

Justifying Digital Asset Management

An Investment Guide From Acquia



Executive Summary

DAM Is Core to Presenting a Coherent Digital Experience

Digital asset management (DAM) is the center of your content universe. A true anchor platform to the marketing technology ecosystem, DAM has emerged as the system of record for rich media and visual content, descriptive metadata, rights and release information, and usage analytics.

As a central source of truth, DAM helps get the right content to the right people at the right time. It provides content managers and creators information on how assets are used throughout the content lifecycle. By enabling scalable content use and repurposing, DAM helps to streamline marketing operations, improve the return on content investments, and protect brand consistency.

Use this guide to understand and evangelize how DAM can be life-changing for your teams, your business, and your brand.

Have questions or feedback?
Email marketing@acquia.com.

What We Mean When We Say Content, Digital Assets, and DAM

Before we go further, let's clarify a few definitions to make sure we're all speaking the same language.

Content

Information made available through a medium.

Digital assets

Digital files with business value. Examples include photos, videos, illustrations, audio files, documents, design files, and presentations.

Digital asset management

DAM is the management, organization, and distribution of digital assets from a central repository. It is a system that allows you to manage all of your digital assets from one place.

Why DAM Is Worth the Investment

Business Growth Requires an Investment in Digital Assets



What's Increasing the Demand for Digital Assets?

New products

Market demands and industry innovation lead to new products. Each new product needs photographs, collateral, and videos to communicate its value and make the sale.

New geographic markets

Global expansion means new messages, visuals, and languages to reach new audiences.

New channels

Social media, podcasts, chatbots, and voice-activated devices offer new places to connect with your audience.

New formats

Experimentation with new formats such as AR, VR, and 3-D create more dynamic digital experiences.

Content marketing

Brands are creating useful, usable content to build an audience and monetize it in the future.

Content personalization

Deliver content based on an audience's interests and preferences.

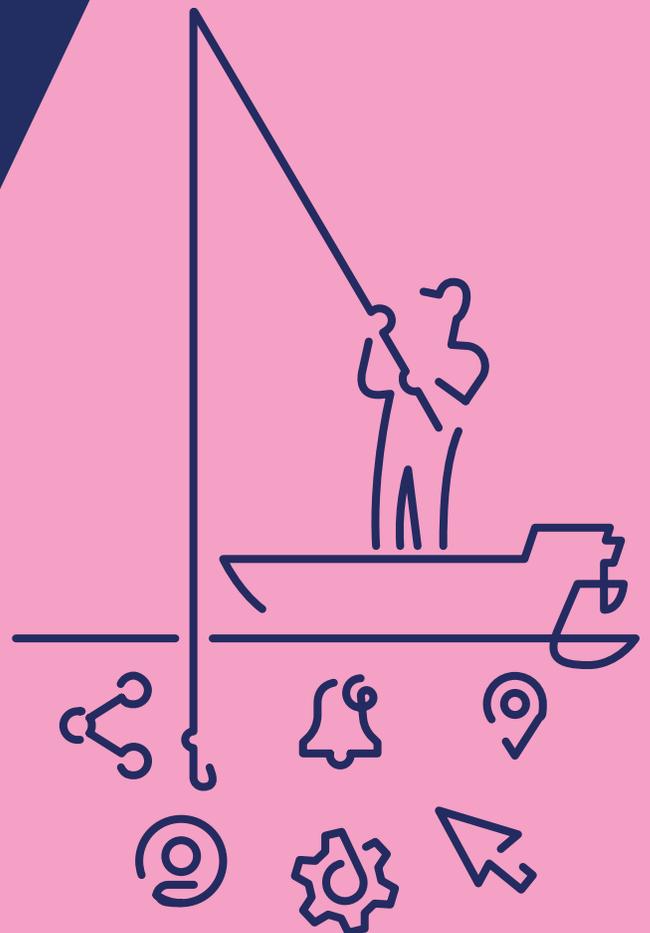


Images in web design are no longer supplementary or decorative – they have become a key fixture for many websites. This trend has trickled down to marketing email and newsletters. Our recent research indicated that newsletter recipients expect the same high-quality imagery that they encounter on the web. They strongly prefer images that can be seen at a larger scale and show detail very clearly.”

[Imagery in Newsletters: Make Your Marketing Emails Visual But Don't Sacrifice Usability](#) by Nielsen Norman Group

Challenges of Working With Digital Assets

More Digital Assets Serving More Purposes by More Teams Means More Complexity



Accessibility

84% of companies report their digital assets are not accessible (or not very accessible) to all of the internal and external groups who need them.

Source: Acquia DAM
Assessment Survey

Accessing digital assets from outside of the office

69% of creative team members are able to work remotely on an ad hoc basis (Cella and The Boss Group)

Sales teams work out in the field

Finding the right asset for the task at hand

Folder structures don't support multi-faceted searches

Assets are stored across multiple locations

Giving access to outside partners and distributors

Email attachments are limited by file size restrictions

File sharing tools lack format processing

Publishing and Sharing

Digital assets are used across many channels and platforms.

Giving access to outside partners and distributors

Email attachments are limited by file size restrictions

File sharing tool permission structures lead to redundant work and bloated folder structures

Publishing to the web

“It [the photograph workflow] had to use a very specific naming convention and the images had to be put in very specific folders or else the FTP would break or images would show up incorrectly.”

