

DAM

The breakdown of digital asset management

Digital asset management (DAM) provides an efficient means for centralizing, managing, locating, tracking and sharing digital assets within your organization. It is a central repository for photos, graphics, videos, presentations, documents and other media.

Learn the basics

A digital asset is any form of rich media in digital form. This includes stock photos, graphics, videos, presentations, documents, audio, etc.



The value of your organization's digital assets.



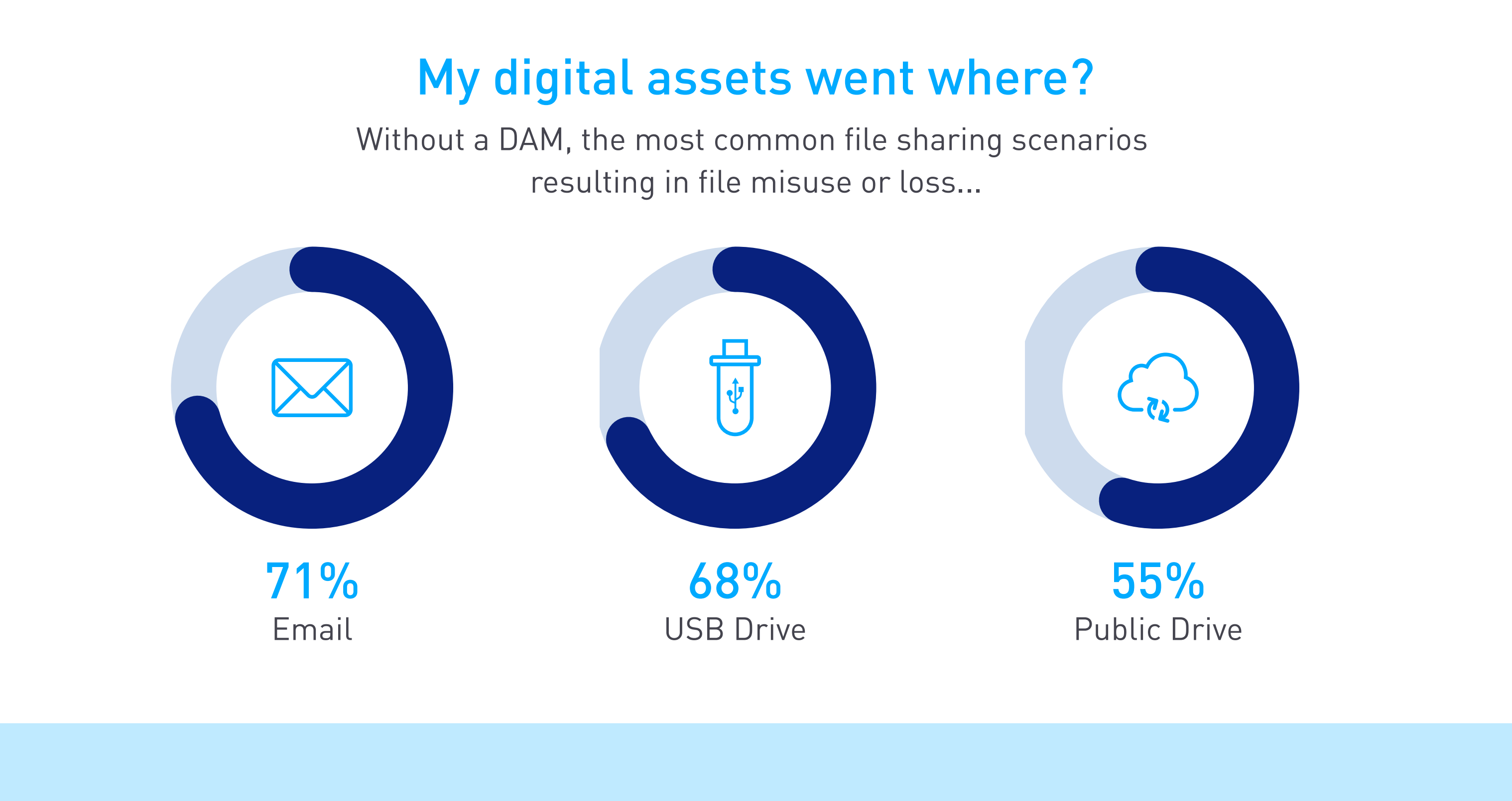
Time & Creative Investment

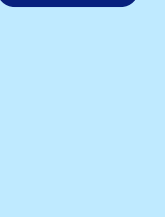


Accelerates Brand Growth

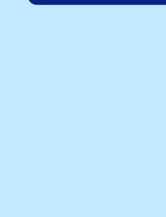


Marketing Enablement





96%
of people don't consider security measures before sharing assets with outside vendors.



90%
of organizations have lost confidential assets over the previous 12 months.




File misuse can have expensive repercussions.


A freelance photographer filed a copyright infringement lawsuit against BuzzFeed Inc. for over **\$3.6 million** in damages!




