Revolutionize content management with Wedia: *going beyond DAM*

Gain a competitive edge with your content by maximizing how it is created, stored, distributed and tracked.

E-Book offered by **wedia**

Introduction

The way in which consumers interact with brands has seen significant change in recent years. No longer satisfied in having a simple in-store experience, consumers want to have a joined-up, omnichannel interaction with their favorite brands. With the average person using around **seven different social networks per month**, the content that a brand puts out on its LinkedIn for example, must be different from that on Instagram, in order to truly entice its followers and build meaningful interactions.

The result of this is of course that brands are having to produce a significant amount of visual content, which can be adapted and tailored to different platforms and audiences. Whether it's videos, infographics, podcasts or stunning visuals, brands now must keep pace with consumers' appetite for new formats. Creating, storing, distributing and tracking these assets is no mean feat and marketing and communication professionals are turning to various software tools to support them in their daily activities. Indeed, finding the right tools to support their content strategies is paramount to their success.

> In this special e-book, we look in detail at the power of a Digital Asset Management (DAM) system and explore how it can become a key ally for marketing and communication teams as they work to stand out from the crowd.

Louise McNutt

Marketing Content Manager,
Wedia

Summary

What exactly is a Digital Asset Management?

01 *The basics: a DAM definition*

We have seen over recent years an exponential explosion in the content being published by brands across the world. With the range of channels and platforms available to consumers, from ecommerce sites to social media profiles, consumers are spoilt for choice when it comes to choosing their preferred communication channel.

Brands are as such responding to the ongoing growth in communication channels by pushing out more and more advanced content, expanding the repertoire of format types, from animated videos to podcasts. This of course doesn't come without its challenges, as the marketing and communication teams responsible for this content output have to not only manage its production but ensure that it is effectively stored, referenced, shared and tracked.

This is where a DAM system steps in as an impressive tool in supporting a company's content and marketing strategies. Bringing together a specific set of functionalities which go beyond a mere asset storage platform.

Companies can harness the robust storage system of a DAM platform, which uses Artificial Intelligence (AI) technology for enhanced meta tagging and indexation. Added to this, the system can be used to manage, distribute and track a plethora of media files including images, videos, audio recording, 3D files and videos. This wide-ranging set of abilities make it a perfect partner for the B2C, B2B or B2B2C sectors.
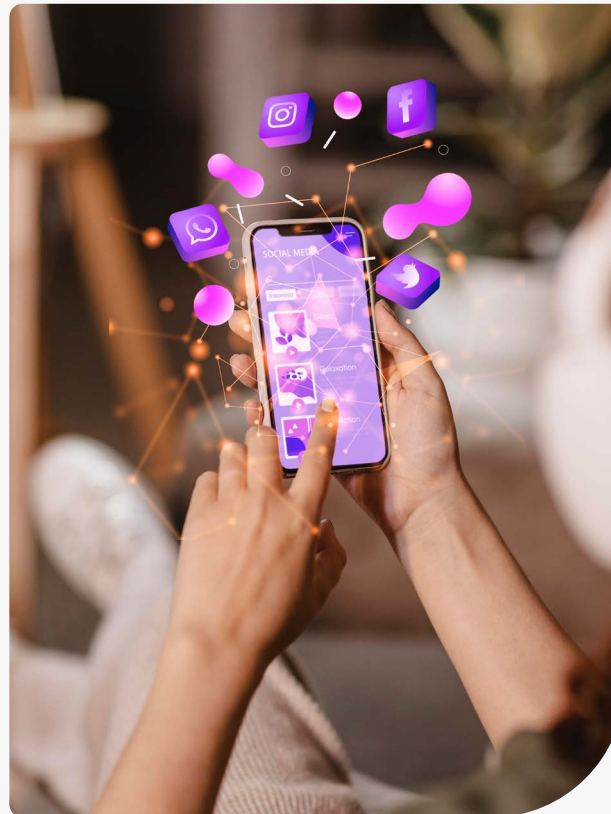
Get the full rundown of what a Digital Asset Management system looks like.

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02 *Does size matter? Understanding different types of DAMs*

When choosing a DAM system adapted to a business's needs, it is fair to say that not all DAMs are created equal. From basic offerings used to simply centralize assets to much more advanced tools which form part of an organization's digital transformation strategy, choosing the right one requires careful consideration.

Let's take a look at the different shapes and sizes:

Basic DAM functionality: suitable for small to medium-sized companies seeking to centralize asset management with features like bulk ingestion, tagging, and simple transformations.

Moderate DAM functionality: targeted for medium to enterprise-sized businesses and offering advanced features such as integration with marketing tools, multi-department workflows, and cloud-native applications.

Advanced Digital Asset Management functionality: particularly beneficial for multi-product, multi-brand or multi-region organizations, this DAM system supports an organization's drive for digital transformation with capabilities like global deployment, AI-driven tagging, and real-time multichannel distribution.

Discover which DAM system is right for you.

READ MORE ❯

03 The history of DAM: from media library to advanced content management system

We have seen over the years how DAM systems have evolved from their inception, a reflection of how organizations have come to store, organize and distribute their digital assets.

The first iterations of DAM systems emerged as far back as the late 1980s, when companies needed a system to store digital media. At this stage the systems, now referred to as DAM 1.0, were very basic repositories used to simply store files such as images, videos and documents, without any additional features.

As the rise in content and various formats began to gain traction, and of course when the World Wide Web became available to the general public in 1993, there was a significant need for DAM technology to keep pace. As such, in the late 1990s and early 2000s, DAM 2.0 emerged. This version saw the integration of metadata management, version control, and workflow automation, which gave organizations the ability to better organize, collaborate on, and distribute digital assets.

With the internet now in full swing, digital marketing took off and in the mid 2000s, DAM 3.0 came into play. At this stage of DAM, users were able to benefit from enhanced interoperability and integration with other digital marketing tools and platforms, such as Content Management Systems (CMS), Customer Relationship Management (CRM) systems, and social media platforms.

Cloud computing and Software-as-a-Service (SaaS) solutions then shook up the DAM industry, as systems became cloud-based, meaning that DAMs could provide much greater scalability, accessibility and flexibility. Brands could therefore manage their digital assets with greater efficiency and in a much more cost-effective manner.

At its current stage, DAM systems are incorporating new technological advances such as AI and machine learning. This means that enhanced features are being added to these sophisticated systems like

auto-tagging, facial recognition, and content analysis. The way in which assets can now be categorized and distributed has as such become incredibly accurate.

As DAM systems keep up with the latest innovations in order to help drive business growth, there are many new features being added, such as Generative AI to help create assets from within a DAM system, as well as detailed analytics tools. Indeed, the DAM sphere is one which continues to evolve, in constant movement as it works to support organizations in managing and leveraging their digital assets effectively.

