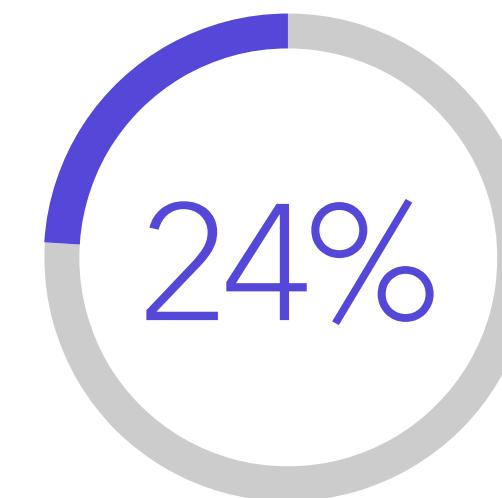
Reduction in legal risk

Netcentric
2019



Faster time-to-market

MyAdbox
2020



Increase in revenue

IDC
2017

What are our customers saying?

"We chose Sitecore as it proposes a neat digital experience for end users, i.e., the people that manage the content of the guide. It also integrates very well with APIs and event-based systems like Azure EventHub,"

Olivier Jauze
*Senior Fellow Michelin
Digital Transformation & Information Systems*



"We've improved the customer experience and employee productivity, thanks to the enhanced searchability, security, and accessibility to digital assets."

Katharina Haugg
IT Project Manager, Hilti Group



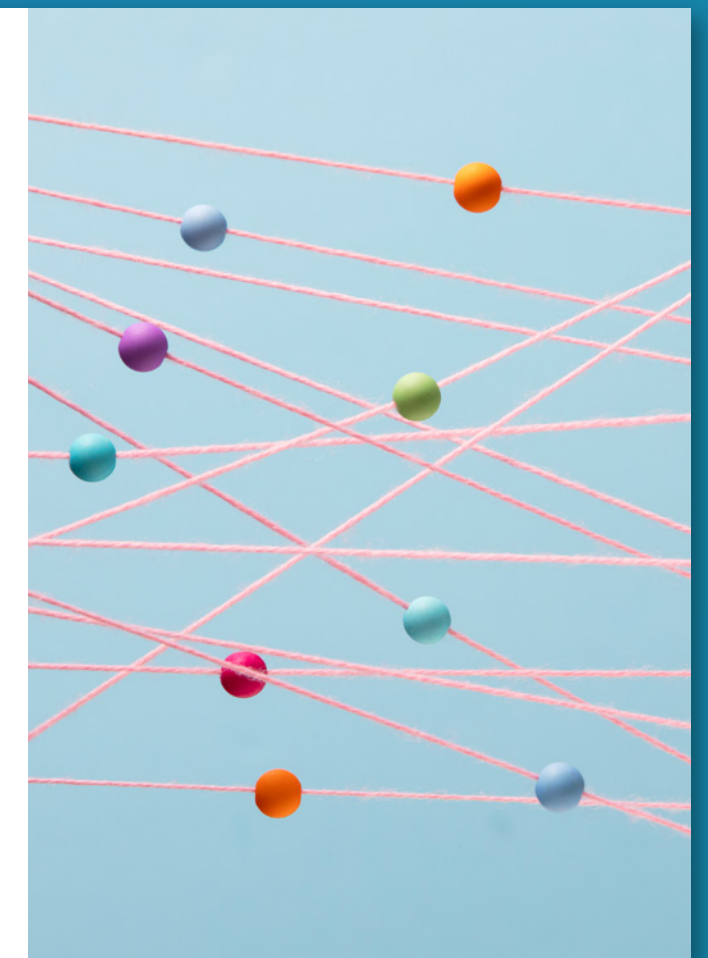
"Sitecore helped us to build a content strategy which has increased returning visitors significantly."

Anthony Caneva
General Manager, Insignia Financial



"Sitecore makes the SCHOTT portfolio and our spirit of innovation accessible to our target groups in such a flexible way that we can serve widely differing markets."

Jörg Duhr
Head of Digital Experience, SCHOTT AG



What value will DAM deliver for my team?

