

**INFORMATION SNAPSHOT**

# WHY YOUR ORGANIZATION NEEDS DIGITAL ASSET MANAGEMENT

A digital asset management (DAM) solution benefits many users, both inside and outside of an organization. But with a DAM supporting their day-to-day work, people in a number of specific roles are far better positioned to save time, collaborate more easily, and ultimately drive more revenue for their organizations.

## WHICH OF THESE CHALLENGES RESONATE MOST?

### ARE YOU A CREATOR WHO:

Encounters delays because they can't easily find the right, on-target images they need?

Must re-create artwork, layouts, presentations, and more from scratch because you are unable to confirm whether files already exist?

Spends hours each week fielding image requests from across the organization?

### ARE YOU AN IT PROFESSIONAL WHO:

Must find additional storage options for creative teams working with HD video?

Wrestles with staff across many different departments who store assets anywhere they like?

Struggles to keep track of where assets are used – or how frequently they are being used?

### ARE YOU A MARKETER WHO:

Needs to support multichannel campaigns with a variety of product and brand assets?

Must wait several days for the creative team to fulfill simple asset requests for something you need immediately?

Struggles to get business partners or affiliates to present your marketing messages consistently?

### ARE YOU ON AN AGENCY TEAM WHERE:

Few people can tell which photos, images, video clips, or other assets are currently licensed for use?

The collaboration, review, and approval process is slow, inefficient, and largely manual?

The asset distribution process is complex and confusing?

**If you or your team struggle with the challenges above, it may be time to consider a DAM solution.**

## STREAMLINE CONTENT CREATION AND DELIVER RICHER EXPERIENCES FASTER

Leveraging a DAM as part of a digital experience platform (DXP) can solve many of the challenges organizations face when creating unique customer experiences. The e-book, *"Create Rich Experiences Faster By Combining a DAM with Your DXP,"* explains how.

**READ THE E-BOOK ►**