Risetime

Good Enough to Great DAM eBOOK

A Practical Guide for DAM Professionals Trying to Build Something BETTER



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ABOUT THE AUTHOR

John Price, CMO Risetime

John's more than 12 years working as a marketing and Digital Asset Management professional for Risetime and previously as Product Marketing Manager for OpenText has provided him with broad expertise in strategic content marketing and pragmatic DAM solutions for large and not-so-large companies in many different industries. He has worked closely with experts in healthcare and other highly regulated businesses focusing on their unique use cases, workflow processes and integration challenges with adjacent technologies in the marketing, DAM, and marketing environments. He is passionate about understanding the practical application of technology and key use cases to increase productivity; helping people to get work done better. John understands the value that DAM offers, especially as a part of complex ecosystems. Its prime objective leads to greater user satisfaction and helps organizations move the needle and achieve their goals.



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We Need to Talk About "Good Enough"

Most DAM professionals have a story.

Usually, it starts with hope and optimism, a steering committee, maybe a six-month implementation timeline that somehow stretched to eighteen months, and at least one meeting where someone said, "Can't the AI just tag everything automatically now?" Then comes launch day. Everyone celebrates. The vendor posts the case study. Leadership nods approvingly. The migration is "complete."

And then reality arrives.

Marketing reorganizes. Creative teams invent new workflows. Legal changes review processes. Someone acquires another company. A new agency partner refuses metadata standard. Half the users still keep files on shared drives. The DAM administrator quietly develops the thousand-yard stare familiar to anyone who has spent enough years in content operations.

Here is the uncomfortable truth that most experienced DAM professionals eventually discover:

The software was never really the hard part.

Modern DAM platforms are mature. Most leading systems are stable, powerful, scalable, and feature-rich. Vendors have spent years refining workflows, search, AI capabilities, integrations, cloud infrastructure, permissions, and automation.

But vendors cannot fully prepare a DAM for the strange, evolving, deeply human reality of how organizations actually work. Because organizations are messy.

They change constantly. Priorities shift. Teams evolve. Leadership changes. Governance fades. New channels appear overnight. People ignore the processes they helped create just three months earlier. Metadata standards become philosophical debates. Someone somewhere always uploads.

This eBook is about building a great DAM that evolves and supports.

And yet, despite all of that, some organizations manage to build DAM programs that become operationally transformative.

Not perfect.

But trusted. Useful. Adaptive. Embedded into how work actually gets done.

That is the difference between a "good" DAM and a "great" DAM.

This eBook is not about chasing perfection. Most DAM professionals gave up on perfection sometime around migration batch number 42.

This is about something far more achievable and valuable:

Building a DAM that continuously evolves with the organization it supports.

Making your DAM great.



The DAM Industry Grew Up

But Organizational Complexity Grew Faster.

There was a time when simply centralizing digital assets felt revolutionary.

Finding approved content quickly was enough to justify investment. Basic search capabilities were celebrated. Eliminating duplicate file storage felt like operational maturity.

Those days are mostly behind us.

Today's organizations expect DAM systems to support complex workflows, distributed teams, omnichannel publishing, AI initiatives, compliance mandates, collaboration ecosystems, remote operations, and increasingly impossible content velocity expectations.

At the same time, most DAM platforms have become very capable.

That is the good news.

The bad news is that many organizations still treat DAM implementations like software projects instead of operational transformation initiatives.

A DAM launch is often treated as the finish line instead of the starting point.

And that is where otherwise solid DAM programs begin to drift toward mediocrity.

Not failure, exactly. Just… acceptable.

Search mostly works.
Assets are generally there.
Users tolerate the system.
Governance exists in a PowerPoint somewhere.
The DAM survives.

But it does not truly elevate the organization.

The gap between good and great DAM rarely comes down to features. It comes down to operational alignment.

Great DAM programs understand something many organizations overlook:

DAM is not a repository. It is operational infrastructure.



What Great DAM Actually Looks Like

Great DAM is difficult to describe because it rarely announces itself dramatically.

It simply makes organizations function better.

Teams move faster because they trust what they find. Creative staff spend less time hunting for files and more time producing meaningful work. Compliance becomes manageable instead of terrifying. Content reuse increases naturally because assets are structured intelligently. Governance becomes less political because ownership is clear.

Ironically, when DAM works well, people stop talking about it constantly.

That may be the highest compliment a DAM program can receive.

