

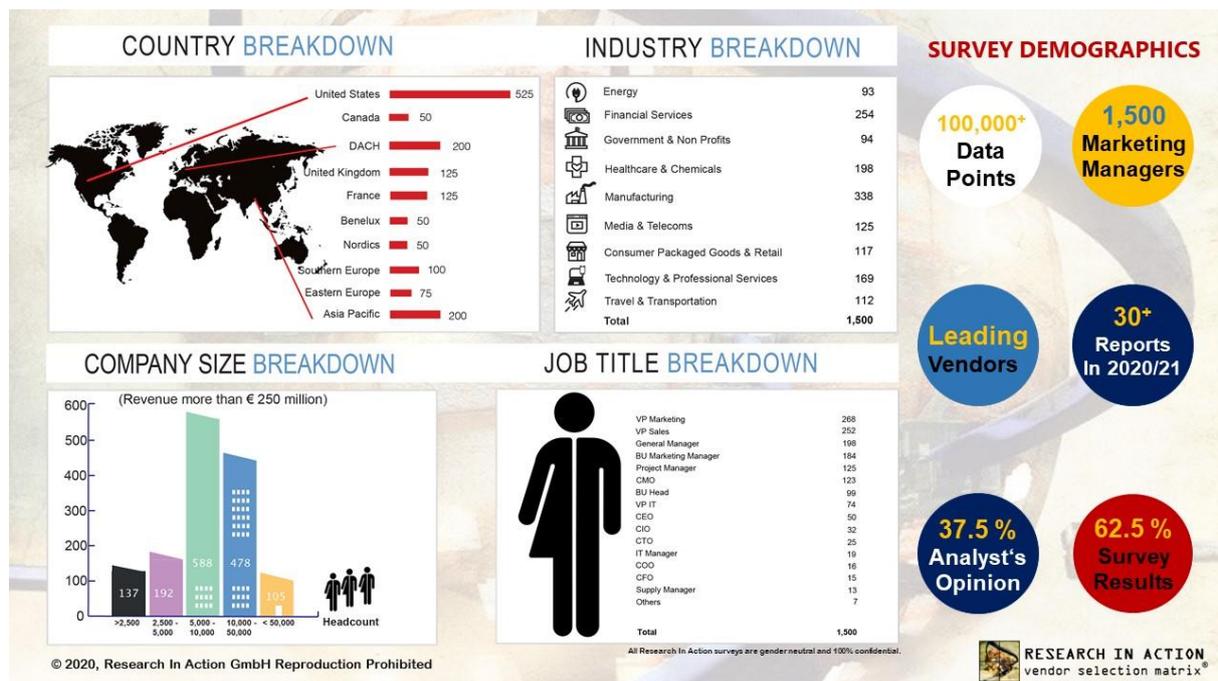


## New Research In Action Report – Digital Asset Management: The Top Global Vendors 2020

**Germany – January 4<sup>th</sup> 2021: Digital Asset Management (DAM) projects are mainly driven by the increasing digitalization of content and the growing need for controlled access and better security of digital assets to avoid copyright issues. Over half of the companies surveyed are consolidating their existing DAM installations into a larger system.**

A new Research In Action GmbH global survey of 1,500 business decision-makers about their DAM projects discovers not only why they are doing these projects but also which software vendors are the most known and what do the business people think about those vendor's products and services.

The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 62.5 % of the evaluation is based on a survey of enterprise IT or business decision makers and 37.5 % on the analyst's opinion. The analyst's input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action Vendor Selection Matrix™ reports so unique. This approach is one of the key differentiators of Research In Action in market research. For this report we interviewed 1,500 business managers with budget responsibility in enterprises globally. We selected those vendors which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.



Peter O'Neill, Research Director for Marketing Automation at Research In Action GmbH, comments:

- The Digital Asset Management (DAM) process is the storage and management of digital files, in particular graphics, videos, sound and text components needed for digital content production. DAM systems catalog and retrieve the digital assets for various types of users working in marketing, product management, sales, service, design, and manufacturing departments of an organization.



- In the North American and EMEA markets, DAM is a mature technology (over 20 years old) but there is still a high demand for new DAM investments as more and more businesses see the need for a management system for the expensive rich media content they create.
- Many existing DAM installations are being replaced by more modern solutions and there is also a significant consolidation characteristic in modern DAM projects. The degree of consolidation, and the reasons for that strategy, are researched in detail in this report.
- DAM is now a strategic and mission-critical platform within the digital experience technology architecture; managing all marketing/product content in formats such digital ads, mobile messages, print files, video files, web renditions and serving these files to the various content delivery platforms. DAM must also log variants and instances created in the customer-facing delivery phases, which will need to be stored, logged, tagged and retrieved.
- I expect DAM to further expand its reach to become a universal content hub used across many departments. The overall trend to digital drives interest in using DAM systems outside of IT and Marketing. For example, there is an increasing need among Human Resource teams to streamline the management of employee-related documents and photos along with ensuring enrichment and distribution of recruitment-related media assets, such as forms, video, and audios.
- DAM is a significant service market as well. Many firms need help in creating curated digital assets, enabling centralized storage, and optimizing department collaboration. Many DAM software vendors have significant services organizations, as well as strong partner programs, to cater for this need.
- In our survey, we firstly describe the business process and ask business managers to name vendor(s) they associate with the process. The resulting vendor landscape for DAM is a broad mix of vendors reflecting a variety of DAM use cases based upon industry and/or company-size priorities.
- **Who came out on top?** Depending on how much you believe the claims, there are around 250 vendors around the globe with DAM solutions. These are the Top 15 vendors as selected by 1,500 users surveyed based upon their rating of product, company and service quality (listed alphabetically): Adobe, Aprimo, Brandmaker, Brandmaster, Bynder, Canto, CELUM, Censhare, Clouinary, Image Relay, Nuxeo, OpenText, Pictureark, Sitecore, and Widen.

[Report details can be viewed here.](#)

## OUR MARKET IMPACT OVER THE LAST 12 MONTHS





**Vendor Selection Matrix™ Disclaimer:**

Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action GmbH's research publications consist of the analysts' opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

**About Research In Action:**

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

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