

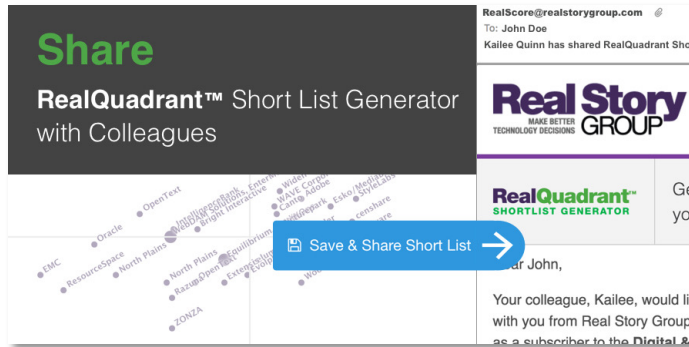


The Right Way to Select Digital Asset Management (DAM) Technology

Jarrold Gingras
Managing Director & Analyst

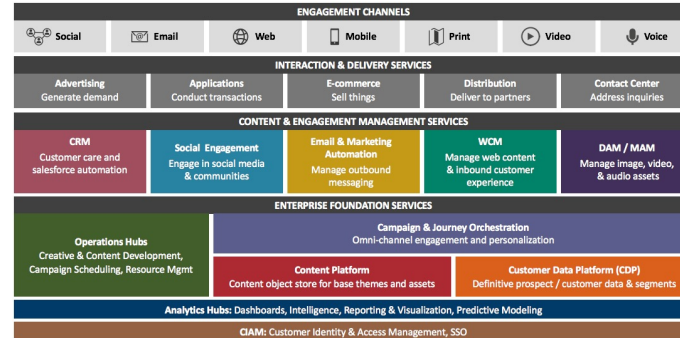
Three Subscription Offerings

#1 Vendor Selection Advisory



Inform and empower tech selection teams with critical research and candid advice

#2 Omnichannel Stack Advisory



Advise stack owners on strategic decisions and technology choices

#3 Council-Level Membership

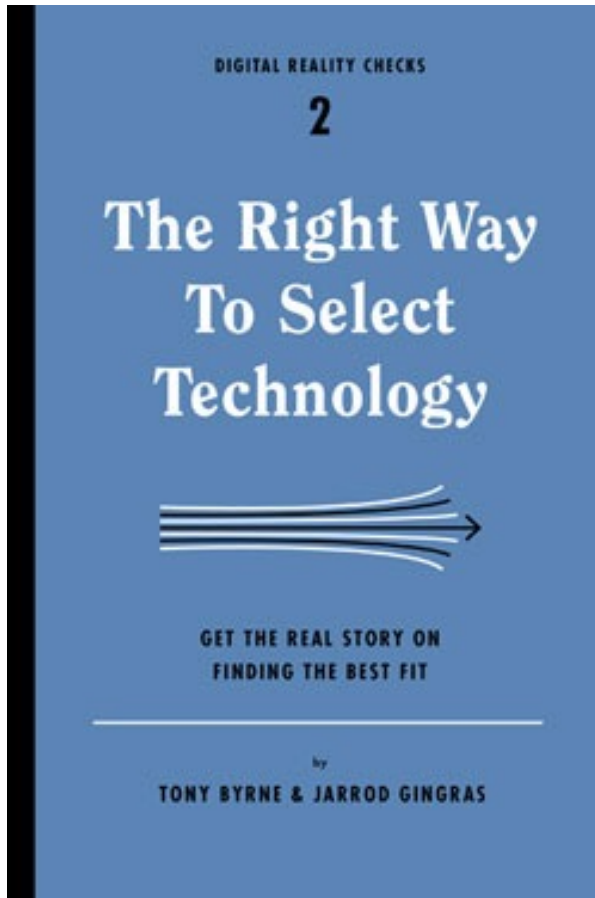


Host executive leadership council for peer support to omnichannel stack owners

A Different Kind of Analyst Firm

INDEPENDENCE FACTORS	REAL STORY GROUP	OTHER FIRMS
CONSULT TO VENDORS?	NO	YES
SPEAK AT VENDOR EVENTS?	NO	YES
ACCEPT EXPENSES & HOSPITALITY FROM VENDORS?	NO	YES
WRITE PAPERS FOR VENDORS?	NO	YES

Digital Workplace and Digital Marketing Technology



- 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/>



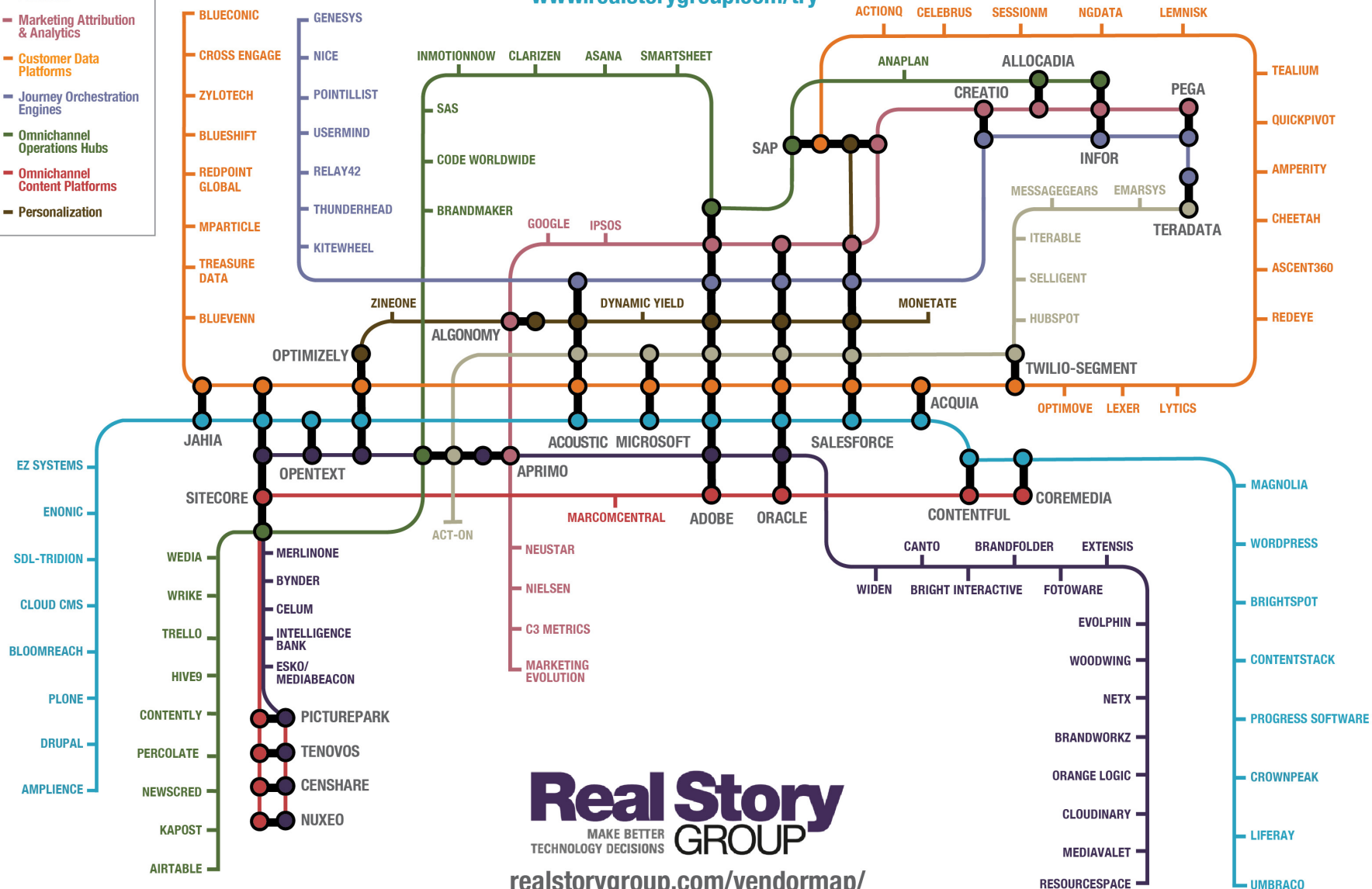
Why do half of all technology projects fail?

