Digital Asset Management Survey

bynder

DAM Survey

About the digital asset management survey

You may be planning on launching an enterprise wide digital asset management tool that will enable your company to find and share your digital content more easily, or you may be looking for data to help create a compelling business case for a digital asset management tool. This survey is will help you gather feedback for the types of digital assets you have, how they can be organized, and how you can use a digital asset management (DAM) tool to help solve workflow pain points and collaborate more efficiently!

Instead of being limited by file-size when transferring files, not being able to find assets or not knowing if something is okay to use or not, DAM will help you to create a well-curated digital library of content. Surveying your people (your end-users) will help you to know exactly what problems they face so you can architect a DAM solution to meet their needs.

Don't feel like retyping these questions into a survey to send out? You can find a ready-to-use template of the survey at the following URL: http://tiny.cc/damsurvey

DAM Survey

Example questions to use in your DAM survey

Information about you

1. What is your name?

2. What is your e-mail?

3. What is your job title?

4. What is your background and area of expertise?

5. What is your department?

6. Where is your office (for globally distributed companies)?

DAM Scope

7. What are the biggest problems we need a DAM to help us solve?

8. What content should be in our digital asset management system?

9. What content should NOT be in our digital asset management system and is out of scope for this system?

Rights, access & retention

10. Who and what departments at your company have access to your digital assets? Who at your department should not have access to your digital assets?

11. What legislation, regulations, rights and/or standards pertain to your digital assets? For example, are there contracts for stock art or specific photographer or model rights?

12. Who is responsible for managing and maintaining your digital assets and what is their department, office and job title?

13. How long do your digital assets have a business purpose? When should they be archived?

Digital asset creation and workflow

14. How important is a DAM to your workflow?
  Very important
  Medium
  Low
  Other not listed: _____

15. What other digital systems do you use on a daily basis that you would love to hook into our DAM system to pull assets from ?

16. What is the procedure for creating your digital assets? What workflows or processes are involved?

17. What functions or activities do your digital assets support at your company?

Asset types and metadata

18. Describe the types of projects you use digital assets for and how you source these files and end up using them in your work.

19. What are the primary file types of assets you utilize in your work (include original file formats)?

20. What are the categories of assets you utilize in your work?

   Documents (best practices, sell sheets, company presentations, reports)

   Company logos

   Graphics or illustrations

   Videos

   Editorial photography

   Stock photography

   Other not listed: _____

21. What are the categories of assets that you use in your work used for / what is their business purpose?

22. What metadata exists for your digital assets? Describe the metadata attached or embedded if it exists.

23. Considering the digital assets you work with, or other digital assets in the company, how would we organize them and describe them so others could find and use them too?

24. If you had a perfectly organised library of content for our company, what keywords might you type into the search box when looking for assets for a project ?