04 *What can a DAM do for you?*

A DAM solution is one that sits across multiple teams, catering to various needs and requirements. One of its strengths is the ability to promote collaboration by bringing multi-skilled teams together for a marketing project: providing unique functionalities for different skills within an organization.

Let's take a look at how different parts of a marketing and communication team can benefit from a DAM platform:

Brand specialists and CMOs:

Brand specialists or Chief Marketing Officers (CMO) are on the hunt for a tool that makes finding all assets seamless, as well as consolidating an entire MarTech stack.

Using a DAM system associates all marketing materials and campaigns into one location, and therefore being able to control how they respect brand guidelines set out by a company. What's more, acting as a SSOT, any changes to assets will be visible in real time -across the DAM platform, so all users will be up to date with any changes, allowing for full control over the modifications made by teams across a company.

Creative and UX Teams:

For Creative and UX Teams, time can be lost when having to cater to recurring requests for asset production, where only small adjustments need to be made.

With a DAM solution, Creative and UX teams can build approved templates which are then able to be dynamically customized by teams across an organization. Thanks to Web-to-Print and inDesign integration, brand consistency and control over each template can be maintained.

Creative and UX teams are freed up to work on more creative projects, whilst ensuring brand consistency is respected through the sharing of approved templates, which can be changed for language or cultural adaptations.

Product Manager:

For e-Merchandising Product Managers, the e-Commerce site is of key importance. Customers coming to the website must as such find a visually appealing and fully functioning platform that entices them.

How to achieve this? With high-quality, optimized visuals. By working with a DAM solution, the Product Manager brings packshots, campaign materials and product descriptions together into one place. This results in all teams having access to the same materials, which are then easily distributed across a brand's various channels.

Whether a customer views an e-Commerce site on a phone, tablet or computer, their experience remains unchanged, giving them a consistent interaction with the brand.

Performance marketing:

Performance marketing specialists are focused on giving the customer the best experience possible, which means providing them with optimal content and being able to track how the customer is interacting with this.

With a DAM tool in place, Performance Marketing experts can build their content projects from within one platform, uniting internal and external teams and having full control over the creation, distribution and tracking of their assets.

Working as a **Single Source of Truth (SSOT)**, a DAM system publishes one asset across multiple platforms, meaning all campaigns are managed from a central hub. With integrated analytics, Performance Marketing professionals can monitor exactly how each asset performs and make the necessary adjustments.

IT:

IT teams need to ensure that the digital tools that their company is using are optimized and secure.

A DAM system like Wedia's offers a single-tenant deployment model, meaning performance, security and maintenance are prioritized.

When selecting a DAM solution, it must slot into the current MarTech stack that a company has, and this is something IT professionals will be looking into. A sophisticated DAM system therefore is one that can provide full marketing and technology stack integration, whilst being able to adapt to offer tailor-made solutions to connecting tools.
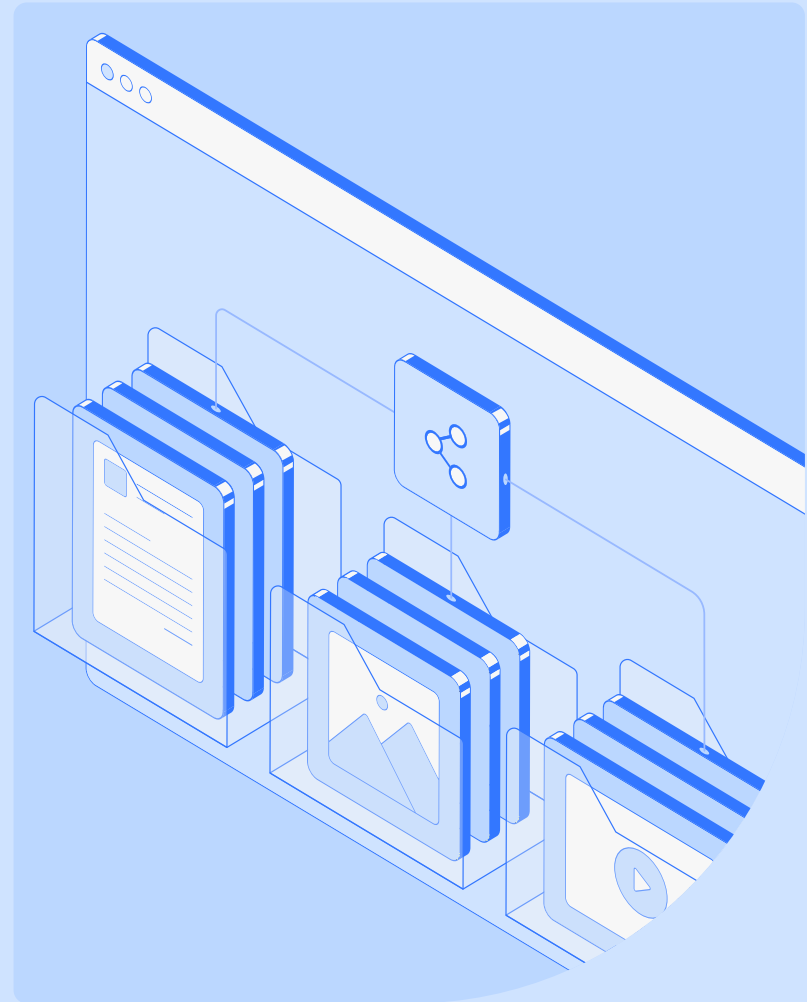
The Wedia
DAM offering

Wedia's DAM is a complete solution to cover all content marketing challenges. Here we look in detail at the various components of the DAM and how they come together to form a system which responds to our clients' ever-evolving needs.

01 *How has the Wedia DAM been built?*

Wedia's DAM is a powerful tool that consolidates a carefully built set of functionalities that enable companies to organize, store and share their digital assets.

Supporting content marketing strategies across a range of different companies and industries, Wedia's DAM allows users to manage media files such as images, videos, audio recordings, 3D files and videos. Acting as a SSOT and slotting effortlessly into a company's existing MarTech stack, the DAM solution elevates how content is created, distributed and tracked - promoting collaboration and reducing the amount of dispersed tools for managing content.

Case study: ENGIE chooses Wedia to centralize assets and create Single Source of Truth.

ENGIE, the world's third-largest energy group, serves 24 million customers globally with 151,000 employees in 70 countries. The company focuses on low-carbon power generation, energy infrastructure, and customer solutions.

Previously, ENGIE used multiple content management platforms that failed to meet their needs, particularly in brand communication. These platforms were cumbersome, outdated, slow, and often produced inaccurate search results. Additionally, they had limited, complex statistical views and suffered from compatibility and performance issues.

