

MARTECH INTELLIGENCE REPORT

# ENTERPRISE DIGITAL ASSET MANAGEMENT PLATFORMS

A MARKETER'S GUIDE

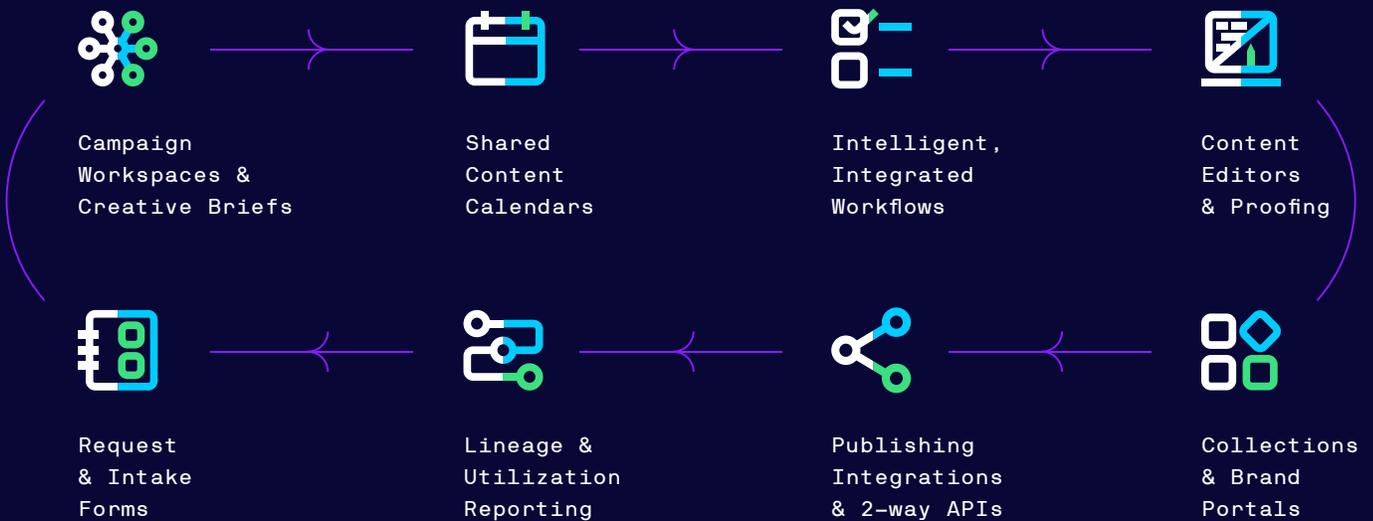
THIRD EDITION

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## Scope and methodology

This report examines the current market for enterprise digital asset management (DAM) platforms and the considerations involved in implementing this technology. This report answers the following questions:

- What trends are driving the adoption of enterprise digital asset management platforms?
- Does my company really need an enterprise digital asset management platform?
- What capabilities do enterprise digital asset management platforms provide?
- Who are the leading players in enterprise digital asset management?
- How much do digital asset management platforms cost?

For the purposes of this report, the phrase “digital asset management platforms” describes software that stores, organizes and makes accessible an organization’s entire library of digital assets --- which may encompass images, photographs, audio, video, VR, AR, CAD files and more. If you are considering licensing an enterprise digital asset management platform, this report will help you decide whether or not you need to. The report is the second edition we have produced on this subject and has been updated to include the latest industry statistics, developing market trends and new product updates.

This report is not a recommendation of any digital asset management company and is not meant to be an endorsement of any particular product, service or vendor. None of the vendors profiled paid to be included in this report but were selected based on their roles as industry leaders in digital asset management.

Our purpose is to look at a selection of pure-play digital asset management platforms for large enterprises, with a particular eye toward the functionality employed by the marketing department. Third Door Media conducted numerous in-depth interviews with leading vendors and industry experts in September through November 2021. These interviews, in addition to third-party research and input from category-expert advisors, form the basis for this report.

### **Editorial Advisor:**

**Kim Davis**, Editorial Director, MarTech, [Third Door Media](#)

### **Research, Writing, Analysis:**

**Pamela Parker**, Research Director, Content Studio, [Third Door Media](#)

# Digital asset management market overview

## What's a DAM and why should marketers care?

Digital asset management platforms, often called DAMs, are software programs that store, organize and enable the more efficient use of an organization's entire library of digital assets. A DAM is the "single source of truth" where marketers can find every relevant version of the media assets that have been created for the brand -- images, PDFs, photographs, audio, video and even virtual reality or other cutting-edge formats.

The further benefit of a DAM is that these assets are appended with metadata that can provide information on anything the marketer might want to know before using the asset, such as whether the company owns the perpetual rights to use a photograph (and in what markets), whether the legal team has approved a video, and that an infographic or whitepaper has been checked to ensure it complies with the brand's design standards.

Enterprises are currently using DAMS in a variety of ways. Marketing agencies might leverage DAM technology to help their customers maintain consistency across in-house content and creative developed by partners. B2B businesses might use DAMs differently, drawing on the benefits of a centralized hub for sales collateral and event marketing materials. DAMs are also being integrated with other technologies, especially content management systems (CMSs) and digital experience platforms (DXPs), to unify this asset management with the ability to distribute content directly to the channels where they're consumed.

Before the blossoming of software-as-a-service (SaaS), DAMs were installed software that resided on a company's servers. But their utility has grown exponentially -- especially for global and distributed organizations -- now that most DAMs are cloud-based offerings.

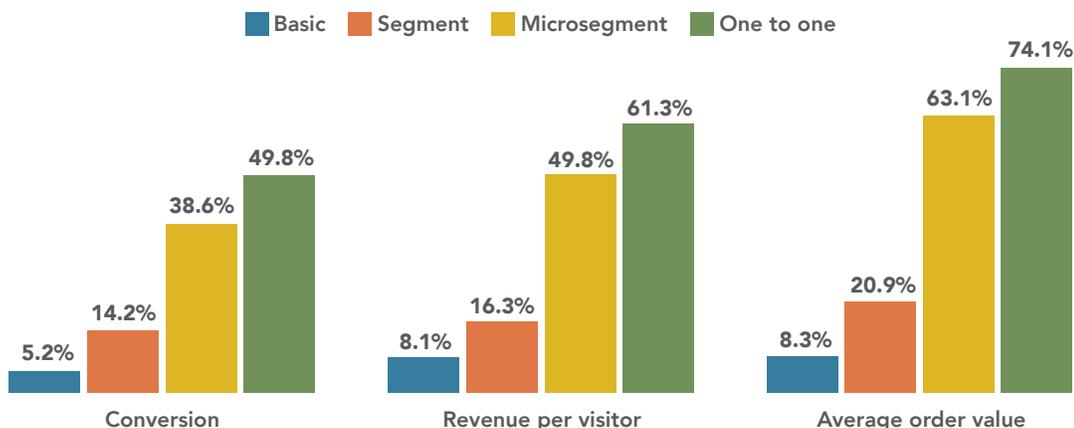
## What's driving the growth of digital asset management?

In the current environment, buyers expect their digital experiences to be tailored to their preferences and needs. Seventy-one percent of consumers expect their interactions with companies to be personalized, McKinsey research found. Importantly, when this doesn't happen, 76% get frustrated.

The benefits of this personalization are clear, as an Incisiv Adobe study finds that companies that move to more granular personalization -- from basic to segmentation to micro-segmentation to one-to-one targeting -- see significant benefits in conversions, revenue per visitor and average order value (see Figure 1).

**Digital asset management platforms, often called DAMs, are software programs that store, organize and enable the more efficient use of an organization's entire library of digital assets.**

Figure 1: The gains seen by companies moving to more granular methods of personalization



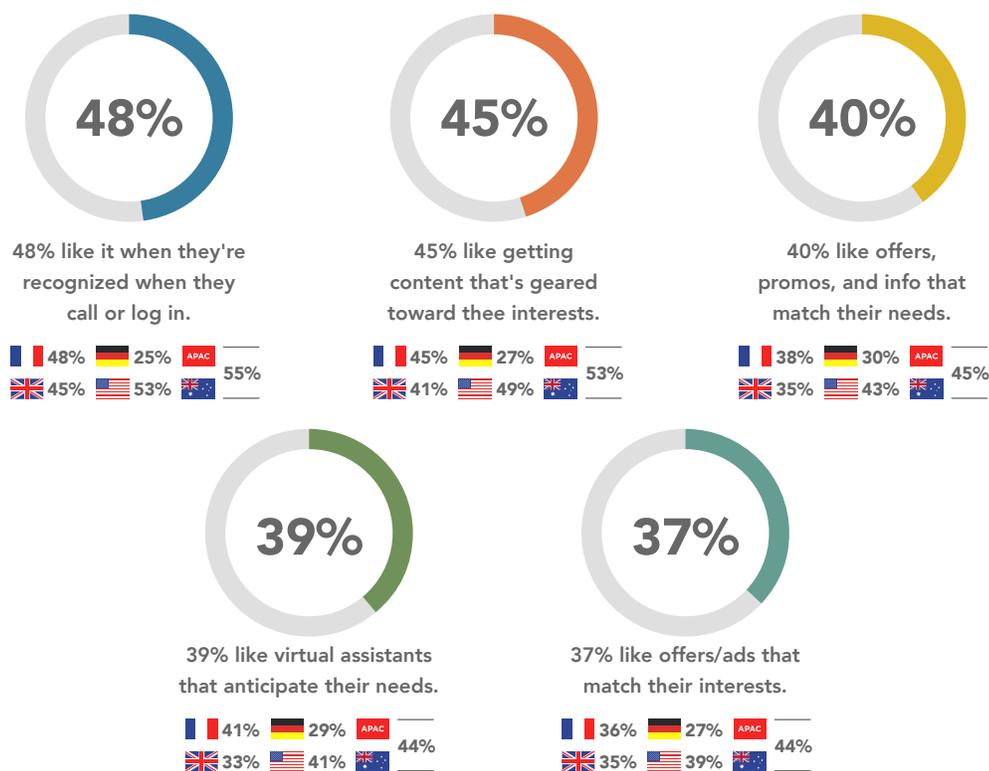
Source: Incisiv/Adobe Personalization Study released July 2021

DAMs also help plug leaks like the duplication of effort in media creation, the time wasted searching for creative assets and the inevitable miscommunications between geographically diverse teams that are collaborating virtually.

Those seeking to quantify the changes in consumer behavior and sentiment brought about by the COVID pandemic have found one common element as they've conducted surveys -- buyers like to be "known," sympathized with, and to have their needs anticipated by the brands they're interacting with.

Figure 2: Consumers enjoy when content is tailored to them

What consumers love about personalization



Source: Global Adobe/Advanis survey released in July 2020

This phenomenon is driving brands to shift to a customer-centric marketing model that requires personalized content to be delivered to a wide variety of customer touchpoints --- an approach that is more easily implemented with digital asset management technology.

DAMs also help plug leaks like the duplication of effort in media creation, the time wasted searching for creative assets and the inevitable miscommunications between geographically diverse teams that are collaborating virtually. Additionally, these systems can help eliminate costly errors in compliance with brand standards and rights management.

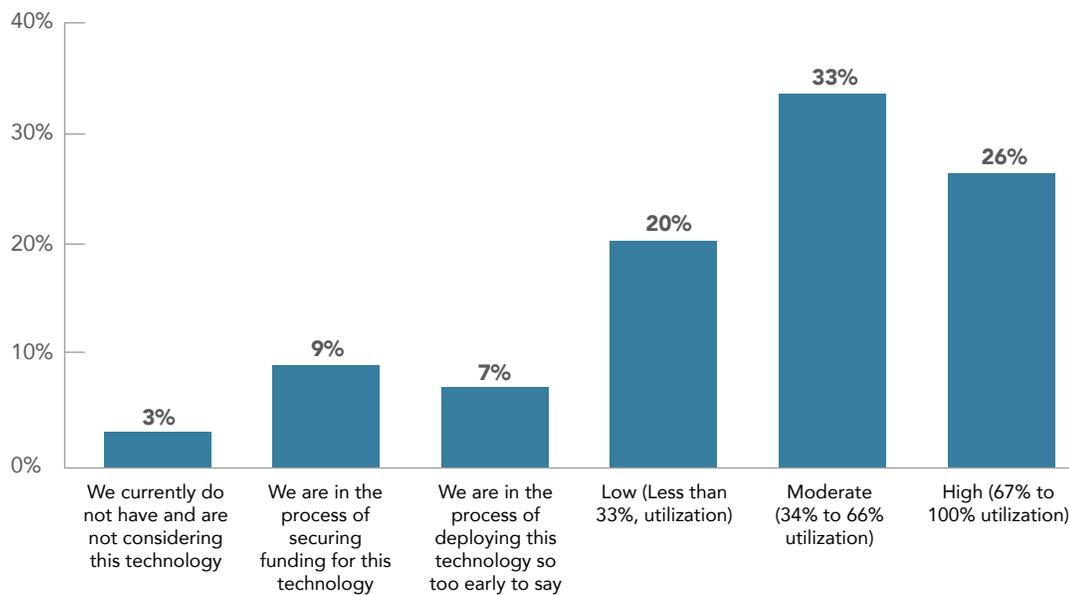
Bottom-line-minded CMOs also appreciate that the analytics capabilities in many DAM systems allow them to track the usage --- and therefore the ROI --- of creative assets, allowing for future optimization and further efficiencies.

While the global pandemic resulted in the waning of interest in certain martech categories, Gartner says interest in DAMs continued unabated, because the capabilities of enterprise DAMs are critical to meeting some of the needs made more urgent by the pandemic. Specifically, they help distributed workforces by providing consistency and scalability of assets, content and information. They also allow marketers to more easily pivot to creating experiences for an all-digital world.

