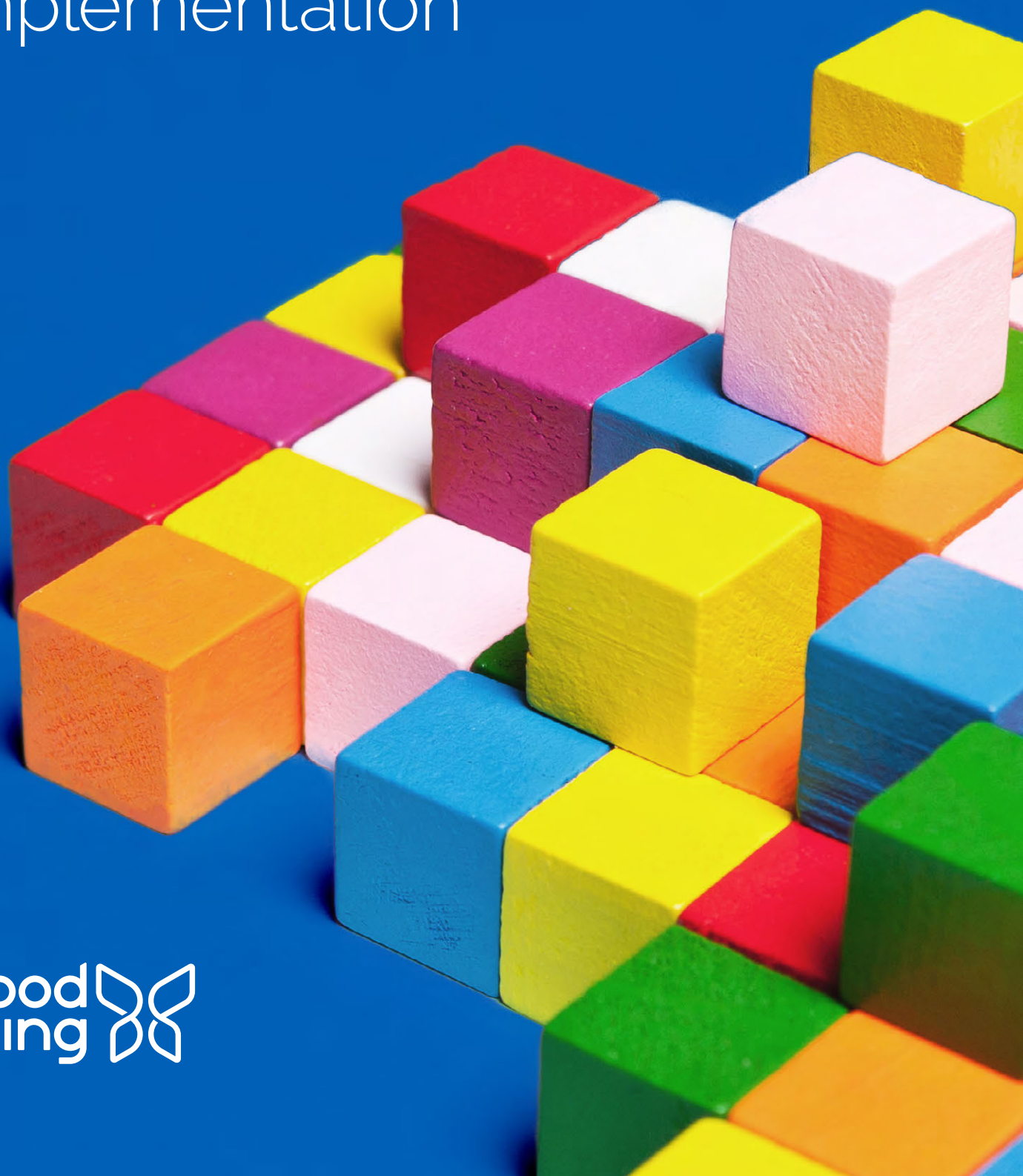


PREVIEW

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How to implement a DAM: a step-by-step guide for successful DAM implementation



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Contents

What are the next steps after selecting a DAM system?	3
Typical next steps in DAM implementation	4
1. Talk to your DAM vendor	5
2. Consider a DAM implementation consultant	6
3. Think now about ongoing maintenance	7
4. Decide your deployment method	9
5. Audit your digital assets	11
6. Make decisions about your data	12
7. Think about access and permissions	15
8. Set up and test your DAM	16
9. Plan the onboarding and rollout	17
Final thoughts	19

How to implement a DAM: a step-by-step guide for successful DAM implementation

So you've selected a DAM system. What comes next? Lay the foundations for long-term Digital Asset Management success with our comprehensive guide to implementing a DAM platform.

Implementing a Digital Asset Management system is a game of two halves. First, you lay the groundwork by assessing your business needs and narrowing down 100s of DAMs to the right one for you.

Then you need to actually get it off the ground. That means appointing the vendor, setting up the system appropriately, uploading your digital assets... and that's just the start.

According to McKinsey & Co, 70% of software projects fail. It's a figure that reflects the complexity of implementing and embedding new software.

Poor implementation planning, short-sighted strategy, and low user adoption can undermine ROI - meaning your business doesn't reap the benefits it's banking on.

Our in-depth guide will walk you through everything you need to consider when implementing a Digital Asset Management system - from taxonomy, data and governance, to user onboarding and change management.

So you can dodge common pitfalls in DAM implementation, steer the project to success, and achieve outstanding ROI.

Let's start with typical next steps and take it from there...



Typical next steps in DAM implementation

There are so many variables when implementing a DAM system. Different use cases, business priorities, and vendor methods mean every DAM implementation is different. But there are core steps that every business needs to take, regardless of their specific needs.

Here are nine actions you need to factor into your DAM implementation plan.

1. [Talk to your vendor about their processes and needs](#) - you'll need to work together for a successful DAM implementation
2. Consider whether you'd benefit from [appointing an implementation consultant](#) - this is most relevant to more complex implementation projects
3. Think now about ongoing [management and maintenance of your DAM system](#) - what's your strategy?
4. If it isn't dictated by the DAM system you've chosen, decide your [deployment method](#) - cloud, on-premises, or hybrid
5. Begin the process of [locating, consolidating, and prioritizing assets for upload](#) - they could be spread all over your organization!
6. [Make decisions about your data](#) - think metadata, taxonomy, and controlled vocabulary
7. Think about [access and permissions](#) - who gets to do what within your DAM system?
8. [Set up and test your DAM](#) - before preparing to roll it out to all users...
9. [Plan the onboarding and rollout](#) - to minimize resistance and maximize user adoption

Now you've got an overview, let's explore some of these in more detail.