Lara Baggio, Brand Management Analyst, Balsam Brands

The Reality

**You probably need a DAM system
and strategy if you hear questions like...**

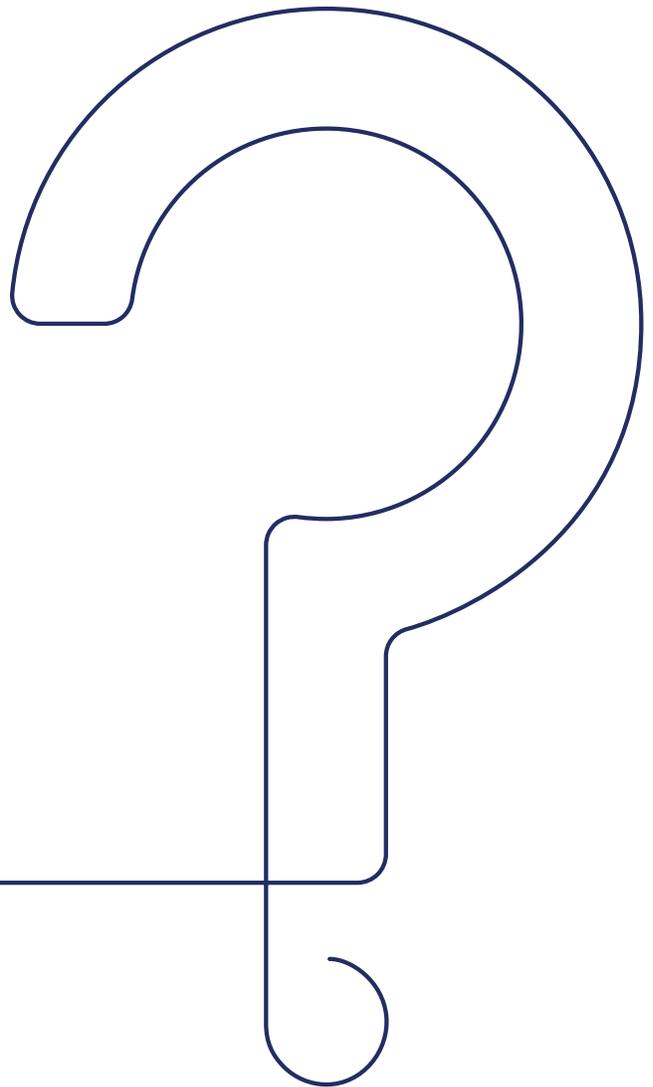
Where's that photo of the office?

Do we have the rights to use this image?

Is anyone using these pitch decks?

**What do the ads look like for the
European markets?**

What's at Stake if There's No Digital Asset Strategy?



Brand Perception

Building and maintaining brand recognition, trust, and credibility requires consistency in action, visual style, and writing style.

According to a recent study from Profitwell, customers who perceive a company's brand positively have between a **16%** and **40%** higher willingness to pay than the median.

Falling behind in digital spaces

Rising channels like digital voice assistants require organized and structured content to deliver information into the home on Alexa, Google Home, etc.

New formats like AR, VR, and 3-D

Personalization of marketing materials

Misuse of digital assets can lead to big costs and legal risk

Legal fees after publishing an image you don't have the rights to use

Legal fees for violating industry laws

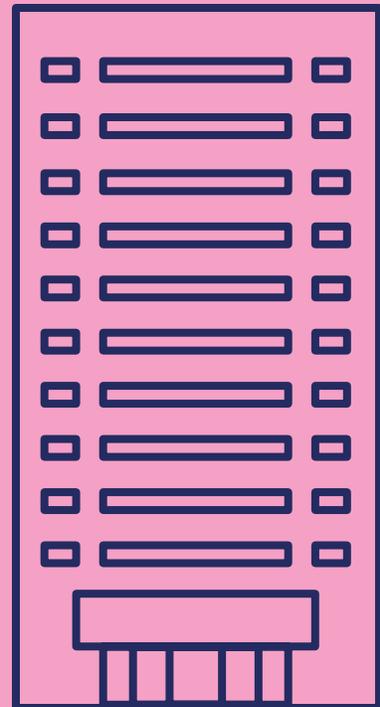
Lost time designing with assets that have expired rights

Digital assets are an investment in time and resources, losing them costs time and money

Servers go down, laptops crash, and hard drives get lost

The DAM Solution

Businesses Are Increasingly Relying on DAM To Support Their Growth



What Is Digital Asset Management?

DAM is the management, organization, and distribution of digital assets from a central repository over the course of an asset's lifetime.

According to Forrester research, one-third of enterprises report having a DAM solution to help scale content creation, enable content reuse, and support the development of content for omnichannel delivery.

What makes DAM so powerful?

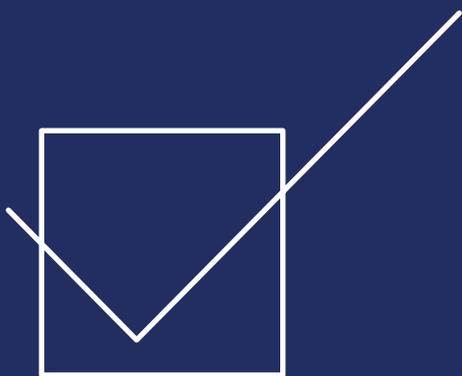
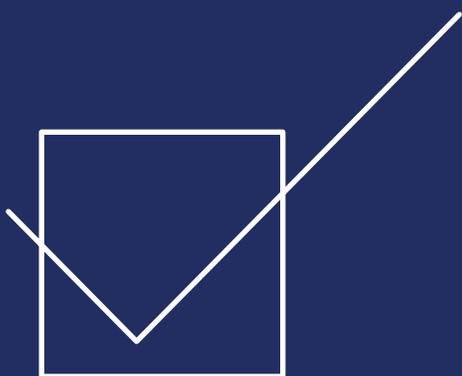
DAM brings order to the chaos of an exponentially growing demand for digital assets

Core DAM capabilities include ingestion, storage, retrieval, collaboration, and lifecycle management of images, videos, audio, documents, and other creative files. This includes:

- Repository and library services to create, retrieve, version, and delete assets
- Search and guided navigation
- Asset editing, conversion, and transcoding
- Metadata and taxonomy management supported by artificial intelligence (AI)-based automated tagging
- Lifecycle and rights management
- User access controls with permissions and governance
- Brand portals to distribute assets to external parties
- Marketing work management for review and approval tracking
- Performance analytics for asset engagement and system usage
- Prebuilt integrations and APIs to connect with other marketing and business technology solutions

How Other Businesses Are Growing With DAM

Solutions Based on Our MarTech Survey
2018 With Examples



To manage marketing content and optimize returns



“We have spotlight searches, global collections, and portals. This allows our assets to be more centralized for quick access for our different regions around the world.”

To manage the controlled distribution of content to partners or vendors



“Since the implementation of the [Widen] Collective®, the number of assets being downloaded and used has doubled. Our entire sales organization and external parties have adopted the platform. Brand awareness and asset availability have increased, and our partners are more engaged.”

