Choosing a DAM System:

ANALYZE YOUR CURRENT STATE

One of the biggest obstacles people face when determining how their organization will incorporate a DAM solution into their workflow is answering the initial question of "How do I get started?" It can feel like a daunting task to analyze your entire workflow. Frequently, this leaves people afraid that they're going to "get it wrong", which keeps them from getting started altogether.

Digital asset management isn't about getting it "right" or "wrong". It's more important to come up with an initial plan based on input from the stakeholders and get started using what you know. Your DAM system will evolve over time as your needs change, the number and types of assets change, and as you learn and implement more best practices.

To help you kick this process off, we've provided questions to serve as conversation starters with your stakeholders. Jot your answers down to identify how you are currently handling and accessing your assets.

Workflow Discovery & Analysis

Understanding how people acquire, create, organize, distribute and archive assets in your organization can help you address any workflow bottlenecks and plan for the future. An effective DAM solution will enable your team to operate more productively by complimenting existing processes or replacing inefficient workflows.

As part of your analysis, explore the following questions with your teams:

I.   WHAT IS YOUR EXISTING WORKFLOW?

☐ *Assets are routed from one user to the next*
☐ *Teams collaborate in real-time*

Describe workflow: _____

_____

_____

2.   WHO CREATES, EDITS, APPROVES AND CONSUMES ASSETS?

List people involved: _____

_____

_____

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3. ARE RESPONSIBILITIES DIVIDED ACROSS TEAMS?

☐ Yes ☐ No

List teams involved: _____

_____

_____

4. WHERE ARE THE PAIN POINTS AND BOTTLENECKS IN ACCESSING YOUR ASSETS?

List pain points: _____

_____

_____

5. DOES ANYONE NEED ACCESS TO YOUR DIGITAL ASSETS OUTSIDE OF YOUR ORGANIZATION?

Check all that apply:

☐ Partners   ☐ Vendors

☐ Clients

List: _____

_____

_____

6. WHAT IS THE STATE OF YOUR ASSET INVENTORY?

Estimate how many assets you have: _____

Estimate current storage space: _____

What is your expected storage needs? _____

Notes: _____

_____

_____

7. WHAT TYPE OF ASSETS DO YOU HAVE IN YOUR COLLECTION:

☐ Images   ☐ PDFs   Others: _____

☐ Videos   ☐ Presentations

☐ Word Docs   ☐ Text Files

List specific formats: _____

_____

_____

8. DO YOU NEED CONTINUAL, QUICK ACCESS TO ALL YOUR ASSETS, OR DO YOU ARCHIVE ASSETS PERIODICALLY?

☐ I need quick access to all my assets 24/7

☐ I need quick access to current assets and occasionally archived assets

Notes: _____

_____

_____

9. WHERE DO YOUR DIGITAL ASSETS CURRENTLY RESIDE?

Check all that apply:

☐ Central File Server   ☐ Individual Desktops

☐ Mobile Devices   ☐ Social Media Channels

List specific locations: _____

_____

_____

10. DO YOU HAVE A FILE NAMING CONVENTION?

☐ Yes ☐ No

If yes, what is the structure? _____

_____

_____

Infrastructure Assessment

Understanding your current and expected infrastructure requirements can help you establish a more accurate budget, define specific IT support requirements and identify other resources necessary to ensure your DAM solution is implemented smoothly and quickly.

Work with your teams to assess:

1.   WHAT SOFTWARE AND HARDWARE DO YOU ALREADY HAVE?

List details: _____

_____

_____

2.   WHAT IT RESOURCES DO YOU HAVE TO SUPPORT THE SYSTEM?

Notes: _____

_____

_____

3.   ARE THERE OTHER SYSTEMS THAT YOU NEED TO INTEGRATE WITH?

☐ *Yes*   ☐ *No*

If yes, what systems? _____

_____

_____

Examining your current processes and infrastructure can serve as a baseline for establishing the criteria you will use to select the right system for your organization. It will also give you a better understanding for where a DAM system can improve your processes, which is key in maximizing the effectiveness of your solution.

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

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