MARTECH STACK VENDOR MAP

Real Story Group's vendor evaluations and advisory services have helped thousands of organizations find their way. We can help you too.

Take a test ride—download a sample today:
www.realstorygroup.com/try

- KEY**
- Web Content & Experience Management
 - Digital Asset Management
 - Marketing Automation & Email Service Providers
 - Marketing Attribution & Analytics
 - Customer Data Platforms
 - Journey Orchestration Engines
 - Omnichannel Operations Hubs
 - Omnichannel Content Platforms
 - Personalization



Real Story GROUP
 MAKE BETTER TECHNOLOGY DECISIONS
realstorygroup.com/vendormap/

Traditional Ways to Select Technology: Blind Love



Traditional Ways to Select Technology: Happiness is a Warm Set of Binders



Traditional Ways to Select Technology: Golf Course Meetings



Traditional Ways to Select Technology: Family Car



Traditional Ways to Select Technology: Horse Race



The background features a light gray line graph with multiple data series. The graph has a vertical y-axis and a horizontal x-axis, both with tick marks. Several lines with circular markers at data points are plotted. One line starts at the bottom left and trends upwards. Another line starts high on the left and trends downwards. A third line starts in the middle and trends upwards. A fourth line starts high and trends downwards. The lines intersect and fluctuate across the graph area.

A DIFFERENT WAY

“Design thinking” is a process and a way of thinking about tough-to-solve problems.

- Stanford’s dSchool

Applying Design Thinking Principles to Tech Selection

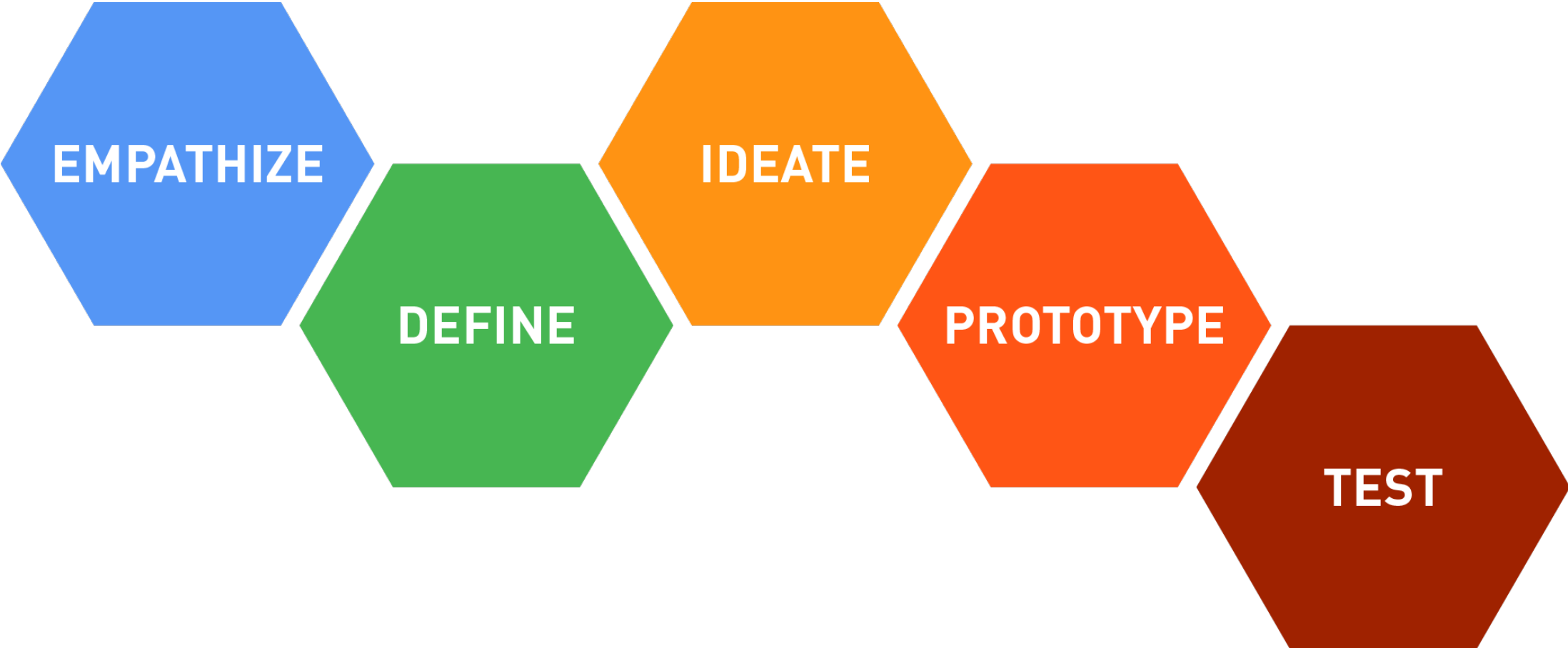
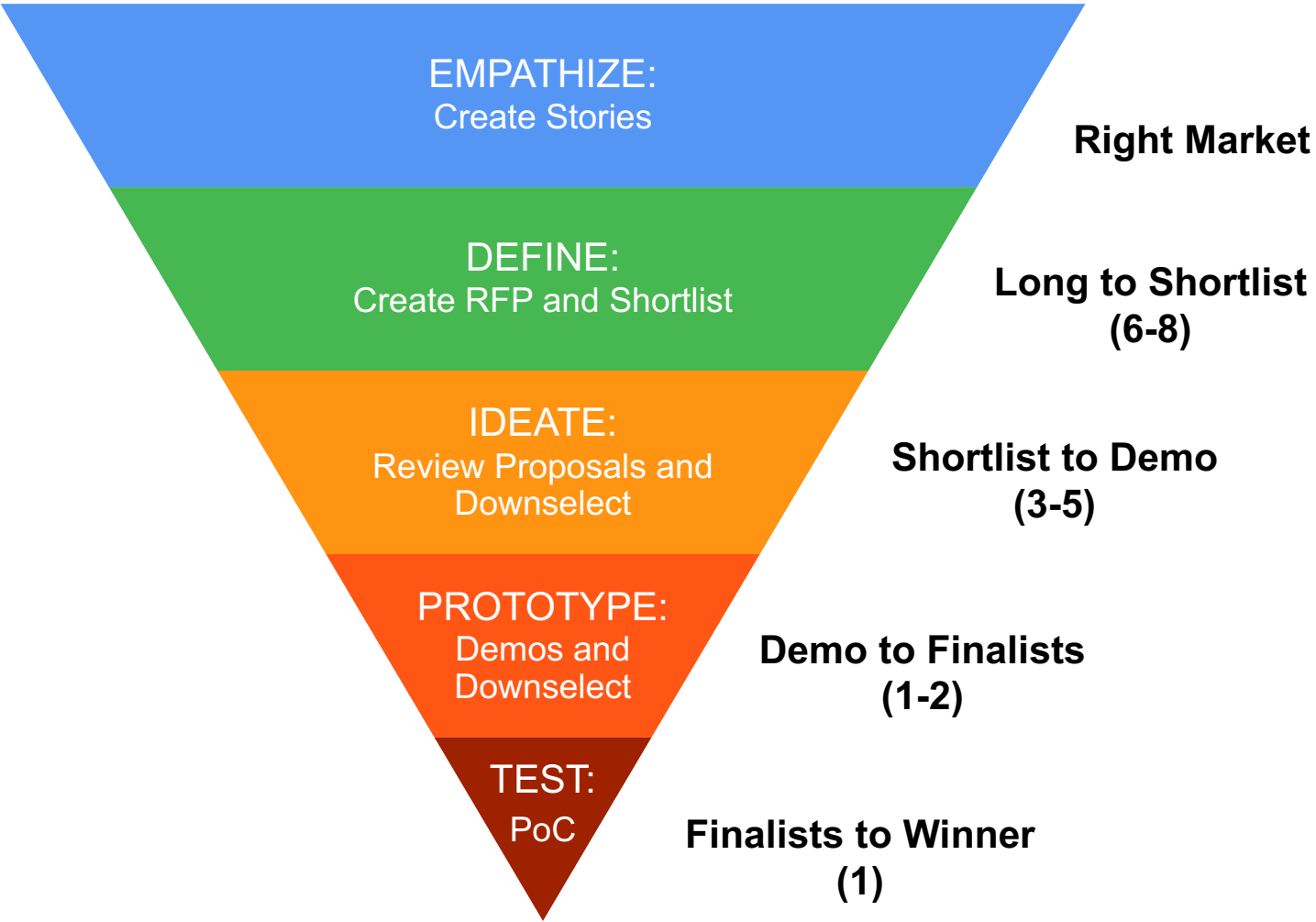
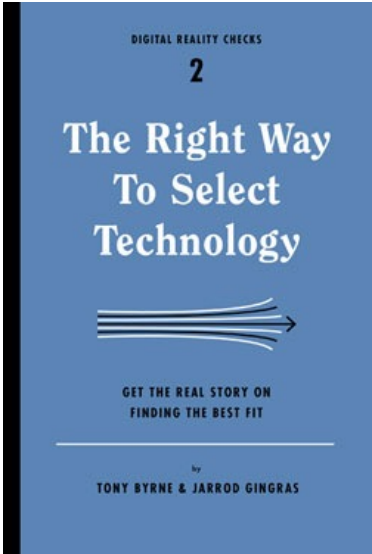


