

# Digital asset management vs. Dropbox, Box and WeTransfer

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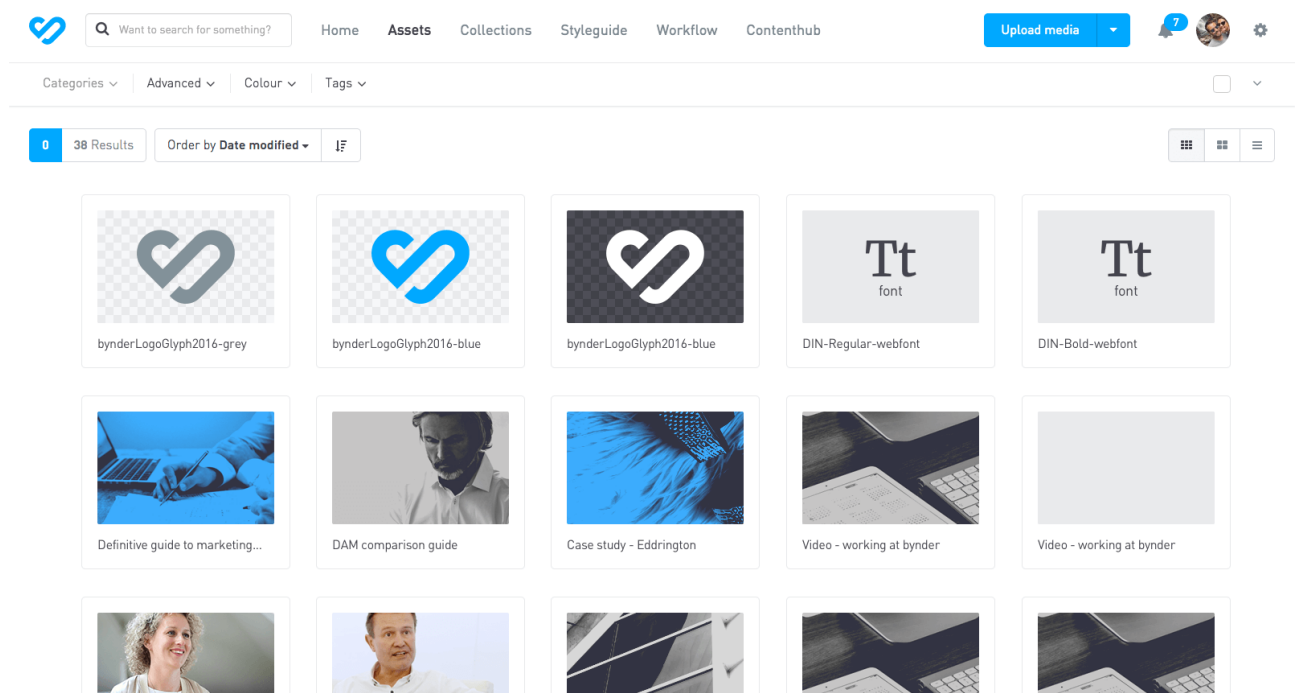
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# Digital asset management vs. Dropbox Business, Box & WeTransfer

Do any of the following situations sound familiar to you?

- You keep finding yourself waiting on shots of the new collection, fearing you might delay a launch or miss your deadline
- The PDF you just emailed to a colleague bounced back: “file size too large”
- You want to access your work files on your home computer
- You would like to use a PowerPoint template, which is saved on your colleague’s hard drive for a presentation, but your colleague and her password-protected computer are on vacation
- You sent over a keynote, later added a few things and resent it, but, by accident, your customer is looking at the wrong version

The screenshot displays the Bynder digital asset management (DAM) interface. At the top, there's a navigation bar with a search bar, a menu (Home, Brands, Assets, Collections, Styleguide, Workflow, Contenthub), and an 'Add asset' button. Below the navigation bar, a breadcrumb trail shows 'My campaigns > Assetbank approvals > Job name: Start stage'. The main section is titled 'Whitepaper covers - website 2016' and includes buttons for 'Export assets', 'Download all assets', and a settings icon. On the left, there's a 'Job attachments' section with a drag-and-drop area and an 'Additional information' section listing 'Created by Robin Elzerman', 'Key BNR-2836', and 'Preset Web banners'. The central workflow area shows three stages: 'Upload design' (completed), 'Review design' (completed), and 'Upload to assetbank (in progress)'. Below the workflow, there's a 'Send back to previous stage' button and a 'Submit to next stage' button. The 'Stage 3 Upload to assetbank' section shows a list of assets with a '0' count and '10 Results'. Three asset thumbnails are visible, each labeled 'Whitepaper cover' and 'Added by Robert de Jong'. The interface is clean and modern, with a focus on workflow management and asset organization.



