Cloud Based DAM

With our increasingly disconnected, yet connected society, we need systems and processes that can adapt and grow in these times. Brands and businesses are forced to update old practices now before its too late.

FORCES INFLUENCING CHANGE

SOCIAL: From the way we talk, meet, work, and interact across. Remote working is here to stay. Our digital space is a valid space that needs to be organized and prioritized. With our work and personal communication needed to be separated, we're looking at alternatives to find order in the chaos.

ENVIRONMENT: With the rise of remote working, businesses are downsizing their footprint as a measure to reduce business expenses.

ECONOMIC: There is need for an efficient economy and something cutting corners, is necessary to maintain financial health.

POLITICAL: An influx of government assistance requires proper documentation. These files need to remote-friendly for employees to continue their work.

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TECHNOLOGICAL: Our homes are now our offices and so we need systems to support this shift. Technological advancements are emphasized in all areas of our life.

FUTURE CONSIDERATIONS (GROOME, 2020)

STORAGE PRICING.
Traditionally pricing has been tiered but in recent years we've seen a shift towards user based pricing. A good indication of a business scaling is how many people they employ. This could explain why service providers are shifting their pricing model.

IT'S STILL NEW.
Still in the process of being developed, malfunctions and delays are inevitable. These delays need to be considered when optimizing the business. How severe will the nature of work be impacted?

SECURITY IS PRIORITY.
A myth of cloud-based servers is that top-grade security is automatically built in. It's important in the procurement process to do your due diligence and identify any errors and concerns in any potential systems.

PERFORMANCE IN THE CLOUD IS NOT A GIVEN.
The constant change in technology is forcing consumers to be adaptive yet, this can be tiring as we're learning and testing as we go.

CLOUD BASED DAM IN ACTION (CHOI, 2020)
Brand management is an area of business that can benefit from a DAM. The centralized system can empower employees with freedom. DAM systems provide autonomy and allowing team members to be proactive and create work with approved assets. Streamlining the workflow can allow businesses to create time sensitive content and engage their customers in real time. This will help overlapping departments to be aligned on the same iterations and stages of their projects. This will simplify the process and reduce idle time. In short, saving time is saving money.