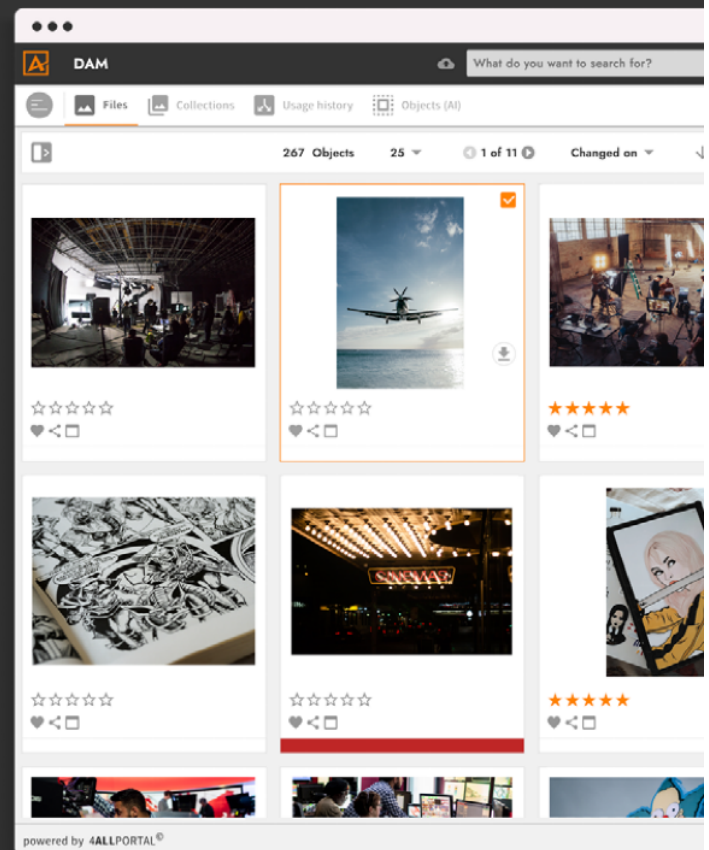![4ALLPORTAL logo]

The ultimate
DAM checklist `2023`

How to find the perfect DAM solution for your
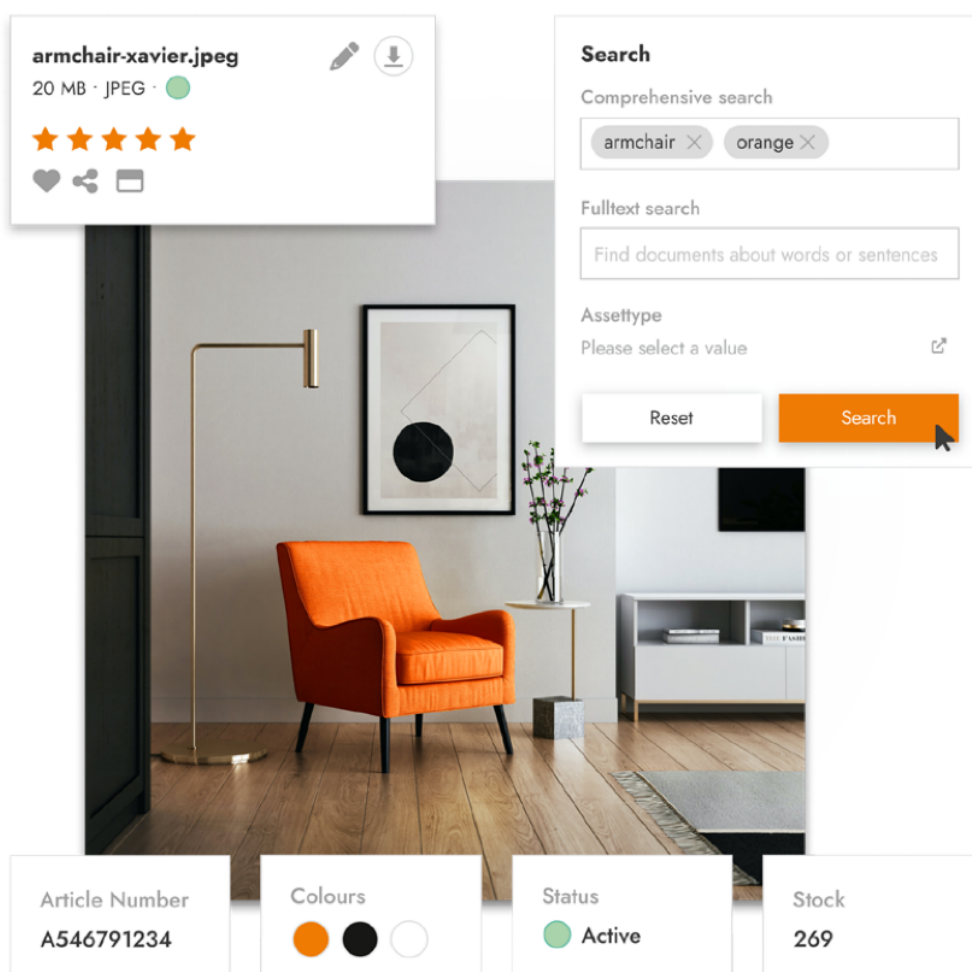company, without regretting your decision.

