

VENDOR SELECTION MATRIX™ DIGITAL ASSET MANAGEMENT

The Top Global Vendors 2023

March 2023

ABRIDGED VERSION WITHOUT FULL SCORECARDS AND SCORES

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independent research & consulting

FOREWORD

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and Marketing Automation realm. These surveys give us access to a wealth of direct and unfiltered feedback from the buyers. It also helps us to understand how buying decisions are made in today's business environment. 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 IT or business decision makers and 37% on the analyst's judgement. 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.

Our method of describing a business process and asking business managers to name software vendor(s) they associate with it collates a list of those vendors most relevant for other potential buyers. The resulting vendor landscape for Digital Asset Management (DAM) is a broad mix of vendors with a wide variety of claims: some focused on pure asset management, others are more about the business processes around that.

DAM is a backroom process that most marketers do 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. DAM systems are being used to store and manage rich media assets like video, even virtual reality (VR), and augmented reality (AR) images, not just text and documents. DAM is a cornerstone of digital marketing. Which means that the DAM process is now a high priority for the whole marketing organization. This was confirmed in our survey of 1,500 business professionals familiar with their DAM projects where 55% confirmed "We are now very focused on optimizing the customer experience and this requires change in the DAM process" as a Very True statement.

This Vendor Selection Matrix™ report provides a useful guide to important CDM market trends and names the Top Vendors as viewed by the market. These details are intended to help you make an informed decision regarding which vendors could best fit your requirements. Enjoy reading it and reach out if you have questions. I know more than I wrote here.

Always keeping you informed! **Peter O'Neill**



Peter O'Neill

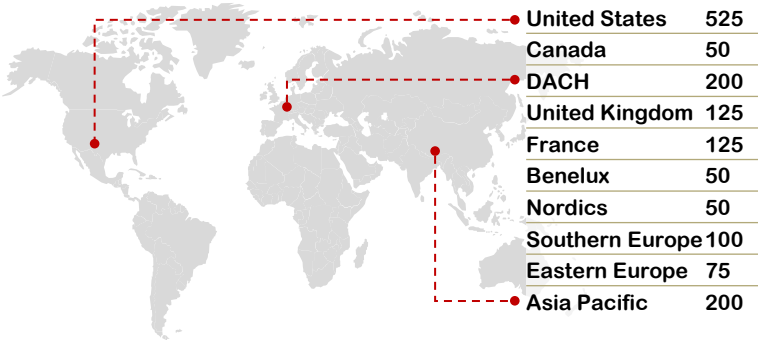
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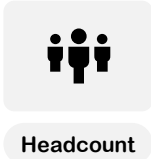
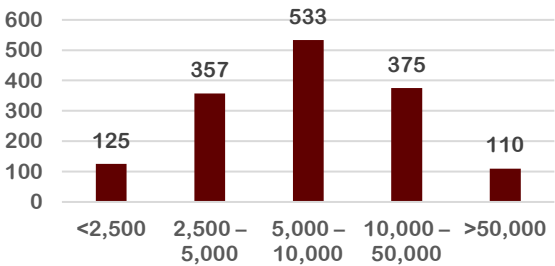
OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION

Country Breakdown



Company Size Breakdown

(Enterprises with revenue > € 250 million p.a.)



Headcount

Industry Breakdown

Energy	95
Financial Services	255
Government & Non-Profit	90
Life Sciences	200
Manufacturing	355
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	105
Professional Services	100
Travel & Transportation	100
Total	1,500

Job Title Breakdown

Business Unit Marketing Executive	180	VP/Director Marketing Analytics	60
Business Executive	170	Sourcing/Vendor Management	87
VP/Director Sales	145	COO	52
VP/Director Demand Generation	130	VP IT	35
VP /Director Marketing Operations	125	Chief Sales Officer	31
Corporate Marketing Executive	120	CFO	25
Chief Digital Officer	110	Chief Sales Officer	15
CIO	85	Total	1,500
VP/Director Marketing Technology	65		
CTO	65		

All Research in Action surveys are gender neutral and 100% confidential.



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.



OUR MARKET IMPACT OVER 12 MONTHS



Vendor Selection Matrix™: The right mix makes all the difference
63% customer evaluations + 37% analyst's judgement = 100% success

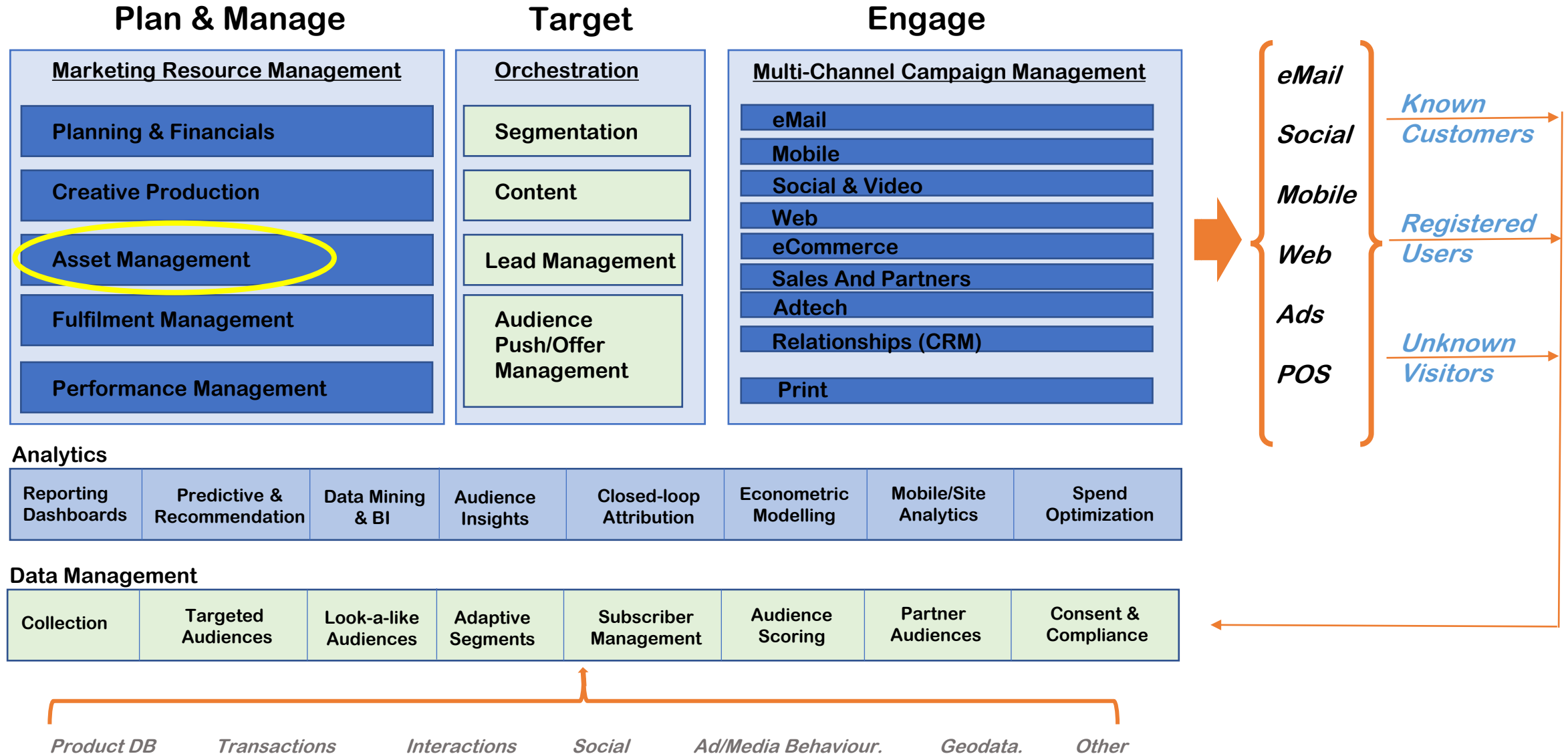


WHAT IS DIGITAL ASSET MANAGEMENT?

