The 2025 DAM Buying Guide

MediaValet

Welcome to the 2025 DAM Buying Guide

7 steps to find the right DAM partner

As a DAM vendor, we'd love to say that finding, implementing, and onboarding stakeholders to a digital asset management system is easy peasy, but it's just like the buying process for any other technology.

It's important to review your user base and use case, the technology, and the vendor, and to plan for change management. These steps are key to your success. **With that in mind, in 7 steps, we can help you streamline your DAM project!**

Why a DAM now?

For many organizations, **now is the time to buy a DAM.** With the rise in digital channels being used and content being created, it's more important than ever to build an organized, easy-to-use, central library. That's why DAM is now a core component of the tech stack, and central to the digital transformation wave.

With this shift, the DAM market is rapidly maturing and expanding. According to our 2025 DAM Trends Report, more than 70% of our respondents have made the move from traditional file management solutions to DAM.

Let us walk you through the process

It's becoming apparent that to buy the right DAM, champions need to align their software with goals that impact the whole business – long-term.

The 2025 DAM Buying Guide will walk you through a thorough and consultative approach to buying a DAM that will suit your organization's needs today and into the future.

In 7 steps, you can make informed decisions based on a full understanding of your needs, the solutions available, and the long-term impact of your choice.

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Define Goals & Deliverables for DAM

Understanding the "why" before delving into the "how" or "what" is the way to set a solid foundation in the DAM buying journey.

Your Objective

Understand your organization's specific needs and the objectives for implementing a DAM system.

You may already know that you need a better system for managing, organizing, and distributing your digital assets, but there needs to be a clear and informative plan of action on how your DAM will operate to improve operations across departments and the organization.

Here are some key considerations and challenges to help communicate the deliverables of your project:

Business Challenges	Goals	DAM Solution
Remote and distributed teams require access to assets	Improved asset accessibility (Internal and External)	Improve asset accessibility (Internal and External) and a Proofing solution to ensure consistent editing regardless of location.
Disjointed workflows and processes between teams and software	Improved workflows and processes to save time and improve collaboration	Enable automated workflows and have two-way communication with project management tools like Wrike or monday.com.
Duplication of work	Reduced resources spent on reproducing work	Save time and money by producing fewer duplicate assets.
Slow creative processes	Increased creative efficiencies	Facilitate a less disruptive creative process by enabling access to all creative files (from one platform) through the Adobe Creative Cloud connector.
Brand inconsistencies across multiple digital channels	Better brand consistency	Incorporate CDN linking for real-time updates, ensuring that your digital assets are always current and rapidly accessible across all channels.
Slow time-to-market	Streamlined GTM campaigns and faster time-to-market	Use Branded Portals, web galleries, and lightboxes to speed up external access to campaign content.
Slow or delayed content creation	Increase content output without compromising on consistencies	Implement a Proofing solution to ensure changes are tracked and approved across versions and a Templating solution for self-serve content creation that stays consistent.

Security and Accessibility Requirements

For software to be eligible for purchase what does your organization require.

Ensuring that the DAM vendors you're reviewing can offer top-tier support to protect your assets, and your organization, is a crucial differentiator. You should have a clear grasp on how vendors comply with regulations, their data breach history, and their data center reliability.

For example:

- Soc2 Compliance
- HIPAA
- WCAG AA
- GDPR, CCPA and PIPEDA compliance

💡 HOT TIP

Make sure to review third party security review websites like **SecurityScorecard** to ensure that your vendors are truly secure.

Other Considerations

Evaluate these considerations to help understand the scope of your DAM project.

- Storage, users, and training needs
- Software replacements
- Your security requirements

1. **How much content and what file formats will the DAM need to store?**

Though you may currently have 10 TBs of assets, the reality is that you will only need to migrate a fraction of this. Remember that this will dictate your storage needs, and the cost of a system.

2. **Are there systems that will become redundant when we implement a DAM?**

The DAM could replace one or several existing systems and multiple file formats, impacting overall cost savings.

3. **We have multiple internal and external users — how will we support and manage them all?**

Some DAM systems can offer extensive training and support — keep in mind that the number of users you add to the system could impact the cost.

Identify the Buying Group

Deciding on a DAM often involves a diverse group of stakeholders. Engaging them early in the process is a crucial step in successfully buying the right DAM.

Your Objective

Identify who needs to be involved and gain buy in from all departments and teams that will use the DAM.

