



# **DIGITAL ASSET MANAGEMENT: HOW TO PROMOTE DAM TO YOUR COLLEAGUES AND KEY STAKEHOLDERS**



# PREFACE

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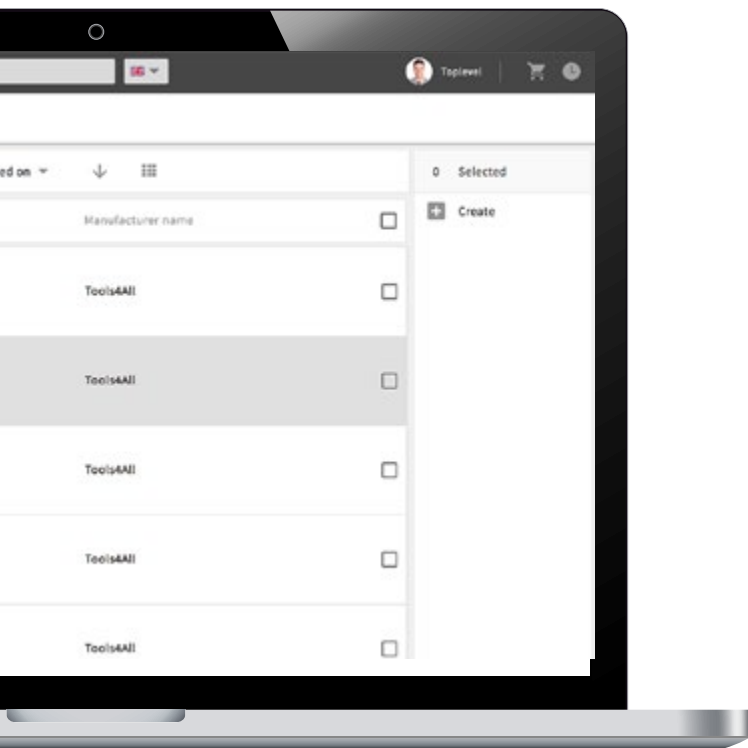
The daily struggle for a marketer is real, especially a marketer that works with creative assets. Whether you are a creative, a project manager, or in charge of strategy the creative assets are your lifeblood and need to be handled as such. The archaic way you're currently managing assets might have worked a few years ago, but now your team is too big, or your assets have piled up so high that a Dropbox account or something similar just won't hack it anymore. The complex naming structure for your files don't help much after \_v20 and who knows if the last version you received via email is, in fact, the most up to date file to work with.

Well-structured and efficient media management tools like digital asset management (DAM)

platforms, simplify day-to-day activities involving digital assets as well as ensure a high level of accuracy on the digital assets as they make their way down the workflow. In turn they help companies maintain a consistent brand presence, promote smooth collaboration, and increase legal certainty. Of course, as an expert in your field, you already know all this. We're preaching to the choir here. It's not the benefits of a DAM you are trying to learn, rather how to express those benefits to key stakeholders who might not understand your day-to-day challenges.

The most common reasons for not investing in foundational marketing software are that the project is "not a priority", "there is no time", "lack of budget", "no need for one", and the old favorite, "waiting for a decision from someone else".

In this whitepaper we will explain how to make the argument to management and other relevant colleagues of not only the power of a DAM but also how it is ultimately an investment with measurable ROI. You will learn how to present the cost/benefit analysis, risk minimization, adherence to compliance rules and digitalization.





## SECTION 1

# CONVINCING YOUR COLLEAGUES

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When you talk about the implementation of a DAM system with your team, your colleagues, or people from other departments, the responses will more or less reflect two different fundamental attitudes. Some of your colleagues will share your enthusiasm and recognize the attributes of a DAM solution. The others, often the larger group, will be skeptical.

From a psychological perspective, there are several reasons for people to be reticent. Included are the fear of advanced technology stealing their jobs, the hesitation to learn a new system, and unwillingness to change

their ways. There are other nefarious reasons that your colleagues might choose to rail against a new system that would ultimately help collaboration and data sharing, such as years of knowledge for certain people might be put in jeopardy if everyone has access to the same data.

You will need to succeed in allaying fears by explaining and even demonstrating how a DAM will make their jobs more efficient, improve their accuracy and make the company a more collaborative place, even if the department is spread across the building or the world.