✔ **How do you know if you
need a DAM system?**

✔ **Which people you should
factor into your decision.**

✔ **Which 10 functions
are an absolute must
for your DAM system.**

Contents

Do I need a **DAM system** at all?

To answer these questions, we recommend that you first determine your company's level of need using our **scoring model**.

To do so, simply answer the following statements with yes or no. Check off every statement that applies to you.

1 check = 1 point

Do I need a
DAM system at all?

Check off every statement that applies to you.

Current management
Your assets:

- [ ] Files are spread all over the place: on different computers, a central server, network drives, cloud services or hard drives.

- [ ] Files are not always named consistently, following a certain format

- [ ] Folder structures are the primary method of organizing and managing files.

- [ ] You often look for certain files, but don't know where they are stored or the exact file name.

- [ ] There are multiple "final" versions of assets or duplicates of files due to saving in multiple formats.

- [ ] Assets are mostly shared via email or external filesharing and cloud services.

- [ ] It is not always obvious whether a file may be used or if a source must be referenced.

Current workflows
in the company:

- [ ] There are certain employees who are responsible for editing and sharing files within the team.

- [ ] Files for the website/shop are edited and uploaded manually.

- [ ] Images are used to the best of each person's knowledge, without exact clarity about the usage rights.

- [ ] You often look for certain files, but don't know where they are stored or the exact file name.

- [ ] Sharing large files with internal or external persons is often more difficult than expected and requires third-party software.

- [ ] Field sales staff require quick access to digital files.

- [ ] Many employees lack licenses for certain software, meaning they cannot preview files or access data.

Count how many answers you checked:

0 to 3 points:
Low need

A DAM system could help you to optimize your everyday management of digital assets in multiple areas, but there is no acute need.

4 to 5 points:
High need

A DAM system will help you to optimize your workflows and measurably reduce the time you spend on all the activities mentioned above.

9 points or more:
Acute need

In your case, a tailor-made DAM system is an absolute "must-have" and will help you to simplify your workflows substantially, which will lead to higher productivity and performance across all departments.

Who should be involved in deciding on a **DAM solution**?

