IMPROVE YOUR
DAM
WORKFLOW

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

INTEROPERATE

WHAT IS THIS DAM THING?

A centralized, cloud-based location for the
management, organization, and strategic distribution of

Images	Videos	Audio Files	Presentations	Logos	Design Files	Guidelines	Documents

73%
Reuse Digital Content

70%
Workplace Efficiency

67%
Improved Search Results

ROI
OF YOUR DAM INVESTMENT
Top benefits of a DAM Technology Investment,
as ranked by top performing organizations

Find Files.. Fast
Organize and search
utilizing backend data

Defeat Disruption
By limiting unnecessary
requests for assets

Reuse & Repurpose
Everything from whole
projects to individual assets

Ace Accessibility
Managed by admins for
easy, all the time, access

SAVE YOUR ASS[ETS]

1 Facebook Under Fire

For removing a specific type of metadata from the
backend of a photo, they were fined $264,000.
Do you know enough copyright infringement law, and/or
backend asset protection to risk something like that?

2 Buzzfeed Bummer

This 3.6M lawsuit was brought about by a (hilarious,
although otherwise) boring photo of a soccer player.
By simply automating the storage and use of your digital
assets, you're proactively helping to avoid such issues.

3 Internal Interruptions

The average employee spends 364 hours A YEAR managing
digital assets, 4 hours a week just transfering files.
Imagine what your team could accomplish having been
given thousands of productive hours back each year!

THERE'S SO DAM MUCH MORE

DAM workflow capability, development, and optimization are as important as your DAM solution.
That's why top performers are 3-4 times more likely to use pre-configured workflows

89%
Standardize Workflows
For the digital asset upload
process and to capture metadata

65%
Streamline Approvals
Incorporating collaboration and approval
into the creation and upload workflow

60%
The Bigger Picture
Utilizing DAM as a tool in the overall
multi-system business workflow

Which is why it's not surprising, embedding DAM into your common workflows is the best way to maximize ROI.

COMMON DAM WORKFLOW

EXAMPLE PLATFORMS
CRM
Task Management
Content Creation
Marketing Automation

☑ **Task Creation**
Description
Assignee
Labels
Attach Created Asset

☑ **Send For Approval**
New
In Progress
On Hold
Approved

Integration Action
Automatically sends finalized, approved
creative assets to pre-set DAM
folder along with: Metadata
Version Control
Access Permissions

Value & Outcome
DAM admins control available assets to
ensure only approved and up to date
material is distributed.
All asset creation, communication,
iterations & versions, approvals, and
DAM uploading is centralized,
establishing a single source of truth!

WE ARE DAM INTEGRATION EXPERTS

Our Integration Engineers have over 30 years combined experience architecting and
developing DAM solutions into workflows across all types of industries and teams.

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

Because 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!

INTEROPERATE