



# Digital asset management requirements checklist

## Worksheet

# DAM requirements checklist

DAM requirements for:

Prepared by:

Date:

## Access features

Uploading and accessing content in your digital asset management solution should be simple and fast. Here are features you should look for to access all your images, brochures, promotional videos, and other content and make them available for users anytime, anywhere.

		Insert vendor names		
<i>High-level functional requirements</i>	<i>Bynder</i>			
Easy and secure anytime, anywhere access	✓			
Native iOS and Android mobile apps	✓			
Access controls with roles and permissions	✓			
Streamlined auto user registration and authentication	✓			
Easy-to-customize branded login page	✓			
Out-of-the-box accessibility from the web – no customization or IT required	✓			
Individual and batch download requests	✓			
Download rules based on metadata, groups or download request forms	✓			
Supports all major file formats, including video and audio	✓			
Supports IPTC, EXIF and XMP metadata	✓			

## End-user experience

A delightful end-user experience drives adoption of your DAM solution across your organization. Features you should look for include user interface and experience, compatibility, international access and self-service support features.

### Insert vendor names

<i>High-level functional requirements</i>	<i>Bynder</i>			
Intuitively designed interface, functionality and end-user experience	✓			
Recognized for leading end-user experience in the DAM industry	✓			
PC and Mac compatible	✓			
All major browsers supported (Chrome, Safari, Mozilla, from IE 11 and up)	✓			
In-line editing in fields	✓			
Infinite scrolling	✓			
Large previewing capabilities and multiple options	✓			
Designed for instinctive interaction to enable fast adoption and ease-of-use	✓			
Localized platform to conform to language preference of users in English, German, French, Dutch and Spanish	✓			
Product walk-throughs and in-product FAQs	✓			

## Platform architecture and enterprise-grade features

Ensuring global accessibility, compliance confidentiality, integrity and availability of your data and assets is key when evaluating solutions. Here are some key factors to look at.

<i>High-level functional requirements</i>	<i>Bynder</i>	<b>Insert vendor names</b>		
100% cloud platform and 100% multi-tenant	✓			
100% Amazon S3 and EC2	✓			
Distributed servers for global performance	✓			
IT independent REST API, not SOAP	✓			
Access permissions – role based, group based, metadata based and folder based	✓			
Batch edit permissions	✓			
Session management	✓			
Enterprise-grade network protection (firewalls, IDS, IPS, monitoring)	✓			
Secure development lifecycle based on OWASP's AVSV and BSIMM	✓			
Single Sign-On (SAML 2.0, LDAP, Active Directory, etc.)	✓			
Enterprise-grade top-tier physical and environmental protection	✓			
Independent ISO27001:2013 Certification, GDPR, PCI DSS, HIPAA compliant	✓			

## Search and sharing features

A DAM facilitates finding and sharing media files without wasting precious time on chaotic email transfers and unsecured file transfer tools.

<i>High-level functional requirements</i>	<i>Bynder</i>	<b>Insert vendor names</b>		
Advanced search	✓			
Intelligent faceted search	✓			
Search filters	✓			
In-document search	✓			
Keyword management	✓			
Artificial intelligence (AI) tags	✓			
Hierarchical keyword support	✓			
Taxonomy builder	✓			
Required metadata	✓			
Custom metadata fields	✓			
Share a collection	✓			
Secure file transfer	✓			
Batch file conversions	✓			
Watermarks to prevent unauthorized sharing	✓			

## Collaboration and creative workflow features

Some DAM vendors offer collaboration and communication capabilities for both internal departments and external agencies that speed up content creation from start to finish, while making sure reviews and approvals are clear for everyone.

### Insert vendor names

<i>High-level functional requirements</i>	<i>Bynder</i>			
Set up predefined project approval flows and briefs (web forms and custom input fields)	✓			
Workflow management (group projects into campaigns)	✓			
Proofing, annotations and direct markup capabilities	✓			
Creative tool integrations with Adobe Creative Cloud (InDesign, Photoshop and Illustrator)	✓			
Repurpose and create iterations of video content with video templates	✓			
Finalized assets sent to control center before submission into the DAM	✓			
Easily localize digital ads, social media, and videos	✓			
Frame-by-frame video markup	✓			
Create tasks and checklists in projects	✓			
Version management and control	✓			
Track production hours	✓			
Create and review nearly every file format	✓			
Email notifications and alerts	✓			
Create on-brand videos directly in the DAM	✓			
Intuitive dashboard with progress and deadlines	✓			

## Brand management features

Consistency is the key to a strong brand and an enterprise digital asset management solution can offer capabilities to help you create content that aligns with your brand guidelines.

