



WHY DO YOU NEED DIGITAL ASSET MANAGEMENT?





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, logo types, marketing artworks and sales presentations, all within one click of brand guidelines.

With digital asset management software, you and your internal teams can deliver your key messages across multiple platforms and channels, while staying on-brand and on-message while reducing costs.

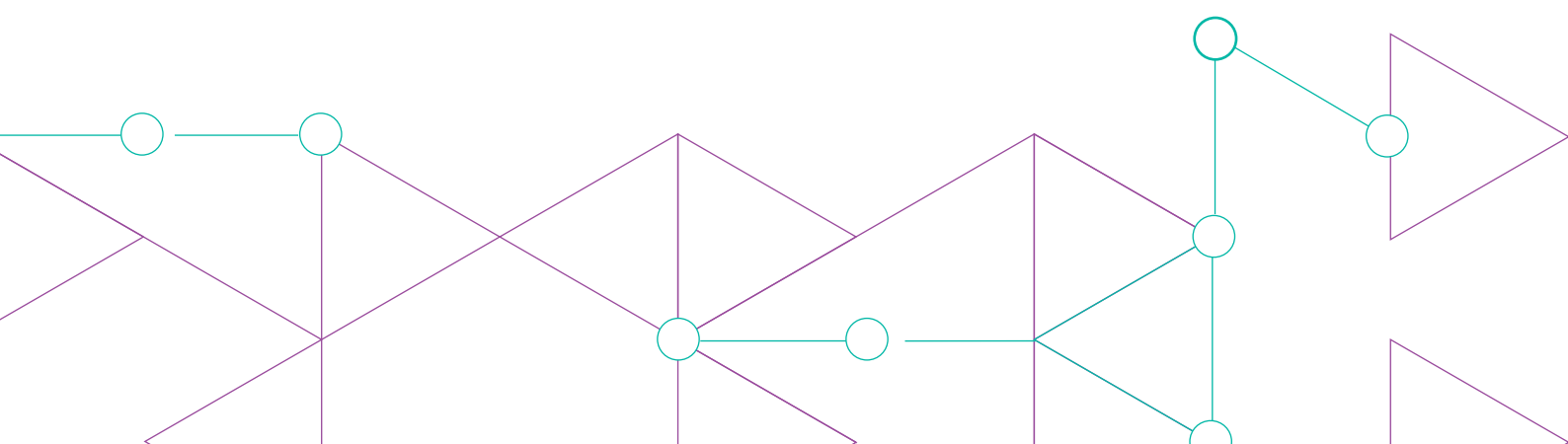
Stop wasting time and money searching for and distributing digital assets.

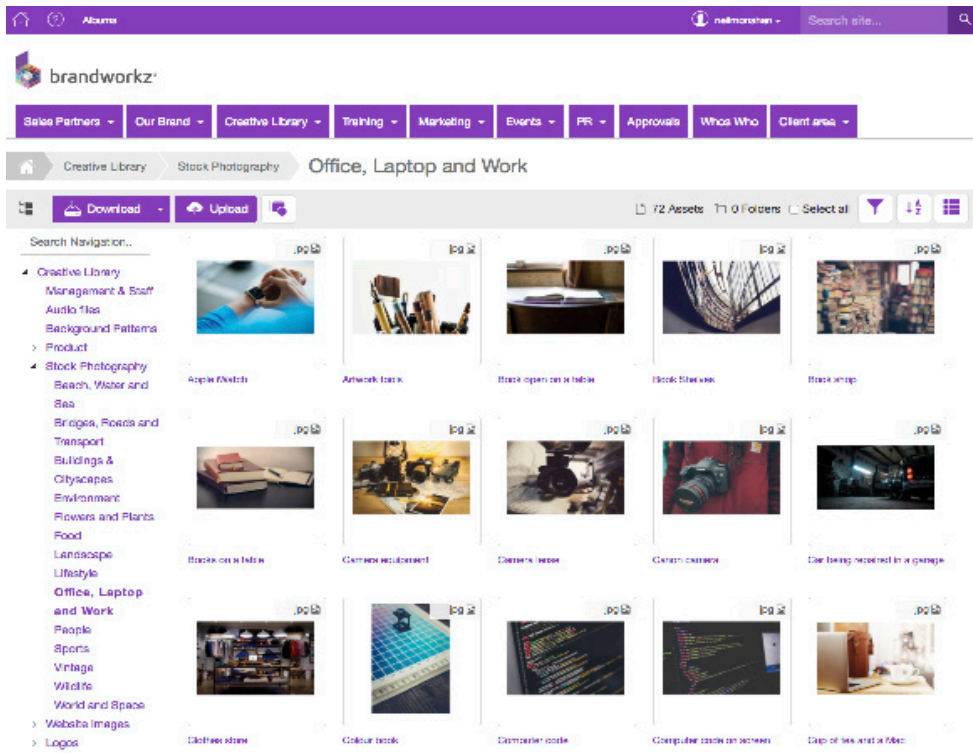
You empower your sales, marketing and agency partners with self-service access to your digital asset management platform to find the assets they need themselves. This reduces the amount of admin time you spend fulfilling asset requests and reduces the unnecessary expense of reproducing assets you simply 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.