- 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. It does this by supporting the appropriate business workflow management, collaboration, revision-control, access-rights, and project management functions. The combination of DAM with other processes like content management and delivery, and lead management form the larger process Marketing Resource Management.
- Over the last couple of years, the DAM has become even more critical for every company's personalization and experience strategy. Digital is now the default for all content used in marketing, education, and eCommerce interactions — and digital content itself has become richer with images, video, 3D/AR, and personalization.
- Through the addition of more intelligence and automation, DAM automation solutions have evolved from being a content resting place to a content innovation engine for high-scale content creation and personalized experience delivery.
- Modern DAM administrators know they are no longer just storing assets, they are supporting the delivery of compelling experiences across the whole customer journey. DAM is a cornerstone of digital marketing,



THE MARKETING AUTOMATION MARKETEXTURE

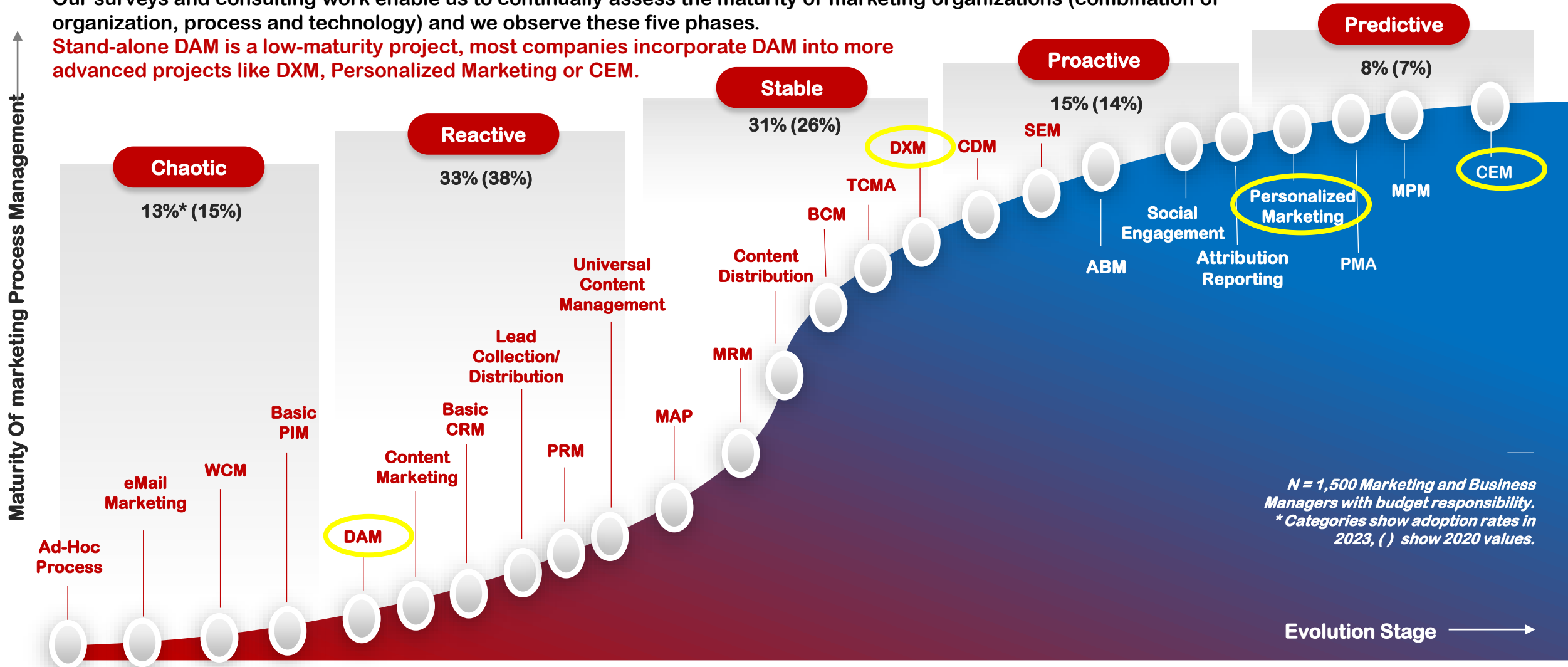


WELCOME TO MARKETING PROCESS MANAGEMENT

