

DO I NEED A DIGITAL ASSET MANAGEMENT SYSTEM?

Use this checklist to determine if your organization needs a DAM system to manage your valuable collection of images, documents, audio and video files. Simply tick each checkbox below that applies to your organization.

- Assets are everywhere: on a server or individual computers, CDs/DVDs, hard drives, etc.
- Currently using an unstructured folder hierarchy and an inconsistent file naming convention
- Wasting valuable resource time looking for assets
- Assets are in a variety of formats, and without the right software, they're difficult to preview
- Work is often recreated because it's easier than finding old files
- Often re-purchase assets your organization already owns because you cannot locate them
- Large video files take too long to preview and require of additional codec software to view
- Unapproved or incorrect files are being used by internal teams or partners
- There are multiple "final" versions and no one knows where the latest version is stored
- Work with creative and production applications and would like to repurpose content from one system to the other
- Would like to repurpose content to maximize creative investment
- Perform time-consuming and repetitive tasks such as resizing, renaming and converting files
- Waste time saving files in other formats for the off-chance someone will need one, resulting in duplicate assets
- Colleagues can't find assets by themselves and you've become the "go-to" person for locating assets
- Email size restrictions limit the ability to share digital assets throughout the organization
- Sharing large files with colleagues involves a multi-step process that takes time and effort
- Field personnel need easy access to digital files such as images, video and other documents
- Difficulty sharing assets between computing platforms and devices
- Website and marketing collateral materials don't have a consistent image and branding
- Need to easily protect your work with watermarks
- Don't have a secure location where files are stored and shared with others
- Need to protect large image collections and other file types as permanent historical records

Now add up the number of responses you've checked to calculate your score: _____



Ready to see if your organization needs a DAM system?
Go to the next page to see how you ranked.

Do you need a digital asset management system?

0 - 4 POINTS

Possibly.

You have simple needs and a process in place. However, you might want to re-evaluate if the problems you've identified in the checklist are having a negative impact in your organization. Perhaps you already have a central location to store files, but would benefit from easily distributing your digital assets to others. A DAM system could help you optimize your workflow.

5 - 9 POINTS

Yes!

Your organization is having considerable problems that are affecting overall efficiency and productivity. A DAM system will help you organize and archive your digital content such as images, documents, creative files, audio and video clips. It will also provide your organization with a mechanism for easily finding and sharing those assets with others.

10 OR MORE POINTS

Definitely!!!

Digital asset management is a must in your organization. By implementing a DAM system, your organization will see dramatic time savings, efficiency gains and streamlined workflows.



Feeling overwhelmed? Don't worry, we have a [Complete Toolkit](#) that walks you through the entire process.

To learn more about **Extensis' Digital Asset Management System** - Extensis Portfolio - visit www.extensis.com/portfolio.

Learn more about How to Select a DAM System and DAM Best Practices at www.extensis.com/dam-toolkit.