How to Start Your Digital Asset Management Journey

Digital Asset Management (DAM) uses metadata and governance to turn rich media from files into assets. Picking the right DAM for you can be tricky. Here are five considerations to help you pick a DAM for long-term success, not just a stylish demo.

5 Key Considerations for DAM Selection

- **Flexibility**
  - When it's good: Able to change direction when you do. Full control over your infrastructure and commercial models allows you to adapt to any given situation.
  - When it's bad: Without a flexible platform, internal policies, external legislation, and changing operational requirements can leave you exposed.

- **Scalability**
  - When it's good: Organically grows with your needs. A DAM which can expand to handle increased complexity, load, and criticality facilitates growth and innovation.
  - When it's bad: A DAM purchased for small, specific use cases refuses to evolve with your needs and opportunities for further deriving benefit from your investment. This encourages multiple, conflicting DAM solutions within the same organization.

- **Integration**
  - When it's good: Delivers assets when and where you need them. A comprehensive integration toolkit allows your DAM to work hand in hand with PIM, CMS, as well as wider enterprise systems.
  - When it's bad: Your DAM won't speak with key workflows, making it an unconnected island of assets that must be manually brought back and forth between various tools. This not only dramatically decreases efficiency, it also increases the risk of human error, outdated files proliferating without oversight, and other issues.

- **Adoption**
  - When it's good: Intuitive, efficient design encourages use. Efficiency is improved and your organization sees return on investment. An adaptive DAM can even be modified to suit departments or groups within your organization, surfacing the tools and content they need for their specific jobs.
  - When it's bad: Clunky, unintuitive design acts as a hindrance to efficiency and adoption. Staff will avoid tools they hate, increasing the risk of shadow IT replacements and procedures left unfollowed.

- **Partnership**
  - When it's good: Enabling you to deliver early wins which you can sustain. DAM implementations can easily be sustained for 10+ years, and you have a partner who can adapt, maintain, expand, and innovate your platform to suit changes in your needs and industry expectations throughout that time.
  - When it's bad: Your DAM partner delivers on their initial mandate (hopefully), but the final DAM only adheres to the letter of your request, with hidden limitations discovered after implementation.

So how do you assess these things? Get the details you need. We've put together an in-depth view of each consideration to help you get started.