Great DAM does not require perfect metadata or flawless governance. Anyone who has worked in DAM long enough knows those things do not exist outside conference presentations. Instead, great DAM creates operational confidence.

Users know where to go.

They trust what they find.

Workflows reduce friction instead of introducing it.

Processes evolve without collapsing the system.

And leadership begins to recognize DAM not as storage, but as a strategic operational capability.

That transformation matters because content operations now sit at the center of nearly every organization's ability to communicate, market, govern, educate, collaborate, and scale.

The organizations that manage digital assets effectively increasingly manage operational complexity effectively as well.



When DAM works well, people stop talking about it constantly.

The Quiet Warning Signs of an Underperforming DAM



The interesting thing about DAM problems is that they rarely arrive dramatically.

Most DAM programs do not fail all at once. They slowly become disconnected from operational reality. It starts subtly.

Teams begin bypassing workflows because "it's faster this way."

Metadata quality slips because standards became too complicated.

Departments create parallel storage systems because governance feels restrictive.

Users stop trusting search results and start messaging coworkers directly for files.

Creative teams quietly maintain shadow archives on external drives "just in case."

The DAM still technically works. But operational trust begins to erode.

Experienced DAM professionals recognize this phase immediately because they have lived through it before. Usually multiple times.

The challenge is not preventing change. Change is inevitable.

The challenge is building DAM programs capable of adapting continuously without losing structure, trust, or operational value.

That requires organizations to stop viewing DAM as a technology purchase and start viewing it as an evolving operational discipline.

Most DAM programs do not fail all at once.
They slowly become disconnected from operational reality.

Evaluating Your DAM

Is It Good—or Is It Becoming Great?

Most DAM evaluations focus heavily on features.

That is understandable. Features are easy to compare. Operational maturity is much harder to measure. A more useful evaluation starts with a simpler question:
Does your DAM help the organization move with confidence?
Not theoretically. Operationally.

- Do users trust the system enough to rely on it daily?
- Can workflows adapt as the business changes?
- Does governance feel practical or punitive?
- Are assets reusable and discoverable?
- Does leadership understand DAM's operational value beyond storage?
- Can new teams onboard successfully without months of tribal knowledge transfer?
- Is the DAM becoming easier to operate over time—or more fragile?

Great DAM programs are not necessarily the most sophisticated. In fact, some of the most effective DAM environments are surprisingly simple. What they share is operational clarity.

Clear ownership.
Clear governance.
Clear workflows.
Clear trust.

And perhaps most importantly, realistic expectations.

Great DAM professionals understand that operational maturity is never finished.

There is no magical future state where all metadata becomes perfect and every user follows governance happily forever. That future does not exist.

But continuous improvement absolutely does.

Good to Great Framework

GOOD	GREAT
Solves immediate problems	Solves root causes
Tool-focused	Outcome focused
Local optimization	Enterprise alignment
Process compliance	Behavioral adoption



The Journey from Good to Great

The good news is that moving toward great DAM rarely requires starting over.

It usually starts with honesty.

Honest conversations about what users actually need.
Honest assessments of where workflows break down.
Honest recognition that adoption problems are often operational design problems, not user failures.

Organizations that improve DAM maturity tend to focus less on adding features and more on reducing friction.

They **simplify** metadata where possible.
They **refine** governance continuously instead of creating rigid frameworks nobody follows.

They **integrate** DAM into the tools users already depend on.
They **measure** operational outcomes instead of implementation milestones.
And perhaps most importantly, they **accept** that DAM is not static infrastructure.

