

How to Make a Business Case

for Digital Asset Management Software





Let's get started



Buying a Digital Asset Management (DAM) solution involves research, collaboration and consideration from your buying committee. But all that work can be in vain if you don't get buy-in from the right people. While a DAM has the potential to transform your business, the proposal can get rejected if it lacks clarity and leaves decision makers struggling to grasp its merits.

That's why we've produced this DAM Business Case Builder. It's designed to bring focus to your DAM proposal by helping you communicate the benefits, the potential return on investment (ROI), risks and a path forward.





Business Case Template



Your business case should include the sections below. Click the section and jump to the explainer on the following pages.

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Executive Summary



Write a high-level summary of the project. It should include -

- A concise overview of the purpose of the business case
- A summary of the key benefits of implementing DAM software
- A high-level explanation of the costs involved

It's important to nail this section as some decision makers will not read further.

Example

This business case outlines a strategic initiative to implement a Digital Asset Management (DAM) solution within our organization. The primary objective is to exponentially improve marketing productivity, enhance efficiency, improve brand and regulatory compliance, and streamline workflows associated with digital assets, positioning our company for greater success in a rapidly evolving business landscape.

Key Benefits

The implementation of DAM software promises a myriad of advantages for our organization. It includes:

Optimized workflow: Streamlining the management of digital assets, ensuring seamless collaboration, and accelerating project timelines.

Enhanced productivity: Empowering teams to swiftly locate, share, and utilize digital assets, eliminating bottlenecks and enhancing overall productivity.

Brand consistency: Enforcing standardized usage of digital assets, safeguarding brand integrity across all channels and touchpoints.

Cost savings: Over time, the DAM solution is projected to deliver cost efficiencies by reducing the time spent searching for assets and minimizing the risk of duplicate work.



Current State of Marketing

Increased demand: Expectations for the marketing team related to [revenue targets, sales support, etc] have increased [x%] over the past [time period]. This has stretched an already thin team to the breaking point.

Partner ecosystem: Rising interactions with partners outside the business have created additional work that didn't exist before. Ensuring brand compliance while working with partners is increasingly difficult.

Bloated tech stack: Currently, our team uses 7 solutions to achieve what a single Digital Asset Management system can do. This includes solutions for content reviews, disclaimer standardization, image templates, creative review and markup, AI-generated video transcriptioning and close captioning, and more. Context-switching between tools creates a great deal of lost productivity.

Cost of inaction: Failure to streamline our processes will require us to increase team size (headcount) by [x%] to keep up with demands. It will also require additional integrations to ensure our existing tech stack works more efficiently.

Cost overview: The investment required for the DAM implementation encompasses software licensing, integration, training, and potential adjustments to existing workflows. While the upfront costs are notable, the anticipated benefits in efficiency, productivity, and brand consistency are expected to yield [insert figure] return on investment.

In summary, this DAM business case recommends the adoption of a comprehensive solution that not only addresses our immediate digital asset management needs but also positions us strategically for sustained success.



Introduction



Provide a brief background on the current state of digital asset management within the organization

- Overview of the challenges faced without proper DAM
- Touch on the benefits a DAM would bring

Example

The marketing team needs to implement a new Digital Asset Management System which securely supports brand management processes. For example:

- Our existing internal system does not adequately support management of digital assets. This reduces efficiency and can create risks across many areas. With an increasing number of digital assets being created and shared, continued use of our current internal system would increase both inefficiencies and risks.
- Our internal systems can “store” electronic files, but do not have creative content and brand management-specific features as listed above.
- Need a flexible workflow, designed for the creative process that includes internal and external users.
- The system we have identified can integrate with our Intranet (using Active Directory and/or SAML) for single sign-on (SSO) for staff, while accommodating external users.
- The use of existing brand guidelines, assets and creative is not throughout the organization, and we need a proven structure to ensure this happens.

A new Digital Asset Management system would streamline marketing collateral management, ensure control of digital assets and provide a number of other functionalities which would be very beneficial to our marketing department.



Objectives



Clearly define the objectives of implementing software.

- Cover the alignment of DAM objectives with overall business goals
- Identify key performance indicators (KPIs) to measure success

Example

The primary objective of implementing the DAM software is to closely align with our overall business goals of efficiency, collaboration and compliance. By integrating a robust DAM solution, we aim to:

Enhance operational efficiency: Streamline workflows related to digital asset management, reducing time-intensive processes and enhancing overall efficiency.

Facilitate cross-functional collaboration: Foster seamless collaboration among departments by providing a centralized platform for sharing and accessing digital assets.

Support brand consistency: Ensure uniform and consistent usage of digital assets across all channels, reinforcing our brand identity and integrity.

Improve time-to-market: Accelerate project timelines by enabling swift access to relevant digital assets, reducing lead times and enhancing our responsiveness in the market.

Identification of Key Performance Indicators (KPIs):

To gauge the success and effectiveness of the DAM implementation, we will track key performance indicators (KPIs) across various dimensions. These KPIs include:

Workflow efficiency: Measure the reduction in time spent on asset search and retrieval, assessing the impact on overall workflow efficiency.

User adoption rates: Evaluate the extent to which teams across the organization embrace and effectively utilize the DAM system.



Brand consistency metrics: Monitor the adherence to brand guidelines and consistency in the use of digital assets across different channels.

Cost savings: Track the anticipated cost savings resulting from improved efficiency, reduced duplicate work, and minimized resource allocation to asset management.

By clearly defining these objectives and associated KPIs, we aim to ensure that the DAM implementation not only meets immediate needs but also contributes significantly to our broader business objectives, fostering sustained growth and competitiveness.

