

5 key considerations when starting your DAM journey

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Every organization in the world is experiencing an exponential increase in the creation of images, video and other rich media. More and more are turning to Digital Asset Management to harness the potential value of rich media: using metadata and governance to turn files into assets. But whether you are contemplating buying your first DAM, or looking to replace a DAM that no longer meets your needs, the options can seem overwhelming.

This guide is designed to help you select a DAM that will deliver long-term success, not just a stylish demo. By prioritizing these five key considerations, you can be sure that whatever the future holds, your Digital Asset Management system will continue to deliver valuable and relevant solutions to your rich media challenges.

The 5 Key Considerations

FLEXIBILITY Able to change direction when you do	SCALABILITY Organically grows with your needs	INTEGRATION Delivers assets when and where you need them	ADOPTION Intuitive, efficient design encourages use	PARTNERSHIP Enabling you to deliver early wins which you can sustain
Why it's important Your business strategy is agile and ever-changing. Therefore, you need a platform with built in agility to respond accordingly.	Why it's important You need to have a solution that can grow with you as your organization's usage increases over time. Increased usage leads to more users, more assets and more processes.	Why it's important The full power of a DAM is unlocked through integration with related systems. PIM and CMS, as well as wider enterprise systems, can benefit from access to your asset library.	Why it's important To realize business benefits and demonstrate value to your customers / users, you must ensure your DAM is adopted from the start and use is sustained throughout its lifetime.	Why it's important The right 'fit' between customer and supplier goes a long way to determining the success of any DAM implementation.
What experience tells us Full control over your infrastructure and commercial models allows you to adapt to any given situation. Without a flexible platform, Internal policies, external legislation, and changing operational requirements can leave you exposed.	What experience tells us Initial DAM business cases often start small and focus on specific use cases. Over time, new use cases become clear and new demands are placed on your DAM platform. You need a DAM which can expand to handle increased complexity, load, and criticality.	What experience tells us Demand for new integrations is increasing as the marketing technology ecosystem becomes more diverse. The complexity of integrating to different systems with different underlying technologies requires a comprehensive integration toolkit.	What experience tells us Having a positive user experience / user journey from day one, is a critical enabler of adoption. Regular quarterly releases of new features, including User Experience improvements, bring incremental benefit to your organization and sustain adoption efforts.	What experience tells us You need a partner who can meet both your immediate needs and help you achieve 'quick wins' but who can also 'go the distance' as you grow. Selecting a globally present vendor with local offices and a local, active user community pays dividends in the long run.
OpenText™ Digital Asset Management has a full range of flexible hosting and commercial models, from subscription SaaS to license only on-premises.	Commit to what you need today, knowing that OpenText Digital Asset Management has near-limitless ability to grow with you.	OpenText Digital Asset Management offers comprehensive out-of-the-box integration capabilities, whether you are API-ready or require overnight batch uploads.	The ability to customize OpenText Digital Asset Management with your branding and tailor the user experience for each team drives ownership and adoption.	OpenText has a global presence, backed by local distribution and support, to deliver best-in-class reliability and performance.

Flexibility

Able to change direction when you do

Why it's important

Your business strategy is agile and ever-changing. Therefore, you need a platform with built in agility to respond accordingly.

What experience tells us

Full control over your infrastructure and commercial models allows you to adapt to any given situation. Without a flexible platform, Internal policies, external legislation, and changing operational requirements can leave you exposed.

OpenText Digital Asset Management has a full range of flexible hosting and commercial models, from subscription SaaS to license only on-premises.

Flexibility

Flexibility is a key consideration when selecting a Digital Asset Management (DAM) platform. Though it is easily overlooked in the rush to get something effective in place for immediate needs or a 3-month planning horizon. Don't let the concerns of the now back you into a corner later.

Change is now a constant. We have to adapt our strategies and day-to-day operational activities to simply keep up, let alone innovate. If you find yourself suddenly needing to feed content to more channels overnight, you need flexibility in your solution. Complying with new legislation or shifts in internal policies and controls requires flexibility. You may find your DAM doubles overnight as a result of a merger or acquisition which requires you to ingest many assets and provide appropriate levels of visibility and usage to new divisions and territories.

These are just some of the challenges we know organizations face today. Having flexibility towards the top of your shopping list will go a long way to insulating you from the constant flow of disruption that you are likely to face.