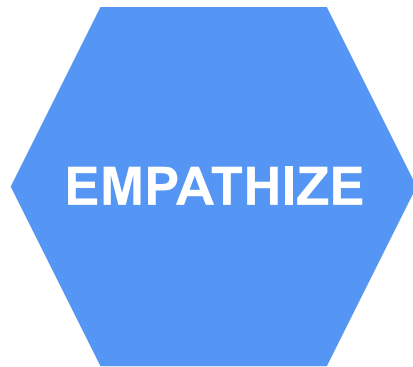
Image source: Stanford's dSchool

Applying Design Thinking Principles to Tech Selection



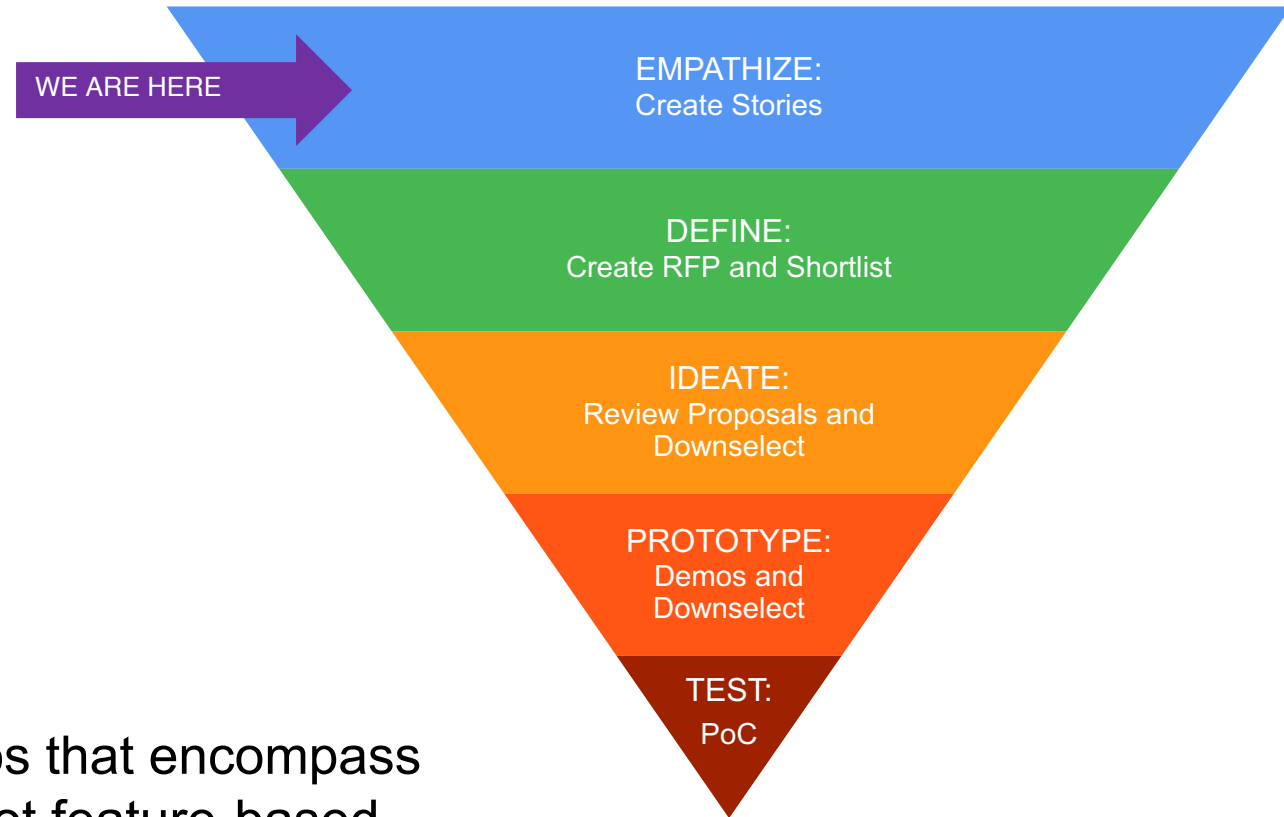
Business-focused
Team-based
Empirical
Iterative
Adaptive

