



The Definitive Guide to

# Digital Asset Management

# The Definitive Guide to Digital Asset Management

## 01 Introduction

We inhabit a digital world of organized chaos, where the demand for agile marketing has resulted in an overwhelming surplus of digital assets clogging up our devices and obscuring our productivity. Our definitive guide has been written to show you that, when done right, Digital Asset Management (DAM) can help organizations to transcend outdated asset management processes and take back control of their digital files; saving valuable time and money by optimizing content processes and making life that little bit easier.

Welcoming you to the DAM community and sharing our insider knowledge, we'll be discussing everything you need to know. By reading this guide you'll learn the good, the bad, and the achievable side to DAM, and come away knowing more about:

- What Digital Asset Management really is, including the DAM DNA and the DAM language
- The benefits offered and how the software can optimize your current processes
- How to determine your organization's DAM needs
- How to choose the right solution for you
- How to prepare for a DAM integration that is a huge success
- Future trends for DAM

# The Definitive Guide to Digital Asset Management

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The Definitive Guide to Digital Asset Management

# 02 What is Digital Asset Management?

## 02 What is Digital Asset Management?

### A better way to work with and manage your digital content files

Digital Asset Management (DAM) is a must-have in sales and marketing. However, there is still a significant deal of uncertainty regarding what the tool is, does, and delivers. Stripped down to its primary purpose, DAM is a content management and branding automation system that allows users to centrally store and manage large volumes of digital files—such as videos, images, and company documents.

DAM empowers organizations to connect, control, and centralize both local and global access to digital content files and company data, and ensures digital assets are accessible to everyone who needs them, when they need them. Refining and auto-formatting content processes to drive marketers towards agile marketing, the DAM DNA is made up of user-focussed features that enhance productivity, improve brand consistency, and boost team collaboration.

### Who works with DAM?

Right now, marketing professionals are the largest single group of DAM users, but, as the technology evolves, DAM adoption has extended to more diverse teams looking to solve their challenges. Historically, DAM users have shaped the development of the technology to a marketing solution that works with a wide-range of industries within organizations of all sizes, including:



Law Enforcement



Military



Travel and Leisure



Food and Beverages



Media and Agency



Finance and Insurance



Education and Government



Charities and Nonprofit



Pharma and Healthcare



Fashion



Consumer Goods and Retail



Transportation

## The DAM DNA

# Digital Asset Management features

The best DAM features are an important tool in your marketing mix. Designed to integrate with current systems seamlessly, they should ensure a digital ecosystem's health and prosperity.

## DAM

- Intuitive searching | find the right file fast
- Customizable taxonomy | work how you want
- Sharing functionality | securely share your media
- Embedding options | automatically generate
- On-the-move editing | simple edits wherever whenever
- Smart version management | ready new file versions
- Supported file formats | work with all media
- Custom theming | an on-brand experience for all
- Data management | connect creativity and analytics
- File relation | group shots or affiliated files
- Multilingual categories | global languages support



Edrington case study:

# Using DAM to transcend productivity barriers



## Challenges

Edrington, the international premium spirits company, is dedicated to innovation, integrity, independence and quality. Although headquartered in Scotland, 60% of Edrington's employees are based overseas, which in turn presented a substantial company-wide issue managing multiple asset locations.

Different markets, brand teams, and their commercial function had to spend an enormous amount of time and effort finding, organizing, emailing, and sorting their digital assets on a weekly basis. Digital media was stored on several platforms, meaning that there was an increased chance of users using incorrect or out-of-date assets.

To eliminate these pain points, Edrington was looking for a new out-of-the-box cloud-based solution that would be continuously developed and improved. Besides that, the company needed a solution that would centrally store all their current and on-brand assets, and, in turn, guarantee global brand consistency.



*“A resilient and scalable system, it is robust and expandable enough to meet Edrington’s global footprint.”*

**Joy Kelso**

Commercial Brand Development Executive at Edrington

Edrington case study:

# Using DAM to transcend productivity barriers

## Solution

Using Bynder's branding automation solution, Edrington's marketing department can store all relevant digital media within one single tool. Now, global marketers can easily access the latest assets stored in their Digital Asset Management module, regardless of their geographical location. With the collection feature, users can also safely share relevant digital assets with internal and external stakeholders, meaning unsafe multiple file-sharing services are a thing of the past. Bynder's DAM also stores the most up-to-date versions of assets, removing any confusion about which assets to use. All in all, Bynder has replaced Edrington's outdated system with a modern, efficient and effective tool that is also beneficial to their distributor base.

## Benefits for Edrington

As Edrington becomes more and more geographically dispersed, the need to ensure their markets and strategic partners have access to the latest brand digital assets is critical. Bynder has helped Edrington to make sure that all upcoming marketing and sales campaigns have the greatest impact while, at the same time, reducing the risk of breaching regulatory and compliance requirements in individual markets. Thanks to their new brand portal, Edrington expects to save on average 1,768 man-hours per year—time that would have been spent searching for, or sharing, the true assets.