The Value Of Visual Files




65% of your audience are visual learners.



Videos are shared **1,200%** more than link and text posts combined.




Visual data is processed **60,000** times faster by the brain than text.



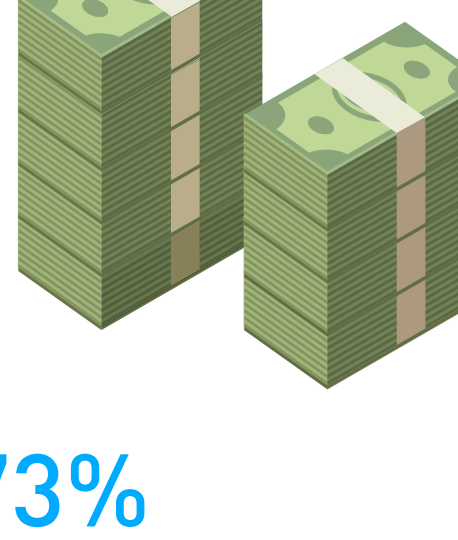
On Facebook, photos get **53%** more likes, **104%** more comments and **84%** more click-throughs.

Importance of Brand Consistency




82%

82% of marketers create and deliver brand assets at every point of customer interaction.



20%

Consistent brands are worth up to 20% more than those who aren't.



73%

Your audience could care less if 73% of the world's brands disappeared tomorrow.




7/10

70% of companies plan to outsource branded content development in the next 12 months.

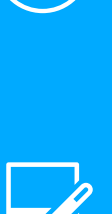
To experience rapid brand growth, your brand must be consistent and well managed.

The benefits of using a DAM


Secured Anytime, Anywhere Access. Connect your teams, files and brand.




