

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.

model is right for your organization? It can depend upon the size of your

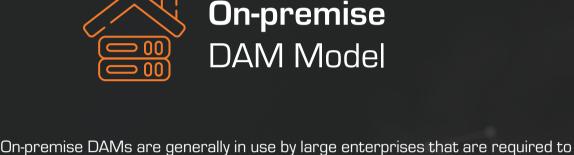
Which **DAM deployment**

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.



kinds of digital assets), and "why" (the specific benefits) of each of the four primary DAM deployment models.

Let's explore the "who" (what types of organizations), "what" (what



WHO

with more stringent data standards than the country of origination.

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

fulfil industry-specific regulatory requirements, including files shared in countries

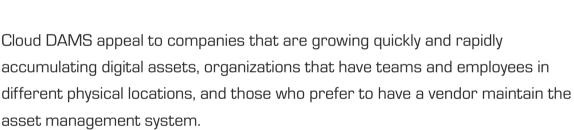
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as legal or financial records.

according to your needs.

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.



NHAT

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

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

Dynamic Dynamic

DAM Model

Ideal for creative digital asset management, dynamic DAMs are often used by

environment that supports live updates to files.

published and delivered to the client in a customized format.

Systems (PMS), and Customer Relationship Managers (CRM).

creative and marketing teams to maximize the value of asset management in an

8.

WHY

WHAT

WHO

Dynamic DAMs are typically designed with APIs that integrate seamlessly with

other tools, such as Content Management Systems (CMS), Project Management

Hybrid

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



cloud and on-premise deployments, which often includes large organizations that need to store a variety of different file types.

collaborative marketing or creative assets in the cloud.

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.

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

