

DAM Needs Self-Assessment

This worksheet will take you through a self-assessment to analyze your organization's need for a digital asset management system. Use the checklist to evaluate if you need a DAM immediately, in the near future or not at all.

BRAND MANAGEMENT

YES NO

Do you have a large number of digital assets?

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Do you have multiple versions of your logo or brand assets?

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Does your team often accidentally use assets that are no longer current?

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Do you need to restrict some assets to only be used by specific people/departments?

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Do you have a hard time getting other departments to use the assets you create?

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Do you need enterprise-grade security or compliance controls around your assets?

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GROWTH

Has your asset library increased in size substantially in the recent past?

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Are you investing more time and resources into rich media?

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Do you need better tools to manage complex assets like video?

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Do you have more than one company, brand, or division (or expect to in the future)?

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ACCESSIBILITY

Are your digital assets stored across multiple locations or platforms?

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Do external teams or partners need easy, self-serve access to assets?

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Do you need to improve asset findability?

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Do you have offices or users located in different geographic regions?

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Do you need assets to be easily accessible on any device or in the field?

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EFFICIENCY**YES NO**

Has your team ever lost assets that had to be recreated or repurchased?

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Do you need a better process for requesting and providing assets?

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Do you need a better process for approving new digital assets?

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Do you need a better process for distributing assets?

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Do you ever struggle with the transfer of larger digital assets?

☐☐**TOTAL "YES" RESPONSES****HOW DID YOU DO?****11-20 "YES" Responses**— Your organization would greatly benefit from a DAM.**5-10 "YES" Responses**—Your organization will need a DAM soon. This is the best time to establish best practices and start thinking about implementing a DAM.**0-4 "YES" Responses** — Your organization may not need a DAM, however, it is recommended if you are expecting rapid asset growth or if you have one or two major issues that need to be addressed from the assessment.