86<sup>%</sup>

WORKFLOW OPTIMIZATION

2,000

HOURS SAVED ANNYALLY

30<sup>%</sup>

STAFF PRODUCTIVITY IMPROVEMENT

100<sup>%</sup>

SECURE FILE SHARING





The Definitive Guide to Digital Asset Management

# 03 Talking Terminology

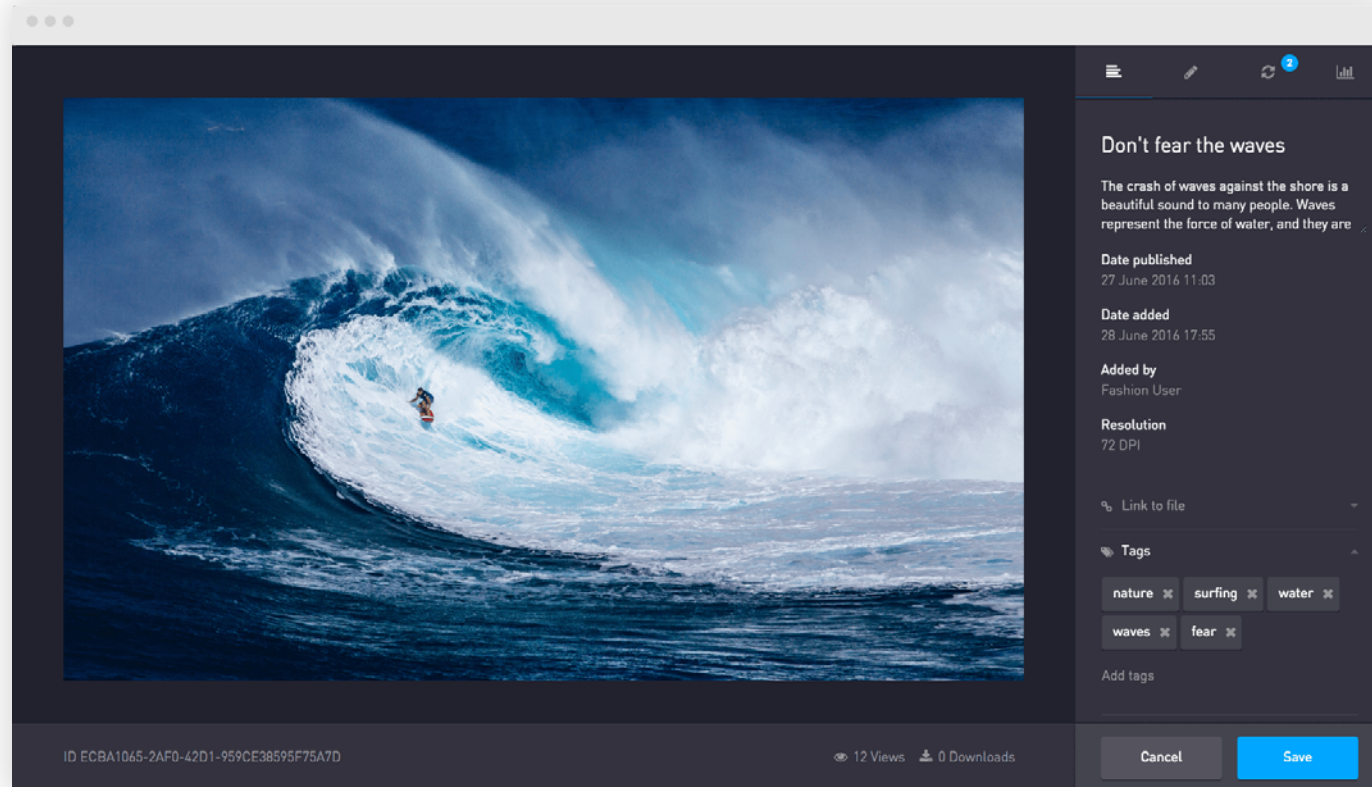
## The language of DAM

# 03 Talking Terminology

Know your assets from your files,  
and your taxonomy from your tagging

Digital Asset Management terminology has splintered into many languages. As DAM providers push to carve their niche in an ever-growing market, you might question the difference between Brand Asset Management, Media Asset Management, Marketing Asset Management and much, much, more. The thing is, they're all DAM, but if you're new to the technology, you might find yourself getting lost in the language.

To decipher Digital Asset Management and move forward with any solutions, an understanding of the commonly used, but often misunderstood, terms will have you chatting DAM in no time.



## The language of DAM

# Talking terminology

### DAM dictionary

**Metadata** is information that describes your digital assets and the supplementing content or defining features. There are three main metadata standards—EXIF, embedded digital data, IPCT, descriptive data, and XMP, embedded file data.

An **on-site Digital Asset Management** system is vendor provided and hosted on company servers that store content behind a company firewall and is typically managed by an organization's IT team.

**Software as a Service** (SaaS) is a method of delivering applications using a subscription or service model. The majority of SaaS products are provided as web applications that users access via a browser.

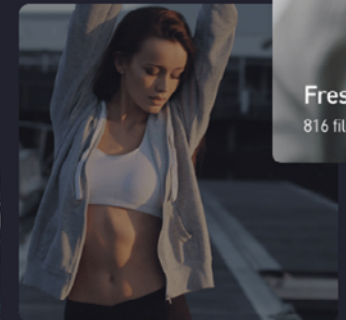
**Software as a service** (SaaS) **Digital Asset Management** is a vendor-hosted cloud solution that provides access via a web browser and is not dependent upon an organization having a dedicated systems administrator.

**Search** is a fundamental element of Digital Asset Management. Allowing users to locate a selection of assets within the wider repository using chosen keywords, facets and filters, the tool is one of the primary reasons users decide to invest in DAM.

**Systems integration** is the process of exchanging data between two or more IT systems so that the users can enjoy enhanced benefits. In the context of Digital Asset Management, it can refer to the collaboration with CRM, CMS and ordering platforms, for example.

A **taxonomy** is an organizational system structured as a hierarchy of agreed upon or otherwise standardized keywords used for naming, describing and classifying digital assets so that it is easier to categorize and find what it is you are looking for.

**Watermarking** is used to help enforce copyright compliance and protect assets by applying a translucent logo or image over the top of a surrogate asset such as an image, video or document to prevent it being copied and reused without authorisation.



## The language of DAM

# Talking terminology

### DAM dictionary

**Collections** are groups of digital assets that share the same taxonomy descriptions or tags. Created by the organizational measures dictated by the user and not the system, collections can be made to reduce the time spent locating and sharing assets related to one another.

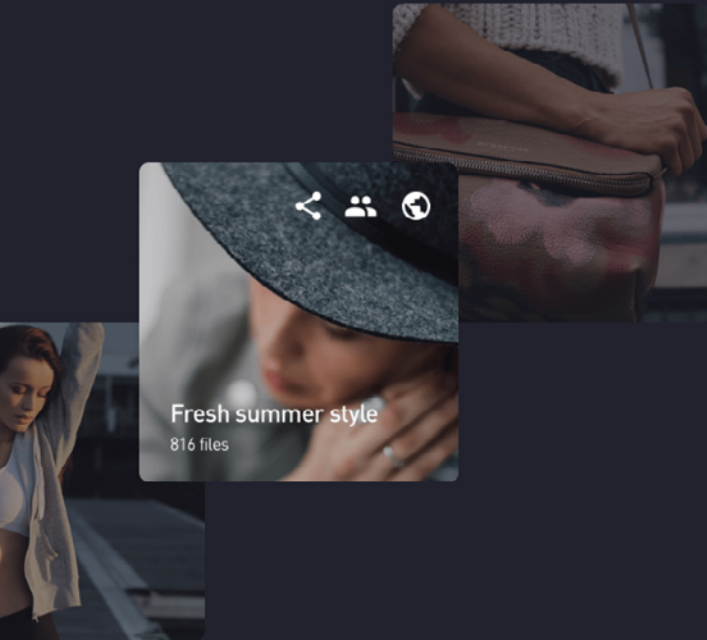
**Data migration** is the transfer of data from the existing source to its replacement. The process is consultative and often involves mapping the records from the old system into the new, then writing scripts or programs to automate it.