To address these challenges, ENGIE sought a centralized content management solution that could meet its international requirements, gather all content on a single platform, offer powerful search capabilities, and ensure full compatibility between the DAM system and the Office suite. ENGIE identified Wedia's DAM solution as the ideal choice.

Wedia's scalable enterprise solution offers:

- Five distinct user profiles (administrator, validator, contributor, external agency, and user in consultation portal).

- The ability for ENGIE to pre-verify and authorize all users who can upload content to the DAM.

- Support for all media file types, regardless of size (photos, videos, audio files, documents, etc.).

- Seamless compatibility between the DAM and CMS, with assets accessible directly from the CMS via the Wedia Content Picker (Pro edition).

With Wedia's DAM, ENGIE centralized its content, establishing a SSOT for its subsidiaries and business units across 70 countries. This solution enhanced the coordination of communication operations globally.

The integration of Wedia's DAM with ENGIE's 2,700 websites and the Wedia APIs enables users to easily share, manage, and distribute thousands of resources worldwide, providing an unparalleled digital experience.

Why has Wedia's DAM been built this way?

Wedia's journey began in 2010 and since then the company has worked with a large range of different companies and organizations from various industries including Decathlon, Bayer and Total Energies.

Over the last decade, Wedia has strived to understand the challenges and pain points that current and future clients face. As such Wedia has built a DAM system that in addition to having core DAM functionalities, continues to evolve in order to incorporate new technologies, innovations and market changes.

The main challenges faced by clients:

Asset volumes increase:

Content in all its forms is increasing, as consumers switch between platforms, consuming videos, podcasts and infographics in order to interact with brands.

Companies as such must keep pace and manage increasingly large volumes of diverse content, delivering it to their market quickly and efficiently.

Multi-touchpoint customer experience:

Customers are now moving between various means of communication with brands. Whether it's an in-store interaction or watching a TikTok video, customers want to have the same experience with a brand anywhere and everywhere. This means protecting brand image through clear brand guidelines and having a seamless approach to publishing assets across different channels.

Protecting compliance issues:

For certain sectors such as pharmaceutical, finance and alcoholic beverages, there are clear compliance regulations that they must respect. All content that they publish must be carefully verified to ensure respect of legal guidelines. These sectors therefore need to create content in a highly controlled environment.

Growing digital tools:

In order to meet the growing digital interactions that consumers are looking for, companies must invest in an array of different tools and software: CMS, CRM, PIM and more. Managing these tools, particularly when multiple users are involved, can not only be time consuming but hard work. Having a system that provides seamless integration is therefore necessary.

02 The sum of all parts: the main features of Wedia's DAM

Wedia has worked to build a DAM system which encompasses a wide range of features that perfectly complement the needs of businesses from different industries. So what exactly makes up Wedia's DAM?

Build your content projects from scratch

The Creative Workflow feature promotes collaboration by making it possible for all members of a project team (internal and external) to access a dedicated project workflow. Assets can as such be uploaded, modified, commented on, and approved with the relevant team members having a clear overview of the project's status.

Added to that teams can streamline the creation of their content and publish finalized, approved assets straight to their DAM.

About Creative Workflow

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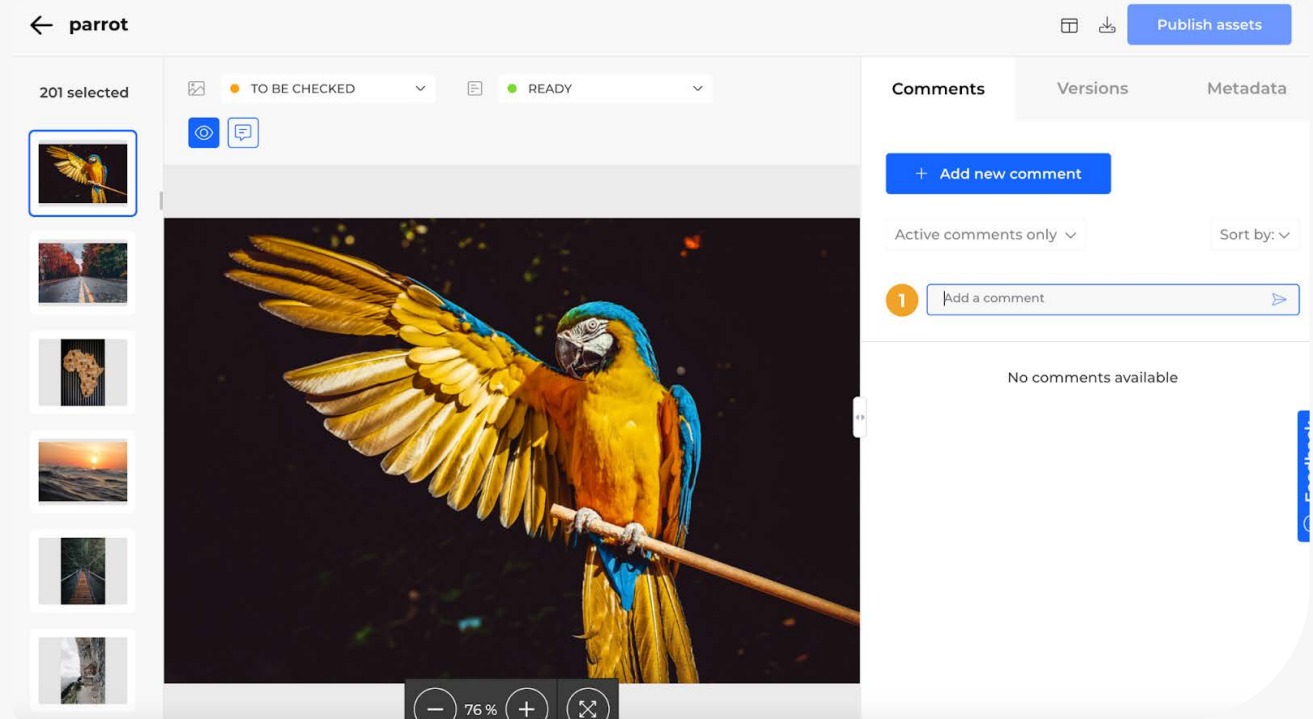
WEDIA'S CREATIVE WORKFLOW FEATURE

Tailored content repository for the intricacies of any organization

The robust content repository offered by Wedia allows companies to manage their ever-growing portfolio of media assets such as images, videos, documents and 3D files.

With the added benefit of AI-powered search and classification tools, users are able to quickly and easily locate the asset they are looking for.

A secure and centralized hub for storing media, teams need only to access one platform rather than wasting time sending links or attachments.

Need to organize a huge volume of assets?

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A solution built to protect your assets

For companies spread over markets, locations and brands, controlling the usage of assets by different users can be tricky. With Wedia's DAM solution, personalizing how the system is segmented is intuitive. User permissions and rights can be established for various profiles (employees, business units, partners or resellers) meaning each user only sees the media relevant to them.

