Managing your digital assets:
The 4 essential steps

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EDITORIAL

It's an all-digital age. Companies relay on many online interactions with their prospects and clients to develop their business and increase their fame. To do so, they deploy communication strategies based on content and on enhancing their brand image.

But content is nothing without any way to use it. Today, anyone can access a wealth of information about a business or brand just by typing a few words into a search engine. Digital reputation has become a strategic issue for companies: **80% of Internet users** say they search the web before buying a product or service, according to a 2015 Ifop survey[1]. In other words, digital presence is the sinew of war, and each battle is won by fluently communicating it.

However, this task may prove to be trickier when you consider all the content available and the diverse array of formats, media, and distribution channels.

What do you do to manage a brand image in an unstable environment? How can you store and organize those resources to be easily accessible and usable? And, ultimately, how can you reliably draw value from such volatile digital assets?

The solution: Adopt a multimedia Digital Asset Management (DAM) tool. Such tools are experiencing dramatic growth, with a market expected to reach **$5.36 billion** by 2020[2]! Its added value resides in its ability to showcase media and optimize its management by integrating it into the company's workflow.

The goal of this white paper is to detail for you the four steps that will ensure optimal use of your Digital Asset Management solution, as well as efficient use of your digital assets, through the three cardinal virtues of DAM: Organization, accessibility, sharing.

[1] IFOP, «L'impact de l'e-réputation sur le processus d'achat», March 17, 2015.

[2] Markets and Markets, «Digital Asset Management (DAM) Market worth 5.36 billion USD by 2020», April 2016.

Manage your digital assets collaboratively

The more of them there are, the harder digital assets are to control. A valid issue for all companies and institutions that have multiple types of digital resources: Text, images, animation, infographics, and videos (one of the forms of media considered to have the highest ROI, for 52% of professionals, and used by 93% of marketers[3]). Given the heterogeneity and large volume of these assets, what can you do to centralize media storage and synchronize the work of multiple contributors?

Collaborative work: A major issue for companies

Imagine a company that comes out with three new products a year and has six distribution channels, in four languages. For digital communication purposes, it must produce at least 72 pieces of original content in order to meet its strategic needs.

To create high-value content, several contributors must work together: Writers, editors, marketers, graphic designers, illustrators and/or photographers,

archivists, etc. Synchronizing each participant's tasks in order to achieve a collaborative approach is therefore an essential condition for the success of this type of project.

- **Problem:** Content related to a shared project is generally made available in directories or local storage folders.

- **Consequence:** With thousands of piece of content, finding the right one is a challenge. On average, employees spend **20%** of their time looking for documents or duplicating them, which can affect up to **5%** of the company's sales figures[4]!

That's why instituting a collaborative work mode is a priority for **64%** of companies, particularly for issues like document-sharing, calendar-syncing, and multimedia content[5].

What's more, within a given project, not everyone has the same degree of digital education. While Millennials are born grasping a mouse in their hand, Baby Boomers can sometimes have difficulty with digital tools. And when not everyone is moving at the same pace, collaboration can become tricky.

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[3] Rondeaux, Nathalie, «La vidéo et l'entreprise : les chiffres», February 16, 2016.

[4] Figures from the firm McKinsey.

[5] Grandmontagne, Yves, «Communications unifiées en mode cloud : comment se lancer ?», April 20, 2017.

Strengthening collaboration with a DAM solution

Secure, centralized storage

A DAM tool can consolidate the collaborative aspect of your digital asset management. How? By ensuring centralized storage of documents and media, thereby acting as a genuine corporate memory bank. A complete guide where employees can find anything that has helped to build the company's image over time:

- its expertise
- its know-how
- its brand culture

All in an extremely secure way! Furthermore, a DAM solution can manage millions of pieces of content, thereby meeting the needs of large companies and organizations.