### Insert vendor names

<i>High-level functional requirements</i>	<i>Bynder</i>			
Brand portal for global distribution, access and management of branded assets	✓			
Deploy and enforce brand guidelines	✓			
Easy-to-customize branded login page	✓			
Dynamic digital brand templates for creating/repurposing assets while ensuring brand consistency	✓			
Pop-up agreements upon downloading assets	✓			
Configurable watermarking capabilities	✓			
Automatic version control to ensure latest versions are always used	✓			
Scheduling asset publish date to brand portal	✓			
Upload editable InDesign/Sketch files and set up editing rules based on guidelines	✓			
Easy-to-use WYSIWYG editor for Digital Brand Templates	✓			
Utilize out-of-the-box layouts and widgets to quickly add elements such as text, video, and color swatches to Brand Guidelines	✓			
Approval management flows for new content created	✓			

## Extensibility (integrations) and publishing features

Get more from your digital content by integrating your DAM solution with your existing technology ecosystem. For integrations not readily available, ensure that there are other options, including APIs and software development kits (SDKs.)

### Insert vendor names

<i>High-level functional requirements</i>	<i>Bynder</i>			
REST API, not SOAP	✓			
Internal authentication systems (SSO such as Google, LDAP, Okta, Active Directory)	✓			
E-commerce integrations (Eg: Magento, Salesforce Commerce Cloud)	✓			
Content management systems (CMS) integrations (Eg: Hippo, Wordpress, TYPO3, Drupal, Adobe Experience Manager, Sitecore, Bloomreach)	✓			
Creative integrations (Eg: Adobe Creative Cloud, Templafy)	✓			
Content Delivery Networks (Eg: Cloudfront, Akamai)	✓			
SDKs (Eg: Java, Javascript, PHP, C#, Python, Swift)	✓			
Streamlined publishing across social channels via Hootsuite	✓			
Web property publishing of assets (including videos)	✓			
Automatically update versions simultaneously across multiple web properties	✓			
Publish assets and metadata including custom fields	✓			
Embed a series of assets to display in a light box	✓			



## Emerging content, analytics and reporting features

To have a comprehensive overview of all your content, A DAM solution should support emerging content types, such as video and 3D images. Additionally, to help you track performance and ROI, a few vendors offer analytics and reporting capabilities.

### Insert vendor names

<i>Emerging Content</i>	<i>Bynder</i>			
Video transcoding	✓			
Customizable and standardized transcoding presets	✓			
Video conversion	✓			
Self-detecting smart video player for optimized video play across all devices	✓			
HD-supported viewing	✓			
3D image support (Eg: JPG files)	✓			
<i>Analytics and reporting</i>				
Account information overviews (Eg: storage, assets, users, transfers, successful and failed search terms)	✓			
Popular assets dashboards	✓			
User and Usage statistics	✓			
Filter application and drill-downs by taxonomy and other metadata	✓			
Various presentation formats (Eg: pie charts, line graphs and filter bars)	✓			
Reporting (Eg: PDF overview, CSV or PNG)	✓			

## Company requirements

Understanding long-term company stability is key for selecting your DAM vendor, including the on-going service and support provided to you.

### Insert vendor names

<i>Company Stability</i>	<i>Bynder</i>			
Significant customer base with recognizable company names	✓			
No layoffs in company history	✓			
Fast growth rate in industry	✓			
Cash-flow positive organization	✓			
<i>Customer service and support</i>				
Leading customer retention in the DAM industry year over year	✓			
Online support community and knowledge base	✓			
Online trainings and workshops	✓			
In-product ticket submissions and requests	✓			
Customizable 1-on-1 and group trainings	✓			
Phone support	✓			
Email support	✓			
Professional services	✓			
Onboarding team	✓			
Dedicated customer support	✓			

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