You should appoint a dedicated DAM champion from each department to facilitate decision-making and tailor the DAM system to diverse departmental needs. Each organization will have different buying groups, but there will be some key players across the board.

Who is in Your Buying Group?

It's a good idea to conduct meetings and/or surveys with representatives from marketing, IT, creative teams, sales and other relevant departments to understand their needs and concerns around implementing a DAM system.

Once you have the answers and input from all relevant buying group members, you can move forward with requesting funding from top management.

> 💡 **HOT TIP**
>
> Use the takeaways from this section to help build a business case to secure funding and executive sponsorship!

Department	Stakeholder	Information you need
Marketing & Creative	CMO	How can the DAM help to increase leads or opportunities? How can the DAM contribute to improved collaboration & workflows?
IT & Security	Head of IT	How can the DAM contribute to improved collaboration & workflows?
Financial	CFO	Does IT have to provide implementation support? Does the DAM need to be SSO-enabled? What level of protection for sensitive information is required? Are there any budget constraints?
Sales	Head of Sales	How can the DAM support sales enablement? Does the DAM need to enable on-the-fly asset customization or modifications?

Evaluate DAM Vendors

Conducting thorough, independent research is necessary, especially in the maturing and competitive DAM space.

Your Objective

Discover various DAM solutions available that could meet your needs.

Over the past several years, the DAM market has become fiercely competitive. There are more solutions available and even more information circulating on each of them, making it difficult to weave through.

It's crucial to find a vendor that can partner with you long-term, but to find the right fit you must thoroughly understand your options — and ensure you're not wasting valuable time getting demos from vendors that aren't a good fit.

Third-party review platforms, such as G2, are an invaluable place to start. Review sites offering genuine customer feedback to ensure that the competitive insights you receive are both reliable and impartial. If a vendor is rated over 4.5 stars — that's considered a great rating!

Each vendor has different offerings though, so you'll want to deep dive into their websites for more info. It's important to verify that they serve:

- **Your specific industry** - review use cases and customer success stories.
- **Your security needs** - evaluate their certifications, controls, encryption, compliance with data protection regulations, and disaster recovery capabilities.
- **Your required functionalities** - such as metadata management, search capabilities, and automated workflows and support future growth.
- **Your integration needs** - ensure it syncs with existing tools and software.
- **Your support requirements** - review their reputation for customer support.
- **Your future growth** - understand how often the platform undergoes updates and improvements — do they have an externally facing roadmap available?

If your DAM project is super complex, and you need to dig deeper into the evaluation process, it's worth employing a consultant such as David Lipsey, or RiseTime.

💡 **HOT TIP**

Don't wait until demo time - jump on a call or chat with a vendor to understand their offering before you build your short list.

Create a Short List

Narrowing down your DAM vendor options should be done methodically and involve back-and-forth discussions within the buying team to help shorten the buying process.

Your Objective

Build a short list of roughly 3 to 5 DAM vendors worth moving forward to the demo phase with.

Now that you have a comprehensive understanding of each vendor's offerings and how they align with your needs, you can narrow down your list to a manageable number, focusing on those that most closely match your key criteria.

This curated list of DAM vendors will form the basis for more in-depth evaluations, such as product demos and discussions, leading to an informed final decision.

Leverage your initial research to identify vendors specializing in your industry or have a proven track record in handling requirements like yours.

Each vendor that makes the short list should meet (at the very least):

- Your desired functionalities
- Seamless integration capabilities with your existing tech stack
- Budget constraints

Book your discovery call to confirm everything you've found in your research — get more context etc.

HOT TIP

Decide on who is going to do the first round of demos — will it be the champion or multiple stakeholders? Including 2+ people can help streamline the process.

Book and Prepare for a Demo

STEP

05

With a thorough evaluation already done on DAM requirements, buyers are more informed and can ask deeper, more specific questions during demos.

Your Objective

Plan for a comprehensive demonstration of the DAM system.

Now is the time to ensure the solution is not only suitable for current needs but also adaptable to future advancements.

Take the time to develop scenarios or use cases that you want the vendor to demonstrate. Ensure these scenarios cover all critical functionalities and reflect your typical asset management workflows.

Your questions should revolve around:

- The platform
- Core features
- Accessibility
- Integrations
- Scalability
- Future roadmap and features
- Security
- Support

Remember, buying and implementing a DAM that fits your needs is step one — ensuring your team is adapting to best practices and maximizing the ROI of the DAM is even more important.

