



DIGITAL ASSET MANAGEMENT

How to choose the right system.



brandworkz®



DELIVER THE HIGH QUALITY DIGITAL ASSETS YOU NEED

Your digital assets have never been more essential to your business. Customers expect to interact with your brand through multiple channels and in multiple file formats. Everything from video to images is required to portray your brand and its products in the right light to customers on and offline.

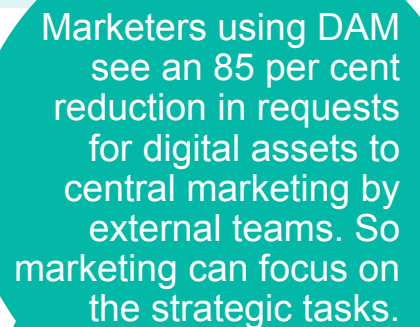
A digital asset management (DAM) platform enables marketing teams around the world to create world class, on-brand marketing campaigns by storing, managing and providing access to digital assets in one place. Brand and product images sit beside promotion videos and sales presentations, all within one click of brand guidelines. Digital asset management software allows you to deliver your key messages across multiple platforms, while staying on-brand and reducing costs.

Marketers using DAM see an 85 per cent reduction in requests for digital assets to central marketing by external teams. So marketing can focus on the strategic tasks.

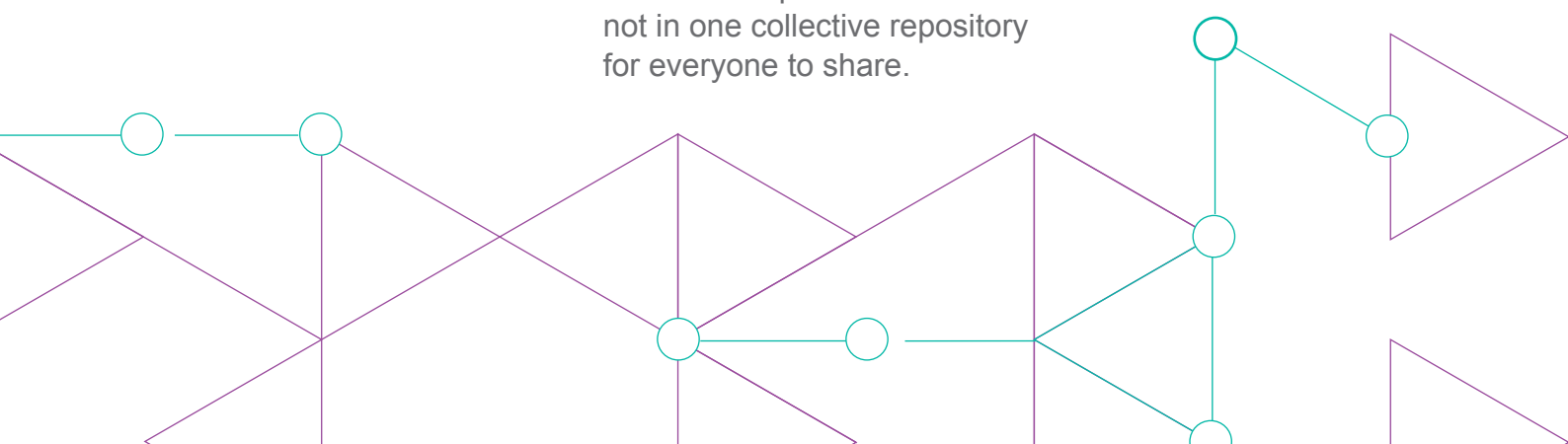
Stop wasting time and money searching for and distributing digital assets.