MATURITY S-CURVE 2023

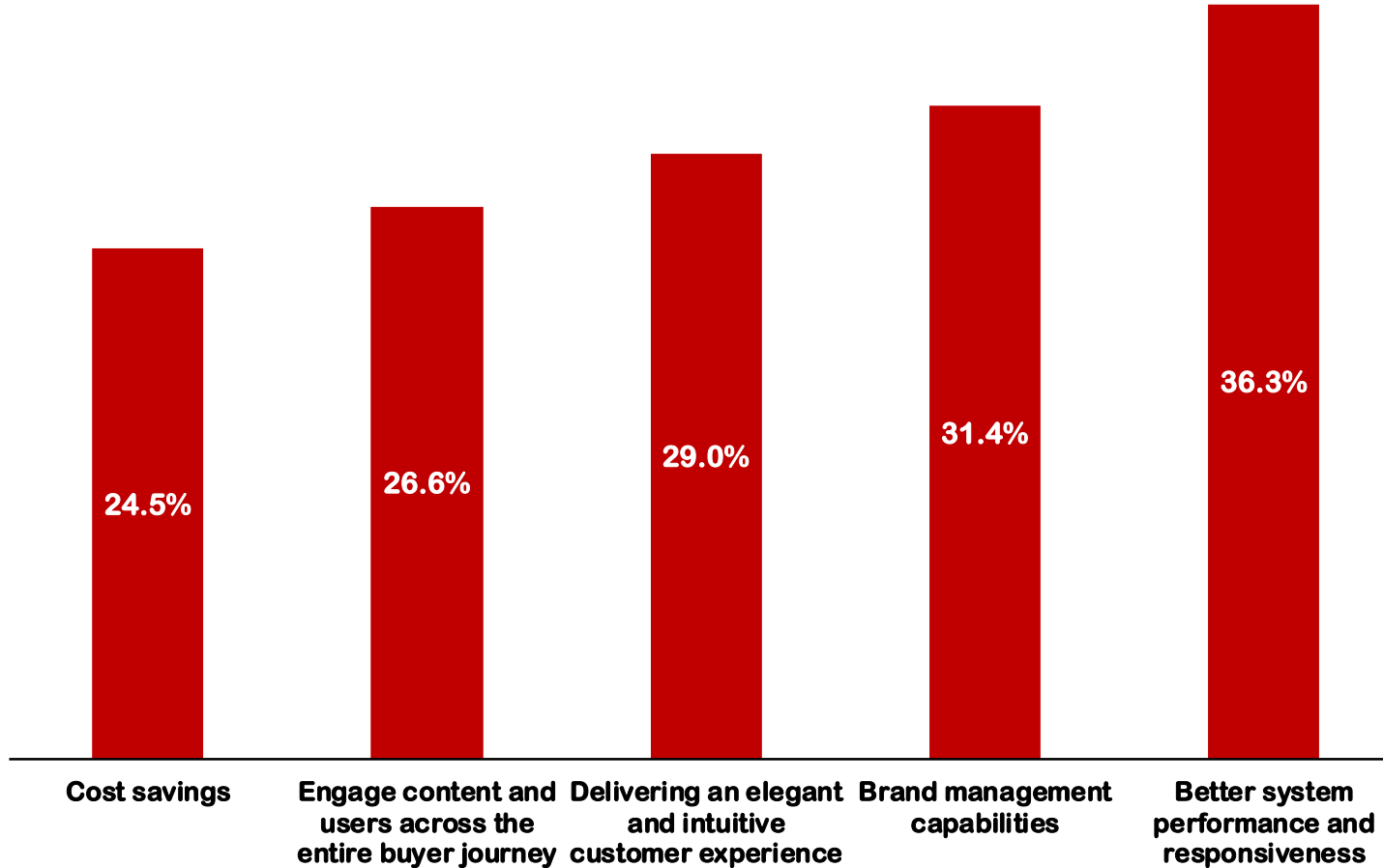
Our surveys and consulting work enable us to continually assess the maturity of marketing organizations (combination of organization, process and technology) and we observe these five phases.

Stand-alone DAM is a low-maturity project, most companies incorporate DAM into more advanced projects like DXM, Personalized Marketing or CEM.



RESEARCH:

DRIVERS AND ANTICIPATED BENEFITS FROM INVESTMENT IN DIGITAL ASSET MANAGEMENT



N = 1,412 Enterprise IT and Business Managers with budget responsibilities.

DAM customers want better system performance first and foremost. There are few first-time DAM buyers left and most Dam projects are now more about optimization.

We asked, “Which three key anticipated benefits are driving your investment in the Digital Asset Management automation space in the next 12 months?”.

After performance, the respondents chose **brand management**, **CX** and **buyer engagement** as the next priorities.

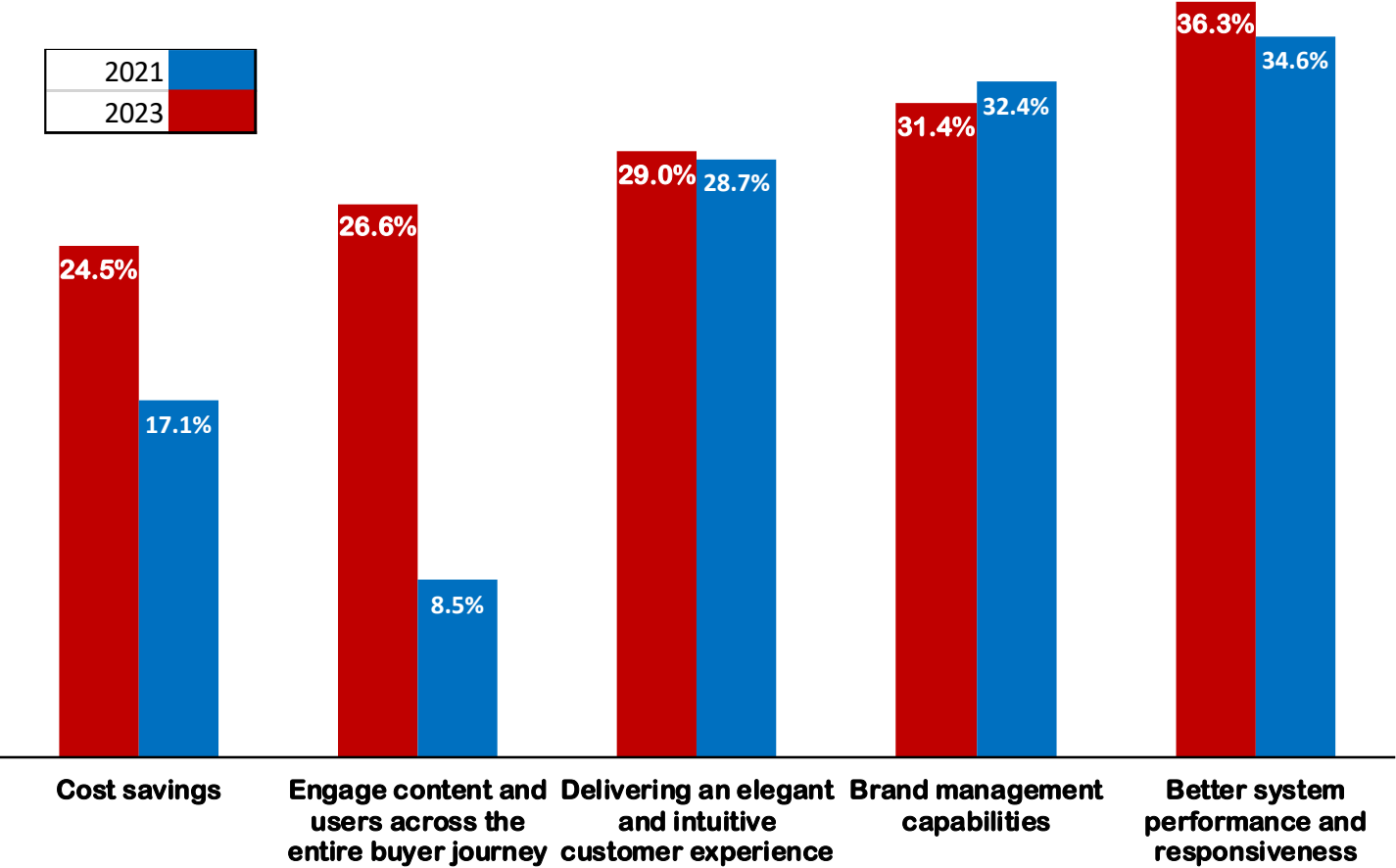
This reflects the strategic value of the DAM system within the new digital marketing standards expected in most companies.

Customers no longer need DAM, they crave for **great DAM**.



