

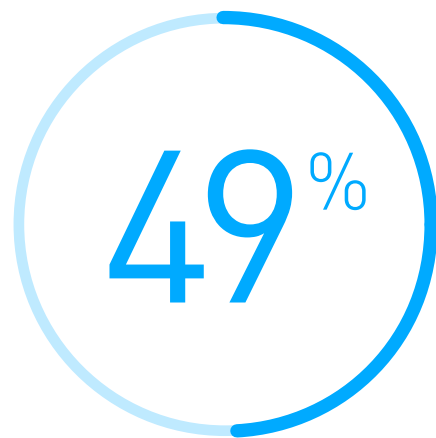
Digital asset management preparation for the enterprise

Is your organization ready for digital asset management?



Can your employees find the right content quickly?

Many organizations are struggling to organize, manage, route, share and find the content they are creating. The manual and time-consuming struggle of trying to remember where you stored an asset and then what you named it is not an isolated experience for many brands.



can't find files

Nearly half of employees across industries and departments report they have difficulty locating documents.



of the workweek gone

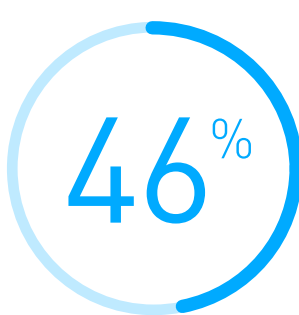
According to McKinsey & Company, over 20% of peoples' workweek is spent looking for information.



This is the new normal for organizations without a centralized digital asset library in place.

What can you accomplish in under 6 seconds?

The most successful companies can find the right content in under 6 seconds.



of brands want to invest

46% of brands expect to invest in digital asset management (DAM) solutions this year and organizations that adopt DAM solutions see **80% faster time to content**.

Get ready for DAM with these 8 key activities:

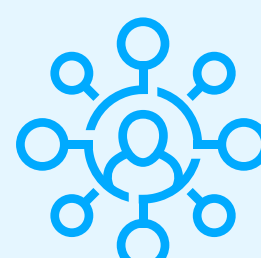
Discovery & audits

Complete content and workflow discovery and digital asset audits



Key stakeholders

Create partnerships with key stakeholders across the enterprise



Information gathering

Prioritize use-cases



Business requirements

Document and prioritize business requirements



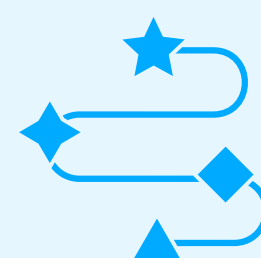
Resourcing & timelines

Estimate project resource allocations and timelines



Program tracking

Monitor the progress towards milestones



Current state

Assess DAM maturity



Future success

Create a visual roadmap for your DAM program