These are the issues that initially sparked the growth of file storage and sharing services such as Dropbox, Box, and WeTransfer. Great tools - loved by all, used by many.

But what about security - where are the (sensitive) files actually stored? How can I delete or retrieve files?

And what about a platform to support all the collaboration, management, and governance required when a number of teams and key stakeholders are working with digital content?

This is exactly where a Digital Asset Management (DAM) solution might be a good upgrade. DAM can be cloud storage and easy sharing...but also much more.

First, let's compare the features of DAM to several alternatives: Dropbox Business, Box, and WeTransfer, examining four key factors of Storage, Sharing, Security, and Integrations.



# Core features: Dropbox business

Dropbox is a “sharing and storage solution for your business”.

- Storage: Files stored in the cloud for universal access and automatic backup.
- Sharing: Team members can share files via shared links, protected by passwords and expiration dates.
- Security: Files are in a secure environment, protected from data breaches or compromised login entry.
- Integrations: Connected to a host of 3rd-party applications and platforms for integration.

# Core features: Box

Box is “your files on any device, from anywhere”.

- Storage: Files stored and managed in the cloud in a folder structure.
- Sharing: Files shared via secure links with passwords and/or expiration dates.
- Security: Admin console lets administrators maintain a central view of all content.
- Integrations: Synced with desktop and mobile apps.

# Core features: WeTransfer

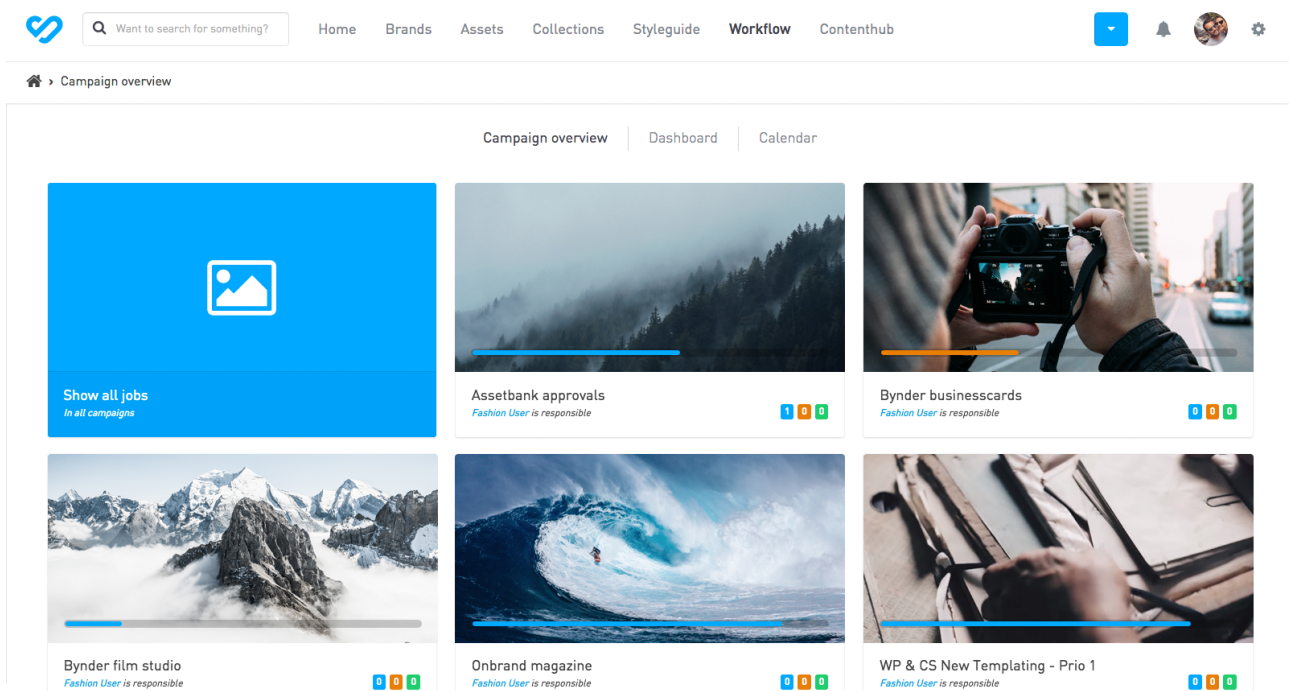
WeTransfer “allows anyone in the world to send large files, free of stress and of charge”.