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.





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

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.

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.


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

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

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.

Case study

Our client Icebreaker is a \$100m outdoor clothing company. It has seen some major structural improvements from using Brandworkz. Icebreaker can boast an 80% take up of the system by all users and 25,000 downloads a month. If done manually, that would be equivalent of two people's jobs at a rough cost of \$100,000 per year. Ad hoc artwork requests from retailers have decreased ten-fold since POS-materials and tool kits have been made available in the system. Consistency is also increased as marketing materials and in-store POS for each new season's clothes collection are available for immediate download by retail outlets.



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 required, 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.

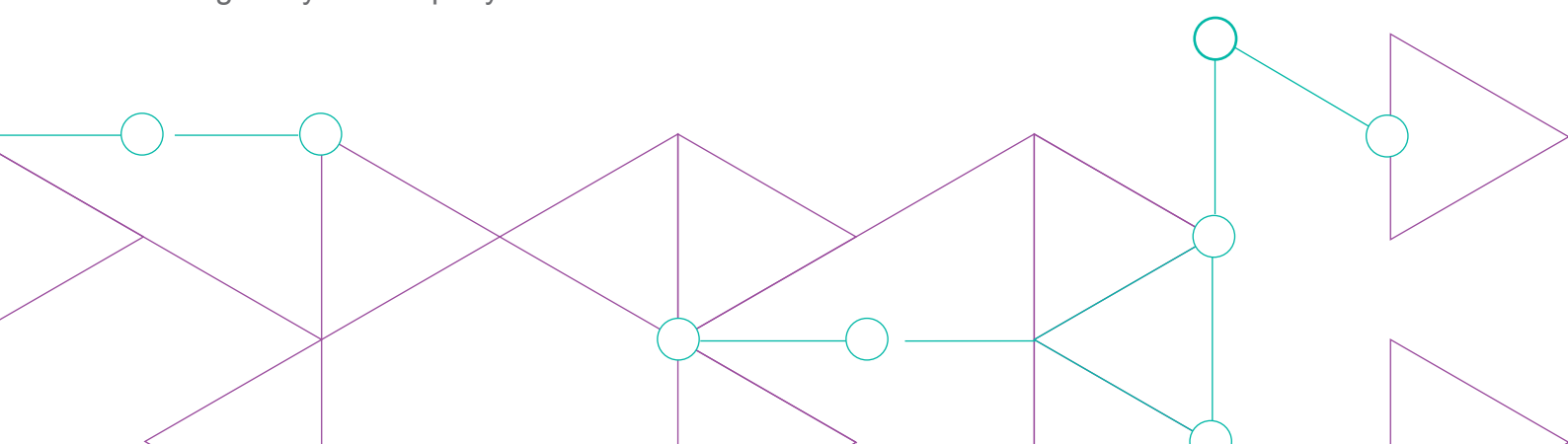
Sharing via secure lightboxes and features such as date availability setting, watermarking and download-reason reporting make digital asset management a preferable file-sharing technology to standard products like Dropbox, Box or an FTP site. Any asset or group of assets in the system can be dragged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

Clients report significant brand consistency and efficiency improvements when using this feature.



Case study

Transitions Optical was suffering from a serious lack of brand consistency and the marketing team was overwhelmed with requests. Transitions needed a solution that would give decentralised teams autonomy without losing brand consistency. Within the first six months of implementing Brandworkz MRM, Transitions Optical saw an increase in productivity, more control of their brand, and decreased requests to the central team. Plus \$500,000 savings in year 1.





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.

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

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.