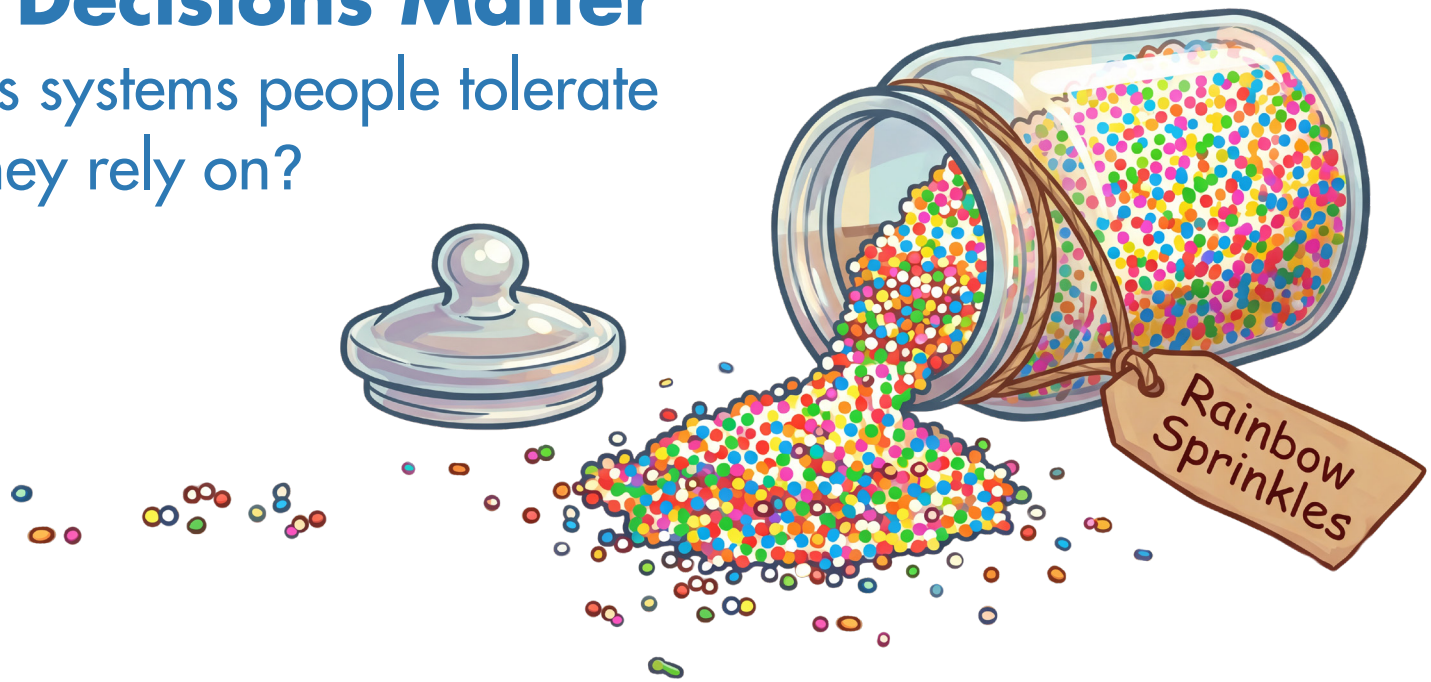
It is living operational infrastructure.

That mindset changes everything.

Because once DAM becomes operationally embedded, organizations begin improving not just asset management, but collaboration, governance, speed, compliance, and institutional resilience.

Why DAM Decisions Matter

What separates systems people tolerate from systems they rely on?



Decision 1: PURPOSE

QUESTION: What is your DAM actually accountable for?

GOOD: Asset management efficiency

GREAT: Reduce campaign launch time by 30%

KEY QUESTION: Why does this DAM exist?

A **good** DAM begins with a clear objective, such as organizing assets, improving search, or replacing shared drives. A **great** DAM is directly tied to business outcomes such as accelerating time-to-market, increasing content reuse, reducing production costs, improving compliance, or supporting digital transformation initiatives. To get to great, start by identifying the business problems the DAM will solve and defining measurable success criteria. Every workflow, feature, and investment decision should support those outcomes. If the DAM cannot demonstrate business value, it risks becoming a repository rather than a strategic asset.

TO GET TO GREAT:

- Identify the problems the DAM will solve
- Define measurable success criteria

Decision 2: USER-CENTERED DESIGN

QUESTION: Are you designing for compliance—or productivity?

GOOD: Structured workflows

GREAT: Invisible governance that enables speed

KEY QUESTION: Is the DAM designed around how people actually work?

A **good** DAM provides users with access to content and the tools they need to perform basic tasks. A **great** DAM fits naturally into existing workflows and becomes the easiest way to get work done. To get to great, start by interviewing users across content creation, review, approval, and distribution processes. Map their workflows, identify friction points, and eliminate unnecessary steps. When users perceive the DAM as helping them achieve their goals rather than creating more work, adoption and long-term success follow naturally.

TO GET TO GREAT:

- Interview users across all processes
- Map workflows, identify friction points, eliminate unnecessary steps

Decision 3: OWNERSHIP

QUESTION: Who makes the final call when priorities conflict?