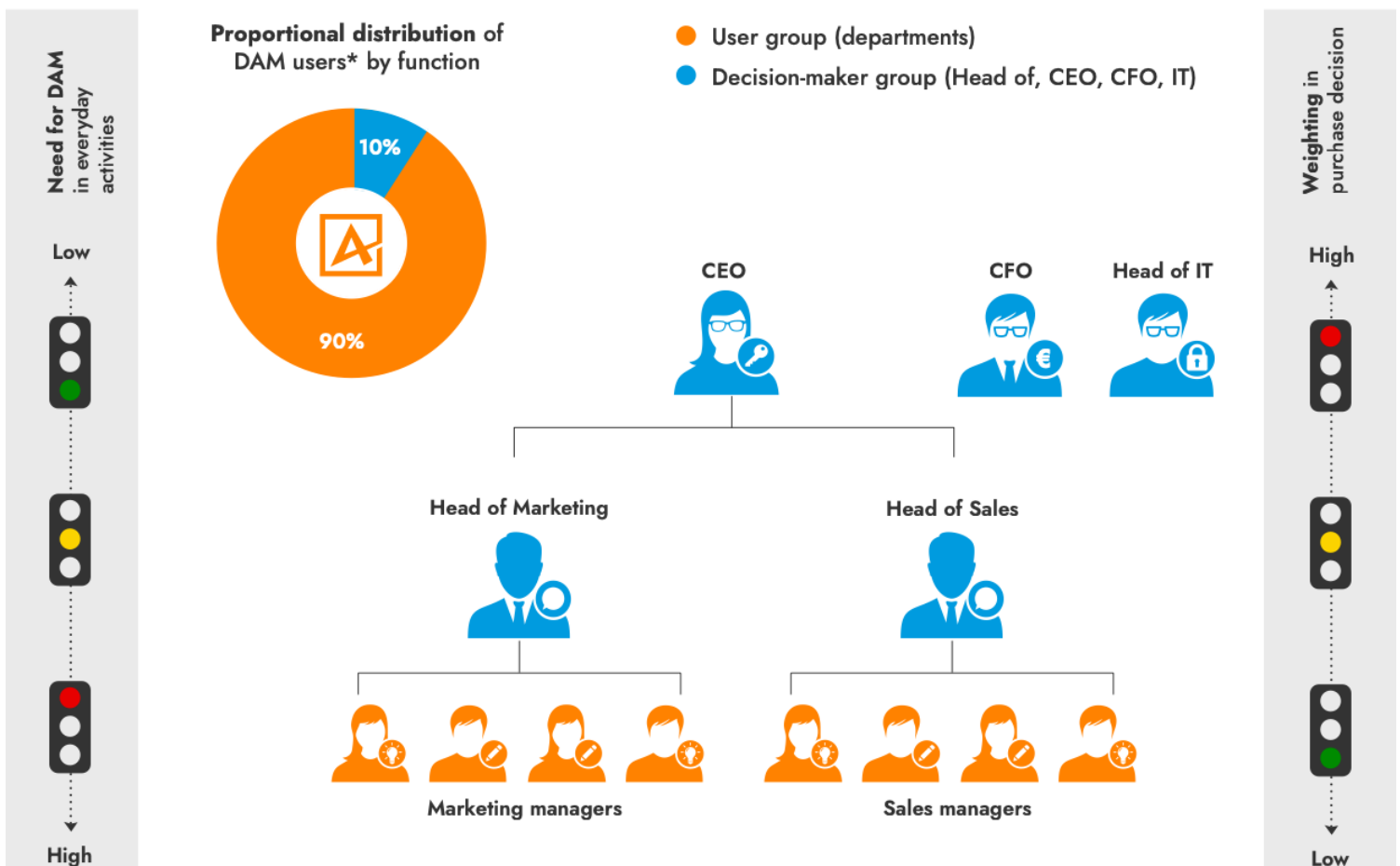# Who should be involved in selecting a **DAM solution**?

For a smooth transition to DAM, it is essential that you determine precisely which groups of people should be involved, and how each group will benefit from DAM.

Why is a rough division into user and decision-maker groups advisable?

The greatest need for a DAM solution can usually be found in the marketing, product management and sales departments. Employees of these departments make up around 90% of all DAM users; managers, only around 10%.

No matter which part of your company has the greatest need for DAM: the respective department, IT and CFO/purchasing should be involved early on in the process, to understand how it can benefit them.

→ To do so, be sure to read the following pages with key takeaways!

Need for DAM in everyday activities

Low

High

Weighting in purchase decision

High

Low

Proportional distribution of DAM users* by function

● User group (departments)
● Decision-maker group (Head of, CEO, CFO, IT)

10%

90%

CEO

CFO

Head of IT

Head of Marketing

Head of Sales

Marketing managers

Sales managers

What benefits can a **DAM solution** offer your company?

The most important benefits of a DAM solution

✓ Central storage, management and organization of media files

✓ Search for and locate files within seconds

✓ Share media without file size limits — quickly and easily

✓ Upload content via drag & drop — up to 1,000 files in one go

✓ Organization of content based on a custom metadata taxonomy

✓ Manage access rights for internal and external persons

✓ Intuitive license management for stock photos/videos

✓ Opening of open media formats (e.g. PSD, INDD, AI) directly in app

✓ Seamless integration in existing software solutions

✓ Channel-optimized output conversion for digital and print

✓ Uniform branding of the UI in your corporate design

✓ Management of your brand assets and style guides

✓ Streamlining of repetitive tasks through automation

✓ and much more

KEY TAKEAWAYS

BENEFITS FOR USERS

KEY TAKEAWAYS

What are the biggest advantages for your direct users in **marketing, sales, product management and e-commerce**?