Marketing Content Coordinator

To increase the reach, consistency, and control of brand content

“It’s...highly valuable to have all of the assets managed in one place [the DAM] and be able to distribute them to the various channels, including voice.”

Anonymous nonprofit



“If you can find that one perfect picture in that perfect moment that helps us tell our story, then we’re doing our job. That’s the point of this whole thing.”

Archive Coordinator, Minnesota Vikings

To provide salespeople with the most effective content at each step in the buying process



“The feedback has been overwhelming, frankly... A lot of the feedback has been about how easy it is to use and what a great mechanism it is for them to be able to do their job. Historically, whether they were using FTP or using files that came off of their desktop, which may have been antiquated, they didn’t have the greatest accessibility to the most current and up-to-date materials. So this really is a benefit to us and is giving them everything they need in an easily usable fashion that’s customizable for their purposes.”

Corporate Communications Manager, Heaven Hill Brands



To manage content used to develop and deliver training and e-learning

VitalSmarts[®]

“Widen is heaven sent. Really. We were looking for a solution for file version control and an easy repository for audio-visual content to disseminate to our huge trainer community that didn’t have a huge footprint. Many of the other options we looked into would have required us to install a media server onsite that we would have to maintain. We already have a giant internal video server and we didn’t see the need for another. We decided to go with Widen because of their years of business in the market and because the only thing required of us was an internet connection!”

Video Producer, VitalSmarts

To centralize and serve content and analytics used on e-commerce sites

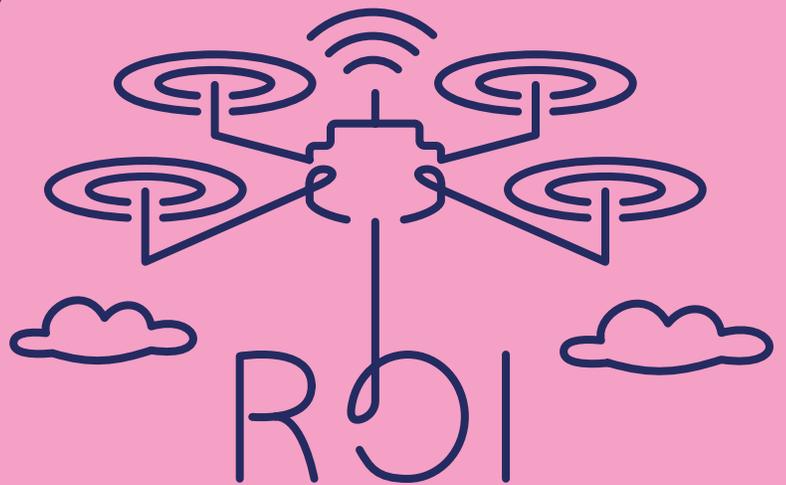


“We had a PIM [and] we realized we also needed a good DAM...We wanted these to be SaaS-based. We didn’t want our internal IT capacities to hold them back or to be any barrier for growth.”

