

# DAM SELECTION REQUIREMENTS

## Important Questions to Ask on Every Digital Asset Management Demo

This guide highlights questions to ask on a digital asset management demo, to match your requirements to the vendor’s offering. It will give you clear insight into whether any given vendor can help you solve your business problems and meet your goals.

Fill out the “My Requirements” section ahead of time with your specific needs, and fill in the “Vendor Solution” section with vendor answers during the demo.

QUESTION	MY REQUIREMENTS	VENDOR SOLUTION
<i>Platform</i>		
What platform does the DAM reside on? (Microsoft Azure, AWS, private servers, etc.)		
Can I select a data center in my area?		
What operating systems are supported? (PC, Mac, etc.)		
<i>Core Features</i>		
What types of files do I need to store (videos, photos, 3D files, etc.)? Does the DAM manage and support them?		
What types of search and filter options are available?		
What files can I preview in full-screen?		
What files can I edit within the system?		

QUESTION	MY REQUIREMENTS	VENDOR SOLUTION
<b>Core Features</b>		
What types of metadata can I tag my assets with?		
Am I able to control asset versions?		
How intuitive is the system? Will all necessary users be able to use it easily?		
What asset sharing and transforming options are available (can you change file types and sizes)?		
<b>Accessibility</b>		
How many users do I get with my subscription? What's the cost per user?		
How many permission groups are available? Are they customizable?		
Am I able to restrict specific folders or assets?		
<b>Integrations</b>		
Is there a mobile app available?		
What integrations are available? Can the vendor's integrations meet my needs?		
Do I have access to an Open API?		
<b>Security</b>		
Does the vendor meet the level of asset security and IT standards my organization requires?		
What back-up/disaster recovery systems are in place? Are my assets stored anywhere else geographically?		

QUESTION	MY REQUIREMENTS	VENDOR SOLUTION
<b><i>Security</i></b>		
What relevant compliance and certifications does the vendor have?		
<b><i>Support</i></b>		
How often can I reach support? Are there any additional costs?		
What's the process for onboarding? How much does it cost?		
How do I get additional training? What's the cost per training session?		
Do I get a dedicated customer success rep?		
<b><i>Additional Questions (Fill In For Your Specific Use-Case)</i></b>		

“Don’t be shy about asking to meet the people beyond the sales team before you buy. There’s so much you can learn about your potential [DAM] vendor and the software solution they propose by meeting them and assessing not only their expertise, but the chemistry between your team and theirs.”

-Anna Cotton, CMS Wire