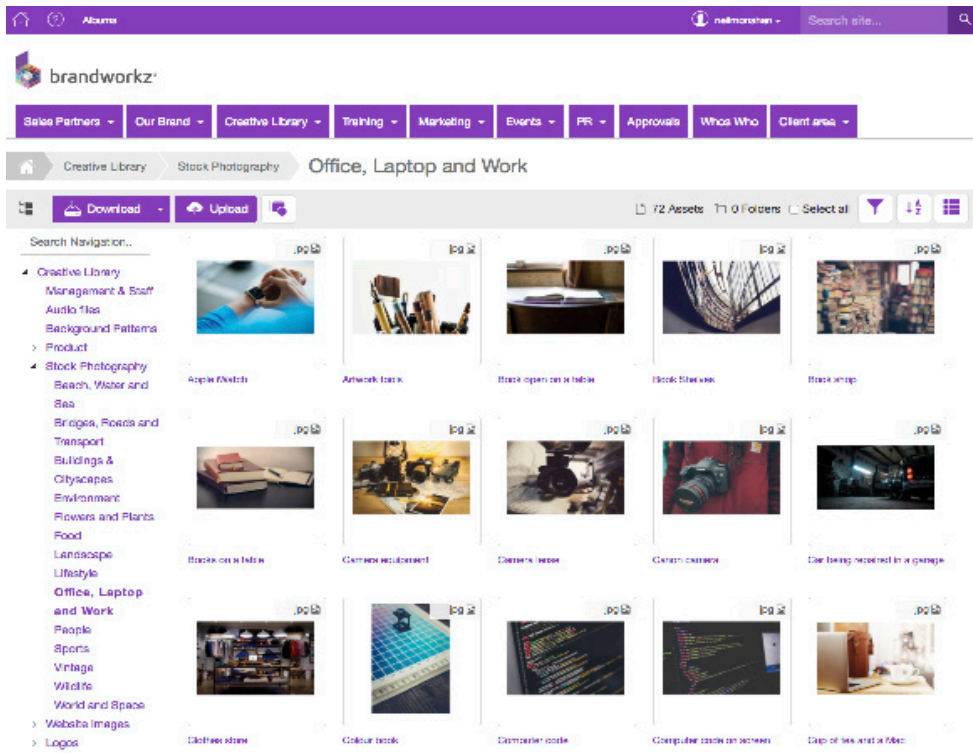
With digital asset management you empower your sales, marketing and agency partners with self-service access to find the assets they need themselves. This reduces the amount of admin time you spend fulfilling asset requests and reduces the unnecessary expense of reproducing assets you simply can't find anymore.

One of the main issues our customers have when they come to us, is that different internal teams manage different projects such as websites, social media or production of sales materials. The assets associated with these get stored with their individual department users and not in one collective repository for everyone to share.



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When you use a digital asset management system, you know only the most relevant and up-to-date brand assets are being used every time, whatever the project.

The sales team will have a set of digital assets they use, the social media team will have their own and likewise for the marketing department.


Store only core assets. Let your digital asset management platform do the hard work.

When an asset is updated, it may not be sent to multiple teams meaning other colleagues continue to use out-of-date and potentially off brand assets, reducing consistency and damaging the brand.

Can you provide your digital assets in dozens of different file formats for every available medium?

When you use a digital asset management system, you know only the most relevant and up-to-date brand assets are being used every time.

Any good digital asset management platform will offer an image and video transcoding feature. Standard file-sharing software such as Dropbox, Box, your company intranet or a Sharepoint portal will not offer this vital feature.



The key is that only one high resolution master artwork is needed for each asset. You upload this high-res original into your DAM system and with one click, can download exactly the right file format and size needed, whether it is needed for a banner ad, a PowerPoint presentation or a high quality print piece. The digital asset management system is pre-configured to offer the download options your company or team needs.

Storing only single assets makes them significantly simpler to manage, increases brand consistency and reduces costs.

Help your team to help themselves, securely.


It is important that teams using a DAM platform only see what they need to see and sensitive information stays confidential. A well-built, reliable system will control access via login and password permissions. You can specify which assets, users and groups can access, what asset version download options they have and who can upload where and when. These permission sets should be easily updated

to change as your company changes or as you bring in more external partners. A login for a journalist, for example, may only allow that user to access press releases and associated imagery.

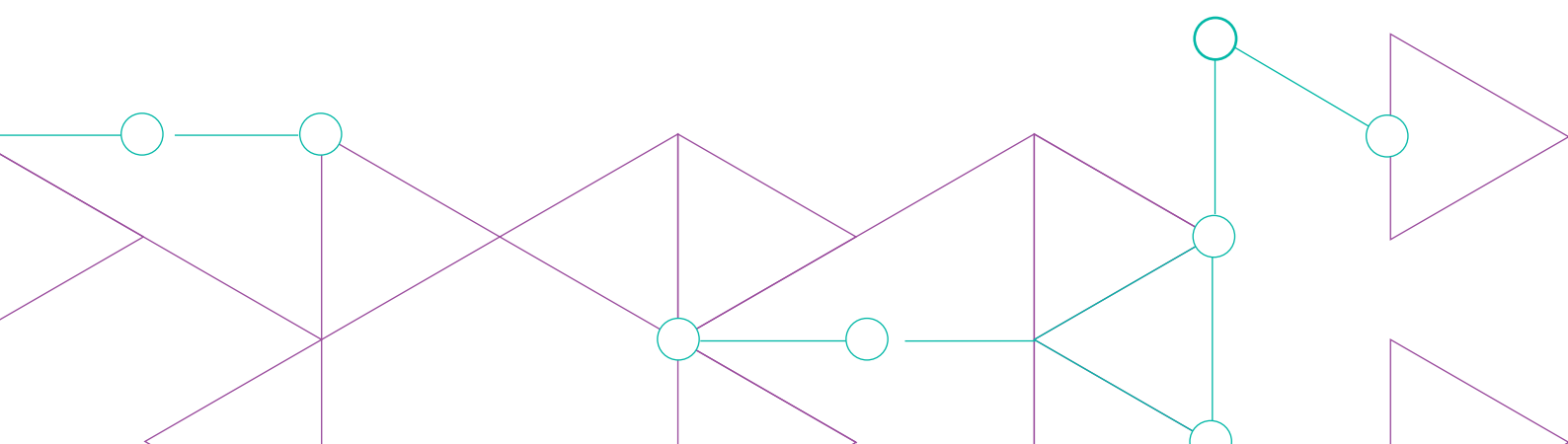
Users of a digital asset management platform access digital assets from anywhere in the world using any standard web browser and any operating system. Marketing and sales teams, agencies, 3rd parties and internal teams can find the assets they need in the format they require, when they require them, 24/7.

