DAM Is No Longer A Back-Office Challenge.

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Continuing my predictions for 2023, here are two further propositions focused on the more mundane topic of Digital Asset Management (DAM):

1) Modern DAM administrators are no longer just assets managers, they are supporting the delivery of compelling experiences across the whole customer journey.

2) The DAM is a cornerstone of digital marketing. Which means that the DAM process is now a high priority for the whole marketing organization.

DAM did used to be a backroom process that most marketers do not concern themselves with directly and cynics would say, "A DAM is where our creative assets are sent to die" – it was, historically, just a repository for photographs and other static images. And the people managing it were the ultimate geeks. But things have changed.

Which means that my new Vendor Selection Matrix™ research on DAM is going to be more useful than ever for potential buyers of that software. DAM software is being bought in three separate project categories:

1. Stand-alone DAM is being bought to replace one or more older-generation systems with a more performant and extensive solution. Indeed, 74% of the respondents to our survey are consolidating their DAM, PIM (Product Information System) and other content management systems this year.

2. More mature marketing organizations who want to personalizing the offerings they render to website visitors as much as possible are replacing their DAM for that reason.

3. Companies in industries most affected by the new demands of digital marketing, eCommerce, and customer preference systems, such as manufacturing, healthcare and business services are upgrading their DAM systems accordingly.

As usual, as the report reflects the view of the market, 1500 business decision-makers reported their opinions and ratings for the DAM vendors they know. That is quite different than the standard research reports from my old colleagues (remember, I am ex- Gartner and ex-Forrester) that focus on an analyst's rating of the product. Buyers much prefer to hear what their peers are saying about a solution, I would suggest.

Depending on how much you believe the claims, there are nearly 500 vendors 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 (now called UPTEMPO),

BYNDER*, CANTO, CELUM, CENSHARE*, CLOUDINARY*, CONTENTSERV, DIGIZUITE, HYLAND, NUXEO, OPENTEXT, SITECORE and WIDEN (part of ACQUIA). The vendors with a * form the Top 5 in the matrix.

The vendor landscape is stable with several well-established independent DAM vendors now being challenged by the expanded sales efforts of enterprise software vendors like Adobe, Sitecore, and OpenText who sell larger digital marketing software portfolios including a DAM solution. We estimate that 35-40% of companies have automated, or will be automating, parts of the DAM process in 2023.

The link above connects you to our website version of the report, with the alphabetical list of market leaders and shorter vendor profiles. Watch out for several versions of report in full detail over the next months as several vendors distribute their licensed reprints.

Always keeping you informed!

Peter O'Neill