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The most likely candidates that you will need to address are...

- **Marketing staff and product managers:** responsible for marketing materials and their approval
- **Corporate communication staff:** responsible for publishing press releases
- **Designers:** responsible for generating creative content
- **E-commerce manager:** responsible for the transfer of product data to online shops and platforms
- **Documentation manager:** responsible for managing the central storage of assets as well as the approval and access authorizations
- **IT staff:** responsible for IT security, compliance, IT utilization, and mail servers

Below are talking points that you should focus on as you work to persuade them...





# THE LOWER THE DISRUPTION, THE GREATER THE ACCEPTANCE

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If you convince your colleagues that new software will not result in major changes, they will be more likely to embrace the change. By making the argument that users will still be able to continue using their preferred applications for creating and editing digital assets and that the DAM will simply serve as a central data hub with links to all the usual business systems, including CMS, ERP, cloud services, and PIM software they will realize the usefulness and be more likely to help you advocate for it.

Due to the integration with the DAM, these systems will work as a cohesive system, but people will still work in their familiar environments.

## SECTION 1

# SIGNIFICANT SIMPLIFICATION OF FILE SEARCHES

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At the core of every DAM solution is a powerful search engine for digital files. The “what” not enough to sell it though. You need to be able to explain the “why”.

The following are a few high-level bullets to help.

- DAM solutions work with **tagging**, i.e. the **assignment** of individual “**search terms**”
- There the ability to **enrich files with metadata**:  
Depending on your industry, this can be part numbers, product groups, or types of text.
- Searches by **color code** or **full text searches** are also possible:  
Use **practical examples** from your company to corroborate your arguments.  
Remember to mention that DAM systems can **generate file previews** without requiring time-consuming downloads.
- Last, Digital Asset Management ensures **central data storage**.







## KAPITEL 1

# TAKE CARE OF TEDIOUS TASKS

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Which employee likes spending valuable time performing tasks that require neither their professional skills nor their creativity? DAM systems take over routine tasks such as file format conversion and streamlines the workflow. They also allow marketers to automate content distribution across multiple mediums and channels, such as social media, the website, landing pages and along with a PIM even allows products to be syndicated to ecommerce channels.

In this case, your argument should be that DAM software will automate many standard processes, leaving more time for core tasks. It might even help get people home from work at a reasonable hour, even during crunch time.

# AVOID INTELLECTUAL PROPERTY INFRINGEMENTS

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Marketers who have used assets without permission know first-hand what the consequences can be. Unfortunately, rights expire and some digital assets either need permission renewal to use again or become completely useless. This is actually one of the most common reasons for an investment in DAM. Often marketers have no clue if an asset is legal for them to use or not. Why wouldn't it be if it's available to them? The penalties for using unlicensed assets can be thousands of dollars. It is absolutely vital for every company to solve this problem.

Explain to your colleagues that DAM systems keep track of information relating to licenses, copyrights, and credits within the taxonomy so that it can't be missed. A DAM allows you to determine precisely how a certain asset can be used, which will save both heartache for your team and money for the company.