For all the reasons stated above, OpenText Digital Asset Management has flexibility at its core. It is designed to meet your immediate needs, but to also extend as and when your business demands it. It can be your asset library, hosting your content securely, ready to be recalled on-demand. Or it can be your fully integrated enterprise store, acting as the backbone of your content ecosystem. Start small and grow at your own pace with a full range of flexible hosting and commercial models, from subscription SaaS to license only on-premises. While it is impossible to predict the future, having a flexible DAM gives you a degree of future proofing.



Scalability

Organically grows with your needs

Why it's important

You need to have a solution that can grow with you as your organization's usage increases over time. Increased usage leads to more users, more assets and more processes.

What experience tells us

Initial DAM business cases often start small and focus on specific use cases. Over time, new use cases become clear and new demands are placed on your DAM platform. You need a DAM which can expand to handle increased complexity, load, and criticality.

Commit to what you need today, knowing that OpenText Digital Asset Management has near-limitless ability to grow with you.

Scalability

Having a platform that comfortably grows with the needs of your business and your customers is essential.

Unsurprisingly, given our collective thirst for content and the ever-increasing number of devices which generate and consume content, the most basic need is adequate storage. It was not too long ago that a gigabyte of storage was considered substantial. Now we talk in terms of terabytes or even petabytes. With more connected devices (Internet of Things, etc.) coming online every day, global data is growing exponentially with no signs of slowing down. Mobile content is now just over 50% of all internet traffic and 5G will see an explosion of rich media content delivered direct to personal devices. Augmented reality (AR) and virtual reality (VR) are starting to mature now, adding to the demand for new types of content which all need a 'place to live'.

One aspect which is putting particular strain on DAM infrastructure is the exponential increase in demand for high resolution content. Just as 4K has started to become more common on digital channels, 8K TVs are now on sale, and creating content in these higher resolutions results in files many times larger than standard HD.

You will thank yourself if you select a platform which can scale in functionality as well as capacity. It is quite normal for DAM to be implemented at a local level or for a specific business division. Sometimes the use of a DAM is based on a single 'use case' or scenario. For example, a regional marketing team might acquire a DAM to store their marketing collateral. Scalability becomes important when the initial success of the DAM leads to expanded use across departments and regions.

Once you start to bring new teams online you need scalability. A truly scalable DAM will allow you to add thousands of users without slowing down. You will be able to manage security and access rights with configuration tools, expand integrations to meet local needs, all without eroding the user-experience or key capabilities you have already invested in.

Starting small with DAM is no bad thing. It gives you the space to experiment, learn lessons and understand where and when you can add most value. Select a DAM which gets you up and running quickly and will still be able to keep up when you 'go global'.

Integration

Delivers assets when and where you need them

Why it's important

The full power of a DAM is unlocked through integration with related systems.

PIM and CMS, as well as wider enterprise systems, can benefit from access to your asset library.

What experience tells us

Demand for new integrations is increasing as the marketing technology ecosystem becomes more diverse. The complexity of integrating to different systems with different underlying technologies requires a comprehensive integration toolkit.

OpenText Digital Asset Management offers comprehensive out-of-the-box integration capabilities, whether you are API-ready or require overnight batch uploads.

Integration

DAM is a powerful enterprise capability and enabler of digital transformation, however your initial efforts will focus on configuration, population with rich media assets, and user onboarding. Investing time up front to think about how your DAM will connect to related systems will ensure you won't be hampered when you want to share your catalogue of assets with the world.

You should consider the high-priority touch points DAM will have within your organization. For example, do you need to integrate your DAM to your finance system to track return on investment for asset creation? Perhaps you need product information from a Product Information Management (PIM) system, or campaign information from a Content Management System (CMS) which is building your websites. Understanding your target integrations means you will ask the right sort of questions during your selection process, limiting your chances of buyer's remorse further down the line.

Additional complexity when considering integration comes in two main forms. Firstly, the types of technology you are integrating with will vary. From so called 'legacy' integration technologies which rely on manual extract, transform and load (ETL), to bespoke development, through to real-time web services and out-of-the-box APIs. Secondly, integrations will change over time. As your organization discovers the opportunities DAM integrations provide you will want to extend existing interfaces and add new connections to systems that require or supply assets. To face the challenges of future integrations, you need a DAM with a variety of connection options, from FTP to API and beyond.