Director Global E-commerce and Operation,
Harman International

Calculating the Business Impact

The Return on Your DAM Investment

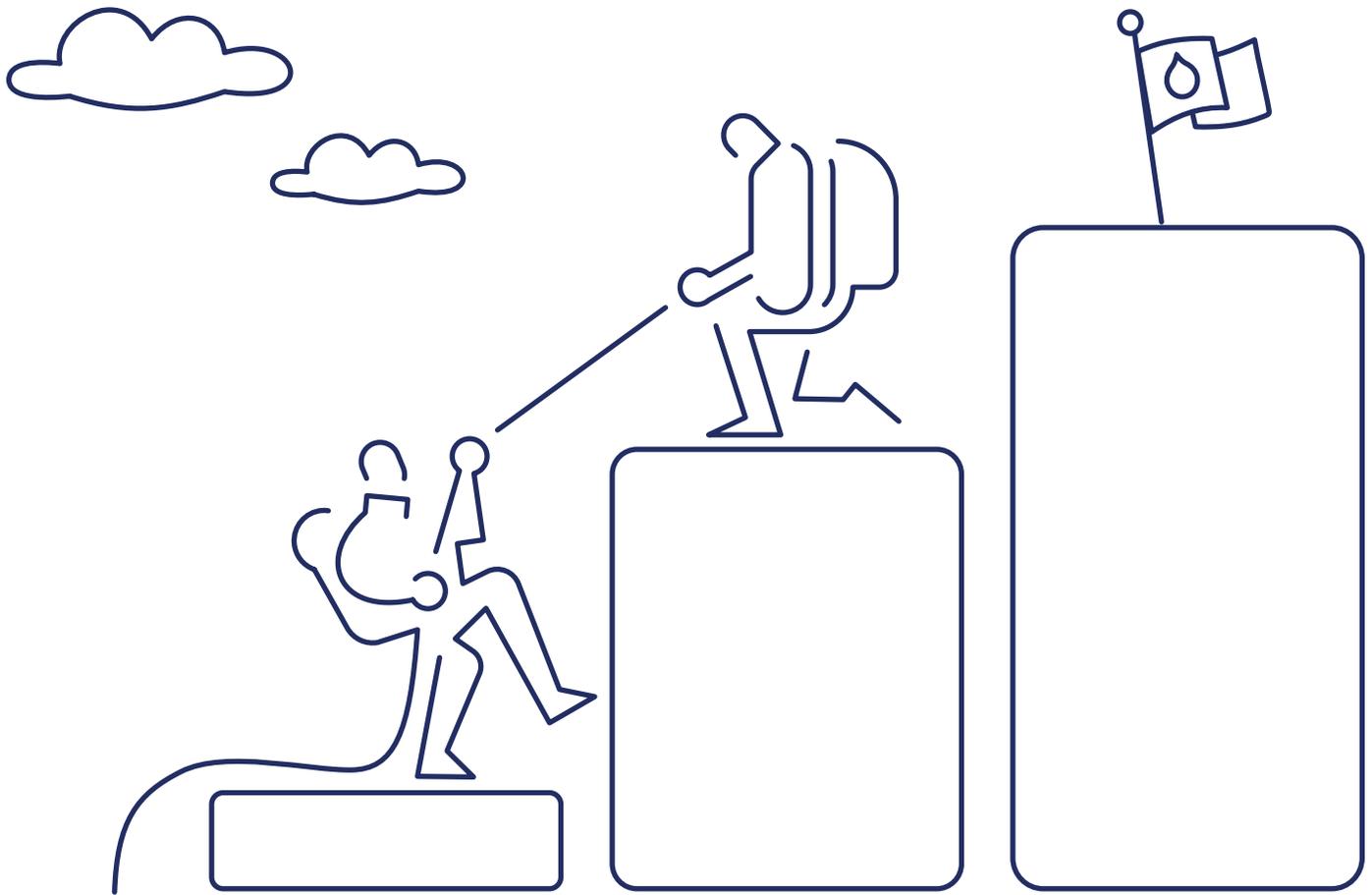


	- Without DAM	+ With DAM	
Processing costs	Fielding asset requests	Manual	Streamlined
	Searching for assets	Disjointed and slow	Streamlined and robust
	Resizing and formatting	Manual	Automated
	Publishing across platforms	Manual	Streamlined and automated
	Updating new versions everywhere they are stored and published	Manual	Change the master, the rest are automated
Gains	Content reuse	Manual	Streamlined
	Brand consistency	Time intensive to monitor and lacks control	Centralized and controlled
	Effective sales collateral	Dependent on individual reps staying up-to-date	Accessible, up-to-date, and metrics on usage
	Effective marketing materials	Lack data on content use	Analytics on content use
	Scalability	Manual process, slow growth	Automation keeps teams focused on creating value
	Operational efficiency	Decentralized and redundant	Centralized and clear

For more DAM justification visit:

<https://www.acquia.com/blog/series/digital-asset-management>

Calculating Your DAM ROI Based on Cost Savings



Asset Fulfillment Savings

The amount you could save in staff wages tasked with fulfilling requests

Number of asset requests per year	X	Average hourly salary of fulfillment staff (\$22/hour)	=	Salary savings with DAM (\$18,326 per year)
Minutes to complete fulfillment prior to DAM				

Total hours spent on fulfilling requests

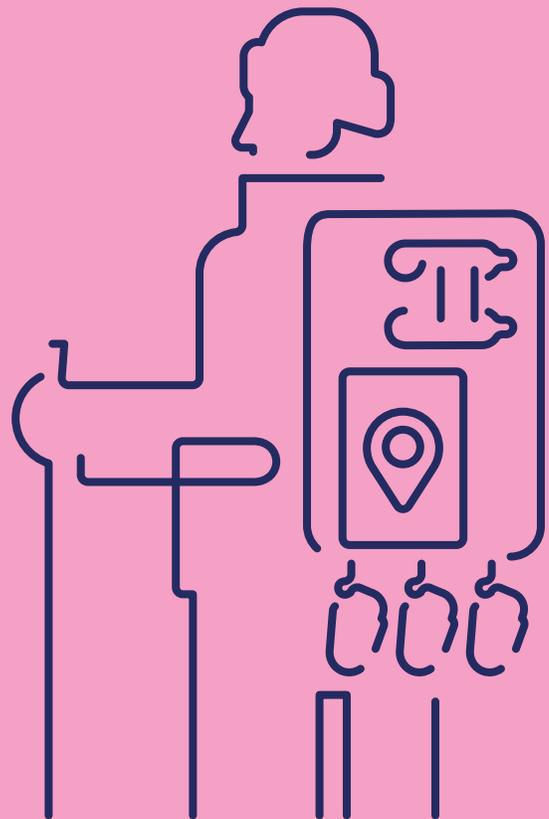
Asset Creation Savings

The amount you could save on recreating lost assets

Estimated value of individual assets (\$500 per asset)	X	Number of lost assets per year (100 assets)	=	Annual asset creation savings (\$50,000 saved)
Average annual cost of DAM (\$50,000 subscription)	X	Fulfillment savings + creation savings (\$68,326 savings)	=	Total months to ROI (9 months)

Where To Start

Building a Strong Foundation With
the Right DAM Team



Your DAM Team

Who you need on your team to make this happen

*Widen customers with a DAM admin dedicating >50% of their time to DAM see twice as much asset use.

Decision Maker

Responsible for the budget, strategy alignment, and executive connection

Third-party admin(s)

Responsible for adjacent technologies including web content management (WCM), product information management (PIM), project management, etc.

DAM admin*

Responsible for the configurations, governance, and maintenance tasks

IT manager

Responsible for security, integrations, and technical compatibility with internal system

Project manager

Responsible for implementation, launch, workflow, and integration projects

Influential power users

Content contributors, metadata authors, creators, and content consumers

Martech consultant

Responsible for advanced process mapping and assembly of the digital ecosystem

Change manager

Responsible for training, user adoption, and process changes where velocity is of concern

Building a Strong DAM Foundation

Start with the DAM basics and then build on them

Governance offers user roles and access controls, so you can determine who can access what, when, and how.

Metadata and taxonomy structures allow for searchability and organization across complex libraries and large volumes of content.

Automatic processing makes it possible to automatically convert or transcode image, audio, and video files to any other format.

COPE, short for Create Once, Publish Everywhere, allows for sharing, linking, and embedding assets online.

Analytics provide you with performance insights at the asset level and across groups of assets.



Recommendations for Selecting a DAM Solution

1 **Clearly define all the DAM use cases** for managing and sharing content with common business stakeholders. Get feedback from all key business and technical user groups, including marketing, communications, creative, web, sales, product, brand, IT, executive, and legal.