Sharing via secure lightboxes and features such as date availability setting, watermarking and download-reason reporting make digital asset management a preferable file-sharing technology to standard products like Dropbox, Box or an FTP site. Any asset or group of assets in the system can be dragged and dropped into a lightbox to be sent out to another person, securely.

Clients report significant brand consistency and efficiency improvements.



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A more productive output

You and your team will be more productive and waste less time on repetitive admin tasks if digital assets are stored efficiently and organised well.

Look for powerful, super-fast and intuitive search functionality, making it easy for users to locate the right asset. Faceted search with hierarchical filters, multi-select filters, suggested search and hit highlighting are some of the basics. Simply search using keywords or by using the hierarchical metadata tree to see all the assets that match a search.

Efficient search relies on efficient tagging of assets. Some digital asset management systems now offer an innovative AI (artificial intelligence) feature that will auto-tag your assets using image recognition technology. Look out for features such as bulk-metadata editing which simplifies the tagging process.

Additional features like single sign-on which integrates your platform with your internal systems, such as a company intranet, makes digital asset management even more efficient. Internal users do not have to re-enter their password

to access the DAM, but can, for example, simply click on a link on the intranet for automatic login.

Marketers with DAM save 35% of their time searching servers and files for brand and marketing assets.

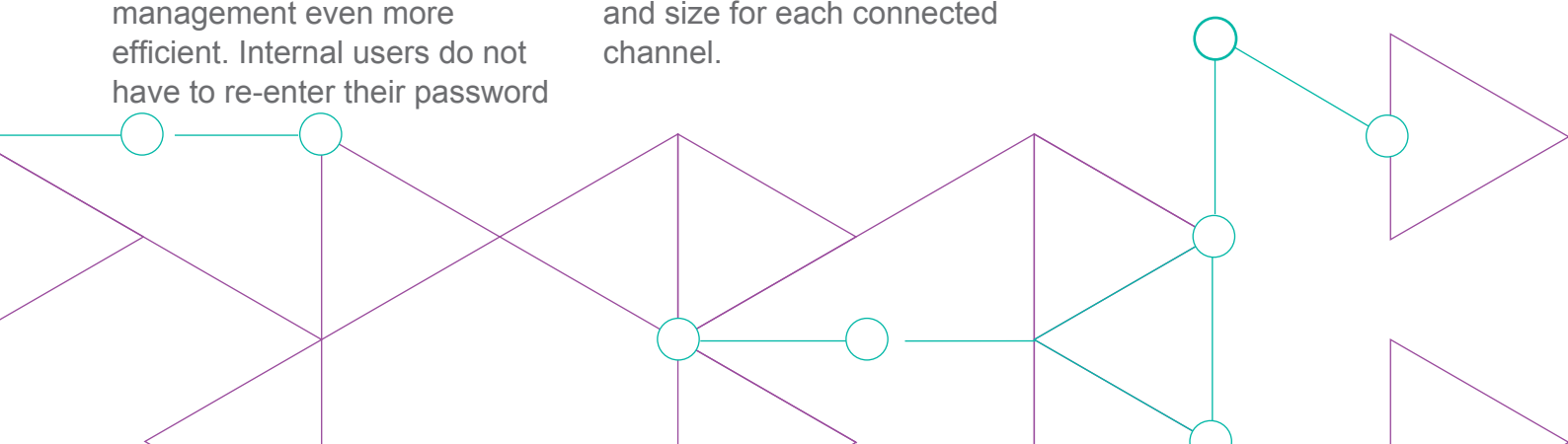
Integration, integration, integration


The DAM platform is fast becoming the content hub of the marketing ecosystem, so it's vital that a DAM system plugs into other marketing and business platforms. That way marketing can share approved, brand-compliant images and content automatically. The connected platforms can function in a unified, real-time way to facilitate the customer journey.

For example an integration with a web content management system should make any images pre-approved for web in the brand management platform available automatically in the CMS, or to the web team themselves. Your team should only work with one master artwork, which is then pulled across in the right format and size for each connected channel.



