



# The 25 Top Benefits of Digital Asset Management

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## 1. Swift searching and finding

Enterprises are holding an enormous number of digital assets. The wealth of information sometimes makes it hard to keep an overview and find the required content as quickly as possible. An accomplished Digital Asset Management system has been specifically designed to search for digital content. Finding the right image is a matter of seconds.

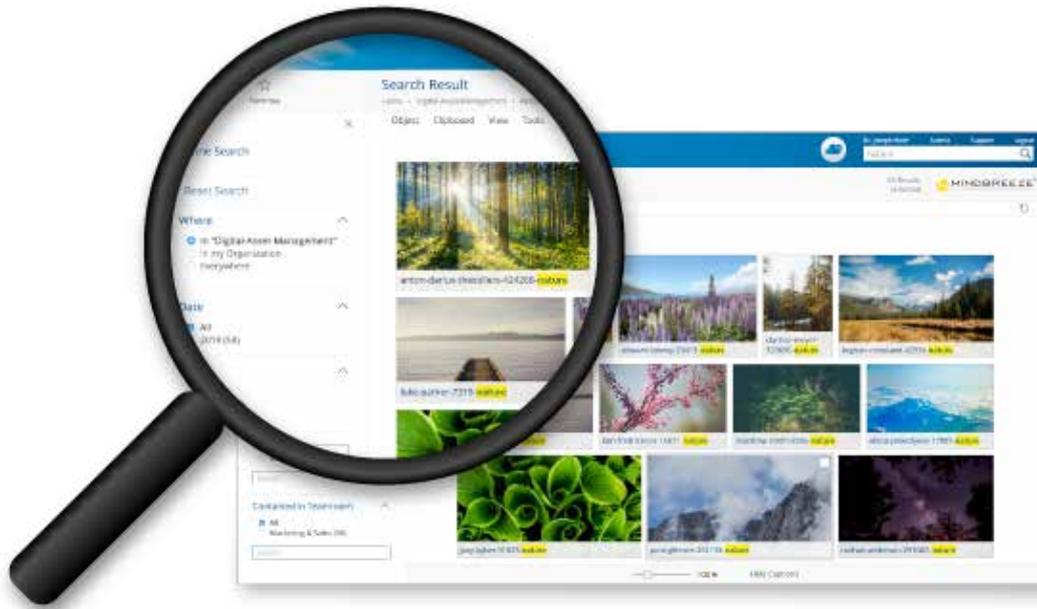
With Mindbreeze, Fabasoft DAM is empowered with outstanding enterprise big data search technology. Natural language processing perfectly targets your search. Content may even be analysed semantically and classified according to domains. Fabasoft DAM finds exactly the asset you are looking for. It's almost magic.

## 2. Reuse your content

Producing high-quality content is expensive and time-consuming. Only those who use it repeatedly and over the long term can act with commercial viability. The efficient and multiple use of digital content is therefore one of the main reasons for implementing an accomplished Digital Asset Management system.

## 3. Simplifying internal and external collaboration

Digital Asset Management can significantly contribute to an improved collaboration between internal and external stakeholders. Global teams as well as agencies, suppliers and resellers have access to the content they need and can therefore work more efficiently. It's a win-win situation for all.



#### 4. Winning back time

To name but a few of the time-saving benefits: Users can go through the available content more rapidly and reuse it easily. Documents are instantly available to be sent in the required format and size. Finding the current company logo is a matter of seconds. Colleagues as well as external partners with the appropriate rights have access to important files. And it all happens without the need of time-consuming communication by email.

#### 5. Straightforward tagging of digital assets

Image, video and audio content can only be found if it has been properly tagged. Nowadays, every Digital Asset Management system has tagging capabilities. The most sophisticated DAM systems even use artificial intelligence (AI) and image recognition to automatically find the right keywords for your image. This really saves you time and hassle!

Fabasoft DAM can automatically tag your assets. What makes it so special is the fact that we develop and use our own leading technology for automatic image recognition. Your data does not need to be transferred to a third-party provider.

#### 6. A happy ending for data silos

A Digital Asset Management system is a central and continuously available platform for your digital assets. You no longer need complex storage and solution structures that are spread across different locations and technologies. Search in a single place, any time. And most importantly—find what you are really looking for.