**Derivative** files describes additional assets that are created from the original—such as previews, thumbnails, and watermarked editions. The term also relates to assets that will be used for production purposes, but a key aspect has been altered, such as sizing and so forth.

A **digital asset** is digital information formatted into a binary source with the right to use it. The term refers to, but is not exclusive to, files, including photographs, logos, audio visual media, presentations, word documents, and other digital formats and their respective metadata.

**Digital Rights Management (DRM)** is the technology and practices used to protect digital intellectual property from being used in a way that breaches the terms of its licence. Typically meaning the prevention of the illegal copying of assets.

**Embedded metadata** is information or data regarding a digital asset stored inside the digital file itself. The main purpose of embedded metadata is to further guarantee that metadata does not get separated from the digital file it is associated with it.





The Definitive Guide to Digital Asset Management

# 04 A compelling advantage

## The benefits of DAM

# 04 A compelling advantage over traditional asset management

### What's the DAM fuss about?

Streamlined content processes; improved team agility, and increased brand value.

Considering the multiple demands enfolded within today's marketing role, it's hardly surprising that more and more organizations looking to optimize their content across the entire asset lifecycle are turning to DAM solutions. But, what is it that gives DAM such a compelling advantage over traditional file servers?

### 1. Cost cutting

Enabling faster creation, retrieval, storage, and distribution of company content, Digital Asset Management can improve your ROI by reducing the time to market of all campaigns. Do-it-yourself design templates for business cards, flyers, banner ads and other items cut both internal and external admin, design, and production costs while streamlined approval processes and improved asset reuse result in greater team efficiency.

### 2. Secure storage

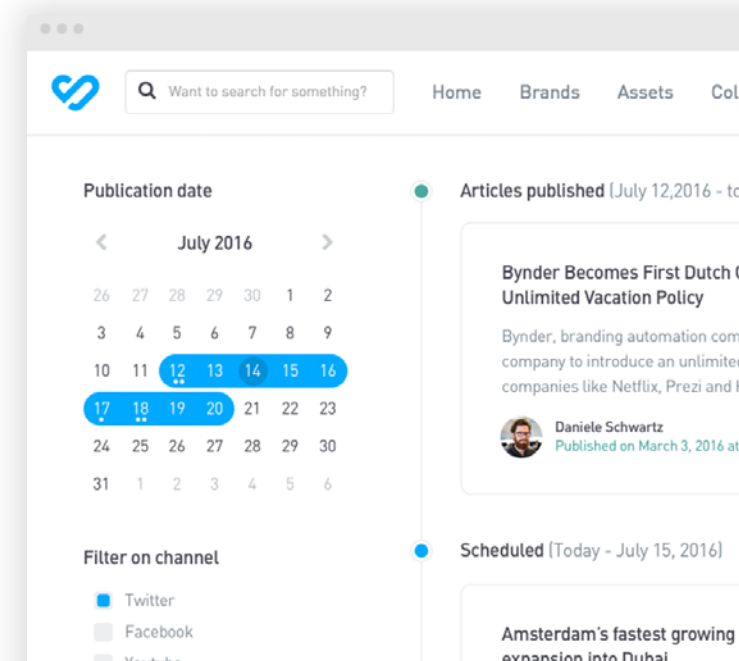
Offering collective security measures built around your data's needs, DAM can ensure that your organization adheres to strict digital rights management (DRM) guidelines. Navigating outdated sharing methods—such as company email and unreliable transfer services—and supporting teams to establish effective user access permissions, Digital Asset Management maps the usage rights regarding all of your digital assets.

### 3. Identity control

Circumventing the risks and costs associated with losing brand control, Digital Asset Management facilitates the internal management of your brand's corporate identity. In today's modern omnichannel environment, maintaining brand consistency is a daily challenge, but by paving a clear path to corporate identity guidelines and thousands of on-brand digital assets, DAM provides secure global access to approved useable content.

### 4. Easy integration

Acting as a reliable source of information, Digital Asset Management effortlessly integrates with your existing infrastructure. Working with content management systems (CMS), customer relationship management (CRM), and various other marketing, sales, and IT solutions, DAM helps you to better manage projects, delegate resources and roles, optimize and target assets, and identify top-performing content.



## The benefits of DAM

# A compelling advantage over traditional asset management

### A content marketing secret weapon

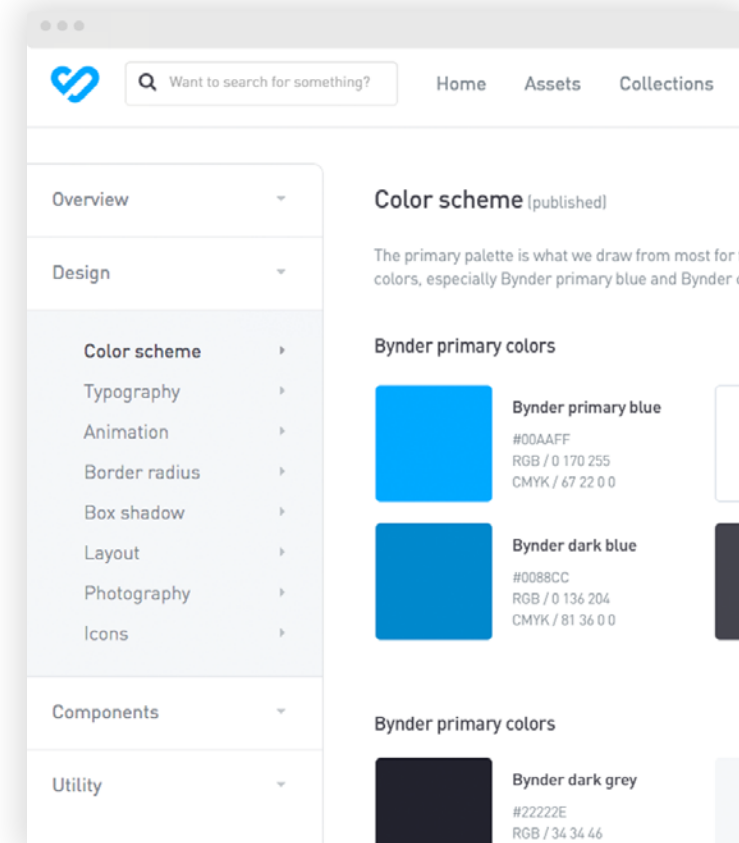
A good Digital Asset Management solution benefits the entire content lifecycle. From the creation of assets to the management, distribution, and storage of your content, DAM will help you to overcome modern content marketing challenges.

