DAM CREATIVE FUTURE TRENDS

MOBILITY & DAM

According to Martech Zone they believe software providers will facilitate dynamic work to a larger degree. This involves enhancing a variety of DAM features, such as the use of smart devices via applications or cloud storage via a Software as a Service (SaaS) arrangement.

RIGHTS MANAGEMENT & CONSENT FORMS

There has been an increasing need for businesses and organizations to keep track of their content and approvals after the EU's General Data Protection Regulation came into force in 2018.

Accoring to Fotoware: 30% of DAM users considered image rights management as one of their top advanatges

DAM INTEGRATIONS

Enterprise systems conversion from on-premise to co-location facilities has been ongoing for some time. Many companies are fine-tuning their deployments and formalizing their relationships with and requests with DAM suppliers in a much more systematic manner now that the specifics of cloud-based implementations are well known.In order for businesses to get the most out of their individual apps, the correct integrations must be in operation. APIs and plugins are therefore critical investments for any tech vendor looking to stay active, and they will remain so until 2021.

Plugins such as Adobe Creative Cloud and Microsoft Office, as well as integrations with the organization's PIM framework or CMS, were found to be particularly common among marketers, according to FotoWare. This is because most advertisers would have to work with a variety of assets in a variety of systems and applications.

HUMAN MANAGEMENT

Althought AI technology has been advancing, there are still some capabilities AI lacks especially when it comes to identifying and organizing assets. Automated systems lack the sensitivity required to master the complexities found in major brand contexts, such as small inconsistencies between two distinct iterations of a product. Industry analysts (Digital Asset Management news) expect that, rather than leveling off or decreasing, the need for skilled and committed DAM managers will likely grow in the years ahead. In the future it's predicted that companies will make a budget for the DAM management team's continuing curriculum and career growth.

MULTI-CHANNEL TEMPLATES (TRADITIONAL AND DIGITAL)

The ability to create multiple document forms from a single collection of inputs, as this cuts down on user time spent on the device and increases asset usage and re-use in the DAM—a key indicator of user acceptance.