

PREVIEW

WoodWing

A DAM buyer's guide

Everything you need to know about DAM -
from selection to successful rollout



Introduction

70% of software projects are deemed failures - wasting time, budget and energy you don't have to spare. Don't let that happen to your DAM selection and implementation project.

We've pulled together over 50 pages of expert insights and actionable advice, so you can select, implement and integrate your new DAM system successfully.

Discover how to

- Select the right DAM system with clarity and confidence
- Successfully implement your DAM and onboard users
- Integrate your DAM with other software for seamless workflows

What's included

- Our three most popular DAM downloads in one place.
- A checklist for choosing and implementing a DAM solution
- An in-depth roadmap to successful DAM implementation
- A guide to modern DAM integration methods

What you'll learn

- What to look for in a DAM system and why it matters
- How to properly plan and execute a software project
- Common pitfalls to avoid - to steer your project to success
- Change management tactics to improve adoption
- Ongoing DAM management for long-term ROI
- What can be integrated with DAM (spoiler alert: ANYTHING!)
- Different integration methods to streamline your systems

We hope you enjoy reading this guide. If you have any questions - or want to learn more about WoodWing's software and services, [get in touch](#).

A DAM buyer's guide

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Checklist: **choosing and implementing a DAM solution**



Introduction

Everyone loves a checklist. The ultimate in organization and getting things done.

Consider this checklist a series of signposts toward successful DAM implementation. It will show you what to do - and in what order - to maximise the outcomes of your project.

- Glance over the checklist now to get a sense of what DAM implementation involves.
- Then revisit it to plan your project and monitor your progress.

Remember this is just an overview. You'll find lots more detail about implementing DAM in Section 2 of this ultimate guide ([page 15](#)).

Choosing a DAM is an exciting first step towards the digital transformation of your asset management.

Correctly implemented and managed, a DAM will turn chaos into control, paving the way for enhanced collaboration, productivity, and brand consistency.

Implementing your DAM should be a fast and efficient process; usually completed in under 12 weeks.

Your software vendor - or their approved implementation partner - will lead the process. But you'll need to provide guidance on your needs, as well as manage the project internally.

Here's a checklist of things you'll need to consider and do when choosing and implementing a DAM solution.



STEP 1

Selecting your DAM



STEP 2

Project planning



STEP 3

Preparing for implementation



STEP 4

Communicating about your DAM



STEP 5

Onboarding and user adoption



STEP 6

Ongoing maintenance

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Selecting your DAM

Consult the right people - and ask the right questions - to ensure you choose the most suitable DAM solution for your business needs.

- Speak to your IT department to discuss viability, technical requirements, and available support
- Identify your product requirements - consider conducting a MoSCoW analysis of different user needs
- Research solutions, considering:
 - **Functionality** - does it meet the needs of your MoSCoW analysis?
 - **Ease of use** - intuitive software makes user adoption easier
 - **Integrations** - can it integrate with the rest of your software stack if needed?
 - **Cost** - make sure the cost aligned to your business needs
 - **Storage and scalability** - does it have capacity for your current and future needs?
 - **Security** - how will it protect your digital assets?
 - **Implementation support** - some vendors offer different levels of support
 - **Ongoing support** - how much help's included in your license agreement?
- Do demos of your shortlisted solutions