Findability




Access




Collaboration




User Experience




Security



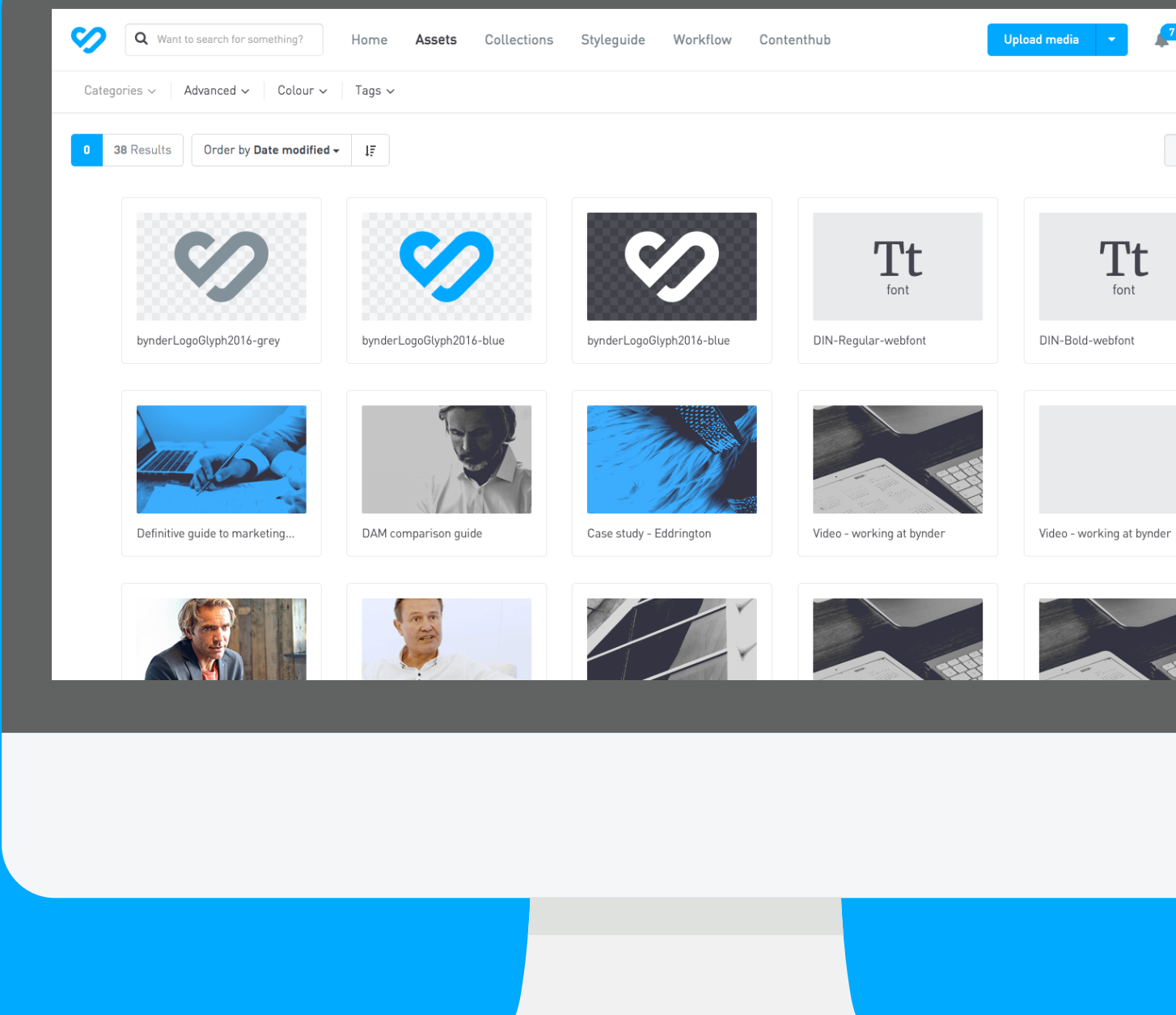
Brand Growth




Time Saving



Speed






If just 10 people at your company waste 1 hour each week searching for files...


3.25 months

are wasted each year at your company.




Case studies indicate that DAM ROI is between **8:1 and 14:1**


Integrate to create an even more seamless experience.




WEB CMS




SSO



CRM

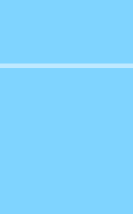


CDS

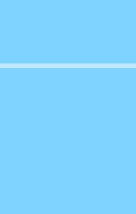


WEB SERVICES

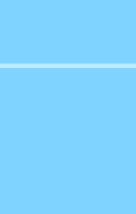
Why cloud is #1



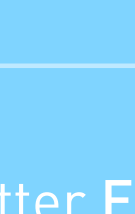
SPEED OF DEPLOYMENT



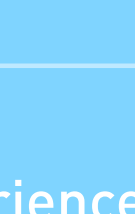
COST SAVING



SCALABILITY



ACCESSIBILITY



CONTINUOUS UPDATES



CLOUD



ON PREMISE

72% Better End-User Experience

65% Faster Business Response Time

60% Better Access: Anytime, Anywhere

58% Better Control of Assets