

A Digital Asset Management System From Design to Production



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The proper management of digital assets can lead to greater organizational efficiencies with a solid foundation for business growth. An effective [content management system](#) or digital asset management system can help turn good organizations into great organizations.

New York, NY December, 2009 – databasepublish.com - There are times in the evolution of an organization when the timing is right to transition from old processes and procedures into new ones. These are opportunities that must be managed professionally and with meticulous attention to detail. Stakeholders from many areas often get involved and can produce monumental results for the future direction of the organization.

Many organizations produce a variety of catalogs, direct mail and other collateral in order to support the selling and marketing of their products. In addition, many organizations are seeking to improve their online presence, necessitating a web content management system that works seamlessly with other sales and marketing campaigns.

As an organization evolves, for example, the decision to go from a cumbersome film-based photography approach to a digital asset-based approach is no trivial matter. The advantages of a digital asset management system are vast, for improving the creative and production processes. However, a third-party content management

system consulting business can greatly improve the associated transition process.

An appropriate digital asset management strategy is the first step in moving toward a more effective system. The design of [digital asset management](#) work flow models and use cases are essential tools for understanding archival procedures and determining future support requirements.

The evaluation of vendors by soliciting responses is vital to matching business requirements and vendor constraints. Additional opportunities for integration with merchandising, an inventory management system, and a new web content management system may be discovered along the way and taken into consideration for final product selection.

A qualified content management system consultant has a better chance of providing the most independent evaluation of vendors, especially if they can translate the technical specifications and functionality into layman's terms. This enables stakeholders within the organization to make more informed decisions about the final selection. This reduces selection process time, ensures user adoption, and mitigates risk.

Oftentimes, customization is required for legacy system integration in order to capture campaigns that will be replaced by the new digital asset management system as well as for bulk asset upload. Additionally, many digital asset management solutions can be leveraged to act as a centralized hub and as a traffic controller for all assets to be managed and distributed in the organization's digital work flow.

High integrity content management consultants are vital participants for organizations to accomplish digital asset management objectives. Proven experience is essential in order to reduce risk and efficiently facilitate a smooth transition to a digital asset management system or a web content management system.

Selecting the right vendor that best suits the organizational requirements and offers flexible integration into additional systems is vital. The assistance of a content management system consultant that is well versed in tailoring and implementing digital asset management systems reduces time especially when confronted with understanding and translating the technical attributes of each vendor.

As a result, the potential of a digital asset management system can be more fully realized through the assistance of a qualified consultant. Organizations that find the right consultant are better able to effectively deploy digital asset management solutions, in less time, with tighter integration, and with greater peace of mind

About

DPCI:

DPCI consults with businesses to find the right [digital asset management system](#). They have a 10-year track record of helping diverse organizations find digital asset management solutions in a wide-range of industries. DPCI has the professional and technical requirements necessary for consulting, providing, tailoring, as well as, completely implementing successful [digital asset management](#) systems.

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