

# DIGITAL ASSET MANAGEMENT MARKET - COMPETITIVE ANALYSIS

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# 1 INTRODUCTION

## 1.1 MARKET DEFINITION

Digital asset management (DAM) is a software application that provides a centralized hub to facilitate easy storage, organization, discovery, management, distribution, and analysis of digital assets, such as images, videos, designs, audio, animations, and 3D content of an enterprise. Departments, including Human Resources (HR), Information Technology (IT), sales and marketing, and creative operations and website management, use DAM to collaborate and manage digital assets.

TechTarget defines DAM as a business process application for organizing, storing, and retrieving rich media assets, such as photos, music, videos, animations, podcasts, and other multimedia content, and managing digital rights and permissions.

Brandfolder defines DAM as a software application that acts as a Single Source Of Truth (SSOT), enabling organizations to easily store, organize, find, manage, distribute, and analyze their digital assets.

### 1.1.1 MARKET SEGMENTATION

## DIGITAL ASSET MANAGEMENT MARKET

 <p><b>BY COMPONENT</b></p> <ul style="list-style-type: none"> <li>▪ Solutions</li> <li>▪ Services                     <ul style="list-style-type: none"> <li>• Consulting</li> <li>• Integration &amp; Implementation</li> <li>• Training, Support, and Maintenance</li> </ul> </li> </ul>	 <p><b>BY ORGANIZATION SIZE</b></p> <ul style="list-style-type: none"> <li>▪ SMEs</li> <li>▪ Large Enterprises</li> </ul>	 <p><b>BY DEPLOYMENT TYPE</b></p> <ul style="list-style-type: none"> <li>▪ On-premises</li> <li>▪ Cloud</li> </ul>
 <p><b>BY BUSINESS FUNCTION</b></p> <ul style="list-style-type: none"> <li>▪ Human Resources</li> <li>▪ Sales &amp; Marketing</li> <li>▪ Information Technology</li> <li>▪ Other Business Functions</li> </ul>	 <p><b>BY VERTICAL</b></p> <ul style="list-style-type: none"> <li>▪ Retail &amp; eCommerce</li> <li>▪ BFSI</li> <li>▪ Manufacturing</li> <li>▪ IT &amp; Telecom</li> <li>▪ Media &amp; Entertainment</li> <li>▪ Government &amp; Public Sector</li> <li>▪ Travel &amp; Hospitality</li> <li>▪ Healthcare</li> <li>▪ Other Verticals</li> </ul>	 <p><b>BY REGION</b></p> <ul style="list-style-type: none"> <li>▪ North America</li> <li>▪ Europe</li> <li>▪ Asia Pacific</li> <li>▪ Middle East &amp; Africa</li> <li>▪ Latin America</li> </ul>

*Note: Other business functions include website management and creative operations.*

*Other verticals include education, real estate & construction, and energy & utilities.*

