

# IMPROVE YOUR DAM WORKFLOW



Digital Asset Management systems are changing the game by changing the way we work!  
Here's why DAM is crucial to staying competitive and staying ahead.

INTEROPERATE

## WHAT IS IT?

### DIGITAL ASSET MANAGEMENT

is the management, organization, and strategic distribution of all digital assets from a centralized location



## WHAT ARE THOSE?

### THEY'RE EVERYTHING.

But more specifically,



Images



Videos



Audio Files



Presentations



Logos



Design Files



Guidelines



Documents

And they're very expensive to replace.

## WHO GIVES A DAM

Who else is building or reinforcing their workflow to include a DAM?

OpenSenseLabs surveyed successful companies and found

**31%** have a DAM in place  
**15%** are implementing DAM  
**25%** are prepping to implement DAM  
**62%** are finalizing the purchase of a DAM

## BUT IS IT FOR ME?

### 1 Access

Do multiple systems need to access the content?

Do users from different departments rely on the content in some way?

Do you need high-res images, video, and emerging content to achieve your goals?

### 2 Management

Has outdated or unapproved content been publicized?

Could you, or your team, benefit from advanced metadata, taxonomy, or search capabilities?

Have you noticed a decline in, or lack of, asset governance?

### 3 Workflow

Is your content workflow complex? Or involve approval from multiple key stakeholders?

Does scalability rely on development from both an asset and globalization perspective?

THE RIGHT MEDIA DELIVERED TO THE RIGHT PERSON AT THE RIGHT TIME

IT'S ABOUT DAM TIME

The top 3 benefits of a DAM technology investment as ranked by top performing organizations are,



73% Reuse Digital Content



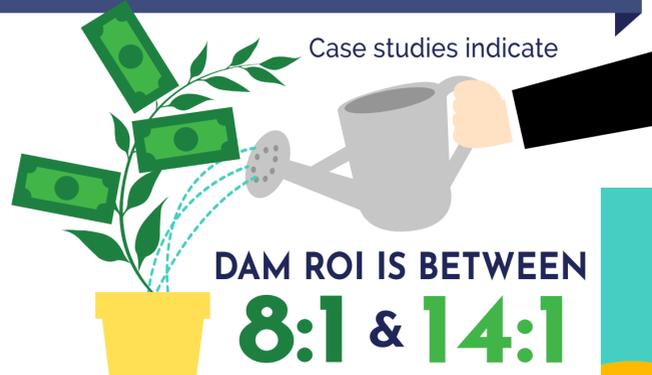
70% Workplace Efficiency



67% Improved Search Results

## SAVE YOUR DAM MONEY

Case studies indicate



DAM ROI IS BETWEEN **8:1 & 14:1**

WE ARE DIGITAL ASSET MANAGEMENT EXPERTS

Let's walk through your workflow and process to determine how DAM can make the biggest impact on your work day!

But purchasing a DAM is only step one. If not integrated into your workflow correctly, its value is as lost as your assets.

Team up with us to maximize productivity and investment!



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