Copyright information is also added to each asset - so users know exactly when and how they can use it.

Find out more about tailor-made segmentation

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Advanced DAM for robust digital rights and security management

Staying in control of regulatory and brand compliance is of critical importance, particularly for highly regulated sectors like finance and pharmaceutical. By integrating a system that allows for personalized permissions and tagging, legal and compliance teams can be involved in the validation process of any public content that a company is putting out.

The progress and version changes of any assets can as such be carefully monitored and to take asset protection even further, watermarking and video tokenization can be used to protect the release of assets.

Understand more about legal compliance

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Seamless integration across your entire MarTech ecosystem

Organizations work with a variety of tools and software. From the Microsoft suite to social media platforms, CMS and PIM, these tools need to perfectly integrate with a DAM system in order to promote seamless navigation.

With Wedia's DAM, users don't have to waste time downloading and uploading assets but will be able to drag and drop assets from the DAM within Microsoft Office, the Adobe suite, Figma or Canva, streamlining the creation of content, from documents to packaging designs and social media posts.

Interested to know more?

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AI-powered DAM to automate content tagging and repurposing: freeing you from routine tasks

Marketing and communication teams can often get bogged down with mundane tasks such as tagging assets, which can lead to inconsistencies and errors, resulting in assets not being found. Thanks to AI integration, assets are autotagged - meaning they are correctly labeled & perfectly indexed. Added to that, if teams can't find the right asset for their campaigns, they can create it with Wedia.ai, the Generative-AI (Gen-AI) tool which is built into Wedia's DAM.
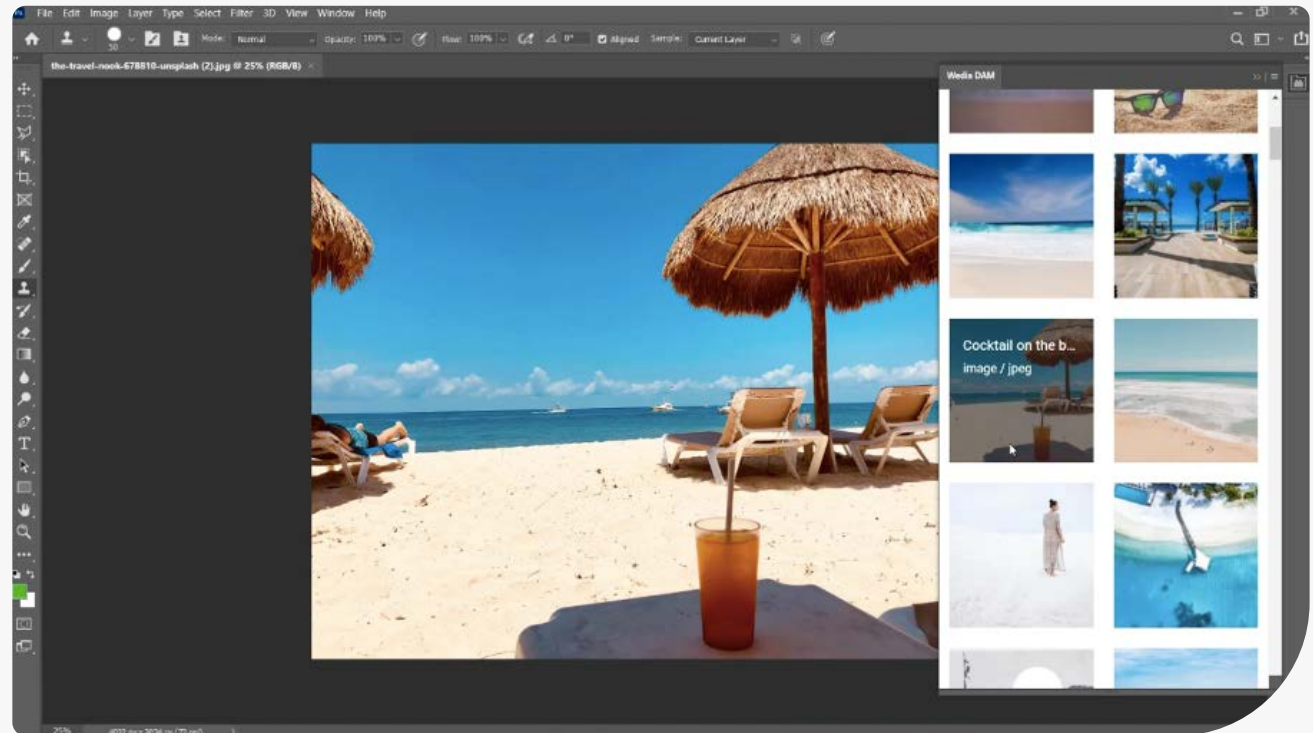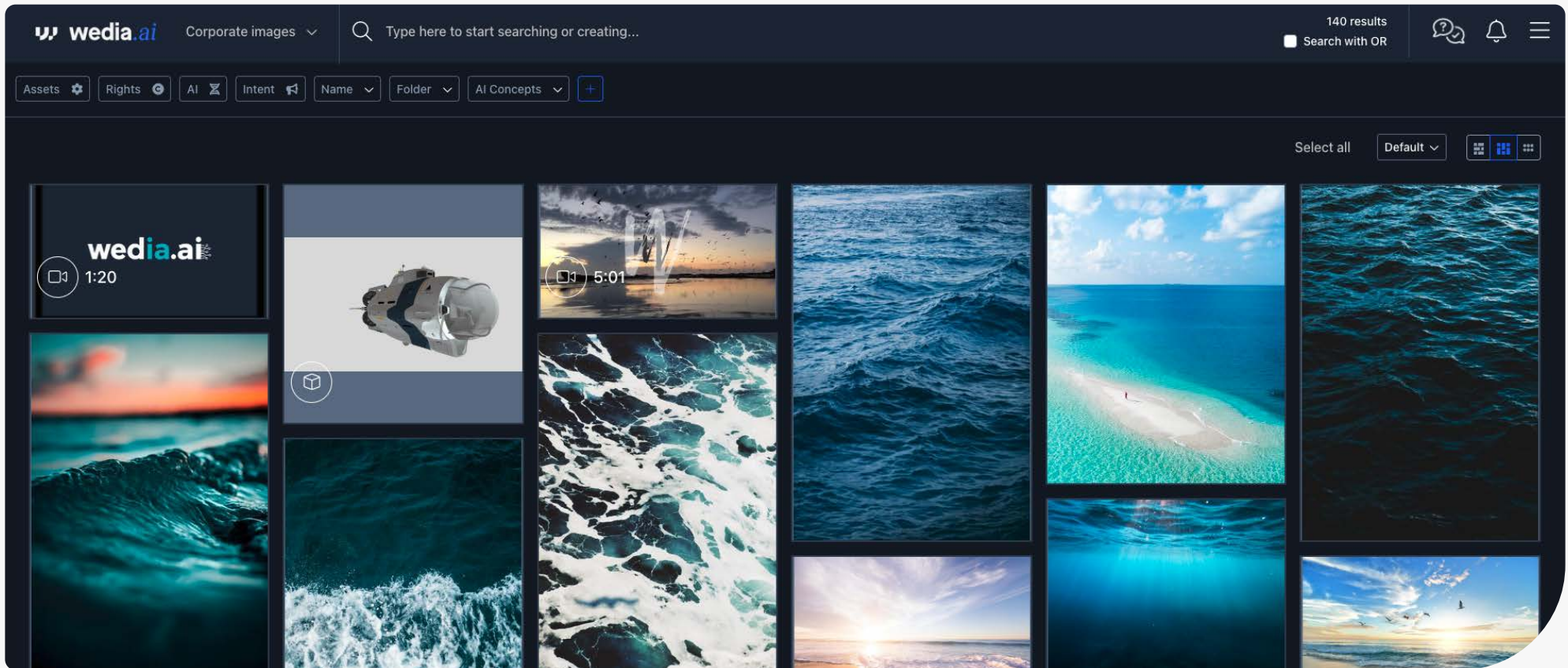