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You'll see reduced time-to-market for campaigns, sales pitches and presentations, ultimately generating business faster.

Into the future

It is important to think not only in terms of the features and functionality you require right now, but also how future needs are likely to evolve. You need a system that both meets today's requirements and has the adaptability to grow. Some DAM platforms are so locked down that every client has to use the platform in the same way and with the same layout. That might feel OK initially, but as you add more and different types of users and you find that navigation structures, numbers of folders or the search

functionality can't be changed, the limitations will very soon start to kick in. So avoid one-size-fits-all solutions.

Also ask if configuring the underlying software structure is possible and if you can still upgrade the platform. Some vendors offer flexibility by means of custom development that actually makes upgrades difficult. So get reassurance that the architecture is built to allow for flexible, upgradable set-up options so you will always be on the latest software version.

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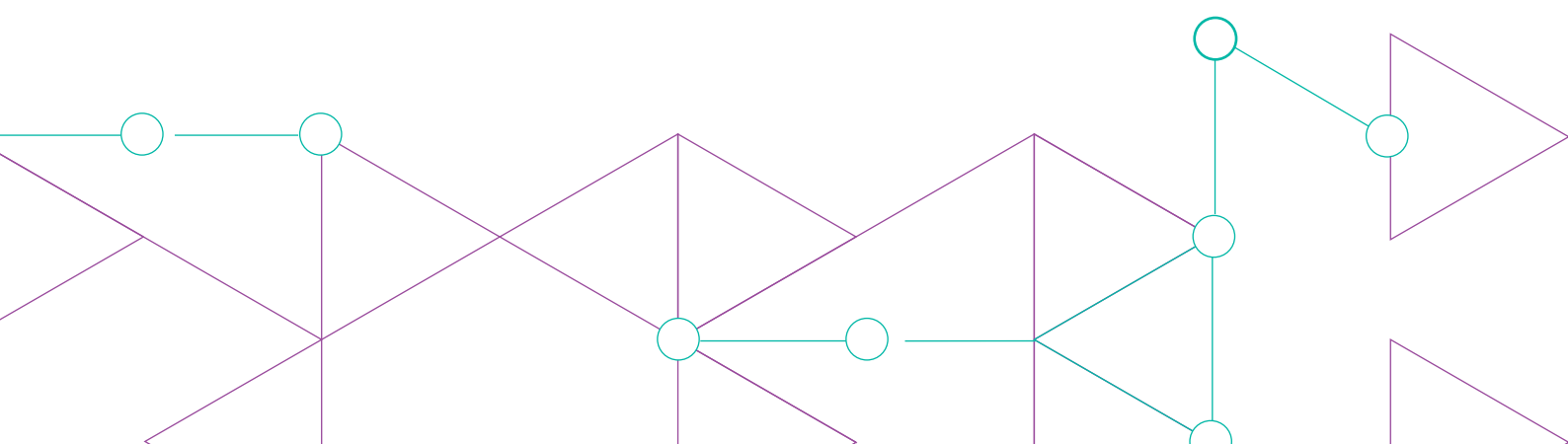
The implementation of a secure, easy to use and flexible digital asset management platform will deliver a 5 to 15 times return on investment.

There are many digital asset management platforms to choose from. You need to find the one that fits your business, offers the features you need and is flexible enough to grow as your business grows.

We've got some great white paper and toolkit resources to help you through this process. Try our [Seven-step DAM Implementation Guide](#) and our useful toolkit, [How to Plan for a Digital Asset Management Implementation](#).

We'd love to give you a demo of Brandworkz.

Just give us a call on (UK) +44 207 288 9700, (USA) +1 214 932 3136, email us on neil.monahan@brandworkz.com or request a demo on www.brandworkz.com/request-a-demo/





ABOUT BRANDWORKZ

At Brandworkz we believe that it is possible to connect your whole workforce to your brand promise and by doing so to connect that brand promise to your consumers.

But there can be a disconnect in communication between internal teams within companies which means the brand promise sometimes doesn't get as far as the consumer and their brand experience is not consistent.

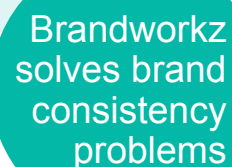
Brandworkz solves this problem by enabling businesses to:

Promote & educate by connecting internal teams to the brand promise.

Share & distribute the right content at the right time to connect with your consumers in multi-channels using industry-leading digital asset management.

Govern & automate by integrating and connecting your marketing software platforms together to enable consistent brand promotion.

Brandworkz is a brand management platform. It is the central hub of your marketing ecosystem that enables brand, marketing, customer service and any other internal teams to deliver a unified brand experience.



Brandworkz
solves brand
consistency
problems

For more information please go to www.brandworkz.com, follow us @brandworkzworld or search 'Brandworkz' on LinkedIn.



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