RESEARCH:

COMPARING DAM INVESTMENT DRIVERS TODAY AND 24 MONTHS AGO



N = 1,412 (2023) and 1,395 (2021) Enterprise IT and Business Managers with budget responsibilities.

We compared the top drivers in this survey to the same question 2 years ago.

While the top 3 drivers remain consistent, reflecting the maturity of the DAM market (few first-time buyers), two drivers have increased in importance dramatically.

Three times as many respondents now see DAM in the wider context of “the entire buyer journey”: website, marketing content, sales content, etc.. Cost savings is also now much more important.

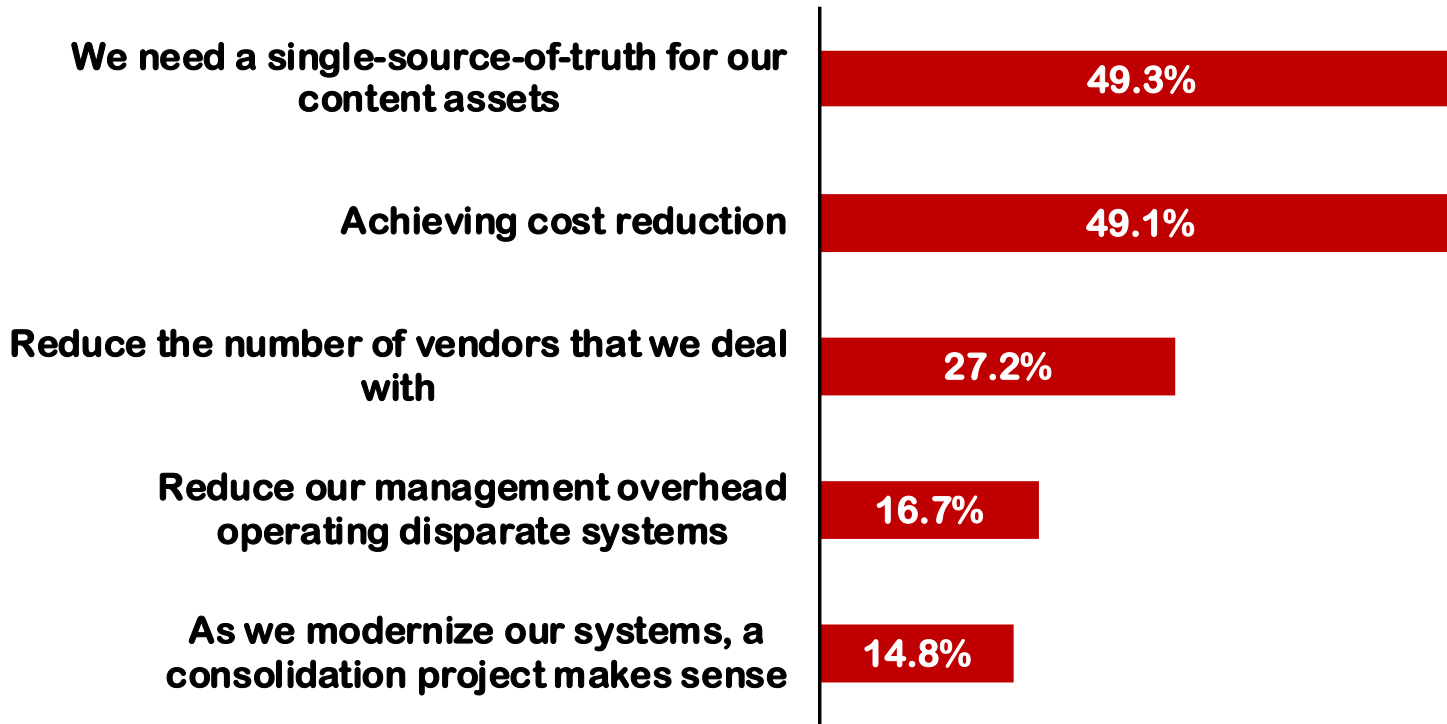
The two drivers that dropped out of the top 5 were “Cloud capabilities-SaaS” and “Implementing a mobile-first strategy”.

Buyers are most likely to engage with those DAM vendors whose market messaging addresses these priorities.



RESEARCH:

74% OF ALL RESPONDENTS ARE CONSOLIDATING DAM, FOR THESE REASONS



N = 1,114 Enterprise IT and Business Managers with budget responsibilities.

Three quarters of respondents confirmed that they want to consolidate their DAM systems.

We asked, “Are you consolidating your DAM, PIM and other content management systems and, if so, please state why by choosing the two option(s) that closely align to your objectives.”.

The top two reasons are **Single source of truth** and **Cost reduction**.

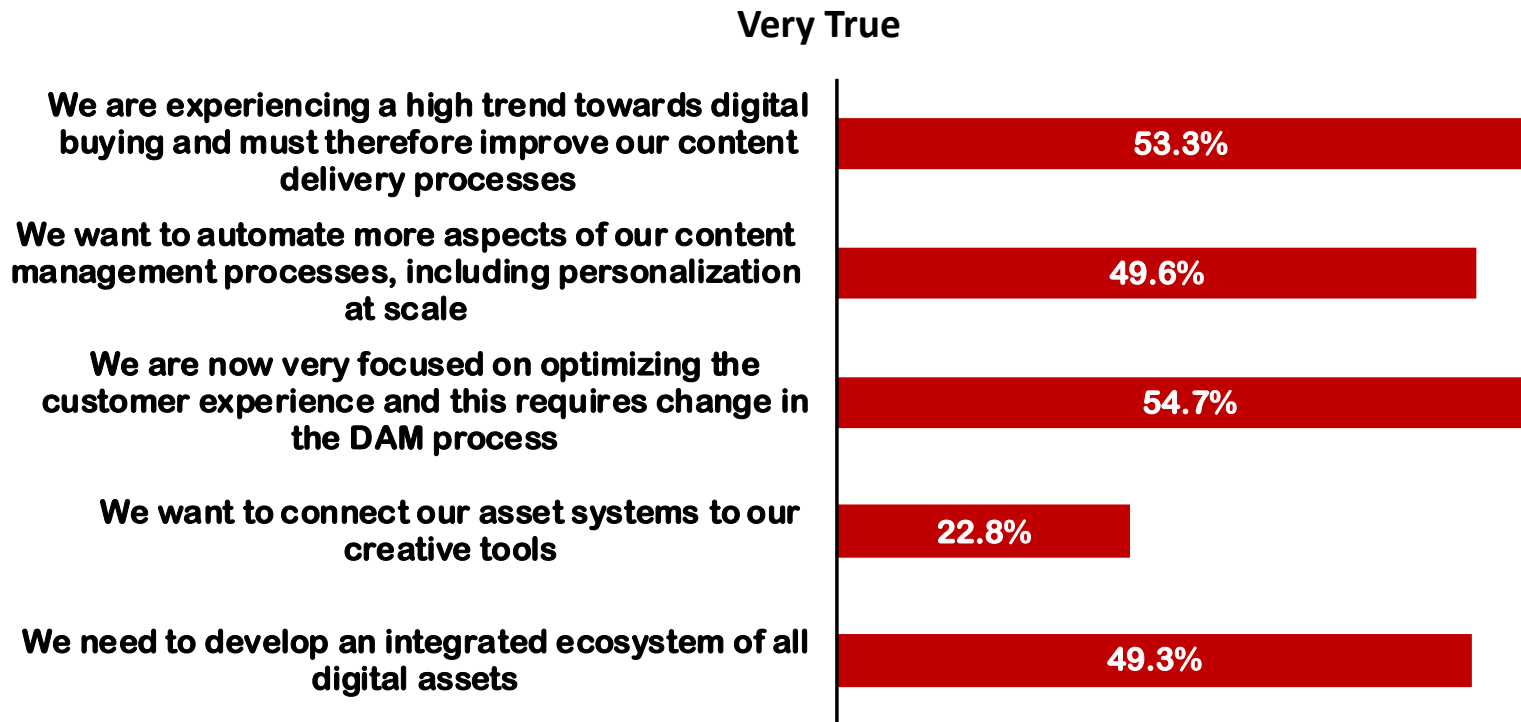
The priorities vary greatly by region. The Single Source reason is rated highest in North America (62%) while Cost Reduction is Europe’s top reason (61%).