1. Digital Asset Management makes it significantly easier to repurpose content for use across different devices and platforms, subsequently uncovering new revenue streams.
2. Eliminating the need to find and deliver assets via multiple locations, DAM eliminates any costly errors and inefficiencies caused by clumsy file management.

3. By providing authorized users 24/7 access to company collateral from anywhere, DAM removes time-intensive file searches and the cost of recreating missing assets.

4. Digital Asset Management gives you an edge over your competition by facilitating swift asset review and approval processes so that you can get content to market faster.

5. By making internal processes more efficient and enhancing team collaboration, Digital Asset Management frees more time for valuable creative work that makes an impact.



Garcia Jeans case study:

# Reducing a fashion brand's time to market

GARCIA JEANS 

## Challenges

Garcia Jeans experienced problems managing their marketing materials; finding the right asset was difficult and time-consuming, resulting in a low adoption rate. Working with their web shop was also a very labor-intensive process that needed improvement.

Searching for a solution that would help the company manage their digital assets more efficiently, Garcia Jeans wanted a user-friendly solution that would integrate their existing product information management with the new web shop, and reduce their time to market in the process.



*“Everything was planned, commitment and delivery what was promised. [...] Quick response to issues and questions. No unpleasant surprises at all.”*

**Jeroen Coppens**

Marketing and Communication Manager for Garcia Jeans



Garcia Jeans case study:

# Reducing a fashion brand's time to market

## Solution

Thanks to Digital Asset Management, Garcia Jeans was able to improve internal file management processes. High-resolution assets for new campaigns can now be easily uploaded with the drag and drop tool, which can then be tagged and organized. The suggestive Google-like search and advanced filters help all users find the right files in seconds. With Bynder's API, Garcia Jeans can easily connect the brand portal with their new web shop through Hybris—the top-rated e-Commerce software and omnichannel solution. All images online are synced with their brand portal, removing the chances of duplicates or outdated assets, as well as all the labor-intensive steps getting products published on the new web shop.

## Benefits for Garcia Jeans

Garcia Jeans was able to save a tremendous amount of time and effort by using Bynder. The fashion brand could save 1 FTE in resources thanks to the new web shop and by automating other internal processes. Their digital assets are now stored and shared securely within one central platform, and the labor-intensive process of publishing product information on their web shop is eliminated.

73%

REUSE OF DIGITAL ASSETS

53%

HIGHER CONVERSION RATE



The Definitive Guide to Digital Asset Management

# 05 Not all DAM solutions are equal

# 05 Not all Digital Asset Management solutions are created equal

### Knowing your needs and finding the right solution

Do you struggle to find the company assets you need when you need them? Are your colleagues forever asking you where the right asset is? Do repetitive tasks such as resizing, renaming and converting files eat away at too much of your time? Is your brand image under threat by the use of outdated assets? Or is the creation and syndication of your marketing collateral moving at a glacial pace? If plagued by even one of these problems, Digital Asset Management (DAM) software can help you, a lot.

Knowing the challenges that DAM can help you to resolve is one thing, however, choosing a solution is another. A DAM system should most certainly offer a friendly interface that's simple to use, but there are three key steps worth taking before you invest.

### Identify your goals and expectations

Failing to distinguish a clear view of what you want to accomplish using Digital Asset Management is like taking a knife to a gunfight—it won't end well. Work with key stakeholders within your organization to identify the wider needs of all future DAM users, and ask yourself:

- Where is your company today, and where do you want it to be? What are your growth plans? It may be that you need a system that can scale with you, supports cloud access to external agencies, and can support a significant growth in users.
- How many assets are you currently storing? Knowing how many files you have now, and how that number will grow in the future, will help you to plan your DAM's capacity requirements.
- What file types are you looking to transfer? DAM systems can vary in regard to the file

formats they support. Therefore, you'll want to know what files future users want to store and if the system can optimize how you work with them.

- How many people will use the system and what access do you want to permit? What types of user authentication do you want to install? Do you want your system to offer a variety of access levels for granting and restricting access to your assets and administrative functions?
- How will DAM integrate with the software tools and workflow solutions you already have in place, so that you can make the most of your existing IT investments or plan any upgrades?
- How quickly do you want it up and running? If you're in need of a system asap, then you need to look at vendors who can provide a system quickly and educate your teams on best adoption processes.

