

## *Choosing a DAM System:*

# INVOLVE KEY STAKEHOLDERS FROM THE START

After you have decided your organization should implement a digital asset management (DAM) system, you need to evaluate which solution is right for you. To start this, you should select key stakeholders and engage them early in the process.

By involving the right people early on, you will get a better idea of your organization's needs and pinpoint any bottlenecks and pain points. Choosing a DAM solution to meet these needs will help improve buy-in, increase adoption and ensure you achieve the results you desire.

## Step 1: Identify Your Internal & External Stakeholders

Your path to success starts by identifying the key stakeholders - anyone who creates, manages or needs access to assets. Engaging the right people from the beginning will help you gain a holistic view of your entire workflow and determine what you need from a DAM system.

Fortunately, a DAM system improves day-to-day operations and benefits many, so pulling the right people into the conversation shouldn't be difficult. Simply reach out to everyone you identified and ask them to participate in the process. Anyone who has a vested interest in its success will make an excellent internal champion.

Who are the stakeholders? Anyone who will benefit from efficient asset management.

- Creative Team Leaders
- Marketing Team Leaders
- Photographers
- Designers
- Managers
- Vendors
- Distributors
- Customers
- Partners
- Social Media Coordinators
- Customer Service Agents
- Sales Reps

Others:

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## Step 2: Get IT on Board

IT's involvement from the beginning can be critical to a successful and rapid implementation. IT has a unique view of your entire network and they are fully equipped to help analyze workflows, bottlenecks, etc. Your IT department will also understand the technical requirements of a DAM system. Their expertise is helpful in selecting a solution that will integrate well with your existing [and future] infrastructure, business applications and workflows.

If your organization does not have IT resources, there are DAM systems – such as Extensis Portfolio™ – that are easy to implement. Using Integration and Consulting Services can also be a good option.

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## Step 3: Uncover What Solution Will Work Best

Once you've assembled your list of stakeholders, talk to them about their pain points and try to determine what workflow and process improvements will help alleviate pressures on their department. Collaborate with them on what solution will work best.

Use your stakeholders to:

- » Define current processes and workflows to understand how assets are being managed
- » Identify pain points, bottlenecks and limitations in current processes
- » Prioritize what is most important to solve first and determine what can be solved later
- » Identify what is required for a system to be successful in the short and long-term

Ultimately, any digital asset management system is designed to increase organizational efficiency – a goal nearly everyone should get behind and support as long as they can see how it directly benefits them.

To learn more about **Extensis' Digital Asset Management System** –  
Extensis Portfolio – visit [www.extensis.com/portfolio](http://www.extensis.com/portfolio).