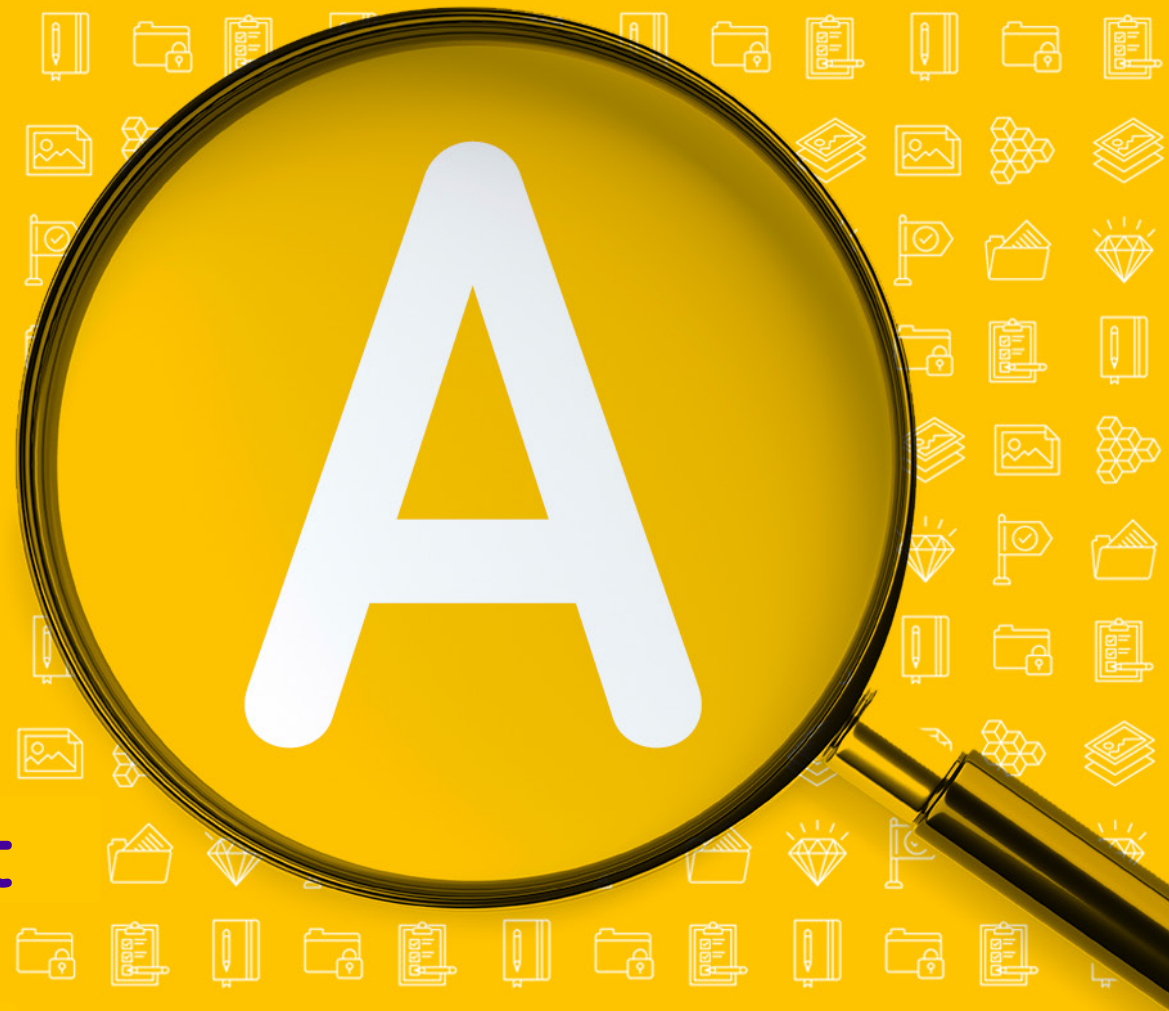**ASSETBANK**

An A-Z of Digital Asset Management (DAM)

Manage, control and share your digital assets.

A to Z:

Having been a part of the Digital Asset Management industry for the past 15 years, acronyms, jargon and industry terms come as easily to us as putting the milk in before the tea. (Contentious we know…).

Over the years, words and different terminologies have fallen in and out of fashion… and in again, or sometimes they've just evolved, as has the technology they describe.