## Choosing the right DAM

# Not all Digital Asset Management solutions are created equal

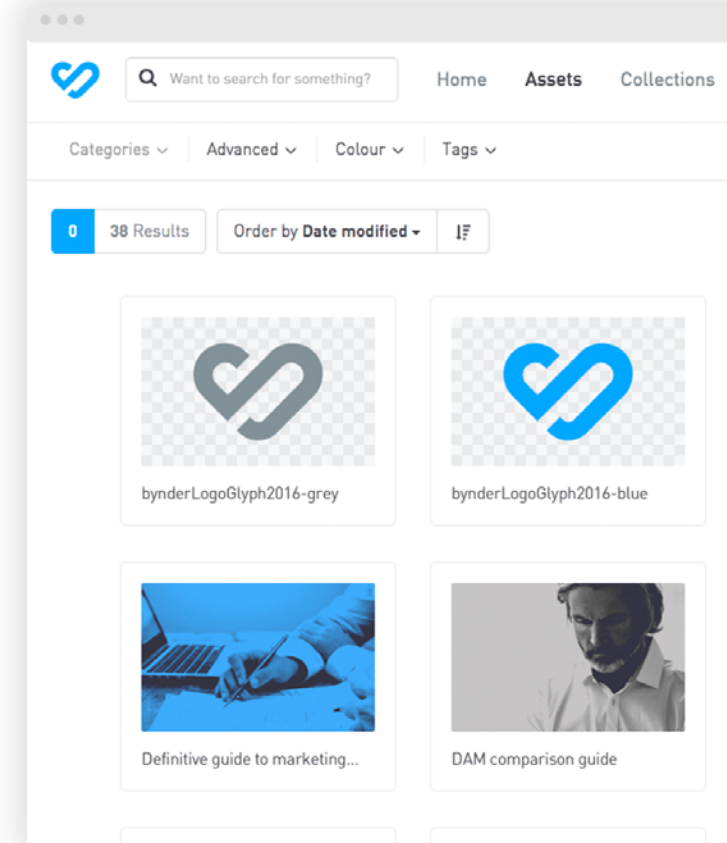
### Identify must-have features

Most DAM solutions offer a somewhat comparable list of standard features—for example, thumbnails, keyword search, custom metadata, and version control. After analyzing your goals and expectations, develop a list of critical features that will help you and your team to get the most out of your solution day in, day out, and ask yourself:

- Do you want a DAM system that can help you to manage brand consistency and messaging? If so, look for a solution that offers good brand management features.
- Will you and your DAM's users benefit from features that offer mobile support? This works great for external photographers and on-the-move editing, as well as with social media integration, and so forth.
- Are you looking for a DAM system to not only store and manage your assets but also help to

track and support the creation of digital assets among co-workers? If so, look for a solution that offers collaboration features.

- Do you want a DAM solution that will act as a central resource point which facilitates a user-friendly review and approval processes? If so, you may need creative project management features.
- Would a publishing-on-demand feature that offers immediate access to branded company sales and marketing collateral boost your company communications? If so, a brand store-like feature can help you to adapt and produce materials for instant use.
- Do you need an intelligent DAM that can group related files together, such as images from a photoshoot? If so, look for solutions that facilitate collections.



## Choosing the right DAM

# Not all Digital Asset Management solutions are created equal

### Identify the right provider

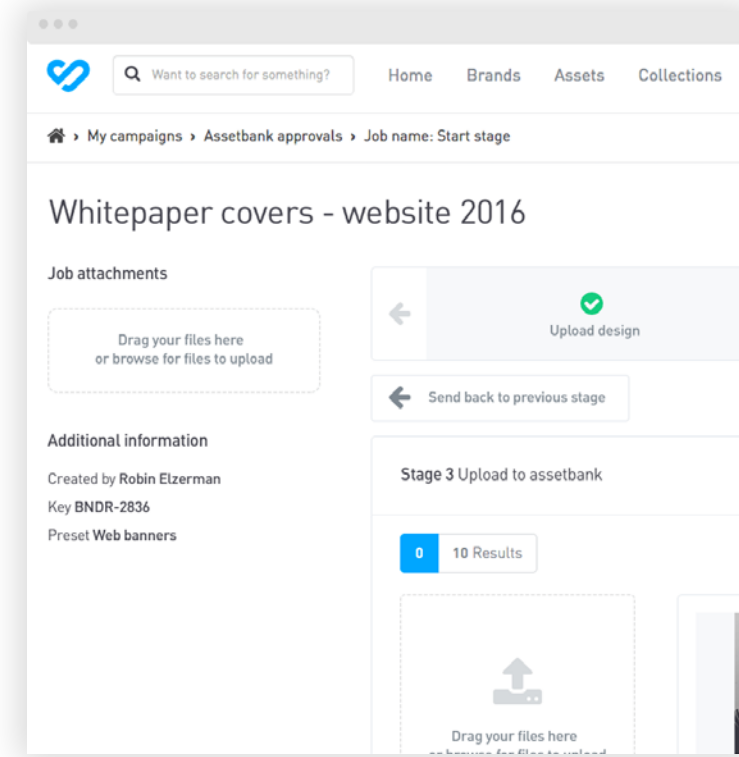
Choosing the right Digital Asset Management provider is crucial to your DAM experience. It's important to build a relationship with a vendor who can strike a healthy balance between innovation, customer satisfaction, and transparency, but, how does one determine if a vendor is all of these things, or just very good at marketing themselves?

- Look for a vendor that knows how to make the most of cutting-edge technologies, and subsequently offers greater benefits for customers by releasing more new features.
- Look at the features each vendor offers. Do you feel confident that they can help you meld the solution into your organization?
- Read case studies and customer references about your potential providers—they're an honest and trustworthy indicator of how satisfied a vendor's customers are, or have

been. If a vendor has not published customer case studies online, ask them to provide a couple.

- Look at how different vendors engage with social media. Those who participate in meaningful ways do not only offer value to the DAM community but effectively communicate their brand to the wider market.
- Ask for a demo or a free trial. This is not only a great way to test the functionality of each solution, but it provides a window from which you can see how the vendor operates and communicates.
- Use third-party tools or review sites and look at how each vendor scores. Often they have a handy pros and cons rundown that will highlight each provider's strengths.

And remember; whatever DAM solution you choose, it must be, first and foremost, a user-friendly sustainable element of your organization's workflow and processes.





The Definitive Guide to Digital Asset Management

## **06 Build your plan and educate**

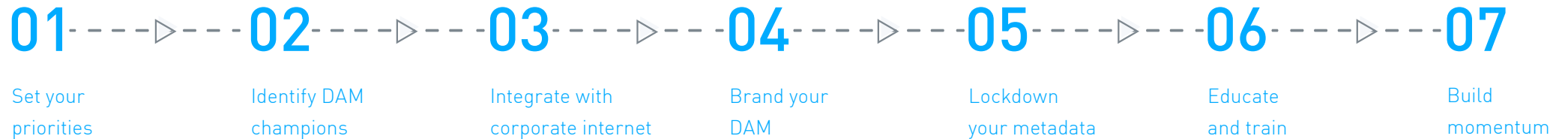
## 06 Build your plan and educate your team

### Ensuring a successful DAM initiative

#### Building a digital playground for co-creation and collaboration

One of the biggest challenges faced when determining how an organization will incorporate a Digital Asset Management solution is getting started. The key to success hangs on user engagement at the earliest stage of the process, and a holistic digital strategy that integrates with your organization's ecosystem. It may feel like a daunting task to analyze your entire workflow, but understanding

how people acquire, create, manage, distribute, and archive assets can help you to plan for the future and explain how the technology will meet the needs of your different users. To plan for a successful DAM integration, start by using your strategy behind digital asset management and build a plan to operationalize each DAM objective.