#### 7. Avoiding redundant content

Duplicate content can hardly be avoided unless you use a Digital Asset Management system. A single copying operation is enough to turn an asset into a duplicate. DAM solutions help you limit duplicates to the required minimum. This warrants that content is used efficiently, ensures a consistent brand identity and saves storage space.

#### 8. Easy integration with Web-CMS, PIM & Co.

A Digital Asset Management system is a central platform for your content. It is the hub to which you can easily import content from your IT systems or from which you can export content to your IT systems as well (for example your Web-CMS or PIM). The DAM system has all the interfaces it takes as well as a collection of standard integrations you can use quickly and easily. Your IT department will love it!

## 9. Control over all data

A good Digital Asset Management system has a sophisticated user and rights management. It is up to you to decide at any time who has access to which content, who may edit, download or only view it. Since every access on content is logged, you can always check who has or has not used your assets. A great tool to find out when content has been used in an inappropriate way or not at all

In addition, you can use the organisation management of Fabasoft DAM to administer your entire organisational and team structure, your employees and external organizations. You can grant access on digital assets with full flexibility for all of these levels.

## 10. Self-service for downloads

Your marketing department will particularly like this benefit. Everybody knows the round trips that are caused when someone requests an image from the designer. The company logo or picture needs to be scaled, exported or provided in a different format. A process that is annoying to both parties. With a Digital Asset Management system you can provide so-called download formats which allow users to make these adaptations themselves when they download the files.

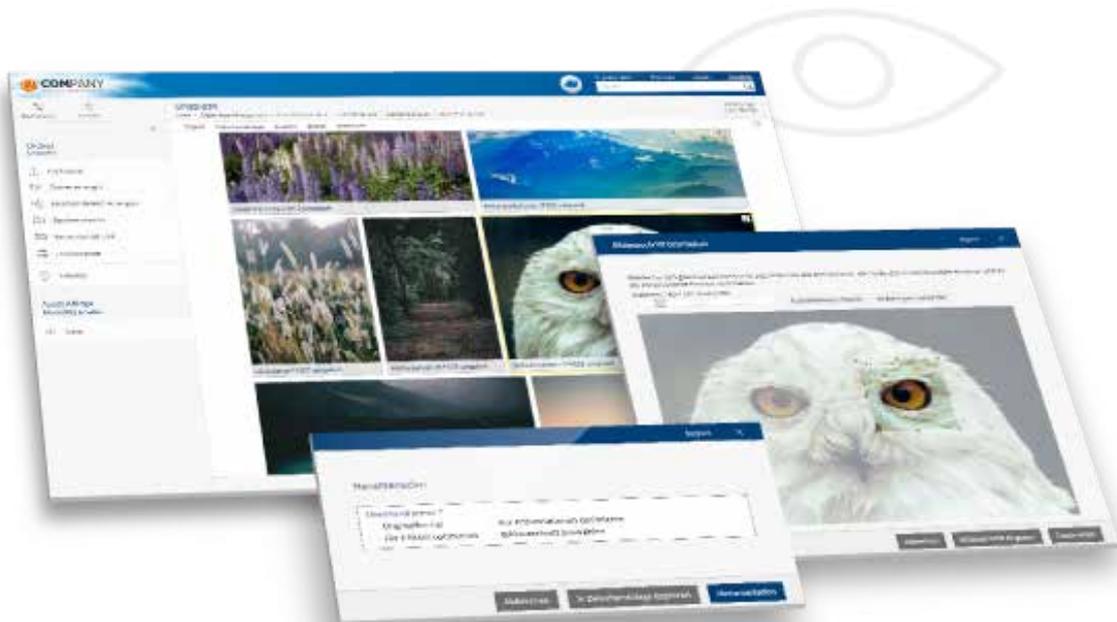
## 11. Searching within documents

You know the feeling: You are absolutely certain that you have read a particular sentence in a particular document. But then you search for it like for a needle in the haystack. A professional Digital Asset Management system is also equipped to let you search in PDF, Word, PowerPoint or other text documents, making the task of working with digital assets much easier.

## 12. A simple travel through time

Organisations often have to “travel through time”. What did this image look like last year? Who was the last person to edit this video? Questions like these are easy to answer if you are using a professional Digital Asset Management system. No information gets lost thanks to the versioning of content and the logging of activities. What is more, you can easily restore previous versions.

