# FUTURE TRENDS IN
DIGITAL ASSET MANAGEMENT

Data Asset Management, a cloud-based management system where you can store, manage and organize your files. With a DAM system organizations can effectively and efficiently work in all business areas. DAMs are used everywhere, by everyone.

Pillar in Marketing Technology

DAM is becoming the bigger picture of consumer centric digital marketing. Considered the heart in Marketing technology due to its ability to manage a large amount of digital assets stored all in one place. Having a large management system that can hold a large volume of digital assets is the key to efficiency and effectiveness.
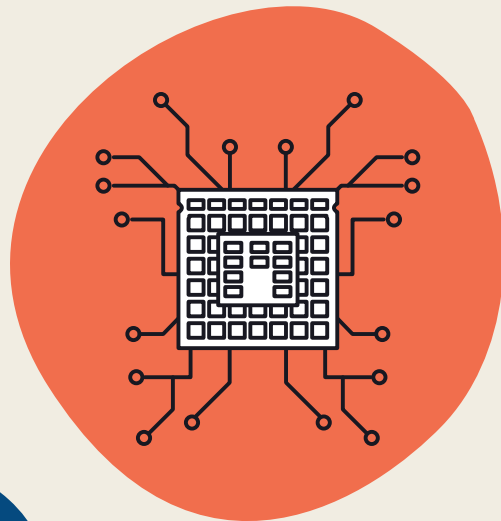
Digital Experience Management

In the future DAMs will eventually become an experience instead of just a place to store, manage and organize files. With this, content will be able to be more personalized to each user and to adapt to the different devices. The DAM industry will grow and focus more on the digital experience of the user.

Brand Management

Following this, DAM systems could eventually act as a brand management platform. Meaning that organizations could store all of their assets into one place and give the users the freedom but still keeping the control. By integrating brand management into systems that already exist, it will be possible to improve user experience and the organization workflow all from one single platform.

DAM system benefits:

- Saves time
- Saves money
- Protects the brand
- Controlled Access
- Plugins
- Content backs
- and much more!

Did You Know?

"Artificial Intelligence, including facial recognition, has been introduced to the world of DAM." - Emily Kolvitz, 2017

ALEXANDRA DOS SANTOS SILVA