

## Ask the Right DAM Questions

### Today's businesses should always think about tomorrow.

When choosing or upgrading your content platform, scalability is the number one factor if you're going to save cost and time later.

A lightweight platform may work now, but what happens when you change and grow? Here are five questions you **MUST** ask before choosing the right DAM provider for you.

#### What if I have too many assets?

**CHALLENGE:** You want to store however many assets you need, finding them quickly and reliably, all while keeping data safe and compliant.



##### Lightweight Platforms

- LIMITED STORAGE:** users resort to their own computers or public cloud
- UNSAFE:** single storage location i.e. 1 server, 10m assets
- SLOW**



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- UNLIMITED STORAGE:** users store assets in single, secure system
- SAFE:** multiple storage locations, i.e. 20 servers, 500,000 assets each
- FAST**

#### Are my assets too large?

**CHALLENGE:** Modern content demands high resolution images and video that can be found and distributed quickly.



##### Lightweight Platforms

- 8GB STORAGE LIMIT PER ASSET:** Short and/or low quality



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- UNLIMITED STORAGE:** High resolution, unlimited length, future-proof

#### Can we work wherever, whenever?

**CHALLENGE:** Whether expanding or just reaching a globally distributed workforce, users need the same platform performance, wherever they are.



##### Lightweight Platforms

- SINGLE SERVER LOCATION:** performance issues at distance

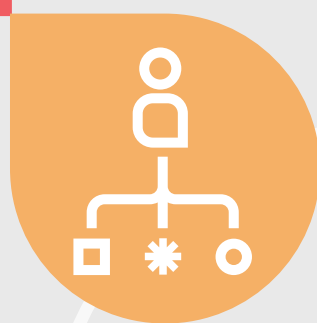


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- GLOBALLY DISTRIBUTED SERVERS:** same, high performance regardless of location

#### How do I keep control of my content?

**CHALLENGE:** A fast-paced, collaborative creative community also needs to balance flexibility with control.



##### Lightweight Platforms

- RIGID PERMISSIONS, FOLDER-BY-FOLDER ACCESS:** too much permission needed and not enough, simultaneously



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- CUSTOMIZED PERMISSIONS, USER-BY-USER:** right changes, right user, right file, right time

#### Can I build a DAM as unique as we are?

**CHALLENGE:** Being an innovator means using platforms that respond to your unique needs and evolve as quickly as you do.



##### Lightweight Platforms

- NO OPEN ARCHITECTURE:** no changes to platform possible



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- OPEN ARCHITECTURE:** add specific features to meet your unique business needs