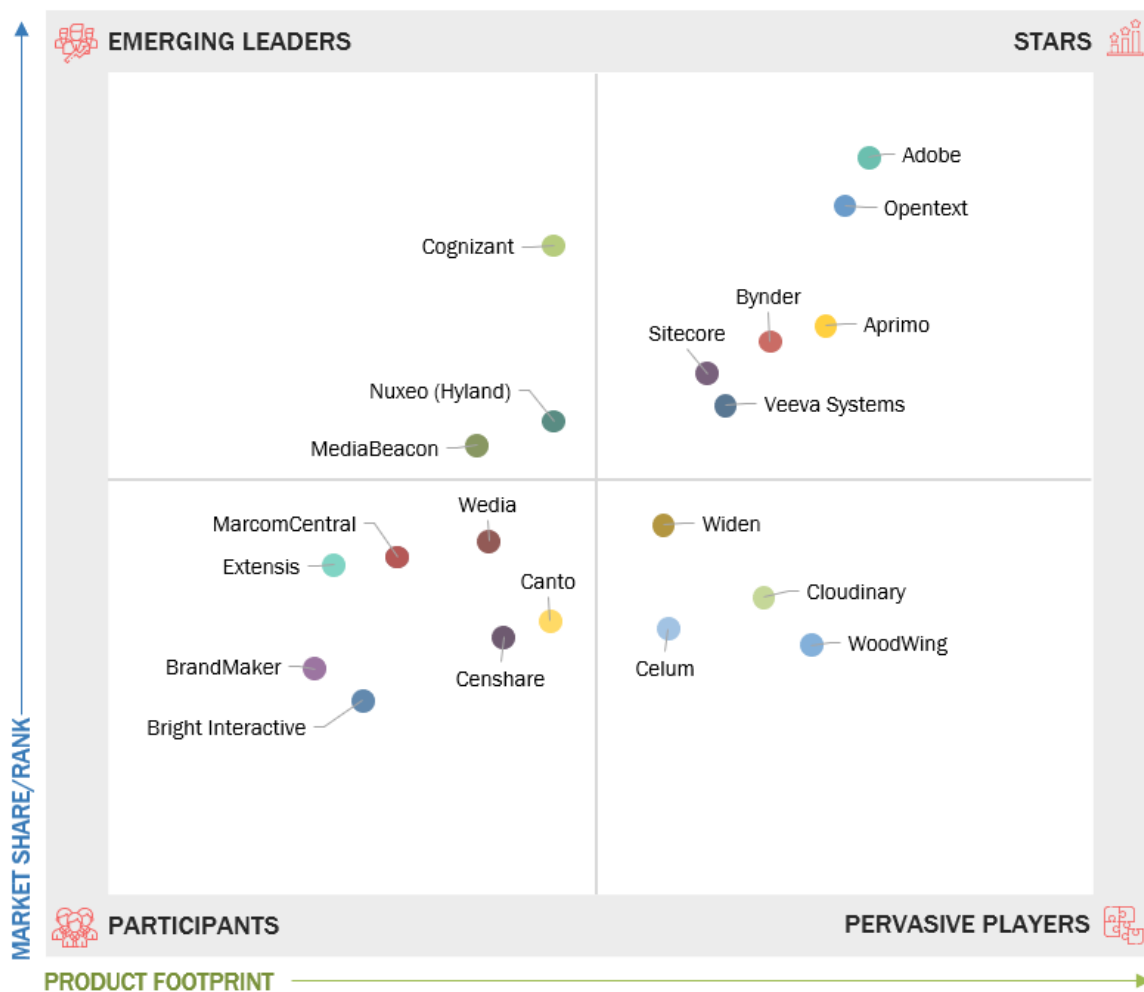
*Source: Secondary Literature, Interviews with Experts, and MarketsandMarkets Analysis*

## 2 COMPETITIVE LANDSCAPE

### 2.1 KEY PLAYER EVALUATION QUADRANT

The competitive evaluation quadrant includes the company evaluation matrix of key players operating in the market to understand each player’s performance. It features the market analysis of key DAM players based on their offerings.

**FIGURE 1** KEY PLAYER EVALUATION QUADRANT, 2022



Notes: The positioning of companies in different categories is based on the companies’ breadth of product offering, product features and functionality, delivery, scalability, support, geographic reach, industry coverage, channel strategy and fit, and inorganic growth strategy in the market.

The companies in the quadrant are major contributors to the DAM market share. Most of these have been in the market for more than ten years and also have a direct presence in more than two regions.

Secondary research and in-depth primary interviews conducted with key industry leaders have contributed to this analysis.

Source: Annual Reports, Investor Presentations, Third-party Databases, Vendor Interviews, Channel Partner Interviews, Independent Subject Matter Experts, Associations, Company Datasheets, Press Releases, Company Websites, Government Websites, Vendor Surveys, and MarketsandMarkets’ Adjacent Market Repositories

## 3 COMPANY PROFILES

### 3.1 INTRODUCTION

The DAM market is highly fragmented. In addition, the market is witnessing new entrants and comprises many small and medium-sized players, primarily leading to noticeable market fragmentation. The vendors have innovated their solutions with the changing business needs by embracing new technologies, such as cloud, data analytics, AI, and ML, which make DAM offerings more effective. They have a strong geographic footprint and partner ecosystem to cater to various customers.

### 3.2 KEY PLAYERS

#### 3.2.1 WOODWING

##### 3.2.1.1 Business overview

WoodWing is a global leader in multichannel communication and publishing, as well as digital asset management software, and provides the solutions businesses require to fully realize the potential of their content both on-premises and in the cloud. Thousands of publishers, brands, and creative and production agencies use WoodWing's solutions to stay competitive, capitalize on new opportunities, and grow their businesses by developing and monetizing their content in print, online, and mobile. WoodWing Integrations is a collaborative effort between WoodWing authorized solution partners A&F Systems AG, PubliQare, and Evolved Media Solutions. This system integrator collaboration aims to maximize the value of WoodWing solutions for both the WoodWing Partner Community and WoodWing customers. Together, they provide tried-and-true tools and plugins for WoodWing Assets, Enterprise Aurora, and Inception to assist media, publishing, and marketing organizations in Europe, the Middle East, and Africa in optimizing content creation and asset management processes.

