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Which DAM Deployment Model Is Right for You?

With the evolution of digital asset management system technology, industries in all sectors have encountered endless use cases for different DAMs and the methods by which they are accessed. Initially, DAMs were exclusively on-premises technology, but the emergence of cloud benefits allowed much more flexibility. Now, DAM solutions manage assets dynamically through one of four core deployment models.

Which **DAM deployment model** is right for your organization?

It can depend upon the size of your company, the sensitivity and variety of your digital assets, and the creative collaboration needs of your team, among other variables. The storage of certain digital assets may be required to meet a higher threshold of security regulation. For example, creative or marketing assets owned exclusively by the organization may not need to be locked down in any government-regulated way, but financial records and other sensitive digital assets likely require a greater level of data security.

Let's explore the **"who" (what types of organizations), "what" (what kinds of digital assets), and "why" (the specific benefits)** of each of the four primary DAM deployment models.

On-premise DAM Model

WHO On-premise DAMs are generally in use by large enterprises that are required to fulfil industry-specific regulatory requirements, including files shared in countries with more stringent data standards than the country of origination.

WHAT The on-premise DAM model was widely adopted for access, speed, security, and CPU power during a time that the cloud was not yet relevant. Onsite digital asset management systems today are often utilized for particularly sensitive files, such as legal or financial records.

WHY Due to the effort required to manually update systems like these, some companies defer certain releases, only updating when absolutely necessary. This creates a stable environment controlled exclusively by in-house IT.

Cloud DAM Model

WHO Cloud DAMS appeal to companies that are growing quickly and rapidly accumulating digital assets, organizations that have teams and employees in different physical locations, and those who prefer to have a vendor maintain the asset management system.

WHAT Being especially scalable, cloud DAMs can store any type or volume of data, from marketing materials to graphic designs to customer contracts.

WHY Typically, cloud DAM solutions are less expensive, with little to no additional cost for replacement hardware, software, or storage. Also, cloud-based digital asset management systems are ideal for flexible storage, as they can easily be scaled according to your needs.

Dynamic DAM Model

WHO Ideal for creative digital asset management, dynamic DAMs are often used by creative and marketing teams to maximize the value of asset management in an environment that supports live updates to files.

WHAT Dynamic DAMs are particularly useful for files that require collaborative editing, such as graphic designs or marketing assets, as well as those which need to be published and delivered to the client in a customized format.

WHY Dynamic DAMs are typically designed with APIs that integrate seamlessly with other tools, such as Content Management Systems (CMS), Project Management Systems (PMS), and Customer Relationship Managers (CRM).

Hybrid DAM Model

WHO Hybrid DAM models are usually employed by companies with the need for both cloud and on-premise deployments, which often includes large organizations that need to store a variety of different file types.

WHAT The Hybrid DAM model consists of combining both onsite and cloud-based digital asset management systems. This is designed to have the flexibility to secure sensitive material, such as financial records in a physical location and keep collaborative marketing or creative assets in the cloud.

WHY Along with the flexibility of storage capability, utilizing a hybrid DAM model also benefits from vendor-facilitated system management, including all upgrades and system backups.

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Want to learn more about how your organization can benefit from a Digital Asset Management Solution? Set up a consultation and speak with an expert at IO Integration.

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