- Storage: Files remain in history for future sharing.
- Sharing: Any file can be shared for free, and upgrades to Plus available for greater capacity.
- Security: Files are encrypted when being transferred as well as stored.
- Integrations: Offered to specific partners in a customized way.

# Core features: DAM

DAM is a solution for teams to create, manage, and share digital content.

- Storage: Assets centrally stored and accessed from anywhere via the cloud.
- Sharing: Digital media shared via Collections links or sharing features to bypass the size maximums.
- Security: Digital content in a central environment offering data privacy, secure storage, and customized permissions/access.
- Integrations: Integrated with any program that leverages content i.e. CMS, E-Commerce, CRM, and more.



## Key differences

While you'll notice that each of these tools address key factors like storage or sharing, each tool treats those factors differently. For example, each can offer sharing, but specific sharing functionalities can vary tremendously. Every car has an engine, but not every car has a Ferrari engine.

The biggest difference between DAM and solutions like Dropbox Business or Box is that DAM is designed for content, whereas the others are designed for files. Sometimes those are the same thing, like a .jpeg image or PDF document that is stored or shared. However, the foundations of the design and use of these platforms are different when you consider content versus files. A DAM has a built-in understanding of all the ways in which content is stored, managed, and distributed, and offers functionality to match.

Key additional functionalities offered by DAM are:

- Metadata: Detailed categorization of each asset for smart organization, retrieval, and campaign management.
- Cropping & Size Derivatives: Easy manipulation of images to different needs while maintaining asset quality and integrity.
- Versioning and Copyright Control: Intuitive system for any user to understand which asset is the latest and/or legally permissible iteration to use.
- Collections: A visual tool to organize and send assets to support individual efforts like seasonal collections, account-based marketing, or campaign-based marketing.
- Auto-Scale: Structured to account for capacity without manually adding more storage or servers. New assets, new users, same speed and storage capacity.

## More key differences

### DAM is visual

The content focus of DAM manifests itself in a more visual interface. Since DAM offers functionality to edit and manage each asset, it takes on a more visual nature so that the user knows what he or she is working with at all times.

Storage solutions have the look and feel of a Microsoft Windows file folder, while DAM at its best looks like Pinterest or Facebook, encouraging adoption among marketing and product teams.

## DAM solutions are an alternative to several functionalities simultaneously:

- Google-like search (searching for images and information on the intranet).
- Local server (storing media in one central location).
- Adobe Creative Suite (adaptation of web and print media directly through the web browser).
- Dropbox (web-based storage and media sharing).
- WeTransfer (distributing and sending large files over the Internet).
- Jira (coordination and communication with agencies and other departments) and many others

The result is that teams accomplish more with a single tool, streamlining the process and saving time.

## Cost vs. value

*“DAM sounds great, but these other solutions are either free or less expensive!”*

True. But the time saved by using a dedicated digital asset management solution adds up every time you use it and will soon outweigh the monthly cost of your DAM. If you send or save any more than 10 files a month, you're talking about major savings across the board. And, just as importantly, your team will love you for introducing it.

Some other disadvantages of using simpler tools such as Dropbox and Box are:

1. These solutions are so-called “stand-alone tools” and only have a certain function, such as saving or sending media. They do not combine these functions, therefore coordinating the usage and governance of each requires additional effort.
2. Such tools are not integrated into your existing systems as easily. In order to, for example, downsize files or change formats, you need other tools such as Photoshop, which cannot be integrated. Every time you minimize one application and open up another to do the next task in the series, your productivity starts to decrease.



## More DAM details

Using a DAM tool gives you more control over how, when and who is using what assets. With a DAM, there is no longer a need to upload or resend files, and notifications are automatically sent when files are added or changed.

There are some serious hidden advantages too: files are stored in your environment, so you can actually delete or edit them after uploading. Also, brand managers will be happy about the fact that all the interfaces (emails and download pages) are branded with your corporate identity.

With digital asset management you can easily manage, search, upload and share your media files online. All your images, videos, music, logos, presentations and PDF files are stored on one cloud-based location, accessible to your colleagues around the world at any time of day (or night). Solutions like Dropbox or WeTransfer are great at accomplishing tasks for digital media, but DAM is one tool to cover all of a digital media collection's administrative activities.