EDIT AND UPDATE AN IMAGE
FROM YOUR DAM WITHIN PHOTOSHOP

Automate your DAM and content creation

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Get a full understanding of Wedia's DAM offering

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Creative workflow

- ✓ Asset versioning and editing
- ✓ Multiple workflows
- ✓ Online editing of content
- ✓ Collections, «boards» and bookmarks

Robust content repository

- ✓ Multiformat (Photos, Videos, 3D)
- ✓ Asset uploading
- ✓ Indexing (metadata)
- ✓ Vocabulary management
- ✓ Search and results
- ✓ Folder and product navigation (by folder or by product family)

Tailor-made segmentation

- ✓ Multilingual
- ✓ Digital rights management
- ✓ Data modelling capabilities

Legal compliance

- ✓ Approval process
- ✓ Audit trail

Brand center

- ✓ Brand guidelines, logos, brand assets
- ✓ Document templates

Content picker - universal connector

- ✓ Adobe edition - Indesign, Photoshop
- ✓ Office edition - Word, PowerPoint

Artificial Intelligence

- ✓ AI-powered indexing
- ✓ AI custom networks
- ✓ Generative AI (text, image, video)
- ✓ Machine learning
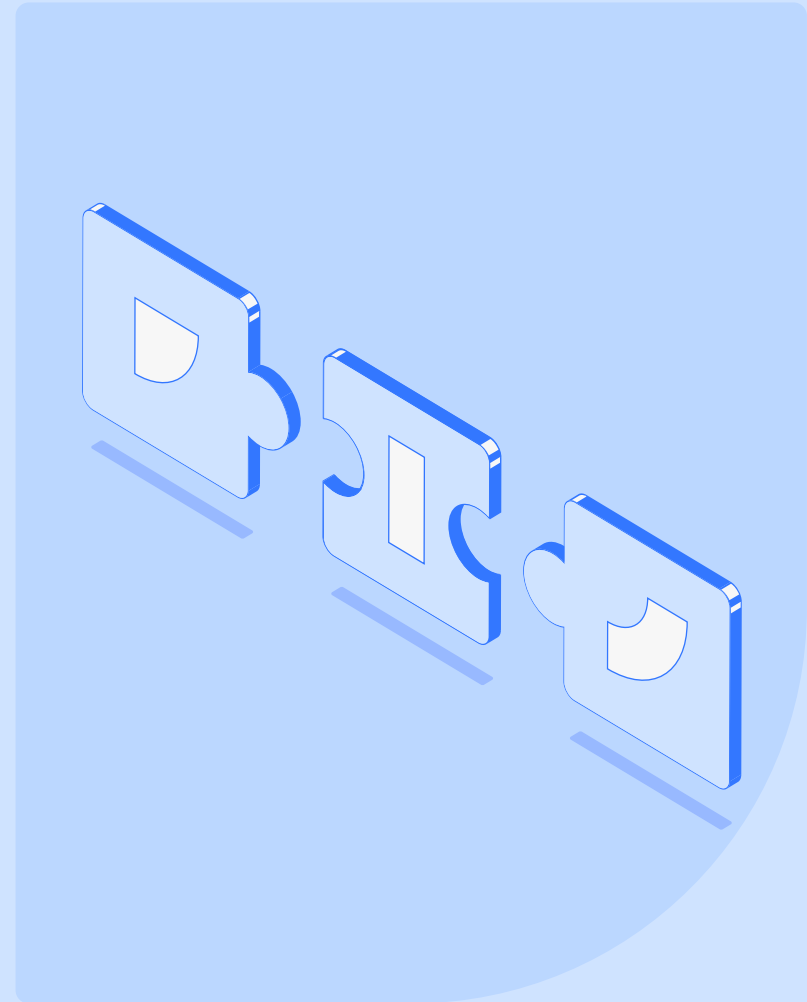
AT A GLANCE: WHAT DOES THE WEDIA DAM LOOK LIKE?

The modules:
going beyond DAM

For brands looking to go further, Wedia offers two additional modules which perfectly complement the DAM solution, taking content marketing to the next level and offering a fully rounded system.

01 Distributed Marketing : empower your sales channels

Brands' content must now stretch further than ever before. But adapting to local and global markets, whilst staying consistent across franchises and local entities, is not always easy to achieve.

Thanks to the power of Wedia's Distributed Marketing module, companies can ensure consistency across all marketing materials, with pre-branded templates and enhanced personalization abilities.

Designed for International Teams:

Easily share marketing materials and branded resources across global networks. Teams can access pre-approved templates, making localized changes while maintaining brand consistency.

Seamless Web-to-Print:

Build and edit online templates customized to your brand. Users can drag and drop images, set modification limits, and create automated layout rules. Documents go through approval workflows and can be translated into multiple languages.

Email Campaign Integration:

Prepare, preview, and adapt email projects with customizable templates for various formats.

Streamlined Project Management:

Enhance collaboration with a standardized, legally compliant, branded environment, saving time on design edits and facilitating multilingual, diverse campaigns.

Generation of emails, banners, animated GIFs...