An ergonomic and intuitive platform

A DAM solution will also encourage collaborative work on an ergonomic platform. The tool is intuitive enough to be used by anyone, regardless of their level of digital education. Its learning curve is minimal, which enables anyone to become operational more quickly and to improve overall productivity as a result. To give an example, **97%** of companies that have incorporated a DAM tool saw their productivity boosted by **34%** on average[6].

Easier collaborative work

Finally, a DAM solution makes it possible to pool the work of different teams, whether they're users, contributors, and internal admins, or outside players.

64.9% of the companies surveyed by SerdaLab say that this pooling is a real benefit in terms of optimizing collaboration, sharing, and insight into various projects...

### What is Digital Asset Management (DAM)?

It's a system that enables a company or organization to store, organize, enhance, and share its digital resources intuitively and collaboratively.

Here are a few examples of DAM platforms: Photo library, media library, video library, brand center, e-learning platform, etc.

Thus, a DAM solution makes it possible to strengthen collaboration within a given project, by centralizing the data, offering an intuitive tool accessible to all, and pooling efforts. However, these benefits require careful control of access attempts and user rights.

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[6] SerdaLAB 2016 figures.

Control access to your content
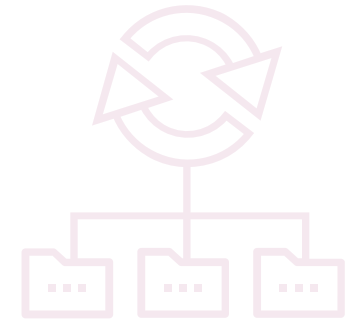
When documents are made available to various contributors and users, the question of controlling access becomes critical. And for good reason: No matter your field of activity, you're necessarily managing a certain amount of confidential information, the use of which is sometimes subject to rights or restrictions. Under such conditions, how can you control access, thereby ensuring that your data will be usefully protected and employed?

Custom management of user rights

Within a given project, levels of responsibility may differ:

- **The scope:** Not all contributors need access to the same folders. For example, writers don't need to touch images.

- **The degree of expertise:** The contributor's role in the project determines the scope of his or her rights to access the documents. For this reason, an employee with a standard level of knowledge might not be able to access the same data as a key contributor or administrator, whose view is more comprehensive.

- **The degree of confidentiality:** You don't want outside users to be able to access confidential information!

With respect to these levels of responsibility, it is therefore essential that your company define very specific user rights.

Another issue arises from the matter of copyright. Your images, video, text, sound, and presentations, as well as documents belonging to your partners and contractors, are naturally subject to copyright.

If they are misused or the corresponding rights are violated, the digital assets produced and used by your employees expose your company to legal risks: A real risk in the case of digital media used outside authorized geographical areas, for example, or beyond the maximum usage duration.

Finally, poor control over the lifecycle and workflow of a company's media keeps you from telling what version of the media is current... and which can or can't be used.

Digital Asset Management as a sign of good usage

Each contributor has their own user profile

A DAM solution will enable custom management of the user rights of everyone involved, by giving the option to define the mode and degree of media access for each profile based on its specialty and expertise.

This is a feature that can make the difference: More than half of all companies that have adopted a DAM tool have found that it plays a real role in optimizing the workflow of the available media and the efficiency of the teams working with that content!

Assigning access rights also makes it possible to define a leader for each topic, media type, or project, whose actions will set the bar for the rest of the team.

Effective use of media

Admins and «leader» profiles will report information about each piece of media on the DAM platform in order to enable effective usage: User rights, expiration date for those rights, or conditions of use.

An essential asset for ensuring that the document is reliable and distributed to the appropriate user group, protecting the rights and interests of all participants in the value chain.

A DAM solution will therefore allow for centralizing information about each digital asset and set alerts in order to (for example) notify the relevant users that a piece of media is nearing the end of its usage rights.

