

IDC MarketScape

IDC MarketScape: Worldwide Intelligent Digital Asset Management 2024 Vendor Assessment

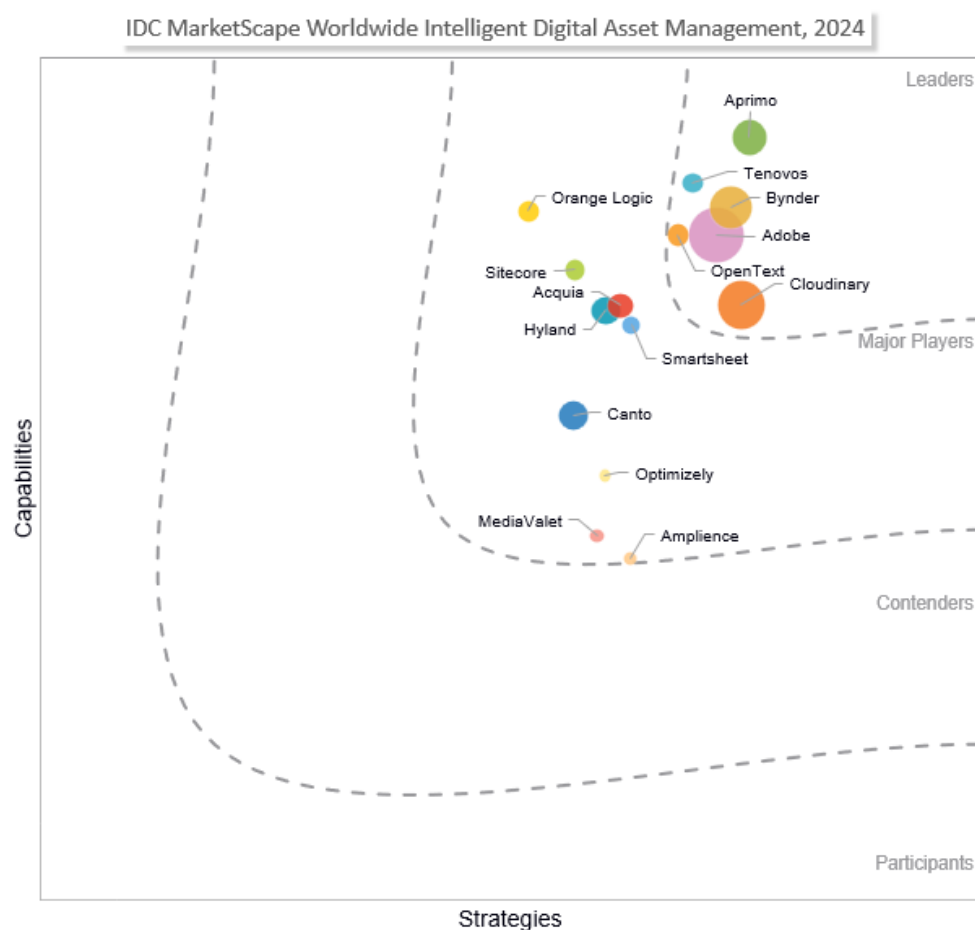
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THIS IDC MARKETSCAPE EXCERPT FEATURES OPENTEXT

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Intelligent Digital Asset Management Vendor Assessment



Source: IDC, 2024

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Intelligent Digital Asset Management 2024 Vendor Assessment (Doc # US51265723). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1 and 2.

IDC OPINION

Digital asset management (DAM) systems have evolved over the past two decades to emerge as indispensable tools for organizations across various industries, aiming to efficiently manage and optimize their digital media assets. These systems act as centralized repositories, offering a single source of truth for images, videos, and documents for the purpose of enhancing brand consistency, optimizing content workflows, and maximizing the return on investment (ROI) from creative efforts. DAM systems have proven to provide a harmonious blend of benefits, including improved collaboration, content reuse, and risk mitigation, especially in legal compliance and digital rights management.

Today's digital landscape thrives on rich media and is a core component of modern marketing and brand storytelling helping drive sales and foster customer loyalty. However, managing these assets effectively can be a complex challenge. With user-friendly interfaces catering to diverse media types and user needs, the future of DAM points toward intelligent workflow automation, artificial intelligence (AI) and generative AI (GenAI) content generation, and composable services that integrate data and actions across a broad set of technologies.