Only 3% of marketers surveyed said they don't have or are not considering this technology, Gartner said. However, the utilization of these platforms is still lagging.

**Interest in DAMs continued unabated, because the capabilities of enterprise DAMs are critical to meeting some of the needs made more urgent by the pandemic.**

**Figure 3: DAMs are widely adopted but marketers aren't using them to their fullest**



n = 381 marketing technology leaders, excludes "don't know"  
 Q: Thinking about the totality of the capabilities made available by each of the following content and customer experience solutions, what level of utilization currently exists for digital asset within your company?

*Source: Gartner 2020 Marketing Technology Survey*

### What does this growth look like?

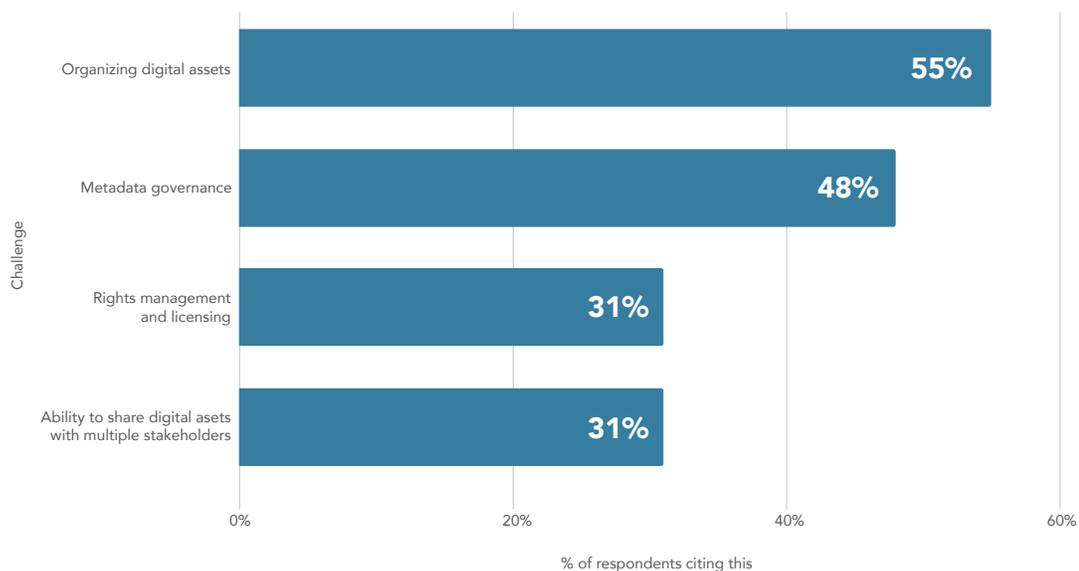
Forrester Research in 2021 predicted that the DAM market would climb to \$1.3 billion that year, noting that the market has been growing at a rate of 15% to 20% year over year.

ResearchandMarkets believes DAM software will grow to account for \$7.45 billion in spending globally by 2025, progressing at a CAGR of about 21% between 2021 and 2025.

This growth is being driven by a number of challenges rising in importance in the current environment. The biggest difficulty of those managing digital assets is organizing and managing a constantly-growing number of files, a survey of marketers by DAM provider Fotoware in October of 2020 found. Metadata governance; rights management and licensing; and the ability to share digital assets with multiple stakeholders were the other top concerns.

**What has changed about the environment is that the problems that DAMs are designed to handle have grown in importance as both consumers and business decision-makers engage with marketing content in a wide variety of environments and using multiple digital devices.**

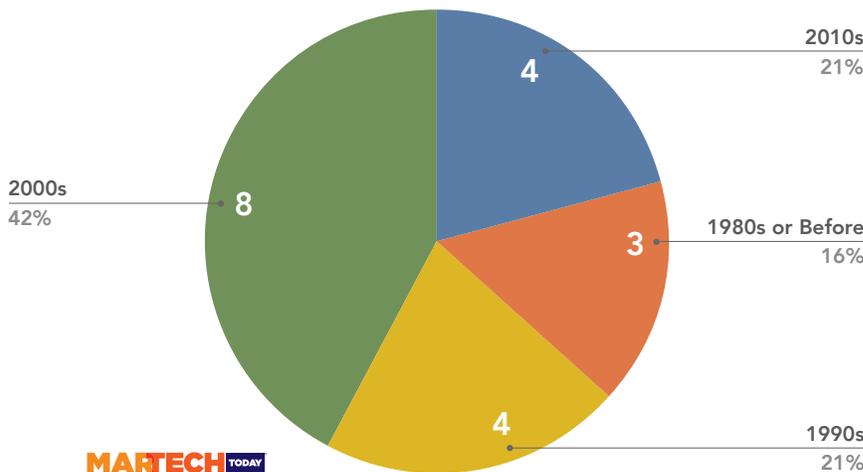
Figure 4: The top challenges cited by managers of digital assets



Source: Fotoware survey conducted October 2020

Tellingly, much of this adoption isn't new, but rather represents brands upgrading or changing their current technological systems. Unlike many other types of martech, DAM is a fairly well established category --- one of the players we discuss this in report, Widen, was founded in 1948 (though it's no longer a standalone entity), while others sprung up in the 1980s or 1990s.

Figure 5: Founding dates of DAM companies profiled



Source: Third Door Media research

**COVID has also raised the stakes for business’ digital interactions with customers, whether they are occurring via curbside pick-up apps or in virtual events of either the B2C or B2B variety.**

**More touchpoints/devices, more content and a more distributed workforce drive a greater need for DAM benefits**

What has changed about the environment is that the problems that DAMs are designed to handle have grown in importance as both consumers and business decision-makers engage with marketing content in a wide variety of environments and using multiple digital devices.

At the same time, the organizations creating the content that resides in DAMs are increasingly geographically distanced -- partly fueled by COVID stay-at-home orders and new societal norms -- a situation that underscores the importance of cloud-based digital collaboration platforms like DAMs. COVID has also raised the stakes for business’ digital interactions with customers, whether they are occurring via curbside pick-up apps or in virtual events of either the B2C or B2B variety.

And even media thought of as “traditional,” or as something other than media, are calling for the efficient delivery of digital assets, as the \$300 million acquisition of Dynamic Yield by McDonald’s proves. The QSR giant is using the technology to dynamically personalize its digital drive-through menus, and it will eventually expand this approach to its self-service ordering kiosks and its mobile app (see Figure 6).

Figure 6: McDonald's delivers personalized digital menus to encourage contextual purchases and upsells.

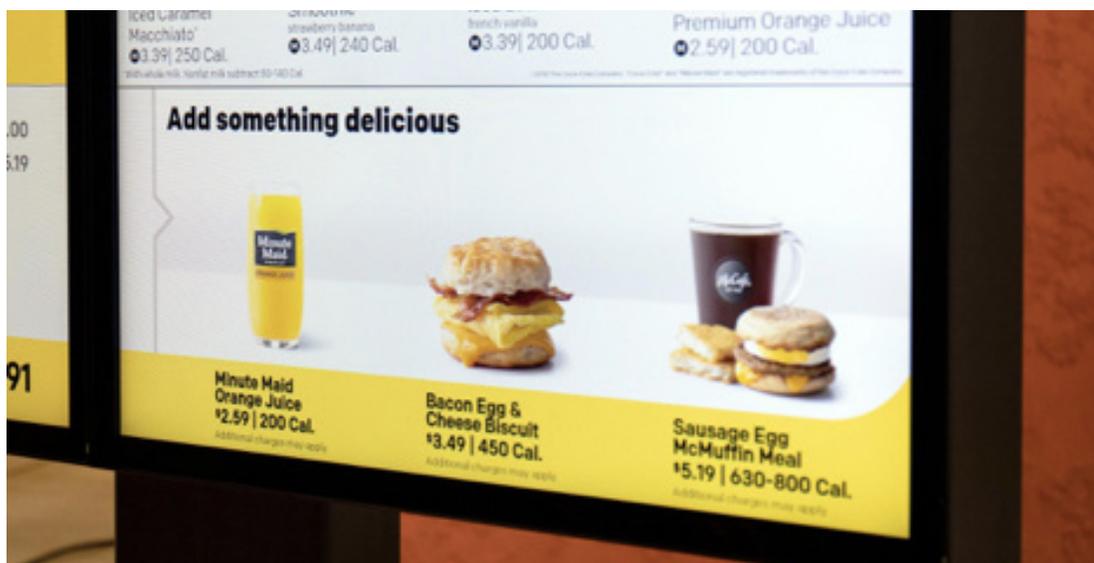
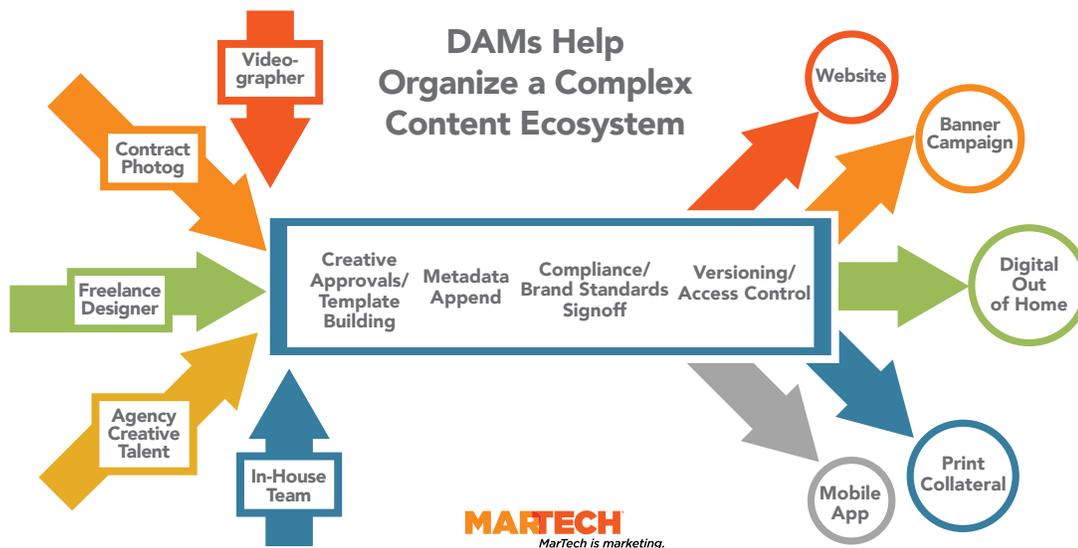


Image courtesy McDonald's

Adoption of DAMs is also driven by the acknowledgment that managing digital media – especially when assets encompass everything from PDFs to vector graphics to VR experiences to podcasts – is a very complex undertaking where there are many opportunities for things to go wrong and result in a waste of resources.

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Figure 7: Examples of the inputs and outputs of a DAM content ecosystem



Source: Third Door Media research

Another factor working in DAMs' favor is the growing accessibility of artificial intelligence (AI) and machine learning (ML). Though DAMs offer a great deal of utility, the manual nature of categorizing assets – adding descriptions, tags, etc. to enable users to later find the assets as needed – represents a big hurdle to the successful employment of this technology.

API-accessible content recognition systems (from Amazon, Clarifai, Google, Imagga or Microsoft) have now become widely available and DAM vendors have built the capabilities into their platforms – enabling users to automatically analyze and append information to assets (known as metadata) without the huge investment of employee time that was once required.

The sophistication and ease of use of these capabilities are a significant differentiating factor, especially given the varying needs of brand marketers in different categories. For example, for an automotive manufacturer, there's substantial value in artificial intelligence that can learn to recognize that an image contains not just a "car" but, in fact, shows a sedan of a particular model and year. Notably, Adobe has chosen to use its proprietary Sensei artificial intelligence, for appending metadata which it considers to be a competitive advantage in achieving this level of specificity.

**The sophistication and ease of use of these capabilities are a significant differentiating factor, especially given the varying needs of brand marketers in different categories.**

## The vendor marketplace for digital asset management

The DAM marketplace is marked by a number of players that lead with their digital asset management capabilities, though they're feeling the pressure from a number of adjacent sectors – specifically the content management and product management arenas – that boast lightweight content management functionality.

The last couple of years have seen acquisitions of DAMs by companies planning to incorporate their capabilities into larger software suites. For example, Hyland bought Nuxeo in March of 2021 while Optimizely agreed to purchase Welcome in December 2021, in a deal that was expected to close by the end of that year. With that deal, Optimizely gains a DAM as well as a content management platform and marketing resources management capabilities.

Acquia purchased Widen -- up until then a standalone DAM -- in September 2020, planning to add its capabilities to its digital experience platform (DXP). Additionally, Smartsheet bought Brandfolder in August of 2020.

Prior to these recent movements, December 2018 saw the acquisition of Northplains by Aclate for an undisclosed amount. Bynder bought Webdam in February of 2018 for \$49.1 million to expand its customer base and geographic reach. Aprimo acquired ADAM Software in March of 2017, which allowed it to add DAM to its core marketing operations offerings.

# Digital asset management platform capabilities and differentiators

## What should a DAM platform do and what are the ways vendors differ from one another?

Digital asset management platforms typically include capabilities such as:

- Workflows, collaboration and approvals for content development.
- The ability to ingest assets in a wide variety of formats and distribute them with a range of permissions.
- Asset editing, conversion and composition, with version management to track changes, reviews and approvals.
- Search and filtering capabilities to allow users to find assets.
- Metadata and taxonomy capabilities, often including AI-fueled automated content tagging.

- Digital rights and corporate governance management.
- Analytics that allow marketers to track the usage and ROI of different assets.
- Data storage and security.
- Pre-built connectors, APIs and other integrations that allow DAMs to tie into other parts of the tech stack.