### Set your priorities

Once you have identified your priorities, plan on rolling them out gradually. By working at a steady pace and defining timeline goals, you're providing your DAM team with an opportunity to work in close collaboration with each user group, build a solution that works, and uncover those who are capable, and willing, to be DAM champions.

# Build your plan and educate your team

### Identify your DAM champions

Rather than naming DAM champions who just await instruction, select invested individuals as you go. To the wider business, digital champions are the face of the project from start to finish, and help to collect feedback, assist in testing, and most importantly, plan the training and roll-out for their groups.

### Brand your DAM

By creating a customized on-brand Digital Asset Management portal, everyone using the system will feel more empowered as a brand evangelist and subsequently carry the right messaging and branding throughout all their tasks. The familiar look and feel will also greatly aid adoption as users won't be scared of the unknown.

### Integrate it with your corporate intranet

Your DAM portal will be a much greater asset to your business if everyone in the organization uses it. If you make your brand management accessible via a Single Sign-On (SSO) link on your intranet, employees will log in automatically. Once users discover how easy the DAM system is to access, they'll feel encouraged to use it.

### Lockdown your metadata

Whether your DAM's search engine relies solely on text or complex metadata, a consistent approach to metadata will deliver consistent results—guaranteeing that users can depend on the system even if they move teams. To do so, apply a synthesized metadata model to all assets and ensure asset tagging is continuous.

### Educate and train

Following training initiatives lead by your DAM champions, your system should also serve as an educational center for both existing and new team members. Users should be encouraged to access the portal to discover training materials and helpful documents, while new employees are educated on the brand image and corporate guidelines.

### Build momentum

A strong driving force behind a successful implementation is success itself. Using one success to create a positive domino effect will help to secure significant user engagement and adoption—corporate culture typically dictates that people want to engage with programs that are popular and likely to succeed.





The Definitive Guide to Digital Asset Management

# 07 Getting your money's worth

## 07 Getting your money's worth

### The potential financial return of DAM

#### Read the facts, not fiction

Organizations of all sizes have enjoyed—and are enjoying—tangible marketing successes with Digital Asset Management, however, measuring the financial return Digital Asset Management can provide is no simple task.

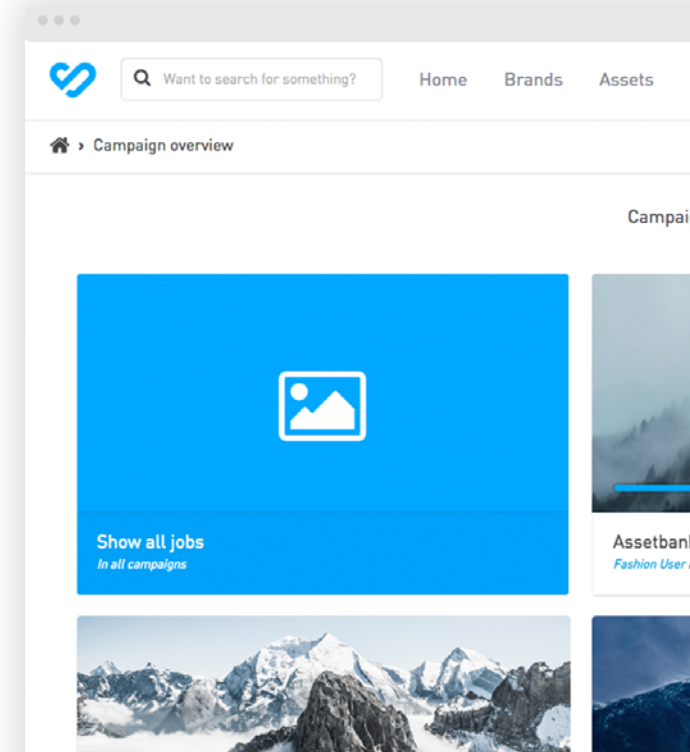
While various ROI calculators provide an indication of possible savings, it is tough to accurately predict your personal ROI before you start using the system. By typically basing calculations on the average number of hours saved, multiplied by the number of users multiplied again by their hourly wage, the number at the end, while a good glimpse at what DAM can offer, it is not a complete ROI perspective as the real figure is subject to all manner of factors.

### ROI pre-implementation

Reporting on ROI prior to a system's implementation can be guesswork. However, you can create a more efficient calculation by conducting an analysis of your requirements from an ROI perspective and looking at how your current content lifecycle can be optimized by considering:

- How your organization currently manages all digital assets
  - » How do you envision a DAM system will refine storage and how you and your team work with all assets?
- Where you expect DAM to generate ROI
  - » What are those expectations based upon, is it man hours, processes, or tech budgets?
- How DAM can help your organization to achieve management objectives
  - » What are the wider marketing and growth targets of your organization, and how can DAM help you to reach them?

- Those who can work with DAM and the tools it offers
  - » Are you looking to cut the costs of collaborating with external stakeholders, such as design agencies for example?



