

How Cloud-Based Collaboration Powers Creative Solutions

Content is at the heart of defining the experience our customers have with our brands, even more so during recent events where the online experience has become more vital for everyday life with those in lockdown or working remotely. This gives us an opportunity to take a step back and look at what we deliver, how we do it, and change that for the better. If traditional methods haven't been working, what will?

In a recent white paper, we highlighted [6 Benefits of using Digital Asset Management \(DAM\) in the Cloud](#) and how cloud-native DAM can help the enterprise, as well as creative teams, excel. This brief takes a more detailed look at one of those - how a cloud-native DAM platform can drive collaboration and enhance the creative process.

Why We Need Collaboration

Collaboration has become the critical component of any successful creative endeavor, as we look to find ways of working together, irrespective of location and distance. We can no longer count on creative teams being co-located. In fact, we want to spread our wings and leverage talent and insight from a broader range of creative people no matter where they are.

Added to the challenges of a distributed workforce is the parallel demand for more engaging content as the online experience has become central to customer experience, and rich media is key to that engagement. A recent Forrester report highlighted that the vast majority of creative teams are finding it difficult to meet the demands for content needed to meet both customer and brand expectations.

How a Cloud-Native DAM Helps

Because a cloud solution is accessible from anywhere with an internet connection and a browser, they inherently have an infrastructure that promotes collaboration more easily than the traditional solutions. Working in the cloud allows everyone on the team to access the assets and information they need from anywhere, at any time. Cloud access means that multi-step VPN log-ins are no longer required. With a cloud DAM and the right approach to access controls, you can make sure that the right people, both internal and external, have access to the assets they need at the time they need it. For instance with the Nuxeo Platform it's possible to give access rights to one particular asset to a named individual, for a set period of time - say if you wanted to have someone in an external agency fix an issue on a given photo touch-up within a 48-hour window.

Location is no longer an issue with a cloud DAM solution. As long as someone has an internet connection and has been given the right permissions they, and others on their team, can upload, search, retrieve, work-on, or publish assets from wherever they're located, across both functional, and geographical boundaries.

Collaboration is a Team Sport

With cloud based collaboration you no longer have to rely on email to transfer files, or worry about asynchronous tasks leading to redundant or repetitive work. Everyone can see what's happening on the project.

With equal access to assets and visibility of the workflow, everyone on the project becomes an equal team member with the opportunity to share ideas, and add their own creativity to the mix. No one is left out of the conversation.

Collaboration in the Cloud means that teams can work on projects at any time, in any time zone. Edits, updates, and comments appear to whomever need them in real time. The result is a more accelerated production process that leverages a wider range of creative people across the enterprise, and even beyond, to address the increasing demand for content in the most efficient way.

[Learn more about Nuxeo Cloud here.](#)