

5 Steps to Making the DAM Business Case

1

Decide when the time is right

In making the DAM business case, it is important to convince the decision makers of your business why they should implement a DAM system. In doing so, you need to explain why now is the time.

There are a couple of key indicators that are compelling reasons for why now is the time for your business to start a DAM system. In a growing business, moving quickly from 100's to 1000's of assets, it is difficult to keep track of where certain assets are being stored. Staff is often slowed down by this, wasting time that could be spent more productively on searching for assets.



2

Gather DAM supporters

Implementing a DAM system affects various stakeholders across the business. By identifying representatives from different departments, they will be able to identify opportunities, discuss pain points and help to push the project forwards!

Each department is affected differently, and has different needs to focus on. For example, studies show that marketing teams waste on average a full day of the week searching for assets.

The DAM Opportunity!

Increase productivity by 35%

Creative professionals can spend 1/10 hours on file management

Oftentimes, the management team that you are presenting the DAM case knows very little about digital asset management. For them to get onboard, it is important that they understand what is currently wrong, what it is like to work with the current system, and how the organization will save time and money by implementing a DAM.



3

Outline the benefits



When presenting your DAM business case, describe how the business operates without vs. with a DAM system.

Save time

Without: Weekly, staff can spend hours searching for assets and trying to organize content in a shared storage system.

With: Staff can easily upload, categorize, search and locate assets. Up to 10 x quicker and more efficiently. Locating files becomes almost instantaneous.

Improve Efficiency

Without: Bottlenecks can occur within projects, as employees cannot properly locate files when they need them.

With: Effective cross-department collaboration becomes possible. Employees and other stakeholders are able to easily access and use assets when they need them.

Increase Security

Without: Different stakeholders have access to assets, and it is not clear which version is correct, when brand guidelines are followed or what copyright laws should be abided by.

With: All assets are stored in a centralized location, in which permissions are set so that the business can monitor and track usage.

4

Present the ROI



In making your business case, it is important to use terminology that makes sense to the senior decision makers. Outline both the tangible and intangible benefits of implementation.

Cost reduction

This is savings that the business will obtain when certain costs are eliminated or reduced. It is the most tangible aspect of DAM implementation. For example, cost of purchasing various hard drives, agency fees, shipping costs and file conversion costs.

Cost avoidance

Avoiding unnecessary costs can make a huge difference in the efficiency of a business. It is estimated that 30% of all content is recreated due to it being misplaced or erased from the system. This is unnecessary energy that can be easily avoided by implementing a DAM.

Value add resources

All of the time that employees spend searching and recreating assets can be much better spent doing their job, getting projects done. A DAM system will allow high paid knowledge workers to be more productive, meet deadlines, and be paid to help the business meet its strategic business objectives.

5

Make the DAM business case!

Get the whole team on board! Show management how complex it can be working with thousands of assets. Let them see the long process that it currently is to share and distribute assets, as well as how much time employees waste trying to find and convert assets. There is a clear time and cost loss with a poor asset management system.

When making your case, it is important to be specific about the benefits for your organization. Give them numbers that fit your business, and realistic timelines and goals. If you do the research the business value will speak for itself!

Key Points

- Know when the time is right! The business should be growing and have the need for an improved asset storage system.
- Gaining support from cross-functional teams will help to build the business case.
- Understand how the business is currently operating without a DAM system.
- Ensure your business case is easily understood by senior management. Know the benefits!