Whatever the scenario, you want to be sure that the DAM you chose as your asset repository is ready, willing, and able to be a connected content hub and not an unconnected island of assets.

Select a platform which has integration as a core capability and not an afterthought or 'add on'. Why spend the time and effort to fill your DAM with your most valuable assets if they cannot be seen and used with ease?



Adoption

Intuitive, efficient
design encourages use

Why it's important

To realize business benefits and demonstrate value to your customers / users, you must ensure your DAM is adopted from the start and use is sustained throughout its lifetime.

What experience tells us

Having a positive user experience / user journey from day one, is a critical enabler of adoption. Regular quarterly releases of new features, including User Experience improvements, bring incremental benefit to your organization and sustain adoption efforts.

The ability to customize OpenText Digital Asset Management with your branding and tailor the user experience for each team drives ownership and adoption.

Adoption

Adoption is key to realizing a return on your DAM investments. Software can no longer be created or selected by IT departments without consulting stakeholders. This approach leads to varying levels of resistance and, in some cases, outright rejection. The impact of this is felt across the organization, preventing benefits from being realized and derailing wider programs of work.

Considering Adoption at the beginning of your DAM journey allows you to more readily empathise with users' point of view. Simply involving key users of the solution at the start goes a long way to driving adoption. Take that further by spending time to understand the existing pain points and what would take them away. Look beyond that to discover what will create real gain or value to your customers or users. What better way to get your DAM community invested than removing pain points and creating gains?

Cloud infrastructure can be a huge benefit to your adoption strategy.

A common adoption barrier is not being able to clearly quantify 'what is changing' when you introduce a Digital Asset Management system and 'what the change impact' will be to each of your stakeholder groups until you are well into your implementation. One way to mitigate this challenge is to bring your stakeholder groups together at the very beginning of your project. Instead of relying on theory, you can physically demonstrate how the solution will work, discuss the pain points it will remove and the benefits it will bring. These more tangible discussions lead to more authentic business change conversations and adoption starts from this point, not at the point of launch.

Don't forget to set adoption metrics so you can track how well adoption of the platform is progressing, making interventions as needed to keep driving your adoption curve upwards.

Partnership

Enabling you to deliver early wins which you can sustain

Why it's important

The right 'fit' between customer and supplier goes a long way to determining the success of any DAM implementation.

What experience tells us

You need a partner who can meet both your immediate needs and help you achieve 'quick wins' but who can also 'go the distance' as you grow. Selecting a globally present vendor with local offices and a local, active user community pays dividends in the long run.

OpenText has a global presence, backed by local distribution and support, to deliver best-in-class reliability and performance.

Partnership

Most DAM implementations are a journey, with a beginning, a middle and an end. You will need expert guidance at the beginning of your DAM journey to ensure you set off on the right path. You will require talented help in the middle as you work to integrate your DAM and achieve early benefits. Last, but not least, ongoing innovation and support from the DAM developer will allow you to continually improve and add incremental value to your business.

Modern DAM platforms can easily be sustained for 10+ years, so you need to see this as choosing a long-term partner rather than a passive supplier who disappears once the contract is signed. Thinking purely of the initial transaction and immediate requirements may leave you in difficult situations later.

A great DAM partner will help you in two key areas. First, having the right partner will ensure you get your DAM environments up-and-running as soon as possible, whether on your own hardware, your choice of Cloud or as a fully hosted and maintained Software as a Service (SaaS). They will help you identify pain points within the business that can be resolved on day one, helping to build early momentum for the bigger challenges which lie ahead.

Secondly, and perhaps more importantly, they will help you identify, prioritize, and deliver business benefits...either direct or as an enabler for a broader program of work. Having a longer-term roadmap which allows you to realise your ambitions is best done in partnership with your DAM vendor. They will help you balance the need to maintain a stable and performing platform while also delivering enhancements and innovation at regular intervals. Look into prospective partners' release history and future roadmap to get a feel for how much new functionality they deliver as part of their product updates.

If you have international offices or regionally diverse teams, give some consideration to your partner's footprint in the geographies you operate in. Having access to local language support and local user communities and events can yield significant benefits to anyone tasked with implementing and managing a DAM platform.

Whether you start with small ambitions and grow organically or have an ambitious multi-year roadmap from day one, having the right partner alongside you will make the difference between success and failure.