

how to get your stakeholders on board
WITH A DIGITAL ASSET MANAGEMENT INITIATIVE



digital asset management

KEY STAKEHOLDERS



**CMO/
VP OF MARKETING**



CIO/VP OF IT



VP OF SALES



**MARKETING
OPERATIONS**



**CREATIVE/
DIGITAL DIRECTOR**

“Rising DAM interest is driven by a surge in content variety, efforts to modernize website and digital experiences, advanced personalization use cases, and growing pressures to govern distributed marketing efforts.”

Gartner Market Guide for Digital Asset Management

CMO/VP OF MARKETING

OBJECTIVES

The CMO is responsible for driving revenue, growing the brand, expanding the company's market share and enabling the entire organization to deliver a consistent and memorable customer experience. This means aligning teams, resources, and engagement strategies with all elements of the brand. Marketing leaders are interested in tools that will help them efficiently achieve return on investment and make the marketing department more relevant and impactful across the organization.



CMO/VP OF MARKETING

HOW MEDIAVALET CAN HELP



ROI

MediaValet shortens time to market, enables faster product launches and delivers the required content to different parts of organization and external stakeholders when and where they need it. Content value is maximized over time.



Operational Efficiency

Centralizing assets in MediaValet enables teams to get to content faster, simplifies asset updates and automates asset delivery into multiple channels (website, social, demand etc.). This removes process bottlenecks and enables easy collaboration and asset reuse across distributed teams.



Brand Integrity

MediaValet helps ensure all customer-facing content and visuals meet standard brand guidelines across all marketing channels, which enables self-serve access to approved collateral for employees, partners and agencies. Engagement with your brand multiples but integrity is maintained.

CMO/VP OF MARKETING

HOW MEDIAVALET CAN HELP



Cost Reduction

MediaValet helps reduce rising costs of media acquisition, eliminate duplicate visual purchases across distributed teams. MediaValet decreases content creation costs, team workload and loss of time on administrative task, which enables your team to focus on strategy and creation.



Rights Management and Access Control

MediaValet helps manage access levels and types of assets approved for each user type, while providing access to as many users as possible inside and outside of organization.

“DAM’s Real Impact includes Cost Savings, Reduced Time-To-Market, And Brand Elevation. Organizations that centralize assets ensure that business users aren’t wasting valuable time searching for assets and spending needless resources on re-creating content.”

Forrester Vendor Landscape: Digital Asset Management 2017

CIO/VP OF IT

OBJECTIVES

CIOs lead the technology strategy for the entire organization by connecting innovative tools with current and future business needs. CIOs have to be aware of and avoid potential risks, and reduce the load on the support department. They have to evaluate the security of the solution, ease of integration with company infrastructure and the impact on the IT time and resources for implementation and support.



CIO/VP OF IT

HOW MEDIAVALET CAN HELP



Security

Security and privacy are embedded in the Azure platform, using SDL (Security Development Lifecycle). MediaValet's triple redundancy and geo replication provide disaster recovery strategy for an organization's digital assets, removing the risk of asset loss due to human error or natural disaster.



Compliance

Microsoft Azure provides the highest compliance level. It has the most comprehensive set of certifications and attestations of any cloud service provider (FIPS, HIPAA/HITECH, FERPA, ISO/IEC 27018) and data residency enabled through data centres in 40 regions around the world, investing over \$15 billion (USD) in global datacenter infrastructure.



Single Sign-On

MediaValet's Azure Active Directory and SharePoint integrations enable IT to manage access for any user within a single, secure Microsoft environment. MediaValet's industry-best REST open API also allows IT to integrate into custom platforms.

CIO/VP OF IT

HOW MEDIAVALET CAN HELP



Support SLA

MediaValet is the only DAM that provides unlimited 24/7 support, unlimited training, a dedicated customer success manager and onboarding during the customer's lifetime



Reduced TCO for Asset Storage

Centralizing your digital assets in MediaValet, reduces costs for storage hardware, and removes costs for upgrades, maintenance and disaster recovery solutions.