Integration, integration, integration

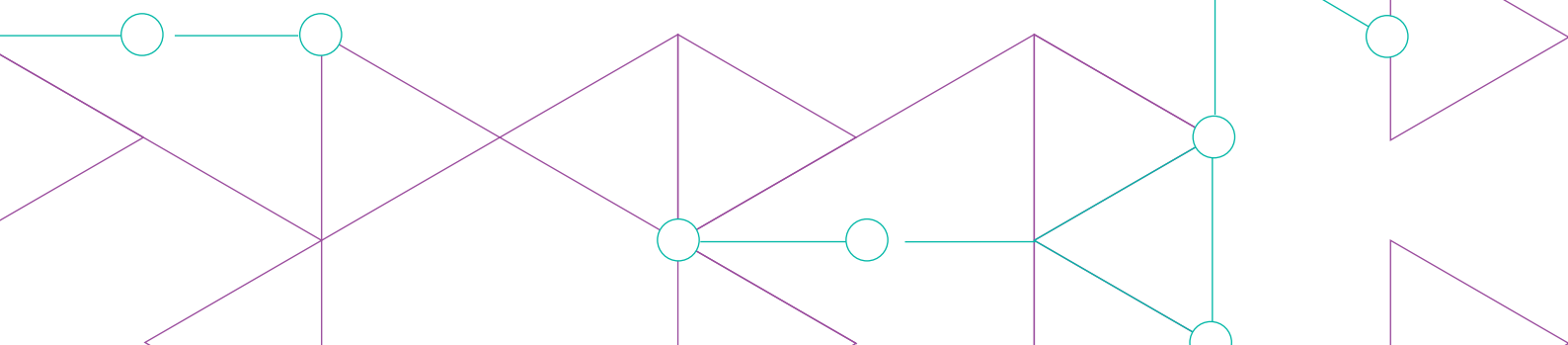
The DAM platform is fast becoming the content hub of the marketing ecosystem, so it's vital that it plugs into other marketing and business platforms. That way marketing can share approved, brand-compliant images and content automatically. The connected platforms can function in a unified, real-time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



Case study

Our client JLL saved more than 10% of their stock photography budget by centralising the procurement process and making the images available in their digital asset management system. In addition, they have seen clearer communication and strengthened brand consistency as the images are now curated by the global brand director.





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.



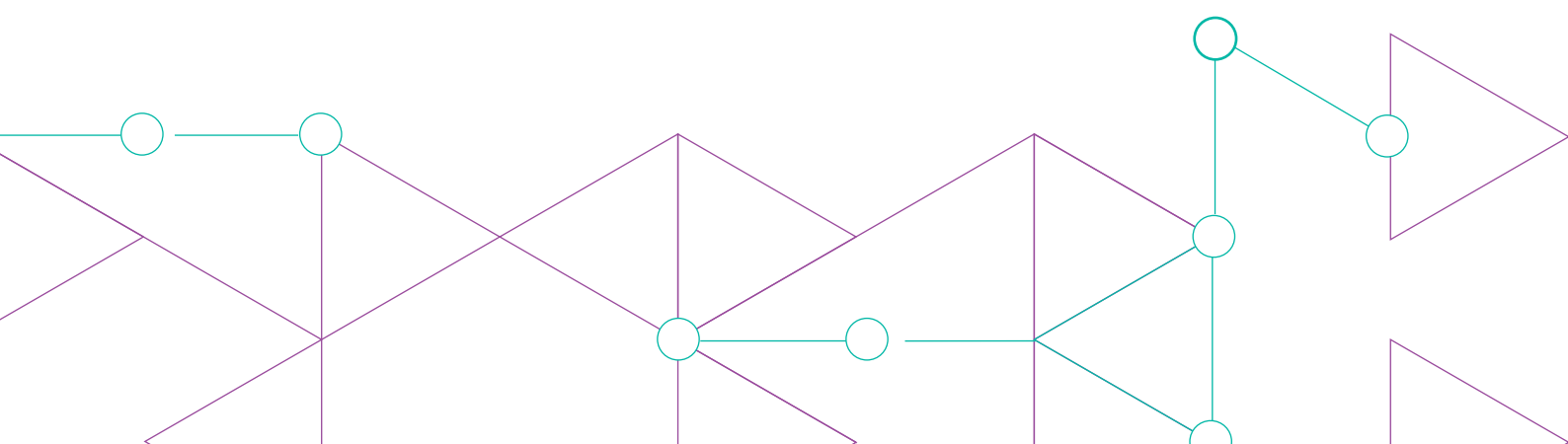
The implementation of a secure, easy to use and flexible digital asset management platform will deliver 5 to 15 times return on investment.

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.

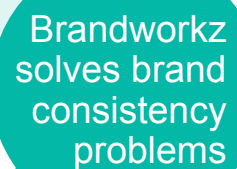
Brandworkz solves this problem by enabling businesses to:

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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