WHAT IS DIGITAL ASSET MANAGEMENT?

What Is Digital Asset Management?

Digital Asset Management (DAM) is a discipline to organize, categorize, search, retrieve and archive digital files, such as images, documents, creative files, audio and video clips. These digital files are referred to as assets because a significant amount of time, effort and expense goes into creating content, thus making the files a valuable resource. However, the value of these assets can only be truly realized if they are accessible by everyone who needs them, when they need them.

Fortunately, there are software solutions available that can simplify these tasks and help you maximize the value of your assets. A DAM system can provide a centralized repository that makes it quick and easy to upload, catalog, manage and distribute a large collection of valuable assets. There are a wide variety of DAM systems available on the market, so be sure to evaluate and select the best solution for your desired workflow.

To help you strategize who to engage in this process, how to evaluate your needs and how to determine which DAM system is right for your organization, check out the other resources in the Digital Asset Management Toolkit.

Why Do You Need Digital Asset Management?

With the exponential growth in the number of digital assets and media files, having an efficient system to manage them is paramount to maximize productivity. Being able to quickly find, distribute and share assets can save countless hours searching for files. When files cannot be located, added costs go into recreating or repurchasing them. Even worse, some files can be lost forever if not properly archived. To add to the chaos, many files never find their way off the smartphone, or are scattered across various social channels, and will never be cataloged.

Without a system to centralize, organize and make use of the flood of digital content, companies are losing time, money and ultimately, opportunities. This unnecessary frustration can be easily avoided by implementing the right DAM solution.

Check out the Digital Asset Management Infographic to see how medium-sized businesses could save nearly $38,000 annually by implementing a DAM system. Or, download the DAM ROI Calculator to estimate the annual savings for your company.

Extensis™

Organization and Efficiency

☐ Central Repository: Files scattered everywhere? You need a central location to store digital assets – making it easy and efficient to manage, find, share and archive files.

☐ Self-Service: Tired of hunting down files for everyone? Eliminate interruptions and allow people to find the files they need, when they need them.

☐ Strengthen Relationships: Are people working in silos? Help teams collaborate more effectively, and facilitate distribution to vendors, customers and partners through web-based portals.

☐ Save Time: Wasting time searching for files? An average of 10-30% of creative time is spent looking for assets. Streamline your workflows so creative teams can be more productive.

Cost Savings

☐ Repurpose Assets: Recreating lost files or re-purchasing missing images? You need a solution that makes it easy to find and repurpose your existing assets.

☐ Save Space: Is your network storage bloated with unnecessary documents? Manage a central repository to eliminate asset duplication and free email systems from large file transfers.

☐ Brand Consistency: Is off-brand or outdated material being used? Ensure consistent branding by giving sales, partners, clients and vendors easy access to approved files.

☐ Reduce Risk: Deal with copyrighted assets? Track and enforce proper rights management, eliminating costly legal landmines for improper use.

➡ Great news! The right DAM solution can help you improve your workflow in all of the above areas.

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

Learn more about How to Select a DAM System and DAM Best Practices at www.extensis.com/dam-toolkit.