## Workflow management

DAM systems differ in the extent of their workflow management capabilities. Some allow collaboration through @ tagging, while others have more full-fledged project management offerings. This functionality can help marketing teams, along with outside creative resources, communicate about changes while an asset is in the development phase or being updated. Later in the process, they can allow for approvals to be obtained from brand managers, execs and the legal team, while some systems also facilitate asset distribution. These capabilities may be built into the core platform or be offered as an add-on or integration.

Most DAMs are offered as SaaS and can be accessed from modern browsers on a variety of platforms, but some have developed native apps for mobile or other platforms.

## File formats and handling

One area of differentiation involves the varying abilities to manage a variety of file formats. Though most players say they support the most popular video, image and audio formats, if your workflow requires the use of a specialized format you will want to ensure the vendors you're considering can fully support that format.

## Asset conversion, editing and customization

Once an asset has been uploaded in a particular format, some platforms allow downloading or distribution in other formats -- with conversions happening on the fly. Some offer lightweight editing capabilities within the platform, though connections with common image editing software (Adobe Photoshop, Adobe Illustrator, etc.) are typically more useful.

## Distribution and user permissions management

The content production supply chain can be long and complicated, involving many departments, agencies, freelancers and more. The ability to provide flexible permissions so that the right people have access to the right assets --- and only the right assets --- can be very valuable.

Within agencies, in particular, these capabilities can allow for offering clients/customers convenient self-service capabilities. The same dynamic can play out in large enterprises seeking to maintain a consistent brand message across geographies and verticals, where marketers and salespeople can help themselves to carefully-crafted materials like line sheets, production logs, catalogs, retail snapshots, etc.

## Search and metadata

A DAM provider's capabilities with regard to metadata and search are key to one of the most important benefits of a digital asset management system --- the ability to find assets after they've been created and filed away. Most providers now use artificial intelligence, either proprietary or through a partnership, for image and video recognition and tagging.

A few years ago, the AI-tagging capabilities in many DAMs were nothing more than a gimmick, often creating more work than efficiencies. Now, however, these systems have

**DAM systems differ in the extent of their workflow management capabilities. Some allow collaboration through @ tagging, while others have more full-fledged project management offerings.**

grown in sophistication, in part because machine learning, by its very nature, improves as it's fed more data. In addition, vendors are exploring ways to use these technologies to surface insights and automate content transformations based on usage patterns.

### Digital rights and corporate governance management

Most marketers license content -- especially photos and videos -- either from individual creators or from stock libraries. DAMs allow users to keep track of the specific license terms governing each piece of content, ensuring they're not used in the wrong market, in an unapproved context or after the expiration of the license term.

Corporate governance of brand guidelines, as well as timelines associated with particular marketing campaigns, can also typically be managed with DAM functionality.

### Reports and analytics

Analytics capabilities are what allow marketing leaders to trace the return on the investment made in the development of digital media. These functions also let marketers determine which assets are being used most often, and in what ways, so they can use those insights when planning for future content creation.

### Data storage and security

The majority of DAM providers have partnered with Amazon Web Services or Google to host their software and their clients' assets, and so depend on their partners' geographical distribution, regular backups and adherence to security protocols. However, some players offer clients a variety of options for data hosting, something that's likely to be appreciated by enterprises that operate in markets with strict data governance regulations.

### Integrations

Since a DAM system is meant to be the central "single source of truth" repository for all of a brand's assets, a key factor for a successful deployment will be whether or not it integrates well with the other tools in your martech stack. Vendors differ greatly in terms of the number and types of integrations they offer. Some are also beginning to specialize in serving a specific sector with unique integration needs, such as online retailers using product information management (PIM) systems.

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Figure 8: DAM vendor capabilities chart

Vendor Name	File Types Supported	Workflow Management Features	Infrastructure (AWS, Google Cloud, self-managed servers)	Data Regulation Compliance and Data Security
<b>Acquia</b>	Supports over 30 file formats, including PSD, AI, INDD, EPS, PDF, RAW files, JPEG, PNG, TIFF, ZIP, MS Office, e-book files, audio and image file formats. Other formats can be stored but full functionality is not available with them.	Yes	Stored in three, cloud-based distribution clusters globally (source file and two copies). Redundant distribution centers in Singapore, Ireland and North America.	ISO 27001 and ISO 27018 compliant
<b>Adobe</b>	All common image, video and audio file formats, as well as 3D, VR/AR, 360 formats	Yes	Most companies are deployed in Adobe’s Managed Service offering. Data is always hosted in the region of customer’s choice. Customers also have the option of self-managing on-premises using their own network infrastructure or using cloud providers.	GDPR compliant. FedRAMP, SOC 2, ISO 27001, HIPAA, PCI DSS and GLBA certified.
<b>Amplifi.io</b>	Any digital file or data can be included in Amplifi.io and any file type can be transcoded. View thumbnail previews of almost any file including document, image and video formats. Includes all Adobe, open source and Microsoft formats.	Yes	Amazon Web Services cloud storage spread across multiple facilities to provide high accessibility and durability.	Data-in-Transit protected by 256-bit AES encryption and SSL TLS 1.2
<b>Aprimo</b>	Supports text (native text support), documents (all documents like PDF, Word, etc.), images (all image types), videos (all video types, including HD and 4k), 3D, 360 product shots and more.	Yes, module available	Amazon Web Services (AWS)	SOC2, GDPR, and HIPAA compliant. ISO 27001 certified, GDPR compliant
<b>Brandfolder</b>	Supports hundreds of formats, including 8K video, documents, images and 3D renderings. There is no file size limit.	Yes	Amazon Web Services cloud storage.	GDPR, CCPA, CPRA and SOC2 Type II compliant.
<b>Bynder</b>	JPG, PNG, GIF, BMP, TIFF, TIF, AI, EPS, PSD, WAV, MP3, MP4, MPG, MPEG, AVI, MOV, FLV, F4V, WMV, VOB, MKV, M4V, DNG, DOC, DOCX, XLS, XLSX, PPT, PPTX, PDF, RAW, MXF, 3GPP, 3GP, OGV, TS, MTS, M2TS, 3G2, 3GP, M2V, WEBM, SVG, .sketch.	Yes	Self-managed servers (information security management system - ISMS). Cold storage option based on AWS Glacier.	ISO 27001:2013 certified. Compliant with all HIPAA security standards
<b>CELUM</b>	Supports all file types. With specific support for 90+ file formats (preview, renditions, metadata extraction), including immersive formats like Video, 3D and 360 degree content.	Yes. CELUM FlowBoard provides a visual approach to complex Workflows.	CELUM offers a cloud only and hybrid cloud ops mode. Hybrid cloud is possible with CELUM Flexstore, a hybrid cloud-capable storage backend that manages all assets and allows multi-tiered storage in the cloud and on-premise. Standard Cloud option is with MS Azure but Custom Cloud and on prem option are available as well.	GDPR compliant
<b>Cloudinary</b>	Supports all common formats for images, videos, audio, rich media and compound documents such as PDFs, PSDs, MS Office, etc.	Yes	Assets are stored in cloud storage buckets (such as Amazon S3 or Google Cloud Storage).	ISO/IEC 27001:2013, ISO/IEC 27017:2015 and ISO/IEC 27018:2019 certified. GDPR EU2106/679 Ready. SOC 2 Type 1 certified, EU-US Privacy Shield Framework active participant.
<b>MediaBeacon, an Esko company</b>	MediaBeacon supports almost any file type and size.	Yes	Standard cloud-based solutions	ISO certified and workflow solutions are GDPR compliant, SAML2 Authentication
<b>Welcome (Expected to be acquired by Optimizely)</b>	Unlimited storage and support for the following file formats: BMP, EPS, GIF, ICNS, ICO, IM, JPEG, JPEG 2000, MSP, PCX, PNG, PPM, SGI, SPIDER, TIFF, WebP, XBM, MP4, OGG.	Yes	Amazon Web Services cloud storage.	GDPR, CCPA and SOC2 Type II compliant. EU-US Privacy Shield Framework active participant.

Source: Third Door Media

# How to choose a digital asset management solution

## The benefits of using digital asset management platforms

Digital asset management can play a vital role in your marketing organization, unifying online and offline marketing channels and leading to more efficient marketing resource allocation.

The specific benefits of using a digital asset management platform include – but are not limited to – the following:

- **Improved communication between in-house and freelance /contract workers.** Some of the DAM vendors profiled in this report offer specially-designed interfaces for external creatives to submit their content and collaborate on needed changes and required versioning. Content in the creation/approval process remains accessible only to those involved at this stage, rather than being made available for deployment before it's ready.
- **Improved distribution of assets to clients, partners or other outsiders.** Some of the DAM vendors profiled allow users to create "portals" customized for viewing and downloading by outside entities. Assets can also be made available for only certain time periods, ensuring that outdated items are no longer available.
- **More efficient utilization of existing resources.** Appended metadata and search capabilities enable marketers to more easily find the right image or other asset for a campaign, without spending tedious hours flipping from image to image or watching video after video. This also saves time and resources that are often spent recreating something similar to an existing asset, because it couldn't be found or the user wasn't aware of its existence.
- **Increased efficiency in the workflow for internal approvals.** Many DAM providers offer — either as part of core functionality or as an add-on — workflow or project management tools, which allow for smoother collaboration and transparent movement of an asset through an approval process.
- **Speed the conversion of assets into different sizes, aspect ratios and file types for different marketing applications.** Though a file is uploaded to the DAM system in a particular format, many systems allow for automatic or manual cropping or editing within the system, as well as the conversion of the asset to different sizes or file formats as they're downloaded or distributed for use.
- **Improved efficiency on the front end, in the creation of brand assets, and on the back end, in the distribution of those assets to various martech and ad tech systems.** Many DAMs integrate with content creation software, like Adobe's Creative Cloud, and also connect (either through native connectors or APIs) to systems that distribute content directly to the customer, such as ad servers, marketing automation platforms, digital experience platforms or website content management systems.
- **Easier compliance with changing brand standards and licensing terms.** DAMs allow for an expiration date to be set on assets, so they are no longer used after the licensing term for a particular asset expires. For example, if a contract with a particular celebrity spokesperson is not renewed, a DAM can take those assets out of circulation so they're not used beyond the expiry date.

**Many DAM providers offer — either as part of core functionality or as an add-on — workflow or project management tools, which allow for smoother collaboration and transparent movement of an asset through an approval process.**

- **Ease of presenting a more consistent brand face to the customer with an eye toward loyalty and retention.** DAMs make it easier to enforce brand standards and distribute content so every customer interaction reinforces the brand values marketers intend to convey. This is one of the key advantages of a DAM at a time where the number of devices and media outlets is larger than ever, making it more difficult to maintain consistency among the assets designed for consumption in various places.
- **Ability to quantify the usage of each individual digital asset, and therefore track ROI on the cost of creation and distribution.** DAMs enable marketers to track the distribution and efficacy of marketing assets, which allows them to invest more in the most cost-effective content creation and distribution methods. Some systems are able to automatically track this data, while others simply provide the data that allow marketers to make these calculations themselves.

### Enterprise digital asset management platform pricing and support

Licensing an enterprise digital asset management platform can be a significant investment, particularly for multi-location and enterprise brands with thousands of locations and/or omnichannel marketing strategies.

DAM pricing ranges widely, from a low of \$1200 annually up to \$500K, with pricing generally depending on the number of users, volume of storage, bandwidth needs and the addition of modules with specific functionality. In some cases, APIs and other integrations will incur extra charges. Depending on the vendor, there may also be fees for onboarding, custom integrations and training.

Not every enterprise digital asset management vendor requires an annual contract, although most do. Virtually all enterprise digital asset management platforms are licensed on a software-as-a-service (SaaS) basis, i.e., the vendor makes the software available online and is responsible for all maintenance and system administration.

Providers serving SMBs and smaller companies generally offer online chat, email and phone support, while more sophisticated implementations can come with employee training and a dedicated account manager.

### Recommended steps to making an informed purchase

Understanding your current marketing processes, knowing how to measure success and being able to identify where you are looking for improvements are all critical pieces of the enterprise digital asset management decision-making process. The following section outlines four steps to help your organization begin that process and choose the digital asset management platform that is the right fit for your business needs and goals.

#### Step One: Do you need an enterprise digital asset management platform?

Deciding whether or not your company needs an enterprise-level digital asset management platform requires you to follow the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs, staff capabilities, management support and financial resources. Use the following questions as a guideline to determine the answers.

1. **How do we currently manage the incoming and outgoing digital assets in our marketing systems today?** If you use martech that features lightweight DAM features --- like content management software, a digital experience platform or a web content

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management system --- you may not need additional functionality, depending on the sophistication and geographic scope of your marketing operations.