Beyond the topline benefits for your organization, DAM also brings a number of specific benefits for different users and teams. Here are six key benefits for marketing, IT, creative, and agency teams:

For marketing teams

1. Faster and more efficient content creation and production processes
2. Increased ROI on all digital assets and marketing campaigns
3. Increased ROI across all your martech investment
4. Improved brand consistency, compliance, and digital rights management
5. Greater cross-team and cross-regional collaboration
6. Smarter campaigns informed by asset performance metrics

For IT teams

1. Less burden on IT with greater process efficiencies
2. Improved security and data governance
3. Easier system integration and maintenance
4. Less manual tasks and lower risk of human error
5. Lower storage costs with all assets optimized and up-to-date
6. Increased efficiencies across the whole tech stack

For creative teams

1. More effective collaboration with marketing teams
2. Faster design processes and feedback loops
3. Better version control
4. Less time on administrative tasks
5. More time for creative work
6. More value from assets with easier repurposing

For agency teams

1. Greater client collaboration across different teams and departments
2. Faster service delivery with quick and easy access to all digital assets
3. Improved client relationships by delivering high-quality work, faster
4. Less time wasted locating and updating assets
5. More efficient internal processes with creative teams
6. More time to focus on strategy, creative, and solving client challenges

What capabilities should I be looking for?

Below we explore the typical capabilities of a modern DAM tool. The table also sets out some key differences between basic and enterprise DAM software in terms of scale, complexity, and functionality.

Capability	Basic	Enterprise
Asset storage – Store all your digital assets in one central place	X	X
Asset organization – Organize your digital assets in the most effective way	X	X
Asset distribution – Send any digital asset to any customer touchpoint	X	X
Scale – Manage assets across channels and markets	Limited	Unlimited
Asset tracking – Track the journey and use of any asset		X
Analytics – Measure the performance of every asset	Basic	Advanced
Customizability – Create a DAM tool fit for your business		X
Workflow automation – Automate processes and increase efficiency		X
Version control – Keep all your assets up-to-date and in order		X
Metadata management – Import and leverage all your metadata		X
Design tool integrations – Integrate simply with your favorite design tools	Limited	Advanced
Channel integrations – Deliver digital assets to all your channels	Limited	Advanced
AI-powered asset search – Leverage AI to find any asset quickly and easily		X
User access controls – Control permissions on asset access and use		X
Rights management – Manage all legal and compliance requirements		X



What questions do I need to consider?

Below are some starter questions for marketing and IT teams to consider when approaching the buying process for DAM software.

They include questions about what your organization needs from a DAM, and questions about any DAM tools you're assessing. Tweak and add to them to cover all your needs and challenges.

Marketing teams

Team considerations

- What assets do I need to manage and what channels and marketing activities do they need to support?
- What languages and regions do I need to cover?
- What legal and regulatory considerations do I need to think about?
- What would an ideal process look like for creating assets with creative teams and agency partners?
- What impact do I want to see with a new DAM tool for my team?

Product considerations

- Does the product have the capabilities my team and organization needs?
- How does it integrate with my design tools and marketing channels?
- How would it work with other products in my current martech stack?
- How user-friendly is the tool?
- Does it have the scale and flexibility my organization needs?

IT teams

Team considerations

- What are the current and future demands on IT in terms of storing and managing digital assets?
- What security, legal, and compliance factors do I need to consider?
- What is the overall IT strategy for the business over the next five years, and how does this align?
- What regions do I need to be thinking about and how will they be affected by any change?
- What impact do I want to see with a new DAM tool for my team?

Product considerations

- Does the product have the capabilities to deliver for marketing and other stakeholders in the organization - now and in the future?
- What are the security features of the product?
- How does it align and integrate with my existing martech stack?
- How customizable is the product?
- Will the product ever need replacing or upgrading?

Where can I get more information?



What is Digital Asset Management

Learn how a digital asset management (DAM) solution can help you wrangle your organization's disparate assets into one centralized location.

[Read the article →](#)



More than just a DAM – Making a case for Content Hub

Overcome the challenges of delivering across channels with Sitecore Content Hub™ – and pave the way for a consistent omnichannel brand experience.

[Read the blog →](#)



Where, when, and how to centralize content

Whether a large or small business, you don't want to waste time or money duplicating efforts. Centralize content management with a DAM.

[Read the blog →](#)



About Sitecore

About

Sitecore is a global leader of end-to-end digital experience software. Unifying data, content, commerce, and experiences, our SaaS-enabled, composable platform empowers brands like L’Oreal, Microsoft, and United Airlines to deliver unforgettable interactions across every touchpoint. Our solution provides the cutting-edge tools brands need to build stronger connections with customers, while creating content efficiencies to stand out as transformation and innovation leaders.

Experience more at [Sitecore.com](https://www.sitecore.com).