



# **MAKING A BUSINESS CASE FOR DAM**

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## Making a Business Case for DAM

Chances are, if you're considering a DAM solution for your AEC or Real Estate firm, you'll need to gain buy-in from your colleagues and leadership team before moving forward.

The question is, how do you get the buy-in you want to make the purchase you need? Lucky for you, that's exactly what this guide is here to help you with.





## Review Your Options

A DAM system is an investment, not only from your budget but also from you and your team, so it's important you choose one that fits with how you work. The best place to start is to list your DAM criteria.

Examples of business criteria for DAM:

- Access level management to maintain control of asset usage
- Cloud based for access anytime, anywhere
- Customizable keywords
- Project-based DAM structure to store digital assets per project

A simple spreadsheet works well to track your criteria. Remember to list out all your options individually as each DAM will come with its own set of features.

Once you've done that, how do your options weigh against the criteria you have set out?

You might have one clear winner, or you may have a few in the shortlist. Either way, now you need to work on the next step and get your team involved in testing them out.

## Get Your Team on Board

When adopting any new piece of software into a business it's important to have buy in from your team. Their adoption can make or break a successful implementation. Contact your DAM vendor shortlist and set up a demo of each. Bring your key team leads, so they have knowledge of how each system works.

Most likely you'll have the option to run trials of each DAM system. It's one thing to watch a demo but nothing beats trying out the system for yourself. In most instances, someone within the team needs to be the trial owner to keep momentum within the project. Remember, if your team members are involved in the trial and feel involved in the decision to bring this DAM into the organization, they are going to feel more invested in making it work long term.

That said, we all know how tricky it can be to get teams to take time out to trial new software so here are a few ideas for getting team members to participate:



- Set aside 30 minutes in everyone's calendar to use the trial system and ask questions. Get everyone in a room together if possible so they can ask questions and openly discuss what they think works well and what doesn't.
- If you prefer to let people try out the system at a time convenient to them, a poll can often work well for gathering feedback. Set timeframes for when the poll needs to be returned so your team understands the deadline.
- Break down tasks that you want to test and allocate them to team members. This gives accountability and ownership on an individual level. People are more likely to engage when they have a specific task to do, especially if they have to tell you or their team about it later.

# Technical Compatibility

It's important to make sure your DAM solution works well with the other platforms and tools you use everyday. Depending on the size of your organization, it might be best to speak to someone in your IT team to check that integrations or plugins are available to maximize the efficiency of your DAM.



A few questions to consider when looking into this are:

- **Is it possible to make DAM and CMS work together?**  
Your website showcases your best projects and assets. If you can get your DAM and your CMS working together, this will help you to quickly update your website and ensure your best digital assets are out there earning you business.
- **Does my DAM integrate with my CRM?**  
The ability to pull project information from your CRM into your DAM is worth reviewing. This will save you duplicating data entry in two systems. Most DAMs should provide you with ready-made image keywords and searchable metadata.
- **Will this supercharge my existing marketing software?**  
Find out if your DAM integrates with the tools your team and company use on a daily basis such as InDesign, PowerPoint and Word. This will help you streamline workflows and make producing marketing and business development collateral simpler.

# Return on Investment

You've found a DAM system; it matches all of your must have business criteria and hopefully some of your nice to haves. You've watched the demo and run an in-house trial, and your team see the benefits of adoption and how it will make their day-to-day work life easier. So that's it right? Not quite. Chances are you either need to get budget sign off for your DAM or you need to apply for the budget you now know is needed.

Digital Asset Management has a lot of variants to be taken into consideration when determining ROI. We've broken down DAM ROI into these areas recognized as bringing value to business:



## ► Money Savings

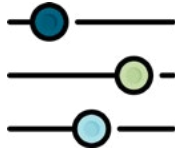
This should be the easiest ROI element of Digital Asset Management. Assets are stored and searched more easily, meaning marketing will spend less time maintaining and finding assets and more time on producing collateral and utilizing assets. Plus, the reduction in assets being lost or not used makes a straightforward and strong case for DAM.



## ► Strengthening Brand Equity

DAM helps firms develop and maintain brand consistency. One central database ensures only marketing approved and up-to-date assets can be accessed by employees company wide. DAM also means marketing has simple access to the best digital assets your company owns, helping them to create more impactful marketing collateral.





### ► Strengthening Internal Controls

Through metadata regarding image rights, DAM allows everyone in your firm to use your assets as per legal agreement and reduces the risk of them being used inappropriately.



### ► Estimating Your ROI

To help you with some headline money saving figures we set up, a [DAM ROI calculator](#). This calculator will show you the potential range of savings based on four simple fields:

- Number of offices
- Total number of employees
- Number of employees working fulltime producing business development materials
- Annual cost of salary + overhead of an employee who produces business development materials



# Adoption and Training

Your business case for DAM should also cover adoption and training. How many pieces of software get brought into companies with great enthusiasm only to be barely used six months later? Probably more than any of us care to admit. It's hard though; it's estimated that it takes us two months to learn a new habit or tool. Plus, if we think about that over the scale of multiple employees, that adds up to a lot of training and support to make sure everyone is fully onboarded.

The level of effort needs acknowledging in your business case and also to give yourself peace of mind as to how you're going to roll this out to your team or across the company. Here are a few ideas on how to accomplish DAM adoption within your organization:



- Utilize a strong group of team leads — a core team of DAM experts who work across all areas of your business where you intend to rollout. This will make support more accessible and ensure the workload is spread out across multiple employees.
- For smaller rollouts where it's just a single team, make yourself the expert so team members know who to ask for help.
- Check if your DAM provider offers Onboarding services. If so they can give you expert support on rolling out your system and also be a point of contact for team members.

# Making Your Case

Whether you put your business case forward in a presentation, document or simply a meeting with the decision maker, it's important to make your reasoning clear and concise. Depending on the size of your organization, it may help to put context around the type of marketing and business development collateral being produced. In large organizations decision makers can be significantly removed from day-to-day marketing activities so it helps to highlight exactly where a DAM would be used on a daily basis.

## You've Got This!

Good luck in putting forward your business case for DAM. As the NO. 1 DAM for AEC and Real Estate firms we know the benefits company adoption of DAM can bring to your team and your firm. If you have any additional questions, you can contact us or [email us](#). We're always here to help.

## About OpenAsset

OpenAsset is the number one project-based Digital Asset Management (DAM) solution for Architecture, Engineering, Construction, and Real Estate firms. It is delivered and supported by Axomic, which has a global presence with staff based in London and New York.

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