By defining access separately by employee, the DAM makes it possible to control the use of documents and content and to ensure that they receive proper legal protection. All that's left is to set up effective indexing to facilitate the searching and using of documents.
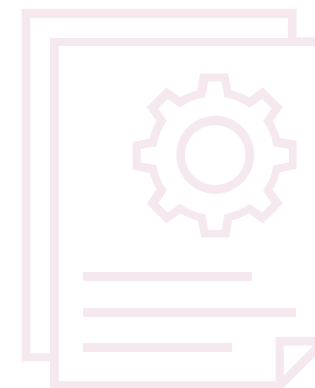
A Digital Asset Management reduces the risks of legal complications by 23% on average[7].

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[7] IDC statistic

Adopt effective indexing
for your media

The larger a volume of media is available, the more necessary it is to index it in order to make it easier to access. After all, to be used correctly, the media must have been saved in the right place. This advance work will ensure its proper usage and give it additional value, by associating it with other documents in the same topic. How can a DAM tool help you achieve this goal?

A controlled vocabulary

A DAM tool will help you set up a thesaurus, listing terminology specific to your company. This vocabulary will enable contributors to better classify the saved media, and allow users to more quickly locate the digital assets they need. Because of the management of synonyms and the machine translation of terms in the thesaurus, users are able to search in simple, effective ways.

Given that companies which have implemented this tool saw average time savings of **75.3%** in data processing[8], the option is worthy of consideration.

Harmonized writing standards

Adding standardized metadata to the manual helps harmonize indexing and facilitate the search for media. These standards are critical in order to build an efficient manual. There are two types of metadata:

- **Technical,** i.e. defined automatically based on the file's components (size, duration, color, codec used, etc.).

- **Documentary,** i.e. characterized manually via a semantic and legal description.

Indexing is key to proper use of media. It creates a common vocabulary and adds value by linking content via keywords. An essential step if your company wants to distribute documents!

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[8] SerdaLAB 2016 figures.

Distribute media created by your company

The added value of your digital assets lies in how they are used. If the content you've produced just sits in your company's media library, it'll have no effect on your ROI or sales. Only through value-added use can media show its full potential and enable you to generate a positive return on investment. How can a DAM solution help?

Promoting your content: An essential step

Leaving content unused is like drawing the perfect card and refusing to win the game with it. No matter what kind of digital media you've created, it won't add any value to your company if it isn't correctly indexed and then distributed in a relevant form, such as through a communication or marketing campaign.

To do so, the key phrase is value enhancement. Value-enhanced content is a quality document viewed at the right time, used by the right person, and distributed on the right channels:

- **Internally:** The media is used for corporate communication purposes. Information distributed in this way can become an instrument of collaboration that brings teams together.

- **Externally:** The media is used only for promotional reasons, in order to publicize the company (and its brands), add to its fame, capture leads, and communicate about new products and/or services.

DAM: An essential tool for distributing your media

Highlighting relevant content

Because value-enhanced media means media that is relevant to your needs, a DAM tool helps to highlight content that is useful based on what's happening now in your company and on what's recently been created to communicate.

Creating a brand center, for example, will help employees use the brand's official ingredients and authorized components (logo, symbols, font, banners, advertisements, etc.) in order to promote it.

The goal? To standardize the company's communication and its brand image: A priority for **45%** of all companies that have adopted a DAM solution[9].

🛠 Features to optimize media use

A DAM tool offers several key features, which among other things, serve to:

- -**Create** video clips automatically
- -**Convert** your media into different formats on the fly, with just a few clicks
- -**Send** newsletters
- -**Generate** links for downloads, sharing on social media, or multiplatform distribution.

Furthermore, a DAM solution can be interfaced with various tools:

- *Content Management System* (CMS)
- *Product Information Management* (PIM)
- Editorial systems (press)
- Video and animation studio software
- Digital content certification systems (Digital Asset Compliance), etc.

These are just some of the features that improve efficiency and save non-negligible amounts of time.

€ Getting financial value from digital assets

For companies and institutions that wish to monetize their content, getting financial value is possible by adopting a solution that complements a standard DAM tool. This online payment solution (Royalty Invoice Management) makes it possible to manage the order-, pricing-, and invoicing-related aspects of media, and to process information in a centralized fashion.