Searching, finding and routing

25. How much time a week do you spend looking for digital assets?

26. How much time a week do you spend sending or routing digital assets internally or externally?

   More than 6 hours

   More than 4 hours

   Under 1 hour

27. What methods do you use to search and find digital assets

   Google/ internet

   Intranet

   Searching through email

   Searching through FTP folders

Searching on shared network drive through folders

Ask someone

Other not listed: _____

28. When you have found digital assets, where do you save them?

Shared network drive

Local computer

USB/ memory stick / external hard drive

Other not listed: _____

29. How do you share assets now?

Drop by

Email

WeTransfer

Google Drive

FTP

Link

Other not listed: _____

30. What concerns do you identify with about our digital asset ingestion, sharing, finding and routing of assets?

Can't find things

People ask you for files

Files too big for email transfer

File size limit on we transfer or hightail

Don't know which version is correct

File-naming convention needed/needs work

Usage Rights - don't know if I can use something

Duplication of effort

Duplication of files

Permissions and access control

Other not listed: _____

31. What are the most common types of content that your team could really benefit from having dynamic, up-to-date collections for ? (Campaigns, Sell-Sheets, etc)
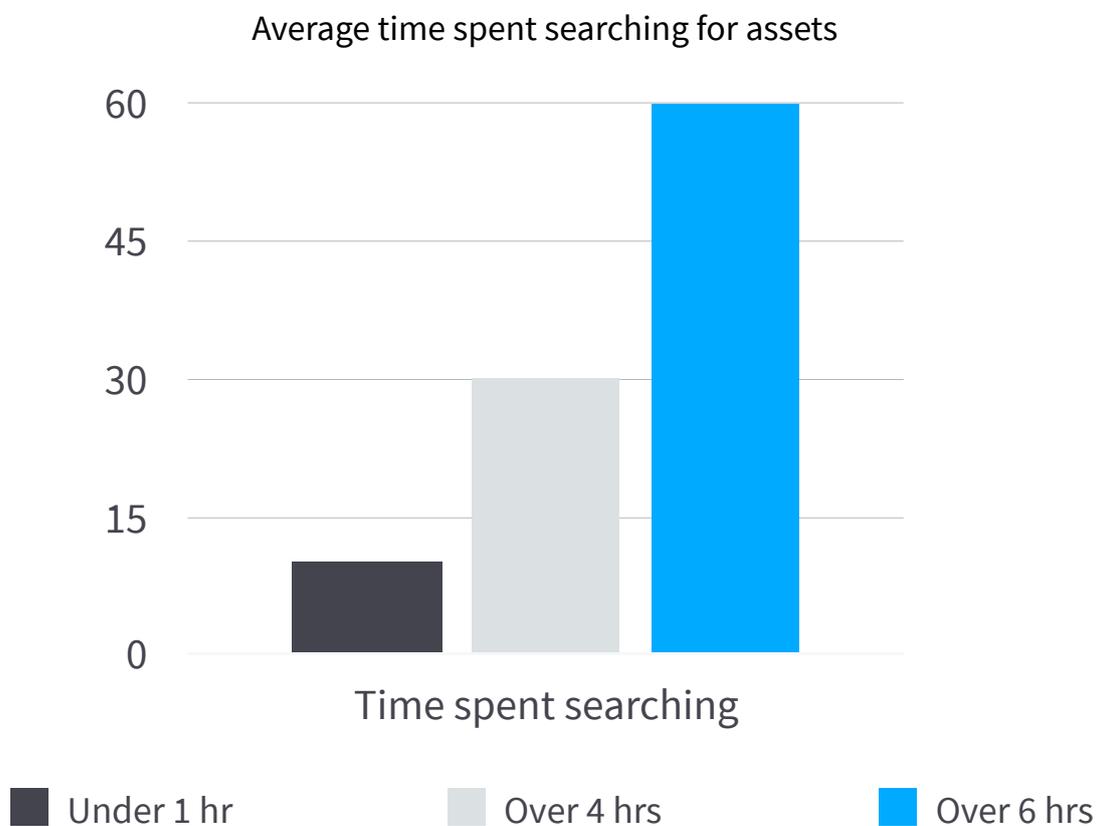
32. What are your pain points when considering sharing assets externally? Do you know what information can or cannot be shared?

DAM Survey

Survey Analysis

What happens after you've collected all the responses?

After all the responses are in, you can consolidate this data to see trends across departments or teams and to showcase a general consensus that a digital asset management system is needed.

Average time spent searching for assets

Time spent searching

■ Under 1 hr   ▢ Over 4 hrs   ■ Over 6 hrs

Some facts

About Bynder

Bynder empowers marketers to get things done faster, better and more easily.

With Bynder's award-winning marketing software marketers can easily create, find and use content, such as documents, graphics and videos. More than 150,000 brand managers, marketers and creatives use Bynder's brand portals each and every day to collaborate globally, create, review, and approve new marketing collateral, and circulate company content at the click of a button.

Brands using Bynder go to market faster and achieve end-to-end brand consistency across all channels and markets. Making marketing departments more agile, Bynder operates at the heart of the brand, simplifying collaboration within the whole organization.

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