Design Thinking: Empathize

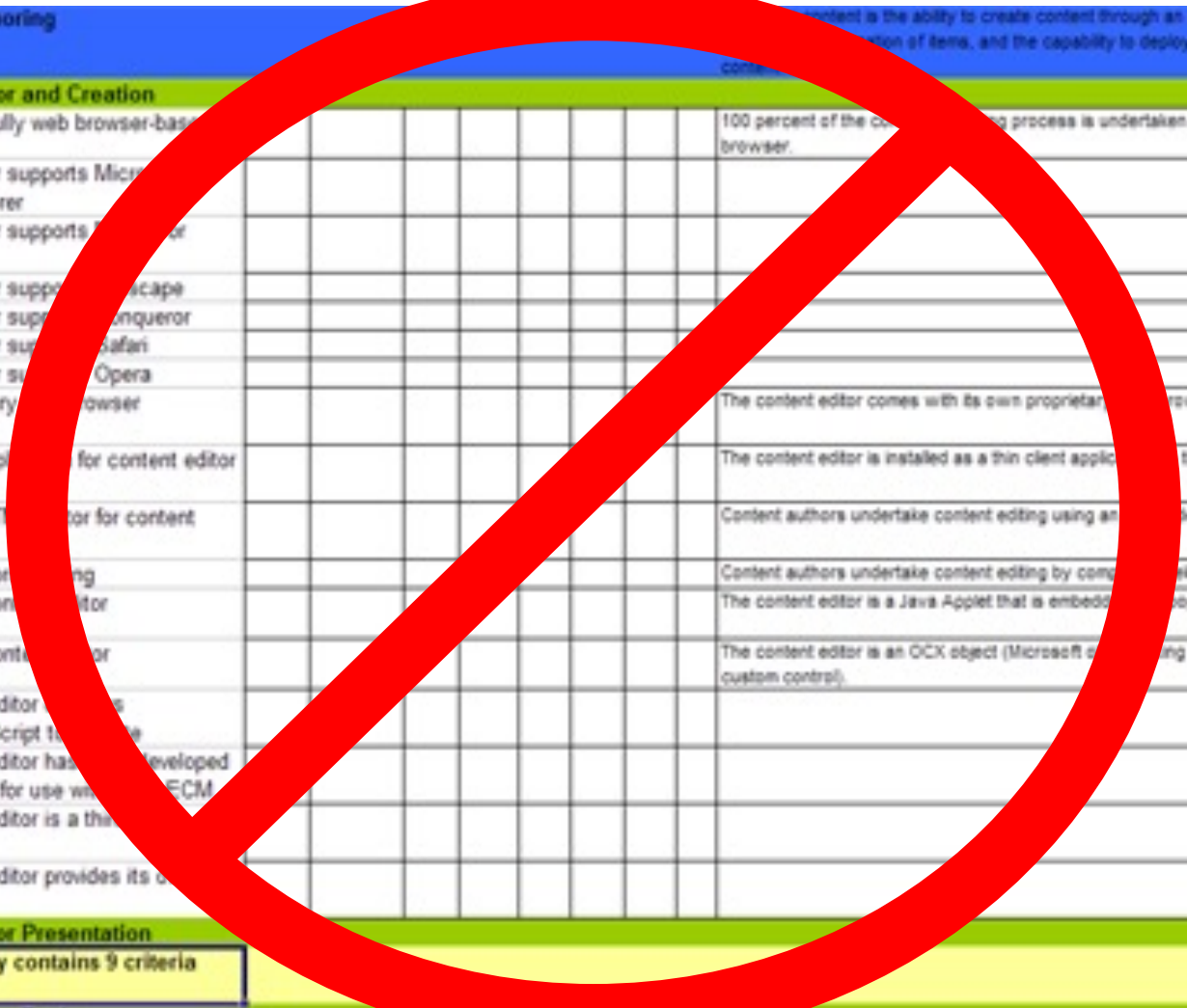


Create narrative scenarios that encompass the entire experience – not feature-based

Describe, not prescribe



“Checklist RFPs”



1 Content Authoring	
1.1 Content Editor and Creation	
1.1.1	Authoring is fully web browser-based
1.1.2	Content editor supports Microsoft Internet Explorer
1.1.3	Content editor supports Mozilla Firefox
1.1.4	Content editor supports Netscape
1.1.5	Content editor supports Konqueror
1.1.6	Content editor supports Safari
1.1.7	Content editor supports Opera
1.1.8	Own proprietary browser environment
1.1.9	Thin client application for content editor
1.1.10	Embedded HTML editor for content editor
1.1.11	Template or form editing
1.1.12	Java applet content editor
1.1.13	OCX object content editor
1.1.14	The content editor uses DHTML/JavaScript technology
1.1.15	The content editor has been developed by the vendor for use with the ECM
1.1.16	The content editor is a third party product
1.1.17	The content editor provides its own...
1.2 Content Editor Presentation	
This category contains 9 criteria below it.	

Custom Scenarios / Use Cases

Narrative:

Dan the creative director needs to distribute a set of assets to a 3rd-party or a client. He logs into the DAM using Firefox on a Mac. He uploads 50 images via his browser, simply dragging-and-dropping a folder of assets on his desktop into the browser. In addition to the images he uploaded to the system, there's a few already in the system he needs as well.

He searches for the images he needs, and can refine and focus the search via facets, leveraging the pre-defined taxonomy structure. Images and other asset types were tagged upon ingest, and standard metadata was pre-populated on ingest.

He narrows down the list and finds the ones he needs, and as he finds each one, he can drag and drop them into a lightbox or "collection" that he gives a custom name to. After he puts the full collection together, he generates a link.