Five typical problems without DAM:

✖ Files are scattered across multiple serves, computers, network drives and cloud services.

✖ Individual employees are responsible for editing image material, converting the files, and sharing them with partners and external platforms.

✖ There are multiple "final" versions of a file in different file formats and sizes.

✖ Files can be downloaded and used without permission or a license.

✖ A large portion of your overall working hours are wasted on recurring manual tasks

How the 4ALLPORTAL benefits you:

✔ All employees have one central amalgamation point for storing and locating files.

✔ All employees use the same classification system to manage and organize their files.

✔ All employees can convert image material to the correct format at the touch of a button, without specialist knowledge or software.

✔ All employees can automate recurring tasks, view correction cycles in a central location, and only have access to certain data.

Moderate problem

Acute problem

Outcomes:

Loss of productivity: Locating files takes up valuable time.

Project delays: Deadlines are not met.

Overload and frustration of individual employees.

Lack of clarity due to duplicates and data chaos.

Excessive manual effort due to lack of automation.

Breaches of GDPR: warnings & penalties.

Efficient use of time thanks to clear organization

Less stress and significantly reduced workload

Faster project completion and agile work

Easier collaboration with colleagues and partners

Increased productivity across departments

Faster approvals and time-to-publish

KEY TAKEAWAYS

BENEFITS FOR DEPARTMENT MANAGERS

AFFECTS:

MARKETING, PRODUCT MANAGEMENT, SALES

KEY TAKEAWAYS

BENEFITS FOR DEPARTMENT MANAGERS

What are the biggest advantages for department managers in marketing, sales, product management and e-commerce?

Five typical problems without DAM:

✖ Multiple paid tools and licenses are needed for effective collaboration within the team.

✖ There are not enough options to lock certain files for individual team members or partners.

✖ Your employees spend too much time locating the right file in the right format.

✖ Correction cycles and approvals for new files take longer than anticipated.

✖ Individual employees are overloaded and frustrated because they are stuck doing repetitive manual tasks.

How the 4ALLPORTAL benefits you:

✔ Tasks and projects can be completed more quickly and easily, without time pressure.

✔ All employees use the same classification system to manage and organize their files.

✔ All employees can convert image material to the correct format at the touch of a button, without specialist knowledge or software.

✔ All employees can automate recurring tasks, view correction cycles in a central location, and only have access to certain data.

Moderate problem

Acute problem

Outcomes:

A large part of your budget is spent on tools

Unlicensed files lead to GDPR breaches

Deadlines are frequently missed

Below-average productivity within the department

Punctual submissions require lots of overtime

Growing frustration and resentment within the team

KPI goals are not achieved

Efficient use of time thanks to clear organization

Less stress and significantly reduced workload

Faster project completion and agile work

Easier collaboration with colleagues and partners

Increased productivity across departments

Easier fulfillment of KPI goals & deadlines

03

KEY TAKEAWAYS

BENEFITS FOR COMPANY MANAGEMENT

KEY TAKEAWAYS

BENEFITS FOR COMPANY MANAGEMENT

How do you as the **managing director** benefit from 4ALLPORTAL, even though you are not an active user?

Typical problems without DAM:

❌ Too much time is wasted on recurring tasks, drastically reducing productivity.

❌ Manual work steps take up too much time, when they could be selectively automated.

❌ Each department uses its own software, complicating collaboration between departments.

❌ Department managers' KPI and performance goals require lots of overtime.

❌ Employees leave the company due to excessive overtime and frustration, resulting in an acute staff shortage.

How the 4ALLPORTAL benefits you:

✅ The 4ALLPORTAL serves as a central hub, while still adapting to the requirements of individual departments or external partners & agencies.

✅ The integrated roles and rights management function prevents unauthorized access, reduces breaches of GDPR, and minimizes the risk of penalties.

✅ The 4ALLPORTAL helps your departments to streamline recurring tasks and drastically quicken time-consuming processes.