# OPTIMIZED COLLABORATION

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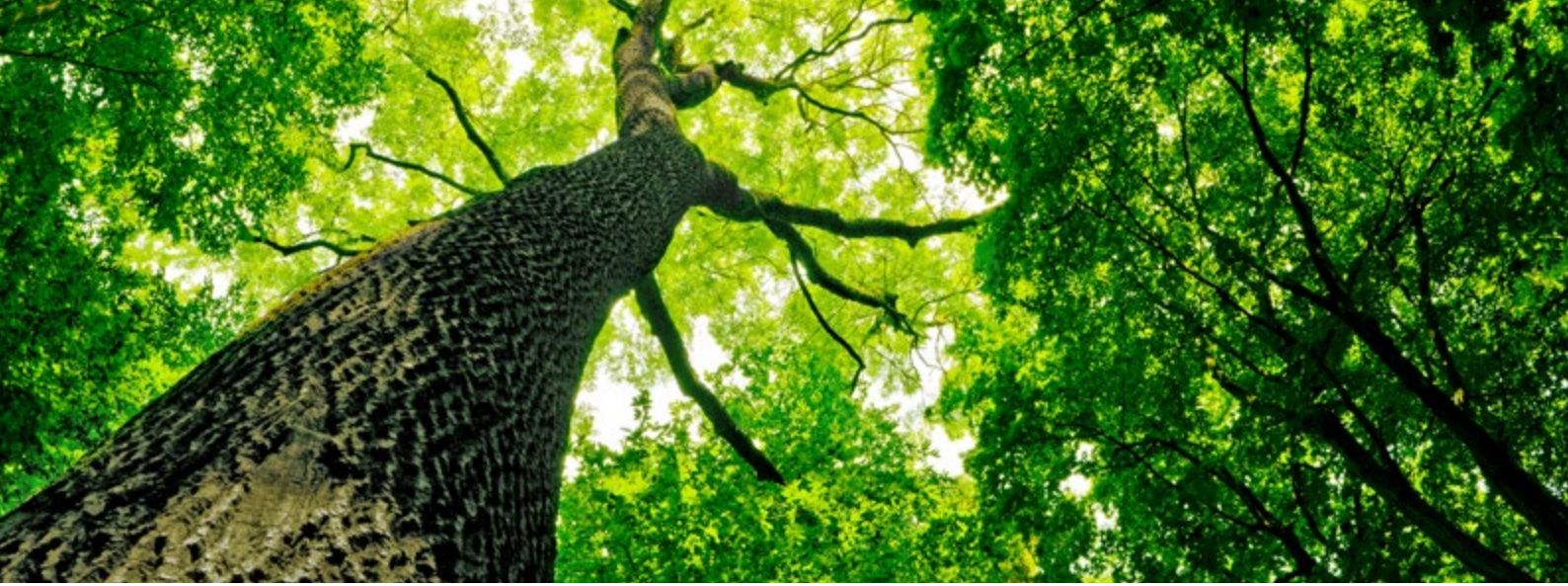
Collaboration across teams and companies is increasing all the time. The individuals involved are often based in different locations, perhaps the same building but a different floor or even halfway across the globe.

Consequently, there is a need for exchanging data quickly. Email is certainly one option, it's easy and you can attach files. But... large files get stuck, people aren't constantly in their inbox, and versioning is impossible, just to name a few issues with that tactic. What about cloud services such as Dropbox and Google Drive? They're both clunky, setting people up to download the wrong files, but they're also not secure, which means that valuable assets could be stolen and or leaked.

This one should be simple for your colleagues to grasp, DAM systems simplify data sharing. There is no more need for uploading files in the e-mail software or into the cloud. All authorized users can access the central data pool. External partners, who have no login credentials, can be provided with a







## SECTION 2

# CONVINCING DECISIONMAKERS

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It's clear to you how a DAM would create an efficient work environment. You're the one that spends too much time searching for files and finding creative ways to share content then sift through large, unorganized sets of data which had rules set up by people who clearly don't understand how to read data. You're the one who stays late at work redoing the project you thought you had completed but used the wrong "final" asset because you didn't check your inbox in time. Despite your protests for a better solution, the people who matter don't seem to be listening.

Just as management at your company strategizes their decision-making processes, you'll need to come up with a strategy to get the right message in front of your audience.

Remember, everyone has issues with their day-to-day tasks, even your manager will have little sympathy that your job is hard. And they certainly don't care about the jargon you use, such as 'keywords' and 'metadata'. They care about cost and getting a return on investments and how to get the most out of their quarterly budget. You need to be able to both think and communicate with them in their language.

Terms you'll want to keep in mind as you draw up your communication strategy to argue for a DAM are:



**Cost Savings and Sales Growth**



**Cohesive Omnichannel Strategy**



**minimization of legal risks** (copyright, data protection, compliance)



**Digital transformation**



**Simple Implementation**  
( Out of the Box & Configurable)



**Uniform Branding**





# ROI AND COST SAVINGS WITH DAM SYSTEMS

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If you cannot demonstrate to decision makers that the solution will be cost-effective, the cards will be stacked against you. Let's start by looking at the return on investment of Digital Asset Management. The ROI of DAM systems depends on several factors. The cost of the system must be factored in and compared to the savings and the additional sales resulting from the DAM.