American Airlines, Oldcastle, Delta Faucet, PricewaterhouseCoopers, Bogner, Lonza, Munich RE, Sky, Schaeffler Technologies, Swiss Re, Warner Music, Yamaha, Charterhouse Production, Grey, Hill and Knowlton, KSM, Kirchhoff Consult are among WoodWing's customers. Detailresult, El Corte Inglés, The Home Depot, Migros, and Coop are among the retailers.

**TABLE 1** WOODWING: BUSINESS OVERVIEW

Founded	2000
Country	Netherlands
City	Amsterdam
Ownership	Private

Source: Company Website

### 3.2.1.2 Products offered

**TABLE 2** WOODWING: SOLUTIONS/SERVICES/PLATFORMS OFFERED

CATEGORY	SOLUTION/SERVICE/PLATFORM	DESCRIPTION	APPLICATION
DAM	WoodWing Assets	WoodWing Assets is a DAM software that connects to hundreds of adjacent tech tools via its advanced integration platform, WoodWing Connect, including seamless integration with its multichannel content creation solution, WoodWing Studio.	Solution
DAM	WoodWing Swivle	WoodWing Swivle is a simple DAM solution that meets the needs of small to medium-sized teams. It is ideal for businesses that want a flexible, feature-packed DAM without committing to an expensive, enterprise-scale system because it's quick to set up and simple to use.	Solution

Source: Company Website and Product Data Sheet

### 3.2.1.3 Recent developments

#### 3.2.1.3.1 Deals

**TABLE 3** WOODWING: DEALS

MONTH AND YEAR	DEAL TYPE	COMPANY 1	COMPANY 2	DESCRIPTION
March 2020	Acquisition	WoodWing (Netherlands)	Main Capital Partners (Netherlands)	WoodWing, a content orchestration specialist, was acquired by Main Capital Partners for a majority stake. WoodWing would be able to use the investment to expand its Content Orchestration platform and accelerate growth in its key brand and publisher target segments.
November 2019	Partnership	WoodWing (Netherlands)	BuzzFeed (US)	BuzzFeed, the world's leading tech-powered media company, collaborated with WoodWing to develop a DAM solution for BuzzFeed's millions of photos, illustrations, and other digital assets.
October 2019	Partnership	WoodWing (Netherlands)	Editpress (Luxembourg)	Editpress partnered with WoodWing to produce print and digital content. The collaboration was with the solution partner, A&F WoodWing Enterprise would be used to create and publish content online and in print across four titles, and WoodWing Elvis, a DAM solution, will be used to store and manage assets across multiple titles.

October 2019	Partnership	WoodWing (Netherlands)	Gyldendal (Denmark)	Gyldendal, Norway's largest book publishing house, collaborated with WoodWing to implement its DAM system with solution partner PubliQare. WoodWing's DAM solution will be at the heart of the organization's content workflow, acting as a Content Services Platform to serve the appropriate variant of assets for digital and print.
January 2019	Collaboration	WoodWing (Netherlands)	Coca-Cola (US)	Coca-Cola European Partners increased operational efficiency and collaboration with Elvis DAM. CCEP replaced its legacy photo library with WoodWing Elvis DAM, now its sole file repository for uploading, tagging, and managing digital assets. Furthermore, the new DAM solution simplified sharing of relevant product materials and graphics with customers and external marketing agencies to create necessary marketing materials. The new solution would employ approximately 400 people.

Source: Press Releases

### 3.2.1.4 MnM View for WoodWing

WoodWing is one of the major players in the DAM market, with a market presence of more than two decades. MarketsandMarkets has identified WoodWing as a pervasive player in its Company Evaluation Quadrant for 20 key players for 2022 in the global market. As a pervasive player, it has a strong product footprint in the DAM market with stand-alone products, such as WoodWing Assets and WoodWing Swivle. The products are feature-rich and are catered to multiple users across various industries and end users, such as publishers, agencies, retail & eCommerce, supermarkets, manufacturing, and business associations. With such a strong product footprint, WoodWing stands alongside Adobe, OpenText, Aprimo, and Bynder.

WoodWing engages in various growth strategies, such as product enhancements, partnerships, and acquisitions. In June 2021, the company strengthened its Enterprise Information Management position through a strategic combination with Expansion (Netherlands), supported by Main Capital Partners (Netherlands). With the addition of the previous acquisition of Scienta, WoodWing has enhanced its Enterprise Information Management solutions by incorporating document management and archiving capabilities through the newly established business combination.

Further, WoodWing has excelled in business strategy excellence compared to numerous other players, through its multiple partnerships and collaborations, including Coca-Cola (US), Gyldendal (Denmark), Editpress (Luxembourg), and BuzzFeed (US), among others. With the extensive industry coverage, continuous product enhancement efforts, and business strategies, MarketsandMarkets anticipates that the company will gain market revenue share over the forecast period.



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