



# **9 TIPS**

## **FOR CHOOSING A DIGITAL ASSET MANAGEMENT SYSTEM**



**COLLABORO**



## CHOOSING THE RIGHT DIGITAL ASSET MANAGEMENT SYSTEM

When you spend roughly 30% of the working day finding information, it can be hard to keep up with your day-to-day priorities without feeling frustrated and overwhelmed. Without fast access to content, it can easily result in missed deadlines, time delays, asset duplication and over-expenditure in time and resources.

When your content collection grows, you need a more advanced level of digital asset management that goes beyond online sharing and shared drives. The right digital asset management system empowers teams that use digital assets to be agile, efficient and cohesive within a secure storage environment.



*A Library without skilled librarians and agreed processes will only ever be a nice building and a massive pile of books. Digital Asset Management requires the same combination of platform, process and people to deliver the enormous gains in clarity, agility and efficiency that businesses seek when looking into DAM.*

**Warwick Boulter CEO,**  
Collaboro

Choosing the right digital asset management (DAM) system is a time-consuming process. To help you along the way, we have gathered the top 9 tips for choosing the right DAM system to help strengthen your brand and keep on top of your digital assets.



## TIP 1: LEARN WHAT TYPE OF DAM SYSTEM YOU NEED

There are varying DAM systems available to suit your business needs. Whether you want complete control over your assets, expandable storage, or need to meet strict data compliance, the right DAM system needs to evolve as your business grows. In summary, there are two kinds of DAM systems to consider:

	On-premises	Cloud-based
<b>Pros</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> One time purchase with no subscription</li> <li><input type="checkbox"/> Complete control over assets</li> <li><input type="checkbox"/> Control over security and user interface</li> <li><input type="checkbox"/> No unnecessary system updates</li> <li><input type="checkbox"/> Maintenance is managed in-house</li> <li><input type="checkbox"/> Meets strict data compliance regulations</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Expandable storage</li> <li><input type="checkbox"/> Only pay for the storage you need</li> <li><input type="checkbox"/> Lower deployment costs</li> <li><input type="checkbox"/> Lower hosting costs</li> <li><input type="checkbox"/> Fast, secure data integration</li> <li><input type="checkbox"/> Ongoing, direct support from DAM vendor</li> <li><input type="checkbox"/> Allows remote access across internal and external teams</li> <li><input type="checkbox"/> Tailored to be compatible with MarTech Solutions</li> <li><input type="checkbox"/> Customisable layout features</li> <li><input type="checkbox"/> Intuitive search functionality</li> </ul>
<b>Cons</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Higher deployment, licencing and hardware costs</li> <li><input type="checkbox"/> Less scalability options</li> <li><input type="checkbox"/> Requires a stable, experienced IT department</li> <li><input type="checkbox"/> No DAM vendor support</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Access is dependent on internet connection</li> <li><input type="checkbox"/> User access can impact system performance</li> <li><input type="checkbox"/> Locked in to one vendor</li> </ul>

Choosing between an on-premises and a Cloud-based system relies on the level of control, customisation requirements and scalability your business requires. On-premises DAM systems offer complete control over access and customisation for those who have a well-established IT department to take care of any maintenance. On the other hand, some Cloud-based vendors also offer fully customisable layout features while guaranteeing scalability as the business grows.

### Key takeaways:

On-premises DAM systems are suitable for organisations that:

- Have well-established and experienced IT department
- Require system customisation over user interface, security, integration or design
- Required to meet specific data compliance regulations

Cloud-based DAM systems are suitable for organisations that:

- Require remote access or distributed access across internal and external teams
- Foresee the need to scale asset storage in the future
- Want an easier deployment over customisability
- Want managed DAM vendor support





## TIP 2: CLARIFY WHAT YOU NEED YOUR DAM SYSTEM TO DO

Before you begin your search for a vendor, you will need to ask yourself and your team what you need from your DAM system and what functionality you require. Getting clear on these points will help you decide what DAM system will be right for your business:

### MANAGEMENT, MIGRATION AND ORGANISATION:

- Do you want to be responsible for migrating existing content and organisation?
- Do you need unique search function capabilities?
- Do you want to handle uploading data?
- Do you want to handle metadata and tagging?

### CUSTOMISATION AND SCALABILITY:

- Do you require customised features for your business/industry?
- How much storage do you require?
- Do you foresee your storage capacity expanding rapidly over time?