- Library of digital media templates
- Online editing of texts and visuals
- Validation, sending, distribution

Global / local approval workflows

- Multilingual
- Digital rights management
- Data modelling capabilities

Understand exactly how Distributed Marketing can support your brand

READ MORE ›

Localization

- Multifaceted content structure (by entity, country, brand)
- Multilingual indexing
- Management of «localized» thesauri
- Adaptation of rights to local context
- Local/global validation workflow

Web-to-print

- Template library (InDesign)
- Online creation of print materials
- Online editing of texts and visuals
- Markups, comments, workflows...
- Checkin checkout possible in InDesign
- Multi-profile PDF generation

AT A GLANCE: WHAT DOES THE WEDIA DISTRIBUTED MARKETING MODULE LOOK LIKE?

02 *Case study: How did Bayer use Wedia's DAM to accelerate their brand identity?*

Bayer, a global enterprise based in Germany, operates in the life science fields of healthcare and agriculture, with over 100,000 employees worldwide.

Recognizing the importance of brand consistency, Bayer invested in a Wedia's DAM platform to centralize its marketing and communication resources across multiple locations. This initiative aimed to foster collaboration, maintain brand integrity, and streamline workflow.

Bayer's DAM system integrates seamlessly with its existing MarTech stack, offering enhanced search capabilities and user management features. With AI-enhanced tools for content creation and robust

Want to find out more? Read the full Bayer case study

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copyright management, Bayer ensures global consistency and compliance across its diverse marketing campaigns.

03 *Media Delivery & Digital Experience: assess the ROI of your content*

The contemporary challenge for communication and marketing teams involves creating content for numerous digital channels, each requiring distinct formatting and style based on the target audience. In one study, **52% of marketers** used three to four marketing channels, emphasizing the need for a multi-channel approach. International brands, dealing with diverse cultures and languages face significant workloads in adapting messages for different territories. Enter Wedia's Media Delivery & Digital Experience module, streamlining the intuitive sharing of content across diverse platforms while providing insights into content performance.

Media Delivery:

Optimizes image transformation for e-commerce using a Content Delivery Network (CDN) for fast loading and dynamic video quality. Supports multi-channel marketing by addressing online channel constraints, linking DAM with the MarTech stack, and using AI for image and video enhancements. Ensures high performance, availability, and deliverability with a strong SLA.

Digital Experience:

Tracks KPIs to evaluate campaign effectiveness, content consumption across channels, and top-performing content by country and device. Demonstrates ROI and supports customer experience by identifying resonant content.

Integration:

Wedia's DAM integrates seamlessly with existing MarTech stacks, enhancing content distribution and performance analysis.

Dynamic Media Rendition

- ✓ Unlimited on-the-fly variations from master assets
- ✓ Technical adaptations (format, size, resolution, colorimetry)
- ✓ Visual transformations (smart auto crop, background removal)

High Performance / High Delivery

- ✓ On all digital channels (web, ecommerce, social networks)
- ✓ Multi-CDN option
- ✓ Worldwide coverage including China
- ✓ Availability and performance SLA

Custom Video Players

- ✓ CTA, social sharing, embed code
- ✓ Banners, chapters, subtitles
- ✓ Video tokenization
- ✓ Adaptive streaming

Analytics

- ✓ Distribution analytics (by country, by domain, by content)
- ✓ Cross-analysis of diffusion by content category
- ✓ Detection of the most engaging and effective content
- ✓ Identification of unused content...

Integrations

- ✓ Integration with PIM, CMS, marketing automation...
- ✓ Analytics: Excel, Tableau, PowerBI...
- ✓ Universal connector (content Picker)

Content Picker - Pro Edition

- ✓ CMS
- ✓ Social
- ✓ Campaign Manager

Want to know more?

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AT A GLANCE: WHAT DOES THE WEDIA MEDIA DELIVERY & DIGITAL EXPERIENCE MODULE LOOK LIKE?

04 *Case study: With Wedia's DAM solution, Decathlon manages more than 11.5 million media files*

Decathlon, a leading French sporting goods retailer with a global presence, faced the challenge of managing vast amounts of media content across its extensive network of stores and e-commerce sites.

To address this, Decathlon adopted Wedia's DAM solution, PixL, which has become the central hub for all digital content across the company's 73 e-commerce sites. With PixL, Decathlon streamlined its content management processes, significantly reducing time to market and enhancing team productivity.

The DAM solution also ensures standardized distribution of content, tailored to individual markets, providing a seamless and impactful user experience. With over 11.5 million media files managed and 67,000 users benefiting from the platform, Decathlon has achieved greater efficiency and effectiveness in its content management and distribution strategies.

Dive into the full case study

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Need to know:
a perfect DAM partner

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01 - Integrations: build your ultimate stack

02 - Building the future of DAM: carefully incorporating the latest technologies

03 - Anticipating a greener future for the digital sector

How does Wedia's DAM slot into a company's existing framework of solutions? What makes Wedia stand out from the crowd?

Thanks to innovation, an environmental commitment and a unique service offering, Wedia is able to offer more than just a simple DAM solution.

01   *Integrations: build your ultimate stack*

Marketing and communication teams from across a wide range of brands are using an increasing number of tools in order to manage how their content is developed, edited and distributed.

Having a seamless experience when navigating between each tool is ultimately going to make these experts' jobs much easier. Instead of having to switch between tools and upload and download assets from and onto each platform, there are ways of linking up the tools in order to build a fully integrated suite of software.

Wedia's DAM offers a wide range of ready-to-go integrations, but the team is also able to build tailor-made solutions for third-party integrations. Let's take a look at some of the key integrations Wedia offers:

Content Management System (CMS): A company's website sits at the heart of their communication galaxy and as such uploading various assets from images to videos needs to be as easy as possible. This can happen thanks to effortless integration with CMS systems such as Wordpress and Drupal.

Product Information Management (PIM): An essential tool for e-commerce companies, a PIM means keeping product information accurate and up to date. Moving assets from Wedia's DAM to a variety of PIM software like InRiver or Pimcore will be painless.

Creative tools: Don't be held back when it comes to getting creative. Import various assets directly into design projects and modify them as you see fit. With integration with Canva, Figma, Adobe and Microsoft Office, Wedia's DAM is your creative ally.

Content delivery: Digital experiences are enhanced thanks to a joined-up DAM and content delivery system such as Akamai.

Stock photos: Assets bought from photo stock websites don't need to be downloaded and uploaded onto Wedia's DAM but are automatically transferred from platforms such as Unsplash or Shutterstock.

Wordpress
Integrate your media assets directly onto your Wordpress webpages.

Pimcore
This integration is a powerful tool that helps businesses manage their digital assets.

Canva
Edit photo and video in one graphic design app.

Akamai
Flawlessly deliver your extraordinary digital experiences.

Shutterstock
Transfer automatically all art bought on Shutterstock into your Wedia DAM.

Delivering more than a DAM: Wedia's Project Management & Customer Services unveiled

Wedia's DAM is not only about delivering an innovative and powerful content management system, but also providing high-quality service, right from the get go.