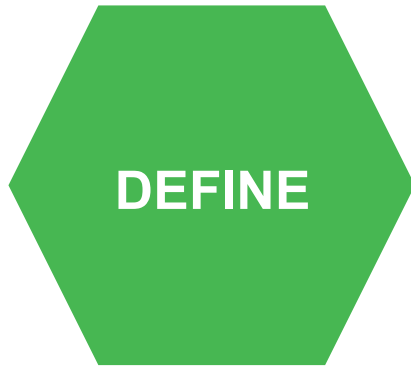
He is then able to have the link automatically sent to the registered users from the agency via the DAM, or he can copy and paste the URL from the DAM and send it via email.

Local art directors can open assets and ad kits to make changes specific for a local market. This, for example, can be localizing the wording by opening the source files (InDesign, for example), making changes, and saving a local version of the asset.

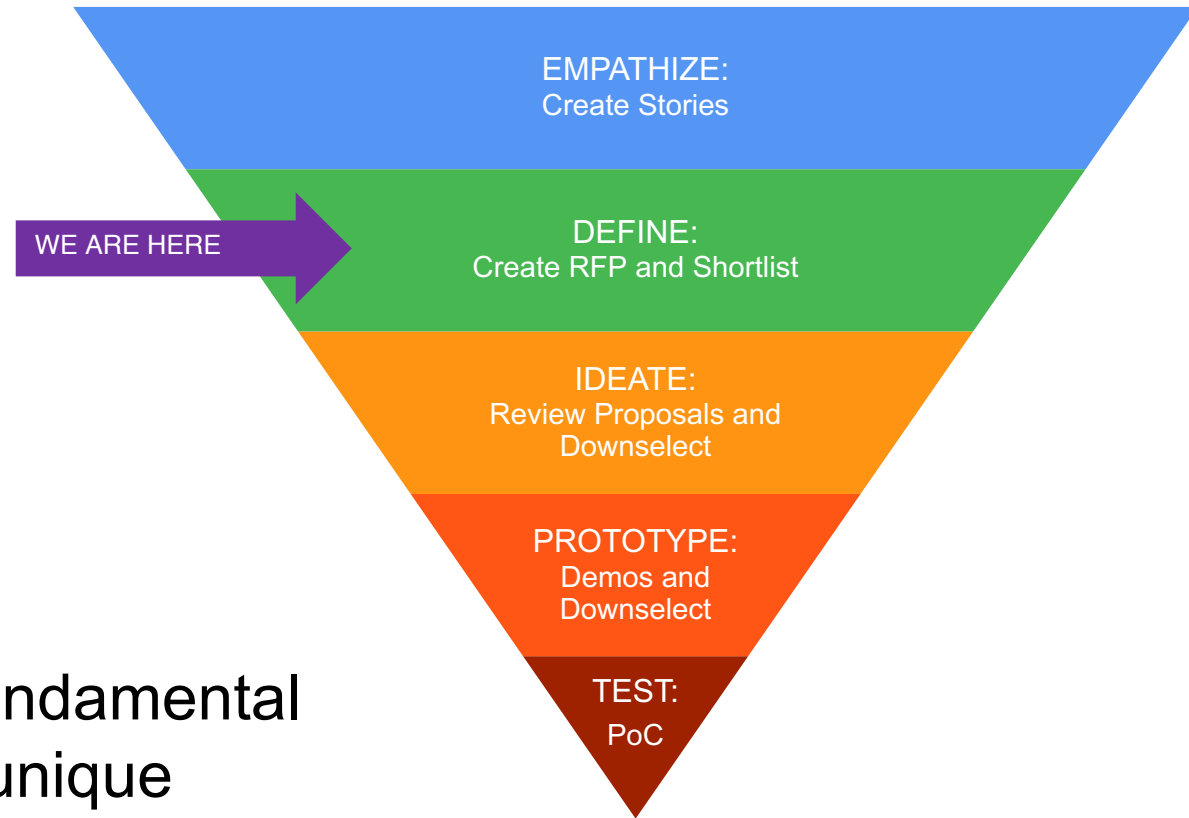
Marta, on the 3rd party agency side receives a notification that the collection is ready, she clicks on the link, which directs her to a page that's branded with her company look-and-feel, and is dedicated to the collection Dan created for them.

...

Design Thinking: Define



Shortlist options whose fundamental strengths align with your unique needs



Quadrant



DAM Marketplace Background

Complex



Mid-Range



Simpler



KEY THEMES

- DAM remains a highly fragmented marketplace
- Pressure from mid-market players is forcing top end of market to differentiate on either scale or omnichannel

What Are You Trying To Do?

RealQuadrant™ SHORTLIST GENERATOR

Brand Management

Basic Brand Management

Multilingual Brand Management

Marketing Asset Management

Advertising and Marketing Asset Management

Product Asset Management

Integrated Marketing Content Hub

Enterprise Asset Management

Work-in-Progress Creative Management

Photo / Asset Library

Media-based Knowledge Management

Highly-regulated Environment

Publishing

Digital+Print Publishing

Periodical & Catalog Production

Video & Audio Management

Media Library Review and Approval

Media Editing & Assembly

What Are You Trying To Do?

RealQuadrant™
SHORTLIST GENERATOR

Get the right vendor shortlist based on your unique requirements.
Digital & Marketing Asset Management

