



GUIDE TO CONNECTING YOUR DAM

 openasset

Table of Contents

● Introduction.....	1
● Connecting Your Tech Stack.....	2
● Benefits of an Integrated Digital Asset Management Solution	7
● Key Integrations	8
● How to Connect Your DAM	11

Introduction

Digital asset management systems (DAMs) enable firms to get the most out of their digital assets. They allow firms to store their assets in a centralized, cloud-based repository and make it easy find, use and share these assets across the business. With DAM, your business and your marketing team becomes more efficient and effective.

DAM systems are becoming an essential part of the technical infrastructure. Having the right DAM that can directly link your assets to other technology solutions is vital. By linking DAM to the technology solutions your teams use every day, you can increase its value and the value of your other software.

75% of firms surveyed use a DAM solution to manage their images and digital assets more efficiently.

OpenAsset 2022 Outlook Research

Connecting Your Tech Stack

While technology is there to make our lives easier, there is a level of complexity involved when using multiple platforms simultaneously. Ultimately, there is little point in implementing the best technologies for your business if your platforms don't talk to each other. Every system that you select as part of your tech stack will have its own workflows and ways of making operations more efficient.

However, the process of moving from one system to another can be both manual and time-consuming. If technology isn't properly integrated, it becomes an overall management burden, which in practice can make it a lot less efficient.



Integrations Between Common Tech Platforms

When deciding upon any new piece of technology, it is fundamental to determine whether it will work with existing platforms. Some of the common technology platforms that work well together and are often integrated within an AEC firm include:



- ▶ **Unanet** - Unanet's ERP and CRM solutions drive bottom-line growth by connecting your projects, people and financials with greater efficiency and improved decision making.
- ▶ **Rapport3** - Rapport3 is a dynamic project management system designed for architects, engineers and project managers.
- ▶ **Delttek** - Put your projects and people at the center of your business. With a complete view of your company in a single place, you can drive efficiency, productivity and profitability and make better, more informed decisions to drive your business forward.
- ▶ **CMap** - CMap is the business management software that helps professional services companies win more work and deliver it more profitably.
- ▶ **Salesforce** - Salesforce is the largest Customer Relationship Management (CRM) system on the market. The technology combines lead management, marketing automation and sales data to drive lead conversion.



- ▶ **Dynamics** - Microsoft Dynamics is a CRM solution great for boosting lead tracking, sales, and assisting with cloud-based business applications. The system transforms customer behavior into valuable data insights.
- ▶ **WordPress** - WordPress is a content management system (CMS) that powers websites. Users build everything from blogs to full-blown websites and thousands of plugins allow for simple integrations with common platforms.
- ▶ **Procore** - Construction Management Software helps firms simplify work from bidding to closeout.
- ▶ **Microsoft Office** - This suite of applications helps you stay connected and get things done. Applications include Word, Excel and PowerPoint.
- ▶ **Templafy** - Connect all company content across any enterprise tech stack to serve teams the right content exactly when they need it – wherever they are in their workflow.
- ▶ **Affinity** - Affinity is a creative graphics software that has a Photo, Designer, and Publisher platform.

When integrated correctly, these platforms, as well as others, enable businesses to improve project focus, target and nurture leads more effectively and increase efficiency. Having the right blend of technologies means that return on investment (ROI) can be easily monitored and improved upon.

Is it Easy to Integrate Technologies?

Connecting technologies within a tech stack can be a daunting process. However, the complexity of integrations will depend on the technology that you have selected as well as the tools that you use to carry out the integrations.

When it comes to integration, it's best to look for APIs that integrate nicely with your existing systems. Tools that offer open or public APIs, using RESTful technology, will be the easiest to integrate. This technology is the industry standard and will help ensure that the integrations you put in place are future-proofed.





Removing Repetitive Tasks with Workflow Automation

Workflow automation can make a significant difference. Manual, time-consuming tasks can be transformed into sophisticated processes, meaning that your employees have more time to focus on the things that matter.

Workflow automation tools can help you quickly automate tasks and become more productive. Some of these use web apps and some are entirely offline. Desktop-based tools can be used to implement triggers to automate workflows within your computer. Meanwhile, the real growth area in workflow automation is in cloud-based providers who use API calls from web apps to trigger preset actions. These tools enable functions to be performed inside platforms without needing to log in within your browser.

How to Project Manage Integrations

Trying to integrate all workflows and technologies at once can add complexity and impact success. Integration should be an evolving process within your business and, as such, should be approached logically.

The best way to know where to start is to look at the pieces of technology that have the power to yield the most benefit. These will be areas where your employees waste the most amount of time, frequently repeating manual processes. Building incremental success with your integrations will help you to drive change management.

In addition, at each stage of the integration process, you'll want to evaluate the results. You need to be sure you're getting the expected value and make sure the integration is helping you to automate workflows and increase efficiency.

74% of firms plan
on implementing
new technology
to overcome key
challenges.

OpenAsset 2022 Outlook Research

Benefits of an Integrated DAM Solution

Having a DAM system in place will make a massive difference to your firm but connecting it to your other marketing technology will take it to the next level.

