Your Journey to DAM 3.0

Jarrod Gingras
Managing Director / Analyst
A Different Kind of Analyst Firm...

```
<table>
<thead>
<tr>
<th>GEEKS</th>
<th>MYSTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOSERS</td>
<td>POSERS</td>
</tr>
</tbody>
</table>
```

"the mystical quadrant"

<table>
<thead>
<tr>
<th>INDEPENDENCE FACTORS</th>
<th>REAL STORY GROUP</th>
<th>OTHER FIRMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONSULT TO VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>SPEAK AT VENDOR EVENTS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>ACCEPT EXPENSES &amp; HOSPITALITY FROM VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>WRITE PAPERS FOR VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
</tbody>
</table>
Three Subscription Offerings

**Vendor Selection Advisory**
Inform and empower tech selection teams with critical research and candid advice

**Omnichannel Stack Advisory**
Advise stack owners on strategic decisions and technology choices

**Council-Level Membership**
Host executive leadership council for peer support to omnichannel stack owners

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About Jarrod

- Author of book about applying design thinking to the tech selection process
  - http://rosenfeldmedia.com/books/right-way-to-select-technology/

- Lead DAM analyst
  - Evaluating 30+ DAM vendors

- https://www.realstorygroup.com/Reports/DAM/
Where are You on Your DAM Journey?

DAM 1.0

DAM 2.0

DAM 3.0

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DAM 1.0
STANDALONE LIBRARY

Single repository managing images, video, audio files through their lifecycle

Step up from shared drives or cloud sharing platforms

Disconnected from larger technical stack

Another destination to store and retrieve assets
Phase 0.0? We Need a DAM

The Cloud: Box, Dropbox, OneDrive, Hightail, WeTransfer, Google Drive, etc...

Applications
Collaboration Tools
SharePoint
Document Mgt Systems
File-shares (D, E, F, G, K, Z drives)
Desктops
Laptops
Tablets
Phones
IM
E-mail

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DAM 1.0 Goal

A common and secure place to store, organize, and retrieve rich media throughout its lifecycle.
Technologies geared towards particular content types

Documents
- PDFs
- PPTs
- Word docs
- Excel spreadsheets
- CAD

Digital Assets
- Video
- Audio
- Image files
- InDesign files
- Photoshop files
- Illustrator files

Web & App Content
- Web text
- Web images
- Web video
- Templates: web, mobile, etc.
- Mobile apps text
- Mobile apps images
- Mobile apps video

Marketing
- Leads
- Campaigns
- E-mails
- Social
- Sentiment analysis
- Analytics

Document Management / ECM
Digital Asset Management (DAM)
Web Content Management (CMS, WCM)
Marketing Automation Platform / ESP / Social Publishing
STANDALONE LIBRARY

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- Another *destination* to store and retrieve assets

MARTECH SERVICE

- DAM recognized as MarTech
- DAM is a critical part of workflow
- Upstream and downstream integration
- DAM supplying some systems of engagement
- One-way flow of information

**COMPLEXITY OF INTEGRATION**
Evolution Part 2: Model for the 2010s: Horizontal Integration
CPG Workflow Example

- **Packaging**: Review and approval workflow of packaging assets
- **DAM**: Manage images and video
- **PIM**: Definitive product data
- **WCM**: Manage web content & visitor experience
- **Product Info Aggregation**: Aggregate product assets and data for 3rd parties
Problem: Traditional Tech Stack is Too Siloed for the Omnichannel CX Era

Teams often aligned with channel-specific technologies (DAM team, web team, social team, e-mail team)

Point to point integrations

Creative and messaging can become too channel-specific

Content, data, rules become platform-specific rather than enterprise-wide

Impossible to create consistent customer experiences and unified approach to engagement across channels.
**Phases of DAM**

**DAM 1.0**

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**DAM 2.0**

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**DAM 3.0**

**OMNICHANNEL CONTENT PLATFORM**
- Manage media, narrative, and data all as first-class objects
- Support component-level management for omnichannel activation
- Enable sophisticated, compound, mixed-media content
- Measure effectiveness beyond traditional campaign analytics
- 2-way flow of information, including usage and derivations