Advanced, generative, and custom-trained AI, either natively provided by the DAM systems or as a supported connector to a third-party service, have become a board-level priority to automate routine content tasks at scale and provide insights about content consumption to improve recommendations to users and content creators. Personalization and omni-channel dynamic content delivery requirements extend the DAM's reach closer to the digital experience, enhancing customer engagement and brand consistency.

Key Elements of an AI-Infused DAM

As we navigate through the digital asset management revolution, it's clear that DAM systems are not just about storage. They are about using AI/machine learning (ML)/GenAI to maximize the value of digital assets throughout their life cycle, ensuring they are effectively managed, optimized, and utilized to drive success in today's digital-first world. Key elements to consider for an intelligent DAM are addressed in the sections that follow.

The Cloud Advantage

Over the past five years, the shift toward cloud-based DAM systems has become a game changer for businesses seeking to streamline their asset management processes. This transition not only offers a plethora of benefits over traditional on-premises solutions but also significantly impacts collaboration and operational efficiency. Cloud-based DAM solutions provide unparalleled accessibility, scalability,

and security, enabling businesses to manage their digital assets more effectively. Unlike on-premises systems, which require substantial upfront investment and ongoing maintenance, cloud-based DAMs offer a cost-effective, pay-as-you-go model. This flexibility allows organizations to scale their DAM solution in line with their evolving business needs without worrying about hardware limitations or software updates.

Collaboration and Efficiency Redefined

One of the most significant advantages of cloud-based DAM systems is their ability to enhance collaboration across teams and geographical boundaries. With assets stored in the cloud, team members can access, share, and edit files in real time, regardless of their location. This seamless collaboration eliminates the silos often associated with on-premises solutions, ensuring that everyone is working with the most up-to-date versions of assets. Moreover, cloud-based DAMs integrate effortlessly with other cloud services and tools, further streamlining workflows and boosting productivity.

AI in DAM: The Next Frontier

The integration of AI/ML and GenAI in the DAM landscape is revolutionizing how we manage, search, and utilize digital assets. AI's ability to automate tagging and categorization, enhance search functionalities, and even generate new assets is setting a new standard for efficiency and innovation in asset management. This leap forward not only streamlines operations but also opens up new possibilities for content creation and personalization, ensuring that DAM systems remain relevant and powerful tools in the face of evolving content trends.

Impact on Business Operations

The adoption of intelligent cloud-based DAM systems has a profound impact on operational efficiency. By automating routine tasks and asset distribution, businesses can significantly reduce manual labor and minimize the risk of human error. In addition, the enhanced search capabilities and metadata management of intelligent DAMs ensure that assets are easily discoverable, further accelerating project timelines and improving content utilization. Examples of efficiencies include:

- **Streamlining asset management:** DAM systems serve as the backbone for efficient asset management, providing a centralized repository for all digital assets. This centralization not only simplifies the search and retrieval process but also facilitates seamless collaboration across teams and departments. By automating workflows and integrating with other enterprise systems, DAM significantly reduces the time and effort required to manage assets, from creation to distribution.
- **Enhancing brand consistency:** One of the critical challenges for global brands is maintaining consistency across all digital channels. DAM systems address this challenge by ensuring that all assets adhere to brand guidelines. With features like version control and approval workflows, DAM helps in delivering a consistent brand message, thereby strengthening brand identity and trust with the audience.
- **Optimizing asset utilization:** Maximizing the ROI on digital assets is a priority for businesses. DAM systems come equipped with advanced search capabilities and metadata management, making it easier to discover and repurpose existing assets. By providing insights into asset performance, DAM enables marketers to make data-driven decisions, ensuring that the right content is used in the right context, thereby enhancing engagement and conversion rates.

Seamless Integration with Marketing and Creative Tools

The success of a DAM system lies in its ability to seamlessly integrate with a wide array of marketing and creative tools. This interconnectedness ensures that assets flow smoothly across the entire digital ecosystem, from creation through to publication and analysis. By providing robust APIs and out-of-the-box connectors, DAM systems can enhance collaboration and efficiency, making it easier for teams to bring cohesive and compelling campaigns to life. This level of integration is crucial for organizations looking to maximize the impact of their digital assets across all channels.