By creating a well-integrated tech stack that is connected through a digital asset management system, you'll be able to:



Improve focus on projects

By integrating technology that works in the way you do, you'll be able to effectively showcase your firm's specific project experience. Your tech stack should organize, centralize and connect project details with visual assets so you can demonstrate how your firm is unique.



Boost your efforts

You'll be able to achieve more effective lead nurturing, more productive sales conversations and ultimately more won opportunities through maximizing the use of your digital assets.



Prove ROI

If you connect your technology, you'll be able to see an end-to-end picture of your marketing and business development efforts. Having the right integrations will give you the chance to measure the overall value of your investments.



Increase efficiency

The right mix of technology will allow you to remove repetitive processes, automate everyday tasks and simplify workflows. Once your team is less consumed with production-oriented tasks, you'll have more time for business development.

Key Integrations: Where Will You Get the Most Value for Your Business?

Having a DAM that is project-based, and tailored to your specific industry needs, will allow integrations with key technology systems to deliver the best results. Connecting your DAM to the solutions you use most often can streamline your workflow and make DAM the visual hub of your tech stack.

Deciding Which Integrations to Implement

To decide which integrations to set up for your DAM system, you'll need to review which integrations are available. Once you're aware of all the possible integrations available with your DAM, you'll want to consider where the most value would be added for your business. **For example:**

- 🕒 Do you have an ERP system which, if integrated, could reduce the effort to keep both systems up to date and reduce inconsistencies in data?
- 🕒 Would an integration with your CMS allow images to be put on your website automatically saving you time and effort?
- 🕒 Could an integration with a CRM allow the automatic creation of a DAM project from a close-won opportunity?

You'll need to consider how your business platforms overlap and decide where the most value lies. Having a DAM at the center of your technology stack, and connecting it to the tools you use day in and day out, has the potential to improve workflows, produce better materials and free up time for strategic business tasks.

DAM Integrations – What Can Be Done?

As a project-based DAM, OpenAsset has been designed for the way AEC and real estate businesses operate. Integrations with different systems all deliver their own benefits to your organization:



Document Creation

Integrating DAM with publishing platforms enables your employees to create documents easily and effectively. There will be no more broken links, and you can have confidence that every piece of material produced is the highest-quality.



Social Media Management

Integrating with your key social media platforms will allow you to pull assets into your DAM system. If you see interesting or inspirational content on Pinterest, Instagram or Twitter, you can quickly add it to your DAM. On top of that, you can automatically upload images from social media channels if they're shared using specific keywords.



Communication

You can ensure your teams are in touch and up to date by integrating your DAM with tools such as Slack. By linking your DAM to your internal communications system, you can create more awareness of your digital assets across your firm. Meanwhile, email notifications can be sent to your admin team, so they are alerted when anything new is uploaded into your DAM.



Project Management

Project data can be simplified by connecting DAM to your project management software. Integrating with DAM allows you to conveniently upload approved assets to your DAM along with all of their relevant metadata, saving you valuable time when searching and working with your company content.



Software Development

You can use third-party solutions, such as iPaaS Solutions, to support the heavy lifting on integrations. By connecting web applications, you can automate repetitive tasks without the need for coding to build the integration. You can also use APIs to create your own custom integrations with DAM.



CRM and ERP

Synchronizing data with CRM & ERP systems can help you save time and reduce inconsistencies by ensuring that project lists are kept up to date without any additional effort.



File Storage

Integrating DAM with file hosting services such as DropBox and Google Drive reduces the amount of time it takes to manage your files. You can also reduce the time it takes to keep project lists up to date by integrating with Google Sheets and Excel.



Content Management

Ensure images on your website are automatically updated by linking your DAM with your CMS platform, such as WordPress. And it works both ways. Not only can you automatically upload new images to your CMS when they are uploaded to your DAM, but you can automatically upload images to your DAM when they're uploaded to your CMS.



How to Connect Your DAM

There are multiple options for connecting DAM when it comes to your business. It all depends on the resources you have available and the technical skill within your team. You will need to consider the type of integrations there are and the resources required to configure them. There are three principal ways in which integrations can be set up:

- 1 Rest API** – Using an API takes more time and will require additional technical support, but it does allow for fully customizable integrations. At OpenAsset, we'll provide documentation to help your team build API integrations.
- 2 Connectors or wrappers** – Vendors do the heavy lifting to support integrations with the software their clients use the most. There is often a cost to these, but they offset the need for as much technical support for significant and valuable integrations.
- 3 Automated integrations through third parties** – Third parties make it easy to connect applications through triggers that kick off automated workflows. For example, you can connect your DAM to your CMS and automate a project creation in OpenAsset when you win an opportunity in Salesforce.

Using one of the methods above, it's possible to successfully build an integration between OpenAsset and almost any other system that uses modern programming language. As well as simplifying the configuration process, integrations allow you to optimize repetitive and time-consuming processes.

What to Do Next?

If you don't have a DAM in place, find one that best fits your firm.

If you already have a DAM, now that you have a list of where your integrations will add the most impact and time savings, contact your customer support team to ensure you maximize your DAM. If you're with OpenAsset, [check out our integrations](#) or email us at support@openasset.com.

Schedule a Demo >

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.



© 2022 - Axomic Ltd. All Rights Reserved.