Buyers are most likely to engage with those DAM vendors whose local market messaging addresses these priorities.



RESEARCH:

DAM IS CHANGING DUE TO THE DEMANDS OF DIGITAL MARKETING, ECOMMERCE, AND CUSTOMER PREFERENCE



N = 1,419 Enterprise IT and Business Managers with budget responsibilities.

Almost all respondents expect changes in their content asset management processes in the next years, due to the demands of digital marketing, eCommerce, and customer preference? systems.

We asked, “Please confirm each statement that applies in the following list by selecting one of the options.” (the options were “Not True”, “Somewhat True”, “Very True”.)

Over half of the respondents scored **CX** and **eCommerce** as top priorities for their DAM projects.

Just under half also scored **Personalization** and **Integration** as top priorities.

Buyers are most likely to engage with those DAM vendors whose market messaging addresses these needs.



INSIGHTS: TOP MARKET TRENDS 2023



Great DAM is the cornerstone of successful digital marketing.

Having an effective and efficient management process for all digital assets is now a high priority for the whole marketing organization, as confirmed in our survey of 1500 business professionals familiar with their DAM projects where 55% confirmed “We are now very focused on optimizing the customer experience (CX) and this requires change in the DAM process” as a Very True statement. The DAM vendors who are getting the highest traction are those who are able to talk about CX, digital experience and personalization and acknowledge DAM as a key enabler.



Next-gen DAM investments are driven by a massive uptake in e-commerce-related marketing.

DAM is no longer just storing assets in a static repository for retrieval into one-off campaigns. Companies around the world now need to automate the tailoring and delivery of images and videos at scale. Many have libraries of billions of digital assets and need split-second response and rendering, delivering dynamic experiences across direct mail, web, and email.

Next-gen DAM is also an organizational initiative: one of the keys to great CX is changing the culture from siloed to connected.



DAM search and tagging functions must leverage artificial intelligence capabilities.

Successful DAM solutions must have smart-tagging capabilities, which help creatives find the right digital asset much more rapidly than before. Leading-edge DAM use built-in AI tools for generic tagging or even machine-learning to develop and apply tags that are specific to each business or use case.

The systems also break content up into its smallest pieces (a process called atomization). Marketers then create a content piece once and replicate it, on multiple web properties, or in multiple versions of an email tailored to different audiences.



VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT



The Capterra website lists 479 DAM vendors in its directory*. These are the Top 15 vendors and/or brands as selected by 1,500 users from buyer companies based upon product, company and service quality.

VENDOR NAME	SOLUTION
ADOBE	Adobe Experience Manager (AEM) Assets
APRIMO	Aprimo DAM
UPTEMPO (BRANDMAKER)	BrandMaker DAM
BYNDER	Bynder Digital Asset Management
CANTO	Canto DAM, Cumulus
CELUM	CELUM Content Supply Chain Platform
CENSHARE	Censhare DAM
CLOUDINARY	Cloudinary DAM
CONTENTSERV	Contentserv
DIGIZUITE	Digizuite
HYLAND	Hyland Nuxeo DAM
NUXEO	Hyland Nuxeo DAM
OPENTEXT	OpenText DAM, OpenText Media Management
SITCORE	Sitecore Content Hub, part of Sitecore Experience Cloud
ACQUIA (WIDEN)	Acquia DAM

* See <https://www.capterra.com/digital-asset-management-software/>

NOTE: If a vendor does not respond, Research in Action will complete its scoring assessment based on analyst experience and desk research. The vendor's products and quick facts will be documented in the report, though a full vendor scorecard will not be written.

This listing is alphabetical and includes all relevant DAM solutions named by the survey respondents.

For this report we interviewed 1,500 enterprise IT and 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.

Additional vendors that were cited but did not list in the Top 15:

- BRANDFOLDER
- BRANDMASTER
- EXTENSIS PORTFOLIO
- TENOVOS
- WEDIA

Nuxeo which was acquired by Hyland in April 2022, offers a cloud-native, low-code content services platform that includes DAM functionality. Both brands were named in the survey and are scored separately.

In September 2021 Widen was acquired by Acquia, a digital experience company that empowers thousands of the world's most ambitious brands to create powerful websites, mobile applications, and multi-touch marketing campaigns.

Earlier this year, Brandmaker changed its name to Uptempo.



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?".








VENDOR SELECTION MATRIX™

EVALUATION CRITERIA

STRATEGY

Vision And Go-To-Market	30%	<ul style="list-style-type: none">› Does the company have a coherent vision in line with the most probable future market scenarios?› Does the go-to-market and sales strategy fit the target market and customers?
Innovation And Differentiation	30%	<ul style="list-style-type: none">› How innovative is the company in this market?› Does the solution have a unique selling proposition and clear market differentiators?
Viability And Execution Capabilities	15%	<ul style="list-style-type: none">› How likely is the long-term survival of the company in this market?› Does the company have the necessary resources to execute the strategy?
Recommendation Index	25%	<ul style="list-style-type: none">› Would customers recommend this vendor in this market to their peers?

EXECUTION			
 Breadth And Depth Of Solution Offering	30%	› Does the solution cover all necessary capabilities expected by customers?	
 Market Share And Growth	15%	› How big is the company's market share and is it growing above the market rate?	
 Customer Satisfaction	25%	› How satisfied are customers with the solution and the vendor today?	
 Price Versus Value Ratio	30%	› How do customers rate the relationship between the price and perceived value of the solution?	

