

A ResourceSpace guide

# Building a Business Case for Digital Asset Management



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You know that a Digital Asset Management System is the way forward for your organisation.

You've recognised that your teams are struggling with slow and outdated processes, and you know there is a faster way to do things.

A way that will help your business be more connected, more agile and more productive.

## So how do you build a business case for a new DAM system for your organisation?

You need a plan to convince the decision makers in your business. And you need to demonstrate to the accounts department – who will know very little about Digital Asset Management – that it will be worth the money and is an essential purchase for the organisation.

This handy guide will help you build your business case for a Digital Asset Management System.



# Decide When It's Time To Make The Case For DAM

Before you get started with building your case for a new Digital Asset Management System, you need to make sure your timing is right.

You might only get one chance to present your proposal to senior management, so you need to be clear that now is the time your organisation needs to move to a new system.

There are several different circumstances that indicate when you might need to switch to Digital Asset Management, including when:

- You move from one or two hundred assets into the several hundred or the thousands
- You start to lose track of where all your assets are stored, across different hard drives, different computers and different servers
- You can't remember which files are stored in which folders
- Your staff are slowed down and held up when trying to find the asset they need
- You have a greater need to protect the integrity and consistency of your brand
- You're finding it increasingly harder to share files effectively with partners

If you are finding it difficult to manage and keep track of all your assets, you want to avoid losing any files and you need to improve efficiencies when accessing files – both internally and externally – then it's time to make the case for DAM.

# Identify And Share The Current Challenges You Face

When you know that it's time to upgrade to a DAM System, you need to make sure management is aware that staff are facing problems and challenges.

Show them:

- How complex it can be working with thousands of assets
- The long processes required to share and distribute assets correctly
- The length of time it takes for staff to find, convert and share assets
- The time and cost involved with poor asset management

You can't expect them to give the go ahead for a new system if they don't think there's anything wrong with what's currently in place.

Take the time and effort to show the decision makers and the budget holders exactly what it's like to work with the current system.

**REMEMBER: USE REAL EXAMPLES OF OBSTACLES YOUR STAFF HAVE COME ACROSS**





# Pinpoint The Benefits Of Digital Asset Management For Your Organisation

When you've shared the problems that your staff are facing – ideally challenges that affect every department – then senior management will want solutions.

They'll be looking for tools to overcome these issues, in the simplest, most cost-effective way.

This is your chance to explain the benefits for a Digital Asset Management in ways finance directors or account managers will understand.

## Benefit #1 – Saving Time

One of the biggest benefits of a DAM System is the time it will save staff in multiple departments:

**WITHOUT** a DAM System, staff can spend hours and hours each week trying to organise files in some kind of coherent structure in shared storage.

**WITH** a DAM System, uploading, categorising and organising assets is ten times quicker (and more effective).

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**WITHOUT** a DAM System, team members in marketing, creative and IT can spend hours trying to find the correct file they need for a task. They may need to search multiple locations, ask others for access, and often still not find it. If the file is on someone's computer who is on annual leave, they are stuck.

**WITH** a DAM System, searching for files is almost instantaneous, with powerful, intuitive search functionality and effective metadata. All files are centrally located, so there is no waiting around.

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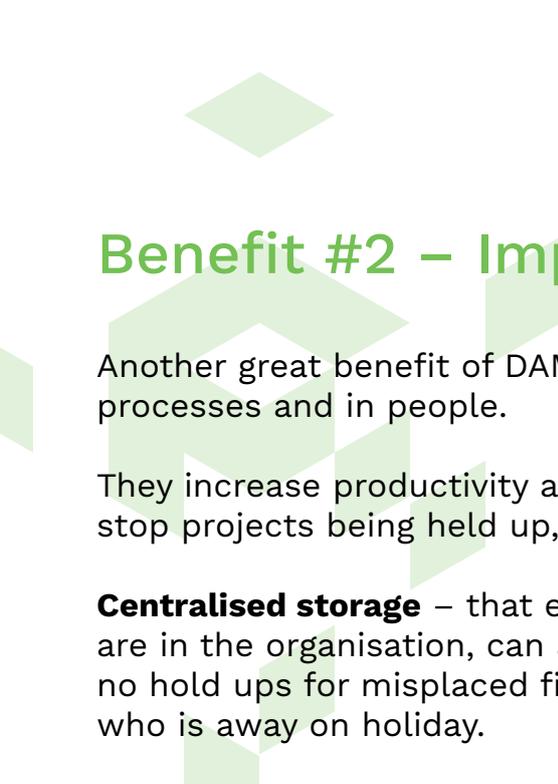
**WITHOUT** a DAM System, converting files can be a time-consuming process. They need to be downloaded, opened in a specific program, converted, exported and then re-uploaded.