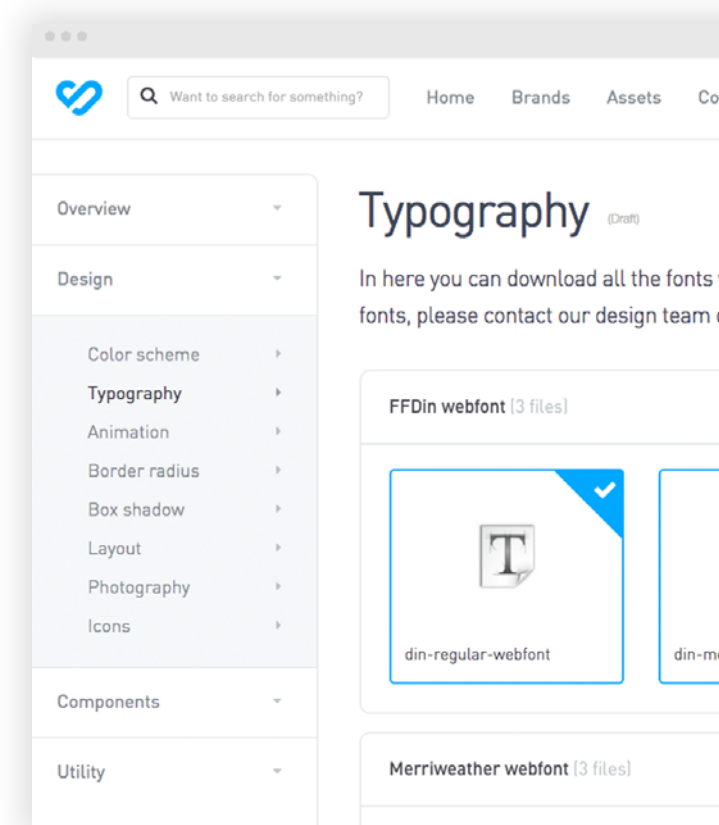
## Measuring your ROI

# Getting your money's worth

### ROI during implementation

To maximize your ROI, be sure to manage staff involvement and the general upheaval created during implementation as it will help to contribute to a positive return. We don't advocate that you withhold resources from the project, rather manage them efficiently—you need to be acutely aware of what you are doing and why to yield a strong ROI:

- Consider all of the benefits the implementation activities can offer
  - » How will you translate these benefits to the wider company?
- Know the key implementation risks and how can they be managed
  - » How will you plan an implementation that runs as smooth as possible?
- Identify the biggest factors that might challenge the adoption of DAM
  - » Is your team set in their ways or is there an internal system that might block users from engaging with the solution?
- Plan your implementation and create an achievable timeline
  - » Do you have deliverable targets set that will keep the implementation running to budget?



## Measuring your ROI

# Getting your money's worth

### ROI post-implementation

One significant value offered by DAM is being able to collect accurate, real-time data about user activity. Following implementation, you can collect key metrics that support your DAM business case and highlight where your ROI is being delivered, and how. ROI related evaluation questions you might want to consider are:

- Is the DAM system being widely adopted, and if so, how is the solution aiding each team's productivity?
  - » Revenue increases from an accelerated time to market for new product functionality and marketing collateral.
- Has the DAM system helped you to achieve your marketing objectives and wider company goals?
  - » At a granular level, you can identify which assets are driving consumer engagement.
- Are more individuals within your business aware of brand guidelines and subsequently advocating the usage of the right assets?
  - » You can see a sharp increase in ROI just by reducing the use of unapproved asset versions, resulting in a better brand image.
- What, if anything, can be learned for any future implementation work?
  - » Those who make extensive use of analytics & reporting show a significant profit improvement over those who don't.

No one said it was easy to calculate and link ROI to DAM, however, if you're responsible for justifying a DAM solution to management, resist the urge to communicate generous figures that are perhaps not representative of your personal circumstances.

Conduct a unique ROI analysis by incorporating the considerations discussed and you will have a more accurate end result—one that looks past hours, assets, and team members to deliver a better ROI indication.

Icelandair case study:

# Easy rollout and improved file sharing



## Challenges

Previously, Icelandair worked with an outdated portal to store and manage their digital assets. This system was slow, inefficient, and not updated regularly. It was difficult to find specific assets due to an unhandy search function, but one of their biggest problems was not being able to control expiration dates. This meant that images were still being used even though they had no usage rights anymore.

Bynder's Digital Asset Management module allows Icelandair to store, share and manage all valuable assets within one user-friendly portal. Thanks to its Google-like search bar, all users are able to find the right asset easily, which can then be shared directly with third parties, such as external agencies.



*“Because of Bynder’s user-friendly features, we were able to introduce and rollout its usability to our employees with ease. The tool allows us to be in full charge of all Icelandair’s digital assets at one centralised point.”*

**Guðmundur Óskarsson**

Director Marketing & Business Development at Icelandair

Icelandair case study:

# Easy rollout and improved file sharing

## Solution

As employees and external parties need access to Icelandair's digital media on a regular basis, the airline was in search of a new solution—a user-friendly solution that allows stakeholders to upload and/or download assets, such as high-resolution images and videos.

Bynder's Digital Asset Management module allows Icelandair to store, share and manage all valuable assets within one user-friendly portal. Thanks to its Google-like search bar, all users are able to find the right asset easily, which can then be shared directly with third parties, such as external agencies.

## Benefits for Icelandair

Icelandair is now able to save agency costs as well as valuable time and effort in managing their digital media.

50%

REDUCTION IN SEARCH TIME

20%

INCREASE IN BRAND CONSISTENCY



The Definitive Guide to Digital Asset Management

## 08 Going mobile

## 08 Going mobile

### What does the future look like for DAM users?

#### And does it include drones?

Digital Asset Management has become the backbone of the modern marketing ecosystem, but like all MarTech, it must evolve to support marketers' intense schedules and boost asset performance further. In our rapidly-changing digital world, the real question is: What does the future of DAM look like, and what big ideas are on the horizon that will transform the industry and change the way we do business?

### Mobile apps

Today, we use on average three different devices in our daily routine, and with the development of wearable technologies and the Internet of Things, this number is only set to increase. But what does that mean for DAM? There is a growing trend in MarTech to prioritize mobile devices in our professional lives, meaning native apps that enable sales and marketing teams to access assets and optimize their working patterns will play a much greater role.

At the very center of the mobile transformation of DAM, native apps provide a seamless user experience both online and offline.

Connected directly to your asset bank, they will offer a mobile marketing portal and provide interactive features that digitally enable users to create, manage and use digital content on the fly—ensuring everyone can work with assets regardless of location, and whether or not they have a laptop near them.

### Affordable artificial intelligence

AI technologies are becoming more mainstream, affordable, and accessible, and as they do so, they can offer Digital Asset Management a range of benefits when automating processes and centralizing tasks. Facial, location, and image recognition variables; geospatial technology, and deterministic reasoning capabilities will all become more prominent. Therefore, organizations that invest heavily in artificial intelligence will lead the DAM pack.

While we do have to be patient when allowing APIs to improve regarding accuracy and opportunities for DAM customization, it is reported that many DAM solutions will soon start offering integration with auto-tagging APIs such as Google Cloud Vision. We probably won't see a mass adoption of these technologies until there are more attractive results and case studies, but as the technology continues to respond to the DAM community's needs, we will start to see more intelligent solutions fueled by AI hitting the market.



