

Choosing a DAM System:

DEVELOP YOUR SELECTION CRITERIA

After analyzing your current state and existing workflow, work with your stakeholders to develop a list of criteria for choosing a DAM system. This will help streamline the selection process and ensure you pick the best solution to meet your current and future needs.

Key considerations should include:

1. ABILITY TO SCALE:

What is the projected growth of your asset collection?

- Less than 100,000 250,000 to 500,000
 100,000 to 250,000 Over 500,000

Notes: _____

2. CROSS-PLATFORM CAPABILITIES:

What platforms does the DAM system need to support?

- Mac Windows
 Mix of Both

Other: _____

3. ABILITY TO INTEGRATE WITH OTHER BUSINESS SYSTEMS:

Do you need the DAM system to integrate with other business systems?

- Ecommerce Collection Management Systems
 Single Sign-On

Others: _____

4. ACCESSIBILITY OF ASSETS THROUGH WEB PORTALS:

Do people need access from any location on any device at any time?

- Yes No

Do you need a way to securely share assets with people outside the organization?

- Yes No

List who needs access: _____

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5. HOSTING OPTIONS:

Where do you intend to host the solution?

- On-Premise
- Mix of Both
- Cloud

Notes: _____

6. IMPLEMENTATION TIME:

How fast do you need to be up and running?

- Less than a month
- One to two months
- Three to six months
- Other _____

Timeline notes: _____

7. MOBILE SUPPORT:

Do you need to give remote contributors the ability quickly and easily upload assets from mobile devices to the central repository?

- Yes
- No

If yes, list: _____

8. TOTAL COST OF OWNERSHIP:

What's your initial budget to implement the DAM system?

\$ _____

What is your annual budget to support the system?

\$ _____

Notes: _____

9. EASE OF USE FOR ALL SKILL LEVELS:

Who will be using the system, and how will the system need to accommodate varying skill levels across a cross-functional team?

List users and skill levels: _____

10. HOW MUCH IT INVOLVEMENT IS REQUIRED:

Do you have IT resources available, or does the system need to operate with minimal resources? Will involving a third party expert be beneficial (see next page for how to evaluate consultants)?

Notes: _____

11. LICENSING OPTIONS:

How many people will need to access the system to retrieve assets?

- Less than 10
- 10 to 25
- 25 to 100
- More than 100

How many people will need to upload assets into the system?

- Less than 5
- 10 to 25
- 5 to 10
- More than 25

Notes: _____

Notes: _____

Tips to keep in mind when evaluating DAM systems:

Bringing in a Third Party Expert

DAM projects involve people, processes and technology. Good digital asset management consultants are experts in all three, and can help map out who will work with the system and how they will work with it so you aren't left with an expensive digital paperweight.

Good DAM consultants are skilled at enabling collaboration between stakeholders, defining workflow processes, and managing technology requirements to provide comprehensive solution.

For organizations that have limited or no IT resources, bringing in a third party can help things go smoothly. For those with IT resources, it may still make sense to have an expert involved so the system is up and running within days vs. months and to accelerate adoption.

Web Demo

Rather than settling for a canned demo, ask for a targeted demo based on your unique needs. It's helpful to share your selection criteria with vendors to ensure all your requirements are addressed. Additionally, make sure you involve your stakeholders so any questions get answered upfront.

Trial Software

It may be beneficial to try before you buy. A trial can help you get a feel for how the system will fit into your workflow and satisfy your requirements.

Customer Referrals

Ask to see examples of how existing customers are using the software, request case studies and get referrals for organizations similar to yours.

When evaluating consultants:

- ✓ Set your goals: Are you hiring someone to help with just the install, or will you need them to have expertise in workflow, training and/or support? Both are very different skillsets.
- ✓ Develop a list of screening questions: You and other stakeholders will be working closely with this person, so be prepared to interview prospective consultants to make sure they are a fit for the project.
- ✓ Ask for references: Do not use someone that cannot provide a substantial list of successful engagements that you can contact.

To learn more about **Extensis' Digital Asset Management System** - Extensis Portfolio - visit www.extensis.com/portfolio.

Extensis also offers **Integration and Consulting Services**.

More information on these services can be found at www.extensis.com/integration-and-consulting-services.