**WITH** a DAM System, file conversions are all taken care of within the software, saving time for everyone.

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**WITHOUT** a DAM System, staff waste their time on remedial tasks, waiting around for processes.

**WITH** a DAM System staff work smarter. Routine tasks are taken care of automatically, freeing up staff time for them to use the skills they were hired for and perform their roles more effectively.



## Benefit #2 – Improving Efficiencies

Another great benefit of DAM Systems is that they improve efficiencies – both in processes and in people.

They increase productivity across departments by preventing bottlenecks and they stop projects being held up, with:

**Centralised storage** – that ensures every authorised staff member, wherever they are in the organisation, can access the files they need, any time they want. There's no hold ups for misplaced files, or assets stored on the computer of a team leader who is away on holiday.

**Inbuilt conversion software** – that gives staff the ability to access the asset they need in the exact format they require. They don't need to use third party software or wait for a creative or IT person to convert it for them.

**A workflow approval process** – that allows assets and projects to pass from junior staff members, through line managers and to final sign-off in a smooth, efficient way. No need for additional file sharing, email communications or other complicated methods.

With a DAM System in place, cross-department collaboration is facilitated with improved access, improved communications and improved processes that work for everyone.

## Benefit #3 – Increasing Security

For many organisations, the security of their assets will be a key consideration. A DAM System can play an important, beneficial role here too.

When all your assets are stored in a single, centralised, controlled location, you can track and monitor all usage. You have full control over permissions and accessibility for every user.

Sensitive files can stay protected with limited access. General images and other assets can be shared with anyone who needs to use them.

Different user roles and authorisations can give you full flexibility in managing the security of all your assets, making it easy to prevent any misuse. And if a user does inadvertently make a change they shouldn't, assets can easily be reverted back and restored.

# DAM Systems give you brand security too

If you use a DAM system to manage your brand assets, you'll be able to maintain brand consistency throughout every application – and prevent any incorrect use that might damage the reputation of your brand. Include usage instruction for logos in metadata, set watermarks where required, archive old designs, and ensure only new and approved assets are shared externally.

## Benefit #4 – Supporting Partners

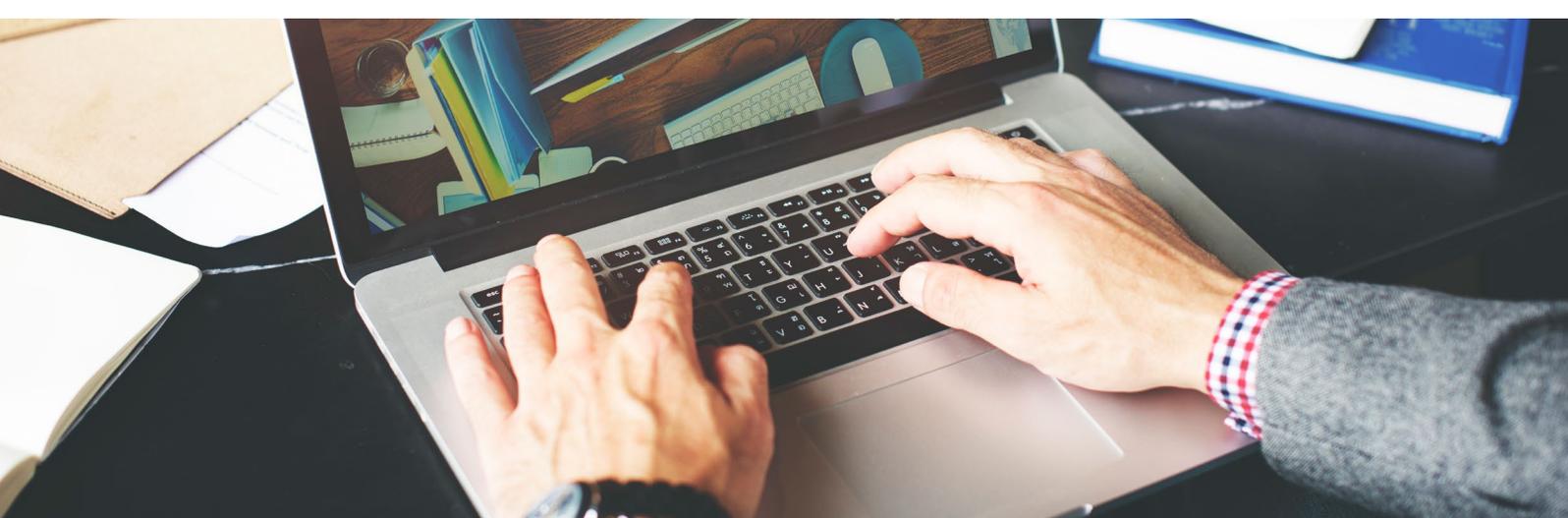
If relationships with suppliers, distributors and external partners are important for your organisation, a new DAM System will be a big benefit for them too.