“Built on Microsoft Azure and deployed in 34 data centers worldwide, MediaValet is focused on bringing enterprise security, performance and scalability characteristics to an exclusively SaaS-based DAM offering at a cost-effective price point.”

Gartner Market Guide for Digital Asset Management

VP OF SALES

OBJECTIVES

The VP of Sales is focused on revenue growth and team success. They care about making quota, growing market share, and developing their teams. The VP of Sales benefits from tools that increase effectiveness of the sales team and increase the chances of winning against competition and staying relevant to potential and existing customers.



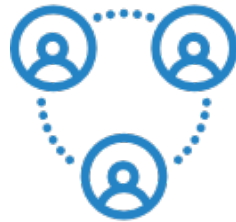
VP OF SALES

HOW MEDIAVALET CAN HELP



Sales Enablement

MediaValet provides marketing and sales teams with high-quality content and resources that move buyers along the sales cycle.



Team Collaboration

MediaValet enables sales teams to easily collaborate on document creation and share templates, presentations, and RFPs in a structured and searchable way.



Adoption

MediaValet is incredibly intuitive and easy to use, plus it can be accessed right inside the tools the sales team is already using every day – Microsoft Outlook, PPT, Word, SharePoint, and even Slack.

MARKETING OPERATIONS

OBJECTIVES

Marketing Operations is responsible for increasing marketing efficiency and organizational agility. They help align sales and marketing organizations and adapt to changing customer behaviour, business direction and technology landscape. Marketing operations implements strategies, processes and technologies that enable marketing teams to work smarter, more efficient and deliver more value.



MARKETING OPERATIONS

HOW MEDIAVALET CAN HELP



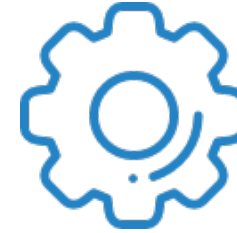
Efficiency

MediaValet enables effective global marketing by allowing the entire organization to share and repurpose assets, manage creative projects and streamline content production and distribution. Re-branding, content updates and new version roll outs are completed within a single platform.



Process Improvement

MediaValet enables simultaneous access, workflow and collaboration features that reduce time to market for campaign and product launches, remove dependencies on creative and marketing departments and enable graphics teams to focus on creative work rather than administrative and distribution tasks.



Automation

Implementing MediaValet involves creating a metadata and tagging structure for the company's digital assets. Once the assets are tagged, they can be leveraged for automation projects and workflows – automatically updating CMS, portals, leveraged in integrations and automation platforms.

CREATIVE/DIGITAL DIRECTOR

OBJECTIVES

Creative directors lead teams of designers, writers, photographers and marketers to create a vision for products sold. Creative directors plan advertising, oversee the creative process and give guidance to the creative people that work under them.



CREATIVE/DIGITAL DIRECTOR

HOW MEDIAVALET CAN HELP



Productivity

MediaValet eliminates endless requests for logos, product shots or marketing materials that the creative team is bombarded with on a daily basis. All users get self-serve access to approved assets and the ability to select a file type and resolution upon download, freeing up creative team's time.



Scale

MediaValet enables digital teams to scale creative and web updates through Adobe Creative Suite and CMS integrations, creating faster creative workflows and simplifying web development.



Cost Savings

By centralizing stock photos, visuals and product shots acquired or created by different teams in MediaValet, all departments and regional teams can eliminate duplicate purchases and extend the impact of content and visuals investment.

MediaValet's Award-Winning Digital Asset Management Solution 2017:

- Digital Transformation Leadership Winner – [Microsoft IMPACT Awards](#)
- Canada Gold Partner-to-Partner Winner (with Long View Systems) – [IAMCP Canada Awards](#)
- Global Customer Experience Award Finalist – [Microsoft Inspire Awards](#)
- SMB Cloud Platform Finalist – [Microsoft IMPACT Awards](#)
- Adoption of Technology Finalist (with Canadian Blood Services) – [Technology Impact Awards](#)
- Excellence in Product Innovation Finalist – [Technology Impact Awards](#)