



New Research In Action Vendor Selection Matrix™ Report – Digital Asset Management: The Top Global Vendors 2023.

Germany – March 22nd 2023: Modern Digital Asset Management (DAM) systems must support the delivery of compelling experiences across the whole customer journey, with real-time retrieval even needed for resource-intensive media assets like video, even virtual reality (VR), and augmented reality (AR) images. The global market for DAM software is therefore very healthy as companies replace their current older DAM systems to ensure success in their digital marketing and digital selling. 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 Salesforce, Adobe, and Oracle 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, some as a stand-alone project but most with DAM incorporated into more advanced projects like Digital Experience Management, Personalized Marketing or Customer Engagement Management.

A new Research In Action GmbH global survey of 1,500 business decision-makers examined their DAM experiences and plans for 2023, as well as asking about which software vendors are the most known and what do the businesspeople think about those vendor’s products and services.

VENDOR SELECTION MATRIX™ DIGITAL ASSET MANAGEMENT SOLUTIONS



Vendor Quick Facts

VENDOR NAME	Market Presence	Growth Rate	Customer Traction	GOOD TO KNOW
ADOBE	Very Big	High	Strong	The enterprise leader in content creation, management, and delivery.
APRIMO	Big	High	Strong	DAM and work management software to optimize marketing operations, brand and content resources.
UPTEMPO (BRANDMAKER)	Medium	Medium	Medium	Bridging strategy and execution for real-time visibility and control over all the asset development process.
BYNDER	Big	Very High	Strong	The DAM and brand content management system to streamline your content operations.
CANTO	Medium	Low	Medium	One of the earliest pioneers in the DAM industry.
CELUM	Medium	High	Good	Provider of DAM within a larger Content Supply Chain Management solution.
CENSHARE	Big	High	Strong	With content at the heart of our platform enabling clients to generate and manage growth in any channel.
CLOUDINARY	Big	Very High	Strong	Reimagining DAM with a focus on flexibility, intelligent automation, and scale.
CONTENTSERV	Small	Medium	Low	Enabling product experiences that power brands, manufacturers, distributors and specialized retailers.
DIGIZUITE	Medium	Medium	Good	Helping clients to deliver content experiences at scale.
HYLAND	Small	High	Low	Builds smarter solutions for today's content challenges.
NUXEO	Medium	High	Medium	Builds smarter solutions for today's content challenges.
OPENTEXT	Big	Medium	Medium	Leading with content management technology to enable the IT department.
SITECORE	Big	Low	Low	Unifies content planning, production, collaboration, and management of your entire content lifecycle.
ACQUIA (WIDEN)	Medium	High	Medium	Now part of Acquia, helping to manage complex content and build exceptional customer experiences.

MARKET PRESENCE **GROWTH RATE** **CUSTOMER TRACTION**

Very Big	Very High	Strong
Big	High	Good
Medium	Medium	Medium
Small	Low	Low

NOTES:

- Market Presence combines the market share and perceived Mindshare (or Share of Mind).
- Growth Rate is the anticipated growth rate for this year where Medium is the average growth for this market.
- Customer Traction combines the vendor's customer retention rate and the Research in Action Recommendation Index (RI). The RI is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

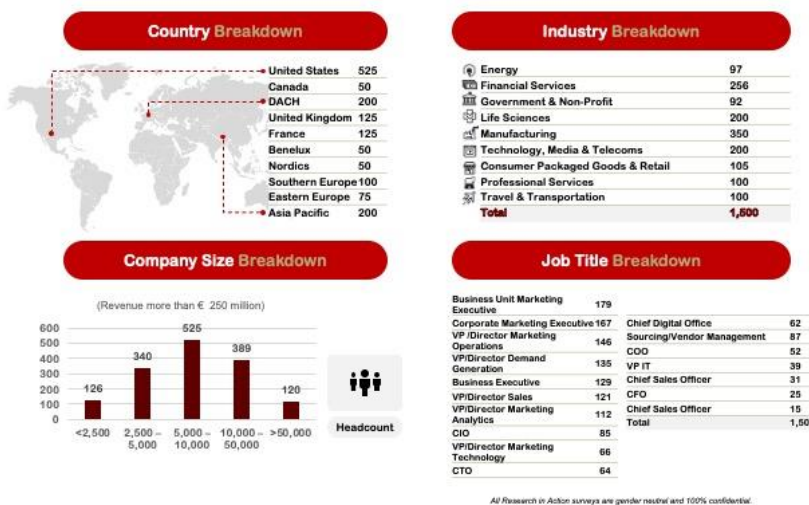


The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 63% of the evaluation is based on a survey of enterprise, marketing or business decision makers and 37% on the analyst’s opinion. The analyst’s input is fed by a combination of intensive interviews with software 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 marketing and business managers with budget responsibility in enterprises globally. We selected those vendors who achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION



100,000+
Data Points

1,500
Marketing and Business Managers

37%
Analyst's Opinion

63%
Survey Results

The Vendor Selection Matrix™ Evaluation Methodology:

The basis of our competitive vendor evaluation reports is always an extensive buyer survey. We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations. The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.

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vendor selection matrix®

Report details can be viewed here: <http://researchinaction.de/wp-content/uploads/VSM-DAM-2023-WWW.pdf>.

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

- **Customers no longer need DAM, they crave for great DAM.** This is highlighted by the fact that over 55% of the 1500 business professionals we talked to confirm the statement “We are now very focused on optimizing the customer experience and this requires change in the DAM process” as *Very True*. This is quite different from the same survey 3 years ago. Now, three times as many respondents see DAM in the wider context of “the entire buyer journey” (website, marketing content, sales content, etc.).
- **DAM is a strategic system within the new digital marketing expected in most companies.** When asked, “Which three key anticipated benefits are driving your investment in the Digital Asset Management automation space in the next 12 months?”, *Improved Performance* was top of the list, with *Brand Management*, *Customer Experience* and *Improved Buyer Engagement* were cited as the next priorities.



- **Businesses want to consolidate disparate DAM with other systems.** Three quarters of all respondents confirmed that they want to consolidate their DAM systems. The top two reasons being “We need a single-source-of-truth” and “Achieving cost reduction”. But these priorities vary greatly by region - the Single Source reason is rated highest in North America (62%) while Cost Reduction is Europe’s top reason (61%).
- **Modern DAM administrators must now care about delivering compelling experiences across the whole customer journey.** DAM used to be a backroom process that most marketers did not concern themselves with directly. Cynics used to 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. Now modern DAM administrators know they are no longer just assets managers, they are supporting the delivery of compelling experiences across the whole customer journey.
- **Who came out on top?** 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).*

Vendor Selection Matrix™ Disclaimer:

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation. 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. All trademarks are recognized as the property of the respective companies.



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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