Benefits



Here's where you should comprehensively outline the positive outcomes and advantages to the implementation of DAM software

- Improved efficiency in digital asset creation, storage, and retrieval
- Enhanced collaboration among teams, both internally and externally
- Consistent branding and compliance through centralized asset control
- Reduction in time spent searching for assets
- Mitigation of risks associated with unorganized digital assets



Example

The implementation of the Digital Asset Management (DAM) solution is poised to deliver a multitude of benefits, strategically positioning our organization for success in the digital landscape.

Improved efficiency in Digital Asset Management:

- Streamlined Creation: Accelerate the process of digital asset creation through efficient workflows, reducing time-to-market for new content.
- Centralized Storage: Enhance accessibility and organization by consolidating digital assets in a centralized repository, facilitating easy retrieval and reducing redundancy.

Enhanced collaboration among teams:

- Internal collaboration: Foster seamless collaboration among internal teams by providing a unified platform for sharing, reviewing, and collaborating on digital assets.
- External collaboration: Strengthen partnerships with external stakeholders by enabling controlled access to specific digital assets, promoting collaboration and information exchange.

Consistent branding compliance:

- Unified brand control: Ensure brand consistency across all communication channels by enforcing standardized usage of digital assets in compliance with brand guidelines.

Increased regulatory compliance:

- Regulatory Compliance: Mitigate the risk of non-compliance by implementing controls and permissions for sensitive digital assets, ensuring adherence to industry regulations.

Reduction in time spent searching for assets:

- Efficient retrieval: Significantly reduce the time spent searching for specific digital assets through advanced search functionalities and a well-organized asset repository.
- Improved productivity: Free up valuable time for teams, allowing them to focus on value-added tasks instead of navigating through disparate file systems.



Mitigation of risks associated with unorganized digital assets:

- Asset security: Minimize the risk of unauthorized access and usage by implementing robust access controls, ensuring the security and integrity of digital assets.
- Version control: Mitigate the risk of using outdated or incorrect assets by implementing version control, ensuring teams always access the latest and approved versions.

The adoption of a DAM solution promises several benefits, ranging from operational efficiency to brand consistency, ultimately positioning our organization as a digitally agile and competitive entity.

Costs



Present costs in a simple to understand and transparent format covering:

- Licensing fees for DAM software
- Implementation and customization costs
- Training expenses for staff
- Potential downtime during the implementation process

Example

The total anticipated cost for the DAM implementation, encompassing licensing, implementation, customization, training, and accounting for potential downtime, is estimated at [insert total amount]. This investment is strategically aligned with the expected benefits outlined in the business case, positioning it as a prudent and necessary move for the organization's future success.

- | | |
|---|---|
| ■ Licensing fees for DAM software \$ | ■ Training expenses for staff \$ |
| ■ Implementation and customization costs \$ | ■ Potential downtime during the implementation process \$ |



Return on Investment Analysis



The ROI of a DAM is defined by calculating the amount of hours currently spent on low value tasks associated with retrieving and sharing digital creative assets vs the cost of implementing a DAM.

What's often left off the balance sheet are the immeasurable benefits how a DAM can help reduce costly compliance errors and increase revenue and media opportunities. These factors should also be noted.

Example

- Estimated time savings for each team or department across the company
- Reduction in costs related to duplicated efforts or asset recreation
- Increased revenue potential through improved brand consistency
- Decreased risk of compliance breaches
- Comparison of potential ROI with the initial investment.
- List tangible ways to demonstrate
 - By creating a self-serve brand hub portal with automated alerts, our marketing team will save **x** Hours Per month by not double/triple handling requests.
 - Reduce duplication of spend on stock photography and other creative assets by **[x%]**.
 - With usage and talent usage rights reporting, the ability to terminate usage rights on creative we no longer require will save us **[x%]** per year. We currently have no transparency on this and we run the risk of not being compliant.
 - We have invested **[x%]** in our branding efforts, and this platform will ensure we maximise the ROI, and have a working process in place to manage our brand.
 - The platform will deliver brand consistency, quality and provide education amongst internal and external stakeholders.
 - We will not have any internal management, development or hosting costs.
 - The software integrates an advanced reporting tool that will allow us to measure exactly how the portal is being used, which assets are being accessed and by whom, thus providing us with a clear measure of the ROI.



Risks and Mitigations



Identification of potential risks associated with DAM implementation.

- Strategies to mitigate identified risks.
- Contingency plans for unexpected challenges.

Example

The risk of not proceeding is that our new brand work and processes are not effectively implemented.

- Inconsistency of branding.
- Duplication of efforts and expenditure.
- Inefficient administration in the marketing department.
- Over-reliance on external agencies for original artwork.

Implementation Plan



Now is the time to call for action. Include:

- A timeline for implementation
- Roles and responsibilities of team members during the implementation
- Communication plan to keep stakeholders informed



Example

The implementation phase will consist of the following process:

- Detailed review of all information/resources to be contained within the platform.
- Structured workshop with Key Administrators to determine optimal categorisation and structure of information.
- Configuration of the platform (including full data migration) to suit operational needs.
- Bulk creation of Users, Groups and associated Permissions.
- Extensive training for Main Administrators.
- Testing of the configuration and setup on our Intranet.
- Launch of the portal within our Intranet.
- Ongoing monitoring of usage to ensure rapid and optimal adoption by all stakeholders.
- An email alert service for users on new and/or updated data.

Appendices



- Supporting RFP documentation (listing features)
- Detailed ROI calculations
- Additional supporting documents, charts, or graphs
- Quotes or testimonials from other organizations that have successfully implemented DAM.