

DO I NEED A "DAM" SYSTEM? WORKSHEET



#	ASSESSMENT QUESTION	NO	YES	YES PT VALUE
1	Approval processes take too long			3
2	There is confusion regarding user permissions/access			5
3	You deliver content to different audiences, across multiple channels			5
4	You have an ongoing relationship with digital creative agency and pay to use their DAM			1
5	You have too many versions of assets or version control issues			5
6	You lose 5 or fewer assets annually			3
7	You regularly need to download media in different sizes and formats on the fly			5
8	Your existing document management system is handling DAM well			1
9	Assets being used are not brand-consistent			5
10	There is no way to track how assets are used—and by whom			5
11	You find you are purchasing too many new assets			5
12	You have limited or no budget to invest in and enterprise solution for DAM			1
13	You have users collaborating from remote locations			3
14	You are manually sending out assets			3
15	You're using free solutions (Dropbox/Google Drive/Box, etc.) that don't have the functionality you need			3
16	There have been discrepancies or errors in distributed creative			5
17	There has been an increase in missed deadlines and delivery delays			3
18	You have a web CMS that allows you to upload, resize, publish images and other assets			1
19	You have no in-house resources for an Asset/Metadata Manager role			1
20	You lose 30 or more assets annually			5
21	You produce large volumes of marketing content			5
22	Your creative assets are primarily text-based			1

POINT TOTAL – "NO" responses accrue zero points

ASSESSMENT RESULTS BASED UPON POINT TOTAL

1 – 5 Points: You appear to have manual solutions in place that are currently meeting most (or all) of your needs—you aren't ready for DAM yet.

6 – 24 Points: You may be ready for a DAM solution, or maybe not. The deciding factor will likely be cost: Is the amount of money you are losing each year due asset management inefficiencies significant? Can your organization afford an enterprise DAM solution—and the personnel to administer it? If your answer to either of these questions is 'no', you can probably delay the purchase of a DAM system at this time.

25 Points or More: Your organization has robust requirements around digital asset production and delivery—you need a DAM system!