Study Finds Huge Growth Opportunity For Digital Asset Management Tools

Contributed by Anand Srinivasan
Friday, 20 February 2015
Last Updated Friday, 20 February 2015

Are businesses doing enough to protect their digital assets? A new study commissioned by North Plains and conducted by eMedia in UK has shown the inefficiencies that exist in the enterprise digital asset management (DAM) today. For the study, eMedia interviewed over a 100 UK-based marketing executives who are responsible for handling digital assets in their organization. Here is a rundown of the key takeaways from the study:
Email Still Rules The Roost: A significantly large number of businesses still use email to share their digital assets. The study found that 70% of survey respondents used email to share their digital assets with third parties like agencies. This was followed by FTP which was used by close to 56% of the participants. Online file sharing tools like DropBox came in third with only 46% of respondents noting to have used them for sharing digital assets.

Minimal Security Awareness: Despite the critical nature of digital assets, there seem to be little to no awareness among respondents on the need to ensure security of these assets. In the study, less than half the respondents confirmed that their digital assets were maintained in a secure system. Most of the other respondents were either unaware of security systems for digital assets or confirmed they did not have any.

Need For DAM: None of the respondents in the survey considered digital assets as not important to their organization. All the participants at least considered digital assets to be somewhat important to their area of work. It then comes as no surprise then that a significant number of survey participants regarded digital asset management tools as essential and considered managing their assets with these software . Close to 43% agreed that they were now researching on digital asset management systems while nearly 52% of the participants planned to upgrade their existing systems.

Areas Of Improvement: The participants in the study were extremely clear on the specific areas that needed improvement with respect to digital asset management. 43% of the respondents wanted a better solution to find assets easily. 30% of them required better control over these assets, both internally and externally. Over a quarter of the survey participants felt that there needed to be a better way to give people in their organization access to the assets while over a fifth believed better analytics of how and where their assets was used was needed. Less than 20% of respondents thought efficient distribution systems and compliance/rights management as areas that needed improvement.

With digital marketing maturing to become one of the prime focus areas for a lot of businesses, the amount of digital assets that they hold too has seen a major spike. The study points to an amazing growth opportunity for DAM tools in the near future as a number of businesses realize the need to manage digital assets better and plan to upgrade their systems.