



## TRANSFORM CREATIVE ASSETS INTO DIGITAL EXPERIENCES

Images, videos and music have been shown to deliver the highest levels of engagement. Effective management of rich media assets at scale - video, photos, interactive graphics, audio - requires more than ad-hoc tools and processes, or the base capabilities of a CMS. A Digital Asset Management (DAM) system is needed to scale effectively. Do-it-yourself (DIY) collaboration via email or IM is inexpensive to implement but doesn't provide the centralized management, streamlined discovery, governed workflows, and predictability that fit into today's martech environment. This increases risk with a lack of asset visibility, uncontrolled user access, licensing vulnerabilities and non-compliant branding. Alternatively, legacy digital asset management point solutions derived from Dot-com era enterprise content management (ECM) have cumbersome user experiences, are expensive to maintain and don't "play nice" with today's martech ecosystem. Organizations running these systems are long overdue for an upgrade.

### Introducing Acquia DAM

Acquia DAM is a cloud-based Digital Asset Management solution that works effortlessly with Acquia Open Digital Experience Platform to provide workflows, organization, and access of creative asset files for use in digital experiences.

Acquia DAM supports digital marketers and creative professionals (internal designers and external agencies) by simplifying content workflows, reduces content production costs, increases operational efficiencies, improves brand consistency and helps enforce rights management, enabling organizations to engage their markets more quickly and efficiently.

**ACQUIA**  
EXPERIENCE DIGITAL FREEDOM

- **71%** of marketers surveyed are producing **10x** the amount of assets today than they did just a few years ago
- DAM users have seen a **28% DECREASE** in asset creation costs
- **49%** surveyed say DAM eliminated awkward review, commenting, and approvals processes
- **62%** say DAM alleviates difficulties sharing assets with external collaborators
- **53%** say DAM improves visibility into project status

## Acquia DAM Key Capabilities

Acquia DAM is a cloud-based Digital Asset Management solution that works effortlessly with Acquia's experience platform to provide workflows, organization, and access of creative asset files for use in digital experiences. Acquia DAM supports digital marketers and creative professionals (internal designers and external agencies) by simplifying content workflows, reduces content production costs, increases operational efficiencies, improves brand consistency and helps enforce rights management, enabling organizations to engage their markets more quickly and efficiently

**Centralized Creative Asset Library:** Acquia DAM becomes the 'single source-of-truth' for the most up-to-date, approved rich media files for use across the organization.

- Cloud-based SaaS delivery and intuitive web interface requires minimal end user training
- Asset expiration tracking notifies asset owners of pending take-down

**Acquia Digital Experience Platform Integration:** Digital experiences built with Drupal in Acquia's ecosystem can make use of creative assets directly from Acquia DAM

- Seamless integration between Acquia DAM and Drupal
- Creative assets can be easily used with Acquia Cloud, Site Factory and Acquia Personalization

**Connected Workflows:** Keep everyone in sync throughout the creation of assets by designing, reviewing, and approving of the same source asset.

- Easily configured multi-step workflow approvals for different types of assets with built-in approval notifications, escalations and auto-approvals
- Tasks and project status updates across multiple assets being development

**In-line Collaboration and Proofing Tools:** Marketers can provide specific feedback as their asset is being created to get to a better end result faster.

- Comments and graphical markups directly on proof copies of images and video frames with historical learning
- Pixel-based image overlay compares two version of an asset

**Brand Portals:** Create microsites to give users secure access to files in a simplified interface to search, filter, and download approved assets quickly.

- Group assignments control access to collections of creative assets
- Portals can be branded to match the look and feel of the organization

### Flexible Creative Asset Organization

Organizations can organize assets the way that makes most sense for them depending on how the DAM is being utilized and the types of files being managed.

- Intuitive folder hierarchy with group permissions for controlled access
- Powerful taxonomies and keyword options
- Machine learning algorithm provides keyword suggestions for uploaded images based on a 150+ million image library

### Dynamic Templates for Self-Service Updates

Dynamic Templates enable your end users to customize or localize your marketing materials for different audiences or regions while maintaining brand consistency.

- Graphic designers create locked-down Dynamic Templates in Adobe InDesign
- Business users (non-graphic designers) can modify specific images and text fields

- *Reduction of duplicating assets that already exist*
- *Easy to find approved assets*
- *Higher-quality assets delivered to digital experiences faster*
- *Improved collaboration between teams responsible for creating assets*
- *Consistent brand experience across channels*
- *Intuitive self-serve access for internal and external people*
- *Reduced legal and financial penalties by use of expired assets*

## CONTACT US

To see how Acquia DAM can help you drive more personalized relationships with your customers, please visit [www.acquia.com](http://www.acquia.com) or contact us directly at **888.922.7842** or [sales@acquia.com](mailto:sales@acquia.com) to learn more or see a demo.