**COMPLEXITY OF INTEGRATION**
### Reference Architecture Model for the 2020s: Omnichannel CX Stack

#### ENGAGEMENT CHANNELS

<table>
<thead>
<tr>
<th>Ads</th>
<th>Web</th>
<th>Email</th>
<th>Mobile</th>
<th>Social</th>
<th>Print</th>
<th>Alexa</th>
<th>Chat</th>
<th>Call</th>
<th>PoS/F2F</th>
<th>IoT/Product</th>
</tr>
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#### INTERACTION & DELIVERY ENVIRONMENTS

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Sites</th>
<th>Applications</th>
<th>E-commerce</th>
<th>Distribution</th>
<th>Contact Centers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate demand</td>
<td>Deliver Information</td>
<td>Deliver services</td>
<td>Sell things</td>
<td>Deliver via channel</td>
<td>Answer questions</td>
</tr>
</tbody>
</table>

#### CONTENT & ENGAGEMENT MANAGEMENT PLATFORMS

<table>
<thead>
<tr>
<th>Service &amp; Support</th>
<th>CRM &amp; SFA</th>
<th>Social Engagement</th>
<th>Email &amp; Marketing Automation</th>
<th>WCM</th>
<th>DAM / MAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address customer inquiries and problems</td>
<td>Salesforce Automation &amp; Relationship Mgmt</td>
<td>Engage in social media &amp; communities</td>
<td>Manage outbound messaging</td>
<td>Manage web content &amp; inbound experience</td>
<td>Manage image, video, &amp; audio assets</td>
</tr>
</tbody>
</table>

#### ENTERPRISE FOUNDATION PLATFORMS

<table>
<thead>
<tr>
<th>Operations Hubs</th>
<th>Journey Orchestration Engine</th>
<th>Omnichannel Content Platform</th>
<th>Customer Data Platform (CDP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative &amp; Content Development, Campaign Scheduling, Resource Mgmt</td>
<td>Omnichannel engagement and personalization: rules and decisions</td>
<td>Content object store for base components</td>
<td>Definitive consumer data &amp; segments</td>
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**Intelligence Hubs:** Analytics, Reporting & Visualization, Predictive Modeling, Dashboards

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Key Platforms Power Omnichannel in the Enterprise Foundation Layer

New omnichannel architectures push *rules, data, content,* and *collaboration lower in the stack*, enabling you to take an enterprise-wide approach to customer interaction.

Create, collaborate, and schedule across teams – internally and externally

Map, execute, view, measure, and optimize omnichannel customer journeys

Provide one-stop access to core customer engagement objects to support omnichannel experiences

Unify customer and prospect records, then make them readily available to front-line marketers to leverage across channels.
## Omnichannel Content Platform for Unified Content and Experiences

### Engagement Channels
- **Social**
- **Email**
- **Web**
- **Mobile**
- **Print**
- **Video**
- **Voice**

### Interaction & Delivery Services
- **Advertising**
  - Generate demand
- **Applications**
  - Conduct transactions
- **E-commerce**
  - Sell things
- **Distribution**
  - Deliver to partners
- **Contact Center**
  - Address inquiries

### Content & Engagement Management Services
- **CRM**
  - Customer care and salesforce automation
- **Social Engagement**
  - Engage in social media & communities
- **Email & Marketing Automation**
  - Manage outbound messaging
- **WCM**
  - Manage web content & inbound customer experience
- **DAM / MAM**
  - Manage image, video, & audio assets

### Omnichannel Content Platform
- Content object store for base, re-usable themes and assets

### Usage
- Text/Copy Snippets
- Offers
- Images
- Video
- Audio
- Documents
- Micro-experiences
- Where-Used Data
- More...

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Who Will Be Your OCP?

- As of today, Real Story Group believes DAM vendors represent best long-term solution
  - More scalable and robust repositories rather than Content Marketing or Web Content Management vendors
  - Advanced support for images and media is essential
  - Object-oriented architectures support omnichannel content derivations and compound marketing assets (e.g., parent-child and sibling relationships)
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Key Capabilities of an OCP

- Object oriented:
  - Supports compound asset management with parent/child/sibling etc
  - Highly extensible (ideally graph-based) information modeling
- Advanced asset and media management
- Text and HTML as first-class objects
- Where-used tracking services – at asset level
- Tight integration with enterprise data services
- Connector framework to deliver to digital/print/other assembly services
- Richly “shoppable” store
- Advanced permissions models
- Supports multiple taxonomies
- Pluggable AI /ML (not limited to vendor’s services)
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**DAM 2.0**

**DAM 3.0**
Final Thoughts

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