By implementing a DAM solution, your company will get essential features for monetizing your media, maximizing its usage, and thereby making its distribution more relevant and efficient. This way, you'll help to optimize your digital assets to capture more prospects and generate a positive ROI.

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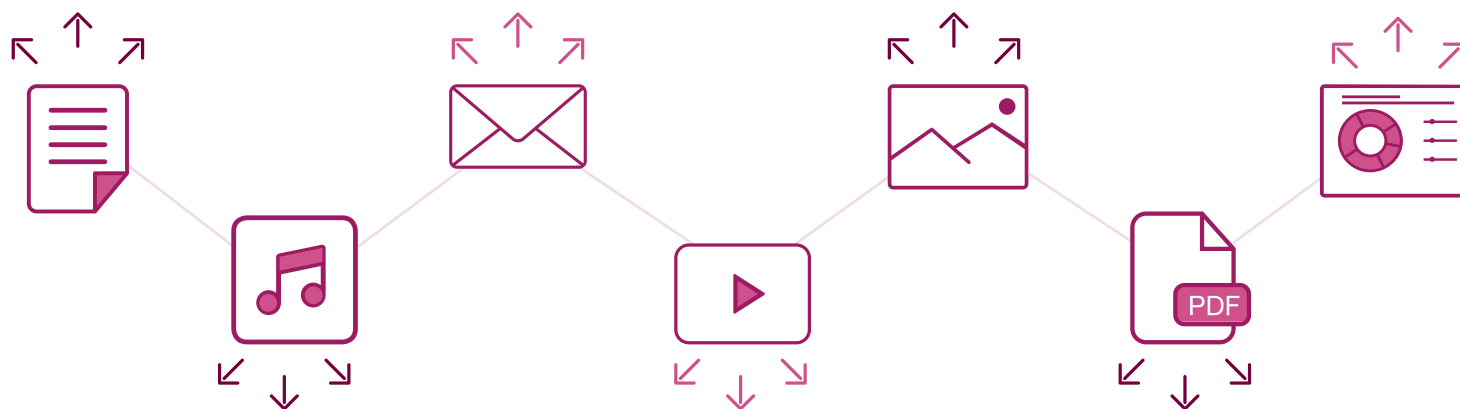
[9] Chiffre IDC

CONCLUSION

Control of your digital assets is a prerequisite to building a quality resource that is correctly indexed, accessible to all, and useful to employ. This solid structure is a basis from which you can choose to distribute the content best suited to your strategy, while respecting copyright.

You'll also improve your overall performance, save time, encourage collaboration, boost productivity, and unite your teams through better internal content communication. You'll have a backup memory of your company – a real data vault that will ensure the security of your digital assets.

The path to drawing value from your digital assets has four steps:

1. **Mastering the workflow of media created within your company.** This is only possible by putting in place logistics that encourage collaborative work and helpful, dynamic usage of the content produced.

2. **Defining and protecting access and user rights.** Depending on user profiles and conditions of use, it is not desirable for all documents to be accessible in the same way to all contributors.

3. **Making it easier to search for content.** A controlled vocabulary (via a thesaurus) and suitable tags/keywords help to harmonize the content included in your media library and make viewing it simpler.

4. **Allowing use of media for distribution purposes.** Documents are enhanced in order to be distributed on all channels preferred by the company in its communication strategy.

A Digital Asset Management solution will allow you to enhance the media needed to consolidate your company's brand image. Nonetheless, having a quality DAM tool still isn't enough. Getting guidance from digital asset management experts is essential when you hope to exploit your content at maximum efficiency.

Orphea

DIGITAL ASSET MANAGEMENT

Founded in **1997**, Orphea is a leader in Digital Asset Management (DAM) solutions dedicated to storing and enhancing the value of digital assets. Orphea guides nearly **150 clients** worldwide, across all industries. Its photo libraries, media libraries, and brand centers are used by over **120,000 users** in over **170 countries.**

CONTACT