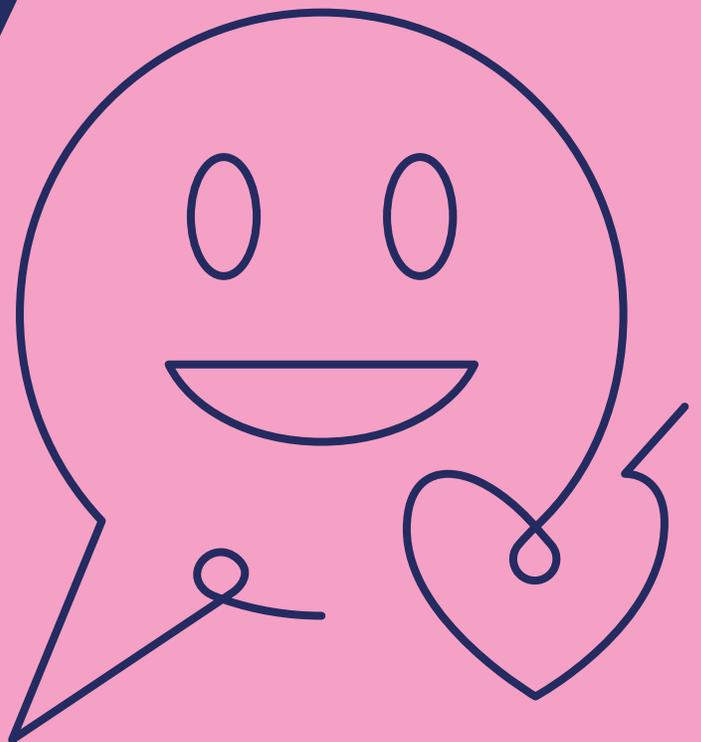
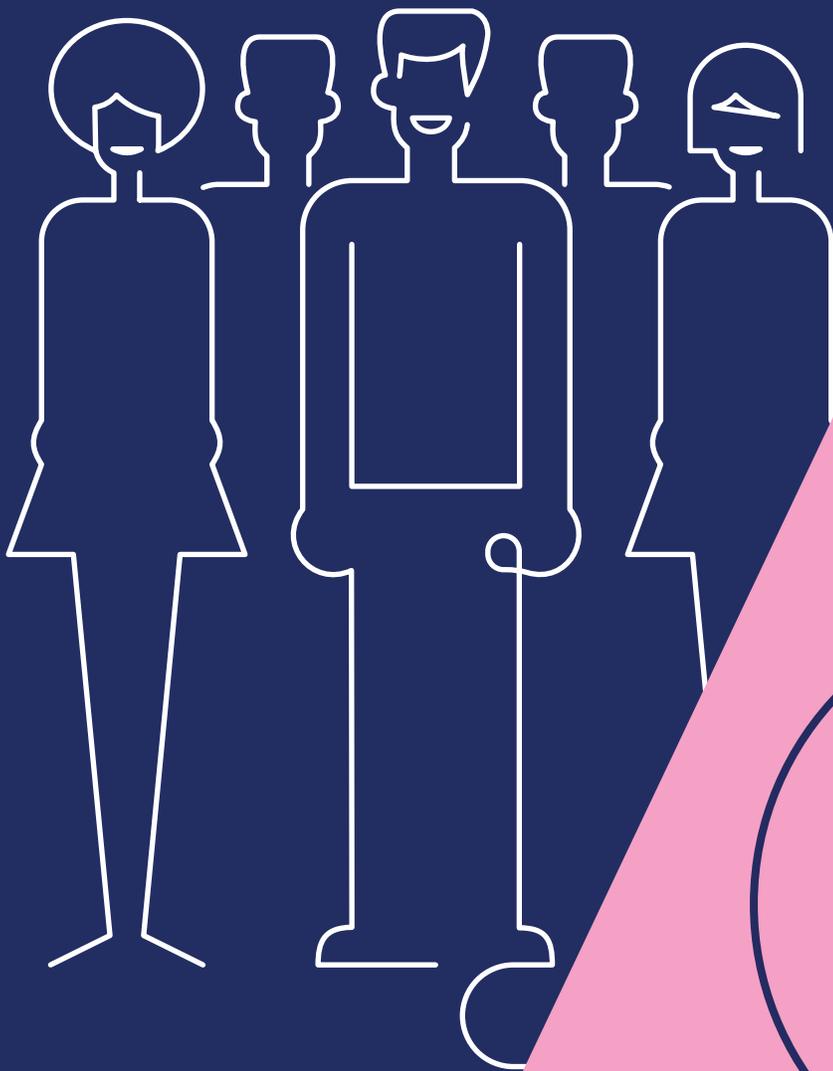
2 **Navigate how DAM fits** with your existing and aspirational marketing technology stack, including web content management, marketing automation, customer relationship management, social media marketing, product information management, and more.

3 **Assess shortlisted players** based on technical and business fit, as well as user experience. Evaluate how deployment options, capabilities, and licensing models match your preferences and needs for doing business.

4 **Conduct a request for demo** to understand how the DAM solution works with common use cases and do a production-ready proof of concept to verify the solution meets your usability needs and workflows.

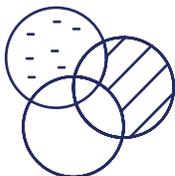
Buying Acquia DAM

What You Get When You Invest in the Best Software-as-a-Service (SaaS) DAM in the Industry



Acquia DAM

One platform, multiple solutions



Digital asset management

Centralize your images, videos, and creative files in one integrated hub to reinvent your martech stack and unlock brand potential.



Product information management

Go to market faster with a marketing-friendly PIM solution.



Brand management

Connect and monitor your brand assets to safeguard your identity and drive brand consistency across all channels.



Marketing resource management

Streamline workflows with one platform to drive creative outcomes.

Acquia DAM

Integrated apps for the complete content lifecycle

1

Assets

Catalog, control, and deliver rich media assets from a central source.

2

Entries

Enrich product data with marketing copy and digital assets for distribution.

3

Insights

Track and measure assets and build site performance dashboards.

4

Portals

Curate collections and create personalized brand experiences.

