



New Research In Action Report – Digital Asset Management SaaS And Software: The Top 20 Global Vendors 2019

Germany – July 18th 2019: Digital Asset Management Software Market is energized by an explosion in the volumes of digital assets, particularly rich media assets such as photos and video, driven by digital marketing and eCommerce. In some industries such as apparel and retail, this explosion includes the management of new, dynamic assets created by customers in their digital sales channels.

Research In Action GmbH continues to expand its areas of coverage and publishes the newest market analysis report Vendor Selection Matrix™ – Digital Asset Management SaaS And Software: The Top 20 Global Vendors 2019.

The Vendor Selection Matrix™ is a unique, primarily survey-based methodology for comparative vendor evaluation. A minimum of 60% of the evaluation results are based on a combined telephone and online survey covering 1,500 IT buyers in enterprises worldwide. The analyst's opinion accounts for a maximum of 40% of the evaluation results (not close to 100% as in most other vendor evaluations).

The report can be viewed here: <http://bit.ly/32u6611>

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

- The Digital Asset Management (DAM) process is the storage and management of digital files, in particular digital media files like graphics, videos, sound and text components needed for digital content production. DAM systems can 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.
- We found some 40 active software and SaaS vendors offering DAM solutions, including open-source providers and vendors active only in their local markets. In 2018, the total global annual software license, maintenance and SaaS revenues for DAM totaled around \$ 2.5 billion, growing annually at around 20%. Although, DAM is a mature technology, there is high demand for new DAM projects as more businesses need a management system for the expensive rich media content they now create for digital marketing programs and eCommerce projects.
- We also found a new market driver: companies who enable prospects/customers to configure their products using digital technology on websites, kiosks or other point-of-sale platforms also need to manage those dynamic assets - to support a sales order or just to provide feedback to product designers. This trend, where DAM expands from static digital



files to include variants and instances created in the customer-facing delivery phases, which also need to be stored, logged, tagged and retrieved, is most apparent in the apparel and retail industries but we expect it to impact other industries as well in the next years. We would call this “outside-in” DAM as opposed to the traditional “inside-out” DAM projects.

- Planning to buy software, investigating the vendors and selecting the right solution is not a trivial task for any business professional. While the influence of IT professionals is increasing in this application area, most marketing automation decisions are still finalized in the marketing department. But, as a CMO told us a few months ago: *“The thing is, the vendors always know so much more than me, they talk about their solution every day - I only get into this topic occasionally and need to select a vendor partner perhaps once in a decade”*.
- The top five vendors rated by the users are (listed alphabetically) Adobe, Bynder, censhare, Nuxeo, and Sitecore. The vendors CELUM, Cloudinary, Cognizant (the only service provider named), OpenText, and Widen complete the top ten. In positions 11 thru 20 are vendors Aprimo, Canto, Cumulus, Digizuite, Extensis, Media Valet, MediaBeacon, Northplains, Picturepark, and Wedia.

Vendor Selection Matrix™ Disclaimer:

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