

DAM Buyer's Guide Checklist

8 Ways to Compare Digital Asset Management Solutions

1 Functionality

Choose an effective DAM tool that provides robust file management capabilities, including:

- Marketing collateral creation
- Tagging
- Metadata
- Asset categorizing
- Advanced search functionality, including AI-enabled search
- Workflow management
- Seamless integration with your favorite tools

2 Compatibility

When choosing a DAM tool, evaluate its compatibility with your existing technology stack. This may include:

- Web servers
- CRM software
- CMS software
- CPM platforms

3 Ease of Use

Pick a DAM system that is intuitive, offers easy adoption and enhanced productivity, and provides:

- Uploading, searching, and organizing tools
- Effortless navigation and seamless browsing
- Role-based permissions for controlled access
- Mobile-friendly access for remote teams

4 Performance

Your DAM should be designed with speed, responsiveness, scalability, and efficiency in mind. Consider:

- Storage capacity
- High-speed network for efficient file transfer and a seamless user experience
- Capacity for number of users and volume of searches
- Performance monitoring tools
- Tools to help identify and resolve bottlenecks



5 Support

The level of support provided by a DAM vendor can impact your overall experience. Look for:

- Onboarding and training services
- Ongoing support through live chat, phone, or ticketing systems
- Comprehensive documentation and knowledge base
- Dedicated Customer Success Teams for guidance

6 Security

Safeguarding digital assets is essential. Choose a DAM solution that offers:

- User authentication and access control
- File encryption and digital rights management
- Malware protection and antivirus security
- Modern encryption methods and secure cloud backups

7 Customization

Every company has unique requirements, making customization an essential DAM feature. Look for:

- Custom metadata and tagging
- Branding and white-labeling options
- Flexible taxonomy and asset organization
- Custom integrations through API connectivity

8 Cost

DAM software pricing varies widely, from under \$350 to over \$250,000 per year. This depends on factors such as:

- Number of users
- Storage capacity
- Advanced features
- Implementation and customization fees
- Infrastructure and hosting method (cloud vs. on-premise)

For a deeper dive into what you need to look for when comparing DAM software solutions, read our complete **DAM Buyer's Guide** or get more DAM tips and resources at openasset.com.