5

Templates

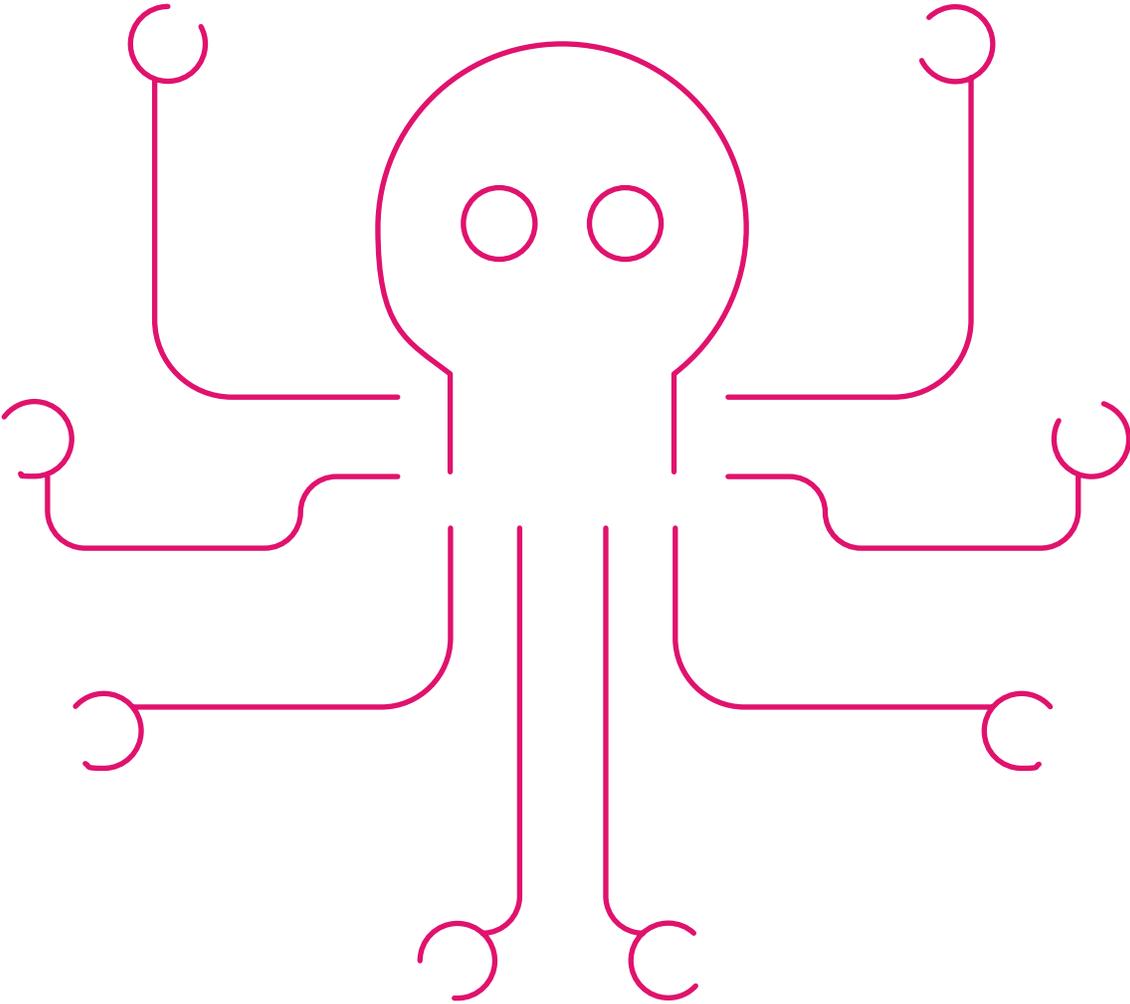
Create localized web-to-print collateral on brand and on demand.

6

Workflow

Manage work in process and streamline collaboration, review, and approval.

Fundamental Acquia DAM Features



Simple Search for Everyone

Acquia DAM offers different types of search for different types of users

The screenshot displays the Acquia DAM search interface. At the top, there is a search bar containing the text 'logo' and a dark 'Search' button. Below the search bar, a sidebar is open, titled 'Categories' with a close button (X). The sidebar shows a breadcrumb trail: 'All categories > Video'. Under the 'Video' heading, there are three categories listed: 'B-roll', 'Training', and 'Social'. A 'View all' link is positioned to the right of the 'Video' heading. To the right of the sidebar, a search filter panel is visible. It is titled 'Search Categories' and has a back arrow icon. It lists 'All' (selected), 'Photography', and 'Lifestyle Photography'. Below this is a 'Search Within' section with a text input field containing 'Enter keyword(s)' and a 'Go' button. The 'Document Search' section has a checkbox for 'Search Document Text'. The 'Orientation' section has two options: 'Horizontal (276)' (checked) and 'Vertical (71)'. The 'Asset Status' section has two options: 'Released (276)' (checked) and 'Expired (2)'. The entire interface is set against a white background with a pink and red abstract graphic in the top right corner.

- **Spotlight searches and collections**
- **Predictive search**
- **Faceted search**
- **Keyword search**
- **Search by category**
- **Document text search**