GOOD: Shared ownership

GREAT: Clear accountability

KEY QUESTION: Who is responsible for keeping the DAM successful?

A **good** DAM has administrative ownership and someone responsible for maintaining the platform. A **great** DAM has organizational ownership through governance, executive sponsorship, and clearly defined accountability for standards, adoption, and continuous improvement. To get to great, establish a governance team representing key stakeholders and assign responsibility for workflows, metadata, integrations, and user engagement. Ownership should extend beyond technology management to ensuring the DAM evolves alongside changing business needs.

TO GET TO GREAT:

- Establish a governance team
- Assign responsibility for workflows, metadata, integrations, and user engagement

Decision 4: METADATA & AUTOMATION

QUESTION: Are you managing metadata—or outcomes?

GOOD: Complete taxonomy

GREAT: Minimal, high-impact metadata

KEY QUESTION: Can people and systems easily find, understand, and use content?

A **good** DAM uses metadata to organize and search for assets. A **great** DAM combines well-designed metadata with automation to reduce manual effort, improve accuracy, and support emerging technologies such as AI. To get to great, begin by defining a manageable set of business-critical metadata fields and standardizing terminology across teams. Then identify opportunities to automate metadata population through integrations, AI-assisted tagging, and workflow automation. High-quality metadata creates the foundation for discoverability, governance, automation, and future scalability.

TO GET TO GREAT:

- Define business-critical metadata fields
- Standardize terminology across teams
- Identify opportunities to automate metadata

Decision 5: INTEGRATION

QUESTION: Is your DAM where work stops—or where it flows?

GOOD: Central repository

GREAT: Connected ecosystem

KEY QUESTION: Is the DAM connected to the broader content ecosystem?

A **good** DAM exchanges assets with other systems and supports basic content distribution. A **great** DAM operates as a connected hub within the content supply chain, seamlessly moving assets and metadata between creative tools, CMS platforms, PIM systems, marketing platforms, and publishing channels. To get to great, start by mapping how content enters, moves through, and exits the organization. Prioritize integrations that eliminate manual work, improve data quality, and accelerate business processes. The more connected the DAM becomes, the more valuable it becomes to the organization.

TO GET TO GREAT:

- Map how content enters, moves, and exits
- Prioritize integrations that eliminate manual work, improve data quality, and accelerate business processes

Decision 6: MEASUREMENT

QUESTION: Can you prove DAM impact in business terms?

GOOD: Usage reports

GREAT: ROI narrative

KEY QUESTION: How do you know the DAM is delivering value?

A **good** DAM measures operational metrics such as asset counts, storage usage, or user logins. A **great** DAM measures business impact, including content reuse rates, time-to-market improvements, workflow efficiency, compliance gains, cost savings, and user adoption. To get to great, establish baseline measurements before implementation and identify the business outcomes that matter most to stakeholders. Regularly review performance against those goals and use the findings to drive continuous improvement. What gets measured gets improved, and what gets tied to business value gets funded and supported.

TO GET TO GREAT:

- Establish baseline measurements
- Identify ideal stakeholder outcomes
- Regularly review performance against goals

The Leadership Playbook:

How Great DAM Leaders Make These Decisions Happen

1. THEY SIMPLIFY RELENTLESSLY

- Focus on fewer, higher-impact decisions
- Avoid over-engineering

2. THEY ALIGN STAKEHOLDERS EARLY

- Marketing, IT, Creative, Legal
- Shared definition of success

3. THEY PRIORITIZE ADOPTION OVER PERFECTION

- "Used and useful" beats "perfect and ignored"

4. THEY TRANSLATE DAM INTO BUSINESS LANGUAGE

- Not metadata > productivity
- Not workflows > speed to market

5. THEY ENFORCE DECISIONS CONSISTENTLY

- Governance with clarity
- No silent exceptions

6. THEY EXECUTE WITH PRECISION

- Strategy is only valuable if implemented
- Outcomes > intentions

How Great DAM Leaders Make the Decisions That Matter

The difference between a **good** DAM and a **great** DAM is rarely the technology itself. It is the quality and consistency of the decisions made by the people leading the initiative. The six leadership characteristics above emerged as the behaviors that most often separate successful DAM programs from those that struggle to gain traction. Each characteristic aligns closely with one of the six decisions that matter most in building a great DAM.