## SECTION 2

# POTENTIAL COST SAVINGS THROUGH DAM

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If digital files cannot be found, they may need to be recreated. A central data storage and a powerful search function will minimize the effort and costs involved in doing so.

### Example:

Say you have over 50,000 digital assets and 5 percent of these assets need to be recreated or relicensed every year because they get lost or you cannot account for them. For the sake of rounding say the average cost for each recreation/relicensing is \$100, this includes labor and subscriptions. This simple formula proves an annual savings potential of \$250,000, because DAM software would eliminate the issue of lost and unaccounted digital assets.

We will now look at the average amount of time your users spend searching for files, manually sharing assets, which can still include things such as the burning of CDs and shipping them, queries, shuffling data around via e-mails, or rudimentary cloud databases.

### Example:

You have 10 users costing the company \$50 an hour on average. Every user spends 40 minutes a day searching for or manipulating digital assets for sharing. With the implementation of the system, the search and sharing time will be reduced by 50 percent. For rounding, let's say 21 working days a month, every employee spends 14 hours a month on asset searches. This figure will be halved thanks to the DAM software. The savings in HR expenditure would amount to \$42,000 a year.

In this case, prepare for a retort about how salaried employees are paid the same whether they are searching for assets or working on those assets and actually doesn't save on payroll. You can then make the case that the DAM is delivering another \$42,000 toward productivity which means more output and more money for the company.

Also, include in your cost analysis strategy the savings you will realize from fewer copyright disputes and less storage capacity requirements. It'll take a little sleuthing on your end to learn these numbers, but someone in IT or data security would probably love to help if you explain why you are gathering the information.



## SECTION 2

# ADDITIONAL REVENUE THROUGH DAM

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DAM systems not only reduce cost, but can even generate additional revenue. This is the case when the same number of employees can conduct a larger number of marketing campaigns. The capacity to do so has been freed up through the automation that use of the DAM software entails.

### Example:

Let us assume that, thanks to the system implementation, you will be able to conduct two additional marketing projects per month in the future, each of which will yield an extra revenue of \$1,000. This would increase your annual turnover by \$24,000.

After the implementation of a DAM system, there is also the option of making content available via a self-service portal, and you may be able to charge your partners for providing this service.

### Example:

You set up a self-service portal for 5 partners and charge them \$200 each for this service. In that case, you would earn an additional revenue of \$12,000 a year.

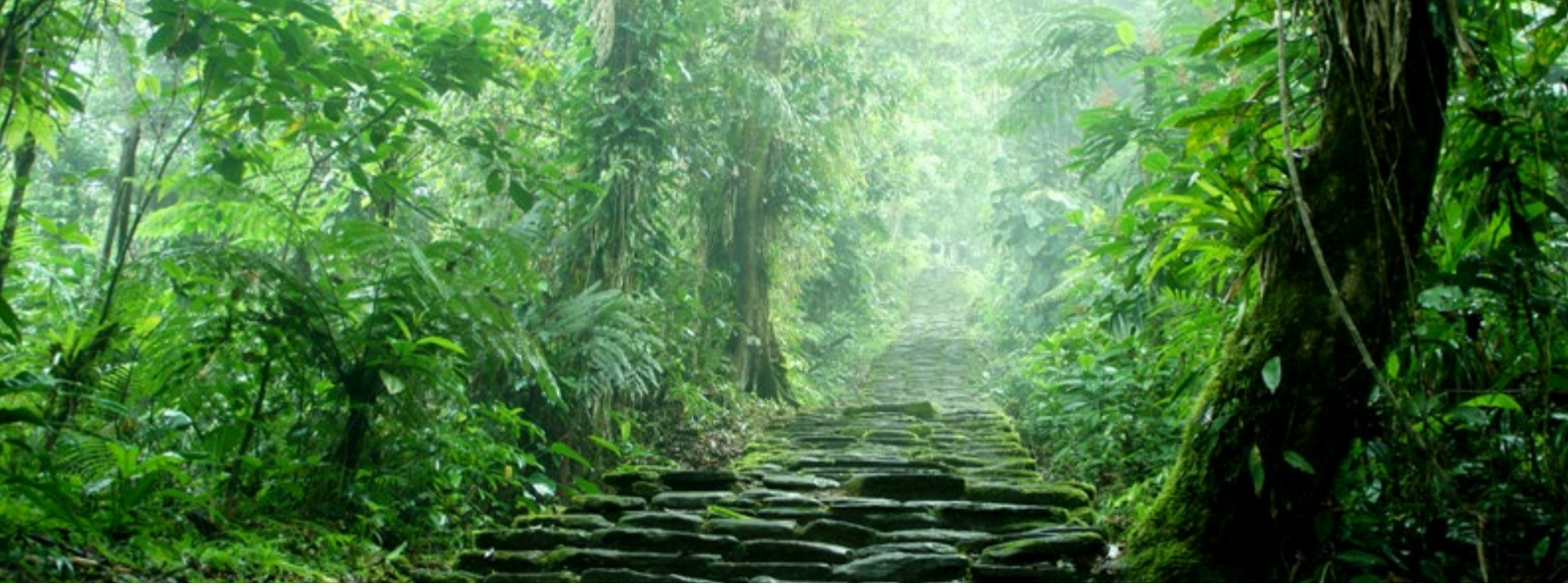
You can also take into account increasing revenue resulting from quality improvements in your external communication. As these are difficult to quantify, we shall do without an example here. In practice, however, you will be able to put forward some conservative estimates