STEP 1:
Technology
Marketplace

STEP 2:
Criteria

STEP 3:
Use Scenarios

STEP 4:
Weightings

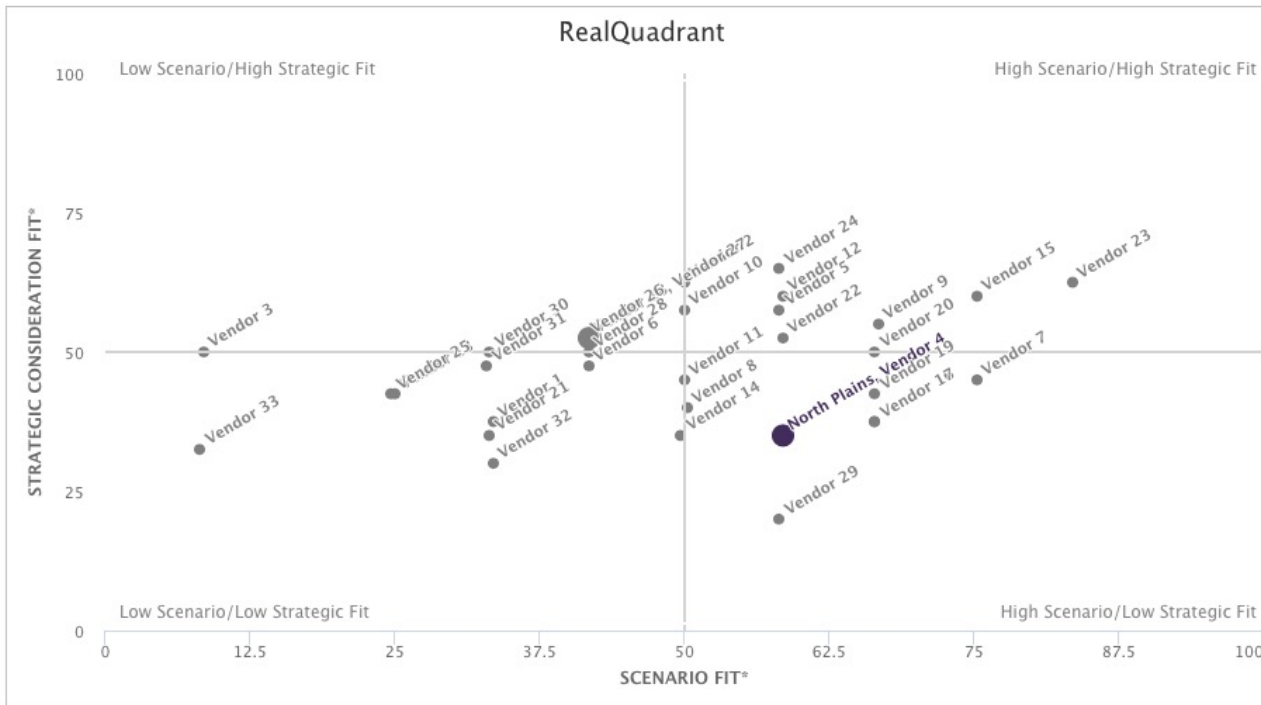
STEP 5:
Your Short List

Looser Fit Medium Fit Better Fit

Adjust Weightings

Download Reports

Save & Share Short List



Scenarios

Brand Management:

[Select All](#) | [Select None](#)

- Basic Brand Management ⓘ
- Multilingual Brand Management ⓘ

Enterprise Asset Management:

[Select All](#) | [Select None](#)

- Highly-regulated Environment ⓘ
- Media-based Knowledge Management ⓘ
- Photo / Asset Library ⓘ
- Work-in-Progress Creative Management ⓘ

Marketing Asset Management:

[Select All](#) | [Select None](#)

- Advertising & Marketing Asset Management ⓘ
- Integrated Marketing Content Hub ⓘ
- Product Asset Management ⓘ

Publishing:

[Select All](#) | [Select None](#)

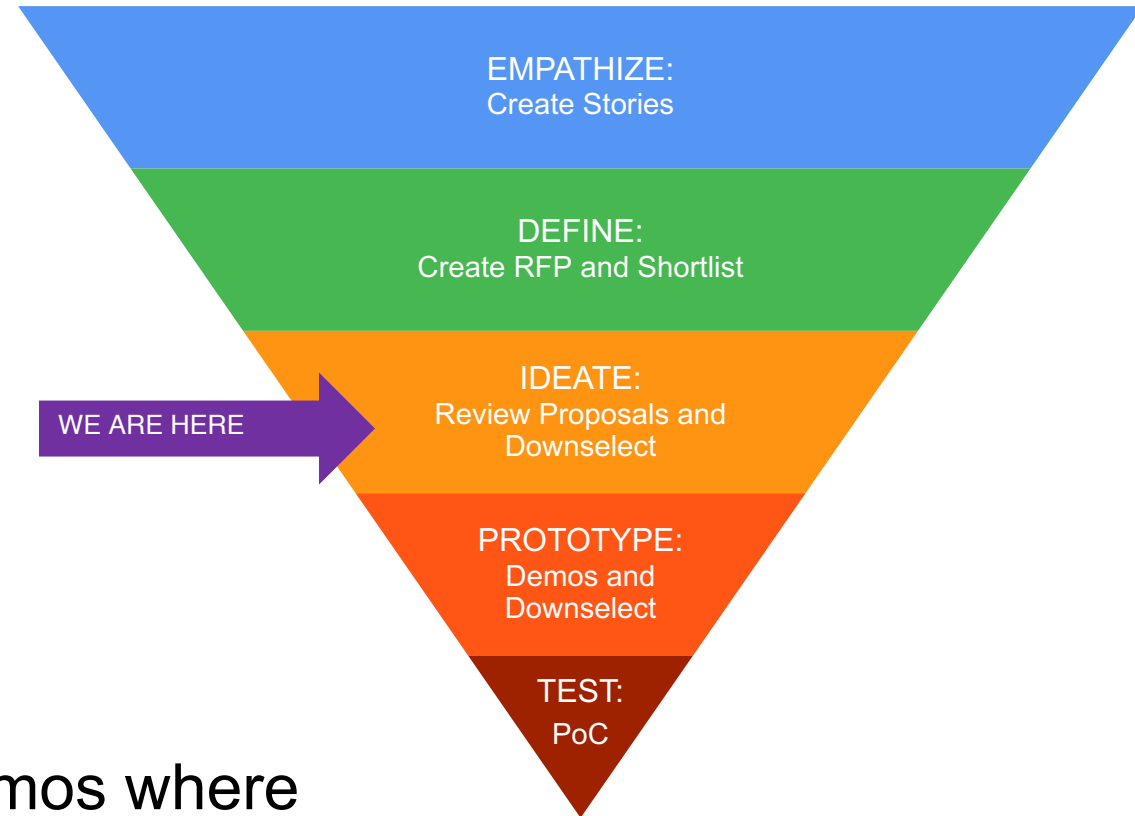
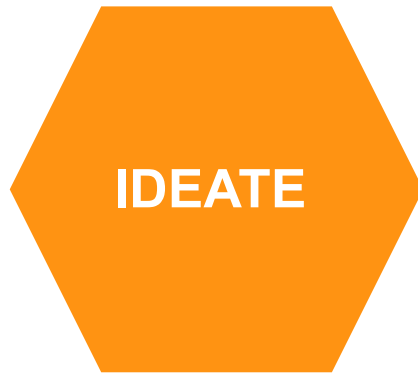
- Digital+Print Publishing ⓘ
- Periodical & Catalog Production ⓘ

Video & Audio Management:

[Select All](#) | [Select None](#)

- Media Editing & Assembly ⓘ
- Media Library Review & Approval ⓘ

Design Thinking: Ideate



Conduct *realistic* vendor demos where vendors *show* how their solution meets your needs