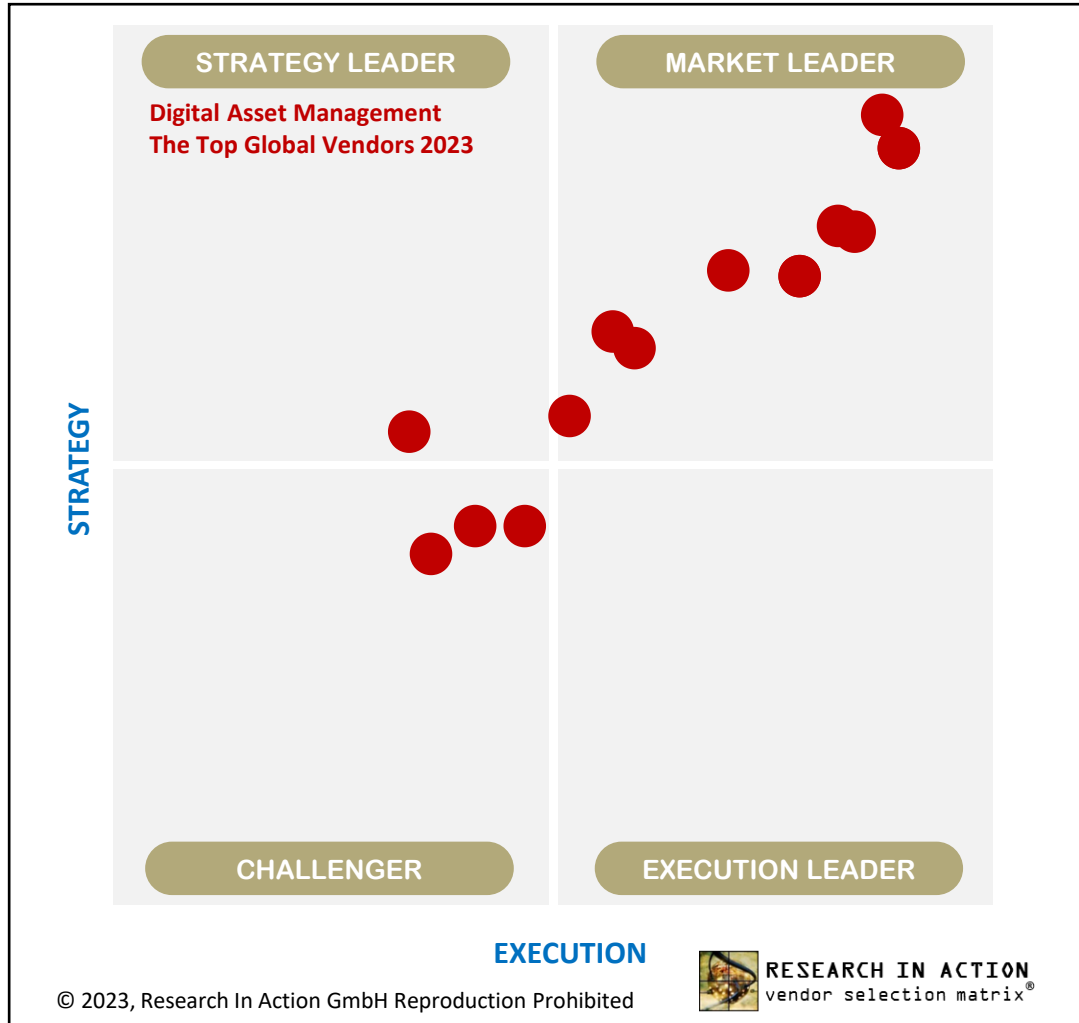
NOTES:

- 63% of the evaluation is based on the survey results, 37% is based on the analysts' assessment.
 - 40% of the evaluation is based on the survey results: (1) Recommendation Index, (2) Customer Satisfaction, (3) Price Versus Value.
 - 15% of the evaluation is based on the analysts' assessment: (1) Viability And Execution Capabilities, (2) Market Share And Growth.
 - 45% of the evaluation is based on a combination of survey results and analysts' assessment: (1) Vision And Go-To-Market (2) Innovation And Differentiation (3) Breadth And Depth Of Solution Offering.
- The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".



VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT



Market Leaders
ADOBE
APRIMO
UPTEMPO (BRANDMAKER)
BYNDER
CANTO
CELUM
CENSHARE
CLOUDINARY
DIGIZUITE
OPENTEXT
ACQUIA (WIDEN)

Strategy Leaders
NUXEO

Challengers
CONTENTSERV
HYLAND
SITECORE

Public version shown on the Research in Action website

Note: Vendors are listed alphabetically.

VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT SOLUTIONS

Adobe is a market leader for Digital Asset Management, enhanced with cutting edge intelligence to order, adapt and publish rich experiences across all of the customer journey.



GENERAL

ADOBE is the largest vendor focused on marketing software in the world, headquartered in California, and its DAM functions are offered within the Adobe Experience Cloud solution family. Built within the ADOBE Experience Manager (AEM) platform, though also available stand-alone, ADOBE's AEM Assets enables companies to source, manage and assemble digital assets. We estimate that some 2,000 enterprises use AEM Assets, the vast majority on its cloud-native AEM platform, now chosen by most new customers. ADOBE is already the traditional preferred vendor for content creation for most B2C companies and many B2B organizations and has the resources and strategy to build out this position in all areas of marketing process automation.

BOTTOM LINE

B2C and B2B marketers seeking a DAM solution, even stand-alone, should consider the ADOBE AEM platform. The vendor releases new DAM innovations within the product each month. If further ADOBE systems are installed, the advantages of using AEM are much more significant, as AEM is available as an embedded system to many other users in the marketing community. The native integration with Creative Cloud enable creatives to complete their work much faster and more efficiently. Through integration with Adobe Journey Optimizer, marketers can quickly and easily find the assets they need to create rich customer experiences.



VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT SOLUTIONS

Aprimo is a market leader for Digital Asset Management, providing DAM and work management software to optimize marketing operations, brand and content resources.



GENERAL

US-based Aprimo develops and sells DAM, marketing resource and marketing work management technology to enterprises. Its software is designed to help manage the behind-the-scenes activities involved in marketing. The vendor has over 400 employees with offices around the world. It is most successful in regulated industries such as FSI, Life Sciences, Medical devices and Pharma and services 25% of the top Global 1000 companies. With over 500,000 users, it is installed in over 50 countries and supports 20 different languages.

BOTTOM LINE

Aprimo is a good fit for most DAM scenarios, connecting content asset management to marketing planning, to marketing execution and even measurement. Although able to leverage an image as an established, experienced software company (it was founded in 1998 after all), it also has the most modern technology innovations as a “reborn-in-the-cloud” vendor, including Aprimo AI and Aprimo Insights. It continues to have strong financial backing and is led by experienced software vendor executives, so continued, even accelerated, growth for Aprimo is realistic.



VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT SOLUTIONS

Uptempo (Brandmaker) is a market leader for Digital Asset Management, bridging strategy and execution, providing real-time transparency and control over marketing assets.