### INTEGRATION:

- Do you require capability with your MRM, CMS, Review & Approval and Brand Automation services?
- Do you require a more customised integration with your MarTech solutions?

### USER EXPERIENCE (UX) AND USER INTERFACE (UI):

- Do you require digital assets to be previewed in the system?
- Who is going to use it e.g. only internal Marketing teams or also freelancers and external agencies?

### CONTENT:

- Do you want to be responsible for data migration?
- What file types/sizes/formats do you require compatibility with?

### ACCESS:

- What kind of control over security and access levels do you require?
- Do your employees require remote or mobile access?

### CUSTOMER SUPPORT:

- Where is your DAM vendor based i.e. are they local or off-shore?
- Do you need local data storage to meet data compliance regulations?
- What level of ongoing support do you require?
- Do you require training and set up included as part of the onboarding process?





## TIP 3: CONSIDER IMPORTANT DAM FEATURES

No two DAM systems are the same, each comes with its own set of features, functionality and capabilities. With that said, there are some universally beneficial features to look out for when choosing a DAM. These are listed below:

<b>EXPANDABLE, SECURE STORAGE</b> Expandable, secure storage means you only have to pay for the resources that you need, avoiding the need to purchase additional hosting or maintenance.	<input type="checkbox"/>
<b>SCALABILITY</b> Scalability is one of the most important aspects to consider when choosing a DAM. Digital assets need to be frequently uploaded, categorised and organised, so it's important to find a DAM that can expand as your business evolves.	<input type="checkbox"/>
<b>USER-FRIENDLY INTERFACE</b> Optimising the user experience with a user-friendly interface is paramount in a successful DAM. When multiple departments will have access, your centralised ecosystem must be straightforward to minimise the learning curve as much as possible for employees.	<input type="checkbox"/>
<b>CUSTOMISATION</b> Every business workspace is unique, so a successful DAM will be completely customisable to your work ecosystem and your digital asset collection. This means providing customised metadata, as well as having the ability to store and manage any file type and file size that your business requires.  Customisation is the detailed personalisation of digital assets and the way they are managed/ presented. This includes focusing on the layout, messaging, content format and anything else required. It's important to find a DAM solution that won't just apply a templated model to your digital assets, but will work with you to create a customised asset management system.	<input type="checkbox"/>
<b>WORKFLOW EFFICIENCY &amp; INTEGRATIONS</b> DAM systems are designed to optimise workflow efficiency and share compatibility with your existing team structure. This means offering API capabilities to successfully integrate with existing workspaces, programs, CMS, and MarTech solutions within one centralised system.	<input type="checkbox"/>
<b>ONGOING SUPPORT</b> A successful DAM is not just software, it's a solution and an ongoing, long-term investment for your business. When choosing a vendor, make sure they offer onboarding, training and a reachable customer support line for help when you need it. An assigned case manager from your vendor to train employees and manage upkeep and regulation of your DAM system doesn't hurt either. Having direct contact throughout the process to provide additional upload & tagging services will, in turn, give you more time to focus on the business – and to reap the benefits of the investment in DAM.	<input type="checkbox"/>



## TIP 4: BUILD YOUR CASE FOR A DAM SYSTEM

Now that you have a grasp on how a DAM system will help strengthen your brand and your team's efficiency, it's time to make your case to your department heads and marketing team. Here's what you will need to do:

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### **BUILD A SUPPORTIVE TEAM:**

You will need a team to lead the project and discuss any expectations, opportunities and concerns. Include members from different departments such as marketing, sales and IT to utilise different skill sets across the project. It will also ensure that the project is well-received throughout different departments.

### **CLEARLY IDENTIFY & DOCUMENT KEY ISSUES THAT THE DAM SYSTEM WILL SOLVE:**

Your team will be responsible for identifying specific issues that are costing the business money and how a DAM system will resolve these issues. This might mean:

- The rapid growth of digital assets (going from hundreds to thousands or hundreds of thousands)
- Over expenditure of resources and time locating files
- Need to further protect brand integrity and consistency
- Increased difficulty sharing and distributing files
- Employee work is being interrupted or slowed down trying to convert, track or duplicate files
- Difficulty keeping up with file categorising and management

### **DETERMINE YOUR DAM ROI:**

You will then need to translate these asset issues into specific opportunities and benefits the DAM system will provide. This may include:

- Increased efficiency
- More security
- Improved searchability
- Easy access to files to share and distribute among channels
- Up-to-date brand consistency and brand security
- Reduces costs spent on duplicating assets
- Saves time and resources
- Data and digital assets are correctly organised and under control
- Save money by reducing the risk of violating usage rights or need to re-purpose licenced files

### **MAKE THE CASE**

Use the information you have collected to make your case to upper management, present your budget and DAM system prices and outline realistic goals for DAM system implementation.