2. **What are the processes we follow internally to vet assets and prepare them for distribution to marketing outlets?** Companies with complex brand standards and legal approvals processes --- those that operate in a highly-regulated industry like insurance, for example --- will want to ensure the DAM can enable and provide documentation of the necessary signoffs.
3. **What digital asset management capabilities does our organization need?** Prioritize the available digital asset management features based on your most pressing business needs.
4. **Who will use the platform? At what level in the organization will it be managed?** C-suite buy-in and appropriate staffing are crucial to the effectiveness of any digital asset management platform. Increasingly, martech platforms such as digital asset management are being managed by the CMO – and not the CTO or CIO. In either case, without the proper skilled human resources in place, the platform can end up becoming an expensive reservoir of untapped data with unfulfilled potential to increase revenue and improve customer experiences with your brand.
5. **How much training will we need?** Different platform vendors provide different levels of customer service – from self-serve to full-serve – and strategic consulting services. It's important to have an idea of where you fall on the spectrum before interviewing potential partners. Training is essential. If your organization chooses not to hire internal staff, then consider whether you need to use an add-on or third-party consulting services to effectively use the platform.
6. **Can we successfully integrate a digital asset management system with our existing martech systems?** Many enterprises work with different partners for email, e-commerce, social media, paid search and display advertising. Investigate which systems the digital asset management vendor integrates with – whether natively or via API – and find out if they offer seamless reporting and/or execution capabilities with external vendors. If a connection can be made only through an API, ensure you have the internal or external resources to develop the necessary integration.
7. **What are our reporting needs? What information do marketing managers, salespeople and customer support teams require to improve decision making?** You want to know the specific holes in your current reporting that will be filled by additional functionality and, more importantly, you want to be sure that that extra information will drive better decisions and ultimately more revenue for your business.
8. **What is the total cost of ownership?** Enterprise digital asset management platforms' pricing can range from a few hundred dollars a year to nearly half a million a year. Examine your feature requirements closely, as modular pricing models mean vendors vary in their inclusion of some features as standard or add-on.
9. **How will we define success? What KPIs do we want to measure and what decisions will we make based on digital asset management data?** You should set your business goals for the digital asset management platform in advance to be able to benchmark success later on. Without them, justifying the expense of the platform or subsequent marketing campaigns to C-suite executives will be difficult.

**Training is essential. If your organization chooses not to hire internal staff, then consider whether you need to use an add-on or third-party consulting services to effectively use the platform.**

## Step Two: Identify and contact appropriate vendors

Once you have determined that enterprise digital asset management software makes sense for your business, spend time researching individual vendors and their capabilities by doing the following:

- Make a list of all the digital asset management capabilities you currently have, those that you would like to have and those that you can't live without. This last category is critical and will help you avoid making a costly mistake.
- Take your list of capabilities and then do some research. Many of the vendors profiled in this report provide blog posts, whitepapers and interactive tools.
- Narrow your list down to those vendors that meet your criteria. Submit your list of the digital asset management capabilities you've identified as requirements and set a timeframe for them to reply.
- Decide whether or not you need to engage in a formal RFI/RFP process. This is an individual preference; however, be sure to give the same list of capabilities to each vendor to facilitate comparison.

The most effective RFPs only request relevant information and provide ample information about your brand and its digital asset management needs. It should reflect high-level strategic goals and KPIs. For example, mention your company's most important KPIs and how you will evaluate the success of your digital asset management efforts. Include details about timelines and the existing digital technology you have deployed.

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides comes to a shared understanding of the purpose, requirements, scope and structure of the intended purchase. From the RFP responses, you should be able to narrow your list down to three or four platforms that you'll want to demo.

## Step Three: Scheduling the demo

Set up demos with your shortlist of vendors within a relatively short time frame after receiving the RFP responses, to help make relevant comparisons. Make sure that all potential internal users are on the demo call and pay attention to the following:

### How easy is the platform to use?

- ✓ Does the vendor seem to understand our business and our marketing needs?
- ✓ Are they showing us our "must-have" features?

Use the following checklist as a guide to vendor questions on a range of topics:

### File Types

- ✓ What file types do you support, meaning users can view thumbnails and also convert those files into other formats as needed?
- ✓ What file types can be uploaded and downloaded, but aren't officially supported?

### Integrations

- ✓ Do you offer native, off-the-shelf integrations with third-party systems such as web content management, mobile apps, marketing automation platforms, etc.? If so, which ones?
- ✓ Are APIs available? Is access included in the pricing?

**Set up demos with your shortlist of vendors within a relatively short time frame after receiving the RFP responses, to help make relevant comparisons.**

**Infrastructure and onboarding**

- ✓ What makes this platform technically unique from all the others?
- ✓ How difficult is platform set up and implementation? How long will it take for us to be up and running on the system?
- ✓ How intuitive is the platform user interface? How easy is it for business users to customize the machine learning-based models or settings?
- ✓ What is your service reliability guarantee?
- ✓ Do you host the content yourself or who do you work with for hosting capabilities?
- ✓ How scalable is the platform? How much data can it handle in terms of file size and simultaneous interactions across a wide geographic area?

**Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered in the contract.**

**Pricing and support**

- ✓ What is pricing based on? What features are included? Are there additional fees (consulting, add-on features, APIs, quotas)?
- ✓ What is the minimum contract length? Is there a short-term contract or an "out" clause if things don't work out?
- ✓ Is a free trial or pilot program available?
- ✓ Can your platform be white-labeled for agencies or multi-location marketers?
- ✓ Who will be the day-to-day contact?
- ✓ Who pays if your system/team makes an error?
- ✓ What kind of customer support is available? Can I pick up the phone to report problems?

**Strategy and product roadmap**

- ✓ Do you have other clients in my vertical?
- ✓ How does the company handle requests for product modifications?
- ✓ What new features are you considering? What's the long-term roadmap and launch dates?

**Step Four: Check references, negotiate a contract**

Before deciding on a particular vendor, take the time to speak with several customer references, preferably individuals in a business similar to yours. The enterprise digital asset management vendor should be able to supply you with several references if you cannot identify them yourself.

Use this opportunity to ask any additional questions, and to find out more about any concerns that weren't addressed during the demo. Make sure that the person you've been referred to is someone who is a primary user of the platform. Consider also asking these basic questions:

- ✓ Why did you move to an enterprise digital asset management platform?
- ✓ Why did you select this platform over others?
- ✓ Has this platform lived up to your expectations?
- ✓ How long did the platform take to implement?
- ✓ Who was involved in the implementation?
- ✓ Are you also using additional tools for attribution, reporting or marketing automation?
- ✓ Were there any surprises that you wish you'd known about beforehand?
- ✓ Where have you seen the most success? The biggest challenges?
- ✓ How are you measuring your own success?
- ✓ Has the overall implementation provided positive ROI, including all costs (i.e., license, man-hours, etc.)?
- ✓ What is the most useful, actionable (favorite) report the platform generates?
- ✓ How easy was the set-up process and how long did it take? Did the vendor help?
- ✓ How responsive is customer service?
- ✓ Has there been any downtime?
- ✓ What do you wish they did differently?
- ✓ Why would you recommend this platform?

Although not all vendors require an annual contract, many do. Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered in the contract. Ask the following questions about what kinds of additional fees might come up:

- ✓ Are there charges for custom integrations or API access? If so, how much?
- ✓ What is the hourly charge for engineering services, and is there a minimum?
- ✓ What partner organizations are available to install and integrate the tool?
- ✓ If we need to train a new hire mid-year, what will that cost?
- ✓ What is the "out" clause?

Obtaining the answers to these types of questions up front – and having them in writing – will ensure fewer surprises or additional costs down the road.

**DAMs continue to require a substantial investment of human resources to function at their best, since assets added without useful metadata may not be easily found again when needed.**

## Conclusion

For agencies and large enterprises with multiple offices across the globe, a digital asset management platform provides key functionality that contributes to efficiency, legal and brand compliance (in multiple markets), and enables the calculation of ROI for media assets. Additionally, the current customer- and content-centric marketing environment, in which marketers must create and deliver personalized content to an unprecedented number of channels, makes operating without a DAM inefficient and impractical.

Meanwhile, the COVID pandemic -- and the increasingly-digital interactions it has fostered on both the content creation and consumption sides -- have also created conditions in which a DAM's capabilities can offer significant benefits.

Smaller, less complex organizations may be able to do without a DAM, especially if they are using an adjacent technology, such as a content management system, that offers some DAM functionality. These players in adjacent spaces are likely to continue to add such features, or acquire DAMs, in the future, giving marketers even more options when considering their digital asset management needs.

At the same time, customers' expectations are rising and marketers are working to meet those expectations with personalized content at a growing number of touchpoints -- from social, to website to mobile app to drive-through menu to virtual reality experience -- and the need to maintain a compliant, on-brand experience will lead more marketers to adopt and upgrade their DAM systems.

DAMs continue to require a substantial investment of human resources to function at their best, since assets added without useful metadata may not be easily found again when needed. The advances in artificial intelligence and machine learning, however, are easing this process by enabling the appending of metadata through image and even facial recognition that can improve with training.

This type of technology is expected to have additional utility for marketers using DAMs in the future, as software using machine learning begins to anticipate marketers' asset needs for the multitude of digital distribution channels, offering useful options from the myriad files stored within the system. ■

## Vendor profiles

# ACQUIA®

**Acquia**

53 State Street  
10th Floor  
Boston, MA 02109  
T: 888-922-7842  
acquia.com

**Key customers**

New Balance  
Autodesk  
T-Mobile  
Dyson  
Campbell's  
Johnson Controls

**Key executives**

Dries Buytaert, Co-Founder  
and Chief Technology Officer

Michael Sullivan, President  
and Chief Executive Officer

Chris Andersen,  
Chief Financial Officer

Lynne Capozzi,  
Chief Marketing Officer

**Target customer**

- Acquia works with enterprise and mid-market companies across a wide range of industries, specializing in verticals that sell products: apparel and fashion, consumer goods, retail, medical devices, building materials, food and beverages. Acquia also works with industries that require security and tracking: banking, financial services, insurance, pharmaceutical.

**Company overview**

- 1,400 Employees.
- Founded in 2007.
- In 2021 Acquia acquired Widen, a digital asset management and product information management software provider.

**Product overview**

Acquia DAM, formerly the Widen Collective, is a cloud-based content hub for organizing, accessing, and delivering brand, marketing and product content. It combines digital asset management (DAM) and product information management (PIM) in one platform. Acquia DAM keeps track of versions and automatically publishes updated content across channels. Plus, metadata, automation, and artificial intelligence (AI) power efficient content workflows.

**Use cases**

- Organize content in one system: Users see and interact with large previews for logos, documents, videos, work-in-progress files, 360° spin photography, and more.
- Self-serve access to content: Empower teams across regions to find what they need, when they need it. Share permissioned access to your site, curated selections via portals, or individual assets.
- Publish up-to-date assets: Keep track of asset versions. Update once and the asset is automatically published across all share and embed links.
- Transform and reuse content: Convert images, videos, and audio files to other formats on the fly. Set up common conversions for social media, slide decks, and webpages or crop and resize as needed.
- Automate manual processes: Use metadata to power workflows. Set up no-code, rule-based automation to notify users when new content is available. Use AI-powered auto tagging to apply metadata.
- Monitor content effectiveness: Leverage site- and asset-level analytics to inform decisions. Review change history for audits.
- Integrate their martech stack so content is available wherever it's needed: Import, deliver, and sync data across tools. Connect data with managed integrations, prebuilt connectors, ready-to-use plugins, and REST API.
- Ensure brand consistency: Align all content creators and communicators to published brand guidelines and standards.

## Vendor profiles

# Acquia®

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10th Floor  
Boston, MA 02109  
T: 888-922-7842  
acquia.com

- Launch products faster: Accelerate speed to market by managing product hierarchies, variants, attributes, and assets, and more in one system.
- Prep for omnichannel distribution: Organize product content for centralized syndication across websites, digital and print catalogs, and e-commerce channels.

## File formats and handling

- Acquia DAM supports a wide range of formats: archives, audio, documents, images, video, and other types. Over 60 file extensions generate a preview and can be converted to a different format. There are no size limits for previews or conversion formats. Central support can help with assets that are 500 GB in size or larger.
- Image conversions are created on the fly: resize, crop, or convert images into a specific size, DPI, color space, or format.
- Video conversions are created on the fly: convert files into a specific bitrate, frame rate, or pixel width and height.
- Users can track file iterations and retain the related metadata values. Duplicate filenames trigger conflicts that can be added as versions.
- Create once publish everywhere (COPE). Maintain one master asset and update versions everywhere online.
- Users can see all activity on an asset from the time it was uploaded, at a glance. They can change incorrect metadata or confirm which users made changes.

## User permissions management

- Admins can configure Acquia DAM to support all teams, systems, and rights management.
- Admins place users into permissioned roles based on department, job, or any other function. Each site can accommodate over 150 different roles, for enterprise governance.

- Asset groups control the files each role is able to view, order, edit, or delete.
- Portals give teams and external partners access to assets without needing to be a user of the DAM system. Security settings include public, access code required, or login required.
- Admins can set default asset release and expiration dates and permission them by user role.
- Single sign-on (SSO) helps remove login obstacles and increase security.

## Search and metadata

- Users can browse by categories and drill down through a menu structure to find or discover assets, products, and templates.
- Admins design a metadata schema that reflects their business's unique processes and structure.
- Users can keyword search across all metadata fields and values or limit search to specific fields to return precise date ranges, file formats, or other values.
- Faceted search turns controlled metadata values, numeric ranges, or date fields into powerful search filters.
- The Related Assets feature helps users discover assets that are similar based on metadata, product associations, or visual style – powered by AI.
- Acquia DAM is designed to automate manually-intensive tasks, like metadata administration. AI-powered auto tagging applies keywords that make files instantly searchable. The metadata importer will map metadata for batch processes, such as uploading assets from a photoshoot, updating products, or importing assets from another DAM system. Upload profiles define default metadata for different profiles.

## Platforms

- Supported browsers include Google Chrome, Microsoft Edge, Mozilla Firefox, and Apple Safari. The Mobile app is available for iOS and Android.

## Vendor profiles

# ACQUIA®

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10th Floor  
Boston, MA 02109  
T: 888-922-7842  
acquia.com

## Analytics and reporting

- The Insights app provides information on the state of the DAM site and the assets in it.
- Sitewide Insights provides a comprehensive look at the DAM system performance. Site data is about things that live on the site, like the total number of assets, the total number of users, and the total site storage. Engagement data is about downloads, logins, searches performed, shares, uploads, and views of assets.
- Users can view preconfigured dashboards loaded with graphs or build customized charts and dashboards. Some common charts include: search terms over the last 30 days, downloads by asset group, and embed views by geographic location.
- Quick Insights gives users a quick look at asset performance. The at-a-glance view of asset activity and engagement helps users share, publish, and repurpose strong assets, as well as evaluate those not being used. The Intended Use feature reveals how people are using your content.
- Monthly Insights emails are available to get a quick overview of the state of your DAM system and assets.