# COMPARISON OF YIELDS AND COSTS

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Now, simply add the savings with increases in revenue. Your company can obtain an annual yield of \$358,000. Subtract the annual cost of the DAM (purchase price, licenses and maintenance are the most common annual costs) to obtain the ROI (ratio between net profit and cost of investment). Ideally, you should calculate the ROI over three to five years.



## SECTION 2

# SCALABILITY FOR GROWTH

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Virtually every corporate strategy includes the aspect of “continuous growth”. However, at a certain point, unsuitable legacy systems reach their limits where digital assets are concerned. Response times worsen noticeably, interrupting workflows. The existing software may even crash under high loads. Your argument, in this case, is that unlimited scalability of your business is impossible without a DAM system. However, if DAM is implemented, this will help to make the operation more future-proof.

# LEGAL CERTAINTY AND COMPLIANCE

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No manager wants to have to deal with data protection claims, reputational damage, compliance violations, and other legal risks. Stress that DAMs offer powerful access and authorization management functionalities. In addition, changes made to files as well as their usage are logged. Data security improves because digital assets will no longer need to be stored in insecure locations, such as the cloud or USB sticks. External access can also be made more secure through SSL encryption and authenticated data exchange.



# FUTURE PROOFING AND DIGITAL TRANSFORMATION

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Digital transformation is more than just a buzzword. There is a race in the business world to stay ahead of the digital curve so that the best possible customer experience can be delivered. Fundamental prerequisites for a successful digital transformation include breaking up data silos and creating facilities for making data available to all employees.

Intuitive user interfaces, uninterrupted workflows, and automation are keys to a successful digital transformation. A good DAM system fulfills all these requirements, which will act as a foundational piece of your digital infrastructure.



# BRAND CONSISTENCY

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The professional presentation of the company image and the brand to the outside world is important to the success of any company. A DAM guarantees a consistent brand image across all departments and subsidiaries by ensuring that only approved versions of logos, images, and other digital assets can be used across all channels.

# SIMPLE IMPLEMENTATION

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Some executives will assuredly voice reservations regarding the implementation of a DAM system due to the cost and effort involved. The launch will proceed particularly smoothly if the provider offers competent support throughout the duration of the project—from the requirements analysis to the selection of the operating model and the project management to the data migration.

A good service portfolio is rounded off by tailor-made training options. DAMs should integrate seamlessly into existing IT environments, and if your company decides to go for the cloud variant of a DAM system, there will be no installation cost.





 CONCLUSION

# GOOD ARGUMENTS WIN THE DAY

Congratulations!

Now you know which arguments you can use to convince executives and colleagues in your company to implement a DAM system. You have learned that at the executive level it is mainly about the return on investment and strategic aspects. But, when speaking with your colleagues, the important thing is to calm fears and illustrate the efficiency that they'll gain with a DAM.





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