Make Them Real

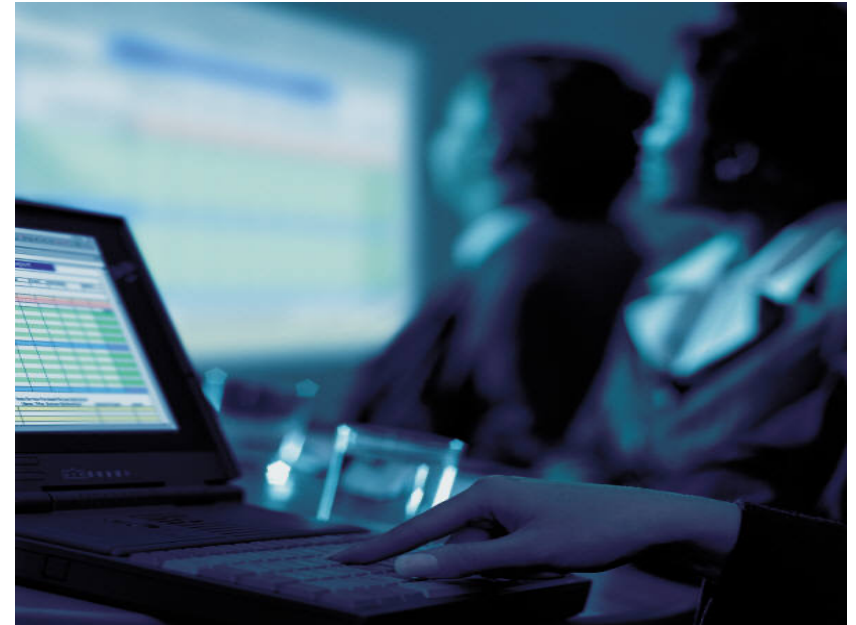


NO CANNED DEMOS

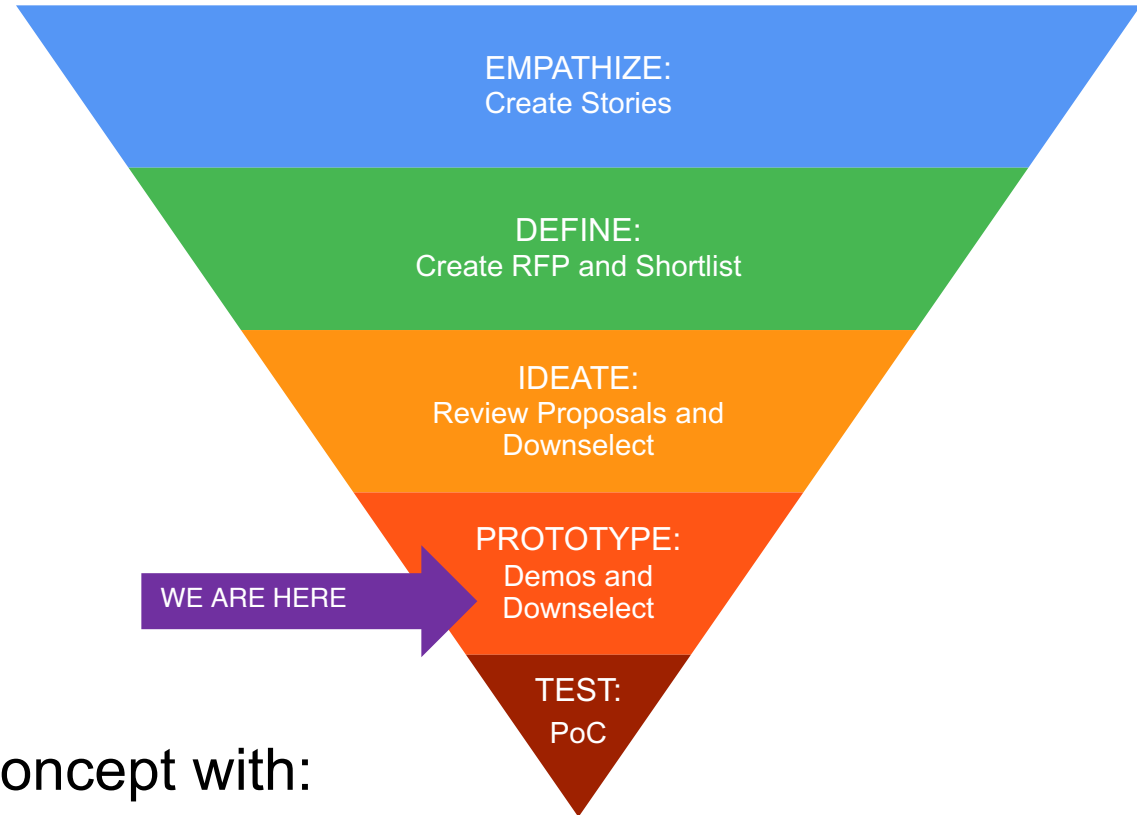
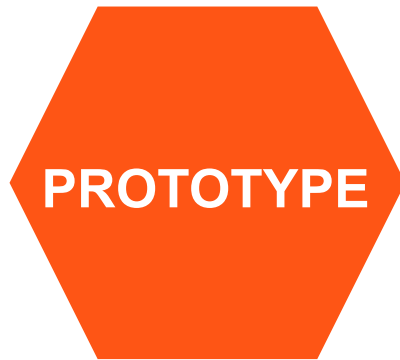
Copyright © RSG

Make Them Real

- Make sure your team is represented
- Beware of the “canned” demos
- Demo ***your*** scenarios
- Each vendor should demo same scenarios
- Ask the tough questions
 - ***Especially around pricing***



Design Thinking: Prototype



Conduct competitive proofs-of concept with:

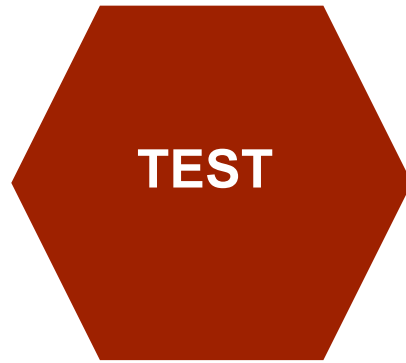
- Real scenarios
- Real content
- Real people
- Real environment

