

PREVIEW

WoodWing

Next-gen DAM
integrations:
**integrating DAM
using iPaaS and more**



wood
wing 

Summary

This guide seeks to answer any questions you have about integrating your Digital Asset Management system with other software.

For example:

- What workflows and efficiencies can DAM integration unlock?
- Digital Asset Management integrations - how do they actually work?
- What's the best approach to integrating software like DAM and PIM?
- What does the next-gen of DAM integration tools have to offer?
- Which integration method is best for my current DAM set-up?

So if you're wondering what DAM can usefully integrate with, the implications of cloud and on-premise hosting for integrating your DAM, or the relative pros and cons of iPaaS vs serverless technology, you're in the right place.

About WoodWing

WoodWing is a technology company that helps agencies, publishers, and brands tell their stories. We build solutions that enable teams to efficiently work together on creative output. Originally serving the publishing industry, our solutions are increasingly being adopted by agencies and marketing teams, as their storytelling demands begin to resemble those of traditional publishers.

Next-gen DAM integrations: integrating DAM using iPaaS and more

Why integrate DAM with other software?	4
What can DAM be integrated with?	5
We call it Content Orchestration	6
Content Orchestration maturity model	7
DAM deployment methods	9
1. On-premises vs cloud DAM	
2. On-premises vs cloud - how they differ for DAM integrations	
Key requirements for DAM integrations	12
DAM integration technology recommendations	13
1. Serverless	
2. iPaaS	
How DAM integrations work	15
1. What are APIs?	
2. What are webhooks?	
2. DAM-PIM integration example	
What to look for in a cloud DAM	17
Final word on DAM integration	19

Why integrate DAM with other software?

The days of DAM being a standalone software - with limited functionality - are long gone. DAM has proved its worth way beyond the simple storage system it started out as.

In an age of always-on, omnichannel content, DAM has become the engine room of content creation.

DAM's rapid asset upload, application of metadata, near-instant asset discoverability, and secure online sharing make it a key driver of operational efficiency. And for businesses swimming through a tsunami of content and digital assets, that means competitive advantage.

However, the benefits of DAM don't stop there. Digital Asset Management integrations - that allow DAM to be integrated with other software - increase the efficiencies further.

Friction between systems is a leaky part of any production pipeline. Disconnected systems cause delays, duplicated work, and confusion.

So creating a seamlessly integrated system - where work flows smoothly and there are no gaps to fall into - improves both efficiency and productivity.