GENERAL

UPTEMPO is a marketing operations software provider that offers a suite of solutions. The company is the result of a merger between three leading software providers, including BRANDMAKER, ALLOCADIA and HIVE9. This evaluation was based on BRANDMAKER, an UPTEMPO product, with extensive Digital Asset Management capabilities. UPTEMPO is headquartered in Texas, USA, and has just over 360 enterprise customers globally, most of which are challenged with marketing processes becoming more complex with more channels, subsidiaries, and a larger geographic spread.

The vendor has 280 employees and has enjoyed double-digit growth over the last few years.

BOTTOM LINE

UPTEMPO excels at enterprise-level brand management, including DAM, and was the preferred vendor for companies requiring consistent marketing fulfillment functions across hundreds of dealers, franchises or country subsidiaries. The organization offers comprehensive marketing operations software, from planning to execution and can integrate with any other DAM environment and thousands of other marketing, finance, or analytic tools. Across all industries, marketing organizations are becoming more process-oriented and focused on managing all their resources more transparently. UPTEMPO is extremely well positioned to take advantage of these new needs.



VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT SOLUTIONS

Bynder is a market leader for Digital Asset Management, bridging strategy and execution, providing real-time transparency and control over marketing assets.



GENERAL

Founded in 2013, BYNDER's HQ is in Amsterdam, NL, with major office hubs in the United States, Spain, UK, Australia, and UAE. The company's powerful, intuitive, and deeply integrated DAM platform unifies and transforms the creation, management, and distribution of marketing assets to power better content experiences in companies such as including Five Guys, Siemens Healthineers, Spotify, Puma and KLM, with 15+ billion image requests instantly served from BYNDER. In 10 years, it has grown from a bespoke solution for a single customer to a \$100+m ARR business. Its 500+ employees, known as 'Byndies'; possibly constitute the world's most extensive pool of digital asset management expertise, working with over 1.7M users across nearly 4,000 organizations.

BOTTOM LINE

One reason for BYNDER's popularity is the ease of use for the numerous light-users in Marketing that need to leverage digital assets. A "born-in-the-cloud" solution (not so common in the DAM market), its portal interface enables users to curate and expose assets and style guides to both internal and external stakeholders. Recently, BYNDER has expanded its solution to incorporate content workflows and deeper integration with marketing automation platforms. It has a customer net-retention-score of 107% and has strong financial backing; so continued, even accelerated, above market-average growth for BYNDER is realistic.



VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT SOLUTIONS

Canto is a market leader for Digital Asset Management, bridging strategy and execution, providing real-time transparency and control over marketing assets.



GENERAL

Founded in 1990, CANTO is a California-based SaaS platform that provides solutions such as digital asset management and data analytics for sectors including retail and healthcare. Fully focused on DAM, its market message is “All your Digital Assets. All in One Place”. Over 2,500 brands are using the product. It has over 200 employees in 16 offices in North and South America, Europe, Middle-East, Asia and Australia.

BOTTOM LINE

Voted a market leader by its users in this survey, CANTO is a good fit for companies in verticals like retail and non-profit organizations that need an easy way to curate and present assets to a wide range of users but not much more. The customer feedback is good, the 1,5000 enterprise managers interviewed in our survey scored it well for both vision and innovation. In the Research In Action Recommendation Index, CANTO achieved a precarious 95% “Yes” response.



VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT SOLUTIONS

Celum is a market leader for Digital Asset Management, equipping marketers with the right tools to create perfect product experiences across their entire content ecosystem.



GENERAL

Founded in 1999, CELUM is headquartered in Linz, Austria and is still led by its founder. CELUM's market focus is the DACH region (Germany, Austria, and German-speaking Switzerland). It has nearly 150 employees supporting over 900 customers with some 500,000 users managing over 100 million assets. CELUM positions itself in the context digital commerce where products deserve great presentation to prevail in their respective markets. It claims to solve this challenge with its Content Supply Chain Management Platform, allowing marketing and product teams to efficiently create, approve, manage, and deliver engaging product experiences in any channel.

BOTTOM LINE

CELUM is benefiting from the overall generous market growth in DAM projects. It continues to be profitable and continues to find new customers who are automating the process for the first time or reacting to recent market changes raising the importance of digital commerce in more traditional B2B markets like manufacturing and construction. It has a strong customer net-retention-score and solid financial backing; so continued market-average growth for CELUM is realistic. If the vendor would upstage its marketing and sales strategy, this growth could even be higher.



VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT SOLUTIONS

Censhare is a market leader for Digital Asset Management, enhanced with cutting-edge intelligence to order, adapt and publish rich experiences across all the customer journey.



GENERAL

This German vendor has long provided content marketing software and integration services to enterprises around the world and now supports some 11 Million assets for over 3,000 users on its Cloud-based omnichannel platform. CENSHARE has about 230 employees in offices in North America, around Europe and in India, and more than 350 customers, with the largest one having over 3,000 users. Promoting the concept of an “Omnichannel Content Platform”, it provides tools and processes to manage the more complex content challenges: with variations in content and delivery across regions, local markets, and channels. It is also part of a larger marketing software portfolio offered by its parent company United Technologies.

BOTTOM LINE

CENSHARE is now enjoying increasing success as many enterprises revise their DAM strategy and need a more robust solution, as proven in the survey. It is most successful when solving content challenges that require an integrated solution for DAM, PIM and CMS. Over the last years, the CENSHARE product set to become more of a platform, enabling partners and IT departments to connect project-specific modules. This makes an already comprehensive solution provider in the enterprise DAM and content management market even more relevant. It has a strong customer net-retention-score and solid financial backing; so, continued above-market-average growth for CENSHARE is realistic.



VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT SOLUTIONS

Cloudinary is a market leader for Digital Asset Management, reimagining DAM with a focus on flexibility, intelligent automation, and scale to meet the unique needs of today and tomorrow.



GENERAL

CLOUDINARY, in Santa Clara, CA, started in 2012 with image management and video as its core offering. In June 2018, it released a full-featured DAM solution and now has over 10,000 customers, with over 1.3 million users across a variety of sectors, including media, entertainment and travel. CLOUDINARY added over 1,000 new customers in 2022 around the world. The vendor now has more than 200 employees in five countries. It is revolutionizing visual media experiences by building a robust ecosystem populated with leading agencies, SIs, consultants and technology (ISVs) partners.

BOTTOM LINE

CLOUDINARY is born in the Cloud and best suited for businesses who use rich media to drive customer engagement and conversions. Marketers that understand how essential visuals are when connecting and engaging audiences will continue to take advantage of CLOUDINARY's offering in order to more easily create and deliver visual-rich experiences. What's striking about CLOUDINARY is the fact that its founders have bootstrapped it within 10 years to the point where it generates over \$100 million annual recurring revenue (ARR), all without any external funding.



VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT SOLUTIONS

Digizuite is a market leader for Digital Asset Management, helping clients to deliver content experiences at scale.



