Selecting the Right DAM to Power Your Omnichannel Ambitions

Jarrod 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

<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>
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/
Omnichannel is being able to deliver consistent engagement (data, content, experiences) to the right individuals at the right time.
Ideal Customer Engagement

Get the right content and message...

To the right person...

In the right context...

At the right time...

...And measure the effectiveness
### 2020s Silo Problem: Isolated, Disjointed, Inconsistent Customer Experiences

<table>
<thead>
<tr>
<th>Engagement Silo</th>
<th>Content</th>
<th>Data</th>
<th>Rules</th>
<th>Planning</th>
<th>Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads</td>
<td>😃</td>
<td>🤷</td>
<td>😐</td>
<td>😃</td>
<td>😃</td>
</tr>
<tr>
<td>Web</td>
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<td>🤷</td>
<td>😐</td>
<td>😃</td>
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</tr>
<tr>
<td>Mobile</td>
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<td>🤷</td>
<td>😐</td>
<td>😃</td>
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</tr>
<tr>
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<td>😃</td>
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</tr>
<tr>
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<td>🤷</td>
<td>😐</td>
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</tr>
<tr>
<td>Alexa</td>
<td>😃</td>
<td>🤷</td>
<td>😐</td>
<td>😃</td>
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</tr>
<tr>
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*www.realstorygroup.com*
Target Reference Model for an Integrated Customer Experience

**Omnichannel Operations**: Cross-team collaboration and planning

**Product Information**: Single source for definitive product information

**Unified Customer Data**: Single source for definitive customer data & segments

**Journey Orchestration**: Omnichannel personalization and next-best-action rules

**Omnichannel Content**: Single source of the truth for re-usable assets

**Customer Intelligence**: Analytics, reporting, and modeling

**CUSTOMER BENEFITS**

- Consistent messaging
- Product accuracy
- “They know me...”
- Coherent interaction
- Story consistency
- Relevant options

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## Reference Architecture Model: Omnichannel MarTech Stack

### Engagement Channels

<table>
<thead>
<tr>
<th>Ads</th>
<th>Web</th>
<th>Email</th>
<th>Mobile</th>
<th>Social</th>
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### Interaction & Delivery Environments

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Sites</th>
<th>Applications</th>
<th>Distribution</th>
<th>Storefront</th>
<th>Contact Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate demand</td>
<td>Deliver information</td>
<td>Deliver services</td>
<td>Deliver via channel</td>
<td>Sell things</td>
<td>Answer questions</td>
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### Content & Engagement Services

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<td>Manage web content &amp; inbound experiences</td>
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# Reference Architecture Model: Omnichannel MarTech Stack

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## Enterprise Foundation Services

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<thead>
<tr>
<th>Omnichannel Content Services</th>
<th>Customer Data Activation</th>
<th>Customer Data Management</th>
<th>Omichannel Personalization</th>
<th>Journey Orchestration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage components fueled with data</td>
<td>Manage actionable data &amp; segments</td>
<td>Ingest, process, and unify customer data</td>
<td>Customize individual experiences</td>
<td>Set decisions for omnichannel engagement</td>
</tr>
</tbody>
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## Data Intelligence

- Analytics, Reporting & Visualization
- Predictive Modeling
- Dashboards

## Creative & Marketing Ops

- Creative & Content Ops
- Scheduling
- Project & Resource Mgmt
Think Bigger: Digital Assets as Omnichannel Content

Omnichannel Content
- Text / copy snippets
- Offers
- Micro-experiences
- Documents

DAM
- Images
- Video
- Audio

Omnichannel Content Services
Manage components fueled with data

Digital Asset Management
Manage rich media & brand assets
### MarTech: Idealized Creative-to-Channel Flow

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- Distribute components to multiple channels
- Mix assets & micro-narratives with data
- Produce & Approve Assets

### Creative & Marketing Ops: Creative & Content Ops, Scheduling, Project & Resource Management

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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)
DAM Marketplace

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
**Phases of DAM**

**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

**DAM 2.0**

**MARTECH SERVICE**
- DAM supports multimedia and not just images
- 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

**DAM 3.0**

**OMNICHANNEL CONTENT PLATFORM**
- Manage media, narrative, and data all as first-class objects
- Component-level management for omnichannel activation
- Enable sophisticated, compound, mixed-media content
- 2-way flow of information, including usage and derivations

