Digital asset management done right.

Best practices to help you optimize and deliver personalized experiences at scale.

For organizations that produce content at scale, digital asset management (DAM) systems are a necessity. DAMs allow creative and marketing teams to store, organize, find, reproduce, and distribute digital assets of all types easily and efficiently. Acting as a "single source of truth" for assets, a good DAM also plays a critical role in enabling personalized customer experiences.

An effective DAM provides internal team members, clients, contractors, and other stakeholders the appropriate levels of access to an organization's repository of digital content—including images, documents, videos, and more—helping teams bring together the right assets to deliver personalized customer experiences at scale.

We recently sat down with three business leaders to learn more about how they manage assets in their organizations.

Jon Jory
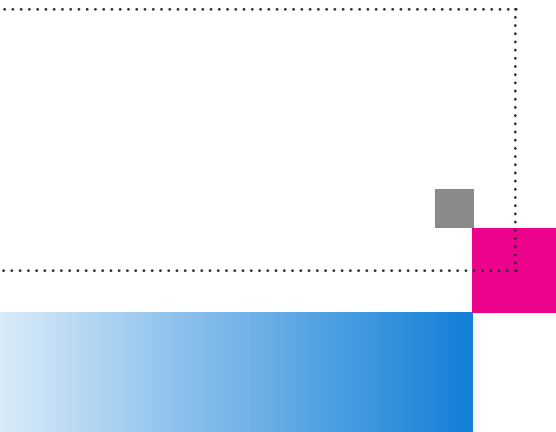Senior Vice President, Senior Manager of Media Content, Spectrum Reach

Andrew Isaacs
Vice President, Head of Marketing Operations, Novartis

Elliot Sedegah
Director, Strategy and Product Marketing, Adobe

The challenges of managing digital assets.

Without a robust DAM in place, an organization faces many challenges, including lost and duplicated assets, systems that are not well integrated, compliance issues, inefficient processes, and an inability to scale.

"System updates are an ongoing challenge because of interrelated tools," Jory explains. "There are order-entry systems and traffic systems and billing systems tied into our asset management. And an action taken in one system has multiple downstream effects."

In addition, the lack of a DAM system can prevent a company from keeping up with demands for personalized content and endanger compliance.
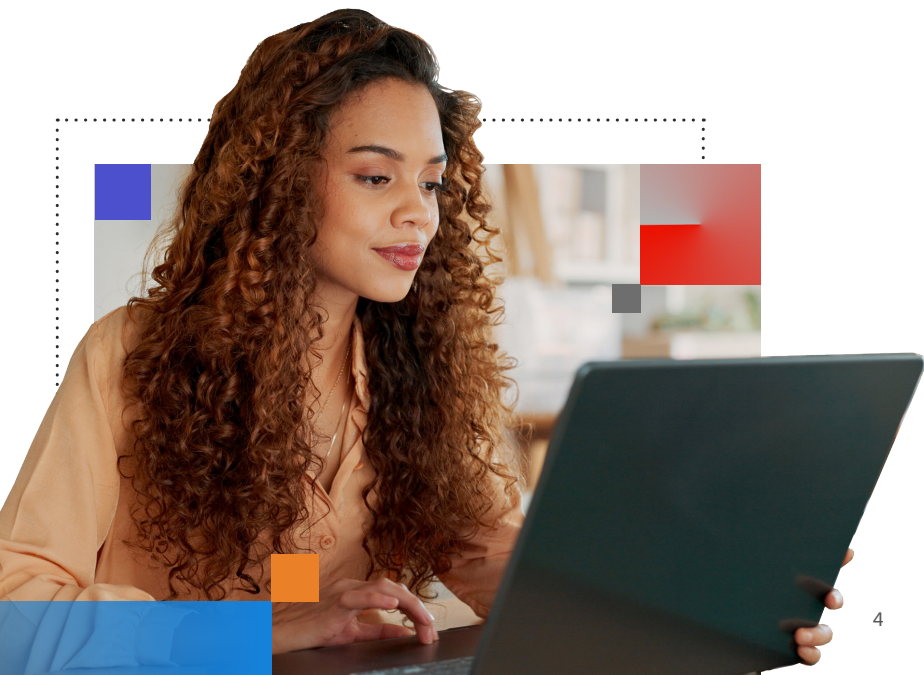
"Regulations, requirements, and compliance in a highly regulated industry make asset management very complex," Isaacs says. The pharmaceutical industry is very highly regulated. And there are requirements when you're talking about your brands in areas of codependency and fair balance. So if you have a drug that, let's say, lowers your cholesterol, you have to identify clinical trials, patient population, and so on. And in addition to that, there are all these other types of regulations for things like font size and imagery. In addition to that, you have to be able to track back all of the information—to how you went through a review and approval process with medical, legal, and regulatory bodies, and everything has to be able to be tracked back for audit purposes…I could go on and on in terms of the complexities."