## Collaboration and workflow

- Workflow is a proofing tool that gives teams visibility into project files as they go through the approval process and become distributable assets in the DAM system. It gives users tools to initiate and monitor projects, see projects that are in progress, view and give feedback, route versions multiple times and to different reviewers, determine and report project statuses quickly, accept project work requests, and maintain project momentum.
- The Paths feature allows users to create custom, automated email notifications when assets or products meet a specified state – no coding required. Rule-based automation is triggered by assets added to an asset group, new

products created in the Entries app, or by assets about to expire. Emails are customizable, including variables that pull information about the event you selected.

## Privacy and data security

- Files are stored in Amazon Simple Storage Service (S3). Data is redundantly stored and synchronized within multiple geographically separate data centers in two Amazon S3 Regions, the US-East and the US-West Regions. European customers may opt for European data storage, processing, and backups in EU West and EU Central regions.
- Data is stored with Amazon within Virtual Private Cloud (VPC). The application is available over HTTPS and data is always encrypted in Amazon S3 using AES-256.
- Acquia complies with GDPR and is ISO 27001 certified.

## Third-party integrations

- Common DAM integrations include project management, file sharing, creative tools, master data management (MDM), enterprise resource planning (ERP), sales enablement, web content management (WCM), marketing automation, and digital experience platforms (DXPs).
- Popular integrations include Adobe Creative Cloud, Box, Dropbox, Drupal, Google Drive, Hootsuite, Office 365, Salesforce, Sitecore, Slack, and Workfront.
- The API helps connect brand assets, metadata, product data, embed codes, and previews anywhere online, so users can access content in the DAM system across internal- and external-facing systems.
- The API end-point, Instant Search Connector, can be embedded in other tools, maintaining a source of truth for digital assets and providing a seamless experience for your users.

## Vendor profiles

# ACQUIA®

### Acquia

53 State Street  
10th Floor  
Boston, MA 02109  
T: 888-922-7842  
[acquia.com](https://acquia.com)

### Pricing and support

- The annual subscription is based on the number of users, the amount of storage in TBs, and add-on functionality.
- The support team is readily available for chat, email, and phone support. How-to articles and feature information are also available.
- Customer success managers (CSMs) are an ongoing point of contact that provide personalized support. They offer quarterly check-ins to review new

DAM functionality and discuss your site performance. They also provide expert advice on DAM strategy, optimization, and long-term success.

- Other services included short- or long-term system administration, design services, implementation, and consulting.

## Vendor profiles



## Adobe

### Adobe Experience Manager Assets

345 Park Avenue  
San Jose, CA 95110  
T: 408-536-6000  
[adobe.com](https://adobe.com)

### Key customers

CDW  
Orvis  
Under Armour

### Key executives

Shantanu Narayen,  
Chairman, Chief Executive Officer and President  
Dan Durn, CFO and EVP  
Anne Lewnes, Chief Marketing Officer and EVP, Corporate Strategy and Development  
Anil Chakravarthy, EVP and General Manager, Digital Experience Business and Worldwide Field Operations

Adobe representatives weren't available to provide updated information for this profile before the publication deadline. The information here is based on the company's previous profile but may have minor updates to reflect publicly-available information.

### Target customer

- Mid-market and enterprise companies with strength in retail and manufacturing, travel and hospitality, telecom, and media and entertainment.

### Company overview

- Adobe was founded in 1982.
- 22,000+ employees.
- In October 2021, Adobe acquired Frame.io, a cloud-based video collaboration platform.
- Adobe Experience Manager is part of the Adobe Experience Cloud, a broad portfolio of solutions for digital marketing, analytics, advertising and commerce.

### Product overview

- Adobe Experience Manager Assets, one of four tools in the Adobe Experience Manager platform, is designed to create, store and deliver thousands of content assets at scale.

### File formats and handling

- Designed to scale, supporting hundreds of billions of assets, petabytes of data, 5000-plus users and large GB average file sizes over various bandwidth conditions (high/low).
- Horizontally scalable architecture for high volume assets ingestion (including emerging media 3D, VR/AR, 360 formats, intensive workflows and video transcoding using dynamic media).
- File acceleration across geographies is supported through a combination of CDN, geo-located POPs, replication and third-party technology integration (Signiant) to improve remote or multi-geography user access.

### User permissions management

- Supports auto triggers/workflows for expired content (based on date, region, channel, etc.), including compound assets such as INDD, AI and PSD with expired sub assets to prevent any violations.
  - Enforced via notifications, visual indications, archival and restrictions on expired assets.
  - Rules control assets are visible in search results, portals and external websites.
  - Expired assets are instantaneously taken off/obfuscated for compliance reasons. Workflows can be automatically triggered to renew digital rights, notify users or request action.
  - Bulk workflow for stock images and UGC digital rights acquisition.
- License acceptance templates can be enforced prior to asset usage.
- Integration w/FADEL supports additional rules-based rights clearance and triggers workflows based on calendars, region, channel and embargo dates.
- Digimarc integration allows recognition of digital watermarks.

## Vendor profiles



**Adobe**

**Adobe Experience  
Manager Assets**  
345 Park Avenue  
San Jose, CA 95110  
T: 408-536-6000  
[adobe.com](https://adobe.com)

### Search and metadata

- Intelligent search (also called Smart Collections): Saved Searches available out-of-the-box and can be private, shared and subscribe-able.
- Dynamic Search Facets: Updated at time of query and can be managed by admin.
- Enterprise Search: Based on LUCENE and SOLR for distributed search across instances to scale for large repositories. Can be integrated with third-party search (e.g., FAST, Google Search, SharePoint).
- Search for any asset, editorial, text, folders, collections, stock and social feed across Instagram and other networks, with controls across business units and users.
- Configurable results templates, e.g. full text, list, gallery or detail.
- Priority configured by admin to boost results by tag/analytics/rating/relevance.
  - AI-powered Translation Search enables cross-language discovery across 50-plus languages for global teams.
- API-based search service available via QueryBuilder.
- Admins can configure multiple metadata schemas at mime type, folder, BU levels with advanced constructs for mandatory, validation, cascading, rules based and localization across the enterprise.
- Bulk metadata import/export enables rapid updates with power operations for inheritance, profiles, type-ahead suggestions, triggered workflows, filters and reports.
- Automatic extraction for major standards such as XMP/IPTC/EXIF/ID3/Dublin with write back for media, fragments, folders and collections.
- *Adobe Sensei* powers auto-tagging assets (brand/stock/UGC) with high confidence (image type, object, emotion, location, color, action, scene, etc.) with business-specific tags. Can be integrated with third-party Microsoft/AWS/Google Vision APIs.

### Workflow management

- Built-in scalable workflow engine for approvals, publishing, configurable ingestion and compliance supports pre-configured serial/parallel workflows and ad-hoc tasks, with UIs for business users and admins.
  - Business users use a visual configurator to design/modify workflows with conditions, splits, loops, nesting and routing logic.
  - Compliance workflows are supported with out-of-the-box review and approval, approval audit trail and the ability to tie conditions such as asset expiry.
  - Projects dashboard includes calendar view, team management workflow and task assignment. Users are notified of tasks via inbox UI and email.
- Workflows can be triggered by events (configurable), from projects, or by users with permissions. Admins have a monitoring and management UI.
- Hundreds of out-of-the box workflow steps help create complex workflows by drag and drop. Developers can customize and extend workflows (custom processing, integrations), as well as through third-party work management, MRM and other martech platforms (i.e., Workfront, BrandMaker, Aprimo, etc.).

### Reports and notifications

- Adobe Experience Manager Assets provides configurable tools to help generate reports for various events related to platform assets. Standard reports include asset uploads, downloads and expiration; asset modification and publishing; disk usage; link sharing; files in folders; and training of smart tagging.
- All events are logged, and reports can be extended based upon any action or data that is managed within the DAM.

## Vendor profiles



**Adobe**

**Adobe Experience  
Manager Assets**

345 Park Avenue  
San Jose, CA 95110  
T: 408-536-6000  
[adobe.com](https://adobe.com)

### Platforms

- Configurable and responsive UI enables usage across touch and desktop devices.
- Supports UI customization via a unified and clean HTML5 markup for client rendering.
- UI is designed to be customizable and reusable with extensible widgets, plugins and components for customers and third-party technology partners to build/add interfaces, applications, integrations, capabilities and workflows on the platform.

### Data storage and security

- Encryption of customer data "at rest" to AES 256.
- GDPR compliant.
- FedRAMP, SOC 2, ISO 27001, HIPAA, PCI DSS and GLBA certified.

### Integrations

- Native integration with other Adobe Experience Cloud applications and Adobe Experience Platform.

- Built API-first and all platform capabilities are available to third-party developers for integration and extension.
- All capabilities are exposed through APIs on the Adobe I/O Gateway. Integrations are managed through Adobe I/O Console.
- More than 85 productized integrations on the Adobe Exchange.

### Pricing and support

- Annual contract required.
- Free trial not available.
- Pricing for Adobe Experience Manager as a Cloud Service is based on named users for AEM Assets.
- Adobe Managed Services customers work with Customer Success Managers, with periodic assessments that measure/report on business performance goals.
- Add-on services available for performance design, launch success (including professional implementation and integration) and digital acceleration.

## Vendor profiles



amplifi.io

**Amplifi.io**

1 Wrigley  
Irvine, CA 92618  
T: (949) 705-6900  
amplifi.io

**Key customers**

AT&T  
American Furniture Rentals  
Dorman Products  
Nutraceuticals Corp  
Skullcandy  
Targus

**Key executives**

Ken Garff,  
Chief Executive Officer  
Farsheed Atef,  
Chief Technology Officer  
Jesse Knight, VP Sales

**Target customer**

- Mid-market and enterprise product manufacturers and brands usually in these categories: Outdoor & Sports Equipment, Fashion & Apparel, Consumer Electronics, Automotive Aftermarket, Home Goods, Industrial Goods, Luxury & Hospitality, BFSI, Education, CPG, Nutraceuticals, Health & Wellness and Beauty.

**Company overview**

- 28 Employees.
- Founded in 2014.
- Private equity backed.
- AMP Media Systems, Inc. (DBA Amplifi.io) is a Delaware Corporation with headquarters in Irvine, California, USA.
- Amplifi.io delivers Digital Asset Management (DAM) and Product Information Management (PIM) technology designed to meet the needs of today's top brands.

**Product overview**

Amplifi.io is a cloud-based digital asset management and product information management, all-in-one solution, built to rapidly organize, convert, manage and share marketing content.

Amplifi.io considers its key product differentiators to be:

- Easy-to-use central content hub.
- Bulk manage content based on product information data.
- Connections with ERP, PLM, & commerce tools like Shopify.
- Predictive search across products and media.
- Powerful video tools.
- Index and share even externally hosted content like YouTube links.
- Ahead-of-need image conversions for partner requirements.
- Support for new formats like 360 and 3D content.
- AI-powered full indexing of documents, video and image content.
- Auto-organization of digital assets by SKU or "Collections".
- Direct publishing of media by CSV, data feeds, API.
- Powerful enablement tools.
- Templates for automated Sell Sheets generator, Product Line Lists, etc.

**File management**

- Any digital file or data can be included in Amplifi.io and any file type can be transcoded. The system has no single file size limits.
- View thumbnail previews of almost any file including document, image and video formats. Includes all Adobe, open source and Microsoft formats.
- Upload will accommodate bulk use. Load up to 10,000 images at a time on the drag-and-drop uploader.
- Multi-tab concurrent use is supported.
- Colorspace detection and cross-conversion is supported.
- Search for text present on any image or art file even flattened JPEGs or web banners.

## Vendor profiles

**Amplifi.io**

1 Wrigley  
Irvine, CA 92618  
T: (949) 705-6900  
amplifi.io

**User permissions management**

- Configurable portal permissions ensures users access only the content you intend them to see.
- Separate content into top level media "libraries" good for separating sub-brands, regions, business units, partners, localized content, etc.
- Provides robust user management, including role based (super-powers) and content-group based restrictions.
- Sales and similar users can generate web-to-print templated PDF, XLSX, CSV, and various slideshow type outputs.
- Ensure everyone will access the latest version of an asset. Users with appropriate permissions can view and manage past versions.
- Single Sign On (SSO) can be tailored to fit permissions needs.

**Search and metadata**

- Users can start typing and the system will suggest top matches as the person types.
- Perform search on filenames, products, SKUs, UPCs, data, metadata, AI label tags, manual tags, collections, categories, etc.
- Easily combine search tools to browse (navigate), filter and search all at the same time if needed. This enables users to find assets using multi-facets like: library selection, category selection, complex search terms and full results filters based on product information or other data -- all at the same time.
- Bulk search up to 500 products at a time using advanced "paste-a-list" based searching. Just select a column range from a spreadsheet and paste into the search bar.
- Users can create their own advanced search string using expressions like AND, OR, NOT, "", ( ) as inspired by Google search expressions.
- AI tag assist process will glean additional data about the assets and make assets more discoverable.

- AI-based label tags include dominant color, object tags, OCR, landmarks, speech-to-text, face detection, web matching, etc.
- Searches can easily be saved and shared with other portal users.