Project management

From the beginning of any new project, each client is accompanied by a dedicated Account Manager who ensures projects are delivered on time, on budget and in-line with the specified requirements.

Onboarding a new project typically takes three weeks as the Wedia team follows a well-honed approach after having gained experience from working with various, international clients.

This of course doesn't mean that flexibility isn't incorporated into the onboarding approach, as other relevant business needs can also be built into the solution. This means addressing the complexity inherent to customers' large-scale, multi-brand, multilingual operations and being able to offer an agile approach which promotes a project's success, thanks to measurable ROI (Return on Investment).

Understand more about Wedia's exclusive project management services

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Customer services

The Customer Success team is an integral part of ensuring that each of Wedia's clients continues to benefit from their DAM system and achieve the goals they have set out for their content strategies.

As well as having regular exchanges with clients, our Customer Success Managers (CSM) work to continually audit the DAM solution of each client and make relevant recommendations, including how to index images and relevant analysis that can be carried out to understand how users are interacting with the DAM system. Added to that, CSMs provide customer demonstration of the new DAM features, which are delivered every seven weeks, highlighting those that could be of specific business interest to them. In this way, customers benefit from regular upgrades relevant to their needs.

Want to know more? Read about our Customer Services

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02 *Building the future of DAM: carefully incorporating the latest technologies*

A DAM system that is truly capable of working alongside communication and marketing teams is one that evolves, keeping pace with the ever-evolving digital sector.

Wedia's Product Team stays abreast with the current technological changes and innovations relevant to the DAM systems and our clients. This means that they are constantly working on ways to update the DAM platform and integrate various functionalities that take the solution further, offering users a unique and powerful experience.

This is the reason that Wedia chose to develop a Gen-AI tool directly into the DAM.

Gen-AI has undoubtedly made significant waves since it was first developed in 2014 by Ian Goodfellow and colleagues. The technology which allows users to generate new content from scratch has even made its way into big advertising campaigns from brands like Heinz and Coca Cola.

As a DAM system serves to promote and manage content projects, at Wedia it made logical sense to build a Gen-AI tool that became part of Wedia's

offering. And so Wedia.ai was born, allowing users to automatically generate content, whether for storyboards, creative ideas or social media assets. The content process is therefore accelerated, and generated content can be distributed across a brand's channels at the mere click of a button.

Why not try it yourself?

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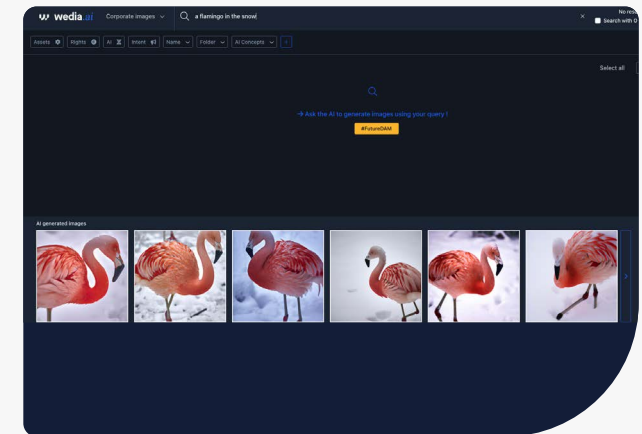
03 *Anticipating a greener future for the digital sector*

Innovating through a DAM system involves not only thinking about the technologies that can support digital transformation but also the world that we will all be living in in the years to come.

The digital sector of course makes its own carbon footprint, accounting for **2.3 – 3.7 percent of global CO_2 emissions**, and with the abundant creation of new digital tools such as AI, this figure is only going to increase.

Eco-design can help organizations manage digital assets efficiently, reducing the environmental impact of data storage.

Sustainable SaaS design involves making environmentally conscious choices without compromising quality. Tools like Cloud Carbon Footprint and Cloud Jewels help measure and manage digital impact by tracking resource usage and CO2 emissions, offering actionable insights to reduce energy consumption.

Implementing eco-design involves choosing efficient hardware, optimizing server capacity, eliminating obsolete data, and using energy-efficient storage solutions. This approach integrates sustainability into every stage of product and service development.

In practice, a DAM system like Wedia's optimizes digital asset management by using energy-efficient storage, minimizing data transfer, and compressing images. This reduces the digital carbon footprint and supports sustainability efforts.

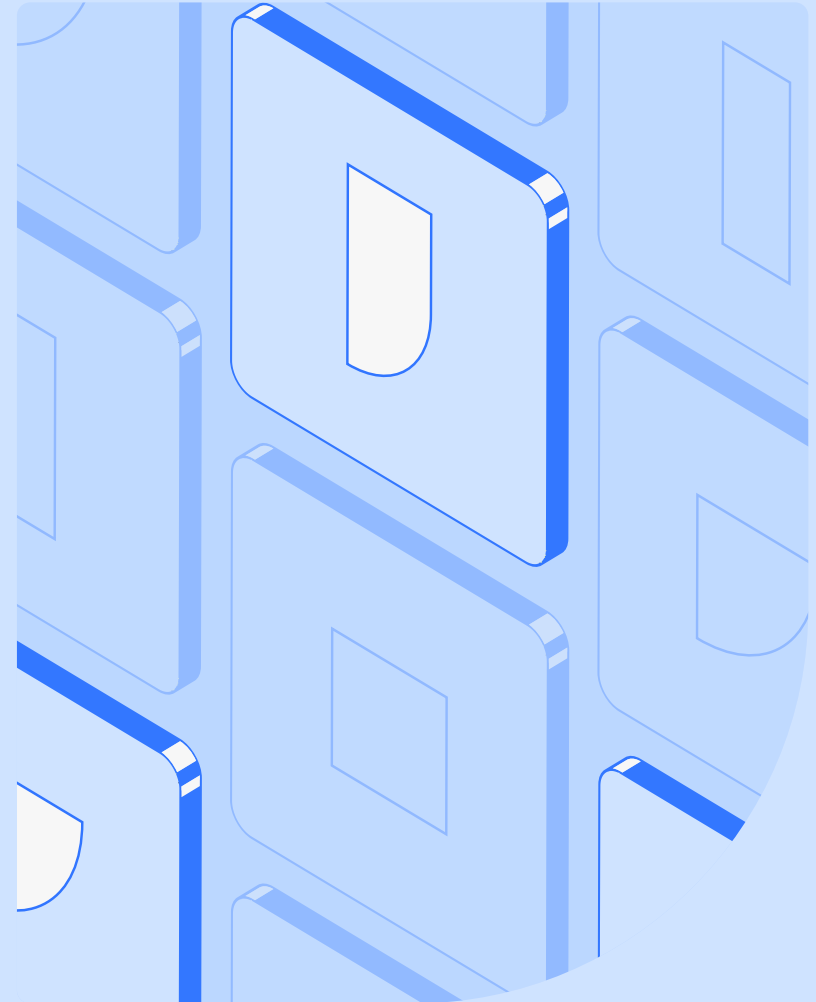*Find out more about Wedia's eco-design approach to DAM*

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Choosing the right
DAM provider

01 Establishing a checklist for your DAM needs

When selecting a DAM system that meets your needs and objectives, it's important to consider what your priorities are. Here, we've compiled a checklist of essential criteria in order for you to see if the DAM provider matches up to your expectations.