AKA Bake-Off

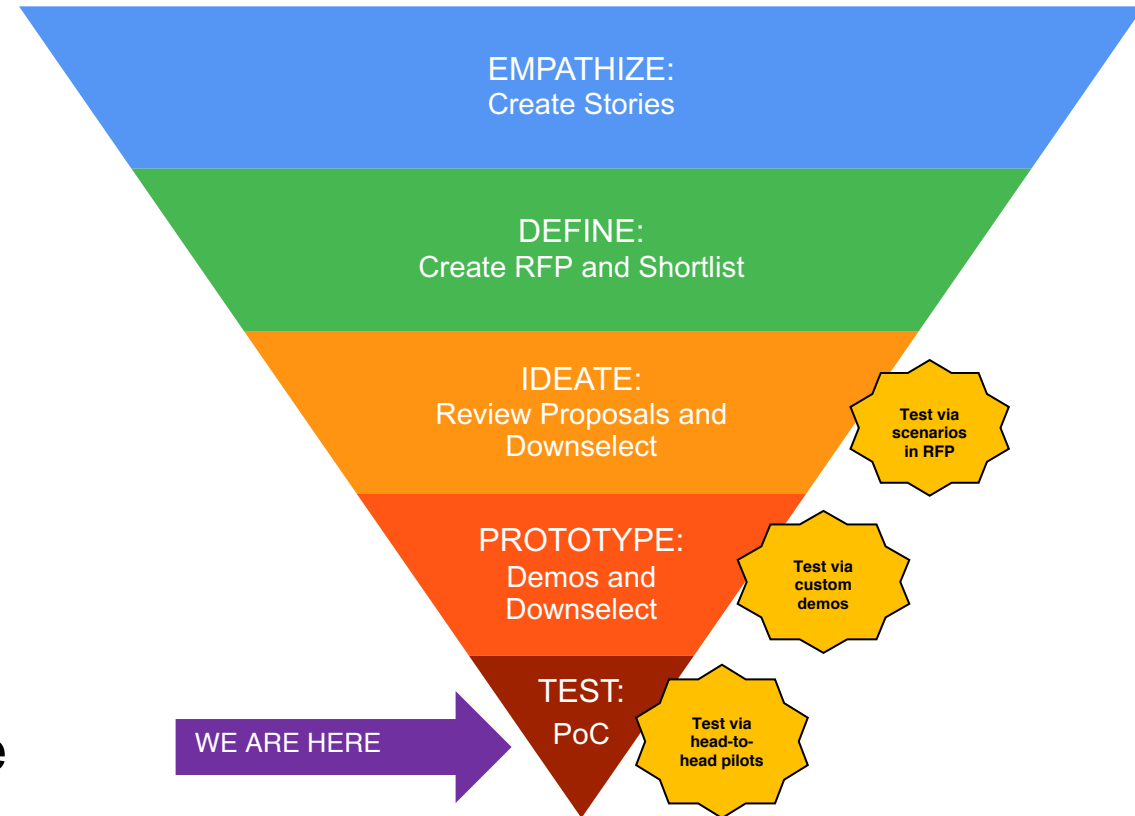


- Your cooks, your ingredients, your kitchen.
- Can be resource-intensive, but what's the cost of a failed implementation?

Design Thinking: Prototype



Adopt an iterative approach where you sketch light (imperfect) requirements and refine over time through testing at every step in the process.



Not Just Technology

Scenario Fit

Technology Fit

Partner Fit

Value Fit



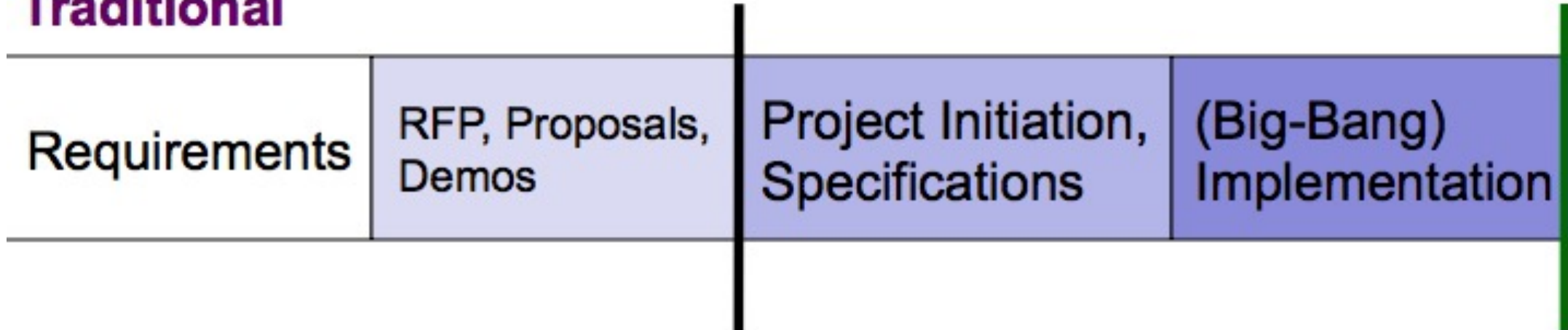
Design thinking develops 3 significant components of common ground in teams:

- **Shared vocabulary**
- **Tangible artifacts**
- **A trust-based team culture**

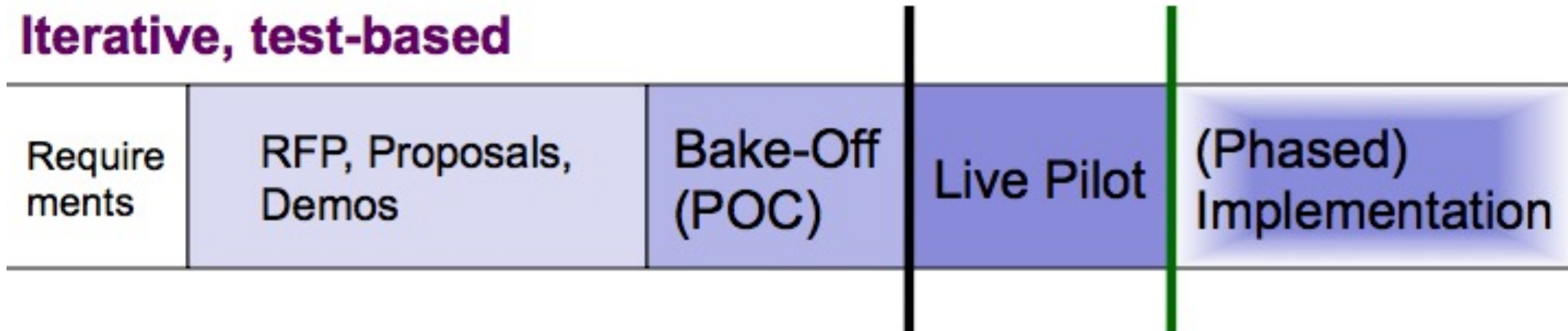
- NNGroup

More Value, More Lessons, Delivered Earlier

Traditional



Iterative, test-based

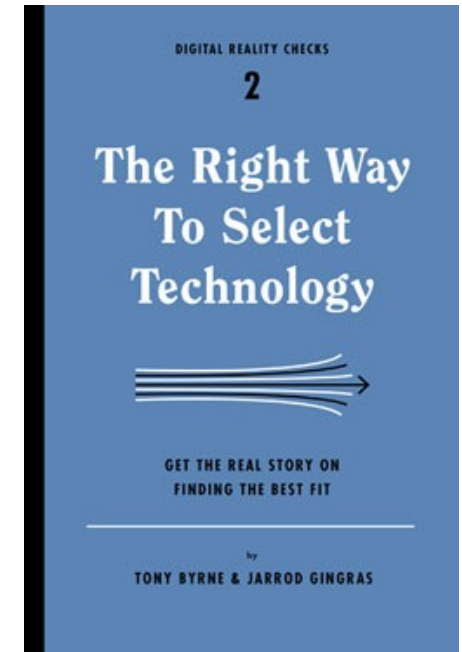


Jakob Nielsen: “a wonderful interface solving the wrong problem will fail.”

RSG: “wonderful technology solving the wrong problem will fail.”

Final Thoughts

- Download a free research excerpt:
www.realstorygroup.com/Sample
- Connect with us on LinkedIn
- Follow us on Twitter:
 - @realstorygroup
 - @jarrodgingras
- Email: jgingras@realstorygroup.com



<http://rosenfeldmedia.com/books/right-way-to-select-technology/>