

DIGITAL ASSET MANAGEMENT



Arrelic Insights

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Overview

Keeping up with the latest developments and technologies in an environment where digital media is continually changing can be difficult for digital asset managers and businesses. It's one thing to have an ever-expanding digital media library; it's quite another to have to consider various formats, platforms, media files, product lines, and who knows what else. This is where content instability manifests itself. And it can easily overwhelm any organization that isn't equipped to deal with such a flood of data.

Digital asset management (DAM) is a centralized mechanism for storing, sharing, and organizing digital assets. It enhances the advantages of creative files like photographs, videos, and other forms of media. DAM is a company's content sharing and storage solution in the end.



Introduction

Files such as images, songs, photographs, documents, and other media are considered digital assets. These digital files are considered an advantage as they include the freedom to use them. When the production and distribution of digital content grows, so does the value of digital assets.

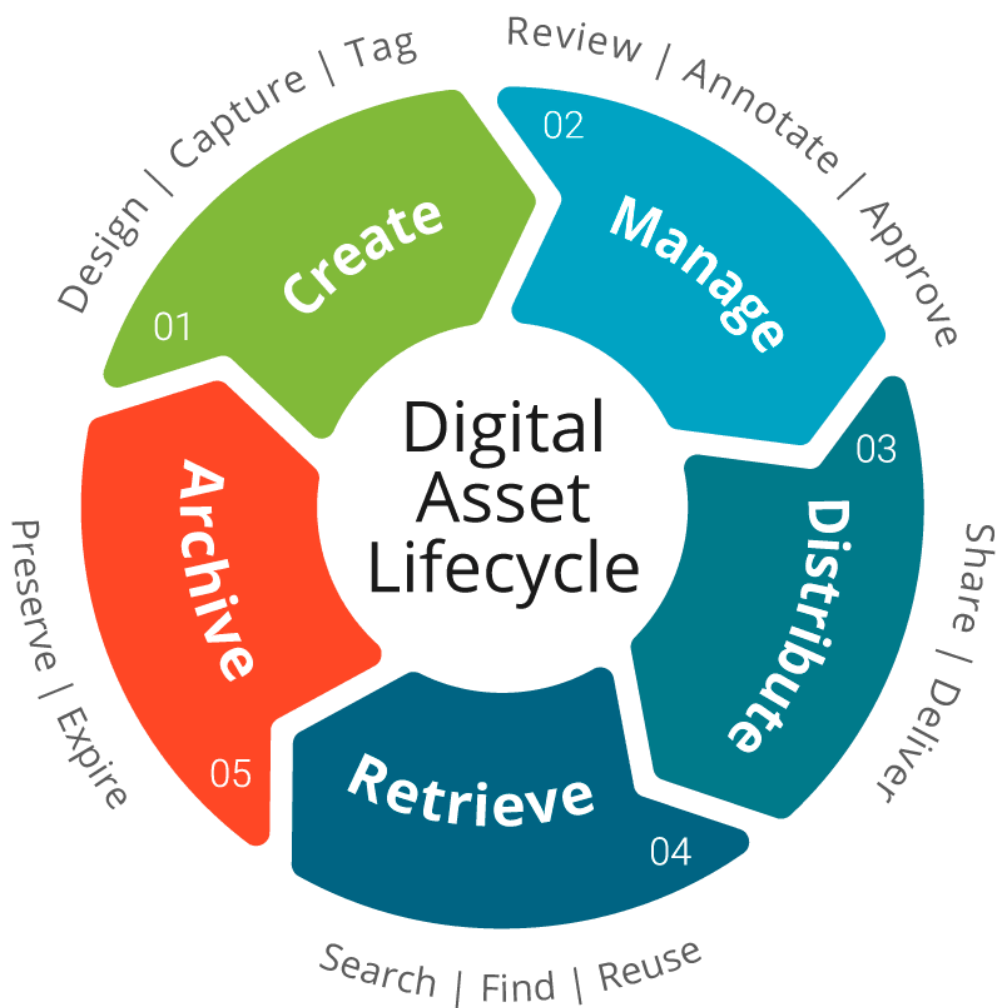
By centrally storing vast volumes of digital content, DAM liberates teams and keeps branding materials relevant. It improves digital asset protection, organization, and search-ability. A DAM device allows you to store more content while maintaining brand

standards. Most significantly, it gives workers more flexibility by allowing them to concentrate on what really matters.