The Common Thread

Across all six characteristics, great DAM leaders consistently focus on outcomes over features, adoption over complexity, and execution over theory. They simplify priorities, align stakeholders, design for users, communicate in business terms, enforce standards, and execute with discipline. These leadership behaviors transform DAM from a content repository into a strategic capability that delivers measurable value across the organization.

1. THEY SIMPLIFY RELENTLESSLY

DECISION: Purpose

Great DAM leaders resist the temptation to solve every problem at once. They focus on a small number of high-impact business outcomes and avoid over-engineering workflows, metadata models, and governance structures. They define success clearly, align stakeholders around priorities, and ensure every DAM decision supports those goals. A clear purpose creates alignment and helps teams make better decisions throughout the implementation. Instead of asking, "What can the DAM do?" they ask, "What business problem are we solving?"

EXAMPLE: A marketing organization initially wanted to support twenty different use cases. Leadership narrowed the focus to reducing content search time and accelerating campaign launches. By concentrating on those two outcomes first, the DAM delivered measurable value quickly, creating momentum for future expansion.

EXAMPLE: A marketing organization wanted its DAM to support dozens of use cases across multiple departments. Working with Risetime, the team first identified two strategic objectives: reducing content search time and accelerating campaign delivery. Risetime facilitated stakeholder workshops, documented business requirements, and helped prioritize the capabilities that would have the greatest impact. By focusing on the outcomes that mattered most, the organization delivered early wins, gained executive support, and established a roadmap for future expansion.

HOW RISETIME HELPS:

Risetime helps organizations define DAM strategy, identify business priorities, and build practical roadmaps that deliver value quickly while creating a foundation for long-term growth.

2. THEY ALIGN STAKEHOLDERS EARLY

DECISION: Ownership

Great DAM leaders understand that ownership is not assigned after implementation—it is established before the project begins. They bring together marketing, creative, IT, legal, product, and operations stakeholders early to build a shared vision, define responsibilities, and agree on success criteria. Alignment reduces resistance, prevents conflicting requirements, and creates accountability for long-term success. Success requires executive sponsorship, governance, and alignment across the teams that create, manage, distribute, and consume content. Shared ownership creates accountability and long-term sustainability.

EXAMPLE: Before selecting a DAM platform, a global manufacturer established a governance council with representatives from every major department. The group agreed on metadata standards, workflows, and governance policies, resulting in faster adoption and fewer post-launch conflicts.

EXAMPLE: A global manufacturer was struggling with competing requirements from marketing, product, ecommerce, and IT teams. Risetime facilitated governance workshops that brought stakeholders together to define ownership, decision-making processes, metadata standards, and success metrics. The result was a governance framework that reduced internal conflicts and accelerated adoption across the enterprise.

HOW RISETIME HELPS:

Risetime serves as a neutral facilitator and advocate, helping organizations build governance programs, align stakeholders, and establish accountability models that keep DAM initiatives moving forward.

3. THEY PRIORITIZE ADOPTION OVER PERFECTION

DECISION: User-Centered Design

Great DAM leaders know that a system people use imperfectly is more valuable than a perfect system nobody uses. They focus on making DAM easy, intuitive, and useful, rather than pursuing endless customization, feature requests, and processes. Adoption becomes the primary success metric because value is only created when people incorporate the DAM into their daily work.

EXAMPLE: A creative team requested dozens of custom workflows and metadata fields. Instead, the DAM team launched with a streamlined process that addressed the most common use cases. User adoption exceeded expectations, and enhancements were added later based on real-world feedback rather than assumptions.

EXAMPLE: A creative services team wanted extensive workflow customization before launch. Risetime conducted workflow discovery sessions and found that most users needed only a few streamlined approval paths. By simplifying the implementation and focusing on the highest-value workflows, the organization achieved strong adoption and reduced training requirements. Additional enhancements were introduced later based on actual usage patterns.

HOW RISETIME HELPS:

Risetime specializes in workflow analysis and user adoption strategies, helping organizations design DAM experiences that support how people work instead of forcing users to adapt to the system.

4. THEY TRANSLATE DAM INTO BUSINESS LANGUAGE

DECISION: Measurement

Great DAM leaders measure outcomes that executives care about. Rather than discussing metadata fields, taxonomy structures, or workflow configurations, they connect DAM performance to business outcomes such as productivity, content reuse, speed-to-market, compliance, and cost savings. This creates executive support and ensures DAM remains a strategic initiative.