Ask if there is a DAM Specialist available to help you work through taxonomy and other DAM best practices!

And above all, ensure that the vendor can offer your team sufficient support — throughout onboarding and the rest of your lifecycle.

💡 **HOT TIP**

A really good question to ask is "What have we not asked or thought of?" This way you can gather more in-depth information you may not previously have thought important.

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Conduct Final Evaluations

Evaluating each system's capabilities and limitations, enables well-informed final evaluations and bridges the gap between strategic planning and operational execution, especially when it comes to a cost-benefit analysis.

Your Objective

Consider all cost factors involved in implementing, and maintaining the DAM system.

Cost Analysis

Return on investment is essential when it comes to buying tech these days. And doing a thorough analysis of anticipated spending and costs saved is a super important step when buying a DAM.

It's time to pitch for the budget so let's break down the steps to building an informed cost analysis.

Don't forget that it's also important to assess the cost of not implementing the DAM system, like the continued inefficiencies or potential risks of using a less effective asset management method.

💡 HOT TIP

Choose a vendor that you see as a partner, and that can scale with you as you grow.

1. **How much is the DAM system subscription?**

Does this include implementation, software integrations, and data migration costs? How many users are included?

2. **How much will it cost to scale the platform?**

Are there additional charges for extra users, future upgrades, customization, or increased storage? Does it cost more to store different file types?

3. **How much does user training cost?**

What are the onboarding and support programs like and are there hidden fees associated with training expenses?

4. **How much do they charge for specific features?**

Which features come out-of-the-box, and which are considered extra costs?

5. **How much will your organization save in anticipated benefits?**

What are the costs saved on time saved, improved workflow efficacies, or even better brand representation resulting from improved asset utilization?

6. **How much will your organization save on redundant solutions?**

As we discussed in step 1 — assess the costs saved against software you will no longer need or use.

Plan for Post-Purchase Success

STEP

07

DAM implementation and long-term support are critical considerations for buyers and facilitate an understanding of the full lifecycle of the platform.

Your Objective

Choose the right vendor and plan for implementation, training, and ongoing support.

Once you have made your DAM vendor choice, it's time to develop an implementation timeline, arrange for staff training, and establish a support system with the vendor for troubleshooting and updates.

Onboarding

Work with your vendor to develop an onboarding plan that includes setting up the system, configuring it to meet your specific workflow requirements, and integrating it with existing tools and software.

It's important to establish a clear timeline for these initial steps, along with designated team members responsible for each task.

HOT TIP

Set a regular check in cadence with your vendor rep to stay informed on updates, new features, and insights on your DAM strategy!

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Data Migration

Establish a detailed migration plan, outlining timelines, responsibilities, and processes for transferring data.

Before the migration

Collaborate with the DAM vendor to understand their specific data migration protocols and any technical requirements or limitations.

During the migration

Maintain clear and open communication with all stakeholders, including regular updates and addressing any concerns promptly.

After the migration

Verify the integrity and accessibility of the data in the new DAM system.

Training

Another critical component of successful implementation is to tailor to the various user roles within your organization, from basic users to administrators.

Training should cover not only how to use the system effectively but also best practices for digital asset management such as taxonomy, adding attributes, etc.

Consider utilizing a mix of training methods, such as live sessions, online tutorials, and written guides, to cater to different learning preferences.

Support

Establish a support system with the vendor for troubleshooting, updates, and technical assistance.

Engage in regular feedback sessions with users to continually assess the system's effectiveness and identify areas for improvement.

Why MediaValet?

Accelerate Impactful ROI

95% of our customers achieve ROI in just one year, and according to G2, MediaValet's customers achieve **ROI 3.2 months faster** than our competitors'.

How? Our hands on approach to onboarding facilitates a much faster go-live time than our competitors.Because of this:

- 60% of MediaValet customers save money with their DAM
- 79% improve efficiencies and save time
- 81% increase collaboration across their organization
- 100% achieve faster project deployment

> " *With MediaValet in place, our team can now better perform. [The DAM] helped improve productivity and the ROI of our assets!"*
>
> Dennis Washington

Achieve More with Top Tier Support

Your success is our success. Our customers rate us higher than our competitors for support. In fact, according to G2 reports, **we score 96% for support** – ahead of the average 91%. We offer:

- Unlimited access to support, whenever you need it
- A comprehensive training program
- Collaborative onboarding processes

Evolve, Cost-Effectively, at Your Own Pace

Our solution meets you where you are today, no matter your level of technical expertise. MediaValet will be your partner in growth as you progress on your DAM journey.