**Workflow management**

- Approve, comment and mark-up on any type of file.
- Offers templates for common routing and approval scenarios.
- Approve a product for market readiness.
- Users are notified of an approval workflow, receive email updates, and view the complete task list in-system.
- Approval Viewer allows for real-time collaboration, review, annotation and approval directly in the user interface.
- Project reports are displayed in realtime to enable project managers to monitor stages, status, actions, and project timelines.

**Reporting**

- Reports enable administrators to view who is visiting their portal site and how visitors are interacting with the platform.
- Built-in reporting engine with user-friendly dashboard that covers events like:
  - Uploads, approvals, downloads, shares, deletions, views, changes that happened over time.
- System also allows full integration of the portal with the customer's Google Analytics system for full customization and viewing of all data from every activity in the system.

**Platforms**

- Amplifi.io is 100% browser based.
- Cloud solution can be accessed anywhere in the world on modern web browsers including: Chrome, Microsoft Edge, IE, Safari, Firefox, Opera, iOS & Android native browsers.
- Some third party desktop applications

## Vendor profiles



# amplifi.io

**Amplifi.io**

1 Wrigley  
Irvine, CA 92618  
T: (949) 705-6900  
amplifi.io

are available for bulk file uploading and data syncing. Accommodates bulk loading from Google, Box, Dropbox, SFTP, URLs and some other DAMs.

## Integrations

- Connects at different levels with any ERP, PLM, CMS, SharePoint, commerce platform, productivity suite, syndication, retailer or any other system.
- Robust RESTful API
- Data IO for:
  - Shopify
  - CSV templates for retail onboarding
  - Google Shopping
  - Salesforce
  - ShotFlow
  - Capture One
  - Slack

## Pricing and support

- Annual contract is required.
- Depending on the situation, Amplifi.io team may offer a Proof-of-Concept including the customer's own data and assets.

- Amplifi.io is delivered Software as a service (SaaS) including ongoing user and admin support. Advanced support or data processing is also available.
- Pricing is based on each customer's unique requirements.
- Pricing Editions:
  - CORE - From \$15K Annual
  - PRO - From \$24K Annual
  - ENTERPRISE - From \$55K Annual
- Factors:
  - Number of users
  - Admins
  - Storage requirements
  - Regions/libraries
  - Support requirements
- Custom development is available for highly specialized requests.
- Flat fair pricing for additional storage or additional users is also available.

## Vendor profiles

**Aprimo**

230 W Monroe St., Suite 1200  
Chicago, IL 60606  
T: 877-794-8556  
aprimo.com

**Key customers**

AT&T  
Bank of America  
Boehringer Ingelheim  
CVS Health  
Pacific Life  
RedHat

**Key executives**

Erik Huddleston,  
Chief Executive Officer  
Ed Breault,  
Chief Marketing Officer  
Kevin Souers,  
Chief Product Officer

**Target customer**

Enterprise and mid-market customers across a wide range of verticals, including financial services, life sciences, retail, manufacturing, high tech and consumer goods.

**Company overview**

- Founded in 1998.
- 350 employees.
- Additional U.S. offices in Indianapolis; international offices in London, Amsterdam, Ghent (Belgium), Manila, Birmingham (UK) and Frankfurt.
- Initially acquired by Teradata in 2011 for \$535 million.
- Acquired by Marlin Equity Partners in July 2016.
- Acquired ADAM, a DAM software solution, in March 2017.

**Product overview**

- Aprimo offers digital asset management and work management solutions. Its content operations platform provides organizations with a single source of information to optimize the way they plan, develop, govern, and deliver brand experiences at scale.
- Streamlines and governs behind-the-scenes activities, from ideation to distribution, involved in delivering exceptional brand experiences.
- Core products include:
  - Aprimo Digital Asset Management (DAM): Supports asset management and curation, content collaboration, content workflows and content distribution.
  - Aprimo Productivity Management: Supports work management needs like marketing calendar, task routing, reviews & approvals and resource optimization.
  - Aprimo Distributed Marketing: Supports channel and local marketing needs.
  - Aprimo Plan & Spend: Supports marketing budgeting and financial management needs.

**File formats and handling**

- Aprimo is designed to support all files, including emerging content (360 shots, 3D, etc.), video, audio, and images, native text snippets, documents, and creative files.
- Users can easily convert images and videos, either manually or automatically.
- Conversion options can be configured as presets for different file types, including images and video, so users can automatically download channel-ready (e.g. web, print, mobile, etc.) assets.
- Aprimo supports AI-based auto-cropping of images based on automated detection of area of interest. Manual cropping is also supported, as is video clipping.
- Easily track and update all assets wherever they are used.

**User permissions management**

- Aprimo has robust user permissions that allow groups to manage access at every level.
- Freelancers and other external partners can be granted access to the solution.
- Integrates with SSO technology to allow centralized authentication, authorization, group membership, and user creation and license management.

## Vendor profiles

**Aprimo**

230 W Monroe St., Suite 1200

Chicago, IL 60606

T: 877-794-8556

[aprimo.com](http://aprimo.com)**Search and metadata**

- Aprimo's search capabilities include autofilling search terms, search suggestions, and search in different languages. Administrators can tune search results to make sure that users are getting the best results possible.
- Supports robust metadata capabilities, including taxonomy and metadata for campaign, record and asset, with localization and translation capabilities.
- Multiple, business-specific, parallel/concurrent taxonomies. Multilingual, localized and on-the-fly taxonomies.
- Batch ingestion/bulk tagging (via UI, upload, bulk editing, Excel, API), metadata addition and updates (unlimited languages, fields) and metadata templates.
  - AI for automatic tagging via Aprimo AI, including auto-extraction of embedded metadata/thumbnail/preview, auto-tag any asset, optical character recognition (OCR), speech-to-text, etc.
  - Trainable, business-specific AI tags via a trainable AI model.

**Workflow management**

- Aprimo DAM natively supports both simple and complex (e.g., decision path, simultaneous pathing, auto expansion/reduction) workflows, ad hoc.
- Provides 30-plus industry-specific content workflow templates and offers.
- Workflows can be started via a work request form or requested from an existing asset. Workflow steps and reviews can be configured via no-code, visual workflow designer to automatically start or conditionally route/reroute via logic, actions/state changes/metadata changes, resource availability and skills. Projects can also be managed via Agile Marketing methodologies or ad hoc.
- Projects publish into a content calendar for a single view of in-market activity.

- Tasks automatically publish into project management tools like Gantt Charts or Agile Boards.
- Deep, native content annotation, review and comment capabilities.

**Reporting and notifications**

- Supports notifications and alerts on asset expiration, assets close to expiration, asset uploads/downloads, task assignment, task reminders, etc.
- Supports embedded BI reports to enable users to easily slice and dice data.
- Aprimo supports system-level views into data, including the ability to view views / downloads / searches / etc.
- Content-level performance insights that includes time trending data and calculates return-on-effort (hours and spend) on assets.
- Aprimo also integrates with best-in-class analytics solutions, like Google Analytics and Salesforce Datorama, to add content-specific insights into the bigger picture.

**Platforms**

- Auto-scaling, multi-tenant SaaS on Microsoft Azure.
- Aprimo DAM provides an HTML5-based web front end that is fully responsive and built on modern web technology (React).
- Aprimo supports a native application specifically to help marketing leaders approve content spend requests on the go.

**Integrations**

- Aprimo has 70+ integration points in the [Aprimo Marketplace](#). In addition, Aprimo also supports integrations via a low-code integration platform (powered by Boomi).
- Aprimo also has hundreds of documented APIs, webhooks and page hooks.

## Vendor profiles



**Aprimo**

230 W Monroe St., Suite 1200

Chicago, IL 60606

T: 877-794-8556

[aprimo.com](http://aprimo.com)

### Pricing and support

- Free trial available.
- Annual contract required.
- Annual subscription is \$20k and up. Pricing is based on users and modules.
- 24/7 global support, access to training (via Aprimo Academy), and customer advisory product input (via Aprimo Voice) are included in pricing.
- Add-on services include custom AI modeling, concierge services (ongoing remote consulting) and partner assurance services.

## Vendor profiles

**Brandfolder**

3501 Wazee Street, Suite 300,  
Denver, CO 80216  
T: (720) 744-0300  
[brandfolder.com](https://brandfolder.com)

**Key customers**

Slack  
TripAdvisor  
Lyft  
P.F. Chang's

**Key executives**

Steve Baker, VP and  
General Manager

Jim Hanifen, Head of  
Product and Engineering

Evan Horibe, Head of Sales

Travis Daugherty, Head of  
Customer Experience

**Target customer**

Brandfolder services SMBs to Fortune 100 companies across the globe. The sales team specializes in SMB, mid-market, commercial and enterprise customers in retail, technology, food and beverage, manufacturing, CPG, professional services and other verticals.

**Company overview**

- 124 Employees.
- Founded in 2012.
- In September, 2020 Smartsheet acquired Brandfolder. This acquisition combines Brandfolder's DAM capabilities with Smartsheet's collaborative work management platform to create a solution that manages workflows around content and collaboration.

**Product overview**

Brandfolder is a Digital Asset Management platform that enables users and admins to easily store, manage, share, manipulate and analyze assets across hundreds of formats, including 8K video, documents, images and 3D renderings. With asset usage analytics and AI auto-tagging powered by Brand Intelligence, Brandfolder provides the tools to optimize self-service discovery and creative strategy with data-driven precision.

**Use cases**

- Brandfolder's proprietary AI/ML engine, Brand Intelligence, guarantees a custom, brand-specific model to every customer — one that learns from user tagging habits to get faster and more discerning with every asset upload.
- The intuitive interface and advanced auto-tagging functionality ensure stakeholders can access any asset they need, when they need it. Duplicate detection and automated asset merging eliminate asset sprawl and ensure brand consistency. Custom and co-branded collections enable users to showcase public-facing professional polish. And asset scoring analyses contextualize how users' time is best spent.

**File formats and handling**

- Brandfolder supports hundreds of formats, including 8K video, documents, images and 3D renderings. There is no file size limit.
- Brandfolder supports a bulk resize/file format conversion, which is used by customers for direct download or share link distribution, and also provides self-service file conversion, aspect ratio controlled resizing, free-form cropping, social media presets and custom customer specific presets.
- Brandfolder's Smart CDN supports image transformation (crop, fit, trim, pad, orient, contrast, blur), optimization and compression at scale. For more advanced editing, the Templating solution turns design quality print and digital assets into easily editable personalized content while admins retain powerful control to ensure brand consistency.
- Users in Brandfolder can check out an asset, make edits, then check new versions into the DAM. Version history is tracked with details like uploading user, date/time, comments and revert options. Previous versions with their comments/annotations can be easily compared. Smart CDN links — used to power customer websites, landing pages, emails and other content marketing channels — always deliver the active

## Vendor profiles

**Brandfolder**

3501 Wazee Street, Suite 300,  
Denver, CO 80216  
T: (720) 744-0300  
[brandfolder.com](https://brandfolder.com)

version and will purge/invalidate cache within 100ms when new versions are added in Brandfolder. With Smart CDN, users in the DAM can simply update versions and have them automatically propagate to omnichannel endpoints.

**User permissions management**

There are three types of user roles in Brandfolder that administrators can grant to others within their organization:

- Administrators have full access to user customization, editing assets, add/remove users at all specified levels.
- Collaborators can add/edit assets within a specified level.
- Guests can view or download assets, play videos, access templates within a specified level.

User permissions flow downward and the owner of an Organization is automatically given that level of access to each Brandfolder and Collection within the Organization. The same is true for admins, collaborators, and guests.

When it comes to granting external users access to Brandfolder, Administrators can select from the following 4 options available in the privacy settings:

- Allow Public to Request Access: People can enter their email to request access, and Admins would then have the ability to approve or deny their request
- Whitelist Domains: Auto-approve requests from whitelisted domains.
- Enable Stealth Mode: Removes Brandfolder from appearing in web searches.
- Enable Simple Password: Universal password that can be used for all users to enter the platform.

**Search and metadata**

- Brandfolder's search learns from users over time to provide brand-specific search optimization, convert text within assets to searchable metadata and surface video content. Any query spans all available metadata across custom fields, tags and system or file info and can be pinned to streamline common

searches for future use.

- Multiple syntaxes and operators can be combined into a single query and used interoperably with other navigation tools like Labels and Filters. Search supports Boolean logic, wildcards, synonyms and exclusions. Users can personalize their fuzzy/strict recall with four operator options. The search bar gives syntax auto-suggestions specific to customer taxonomy/metadata.
- Admins can configure default search and sort behavior, including operator, strict/high recall and sorting methodology. Similarity detection finds pixel-to-pixel duplicates and visually similar assets within a customer environment, surfaced to all users within the asset modal. Similarities are ML-driven and take into account auto-tags, human-added tags and asset composition. All user search queries are reported and visible to admins in the Insights dashboard.

**Platforms**

- Brandfolder does not currently offer any native apps. It is a web-based application that can be accessed on any device and is mobile friendly.

**Analytics and reporting**

- Customers use Brandfolder to track content across all ingress and egress points to provide visibility into content performance via the Insights product. Insights provide a visual interface to show not only where and how often a given asset is used, but also rank asset popularity and performance in both a list and via a proprietary asset scoring model.
- Performance data surfaced in-product, and via the Insights Data Connector, can be surfaced into any BigQuery compatible analytics platform such as Tableau, Data Studio, Looker and more. Native Google Analytics integration is available. During asset creation, customers can use Brandfolder Workspace to track where

## Vendor profiles

**Brandfolder**

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Denver, CO 80216  
T: (720) 744-0300  
[brandfolder.com](https://brandfolder.com)

and how often a work-in-progress asset is accessed alongside metadata indicating the assets status, who is assigned to creating it, when it is due and more. Brandfolder integrates with Smartsheet to aggregate DAM insights with CWM analytics for broader campaign and omnichannel performance metrics.