Preparing for Future Content Trends

As we look to the future, it's clear that the types of content we manage are evolving. From immersive 3D models and AR/VR experiences to dynamic media that adapts in real time, the diversity and complexity of digital assets are growing. DAM systems must be designed with this future in mind, offering the flexibility and scalability to support new media types and content delivery methods. By staying ahead of these trends, DAM can continue to serve as the backbone of digital strategy, enabling organizations to captivate and engage their audiences in innovative ways.

To stay competitive and relevant, businesses must embrace the power of an intelligent DAM by integrating it into their digital strategy. As the demand for rich, engaging content continues to grow, the adoption of intelligent DAM systems is set to rise. Innovations in AI and integration capabilities will further enhance the utility and efficiency of DAM systems, making them an even more critical component of the digital experience ecosystem. Businesses that recognize and act on the strategic value of DAM today will be well positioned to lead in the digital era of tomorrow.

IDC MARKETSCOPE VENDOR INCLUSION CRITERIA

IDC defines digital asset management systems as providing specialized features for the ingestion, cataloging, transformation, rights management, retrieval, and fulfillment of video, audio, images, 2D and 3D illustrations, layout files, and other types of rich media. The vendor inclusion list for this document was designed to accurately depict the vendors that are most representative of any given intelligent DAM buyer's selection list. Vendors were then surveyed and further investigated to ensure that the offerings qualified with both capabilities and strategies related to the intelligent DAM market.

This IDC MarketScape focuses on standalone DAM applications that can be used to create, manage, deliver, transform, and store rich media across a variety of use cases within a midmarket to large enterprise company. This market evaluation will not include embedded asset management capabilities (e.g., content libraries within a marketing automation solution or content management solution) nor media asset management systems designed for the broadcast industry. There is a heavy emphasis on the state of AI/ML/GenAI, both native and third-party provided, within the application.

Critical to this research effort was for the vendor to meet the inclusion criteria. Any vendor participating in this IDC MarketScape had to showcase that it met the following:

- Has a minimum of 100 active customers (corporate or government entities)
- Has cloud deployment options as managed hosted private cloud or PaaS/SaaS in a public cloud with clients in cloud production for at least 12 months
- Must have customers using one or more AI/ML or GenAI capabilities/integrations for at least 12 months

- Has market presence and momentum based on IDC inquiry and positive revenue growth
- Generates revenue of \$10 million in annual software revenue (excluding professional services) in calendar year 2023 from a commercially supported business packaged offering
- Targets and scales to meet the needs of organizations supporting 500+ employees with approximately 50% of customers in this range
- Includes artificial intelligence, machine learning, and generative AI capabilities (GenAI can be a road map item delivered this year), either natively embedded or natively supported integration to a third-party service, which are actively deployed and used by customers today

ADVICE FOR TECHNOLOGY BUYERS

DAM systems are evolving in terms of advanced functionality and a shift to cloud-native microservice architectures and the use of AI/ML/GenAI within the application. As organizations refine their digital experience strategy, buyers have a choice of DAM technology options that cater to the needs of the business. The intelligent DAM is designed to efficiently and effectively streamline the creation, management, and delivery of digital assets to other systems using AI/ML/GenAI to augment the process.

The vendor should provide the services and support to get you up and running quickly and continue to monitor your progress to success. Training and continuous education should be available as guided tutorials, hands-on training, and a community for self-help. The need to deliver more engaging digital experiences will demand more of the intelligent DAM systems in the coming years. IDC advises technology buyers to look for the following when selecting an intelligent DAM vendor:

- Investing in advanced DAM systems that offer intelligent workflow automation, dynamic media capabilities, and robust integration with other systems to enhance operational efficiencies and increase conversions and revenue while reducing costs and enhancing productivity across teams
- Prioritizing the integration of GenAI within DAM systems for automated content creation, enrichment, and optimization, ensuring content is brand compliant, efficiently managed, and personalized for different audiences (Look for an innovation strategy with support for AI across features such as conversational interfaces or intelligent search.)
- Developing a composable and flexible DAM architecture that seamlessly integrates with existing digital ecosystems and supports embeddability into other applications with a modern, API-first, and microservices-based architecture to ensure performance and ease of integration
- Implementing robust security measures, including compliance certifications, advanced authentication methods, and cloud security best practices, to protect digital assets and ensure compliance with data protection laws while leveraging AI for enhanced content governance and risk mitigation in content usage rights and compliance
- A cloud-native architecture, cloud-first strategy, and strong representation of customers that have deployed high traffic content sites in the cloud
- Intuitive user interface (UI) for all users who interact with the DAM (e.g., creative teams, marketers, brand managers, developers, and administrators)
- Innovation track record and a demonstrated ability to deliver enhancements on a regular cadence in a seamless manner, including automatic and frequent updates
- Industry-specific solutions and taxonomies that align to the buyer's use cases (e.g., retail, manufacturing, financial services, and healthcare)