Moderate problem

Acute problem

Outcomes:

Completion deadlines cannot be met

Deadlines are pushed back

Costly ongoing expenses for software "island solutions"

Increasing numbers of employees quit out of frustration

Recruiting and training new employees incurs high costs

Easier collaboration with colleagues and partners

No more costly expenses for numerous island solutions

Unnecessary penalties are avoided

Increased productivity across departments

Employee turnover is significantly reduced

KPIs and performance goals are more easily fulfilled

KEY TAKEAWAYS

BENEFITS FOR THE IT DEPARTMENT

KEY TAKEAWAYS

BENEFITS FOR THE IT DEPARTMENT

How do you as an **IT department manager or employee** benefit from 4ALLPORTAL, even though you are not an active user?

Typical problems without DAM:

Moderate problem

✗ Every department uses different software tools, creating potential for a security gap with each access.

✗ Internal data and documents are often stored by file hosting services with servers located outside the EU, and shared from there.

✗ Managing the access rights for all the departments (to servers, network drives, system memories) is like a bottomless pit and extremely time-consuming.

✗ Maintaining an in-house data center costs a huge amount of time and resources.

Acute problem

Outcomes:

IT is often powerless, because data is stored externally

Data protection breaches are hard to prevent

Resources are largely taken up by data management

The IT department barely has time for more important tasks

Costly ongoing expenses for upkeep and personnel

How the 4ALLPORTAL benefits you:

✓ The 4ALLPORTAL serves as a central hub for all departments and makes the use of offshore file hosting services, etc. obsolete.

✓ The integrated roles and rights management function prevents unauthorized access, reduces breaches of GDPR, and minimizes the risk of penalties.

✓ The 4ALLPORTAL can be operated as a cloud software in our certified, high-availability data center (Bielefeld, Germany).

Easier collaboration with colleagues and partners

No more costly expenses for numerous island solutions

Unnecessary penalties are avoided

Increased productivity across departments

Employee turnover is significantly reduced

KPIs and performance goals are more easily fulfilled

GENERAL FEATURES

The following features should come as standard.

IMPORTANT FUNCTIONS

GENERAL DAM CHECKLIST

IMPORT & UPLOAD

- ✔ Mass upload & processing
- ✔ Drag & drop functionality
- ✔ Custom metadata taxonomy
- ✔ Upload any file format
- ✔ Automatic tagging (AI)

TAXONOMY

- ✔ Individual metadata structure
- ✔ Grouping of metadata
- ✔ Customizable search templates
- ✔ Full-text searching for phrases
- ✔ Savable search filters

ORGANIZATION

- ✔ Integration of your folder structure
- ✔ Versioning & restoration
- ✔ Find & delete duplicates
- ✔ Track the use of your assets
- ✔ Mobile access from anywhere

RIGHTS & ROLES

- ✔ Full access control
- ✔ Individual user groups
- ✔ Intelligent usage rights
- ✔ Automatic expiry date of assets
- ✔ Prevention of unauthorized access

INTEGRATION

- ✔ REST API interface
- ✔ Freely configurable functions
- ✔ Two-way data transfer
- ✔ Hosting as a cloud solution
- ✔ Hosting as an on-premise solution

ASSET SHARING

- ✔ Enrichment of external channels
- ✔ Automatic synchronization
- ✔ File-specific conversion
- ✔ Conversion of files
- ✔ Simple external sharing

MUST-HAVE FEATURES

Your new **DAM** system should offer
the following functions.

MUST-HAVE FEATURES

Your new DAM system should offer the following functions.

01

Individual taxonomy & custom metadata structure

One basic requirement of a DAM system is a flexible metadata structure, allowing you to form an individual taxonomy for the management of your data. This information is used for tagging, i.e. adding keywords to assets, and searching using your individual filters.

✔ **User-defined metadata**

✔ **Organization according to your preferences**

✔ **Expandable/minimizable views**

02

Integrated workflows to optimize your processes

Especially in creative work processes, it is often necessary to ask others for their input — for example, in the course of correcting or approving your work. When these interactions simultaneously take place via email, Teams, telephone or conversations by the coffee machine, it can quickly get complicated.

✔ **Direct messaging via email**

✔ **Faster completion & approval**

✔ **Fewer correction cycles**

MUST-HAVE FEATURES

Your new DAM system should offer the following functions.

Example for the distribution of access rights.

ADMIN   MARKETING   SALES

03

Scalable management of access rights & roles

The larger your user group, the more important it is to have a scalable system with customizable access rights. Only then can you prevent unauthorized access to sensitive data and the unlicensed use of (expired) images and stock photos.