## TIP 5: UNDERSTAND WHO IS INVOLVED IN THE APPROVAL PROCESS

Once a case is made, there are usually three departments required to approve a DAM system set up:



### IT:

They will likely be involved in the back-end implementation such as guiding permission level access and security as well as providing network information to the vendor.



### MARKETING:

The marketing team needs to confirm the budget and contribute to the business's content. They will also need to confirm what is required in terms of file types, sizes and formats of digital assets.



### LEGAL:

Your legal team will be required to ensure that the DAM vendor is compatible with data compliance and regulations. They will also need to sign off on any terms and conditions.







## TIP 6: COMPARE MULTIPLE DAM VENDORS

Once your case has been approved, you can now filter through prospective vendors. A DAM system is an ongoing investment well after onboarding, below are some critical questions you need to ask when comparing vendors:

### **ARE THEY COMPATIBLE WITH YOUR BUSINESS?**

Speak with your IT and legal departments to determine regulation or compliance measures and legal requirements that need to be met.

### **WHAT DO THEIR REVIEWS AND TESTIMONIALS SAY?**

Research their business longevity as well as any reviews or testimonials regarding how their DAM system has evolved their business from existing users.

### **DO THEY OFFER A DEMO, ONBOARDING, TRAINING & SUPPORT?**

A non-commitment demo is the best way to test-drive the product as well as gauge the vendor's initial response, accessibility and communication.

It's also a great opportunity to query their client support program, features and discuss any onboarding and training that might be involved.

### **DO THEY OFFER UPLOAD AND TAGGING SERVICES?**

A non-commitment demo is the best way to test-drive the product as well as gauge the vendor's initial response, accessibility and communication.

It's also a great opportunity to query their client support program, features and discuss any onboarding and training that might be involved.

### **DO THEY CATER FOR LARGE VIDEO & RAW STORAGE?**

Some DAM vendors offer an additional offline platform that can handle all asset types while reducing cloud-hosting costs.

### **ARE THEY BASED ONSHORE OR OFFSHORE?**

If you are based in Australia, your files should be too - this ensures the best possible speed, support and experience. Make sure to weigh up if potential DAM vendors are based locally or not.

### **WHAT PRICING STRUCTURE DO THEY OFFER?**

Most DAM vendors will provide a subscription-based price structure with an additional retainer to cover any ongoing services, support and additional training.

With that said, pricing will vary from vendor to vendor depending on features, number of users, storage capacity, implementation fees, customisation and services or support provided.

Ensure you choose the right vendor for your business long term by letting your needs drive the process.





## TIP 7: PREPARE QUESTIONS FOR YOUR DAM VENDOR BEFORE YOUR DEMO

Many DAM vendors will offer a free trial or free demo to give potential customers the ability to test out their system before committing.

This is usually the chance for you to gain insight into the UI of the DAM system and test out its features and functionality.

With some preparation, this is the perfect opportunity for you to ensure the DAM system will deliver on all of your business needs.

During your demo, make sure to ask the following questions to your potential vendor:

- What is their onboarding process?
- How responsive is their support and is it locally based?
- What are their DAM systems key features & unique selling points?
- Does their DAM system integrate with major MRM, review & approval, CMS & brand automation platforms?
- Will their DAM solution enable you to scale your asset ecosystem cost efficiently?
- Do they handle upload and tagging for you?
- Do they offer training as part of their service?
- What file types does their DAM system support?
- How is metadata handled in their DAM system?
- Do they offer intuitive or natural search functionality?







## TIP 8: PREPARE FOR YOUR DAM SYSTEM IMPLEMENTATION

Now that you have chosen your DAM solution, here are some tips for a successful DAM system implementation:

### **ORGANISE YOUR ASSETS:**

Once you have decided on your vendor, begin organising your assets so you can migrate your files with ease.

### **KNOW WHO WILL BE INVOLVED:**

Make sure everyone who will be using the DAM system understands how to access it and how to use it. It's also important to ensure all employees have (or are receiving) the training they need to use it as quickly as possible.