- Incredibly intuitive interface with industry-leading 'Ease of Use' scoring
- Add unlimited users at **no extra cost**
- Build a DAM without restrictions with unlimited categories and tags

> *"The quality of support at MediaValet has been game changing... small issues we report are addressed by the end of the day!"*

Emily Hegranes

U.S. NAVAL INSTITUTE

> *"MediaValet was an easy sell — it costs way less, does way more, everybody can access it, and it's easy to use."*

Cori Canady

community
ASSOCIATIONS INSTITUTE
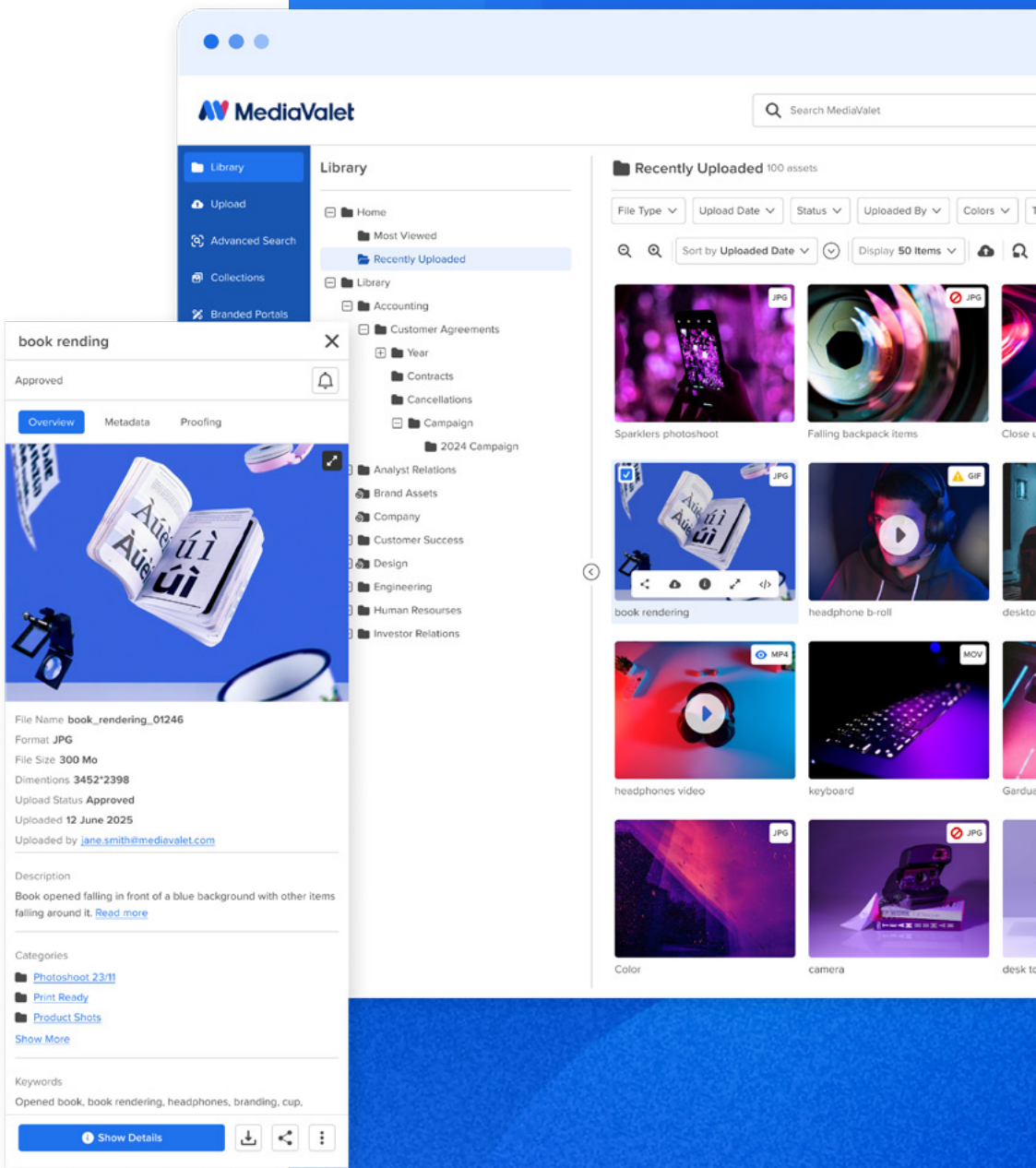
Rest Assured with Premier Security

MediaValet is the **#1 DAM Vendor on the market for security** as rated by Security Scorecard.