- Financial stability and ability to support future solutions as user expectations and various content types evolve
- A strong partner and developer ecosystem for implementation, support, and technology integrations

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges. Numbers related to employee counts and regional coverage are an estimation by IDC with guidance by the vendors during the evaluation process.

OpenText

After a thorough evaluation of OpenText's strategy and capabilities, IDC has positioned the company in the Leaders category within this 2024 IDC MarketScape for intelligent digital asset management.

OpenText is a public company established in 1991 and is headquartered in Waterloo, Ontario, Canada. OpenText offers a digital asset management product under the name of OpenText Media Management CE.

Quick facts about OpenText include:

- **Employees:** 20,000+
- **Global footprint:** Customers in North America 62%, Europe 29%, and ROW 9%
- **Target market:** Upper midmarket and enterprise
- **Top industry areas:** Financial services, healthcare, utilities, manufacturing, and public sector
- **Top integrated apps:** Adobe Creative Cloud, SAP Commerce, OpenText Experience Cloud, Salsify, and Brightcove
- **Cloud type:** On premises, managed hosted, and dedicated SaaS
- **Native storage connector:** Microsoft Azure
- **Top AI features:** Image analytics, video analytics, enhanced tags, facial detection, content creation, brand protection, video tagging, smart crop, color detection, object detection, industry-specific attributes for auto tagging, video sentiment, and OCR images/video

Strengths

- **Complex digital assets:** OpenText excels at handling strategic transformations, multinational operations, intricate use cases, legacy system integrations, specific hosting requirements, and highly regulated environments. OpenText also supports rich media and document workflows.
- **Scalability and image management:** OpenText handles large asset and user volumes, very large libraries, and processing loads. It also offers a user-friendly interface for managing assets with features like personalized views, deep zoom, dynamic overlays, and talent expiration management.
- **Robust functionality and support:** OpenText provides powerful search for all user levels, extensive APIs for integrations, a rich partner ecosystem, and a focus on record management and governance. Weekly office hours ensure ongoing customer support.

Challenges

- **Limited market fit:** OpenText may struggle to appeal to organizations with small user bases, very specific use cases, or a strong preference for multitenant SaaS solutions. In addition, existing proprietary integrations can make OpenText a less attractive option.
- **Administration and documentation:** Customers interviewed for this evaluation noted that their version of the user interface, particularly the admin console, can be difficult to navigate categories, taxonomies, and single sign-on (SSO). OpenText has focused development efforts on the UX in the most recent releases of the product. Furthermore, a lack of comprehensive documentation can hinder user adoption.
- **Product deployment and development:** OpenText's current PaaS model does not seamlessly accommodate unplanned expansion, loads, and dynamic scaling, which is a particular strength of multitenant SaaS offerings. OpenText has limited AI features requiring further development (although the recent acquisition of IDOL promises future improvements in this area).

Consider OpenText When

Consider OpenText if you are a large enterprise, nonprofit or governmental organization with needs for broad media management, digital rights, and security.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

For this IDC MarketScape, vendor size was determined by IDC's 2023 Software Tracker and validated by each vendor on their revenue in the market. For details regarding the vendors and size of the market, see *Worldwide Digital Asset Management Software Market Shares, 2022: Cloud-Based DAMs Maintain Steady Growth* (IDC #US51147923, August 2023) and *Worldwide Persuasive Content Management Applications Software Market Shares, 2023: GenAI Brings Change to Content Systems and Vendors* (IDC #US50880324, June 2024).

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

Digital asset management systems provide specialized features for the ingestion, cataloging, transformation, rights management, retrieval, and fulfillment of video, audio, images, 2D and 3D illustrations, layout files, and other types of rich media.

The digital asset management software market is a derivative (subsegment) of the persuasive content management market. For a definition of the persuasive content management market, see *IDC's Worldwide Software Taxonomy, 2024* (IDC #US52000924, April 2024).