**COMPLEXITY OF INTEGRATION**
Where are You on Your DAM Journey?

DAM 1.0

DAM 2.0

DAM 3.0

DAM 4.0?
Applying Design Thinking Principles to Tech Selection

**Empathize:**
Create Stories

**Define:**
Create RFP and Shortlist

**Ideate:**
Review Proposals and Downselect

**Prototype:**
Demos and Downselect

**Test:**
PoC

- Right Market
- Long to Shortlist (6-8)
- Shortlist to Demo (3-5)
- Demo to Finalists (1-2)
- Finalists to Winner (1)

*Business-focused*
*Team-based*
*Empirical*
*Iterative*
*Adaptive*

**The Right Way To Select Technology**

Get the real story on finding the best fit.

Tony Byrne & Andrew Gensler

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Design Thinking: Empathize

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

Describe, not prescribe
## Checklist RFPs

### Content Authoring

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1.1</td>
<td>Authoring is fully web browser-based.</td>
</tr>
<tr>
<td>1.1.2</td>
<td>Content editor supports Microsoft Internet Explorer and Firefox.</td>
</tr>
<tr>
<td>1.1.3</td>
<td>Content editor supports multiple browsers.</td>
</tr>
<tr>
<td>1.1.4</td>
<td>Content editor supports OpenOffice.</td>
</tr>
<tr>
<td>1.1.5</td>
<td>Content editor supports Macintosh.</td>
</tr>
<tr>
<td>1.1.6</td>
<td>Content editor supports Windows.</td>
</tr>
<tr>
<td>1.1.7</td>
<td>Content editor supports Opera.</td>
</tr>
<tr>
<td>1.1.8</td>
<td>Own proprietary browser environment.</td>
</tr>
<tr>
<td>1.1.9</td>
<td>Thin client application for content editor.</td>
</tr>
<tr>
<td>1.1.10</td>
<td>Embedded HTML editor for content editor.</td>
</tr>
<tr>
<td>1.1.11</td>
<td>Template or for content editor.</td>
</tr>
<tr>
<td>1.1.12</td>
<td>Java applet content editor.</td>
</tr>
<tr>
<td>1.1.13</td>
<td>OXG object content editor.</td>
</tr>
<tr>
<td>1.1.14</td>
<td>The content editor supports DHTML/JavaScript.</td>
</tr>
<tr>
<td>1.1.15</td>
<td>The content editor has been developed by the vendor for use with ECM.</td>
</tr>
<tr>
<td>1.1.16</td>
<td>The content editor is a third-party product.</td>
</tr>
<tr>
<td>1.1.17</td>
<td>The content editor provides its own client.</td>
</tr>
</tbody>
</table>

### Content Editor Presentation

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2.1</td>
<td>This category contains 9 criteria below it.</td>
</tr>
</tbody>
</table>
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.
Shortlist options whose fundamental strengths align with your unique needs
DAM Marketplace Background

Complex
- Adobe
- Sitecore
- MediaBeacon
- Censhare
- Nuweo

Mid-Range
- Bynder
- Widenc
- Celum
- Aprimo
- WoodWing
- MediaValet
- EQ Equilibrium
- Netx
- IntelligenceBank
- ShareDien
- PICTUREPARK

Simpler
- ResourceSpace
- Extensis
- Cloudinary
- Canto
- MerlinOne
- Fotoware
- Brandfolder
- Evolphin
- AssetBank
- Brandworkz
<table>
<thead>
<tr>
<th>Brand Management</th>
<th>Marketing Asset Management</th>
<th>Enterprise Asset Management</th>
<th>Publishing</th>
<th>Video &amp; Audio Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multilingual Brand Management</td>
<td>Product Asset Management</td>
<td>Photo / Asset Library</td>
<td>Periodical &amp; Catalog Production</td>
<td>Media Editing &amp; Assembly</td>
</tr>
<tr>
<td></td>
<td>Integrated Marketing Content Hub</td>
<td>Media-based Knowledge Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Highly-regulated Environment</td>
<td></td>
<td></td>
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What Are You Trying To Do?

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

Scenarios

Brand Management:
- Basic Brand Management
- Multilingual Brand Management

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

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

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

Video & Audio Management:
- Media Editing & Assembly
- Media Library Review & Approval
Conduct *realistic* vendor demos where vendors *show* how their solution meets your needs.
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
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
Final Thoughts

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  - @jarrodgingras
- Email: jgingras@realstorygroup.com