

# How to Choose a DAM System: What DAM Questions Should You Ask?

To understand what you need, first understand yourself.

What is the Company? What does the company need?

## Consider whom this will affect



By implementing a new system to organize digital assets within a company, it must be recognized who will use it and need to understand it.

### Determine your stakeholders

Internally and externally, how will this new system be implemented in a way that will increase efficiency, performance and principally benefit all. What will they need permission for and what should be restricted; maintain control and determine your accessibility (MediaValet, n.d.).

## What will need to be managed

What file formats does the company possess that need archiving and organizing. Different departments within the company may use or have different files and will need a managing strategy for each (Enginess, 2018).



.png



.mp4

.jpg



## Do your DAM research, then ask for a Demo

Although it is exciting to witness new software and how it may work, one must discover various possibilities. A system can be complex and provide a vast amount of functions, however is it necessary? Instead of asking immediately for a demo, discovering a DAM that can demonstrate your specific needs will be much more beneficial than exploring an extensive list of complex DAM systems (MediaValet, n.d.).



## Important Components For Your DAM Selection

### Is it Scalable

As your business grows will the DAM system be able to grow with it? The total amount of assets will continue to increase and available storage for archiving will constantly be needed. If not properly explored there may be more difficulty in the future if available storage is exhausted and there is a need for an entire new system; starting all over (ResourceSpace, 2019)



### How customizable is it?

This can be an aspect that affects many categories including user interface, metadata, permission sets, etc. This would allow for control over visual appearance to increase the user experience and company brand, edit important metadata fields to assist in advanced searching, and determining which users can access certain aspects of the DAM system.



### Can the DAM be incorporated with your other systems/workflows?

The existing software within your company that is essential to your core capabilities must be able to be integrated with the newly introduced DAM system (ResourceSpace, 2019). If this is not possible, another solution may need to be sought out to benefit the company.



### What kind of support is offered?

The transition or installation of a new system to improve organization is a grand undertaking. The vendor should not only be a vendor but a partner, they should offer support to help avoid error, confusion and provide smooth installation (ResourceSpace, 2019).

### How can you Access the system?

Having a web portal that is easy to access and can be connected to through various platforms such as web, or mobile are aspects the company should consider. Accessibility is critical to both the business and customer side (ResourceSpace, 2019).

### What are the Server options?

Make sure to understand how assets are stored and the storage facilities. Does the DAM use hardware and a physical location to store assets or is it all cloud storage? As well as any recovery systems that may be implemented in the instance there is a disaster affecting the DAM (ResourceSpace, 2019).