# The future of DAM

## Going mobile

### Asset automation

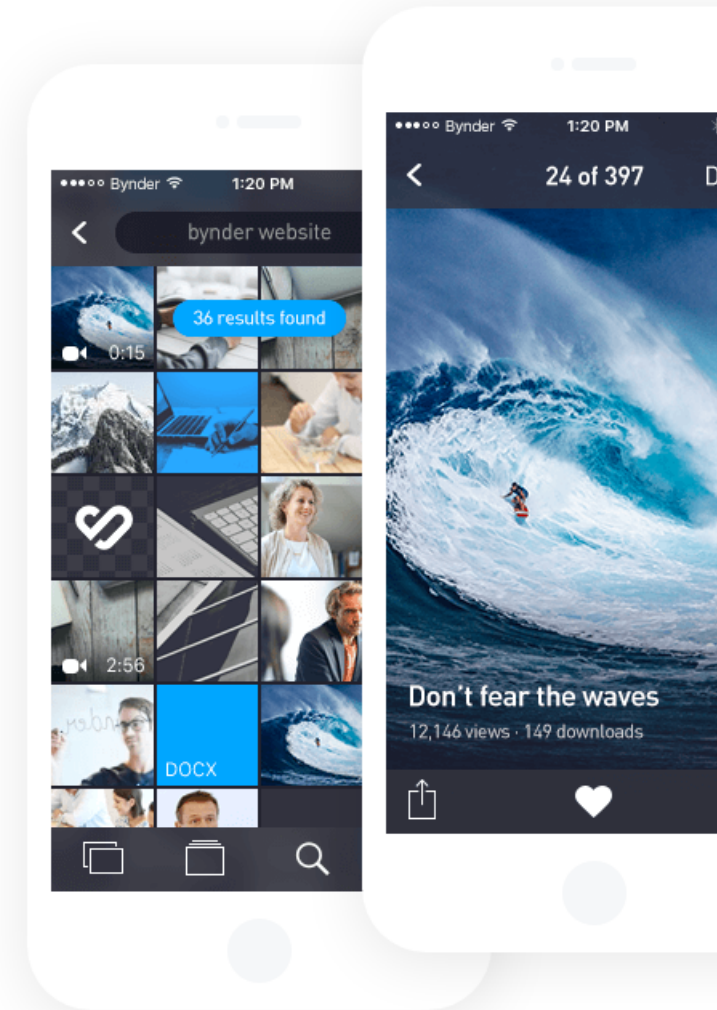
Analytics, automation, and a seamless software integration are all needed to support future digital marketers. Without mapping a quick and easy route to digital assets for use in marketing interactions, customer service and loyalty will suffer—this is why DAM systems of the future will further automate the serving of assets into marketing channels.

Fueled by AI, machine learning algorithms will start recommending assets for a particular channel or task within a campaign based on analytical data. You can then choose the best asset immediately and cut the time wasted deliberating over which image, video or banner will best serve your marketing objectives.

### An increase in DAM providers

We've witnessed many marketing automation systems add what they consider to be a DAM solution to their mix. Stock photo providers, online collaboration tools, and even Content Management Systems are all trying their hand in an already crowded space, but beware the newcomers who include DAM as an added feature rather than a robust solution.

The problem with these add-ons is that they are very feature light, and while they may seem suitable during initial DAM stages, an inability to integrate with your ecosystem coupled with limited development and innovation means you'll exceed their capabilities pretty quick and realize you are cutting corners.





The Definitive Guide to Digital Asset Management

# 09 Bynder's DAM

[www.bynder.com](http://www.bynder.com)

At the heart of your brand

## 09 Bynder's Digital Asset Management

Create, find and use your content when you need it

Our platform

### Global connection

Aligning globally diverse teams to enhance communication and collaboration

### Enhanced security

Trustworthy features designed to meet every one of your privacy requirements

### User-friendly interface

An intuitive and customizable interface to drive high adoption rates

### SaaS solutions

Revamping time-intensive tasks and optimizing content lifecycles in the cloud

### Native apps

The invaluable sales tool for on-the-move management of your content and brand

### 24/7 support

There during every step of your project. No question is too big or small



At the heart of your brand

# Bynder's Digital Asset Management

Create, find and use your content when you need it

Our features

## Creative Project Management

Streamline content creation and reduce the time to market of all campaigns

## Brand Identity Guidelines

Facilitate global brand consistency with a sharable, interactive style guide

## Publishing on Demand

Create and publish both print and digital media via your web browser

## Brand Store

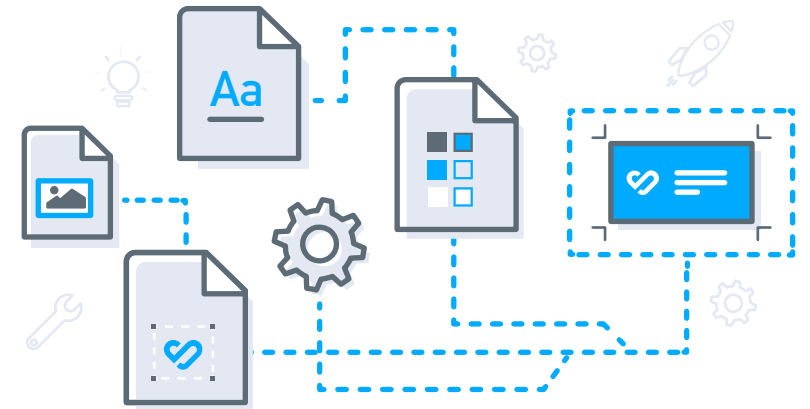
Easy access to all branded sales material from anywhere in the world

## Product Layer

Fuse creativity and data to create marketing materials that convert

## Content Hub

Cultivate editorial content ready for distribution across all channels



About Bynder

# At the heart of your brand

## Create, find and use your content when you need it

Bynder is an award-winning marketing software that allows brands to easily create, find and use content, such as documents, graphics, and videos. More than 150,000 brand managers, marketers, and creatives use Bynder's brand portals every day to collaborate globally, produce, review and approve new marketing collateral, and circulate company content at the click of a button. Brands using Bynder go to market faster and achieve end-to-end brand consistency across all channels and regions, with simplified collaboration across the organization.

Founded in 2013 by CEO Chris Hall, Bynder is established globally with headquarters in Amsterdam and offices across the Netherlands, UK, US, Spain and UAE.



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