A few years back we released an A-Z of DAM to help prospective and existing clients understand the DAM vocabulary without having to trawl through the internet but after recent reflection, it's become clear that many of the words were out of date. We couldn't have that, could we?

So we've updated this guide to DAM vocabulary so that our readers will have the newest and freshest version of acronyms used by vendors and buyers in the industry.

Our mission here at Asset Bank is to inform and educate any prospective or existing client so we hope you enjoy this little guide. For more resource materials please see back of the guide.

Thanks from the Asset Bank team!

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A
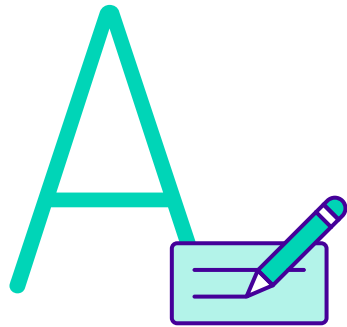
Autotagging:

When images are uploaded they are examined by Artificial Intelligence (AI) technologies to automatically generate keywords, saving users time and effort.

B

Brand Management:

A DAM is a single source of truth for all of your brand materials. It ensures your staff and partners only use up-to-date assets whilst following your brand guidelines.

Did you know: Many DAM systems offer a simplified 'Brand Hub' designed to allow your users to quickly and easily understand your branding

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C

Controlled Vocabulary:

A controlled vocabulary is a way of ensuring that anyone who is involved in uploading or tagging images uses consistent language and terminology to make it easy to find them later. Asset Bank offers a 'keyword picker' which is a predefined set of tags that a user can assign to an asset.

D

Downloading:

Most DAM solutions allow you to resize files when downloading them, making it easy for users to get the files they need in the format they require.

E

Embedded Metadata:

This is text information that is embedded inside files (e.g. keywords, photographer name, etc.) that can be extracted and used in a DAM. Formats include EXIF, IPTC and XMP. Extracting data from files this way ensures you make use of information that already exists, saving you time entering metadata.

F

Featured Collections:

These allow you to promote a collection of assets onto your homepage, ensuring users are able to access them quickly and easily. Common examples include key brand assets or most popular files.

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G

GDPR Compliant:

This is the new European General Data Protection Regulation (GDPR). A good DAM system will allow consent forms connected to photos (along with their expiry dates), ensuring that images of individuals are GDPR compliant. It should also make it easy for administrators to deal with subject access requests, enabling them to quickly find all images related to a particular individual and find out where they have been used.

H
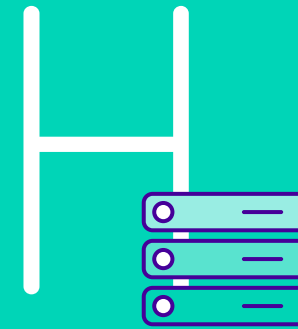
Hosting:

This is where your DAM solution and assets will be located. Most organisations now choose for their DAM solution to be hosted by the vendor in the 'cloud'. This is often more cost-effective and ensures your assets are held in a secure environment. In addition, vendors are best placed to maintain the infrastructure for their application, removing this overhead from IT departments.

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I
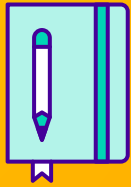
Integrations:

DAM systems can be connected to other applications such as CMS (content management systems) or eCommerce websites. By integrating your DAM with other systems your workflow becomes more streamlined, helping you focus on the more creative parts of your role rather than wasting time hopping between applications.

J

JPEG:

A popular image format that is commonly used in DAM solutions because they are smaller in size than other image formats such as TIFF.

K

Keywording:

These are terms that are added to the metadata for assets, making them easy to find via search.

L

Lightboxes:

Also known as My Favourites or 'My Basket' these allow users to build up a collection of assets which they'd like to share or simply ensures their favourite assets are at their fingertips when they next login.

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Metadata:

This provides information about a given digital asset. This can include title, description and keywords. Most organisations will have additional fields that are only relevant to their organisation such as Product ID or Location. You can add as many custom fields as you like, though you have to strike a balance, as those uploading assets may be put off if there are too many to fill in.

Did you know: Metadata is one of the key "make or break" parts of your system configuration. Without it, searching is impossible!