**Collaboration and workflow**

- Brandfolder integrates with Smartsheet for advanced collaborative work management. This combined solution provides cohesive content collaboration, supporting the entire work/asset lifecycle from intake and planning to proofing, distribution and measurement. Native features include Workspace, approvals, comments/ annotations or proofing, version history, check out/in and design tool integrations.
- Workspace helps teams manage marketing/creative production, with project/campaign status overviews, task creation, assignments and due dates, plus adding reference assets right from the DAM. Workspace connects to Smartsheet where workflow templates and advanced automations are routed. Brandfolder offers productized integrations with Workfront, Asana, JIRA, Wrike, Trello, InMotionNow, Slack and MS-Teams.

**Privacy and data security**

- Brandfolder is SOC II Type2 compliant and uses Google Kubernetes Engine for app servers with adaptive protection and WAF from Cloud Armor.

- Brandfolder conducts annual DRBC audits and third-party penetration tests per SOC 2 Controls. Brandfolder integrates with any SAML 2.0 Identity Provider (IdP), Azure AD or ADFS solution for secure SSO and MFA.
- Authorized staff must pass two-factor authentication to access systems. All site visitors can manage their privacy preferences on demand. Brandfolder is GDPR compliant and supports user data and deletion requests.

**Third-party integrations**

- Brandfolder integrates natively with many of the most popular marketing and creative tools like content management systems, content creation, CRM, sales enablement, marketing automation, PIM and work management to streamline asset centric workflows across the marketing tech stack as well as several popular daily use productivity tools. Integrations surface Brandfolder search to help users quickly find content and tools to convert, resize and crop assets for the specific purpose.

**Pricing and support**

- Annual contract required.
- Free trial available.
- Pricing is not disclosed publicly.
- Customers can access live chat with the support team Monday through Friday between 8:30 AM and 5:00 PM MST or via email.
- The Brandfolder team has curated hundreds of free articles within the Brandfolder Knowledge Base covering topics on features and functionality.

## Vendor profiles

**Bynder**

321 Summer Street,  
1st Floor  
Boston, MA 02210  
[bynder.com](https://bynder.com)

**Key customers**

Akzo Nobel  
innocent drinks  
Icelandair  
Puma  
Scotch & Soda  
Spotify

**Key executives**

Chris Hall, Co Founder &  
Supervisory Board Member

Bert van der Zwan,  
Chief Executive Officer

Bob Hickey,  
Chief Operating Officer

Paul Heiden,  
Chief Product Officer

**Target customer**

- Consumer brands and retail, technology, healthcare, finance and insurance, manufacturing and automotive, travel, hospitality and recreation, chemical, energy and construction, media and entertainment.

**Company overview**

- Founded in 2013.
- 400+ employees.
- Raised \$22.2M in a series A funding round led by Insight Partners in 2016.
- Acquired WebDAM in February 2018 for \$49.1M.
- Acquired We Adapt, a SaaS solution to help brands scale their video content creation, in June 2020.
- Offices in Amsterdam, Barcelona, Boston, Dubai London, Rotterdam, San Carlos.

**Product overview**

- Bynder provides a platform to manage brand, campaign and product assets.
- Bynder's Digital Asset Management (DAM) module enables users to centralize, organize and share all their digital media files.
- Launched the Bynder Connector for Salesforce Marketing Cloud on the Salesforce AppExchange in November 2020.

**File formats and handling**

- Almost all file types can be uploaded and stored in the DAM.
- All images, movies, music files, and PDF documents can be previewed before downloaded.
- JPG, PNG, GIF, BMP, TIFF, TIF, AI, EPS, PSD, WAV, MP3, MP4, MPG, MPEG, AVI, MOV, FLV, F4V, WMV, VOB, MKV, M4V, DNG, DOC, DOCX, XLS, XLSX, PPT, PPTX, PDF, RAW, MXF, 3GPP, 3GP, OGV, TS, MTS, M2TS, 3G2, 3GP, M2V, WEBM, SVG, .sketch.

**User permissions management**

- Users can manage who can view or create collections, download specific assets, see the statistics for the portal, manage the look and feel of the portal, add stages to workflow, or remove versions of assets.
- Permissions are closely tied with users and user profiles.
- Users must be assigned to a user profile, and a user profile must have specific rights defined.
- Users can add and remove rights from the profiles as necessary.
- Users can also manage permissions on the metaproperty options level.
  - For example, a user might decide to hide assets tagged with a selected metaproperty option for some users or user groups.
  - They can also decide to hide assets linked to that metaproperty option but show them to selected people.
- Users can choose which level of access to give to external parties, set an expiration date or revoke access to have full control over shares.

## Vendor profiles



**Bynder**  
321 Summer Street,  
1st Floor  
Boston, MA 02210  
bynder.com

### Search and metadata

- Users can search for assets by means of filters, tags and the search bar.
- The search bar functionality works similarly to the Google search.
- Clients can use it to find the right assets, especially if they have thousands of assets in their asset bank, or do not know the asset name.
- The search function uses all the details provided by users to get results.
  - It looks at the titles, descriptions, tags, tags, collection names or asset UUIDs.
  - It also uses the Optical Character Recognition (OCR) to scan PDF and Word documents.
  - Boolean search is also supported.
- Search also helps users look for specific workflows, guidelines, or search for specific phrases within guidelines.

### Workflow management

- Bynder's *Creative Workflow* enables users to easily collaborate and communicate with both internal departments and external agencies to streamline requests, reviews, and approvals.
- Standardized requests enable users to make requests and fill in the brief information needed to move forward.
- Brands can simplify creative and collaborative processes by enabling account users to make new requests with predefined tasks, responsible parties and processes.
- Teams can provide clear feedback and collaborate effectively during the review process by leaving comments and notifying team members at each stage within *Creative Workflow*.
- Bynder's Digital and Print Brand Templates empower marketing teams to create content that aligns with brand guidelines.
  - By defining elements and rules that control the way designs are edited, those templates can be created for different campaigns, markets, and channels.

### Reports and notifications

- *Bynder Analytics* enables firms to find relevant insights through visual dashboards, filter for more specific information, and generate reports.
- Users can identify and improve bottlenecks in creative workflows, brand portal adoption rates, and overall content performance.
- The Notification Center enables users to manage the messages generated by the system, for example, information about a download file that has been prepared.

### Platforms

- iOS Android and Bynder supports all browsers, excluding Internet Explorer 10 or below.

### Data Storage and Security

- Bynder's information security management system (ISMS) ensures continuity of the business and minimizes any possible damage that information security incidents could cause to customers.
- Bynder conducts periodic audits and rigorous internal testing.
- ISO 27001:2013 certified.
- Compliant with all HIPAA security standards following a 2016 Coalfire assessment.
- Offers 99.99999999% data durability.
  - All assets uploaded are backed up every day to Glacier storage.
  - In the case of a catastrophic system-wide failure, a backup restore can be performed within one business day.
  - Secures backups of all data and code with:
    - ◆ Incremental backups of all uploaded assets (once every 24 hours).
    - ◆ Snapshot of the database every 24 hours with a retention of up to 30 days.
    - ◆ Encrypts data at rest (AES) and in transit (TLS1.2) using strong algorithms and encryption keys where possible.

## Vendor profiles

**Bynder**

321 Summer Street,  
1st Floor  
Boston, MA 02210  
bynder.com

- Controls data and encryption on server side and data is not encrypted before it is transmitted to Bynder's servers, other than the TLS (https) connection that the client uses.
- Data on Amazon S3 is encrypted with one key per "bucket," or storage container.
- Data in external transit is encrypted with the domain specific TLS keys (\*.getbynder.com, \*.bynder.com and brand.client.com, etc), whereas data in internal transit is encrypted with a custom TLS private key that Bynder generates.

**Integrations**

- Integrates natively with Adobe Creative Cloud and Adobe Experience Cloud, Drupal and Google Analytics, Slack and WordPress. A full list of integrations can be found [here](#).
- Brands can extend their brand portals' capabilities with APIs & SDKs.
- Bynder's developer portal provides the opportunity to access all the documentation necessary to build integrations on top of Bynder, providing seamless integration with existing tech stacks.

**Pricing and support**

- Annual contracts required.
- Free 30-day trials available.
- Pricing details not disclosed.
- Bynder delivers a customized DAM solution and implementation based on expert advice focused on the customer's specific and evolving use-case.
  - Onboarding Consultants serve as project manager and product specialist.
  - Average onboarding time is 10 days.
  - Pricing depends on the number of users, amount of storage, and the modules needed.
- Every client receives personalized trainings, calls, and meetings; none rely on generalized webinars or knowledge bases alone.
- Post implementation, ongoing support is provided by Bynder's Customer Success.
  - This also includes guidance for launch planning, communication, and collecting feedback.
  - Customer Success also leads training for users—sometimes this is done with a "Train the Trainer" approach and sometimes, directly with the end users.
  - 24/7 global support via phone or live chat.

## Vendor profiles



**CELUM**

### CELUM

Passaustrasse 26-28  
Linz, Austria 4030  
T: +43-732-716-529  
celum.com

### Key customers

Volkswagen  
Essity  
Lidl  
Shop Apotheke  
Scott Sports  
CLAAS

### Key executives

Michael Kraeftner,  
Chief Executive Officer  
Dietmar Wiesinger,  
Chief Growth Officer  
Roman Leeb,  
Chief Marketing Officer  
Alessandro Kurzidim,  
Chief Product Officer

### Target customer

- Mid-size to large-scale brands with distinctive product focus. Especially large footprint in retail, technology, financial services, manufacturing and emerging brands.

### Company overview

- 124 Employees.
- Founded in 1999.
- Privately held.
- Headquartered in Linz, Austria; with additional offices in Vienna, Austria; Munich, Germany; and Sacramento, CA.

### Product overview

- CELUM.com is a content supply chain SaaS platform for product experience management.
- Digital Asset Management: One central hub for product content.
- Team Work Management: A new simple way for projects.
- Process Automation: Streamline and automate creative processes.
- Online Proofing: Accelerate content approval.
- File Sync and Share = A drive and share app the customer can control.
- Integrations and Marketplace: Access to 100+ apps and extensions.

### File formats and handling

- Any file type is supported.
- Preview and metadata extraction as well as conversion to derivatives for hundreds of file types including 360-degree imagery, videos and 3D models is supported and embedded within Celum's content spooling and content delivery capabilities.
- Provides full file versioning, in addition to CELUM Drive enterprise file syncing and full asset record with tracking of any change in asset data, including but not limited to all metadata.

### User permissions management

- Role-based model can be combined with permissions on node structures and assets, including inheritance, metadata and procedural capabilities.
- CELUM Teamwork Management offers an independent layer of access while content is "work in progress," and moves through processes.

### Search and metadata

- Extended advanced search with facading and filtering down to individual metadata fields – fully permission controlled.
- Metadata is auto extracted from most asset types, including AI-powered identification of areas of interest and other visual features.
- Metadata can be organized per asset type, with sharing fields allowing flexibility.

## Vendor profiles

**CELUM**

Passaustrasse 26-28  
Linz, Austria 4030  
T: +43-732-716-529  
[celum.com](http://celum.com)

**Workflow management**

- CELUM features full template-based workflows via its teamwork management and process automation capabilities.
- Assets can be created in a workroom and immediately reviewed and then ingested back into the DAM after receiving approval.
- CELUM Drive allows enterprise-grade file syncing and sharing of files onto local machines, allowing creatives direct access to content wherever they are.

**Reports and notifications**

- Full email alert functions, MS Teams integration for notifications and conversations.
- Reporting covers from asset stats to social asset performance (YouTube, Facebook).

**Platforms**

- Browser access is fully platform-agnostic, with Firefox, Chrome, Safari and Edge being supported.
- Native applications are available for Mac and PC and fully responsive multi-device user interface (UI) for any mobile device or tablet.

**Data storage and security**

- CELUM Flexstore is a hybrid cloud-capable storage backend that manages all binaries and allows multi-tiered

storage in the cloud and on-premise, for backup and or better performance. Cloud binary storage in Azure Blob (EU-West, Amsterdam), with one bucket per tenant; Standard backup and versioning included.

- Asset metadata and process information is highly encrypted in a relational database.
- Automated, tool-based web app security scans and periodic third-party security audits

**Integrations**

- CELUM integrates with nearly 100 other systems, including major CMS, PIM and collaboration tools. Integration examples: WordPress, SAP, Salesforce, Hootsuite and Deeple.
- CELUM offers native integrations into the entire product lines of Adobe and Microsoft Office as well as its own CELUM Explorer and CELUM Drive applications to access content as if locally available and synced.

**Pricing and support**

- Free plan available for teamwork management and process automation.
- Professional plans start at \$149/month.
- Enterprise plans start at \$1,499/ month.
- Average customer spend is \$50k to \$450k per year for Enterprise plans with massive integrations
- CELUM SI Partner network provides training and consulting

## Vendor profiles



### Cloudinary

3400 Central Expressway,  
Suite 110  
Santa Clara, CA 95051  
[cloudinary.com](https://cloudinary.com)

### Key customers

Bleacher Report  
Hinge  
Nintendo  
Mediavine  
StubHub  
Bombas

### Key executives

Itai Lahan, Co-founder and  
Chief Executive Officer  
Tal Lev-Ami, Co-founder  
and Chief Technology Officer  
Nadav Soferman, Co-founder  
and Chief Product Officer

### Target customer

- SMBs to enterprise companies in the retail and e-commerce, e-learning, travel and entertainment, and media and publishing verticals.

### Company overview

- Founded in 2012.
- 352 employees.
- Additional international offices in London, UK, Petah Tikva, Israel, Poland and Singapore.
- More than 8,000 customers and 50 billion assets under management.

