

Challenges And Solutions In Selecting A Digital Asset Management System



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Deploying a new digital asset management system or tailoring a pre-existing one has many challenges that are unique to each particular organization and application. Finding appropriate solutions and discovering hidden opportunities is optimized through the use of an experienced content management consulting business.

New York, NY December, 2009 – databasepublish.com - Digital asset management has become a center-stage issue for many organizations. With thousands of digital assets and oftentimes thousands of distribution channels, an effective and tightly integrated [content management system](#) has a strong correlation with an organization's market competitiveness.

Some organizations' success relies on the support of a network of agencies and affiliates that are distributed around the world, which are responsible for promoting the products and services of that organization. The challenges that arise are many and may include the cataloging of photography and video as well as the quality assurance of consistent company branding strategies.

A digital asset management system may help in centralizing marketing efforts; however, new capabilities are often required in order to support growth. The growth may sustain a broader range of assets as well as increased flexibility for users.

A recommended course of action is to develop a content management system strategy that takes into consideration organizational needs and then matches the requirements with the appropriate vendor applications available. The concept is simple enough; however, the current state of digital asset management system products includes highly technical descriptions that can be difficult to put into layman's terms or compare appropriately among vendors.

To compound the problem, it can be difficult to reduce the influence of vendor salesmanship when selecting a [digital asset management](#) package. As a result, several organizations choose to use a content management system consultant in order to more appropriately discern the right direction for their business. The consultant essentially bridges the gap between the vendor and the customer.

The greater the depth and breadth of knowledge of the content management consultant; including experience with web content management systems, multi-channel systems, work flow management systems, and digital asset management systems, the greater the opportunity is for the final product to meet or exceed the expectations of the organization.

The ultimate digital asset management strategy appropriately includes a request for proposal (RFP) process that is somewhat iterative. Oftentimes, proposals from vendors use vendor-specific, verbose, and very technical descriptions of their products. It is up to the content management system consultant to assimilate the information, place it into layman's terms, and normalize it for a more appropriate comparison.

This may entail additional clarification from vendors to be presented in a normalized and summarized compilation for the most appropriate selection. Once the vendor finalists are distilled down, a choice can be made or a meeting can be held in order for the vendors to distinguish their products from their competitors. The process helps to find the right vendor choice and assists in the determination of a more focused strategy.

The content management system consulting services may end upon vendor selection, continue for piloting and customization, or include services for implementation and beyond. It is a business decision that each organization will have to determine. However, it is important to note that the first step in vendor selection is crucial and a high-

integrity consultant not only helps to mitigate risk, but they can also discover vital value-added opportunities that may otherwise be overlooked.

Advantage in the marketplace. For the past 10 years, it has helped businesses in a wide-range of industries find the right [digital asset management](#) for them. DPCI has the professional and technical requirements necessary for consulting, providing, tailoring and completely implementing successful [digital asset management system](#).

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