The term digital asset management actually covers a large array of software solutions; from an individual's digital file library or a photographer's photo database to solutions that resemble enterprise content management. The best digital asset management software has core capabilities surrounding cloud storage, how assets are retrieved, how assets are shared and features for brand management. DAM enables creative workflow automation, archival and backups, usage tracking, e-commerce and more.

Digital Asset Management

Digital asset management (DAM) is a framework that allows you to easily and securely organize your properties. Consider it a library with all of the knowledge you need at your fingertips. This means you can check if you're about to use the correct version of a client's jingle in an ad, as well as its usage rights, with a single click. Another significant advantage is that you can optimize the value of each of your properties by repurposing and extending their life cycle.



Benefits of DAM

Today's businesses are more mobile than they've ever been. All of your digital assets can be easily managed, accessed, shared, and tracked with the help of an online DAM. Simple deployment, fast acceptance, fantastic integrations, an intuitive user interface, and security are just a few of the many advantages of cloud-based DAM. Fast implementation helps you to free up IT resources and get up and running quickly.

1. Stores digital assets in a single location.
2. Improves team creativity by automating workflows.
3. Locates media files easily using advanced search capabilities.
4. Takes care of press kits and photo sets.
5. Watermarking for photographs is automated.
6. Uses extensive copyright functionality to manage permissions.
7. Uses facial recognition and automatically tags videos.

Enterprises can store, organize, search, retrieve, and exchange digital content with the help of digital asset management (DAM). A centralized digital library, which is simple to set up and use, gives colleagues, staff, customers, contractors, and other key stakeholders managed access to digital assets such as pictures, photographs, creative files, video, audio, presentations, and documents.



Types of DAM

There are many types of DAM software, and it's important to understand the differences before diving in:

1. DAMs may be client-facing, solely for internal use, or a hybrid of the two.
2. You can use SAAS (software-as-a-service) DAMs and on-premise DAMs, or a combination of the two.

It all depends on your requirements, which we go through in greater depth in the following section. For the time being, DAMs are classified into one of four groups:

1. A digital asset repository or database for storing large quantities of visual assets such as 3D models, photos, and webinar clips.
2. A method for maintaining brand continuity. A system like this will work by limiting access to individual team members and keeping brand assets like fonts and logos consistent and up to date so they could be used in the right places.
3. For production management, to make it easier to handle properties with different deadlines, which can be combined or viewed separately.



Types of Digital Assets

There are two types of digital assets: those with monetary value and those with sentimental value.

Cryptocurrencies like Bitcoin, online payment accounts like PayPal, domain names, websites, and blogs that generate income, as well as other works like photographs, videos, music, and writing that generate royalties, are examples of those with financial value. Your descendants will benefit from such assets not only in the immediate aftermath of your death or incapacity, but also in the years ahead.

Email accounts, images, video, music, magazines, social media accounts, applications, and websites or blogs with no revenue potential are examples of digital assets with sentimental value. Although this form of property usually has no monetary value, it can provide tremendous sentimental value and comfort to your family after you pass away.

Usage of DAM

Support asset lifecycle and user roles: From developers to users, and through all types of user positions, a successful DAM can help its content. Across all workflows, it should present a single interface that is tailored to user activities. It's possible to automate file routing, personalize user interfaces, and adapt features to user roles. Company and IT administrators should be able to monitor operation and enhance workflows with the aid of reporting.

Integrate, not isolate: Because of open architectures and API support, a digital asset management framework is often integrated with other systems. A good DAM system should be able to incorporate and communicate with a variety of legacy and modern repositories. To maximize the DAM's value, departments ranging from legal to human resources would need to be able to access and use it.

Offer flexibility, coming and going: Content is created and derived from a seemingly infinite and ever-expanding network of sources. DAMs, on the other hand, must provide content accessibility and delivery to a variety of destinations, devices, formats, and customers. They must be able to handle not only multimedia files but also electronic documents, scanned and digitized document images, electronic formats, and virtually every other big, unstructured data files.

Provide a strong infrastructure and backbone: Physical storage and file transfer technology should not be overlooked. DAM storage systems would need to be modular and adaptable. They should also be highly dependable, provide high performance to support massive files, and provide redundancy and recoverability to safeguard important properties.