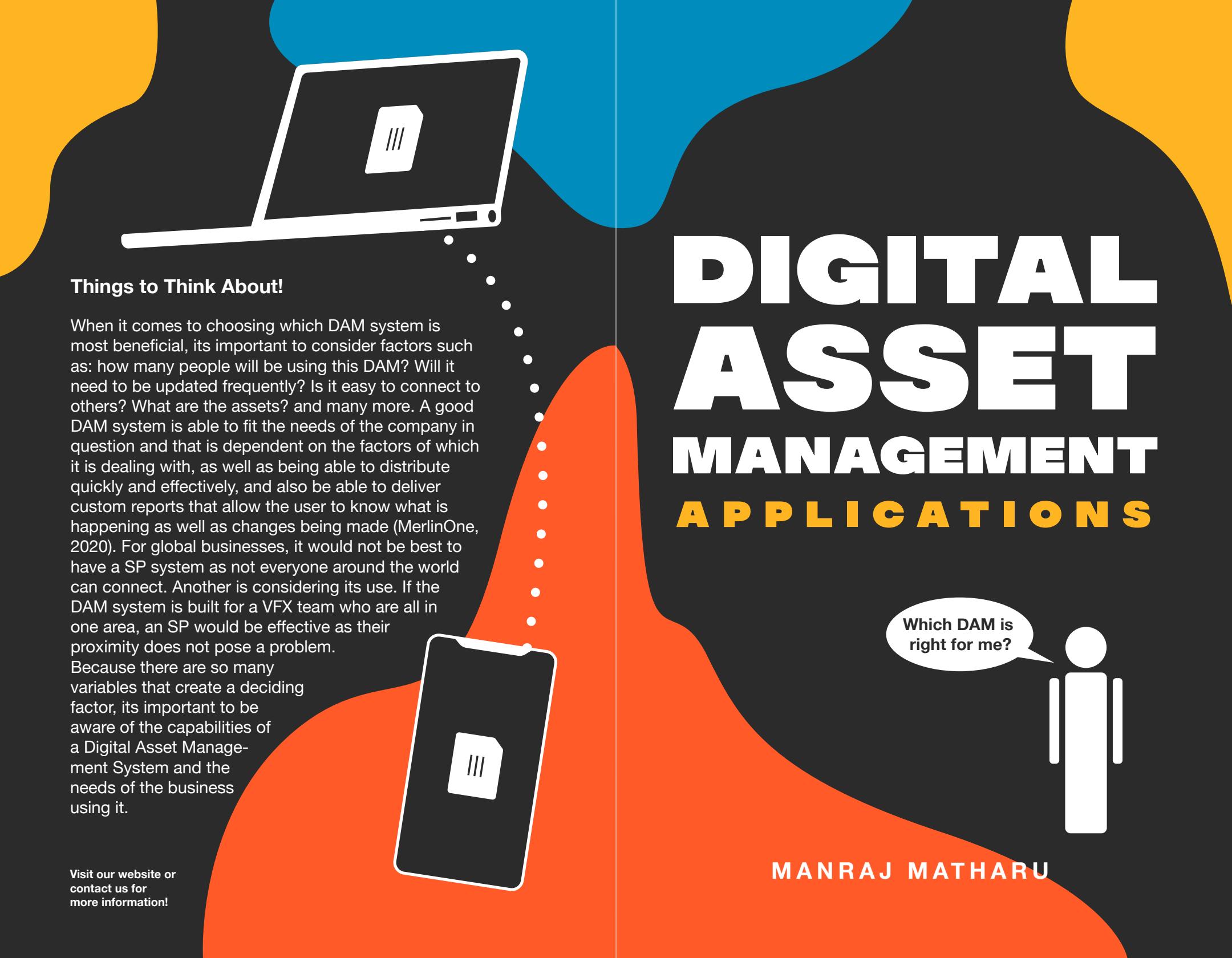


GCM460: Asset Management
DAM Creative

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DIGITAL ASSET MANAGEMENT APPLICATIONS

Things to Think About!

When it comes to choosing which DAM system is most beneficial, its important to consider factors such as: how many people will be using this DAM? Will it need to be updated frequently? Is it easy to connect to others? What are the assets? and many more. A good DAM system is able to fit the needs of the company in question and that is dependent on the factors of which it is dealing with, as well as being able to distribute quickly and effectively, and also be able to deliver custom reports that allow the user to know what is happening as well as changes being made (MerlinOne, 2020). For global businesses, it would not be best to have a SP system as not everyone around the world can connect. Another is considering its use. If the DAM system is built for a VFX team who are all in one area, an SP would be effective as their proximity does not pose a problem.

Because there are so many variables that create a deciding factor, its important to be aware of the capabilities of a Digital Asset Management System and the needs of the business using it.

Visit our website or contact us for more information!



Which DAM is right for me?



MANRAJ MATHARU

A DAM system or digital asset management system is a way for assets to be organized and managed in a standalone or integrated platform that can make them easier to access. A DAM is all about saving time for designers and content creators by having their assets (images, documents and media used to make content) in an organized way that allows them to use metadata and a hierarchy to narrow down their searches and make it very straightforward for them to find what they need. This is usually done by modifying the file of the asset so it is unique in its metadata and able to be found easily (IBM, 2019).

Software Providers

For smaller companies with a central operating location, a SP DAM system may be more beneficial and cost effective. This is a system that is usually built for the company with an onsite team dedicated to managing and maintaining the system. Because of its limited breath, being dedicated to hardware that it is onsite, its limited in its growth potential as well. The upside is that it can be built directly for the team using it and customized appropriately to fit the companies needs or the teams needs, as it is being built for the business by a provider. This is accessed through a web browser network, and is given direct access through the given license to the consumer.



Pros

- Software is constantly being developed and updated
- Gives the user a strong sense of programming
- Onsite hardware and software and team

Cons

- Larger starting costs and slow start up
- In the case of a disaster or damage, it will be the client's responsibility for retrieval
- Implementation can be difficult

Application Service Providers

An ASP is similar in function to an SP, but is operated through the cloud without the need of an onsite team at the retriever's location. This means its reach is global, and is protected, as it is backed up virtually (Canto, 2020). Although this is more cost effective, and doesn't have a group of people working on it at the locations its being used, it does have a global span and can be capable of holding much more diverse assets. It helps make the process more streamlined for the consumer. This system would usually be best suited for companies with a global base or companies planning to expand globally.

Pros

- Quicker start up
- No need for upgrades or maintenance
- Disaster recovery is provided
- Can be integrated with other solutions

Cons

- Reoccurring billing can become costlier in long run
- Reliance on internet connection
- Less security
- Upgrades and changes made automatically



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