Digital Asset Management (DAM) Feature Checklist:

1. Asset Storage:

Secure storage for various types of digital assets, including images, videos, documents, audio files, and more. ☐

Ability to store assets in a centralized repository accessible to authorized users. ☐

2. Metadata Management:

Customizable metadata fields to add descriptive information to assets for easy search and retrieval. ☐

Support for metadata standards such as IPTC, EXIF, and XMP to ensure compatibility and consistency. ☐

3. Search and Discovery:

Powerful search functionality allowing users to quickly find assets based on metadata, keywords, tags, or filters. ☐

Advanced search capabilities. ☐

4. Version Control:

Ability to track and manage different versions of assets, including revisions, edits, and annotations. ☐

Option to revert to previous versions or compare changes between versions for version control. ☐

5. Permissions and Access Control:

Granular permission settings to control access to assets based on user roles, groups, or individual permissions. ☐

Role-based access control (RBAC) allowing administrators to define user privileges and restrict access to sensitive assets. ☐

6. Collaboration Tools:

Tools for collaboration and review, such as comments, annotations, approvals, and workflow management. ☐

Integration with project management and communication tools for seamless collaboration among team members. ☐

7. Integration and Compatibility:

Integration with third-party applications, Content Management Systems (CMS), creative software, and other digital tools. ☐

Compatibility with various operating systems, web browsers, and mobile devices for accessibility and usability. ☐

8. Asset Organization and Taxonomy:

Flexible folder structures and taxonomy options to organize assets hierarchically and logically. ☐

Support for categorization, tagging, and labeling to classify assets and facilitate browsing and navigation. ☐

9. File Format Support:

Wide range of supported file formats for different types of digital assets, including images (JPEG, PNG, GIF), videos (MP4, MOV), documents (PDF, DOCX), and more. ☐

Ability to preview assets directly within the DAM interface without downloading them. ☐

10. Security and Compliance:

Robust security measures such as encryption, access controls, and data protection to safeguard sensitive assets. ☐

Compliance with industry standards and regulations. ☐

11. Reporting and Analytics:

Built-in reporting and analytics tools to track asset usage, user activity, downloads, and other performance metrics. ☐

Insights into asset performance, popularity, and engagement to optimize content strategy and decision-making. ☐

12. Customization and Branding:

Customizable user interface (UI) and branding options to align with the organization's brand guidelines and visual identity. ☐

02 *Carrying out a Call for Tenders*

Once you've established what kind of DAM you are looking for, how do you go about choosing the DAM providers that can meet your needs? What questions should you be asking? Here are just a few that we think could be useful:

1. What are the key features and functionalities of your DAM platform?

2. How does your DAM solution address our specific needs and requirements?

3. Can you provide examples of organizations similar to ours that have successfully implemented your DAM solution?

4. What is your pricing structure, and what are the associated costs for implementation, training, and ongoing support?

5. Does your DAM platform offer scalability to accommodate our growing volume of digital assets?

6. How does your DAM solution handle metadata management, search capabilities, and asset organization?

7. What security measures are in place to protect our sensitive/confidential digital assets?

8. Does your DAM platform integrate seamlessly with our existing software systems, such as Content Management Systems (CMS) or creative tools?

9. What level of customization and branding options are available to align with our organization's visual identity and branding guidelines?

10. Can you provide details about your customer support services, including response times, availability, and escalation procedures?

11. Does your DAM solution offer analytics and reporting features to track asset usage, performance metrics, and user engagement?

12. What training and onboarding resources do you provide to ensure our team can effectively use the DAM platform?

13. How does your company approach data migration from our current DAM system, if applicable?

14. What ongoing updates and enhancements can we expect from your DAM platform in the future?

15. Are there any additional services or add-ons available to enhance the functionality of your DAM solution?

Request for Proposal Template for Digital Asset Management Projects

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03 *Wedia's unique offering*

The Wedia Group has worked hard to become the international player that it is today, specializing in B2B SaaS for Digital Asset and Social Media Management.

Through its two offerings, Wedia and **Iconosquare**, the Group supports its customers in the creation, personalization, distribution and performance review of their content (photos, videos, social media posts, etc.).

These offerings enable the Group's customers to simplify the organization of their marketing content, automate its distribution across different digital and physical channels, and ultimately measure its effectiveness.

The Group's high-end, innovative positioning has been recognized by prestigious customers (Decathlon, Universal, Merck and NASA) and leading technology analysts (Gartner, Forrester and Constellation Research).

To serve its 4,500 customers in over 120 countries, the Wedia Group, based in France, Germany and Canada, can count on more than 100 committed employees.

Building a DAM which incorporates solid abilities to support brands in managing and distributing their content, along with extended functionality to foster creative projects and even create assets from scratch has meant the solution is a robust ally for any brand looking to enhance their content management strategy.

Wedia believes that clients should expect more from Digital Asset Management, meaning the company continues to build on the strong foundations that the system currently offers, responding to today and tomorrow's challenges.

Ready to get started?

Get in contact with the Wedia team today or **request a demo**.

The world's leading brands use Wedia *as a single source of truth for their media*

DECATHLON SOCIETE GENERALE BERLUTI VW faurecia

HARLEY-DAVIDSON MOTOR CYCLES ENGIE TotalEnergies BAYER AXA

We've been recognized as one of the best *DAM in the industry*

FORRESTER constellation RESEARCH Gartner

About *Wedia*

Wedia, trusted by leading brands like Décathlon, Michelin, and Bayer, is a global leader in Digital Asset Management (DAM). Recognized by top analysts like Gartner and Forrester, our scalable platform strengthens content strategies, ensures brand consistency, and creates personalized, impactful experiences across all channels.

By offering expert onboarding and dedicated support, we partner with clients to fully unlock the potential of their media assets. Wedia is secure, intuitive, and future-ready, transforming the way brands manage, share, and deliver digital content.

With a commitment to digital sustainability, Wedia helps streamline workflows while reducing carbon footprints, enabling both operational efficiency and environmental responsibility.

Expect more from your DAM with Wedia.

Expect more* from,
Digital Asset Management

more*: a state-of-the-art DAM which covers your web-to-print, video, digital experience and localization needs.

wedia

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