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DIGITAL ASSET MANAGEMENT TOOLKIT:
SELF-EVALUATION GUIDE

WHAT IS DIGITAL ASSET MANAGEMENT?

What Is Digital Asset Management?

Digital Asset Management (DAM) is a discipline to organize, categorize, search, retrieve and archive digital files, such as images, documents, creative files, audio and video clips. These digital files are referred to as assets because a significant amount of time, effort and expense goes into creating content, thus making the files a valuable resource. However, the value of these assets can only be truly realized if they are accessible by everyone who needs them, when they need them.

Fortunately, there are software solutions available that can simplify these tasks and help you maximize the value of your assets. A DAM system can provide a centralized repository that makes it quick and easy to upload, catalog, manage and distribute a large collection of valuable assets. There are a wide variety of DAM systems available on the market, so be sure to evaluate and select the best solution for your desired workflow.

To help you strategize who to engage in this process, how to evaluate your needs and how to determine which DAM system is right for your organization, check out the other resources in the *Digital Asset Management Toolkit*.

Why Do You Need Digital Asset Management?

With the exponential growth in the number of digital assets and media files, having an efficient system to manage them is paramount to maximize productivity. Being able to quickly find, distribute and share assets can save countless hours searching for files.

When files cannot be located, added costs go into recreating or repurchasing them. Even worse, some files can be lost forever if not properly archived. To add to the chaos, many files never find their way off the smartphone, or are scattered across various social channels, and will never be cataloged.

Without a system to centralize, organize and make use of the flood of digital content, companies are losing time, money and ultimately, opportunities. This unnecessary frustration can be easily avoided by implementing the right DAM solution.



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What is most important to your organization when it comes to asset management?

Select the most significant bottlenecks and pain points to determine where a DAM system can benefit your organization.

Organization and Efficiency

- ☐ ***Central Repository:*** *Files scattered everywhere? You need a central location to store digital assets – making it easy and efficient to manage, find, share and archive files.*
- ☐ ***Self-Service:*** *Tired of hunting down files for everyone? Eliminate interruptions and allow people to find the files they need, when they need them.*
- ☐ ***Strengthen Relationships:*** *Are people working in silos? Help teams collaborate more effectively, and facilitate distribution to vendors, customers and partners through web-based portals.*
- ☐ ***Save Time:*** *Wasting time searching for files? An average of 10-30% of creative time is spent looking for assets. Streamline your workflows so creative teams can be more productive.*

Cost Savings

- ☐ ***Repurpose Assets:*** *Recreating lost files or re-purchasing missing images? You need a solution that makes it easy to find and repurpose your existing assets.*
- ☐ ***Save Space:*** *Is your network storage bloated with unnecessary documents? Manage a central repository to eliminate asset duplication and free email systems from large file transfers.*
- ☐ ***Brand Consistency:*** *Is off-brand or outdated material being used? Ensure consistent branding by giving sales, partners, clients and vendors easy access to approved files.*
- ☐ ***Reduce Risk:*** *Deal with copyrighted assets? Track and enforce proper rights management, eliminating costly legal landmines for improper use.*



Great news! The right DAM solution can help you improve your workflow in all of the above areas.

To learn more about ***How to Select a DAM System*** visit *http://digital-asset-management.extensis.com/how-to-choose-a-digital-asset-management-system/.*

DO I NEED A DIGITAL ASSET MANAGEMENT SYSTEM?

Use this checklist to determine if your organization needs a DAM system to manage your valuable collection of images, documents, audio and video files. Simply tick each checkbox below that applies to your organization.

- ☐ *Assets are everywhere: on a server or individual computers, CDs/DVDs, hard drives, etc.*
- ☐ *Currently using an unstructured folder hierarchy and an inconsistent file naming convention*
- ☐ *Wasting valuable resource time looking for assets*
- ☐ *Assets are in a variety of formats, and without the right software, they're difficult to preview*
- ☐ *Work is often recreated because it's easier than finding old files*
- ☐ *Often re-purchase assets your organization already owns because you cannot locate them*
- ☐ *Large video files take too long to preview and require of additional codec software to view*
- ☐ *Unapproved or incorrect files are being used by internal teams or partners*
- ☐ *There are multiple "final" versions and no one knows where the latest version is stored*
- ☐ *Work with creative and production applications and would like to repurpose content from one system to the other*
- ☐ *Would like to repurpose content to maximize creative investment*
- ☐ *Perform time-consuming and repetitive tasks such as resizing, renaming and converting files*
- ☐ *Waste time saving files in other formats for the off-chance someone will need one, resulting in duplicate assets*
- ☐ *Colleagues can't find assets by themselves and you've become the "go-to" person for locating assets*
- ☐ *Email size restrictions limit the ability to share digital assets throughout the organization*
- ☐ *Sharing large files with colleagues involves a multi-step process that takes time and effort*
- ☐ *Field personnel need easy access to digital files such as images, video and other documents*
- ☐ *Difficulty sharing assets between computing platforms and devices*
- ☐ *Website and marketing collateral materials don't have a consistent image and branding*
- ☐ *Need to easily protect your work with watermarks*
- ☐ *Don't have a secure location where files are stored and shared with others*
- ☐ *Need to protect large image collections and other file types as permanent historical records*

Now add up the number of responses you've checked to calculate your score: _____

Ready to see if your organization needs a DAM system? Go to the next page to see how you ranked.

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Do you need a digital asset management system?

0 - 4 POINTS

Possibly.

You have simple needs and a process in place. However, you might want to re-evaluate if the problems you've identified in the checklist are having a negative impact in your organization. Perhaps you already have a central location to store files, but would benefit from easily distributing your digital assets to others. A DAM system could help you optimize your workflow.

5 - 9 POINTS

Yes!

Your organization is having considerable problems that are affecting overall efficiency and productivity. A DAM system will help you organize and archive your digital content such as images, documents, creative files, audio and video clips. It will also provide your organization with a mechanism for easily finding and sharing those assets with others.

10 OR MORE POINTS

Definitely!!!

Digital asset management is a must in your organization. By implementing a DAM system, your organization will see dramatic time savings, efficiency gains and streamlined workflows.

Feeling overwhelmed? Don't worry, we have a Complete Toolkit that walks you through the entire process.

To learn more about ***How to Select a DAM System*** visit
http://digital-asset-management.extensis.com/how-to-choose-a-digital-asset-management-system/.

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