Building a Strong DAM Foundation

Start with the DAM basics and then build on them

Eudaimonia resources



Photography

Logos

Brand guidelines

Top searches

Illustrations

ExplorerX Photos

Packaging

Bliss photos

Video

Helvetica

+ Add Google font

Arial

Courier New

Droid Sans

Droid Serif

Georgia

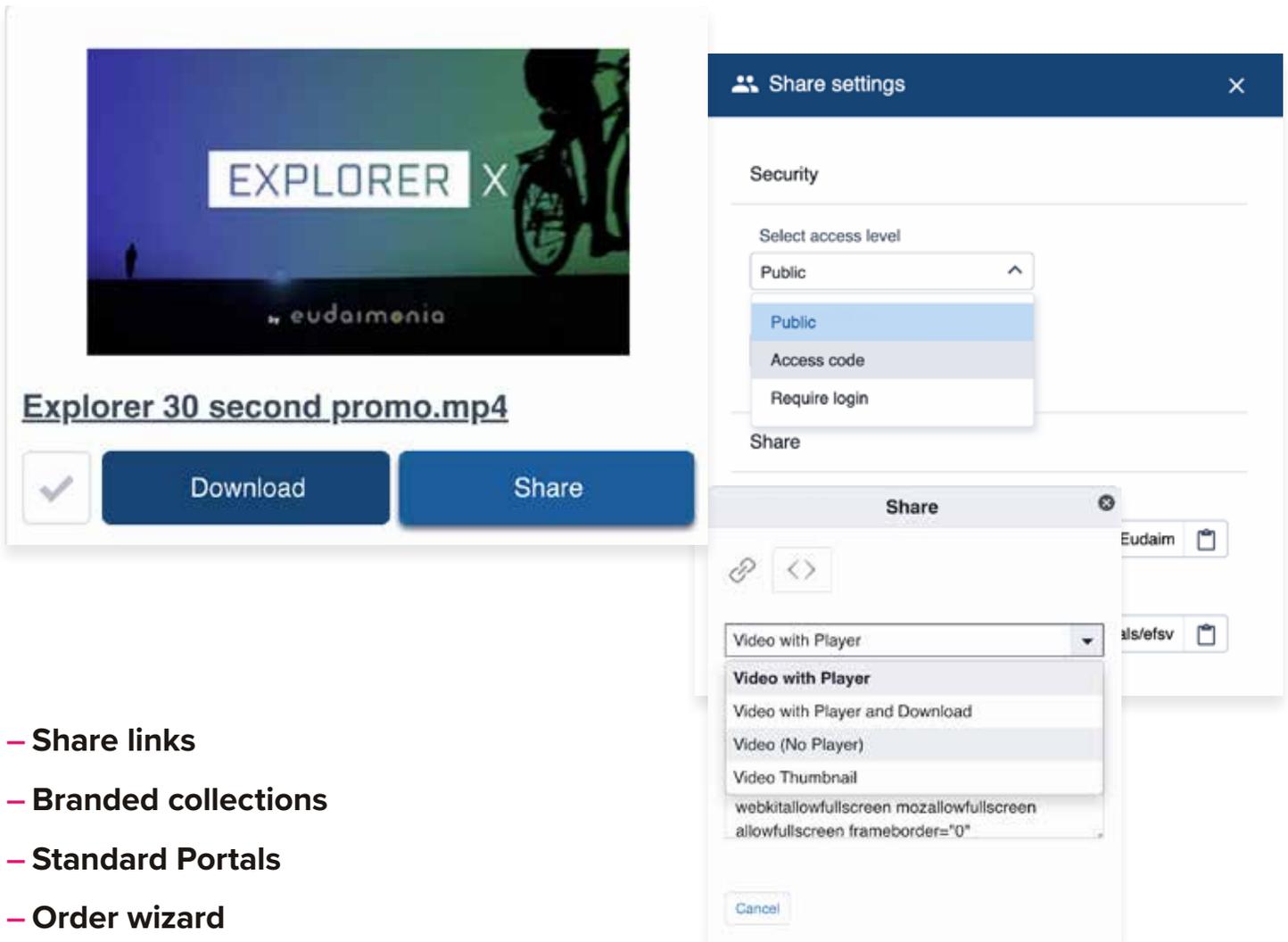
Helvetica

Impact

- Custom login page
- System messages on your dashboard
- Collection share pages with shared and spotlight collections
- Brand Portals
- Branded URL
- Branded communications

Distribute Your Digital Assets Securely

Across the web, social, mobile,
broadcast, or print

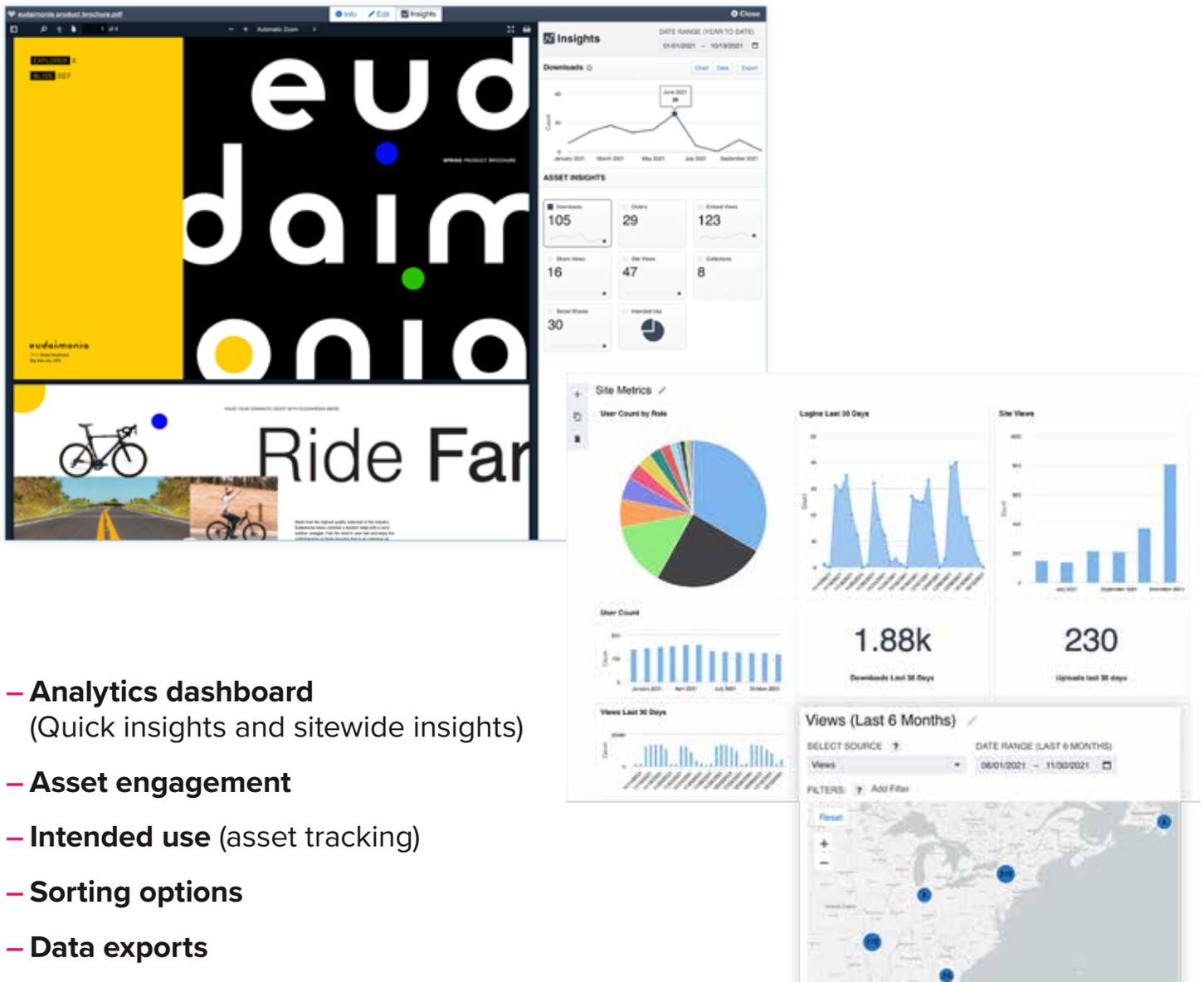


The image displays a digital asset management interface. On the left, a video player shows a promotional video titled "EXPLORER X" with the "eudaimonia" logo. Below the video, the filename "Explorer 30 second promo.mp4" is displayed. A checkmark icon, a "Download" button, and a "Share" button are visible. On the right, a "Share settings" dialog is open, showing "Security" options: "Public" (selected), "Access code", and "Require login". Below this, a "Share" dialog is open, showing a dropdown menu with options: "Video with Player", "Video with Player and Download", "Video (No Player)", "Video Thumbnail", and "webkitallowfullscreen mozallowfullscreen allowfullscreen frameborder='0'". A "Cancel" button is at the bottom of the share dialog.