GENERAL

DIGIZUITE is a Denmark-based DAM company founded in 2000. It is focused on modern DAM challenges in the manufacturing, retail, and energy sectors; from midsize companies to large enterprises. Its DAM solution streamlines creative workflows, improve collaboration and enrich customer experiences and DIGIZUITE'S clients use the platform to deliver personalized, consistent and rich media content across different channels, geographies and verticals across the omnichannel. It can be strongly integrated with several Content Management and Product Information systems such as fellow Nordics vendors Optimizely and inriver. It also has integration modules for Adobe and Sitecore.

BOTTOM LINE

DIGIZUITE's strategic scalability initiatives were successful in 2022. Lead generation doubled YoY, building a strong pipeline and foundation for further growth and efforts to increase sales efficiency resulted in win-rate improvements from 14% in 2021 to 25% in 2022. Both new partners and existing partners contributed to accelerated growth in new customer acquisition. Product improvements reduce implementation time, reduce overall product costs and improve customer ROI.



VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT SOLUTIONS

OpenText is a market leader for Digital Asset Management, leading with content management technology to enable the IT department.



GENERAL

OPENTEXT is a Canadian vendor that has been in the DAM market for well over two decades. The vendor offers a range of software offerings in many markets — it tends to acquire large, mature, software vendors who are still earning significant maintenance revenues (Micro Focus/HP Software being the latest). One of its Clouds, the OPENTEXT Experience Cloud, includes the DAM solutions: OPENTEXT Media Management and OPENTEXT Digital Asset Management for SAP Solutions. The vendor has traditionally targeted customers in North America and Europe but is beginning to expand into APAC and the Middle East via partner resellers.

BOTTOM LINE

OPENTEXT messaging is primarily focused on the concept of Information Management, a very IT-centric view of the world. However, there is a large population of experienced, and satisfied, OPENTEXT customers and partners incumbent in many enterprise IT organizations and which will ensure that the vendor continues to be a leader in its market. Customer feedback is good, the 1,5000 enterprise managers interviewed in our survey are still somewhat impressed with both the OPENTEXT vision and innovation. In the Research In Action Recommendation Index, it achieved a more precarious rating with a 95% “Yes” response.



VENDOR SELECTION MATRIX™

DIGITAL ASSET MANAGEMENT SOLUTIONS

Acquia (Widen) is a market leader for Digital Asset Management, helping to manage complex content and build exceptional customer experiences.



GENERAL

The original firm was originally formed in 1948 as WIDEN Engraving and it now is well established as a SaaS DAM solution targeted at marketing professionals in medium to large enterprises. It serves nearly 900 organizations in 175 countries with the DAM solution hosted in AWS datacenters around the globe. In October 2021, it was acquired by ACQUIA, a digital experience company that empowers thousands of the world's most ambitious brands to create powerful websites, mobile applications, and multi-touch marketing campaigns. WIDEN can now take advantage of ACQUIA's larger resources, wider solution portfolio, and market reach.

BOTTOM LINE

ACQUIA WIDEN is a good fit for marketers who seek to drive efficiency across their operations and want to reduce friction with content-driven workflows and make digital assets ready to use anywhere. The Acquia installed base offers a great opportunity for growth. Indeed, since the acquisition, WIDEN has added nearly 200 new customers and enjoyed stellar business growth. Brands that use ACQUIA DAM include Best Buy, Campbell Soup Company, LG, T-Mobile, Panasonic and Zurich Insurance. The product roadmap and R&D investment has also been strengthened and will ensure that the vendor will continue to provide be a modern DAM solution.



APPENDIX: MARKETING PROCESS DEFINITIONS

- **ABM (Account-Based Marketing).** A process of leveraging collected behavioral and profile data on target companies (accounts) or even individual buying decision-makers.
- **Attribution Reporting.** The ability to recognize the contribution of individual pieces of marketing investment (campaigns, events, specific content assets) to business success. The success factors include metrics like deal progression through the funnel, deal value increase, deal velocity increase and deal closure.
- **BCM (Brand Content Management).** Process to control the brand messaging, from corporate brand to individual messaging statements around products. Companies in a more distributed (or local) marketing environment use BCM systems to manage content across internal organizations, subsidiaries, and/or all business partners.
- **CEM (Customer Engagement Management).** The full orchestration process, support by personalization, of providing and supporting an ongoing digital relationship with individual customers across the full customer lifecycle and organization.
- **Content Distribution.** Process and systems that collate, manage and distribute marketing content both from internal and external sources.
- **Content Marketing.** Publishing digital content on the company website but also on other sites to generate additional web traffic.
- **CRM (Customer Relationship Management).** In most companies, CRM was set by Sales Ops and/IT and has little marketing value. But integration to the CRM database is necessary for marketing/sales alignment.
- **DAM (Digital Asset Management).** The process of consolidating and aggregation of all data from disparate systems in the company about customers - a Marketing-led initiative to ensure the data unification project is focused directly on marketing requirements.
- **DXM (Digital Experience Management).** Creating and updating content, as personalized as possible to the consumer, and rendering it through all required digital communications channels (web, social, POS, etc).
- **eMail Marketing.** The process of setting up campaigns via eMail to purchased or built-up lists of contacts.
- **Lead Collection and Distribution.** The process of collecting and qualifying inbound marketing leads from the increased web traffic generated by content marketing. Distribution of appropriately leads to Sales.



APPENDIX: MARKETING PROCESS DEFINITIONS

- **MAP (Marketing Automation Platform).** Often called just “Marketing Automation”, especially in the US, this is the backbone process family to share content and run digital campaigns, nurturing and progressing leads through all digital channels.
- **MRM (Marketing Resource Management).** The budgeting and reporting processes consolidating management of all asset projects plus human and financial resources to support business analytics focused on the marketing organization.
- **MPM (Marketing Performance Management).** Dashboard and reporting that consolidates data from MRM, DAM and attribution reporting to list the financial return on individual and aggregated marketing investments.
- **Personalized Marketing.** Digital marketing programs that provide responsiveness and deep personalization.
- **PIM (Product Information Management).** Maintaining all product data on one system to optimize product presentation.
- **PRM (Partner Relational Management).** Processes around the channel partner (reseller, distributor, etc) relationship : recruitment, registration and classification, contractual details, information exchange, and more.
- **PMA (Partner Management Automation).** In an “as-a-service” business model based upon digital interactions channel partners are even more influential and advocational. As well as resellers/distributors, we have partners called affiliates, referrers, associations, commerce content providers, communities, groups, ambassadors, and more. PMA is the aggregation of PRM and TCMA.
- **SEM (Sales Engagement Management).** A process where marketers provide relevant digital assets to a salesperson to support their customer interactions, supported by training and coaching delivered on-demand.
- **Social Engagement and Advocacy.** Processes to manage and leverage interested parties within communities and on social media.
- **TCMA (Through-Channel Marketing Automation).** Management of brand content, plus programs and campaigns, promotions, and even leads, both down and up the distribution channel of business partners.
- **Universal Content Management.** Combination of content management, DAM and PIM into one common system of record and management. It-centric organizations call this Master Data Management.
- **WCM (Web Content Management).** The process of creating and updating content on the company website.



THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

Vendor Selection Matrix™ Disclaimer:

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About:

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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