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The power of having all your assets where you need them.

Most businesses that don't have effective DAM systems in place know that they are potentially incurring risk in the area of compliance (if that is an area of concern for them). They also know that their content is literally all over the place—they have the same content in multiple places, they can't find content when they need to, they're having to re-create content—so they're wasting resources, time, and effort.

"Without digital asset management, even locating and finding the right asset has the potential to be something that takes a lot of time, and there's obviously a cost element to that," says Sedegah. "But the more that you start to look at the broader picture of what an organization is trying to do, the more it really starts to hit home how badly things can be broken. For instance, we recently worked with the CMO of an upscale hotel resort in Las Vegas—they were trying to get everybody who's involved in customer experience, from marketing to salespeople to front desk staff, to essentially be telling the customer the exact same story. And that's really hard to do when marketing assets are not centralized."

He continues, "Many organizations that we work with are thinking about how they can deliver an overall customer experience that is best in class and consistent and that reinforces their brand. At the same time, many of these organizations are trying to deliver personalized experiences that are credible at an ever greater scale… that content needs to be tagged and organized properly so it can be served in the right context. And that becomes impossible if everything's sort of spread across different repositories, stuck on respective people's laptops, or maybe it's even on a hard drive at a former agency that never put it back into a central place where everybody can share it and use it and repurpose it. 'One and done' doesn't work."

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Director, Strategy and Product Marketing
Adobe

What makes a DAM system effective?

Digital asset management that works well should do several things. A DAM needs to serve people by making assets available to them—it should provide a "source of truth" for assets. It also needs to incorporate technology that makes processes easier, increasing efficiency and allowing creative teams to work together more effectively. And it should properly secure digital assets that contain sensitive information. In addition, the right system for a company that is working to personalize customer experiences will be adaptable and configurable—because customer needs may change rapidly, and because today's organizations use so many interconnected systems.

"Everybody's serving someone," Jory says. "Our organization's clients have different needs. You're not going to treat the Toyota advertiser the same way you treat the local Ace Hardware advertiser. So having a system that's too rigid doesn't serve anyone."

For Isaacs, agility and interoperability are key. "Typically, you have a lot of interrelated systems, not one or even two systems. And that's part of the challenge. I can't speak specifically about what happens internally because of the nature of pharmaceuticals, but most large or global pharma companies are evolving from static systems to personalization. So as an industry, we're trying to achieve agility."

Personalization is changing the nature of DAM—and increasing the need for it.

By now, all businesses are aware that personalization is key to creating customer experiences that work. From simple segmentation to unique product recommendations, personalization improves the customer experience and sales.

A good DAM enables technology that is uniquely placed to help brands achieve their personalization goals—by removing content bottlenecks, automating and streamlining review processes, and making content easy to find, use, and repurpose (even at a self-service level).

Jory says, "In my experience, personalization is not really an option— it's a necessity. We're constantly going back to the question 'How does this serve the customer?'"

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Adobe can help you deliver personalized content every step of the way.

An intelligent DAM helps teams keep pace by making it possible to create and customize content within a single platform, so they can more easily wrangle the hundreds of thousands of assets it takes to deliver personalization at scale.

"We've moved away from the notion of content as just one big block that you take and deliver to all your customers," says Sedegah. "The order of magnitude of the content we need to deliver has, in many cases, been multiplied 10 or more times due to the number of channels, initiatives, different points in the buyer's journey, and so on. It's massively challenging for an organization to produce that level of content, and this leads to a lot of pressure being put on creative teams."

He continues, "We need to start to move into a world where we can break down pieces of content to smaller atoms and then leverage automation and AI to amplify that amount of content and get it into the right channels. And Adobe has been doing that by taking our automation technology and our creative technology and combining that with our AI technology to think about that full content lifecycle—from ideation to creation to management to delivery."

One of the most popular DAMs out there is Adobe Experience Manager Assets. It allows organizations to meet all their asset needs on a single platform with the speed and agility of a cloud-native solution. Rise above the challenges of digital asset management—**let Adobe Experience Manager Assets show you how**.

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