- Share links
- Branded collections
- Standard Portals
- Order wizard
- File sharing tools

Analyze

Dashboards and reporting tools help you see user activity and asset performance across many channels



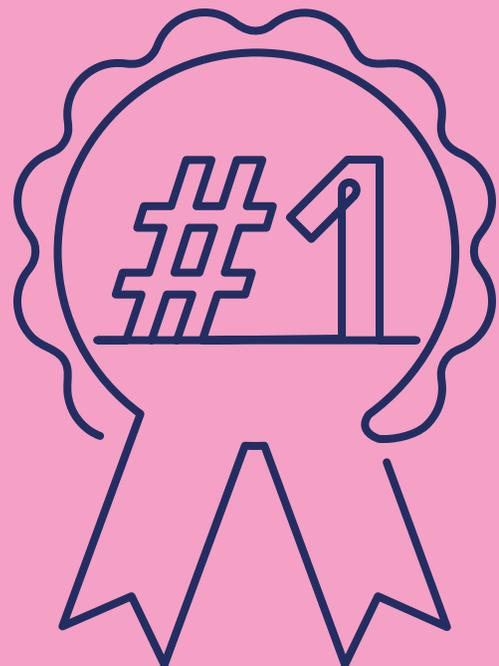
Connect

Seamless integrations to sync the systems you use every day

- AI auto tagging
- Creative and editing
- Content marketing and planning
- Marketing resource management
- Project management
- File sharing and storage
- User generated content
- Rights management
- Web content management
- E-commerce
- Product information management
- Customer relationship management
- Marketing automation
- Social media management
- Online video platforms
- Sales enablement

Acquia DAM Services

We Don't Just Say Goodbye
and Good Luck



Acquia DAM Services

“The support options [at Acquia] are incredible. They care about their users succeeding and come up with inventive ways to ensure it.”

Jak Krumholtz ,
Digital Asset Specialist,
Pilot Corporation of
America

Customer Success team

Our customer success managers (CSMs) are your ongoing point of contact at Widen. Expect to be treated like part of the team and get the personalized support you need.

Quarterly check-ins about new features, functionality, and performance for your Collective site.

Expert advice on strategy, optimization, and long-term success.

Managed Services team

Our managed services provide you with a partner that understands your organization inside and out. We tackle the stuff that keeps piling up and put your content priorities first.

We can provide a short- or long-term system admin to focus solely on making your site the best it can be.

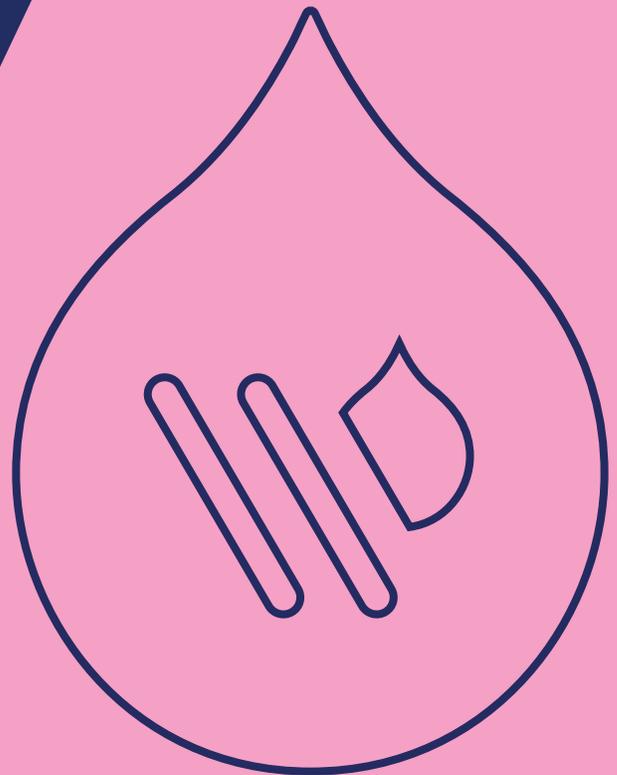
We can organize your digital assets and prepare them for ingestion into your site.

Support team

Our central support team is readily available from our offices in Madison, Wisconsin, and London, England. From chat to email and phone support, get the answers you need when you need them.

How-to articles and feature information available all day or night at our [support site](#).

Why Acquia DAM?



Why Acquia DAM?

Best-in-class SaaS platform

Facilitate the complete content lifecycle

Scale infinitely, immediately, affordably

Easy to use for rapid adoption

Proven ROI with guaranteed success

Grow with a world-class service experience

Integrations with other enterprise platforms

Realize quick time-to-value

Happy Customers

98% of our customers would recommend Widen to others.



Acquia
53 State St
Boston, MA 02109
www.acquia.com

About Acquia

Acquia empowers the world's most ambitious brands to create digital customer experiences that matter. With open source Drupal at its core, the Acquia Digital Experience Platform (DXP) enables marketers, developers and IT operations teams at thousands of global organizations to rapidly compose and deploy digital products and services that engage customers, enhance conversions, and help businesses stand out. Learn more at acquia.com

Contact

Visit <https://www.acquia.com/acquia-dam-tour> to get your free guest pass or contact an advisor at <https://www.acquia.com/about-us/contact/dam-request-a-demo> to request a demo today.

The Acquia logo is displayed in a light blue, sans-serif font. The letters are bold and spaced out, with the 'A' and 'Q' being particularly prominent.