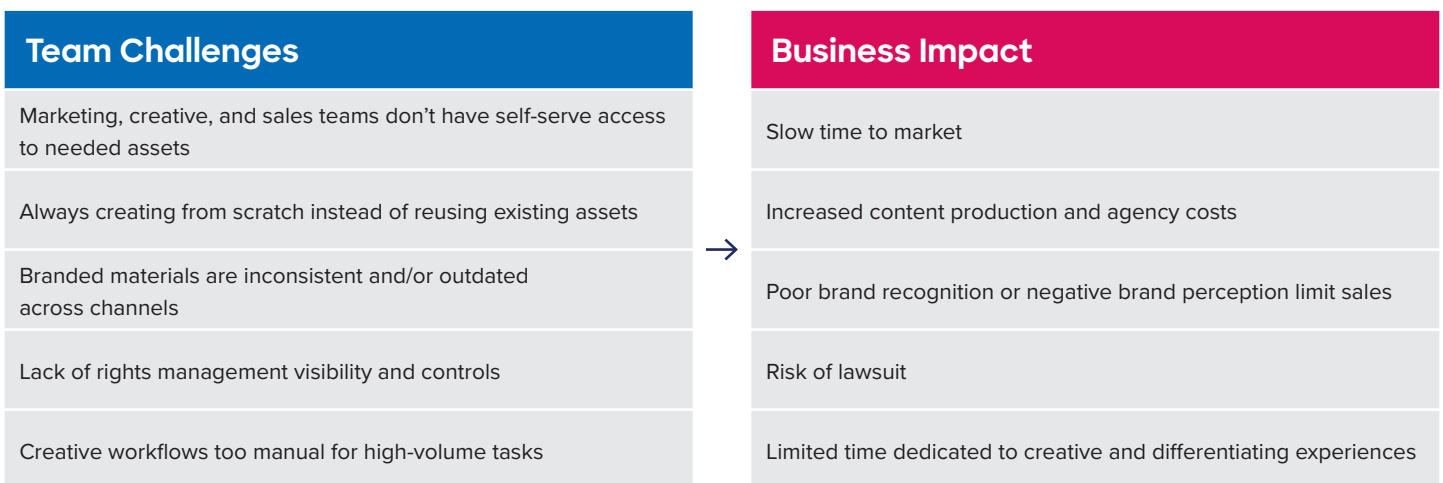**Information Snapshot**

Why Your Organization Needs Digital Asset Management

Today's businesses compete and win by delivering the best digital experiences, and those experiences are built on content. And as the pace of content creation continues to increase as brands aim to serve a growing number of digital devices and channels, there's a good chance that you now have to manage an unprecedented number of assets, from documents and images to videos and audio files.

A digital asset management (DAM) solution centralizes these assets so they can be efficiently organized, maintained, and used across the organization, as well as by external stakeholders such as agencies and partners. With a DAM platform supporting their day-to-day work, people in a wide array of roles are better positioned to save time, collaborate more easily, and ultimately drive more revenue for their organizations.

Team Challenges		Business Impact
Marketing, creative, and sales teams don't have self-serve access to needed assets		Slow time to market
Always creating from scratch instead of reusing existing assets		Increased content production and agency costs
Branded materials are inconsistent and/or outdated across channels	→	Poor brand recognition or negative brand perception limit sales
Lack of rights management visibility and controls		Risk of lawsuit
Creative workflows too manual for high-volume tasks		Limited time dedicated to creative and differentiating experiences

Use DAM to Drive Success With These Common Business Initiatives

Launching new digital experience
Make your documents, images, audio, and videos well-organized, easily accessible, and connected to all of your systems – from websites to social media and more.

Undergoing a rebrand
Coordinate a successful brand launch by sharing assets and information with internal and external partners.

Content transformation
Operationalize how you create, manage, publish, and analyze content with automation and interoperability.

Implementing artificial intelligence to support content or marketing
Incorporate AI assistance throughout the content lifecycle to drive efficiency.

Personalization
Use metadata to identify an asset's target audience, plus automation for simple production tasks helps teams shift focus to strategic content generation efforts, like personalization.

Learn more about streamlining your content operations with a DAM solution in our e-book, "Create Rich Experiences Faster with a DAM as Part of Your DXP."

Read the e-book