The service provided by Fabasoft DAM is extraordinary. Our system allows for revision-safe versioning and archiving as well as revision-safe auditing. Thanks to our full version control—the “time travel”—each and every activity is traceable at any time and can be reversed if necessary.



### 13. Convenient sharing of content

Digital Asset Management makes it easier than ever to share content with others. You no longer need to send large files per email—a simple link is enough. These links are secure and can optionally require a password or be valid for a limited time only. The recipients can preview the content in their web browsers and download the required format only if necessary.

### 16. Integrating your creative tools

Digital Asset Management systems offer convenient integrations with many of the tools that your creative staff is working with on a daily basis. They make it easy to use your content in Adobe or Microsoft tools, or to store it there and instantly have it available in your central DAM system.



### 14. Enhancing the quality and efficiency of marketing

Capitalise on Digital Asset Management to standardise your marketing presence. A DAM system ensures that your employees and colleagues only work with logos and content that have been approved. You can also set up workflows, for example to manage the upload, download or approval of assets. As an additional benefit, you have more flexibility to fine-tune your campaign while time to market is considerably reduced.

Are you looking for a Digital Asset Management solution that is as easy to use as a customary Cloud storage service? With Fabasoft DAM you can synchronise your data locally on your Windows or MacOS computer to ensure that it is always up-to-date.

### 15. Implementing your individual requirements with full flexibility

Large companies always need to cover individual requirements, use cases and business processes. So, whether you need your own forms, flexible data structures, workflows or API integrations: A sophisticated Digital Asset Management system will certainly help you find the right solution for your requirements.

### 17. Using digital assets in accordance with licensing terms

Using digital assets in accordance with the relevant licensing terms is critical to the success of your business. Frequently, copyright infringements happen by mistake but are nevertheless costly. With Digital Asset Management you can easily administer all license information and avoid abuse.

## 18. Saving money on images

When your company is using Digital Asset Management, you no longer need to buy a stock picture showing a sunrise for the 20th time. You simply find one in your media library and use it again. You truly save cash!

## 19. Improving international collaboration

International companies know the challenges a campaign can entail. Mistakes will likely happen, particularly if many departments that are spread across different locations need to collaborate. Digital Asset Management always provides the right content to support marketing departments across the boundaries of countries.

## 20. Saving resources in the Cloud

Some Digital Asset Management systems can already be safely operated in a Public Cloud. If you are using such a Cloud-based DAM system, you no longer need to waste your IT resources. All of your assets are in perfect order, continually accessible and safely stored high up in the Cloud.

Do you have concerns about information security? Fabasoftware DAM is one of the safest Cloud solutions that are currently available. This exceptional level of security is continually checked and confirmed by a great number of independent certification bodies.

## 21. Resolving mistakes quickly

Let's say you have found a mistake in a particular brochure. You can now trace the mistake back to the original content and correct it there, right at the source. With a sophisticated Digital Asset Management system you can also define target formats for different channels and locations and thereby avoid manual mistakes during editing or converting the content.

## 22. Reducing stress

Stress often occurs if you lose control over a situation. A Digital Asset Management system gives back control over your digital content. Marketing teams can work under improved conditions.

## 23. Allowing external partners to collaborate

Digital Asset Management allows for a particularly close collaboration with external partners. Empower your advertising agency to store content in your DAM system. It can, for example, straightforwardly upload assets it has finalised. You will be surprised how positive the effects of using a DAM solution will be in terms of collaboration.





## 24. A globally scalable system

Store your assets in a Cloud-based Digital Asset Management system and ensure maximum availability, even if the workload is very high. If your company is engaged internationally, you may need to scale your content immediately. Inept systems tend to collapse from a high workload. In the worst case this happens right at the time when the assets are needed most urgently.

Fabasoft is building and maintaining its Cloud infrastructure by itself and independently. The entire hardware and software environment of the three high-performance data centres is designed for a maximum of availability and reliability, easy scalability, high security and simple administration.

## 25. Reducing the IT department's workload

Digital Asset Management works just like a “machete of order”. It clears the jungle of versions and duplicates and brings light into the darkness—a blessing for your IT department.

## Conclusion

You are not sure whether your organisation really needs a Digital Asset Management system? We know that this decision is not easy.

Maybe the answers to these [15 brief questions](#) will help you with your decision. Of course you can also get [in touch with us](#) to discuss if and how Digital Asset Management can help you. We are looking forward to it!