MediaValet is:

- SOC 2 certified by PwC
- GDPR, CCPA and PIPEDA compliant, and can assist customers with DPA (Data Processing Agreement) requirements
- HIPAA compliant and able to assist with any BAA (Business Associate Agreement) requirements
- Built on Microsoft Azure, which is compliant and/or certified with more than 90 regulatory standards

"

As a massive organization, we have very strict procurement guidelines and security requirements for vendors... MediaValet stood out immediately as a front runner."

James Carter

experian™
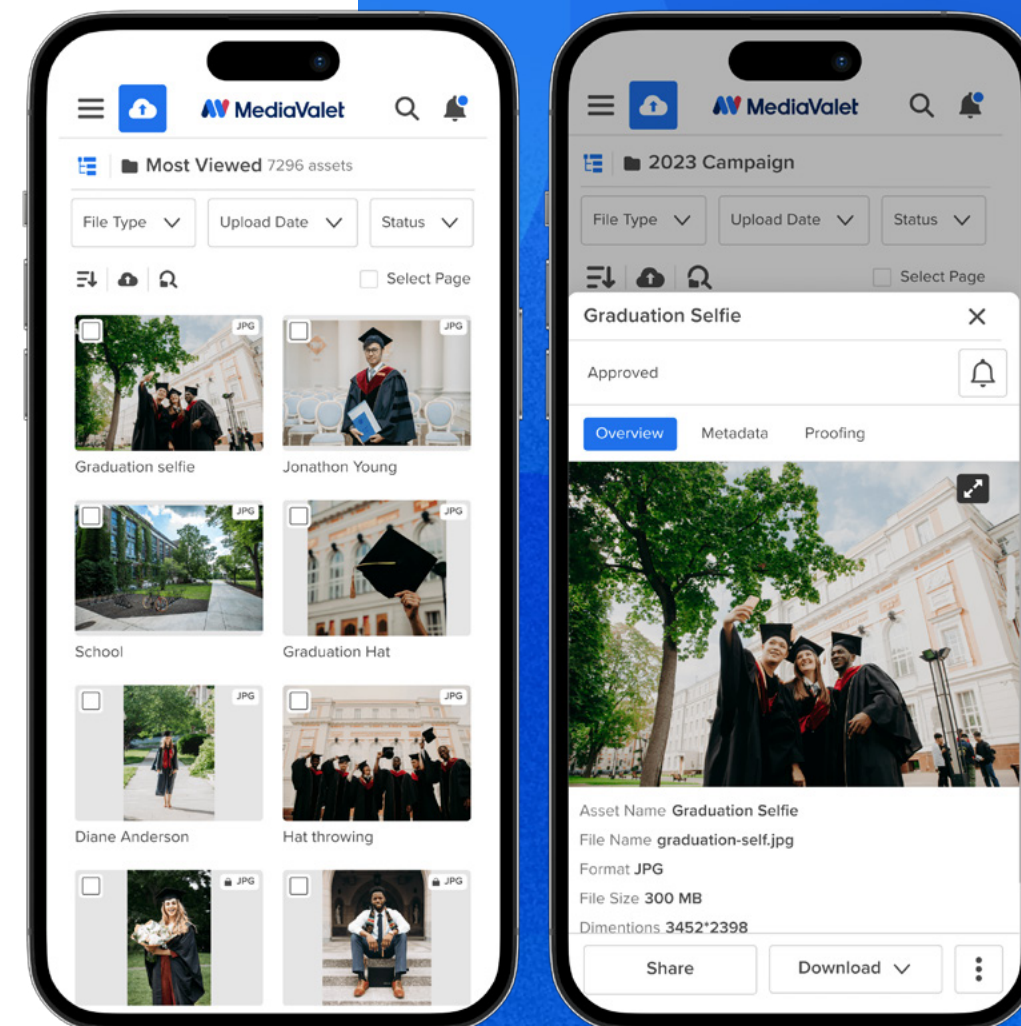
Elevate Your DAM Game

Discover how MediaValet empowers businesses like never before

Book a Demo

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SONOS

Jane Goodall Institute

MONUMENTAL SPORTS & ENTERTAINMENT

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