

# The future of digital asset management

Tap into the potential of cloud and AI to achieve results



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## The growing need for modern DAM solutions

Marketing organizations need to be able to deliver consistent and value-rich pre- and post-sale experiences to succeed. That has made them fast-paced environments, and they need their technology to move quickly, too.

That increasingly means they need solutions for finding and reusing assets so they can acquire and retain customers. There is a clear need for turnkey solutions to secure, organize, and reuse digital assets throughout the customer lifecycle. These solutions must be easy to use and quickly deployable to users without being reliant on IT processes that can take months or even years. Modern digital asset management (DAM) solutions can fill this gap.

To help you understand what makes a “modern DAM,” this paper will define key terms like “asset” and “digital asset” in the context of DAM. It will then cover the evolution of DAM over the last decade as it transitioned into the cloud. Following that, it will share use cases and benefits for modern DAM solutions before introducing one solution, OpenText™ Core DAM.



## What is an asset?

In the simplest terms, an asset is a file type that holds some form of value to an organization. Within the context of DAM, a [digital asset](#) is an asset that holds value, comes in a digital format, and is discoverable via metadata.

Originally, digital assets were primarily thought of as image or video files. Today, this definition has expanded to include file types such as:



Audio recordings



Security footage



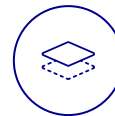
Drone recordings



Animations



3D models



Digital twins



Presentations

## What is DAM?

Organizations produce a significant number of assets each year, and these assets need to be properly and securely managed. Digital asset management (DAM) refers to the systems and practices for managing digital assets. DAM specializes in managing digital rich media like the items on the above list. It can also be used to store digital documents, interactive content, and code snippets, but these types of files are typically managed by more specialized solutions.

## The evolution of media management

Before DAM solutions, many marketing organizations relied on shared drives or file sharing platforms to access assets. Unfortunately shared [drives lack the metadata, faceted search, fast previews, and other features](#) that marketers need to succeed in digital marketing. DAM solutions originated in the publishing industry, museums, and libraries, but were brought over to marketing to solve problems related to search, version control, and the costs of remaking existing assets.

DAM solutions have [evolved significantly](#) since the first generation of DAM, shifting from standalone asset repositories to interconnected tools. Today, DAM solutions serve as a searchable digital library for marketing, branding, commerce, broadcast, museums, security, and training content, with new use cases frequently appearing.

By enabling users to quickly and securely access rich media assets from a central location, DAM solutions serve as a single source of truth across an enterprise for rich media assets.

## Making the enterprise grade

Enterprise organizations have greater needs to go with their greater size. Enterprise DAM provides deep functionality and integrations, including powerful search, collaboration and workflow support, limitless scalability, and robust security.





Although powerful and applicable to a wide variety of use cases, enterprise DAM takes longer to get up and running—which means a longer wait for customers to see a return on their investment.

## Rising to the cloud

In the last decade, cloud-native DAM has emerged as an alternative to the more powerful, but more complex, enterprise DAM solutions. Tapping into the power of multi-tenant public cloud, modern DAM solutions have the potential to offer rapid delivery and easy-to-use solutions to marketing departments.

## Use cases for modern DAM

**Enterprise DAM** solutions are an excellent option for customers that require more flexibility and customizability in their DAM solution. A good example is non-profit organizations who have agents working in conflict zones or in areas experiencing natural disasters. Those agents are observing and recording the events happening on the ground—some of it may even end up as evidence in international courts. As a result, they need a robust and secure DAM solution that can meet the requirements of this uncommon use case.

However, not everyone needs an enterprise DAM solution. Many organizations have less complex needs, smaller budgets, and less lead time to spare for implementation.

Modern DAM solutions are well-suited to smaller marketing organizations, as well as those looking to start small (e.g., 25-50 users) and then scale up. Whether they are looking to attract new customers or engage with existing customers, modern DAM can meet the needs of most traditional marketing organizations with focused, targeted use cases. Modern DAM is also a good choice for marketing organizations looking for rapid deployment options and fast return on investment.

## Benefits of modern DAM

Modern DAM solutions typically require low upfront investment, can be implemented rapidly, and deliver a faster return on investment than enterprise DAM solutions. Here are some other key benefits.

### Driving velocity, agility, and scalability

Omnichannel marketing operates at a rapid pace to keep up with competitor activity and customer preferences. Digital commerce allows rapid expansion to new markets, putting pressure on traditional architecture due to increased demand.

Technology must empower teams to accelerate. Onboarding colleagues needs to be fast and the technology easy to use so teams can scale rapidly. Modern DAM solutions are easy to use and scale quickly to deliver ROI faster.

### Enabling rapid innovation with AI at the center

AI and machine learning (ML) capabilities are evolving quickly, and organizations want immediate access to new features. However, there is also an increasing need for governance that prevents unauthorized or inappropriate use of AI and facilitates compliance with future regulations.

Leading cloud-native DAM solutions place AI at the center to enable rapid innovations while also providing the necessary governance framework.

→ Core Digital Asset  
Management webpage

↓ Product Overview

→ Experience Cloud  
webpage

## Facilitating customer relationship building and maintenance

The consumer experience is evolving from a transactional process—shopping and buying once, to a model built on long-term, deep, enriching relationships that are nourished at every step of the customer journey. Organizations are focusing more on the post-sale part of the customer journey and taking a proactive approach to customer success.

Modern DAM helps deliver consistent voices, recognizable brands, and personalized experiences. An integrated omnichannel creative process helps build and maintain customer relationships throughout the customer lifecycle. Managing customer-facing visuals, such as brand logos, campaign photography, and video advertising, in DAM rather than disparate channels (website, social media, print, packaging, loyalty, service) results in greater consistency, which is key to fostering trust.

## Introducing OpenText Core DAM

OpenText Core DAM blends deep expertise in media management with the modern, cloud-native technology of OpenText™ Core and OpenText™ Aviator. OpenText Core DAM is a simple-to-use, easy-to-configure, multitenant SaaS DAM solution with a personalized user experience tailored for marketers. The solution integrates with the OpenText Customer Communication and Experience Cloud solutions. It is connected to industry-leading applications for creative design, collaboration, and business processes, delivering assets for rich experiences while tracking usage and performance.

The OpenText portfolio now includes a DAM solution for every customer, regardless of their requirements.

Benefits include:



### Rapid return on investment:

Start using the platform straight away, and easily onboard colleagues to the intuitive interface.



### Streamlined workflows:

Seamless integrations to enterprise business tools from OpenText, Microsoft®, Adobe®, and others bring DAM into existing workflows.



### Increased efficiency through AI:

Integrated AI and GenAI capabilities accelerate briefings and turn days of work for creative designers into minutes with [OpenText Experience Aviator](#).

## About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: [opentext.com](https://opentext.com).

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