

ACQUIA

Acquia DAM

Simplify how you organize, access, and deliver digital assets across customer experiences.



Use Your Best Assets For Maximum Impact

Flexible and easy to use, Acquia DAM (Widen) helps you create, review, manage, distribute, and analyze your content across its entire lifecycle. Supported by the cloud infrastructure of Amazon Web Services (AWS), your marketing and product content will reach new heights and scale with the growth of your business.

Smart Content Management For Digital Assets

Audio: Podcasts, music, sound effects, and mnemonics

Brand: Guidelines, messaging, visual styles, and values

Documents: Sell sheets, legal, reports, and scripts

Images: Illustrations, logos, photographs, camera raw

PDFs: Whitepapers, slide decks, and e-books

Product data: Specifications, measurements, and feature lists

Videos: Final produced pieces, b-roll, and training

Benefits of Acquia DAM



Consistent Brand Identity

Empower your social, web, event, e-commerce and sales teams with brand guidelines and approved assets.



Transform and Reuse

Convert images, videos, and audio files to other formats on the fly. Set up common conversions or crop and resize as needed.



Optimize Workflows

Use metadata-powered workflows. Set up no-code, rule-based automation to notify users of new content. Use AI-powered auto tagging to apply metadata.



Extensive Integrations

Connect your assets, metadata, embed codes, and previews anywhere online, so you can make use of DAM wherever you need to go. Use 50+ integrations or the API.

Core Product

Assets: Catalog, control, and distribute rich media assets from a central source of truth

Insights: Track and measure assets and site performance to inform content decisions

Portals: Share branded collections of assets with control and flexibility

Add-ons

Entries: Create a full view of your product content to simplify distribution

Additional Portal Types:

Optimize portals for brand guidelines, product catalogs, or videos

Templates: Create localized web-to-print collateral on brand and on demand

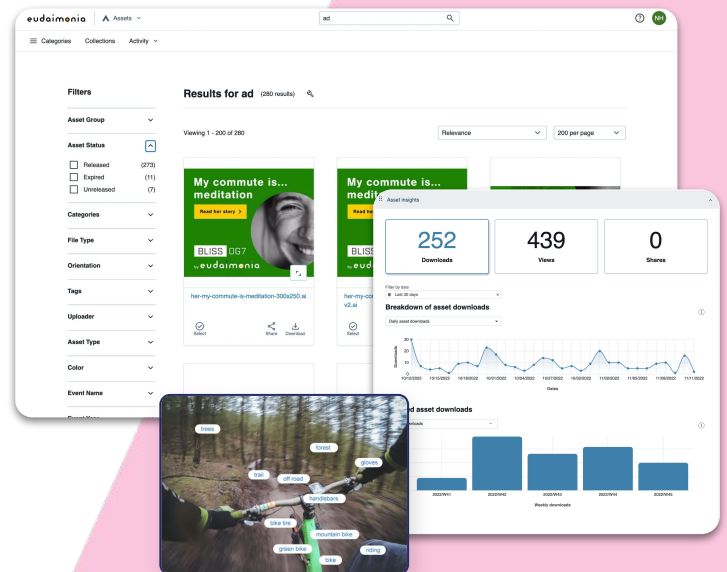
Workflow: Streamline collaboration, reviews, and approvals with online proofing

Save Time Creating, Finding, and Using Assets

The Acquia Difference

Acquia DAM provides that *just right* balance of power and ease of use so you can realize fast time to value.

- Full content lifecycle management
- Do it in the UI, do it with the API
- Highly configurable without custom coding
- AI assisted creation, organization, and search
- Insights rich to inform content investments
- Complete view of all product content
- Unlimited users, portals, and CDN data transfer



Many Ways to Make an Impact



\$241,380 Saved per year by repurposing content across 10 markets



720x Faster access to images and logos by cutting request time from 2-3 days to minutes



50% Time reduction of receiving images to publishing on the website



9M+ Embed views over the past year

“We see double the return on investment in [Acquia DAM] each year in the savings we get by repurposing content across our global regions.”

Leah Carlson, McCormick & Company Inc.’s Global Content and Technology, Sr. Manager