



# Digital Asset Management (DAM)

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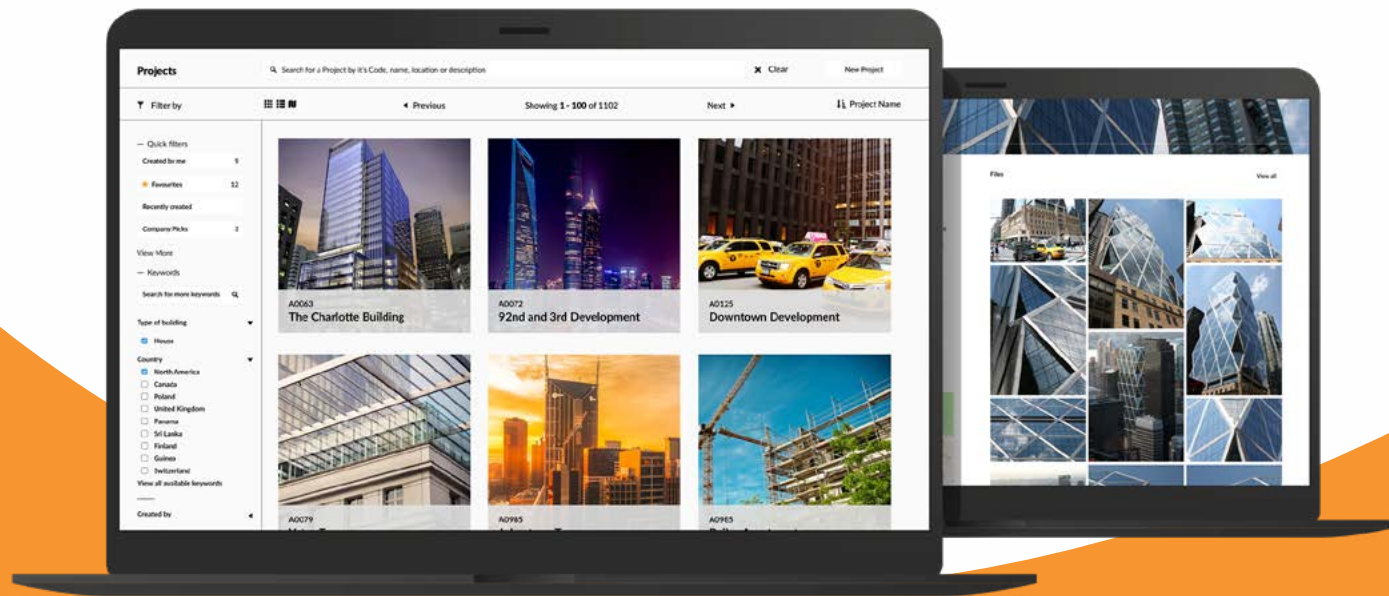
OpenAsset is the only DAM tailored to the AEC and Real Estate industries. A cloud based DAM designed for managing digital assets by property or project.

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# Digital Asset Management (DAM) is the Process of Managing all of an Organization's Digital Assets.

DAM systems are a fundamental AEC and Real Estate marketing tool and encompass much more than simple storage. They allow digital assets to be stored and organized, so they are accessible and used correctly.

An essential part of DAM is the management of the digital asset lifecycle. Assets need to be created, managed and distributed and, after use, either preserved or archived. AEC and Real Estate firms with extensive collections of media assets need to be able to make them accessible to employees across the organization. OpenAsset facilitates management throughout the lifecycle, ensuring users can easily find, share and amend assets.



## Supercharge your Marketing

Create marketing materials that **showcase your projects to prospects** and clients within minutes with **automated document creation**:



Branded Presentations



Case Studies



Employee Resumes

Simplify **content and campaign asset creation** with **customised and automated image specifications** that allow you to easily add images to :

- Emails
- Social media posts
- Blog posts
- Website content
- Printed collateral

# OpenAsset Works Around your Business

OpenAsset is the only DAM tailored to the AEC and Real Estate industries. A cloud based DAM designed for managing digital assets by property or project.



**Team or enterprise licences** depending on the needs of your business.



**Onboarding and services** with our amazing Onboarding and Customer Success team.



We look after your **data** whether you have 100GB or 4TB. We'll make sure your assets are stored and accessible.

## Additional Modules:

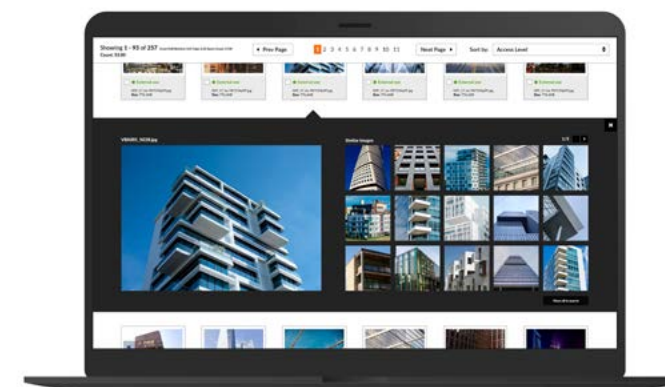
**Employee module**  
Create employee resumes within minutes.

**Deltek Connector**  
Integrate your Deltek Vision or DPS project information seamlessly with our custom connector

## Artificial intelligence in OpenAsset

We are bringing AI into OpenAsset through 2 key features:

**Image similarity** - The ability of image recognition to identify visually similar images, ultimately simplifying search.



**Automated tagging** - The ability of AI to analyse and identify the content of images, reducing time spent on keywording.

## Features and Integrations

- Cloud based
- Simple project and across-project search
- Automated project based tagging
- Batch editing
- Access level settings
- Multimedia file support

### Integrations with:

Deltek Vision and DPS, InDesign and PowerPoint.



Deltek

### REST API to create customized integrations for your TechStack:

Sharepoint, CRM and CMS

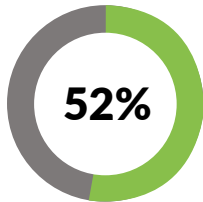


# Who uses OpenAsset

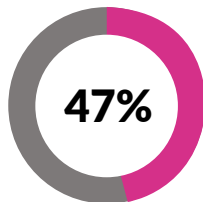
We have over 600 AEC and Real Estate clients with over 60,000 users of OpenAsset around the globe.

## Architectural Record

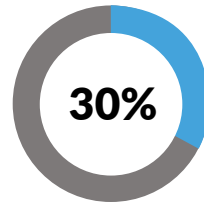
The top 300 firms are ranked by revenue for architectural services performed each year.



**Out of the top 50**  
Are OpenAsset customers



**Out of the top 100**  
Are OpenAsset customers



**Out of the top 300**  
Are OpenAsset customers



“ You could tell it was the kind of software tool that was born out of really understanding what the image consumers in architecture design firms need on a day to day basis... ”

“

Inspire people through  
visualization of the built world

”

We help companies passionate about winning business in AEC & Real Estate.

Our SaaS products enable our clients to optimize marketing workflows and maximize value from their visual assets.

By leveraging our domain knowledge, cloud and AI we continue to be the number one choice for companies that manage projects and properties in the built world.



[www.openasset.com](http://www.openasset.com)

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