### Product overview

- Cloud-based solution uses AI technology for image and video management and digital asset management (DAM).
- Manages assets from creation, search and sharing to manipulation and distribution across all customer touchpoints.
- Streamlines and automates asset workflows, from metadata management to AI-based tagging, search and manipulation, to publishing and responsive delivery across devices.

### File formats and handling

- Upload any type of rich media asset, including images, videos, GIFs and documents such as PDFs and Microsoft Office documents without file limit restrictions. Uploaded assets can be dynamically converted to any relevant format through an intuitive UI.
- Dynamically optimizes to the most efficient format, based on content and viewing browser, and converts the format on the fly (i.e., automatically delivers images as WebP to Chrome or JPEG-XR to Internet Explorer).
- Every asset is assigned a unique version through a timestamp of the upload to build the URL of the latest upload/version in case of multiple versions with the same public ID. Invalidates previous versions when required.

### User permissions management

- Assets, folders and collections can be shared with either internal or external users/groups at a variety of permission levels, including view, contribute, edit or manage.
- Permissions control what operations (i.e., upload, view, edit, download, moderate, delete, share) users can perform on the assets.
- Brand portal enables users to securely distribute approved assets with agencies, partners and other external teams, rather than sharing access to the entire asset library with everyone.
- Based on access level, external contributors can search, browse, preview and download assets or the entire collection (as a ZIP file) at once.

### Search and metadata

- Assets searchable via AI-powered search with tags and attributes, including content, type, size and format. Instant search results can be browsed as visual thumbnails, and also narrowed down with various filters.
- Users can search for images based on advanced image analysis, including image style, predominant colors, number of faces (as determined by Cloudinary's built-in face detection algorithm) or the location of a photo.

## Vendor profiles

**Cloudinary**

3400 Central Expressway,  
Suite 110  
Santa Clara, CA 95051  
[cloudinary.com](https://cloudinary.com)

**Workflow management**

- Work-in-progress assets can be organized in different folders or sub-accounts in "restricted" mode for review/approval by designated stakeholders, who are notified via email. Reviewers add their feedback as comments. When the asset is ready to be published it can be automatically moved to the designated folder [with asset tags] for "public" access to all DAM users.
- Cloudinary can be connected to any other preferred tool through APIs and webhooks for advanced workflow management.
- Cloudinary leverages AI-powered automation for asset distribution to multiple channels, to ensure that assets are delivered to end-users in the optimal format, resolution and quality for fast loading with no visual degradation.
- Cloudinary simplifies responsive delivery for preparing assets for viewing across screens and layouts, by automatically adapting images and videos through content-aware resizing and cropping, and serving the optimal version that fits the device resolution and viewport in use.

**Reports and notifications**

- Users can view a variety of summary details and trend graphs covering the overall account usage in terms of total assets, storage used, number of manipulations and used bandwidth.
- Users can track asset performance by analyzing engagement metrics (i.e., views, downloads, shares) and monitoring errors.
- Weekly reports sent via email.
- Users can add comments and mention other users with a standard @username notation, which sends a notification email with the actual comment and a quick link to view the comment on that particular asset.

**Platforms**

- SaaS solution that works on any device or browser.

- Cloudinary can be implemented through its interactive UI, embedded custom widgets or as a headless DAM.

**Data storage and security**

- All data stored in cloud services including Amazon S3 or Google Cloud Storage (GCS). Standard backup, versioning and replication services included.
- Stores multiple revisions for each uploaded asset, included a secondary write-protected location.
- Backups can be easily browsed and accessed.

**Integrations**

- 80-plus integration partners, including AKQA, Blueleaf, Creatuity, Funbit, Kenshoo, Microsoft Azure, Netgen, Quru and Redbox.
- Extensible APIs and webhooks available for integration with project management and collaboration apps, as well as web content management systems (CMSs).
- External project management tools can be connected to Cloudinary's DAM using Zapier or API-based integrations to receive alerts and notifications.

**Pricing and support**

- Free platform grants access to the DAM product.
- Annual pricing ranges from \$28-\$48K and is based on the number of users, volume of storage and/ or bandwidth, and services required.
- Cloudinary offers its DAM solution in two ways. The fully-featured enterprise DAM solution requires an annual commitment. Cloudinary also offers, via its self-service plans, the ability to access a core set of DAM capabilities via either a monthly or yearly subscription.
- Phone and email customer support is included in pricing, and includes dedicated Customer Success Managers and support teams.

## Vendor profiles

**MediaBeacon**

430 1st Ave North  
 Minneapolis, MN 55401  
 T: 612-317-0737  
[mediabeacon.com](http://mediabeacon.com)

**Key customers**

Boots Retail USA, a member of  
 Walgreens Boots Alliance  
 Carhartt  
 Hallmark  
 Tyson Foods

**Key executives**

Mattias Byström, President  
 Andy Warnement,  
 VP/GM of Brands  
 Heidi Larsen, VP Global Sales

**Target customer**

- Enterprise brands in all verticals, with a focus on CPG, retail, apparel, healthcare, and government.

**Company overview**

- Founded in 1989.
- 1800 employees worldwide.
- Headquartered in Ghent, Belgium.
- MediaBeacon is the digital asset management (DAM) tool of Esko | Brand Solutions, a branded content creation platform for marketing collateral, packaging, and labels.
- Member of the Danaher (NYSE:DHR) Product Identification Platform (PID).

**Product overview**

- MediaBeacon is a DAM for storing and managing rich media assets in a single, digital source so cross-functional teams can search for the assets they need, when they need them and be confident knowing they are working with the most up-to-date versions.
- Supports DAM at an enterprise scale handling large, complex instances and workflows while providing an intuitive experience for end users.

**File formats and handling**

- Supports large libraries of content with unlimited upscaling for large amounts of files, storage, performance, and number of users.
- Supports the storage and retrieval of all file types.
- Provides robust asset transformation capabilities. Users can manually crop images or change color, orientation, etc. and save them to meet their specifications.
- Most users will see and use the latest version of an asset. Power users with appropriate rights/permissions can manage the versions of an asset by promoting or demoting assets within the lineage.

**User permissions management**

- Provides application security through user management, including role-based permissions and group restrictions on viewing, downloading, or editing assets and metadata.
- Outside freelancers can be given access to the system using the user management described above.
- Assets can be delivered externally for download through external brand portals.

**Search and metadata**

- Supports all standard and ISO metadata schemas and allows admins to create their own schemas specific to the organization.
- Ensures consistent metadata tagging with extensive metadata dictionaries.
- Users can perform a quick search based on filename, thesaurus terms, available metadata, taxonomies, and the textual content of assets.
- Advanced Search allows users to create their own string of search expressions using boolean terms.
- Users can find assets using faceted search.
- Saved searches are dynamic and can be shared with other users or groups.
- Color palette search allows users to find assets by color.

## Vendor profiles

**MediaBeacon**

430 1st Ave North  
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[mediabeacon.com](https://mediabeacon.com)

- UTF-8 compliant and uses translatable dictionaries for metadata, indexed content, taxonomy and external information, supporting content from any language.

**Workflow management**

- Drag-and-drop workflows, including conditional logic to route tasks based on metadata or actions.
- Offers templates for common routing and approval scenarios.
- Users are notified, receive, and complete tasks within MediaBeacon's user interface or through their creative tools, such as Adobe InDesign, Illustrator, and Photoshop.
- The MediaBeacon approval viewer allows for real-time collaboration, review, annotation and approval directly in the user interface.
- Project reports are displayed in realtime to enable project managers to monitor stages, status, actions, and project timelines.

**Reports and notifications**

- Users can subscribe to notifications for assets, such as when a new version is available or changes have been made to the asset.
- Assigned users can access in-application analytics to track logins, searches, asset views, uploads, downloads, and more.
- Analytics for review and approval processes, including number of revisions, rejection reasons, how long approval takes, etc. are available.
- Information can be displayed as dashboards or reports.

**Platforms**

- Browser-based application that supports all major browsers.

**File storage and security**

- MediaBeacon's SaaS solution, powered by AWS, supports standard cloud-based storage (S3) and security options.
- Supports SAML2 authentication providers.
- The permission structure controls the accessibility to assets, the actions that users can take on the assets, and their ability to see or update asset metadata.

**Integrations**

- Plug-ins for Adobe Creative Cloud and Microsoft Office so users can work in the Adobe or Microsoft programs and have permission-based access to content in the DAM, including the ability to save back to the DAM, without leaving the creative application.
- Standard integrations with WCM, OVP, and other common marketing technologies.
- The [API framework](#) allows for custom development to hook into the customer's unique ecosystem.

**Pricing and support**

- Free trial available.
- Annual contract required.
- Pricing not disclosed
- Full-service implementation offerings include solution delivery, project management, user training, validation services, process management consulting, and change management consulting.

## Vendor profiles

# Welcome

**Welcome**

386 Park Ave S  
New York, NY 10016  
T: (212) 989-4100  
welcomesoftware.com

**Key customers**

American Express  
Conagra  
Kaseya  
Panasonic  
Spectrum  
Swiss Re

**Key executives**

Shafqat Islam,  
Chief Executive Officer  
Charles Hough,  
Chief Operating Officer  
Matt Malanga,  
Chief Marketing Officer  
Tzi-Kei Wong, VP of Product

**Target customer**

- Organizations with marketing teams of 10 to 100+.

**Company overview**

- 150 Employees.
- Founded in 2020.
- In 2020, NewsCred divested its Content Services business. In the deal, NewsCred retained its technology (an enterprise content marketing platform) and rebranded to Welcome.
- Welcome agreed to be acquired by Optimizely in December 2021, in a deal that was not complete by our publication deadline but is expected to be completed by the end of 2021.

**Product overview**

- Welcome's Marketing Orchestration Platform enables teams to collaboratively plan, produce, and manage campaigns and content for improved execution.

**Use cases**

- Digital asset management: Centralize where assets are stored and track the where, when, and why for every asset.
- Intake and resource management: Route ad hoc work, triage requests (together), and accelerate turnaround times.
- Integrated campaign planning and execution: Share calendars, coordinate all campaigns, and ensure timely execution
- Content production and distribution: Accelerate workflows and integrate with systems to push all content downstream.

**File formats and handling**

- Welcome offers unlimited storage and supports the following file formats: BMP, EPS, GIF, ICNS, ICO, IM, JPEG, JPEG 2000, MSP, PCX, PNG, PPM, SGI, SPIDER, TIFF, WebP, XBM, MP4, OGG.
- For every asset, Welcome supports versioning and file format conversion from formats including PNG to JPG, PSD to JPG and documents such as PDF, Wordx, PPT, and more.

**User permissions management**

- Welcome allows Admins to facilitate collaboration between internal/external members using standard role profiles (Admin, Creator, Collaborator, View-Only, as well as Custom), defined with granular permissions.
- Object-level permissions ensure Campaigns, Tasks, Events, and Assets can be made private or shared to specific users/teams/instances with view-only/comment-only/edit access.

**Search and metadata**

- Welcome's global search algorithm surfaces content and assets based on relevance to what was searched for, in addition to applying custom filters/labels as applicable.
- The global search bar functions across all modules within the platform (DAM + everything

## Vendor profiles

# Welcome

## Welcome

386 Park Ave S  
New York, NY 10016  
T: (212) 989-4100  
[welcomesoftware.com](http://welcomesoftware.com)

else) and allows users to search content using either free text and/or keywords.

- Content is indexed, which helps with surfacing content based on what is included within the content itself, instead of relying solely on labels or titles of content in the platform.

## Platforms

- Welcome can be accessed from all web browsers on desktop and mobile devices.

## Analytics and reporting

- Content analytics: Assess the value of content using proprietary behavioral metrics — attention time and engagement rate — to calculate how the audience consumes an asset. Drill into individual assets to identify what's working and refine what isn't (based on topic, author, format, or other custom label). Track what content has been produced versus planned across all content metadata types (e.g., journey stage, persona, etc.) across all campaigns.
- Pipeline analytics: Tie content directly to marketing KPIs by measuring and demonstrating impact on opportunities generated and pipeline influenced.
- ROI analytics: Connect content to revenue to show the value an initiative has on every stage of the customer journey from the number of leads generated to influence on closed-won deals with leading CRM and marketing automation integrations.
- Operational metrics: Welcome measures what's currently in the progress, scheduled, completed/published, and overdue in the pipeline; the organization's monthly task efficiency in the last 3, 6 and 12 months by average time to complete; the number of tasks completed and average number of task completed; and average completion time for all

workflows in the past 10 days.

## Collaboration and workflow

Welcome has full support for content production, collaboration, and task/workflow/project management. Functionality included:

- Intelligent workflows
- Task and project management
- Multi-format content editors
- Concurrent editing
- @ mention commenting, alerts, and notifications
- Forward and backward scheduling of tasks / due dates
- Proofing and annotations
- Scheduling/publishing of content

## Third-party integrations

Welcome offers the following plug-and-play connectors:

- Real-time collaboration (e.g. MS Office, Adobe Creative Cloud, etc.)
- Content Management Systems (e.g. WordPress, AEM, Sitecore)
- Work management (e.g. Veeva, Jira, etc.)
- Sales asset management (e.g. Showpad, Highspot, etc.)
- Performance analytics (e.g. Marketo, Salesforce)

## Pricing and support

- Annual contract required.
- Free trial available.
- Pricing: \$1,000 - \$10,000, depending on number of modules (DAM, CMP, MRM, MWM, etc.) and number of users/licenses.
- With all core paid products, Welcome provides either standard or premium customer support, as well as a named customer success manager. Support is offered through customer success onboarding with all paid plans.
- Additional professional services can be purchased a la carte.