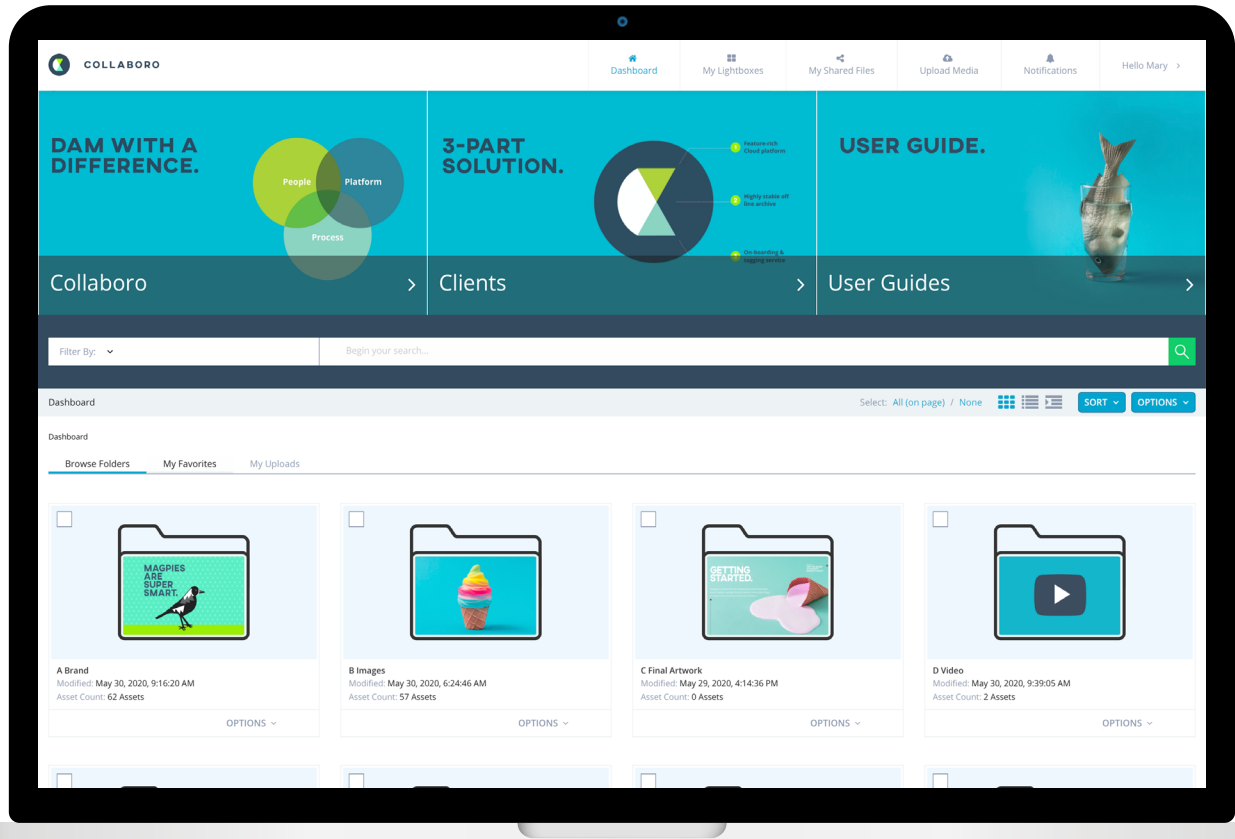
### **BE IN CONTACT WITH YOUR VENDOR:**

Understand there may be a learning curve to getting used to the new system. Make sure that you are in regular contact with your vendor's client support team or assigned case manager to assist you when you need it.





## TIP 9: CONSIDER A FULL-SERVICE DAM SOLUTION



A successful DAM solution requires more than just great software. Collabro's Digital Asset Management (DAM) platform will centralise all your digital assets, making it easier for your teams to organise, find and share all your digital media files, in one place, from anywhere.

As a full service solution, Collabro offers on-shore data storage, local 24/7 support and a fully customisable DAM platform tailored to your business needs. With upload & tagging services and a secure multi-tiered storage platform, Collabro brings local Australian expertise and support services to provide a customised end-to-end solution.





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## BOOK A FREE DEMO

Reach out to one of our solution experts and book a demo today to discover why our DAM system is trusted by Australia's leading brands



**Book a demo** →