Notifications:

These are automated emails that tell you about things such as new content uploads, or the arrival of new versions of assets that you had previously downloaded.
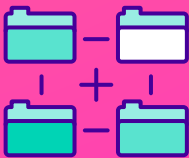
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O

Onboarding:

This includes training your administrators and consultancy to help ensure you have the best DAM configuration for your organisation and key user groups.
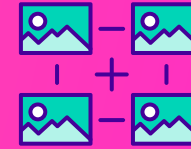
P

Previews:

DAM systems automatically generate web optimised previews for most of the files you upload including images, video, audio, PDF, and PowerPoint.

Q

Quantity:

Digital Asset Management solutions are designed to cope with a large quantity of digital files, for small businesses to large global enterprises. Organisations create and share increasing numbers of digital content every year, and so it is important that your chosen DAM system is able to handle those volumes.

R

RAW:

This is a camera file format (e.g. files with extensions like DNG, RAW), prior to compression (e.g. into a JPEG). These can be stored in a DAM system to ensure you have the original source file.

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Search:

Searching is a key element in a DAM system. Useful features include autocomplete search suggestions, searching within the documents you upload, auto-matching on common word variations, matching based on synonyms and advanced search.

Taxonomy:

A hierarchical classification system that organises things into specific categories. A good example of a Taxonomy is the naming system of different animal species. For example: Animal > Vertebrate > Mammal > Carnivore > Cat > Panthera > Tiger. In DAM, a hierarchical structure that organizes files is critical in making digital assets easily accessible.

Did you know: Designing a Taxonomy that meets the needs of your users is an important part of ensuring buy-in to your DAM

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U

User Permissions:

DAM systems can allow you to have as many different sets of permissions as required for each of your staff and partner user groups. This can affect what they see, what they can do and the messaging that is directed to them.

V

Videos:

Video content is used heavily by marketers and content creators worldwide. It's important that your DAM system supports video. Modern DAM systems generate web optimised previews for video content so that it's easy for you to quickly identify the file you need.

W

Watermarks:

Watermarks are typically applied to all asset previews. This ensures that users who have view-only permission (or download after approval), cannot use the file.

X

XMP:

XMP stands for Extensible Metadata Platform. Originally created by Adobe Systems, it is a feature that allows users to embed metadata into digital assets themselves during the content creation process.

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Yes / No Attributes:

By using metadata fields with controlled values like a simple Yes/No option, it becomes easy to set searches and group rules that are based on the information in the asset.
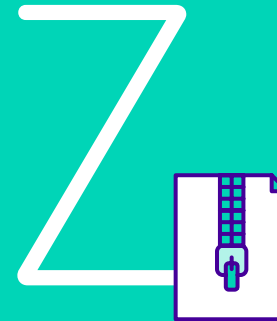
ZIP:

A widely used format which compresses multiple files into a single file or folder, taking up less space and keeping things together. They are especially useful for transporting files.

Did you know: ZIP files are a useful way of grouping files during a download process, and it's also possible to store this collection of files as a single asset within your DAM

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About Asset Bank:

Asset Bank is an award-winning Digital Asset Management System (DAM) first released in 2005 by UK Software development agency Bright Interactive Ltd.

After 13 years at the forefront of the DAM industry, they've built up a portfolio of 800 global clients including 20 FTSE 100 companies, have a 5-star rating on Trustpilot and recently won the "Best Ease of Use 2018" award for a DAM solution from Capterra.

Asset Bank's strength lies in their flexible and configurable product, its simple yet comprehensive user interface, their extensive feature set and many options for integration with other applications.

They work with their clients using a consultative approach, always setting them up for success, combined with fantastic customer support and tech teams who love to go the extra mile.

From start to finish, Asset Bank's goal is to help each and every one of their customers to leverage the years of experience they have gained in the DAM industry, whilst being honest and transparent to ensure that their clients feel valued and supported.

"The beauty of this software is the ability to customize exactly to your needs. Support is excellent from our friends 'across the pond' and just rate this A+++++."

Kathleen Barry, UMC

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Contact:

To discuss the Digital Asset Management's potential for your organisation, contact us on +44 (0) 1273 923153 or at info@assetbank.co.uk

If you're an existing client and would like to discuss getting the most out of your Asset Bank, please contact Support at support@assetbank.co.uk

For further information about how Asset Bank can transform your digital assets strategy, visit: assetbank.co.uk

Further Reading:

Is your organisation ready for DAM?:
We've created an easy to digest checklist to help you decide if a DAM is right for your organisation.

Download

Future proofing your digital assets:
Read our insights into what organisations should expect from next-generation digital asset management (DAM) solutions.

Download

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