

How to Compare DAM Software Solutions

✓ CAPABILITIES

- Depending on the tasks that your firm handles frequently, you should look for a DAM provider that streamlines these tasks.

✓ FUNCTIONALITY

- Factor in which features are your dealbreakers, and which tools make life easier for your team.

✓ EASE OF USE

- Especially when multiple teams utilize the DAM, it should be user-friendly and easily searchable.

✓ PERFORMANCE

- Consider factors such as speed, responsiveness, scalability, and efficiency when assessing a DAM solution.

✓ COMPATIBILITY

Evaluate compatibility with your existing hardware, software, and devices. This may include:

- CRM software
- CMS software
- CPM platforms
- Webservers

✓ SUPPORT

- Ask about onboarding and what assistance your team can expect when using the product.

✓ SECURITY

DAM features with security as a top focus should include:

- Modern encryption methods
- Multiple security levels for files and user accounts
- Unique access levels
- Secure cloud backups
- Antivirus protection

✓ CUSTOMIZATION

- Does the provider allow customizable tags, naming, and metadata to ensure assets are easily discoverable and effectively organized within the system?

✓ COST

- Evaluate the features and services included in each DAM platform to determine the best fit for your organization's needs and budget.

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