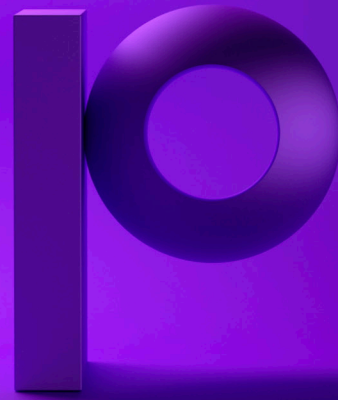# Digital Asset Management (DAM)

If you need to manage your digital assets, then you need to manage your data

As consumers become more dependent on the visual experience, the volume and complexity of digital assets grow. However, companies that rely on manual processes or siloed solutions to accomplish asset management struggle to keep up. The reality is: if you need to manage your digital assets, then you also need to manage your data.

Unstructured digital data must be managed and stored similar to other data domains. Because an integrated approach to Digital Asset Management (DAM) is so crucial, organizations are increasingly turning to Product Master Data Management (MDM) to drive and deliver DAM objectives – and so much more.

> In today's digital marketplace, companies are pressed to shift from product providers to content curators and publishers. Digital assets play a crucial role in this process, as consumers increasingly demand a rich buying experience and are more likely to choose a product they can experience visually.

EnterWorks MDM with Integrated DAM

EnterWorks allows companies to manage any unstructured content using built-in DAM technologies. EnterWorks DAM makes storing, categorizing and managing images, documents, templates, audio and video files, and other product-related data easier than ever. Any data stored in EnterWorks can be manually or programmatically linked to a product, item, brand, or other criteria set by the customer. These linked relationships are also bi-directional, so users can quickly determine which products are associated with a specific document or file.

Teams can import metadata from images, configure custom metadata fields for cross-sell and up-sell opportunities, and automatically generate multiple image formats and resolution for print and online use.

By incorporating DAM functionality, EnterWorks provides the flexibility, configurability, and scalability that companies need to meet evolving business needs and a changing commerce world.

What can EnterWorks DAM do for you?

- Localize assets for markets, brands or languages.
- Reduce costs and complexity of redundant storage.
- Drive compliance and correct usage of assets.
- Control and protect the brand through security and workflow.
- Reduce time to deliver to third parties and customers.
- Improve efficiency and speed to find, organize, and convert digital assets.

Capabilities include:

- Associate one image to multiple items and multiple images to single items.
- Automatically generate versions across multiple applications.
- Manage all digital assets in multiple forms (i.e., thumbnails, hi/low res).
- Track and report on data usage and manage digital rights and expirations.
- Automatically generate multiple formats and resolution for print and online use.
- Import linking information to products and metadata for custom fields.
- Quickly locate assets with robust search and filter functionality.
- Assets can be any binary or text file.
- Supported Image file types will automatically generate thumbnails and other variant image sizes based on system configured definitions.
- Assets are stored on a file system accessible by EnterWorks server either on NAS or Amazon S3 Cloud storage.
- EnterWorks manages directory file structure and location of assets.
- Every asset loaded in system will have entry in the Asset Master Repository.
- Assets master repository can be modeled with any attributes utilizing the EnterWorks Data Modeling Feature.
- Raw metadata is extracted from assets and automatically populates corresponding attributes if defined in the asset master repository based on type of asset.
- Assets can be linked to any other repository content utilizing the built-in EnterWorks data linking management capabilities.
- Linked asset can have custom attributes defining additional metadata about how image is linked to content (main, alternate, etc.).

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