✓   **Central management of access rights**

✓   **Distribution of rights across user groups**

✓   **Individual restriction of assets**

04

Manage usage rights via metadata

What would good rights management be without integrated workflows? Nothing! That's why it's vital that the usage rights for your assets can be flexibly controlled for individual user groups (in other words, who is allowed to view, edit, share, download assets).
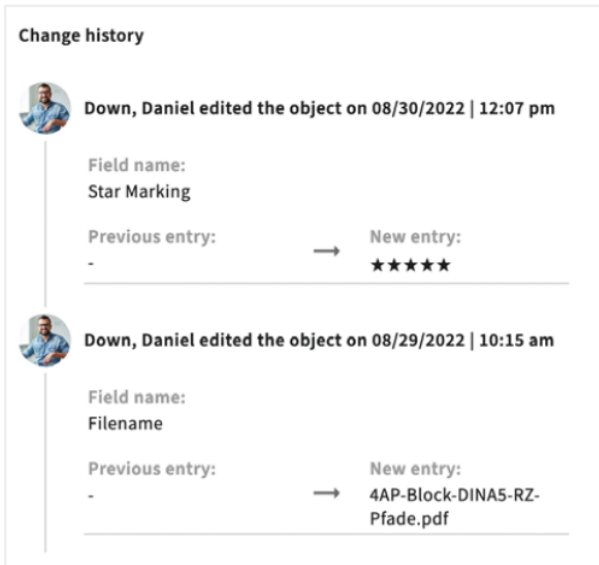
✓   **Set an automatic expiry date**

✓   **Prohibit the use of locked assets**

✓   **Integrated approval workflows**

MUST-HAVE FEATURES

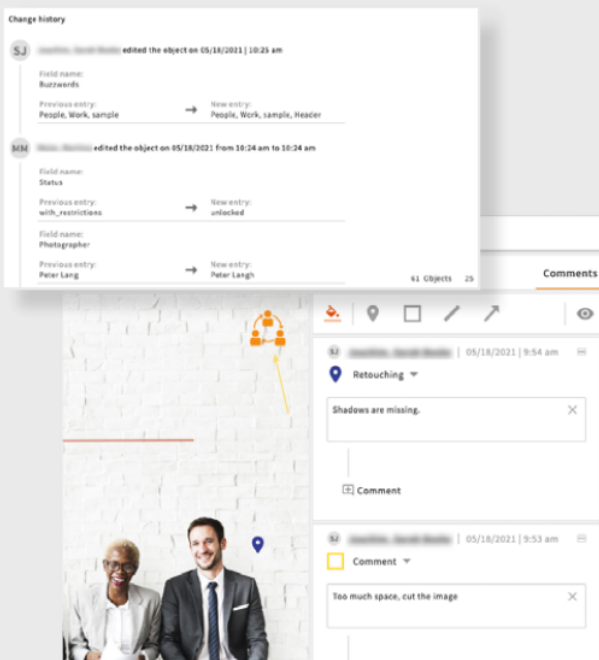**Your new DAM system should offer the following functions.**

05

Make changes to your assets transparent

A change history is like a log book for your data. It helps you to identify who has worked on an asset and which metadata have been removed, modified or added, etc. This function is especially useful during correction cycles.

✔ Track the use of assets

✔ Distribution of rights across user groups

✔ Individual restriction of assets

06

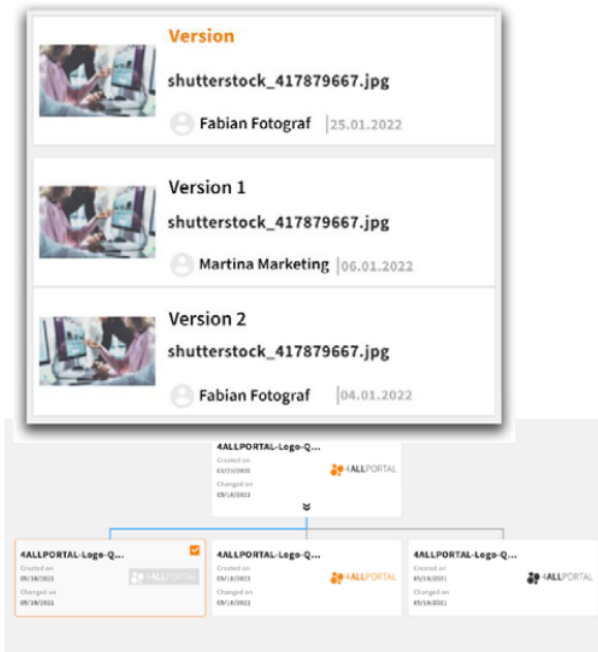## Manage approval workflows via a central module

For most of us, it is not out of the ordinary for an approval process to involve several correction cycles. Nevertheless, you should make sure that your new DAM has a dedicated function for the streamlining of approval processes.