DAM solutions can also be deployed in multiple cloud configurations. IDC defines its cloud taxonomy with the following:

- **Multitenant software-as-a-service applications (SaaS apps)** services are based on a service composition and delivery model made up of a utility computing environment in which unrelated customers share a common application and infrastructure resource that is managed by an independent software vendor (ISV) or a third-party service provider.
- **Platform as a service (PaaS)** solutions are designed and offered as private cloud-ready solutions. IT assets are typically owned and managed by the customer and dedicated to a single customer. Whether designed for public or private cloud, all PaaS, at a minimum, must conform to IDC's eight basic cloud characteristics: solution packaged, shared/standard services, elastic resource scaling, self-service, elastic term-based pricing (no perpetual license), ubiquitous (authorized) network access, standard UI technologies, and published service interface/API.
- **Single-tenant software** can be deployed in either a public or private cloud where each instance of the software is dedicated to a single customer for an extended duration.
- **Public cloud** services are shared among unrelated enterprises and/or consumers, open to a largely unrestricted universe of potential users, and designed for a market, not a single enterprise. (e.g., AWS, Azure, and GCP)
- **Private cloud** services are shared within a single enterprise or an extended enterprise, with restrictions on access and level of resource dedication, and defined/controlled by the enterprise, beyond the control available in public cloud offerings. (e.g., vendor or partner dedicated cloud).

This IDC MarketScape evaluated basic services for core DAM services for creating, processing, approving, and delivering digital media assets. We also looked specifically at prepackaged objects, variables for dynamic personalization and the ability to inline edit assets in context of specific delivery environment (e.g., commerce system or product requirements). With growing regional regulations for

data privacy and managing content in the cloud, we also considered certifications such as FedRAMP, GDPR, and SOC 2 compliance. Reporting on asset status and usage, delivery exceptions, errors, and system performance should be freely definable and visual in real-time dashboards. Core administration of access controls, integration connectors, implementation, and support services were also evaluated. More advanced capabilities in AI/ML, personalization, and intelligent search were considered as innovation accelerators taking the intelligent DAM application into the next generation.

LEARN MORE

Related Research

- *Worldwide Persuasive Content Management Applications Software Market Shares, 2023: GenAI Brings Change to Content Systems and Vendors* (IDC #US50880324, June 2024)
- *Digital Asset Management Serves Marketing Use Cases and Houses a Fraction of Rich Media in the Organization* (IDC #US52106624, May 2024)
- *IDC's Worldwide Software Taxonomy, 2024* (IDC #US52000924, April 2024)
- *Ten IDC Generative AI Predictions Influencing Persuasive Content Management and the Customer Experience* (IDC #US51801424, January 2024)
- *IDC PlanScape: Generative AI to Reduce Effort and Improve Productivity* (IDC #US51262223, October 2023)
- *Worldwide Digital Asset Management Software Market Shares, 2022: Cloud-Based DAMs Maintain Steady Growth* (IDC #US51147923, August 2023)
- *Future of Customer Experience Incorporates Generative AI into the Persuasive Content Supply Chain* (IDC #US50769823, June 2023)

Synopsis

This IDC study provides an assessment of the intelligent digital asset management (DAM) systems used for persuasive digital experiences and presents the criteria most important for companies to consider when selecting an AI/ML- or a GenAI-enhanced DAM solution. This assessment discusses both quantitative and qualitative characteristics that explain success in the DAM serving as a centralized repository for managing and optimizing digital media assets across industries. The intelligent DAM offers functionalities like intelligent workflow automation and integration capabilities; DAMs are evolving toward dynamic media and composable services, highlighting their critical role in today's digital landscape and future advancements. The evaluation is based on a comprehensive and rigorous framework that assesses vendors relative to the criteria and one another. The study highlights the factors expected to be the most influential for success in the market during both the short term and the long term.

"Utilizing a digital asset management system as a storage for images, videos, and other rich media is a thing of the past. Future developments in DAM focus on dynamic media capabilities, immersive 3D experiences, and leveraging generative AI for content creation and management, indicating a shift toward more intelligent, efficient, and personalized content management and distribution processes," said Marci Maddox, research vice president, IDC's Digital Experience Strategies program. "Operating a digital business requires adopting AI/ML and GenAI within the DAM system to not only increase rich media creation and management but also deliver brand consistency and maximize digital asset ROI."

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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