It makes the sharing of assets simple and secure. Large files can be sent to partners without the need for bulky email attachments and long download times. Content can be easily embedded where required. And requested images can be quickly searched for and accessed – in the size and format needed.

Security and permissions settings allow you to give direct access to certain files, folders or exclusive environments within your DAM System. You keep the bulk of your assets separate and private, but give your partners access to the files they might need.

A DAM System lets you give your partners more choice, more freedom and more flexibility. They have stronger support in representing your brand or company.

**GREATER USE OF ASSETS = MORE INTEREST IN YOUR BRAND  
= MORE REVENUE**





## Benefit #5 – Reducing Costs

Finally, and perhaps most importantly, one the main business cases for a new DAM System is that it will reduce operating costs.

If it takes staff members 30 minutes to find an asset they need, convert it to the necessary specs and then distribute it to the appropriate channels - and you have 20 images a week to process - one person is spending 10 hours a week on admin time.

A DAM System could reduce this to just 5 minutes an asset. That's less than 90 minutes each week, saving you over 8 hours of wasted staff time.

**By saving time and improving efficiencies, your business will save money.**

But as well as reducing costs on wasted time, a DAM System saves money in other ways too:

1. It makes it easy to re-use assets. They won't get lost and you won't need to buy additional ones
2. Assets can also be repurposed for different opportunities, offering greater value
3. Licenses and files can be kept together. No more worrying about usage rights, permissions or re-purchasing lost licenses. (And no financial consequences for misuse)
4. You won't need to spend on additional costs like file storage or conversion software – it's all included.



# Build Your Concrete Case

Once you've decided which are the strongest and most relevant benefits of a DAM System for your organisation, you should have no difficulties in building a business case and presenting it to senior management.

Here's what to do:

## 1. Research and Preparation

Prepare your case well in advance, gathering research and data on your current processes and operating costs. Pull together everything you can on storage space, software costs and time spent on asset management – across departments.

## 2. Get your whole team on board

You'll have a stronger case for a new DAM System if you can get buy in from multiple departments, including Creative, Marketing, Sales, IT and the PR team. Make sure all areas of your organisation can see how useful a DAM System could be, using free trials to convince different stakeholders of DAM's effectiveness.

## 3. Be specific about benefits

You now know all about the different benefits a DAM System can bring to your organisation, so choose the ones that are most relevant to your business – and the ones that senior managers and the financial decision makers can identify with. Include concrete examples about how this could help in your day-to-day operations and processes.

## 4. Work out wasted time and expenditures

Finally, present the costs and savings a DAM System can bring to your organisation. Calculate how much new processes could save in terms of unnecessary admin time, better security improved efficiencies and new opportunities, and show management its potential ROI.

And don't forget the worth of things you can't always quantify, like how useful a DAM System can be in protecting your brand.

# The Business Case For Digital Asset Management

**Better Security + Improved Efficiencies + Time Saved = REDUCED COST**

**Reduced Costs + Streamlined Processes + More Opportunities  
= GREATER ROI**

## ResourceSpace can help make your case for Digital Asset Management

We hope that by laying out the benefits and the processes in Digital Asset Management, this white paper will help you make the case for a DAM System within your organisation.

ResourceSpace can help you deliver on all of these benefits and successfully transform your asset management. Explore DAM software further and start your free trial of ResourceSpace today.





## About ResourceSpace

ResourceSpace is the web-based Digital Asset Management software of choice for leading commercial, academic and not-for-profit organisations, offering a convenient, productive and easy to use solution for organising and sharing files. We help organisations improve efficiency, encourage collaboration, and free up time and resources.

Fully customisable to best meet the demands of your business and packed with highly beneficial features, ResourceSpace is available as open source software, meaning that there are no license fees to pay and no vendor lock-ins.

See for yourself why ResourceSpace is used by a host of big name brands. It takes just a few seconds to create a fully featured trial installation with 10GB of storage and full administrative access.

To get started, visit: <https://www.resourcespace.com/free>



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