✔ Documented approval process

✔ Notifications for creators & admins

✔ Locking of data until it has been approved

MUST-HAVE FEATURES

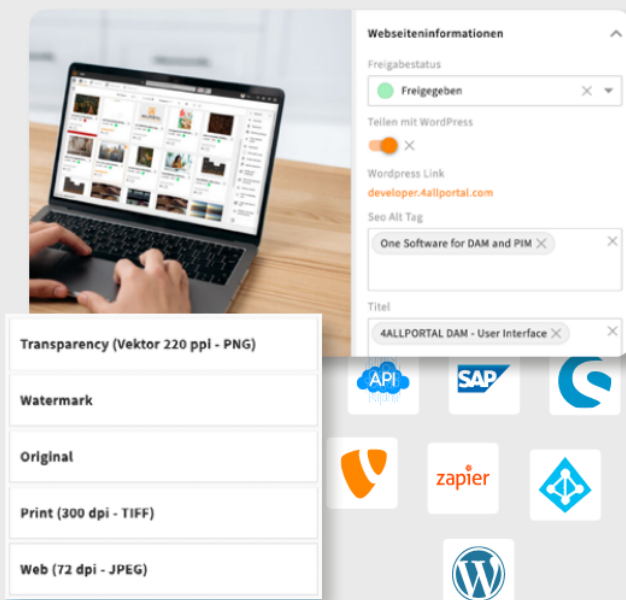**Your new DAM system should offer the following functions.**

Organize all the versions of your assets in one central location

Instead of complicated naming conventions, such as *filename_final-version_v2.jpg* and countless similar files, only the most recent version is visible to selected user groups. Old versions are hidden and are only visible to admins and creators.

✔ **No naming conventions needed**

✔ **Save valuable storage space**

✔ **Restore previous versions**

Native integration of over 100+ third-party apps

As a central hub, your new DAM should integrate seamlessly in your existing tech stack of software tools and provide all the essential platforms and channels with content, whether it's for social media, paid ads, SEO or content for your website and shop.

✔ **Publish content at the touch of a button**

✔ **Use metadata for your SEO & website**

✔ **Automatically synchronize changes**

MUST-HAVE FEATURES

Your new DAM system should offer the following functions.

09

Reports and analyses of asset use

Which assets were used most frequently and which target channels were data exported to? All this information should be centrally available to admins, project managers and department managers. That way, you always know exactly what's going on with your data.

- ✔ Track downloads & shares
- ✔ View usage via APIs
- ✔ Monitor usage frequency

Cloud Hosting

On-premise Hosting

DAM provider's **data center**

Customer's **data center**

10

Flexible hosting: cloud and on-premise

When selecting a DAM solution, you should make sure that it supports both hosting by the customer ("on-premise") and cloud hosting by the DAM provider. Likewise, you should check its server location and GDPR conformity.

- ✔ Data center with ISO certification
- ✔ Server location in Germany
- ✔ Compliance with GDPR

30+ day free trial

Would you like to try out the 4ALLPORTAL first hand?

You are in good hands with us:

WARNER BROS. DISCOVERY   ProSiebenSat.1 TV Deutschland   CITIZEN   TEEKANNE 1882   bofrost*   reddot

Get your test version with Click & Collect:

To receive a free test version of the 4ALLPORTAL, valid for more than 30 days, please click the blue button. This will take you to our "Click & Collect" page for your personal 30+ day free trial.

Next, all you need to do is click and select how you would like to use the DAM and how many users you need. For further customizations, a short consultation is required.

This takes place via a 15-minute introductory call with one of our consultants. You can already choose whether you want to conduct the call via telephone or video call, and reserve a date of your choice.

Continue to Click & Collect

🔒 Guaranteed 100% obligation- and cost-free.