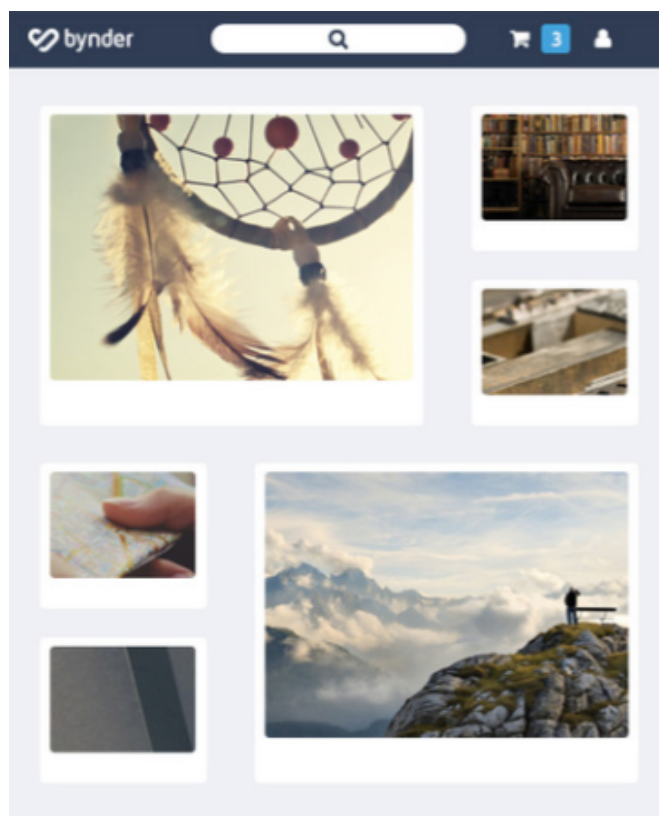
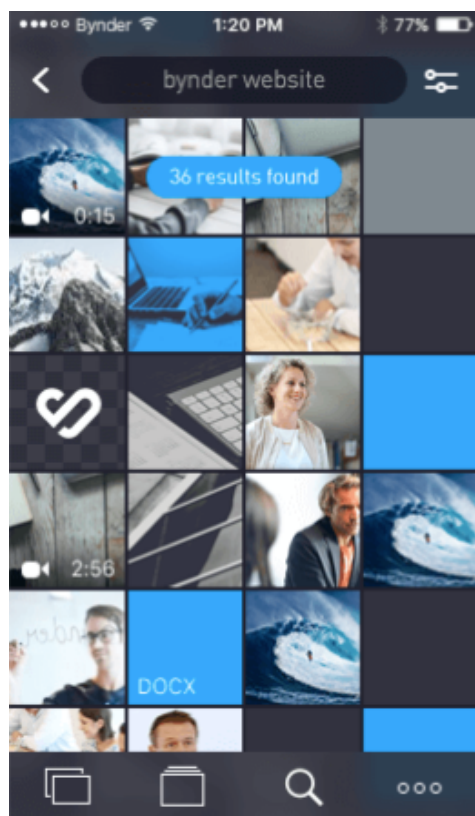


In order to give administrators a complete picture of their organization and brand, DAM solutions usually include reporting. Reporting enables admin users get an overview of the most frequently downloaded files and most active users. In this way, you can discover vulnerabilities in efficiency and improve processes in your marketing department even further.

# Beyond DAM

Brand management systems (BAMS), an extension of digital asset management, ensure that all employees have a central point to inform themselves about brand guidelines. Next to corporate identity, BAMS cover the full spectrum of digital media management from automation of communication and coordination with creative agencies, to enabling marketing professionals to create new media with web-to-print in a matter of minutes.

Through system integration interfaces such as API's or plugins, DAM and BAMS systems can be integrated into your business environment. With a customized taxonomy and appearance, user adoption is encouraged, since the structure is tailored to the particular company and fits perfectly into existing company systems.





## Final thoughts

Organizations rarely operate in ways that single function solutions can fully accommodate, and teams tend to work better in centralized environments that are conducive to collaboration. When it comes to digital media, some platforms can be for storage, others can be for file transfers, but a DAM platform is where content truly lives. It is the single place where digital assets - or content, or media - are created, managed, and stored. Beyond that, the DAM serves as the ongoing portal where content is found months later, edited and repurposed, sent to different parties, templated for future campaigns, and much more...all without taking up a single KB of space on anyone's machine or server.

If you are a team that needs to create, manage, and store content in a dynamic fashion, DAM is a direction worth considering.

See for yourself how your organization can benefit from DAM.

[Free trial](#)



Some facts

## About Bynder

Bynder is the fastest growing digital asset management service, offering a simple solution for marketing professionals to manage their digital content in the cloud.

For more information, visit [www.bynder.com](http://www.bynder.com).





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