EXAMPLE: Instead of reporting that search performance improved by 30%, the DAM manager reported that creative teams saved an average of five hours per week locating assets. Leadership immediately recognized the productivity impact and approved additional investment.

EXAMPLE: A consumer products company struggled to justify continued DAM investment. Risetime helped establish performance dashboards that measured content reuse, campaign delivery times, and production cost reductions. Within six months, leadership could clearly see the impact of DAM on operational efficiency and business performance, leading to increased executive support and expanded investment.

HOW RISETIME HELPS:

Risetime helps organizations define meaningful KPIs, establish baseline measurements, and create reporting frameworks that demonstrate DAM value to stakeholders and executive leadership.

5. THEY ENFORCE DECISIONS CONSISTENTLY

DECISION: Metadata and Automation

Metadata standards, governance policies, and automation rules only create value when they are applied consistently. Great DAM leaders establish clear standards and resist exceptions that create confusion, duplicate content, and inconsistent data. Consistency builds trust in the system and enables automation, AI, and advanced search capabilities to perform effectively.

EXAMPLE: A company standardized product naming conventions and metadata requirements across all regions. While some teams initially resisted the change, consistent enforcement dramatically improved search accuracy, content reuse, and automated tagging capabilities.

EXAMPLE: A global brand had accumulated years of inconsistent metadata, making assets difficult to find and reuse. Risetime performed a metadata assessment, facilitated taxonomy workshops, and developed governance standards that balanced business needs with usability. The organization then implemented automated metadata enrichment and validation workflows, significantly improving search accuracy and operational efficiency.enhancements were introduced later based on actual usage patterns.

HOW RISETIME HELPS:

Risetime brings deep expertise in metadata strategy, taxonomy development, automation design, and DAM governance, helping organizations create scalable frameworks that support both current and future business needs.

6. THEY EXECUTE WITH PRECISION

DECISION: Integration

Great DAM leaders understand that DAM delivers its greatest value when it is connected to the broader content ecosystem. They prioritize integrations that improve business outcomes and eliminate manual effort throughout the content lifecycle, delivering measurable improvements to workflows, content delivery, and data quality. Rather than pursuing every possible integration, they prioritize the connections that provide the greatest business impact and ensure they function reliably.

EXAMPLE: An ecommerce organization identified product launches as its highest-priority business process. The DAM team focused first on integrating DAM with the Product Information Management (PIM) platform and ecommerce channels. The result was faster publishing, fewer manual errors, and significantly improved speed-to-market.

EXAMPLE: A retailer needed to accelerate product launches while reducing errors across ecommerce channels. Risetime designed and implemented integrations between the DAM, Product Information Management (PIM) platform, ecommerce systems, and marketing tools. Product assets and metadata flowed automatically between systems, reducing manual effort and significantly improving speed-to-market.

HOW RISETIME HELPS:

Risetime's expertise in DAM integrations, cloud services, managed services, and platform implementations helps organizations create connected content ecosystems that support the entire content supply chain.

Where Risetime Fits into the Journey

Every organization believes its workflows are uniquely complicated.

To be fair, they usually are.

We have seen beautifully governed systems fail because nobody used them. We have seen imperfect systems succeed because teams trusted them operationally. We have seen metadata projects become philosophical debates that lasted longer than some product launches.

That experience shapes how we approach DAM partnerships.

We do not believe organizations need another lecture about taxonomy perfection. Most DAM professionals already know what "ideal" looks like.

The challenge is building something sustainable and functional inside the operational reality of the organization today while preparing for the reality it will become tomorrow.

THAT MEANS FOCUSING ON:

- Practical progress
- Operational integration
- Governance that people can realistically follow
- Cloud and SaaS architectures that scale
- Migration strategies grounded in actual business priorities
- AI readiness built on structured, trusted content
- Continuous optimization instead of one-time implementation thinking

Most importantly, we help organizations evolve DAM operationally over time instead of treating launch day as the end of the story.

Because it never is.

The organizations that succeed with DAM are rarely the ones with the flashiest software demonstrations. They are the ones that continuously align people, processes, governance, and technology as the organization changes around them.

That is what transforms DAM from a repository into operational infrastructure. And that journey is where Risetime does its best work.

Why Organizations Partner with Risetime



Moving from a **good** DAM to a **great** DAM requires more than selecting the right platform. It requires a partner who understands business objectives, user adoption, governance, metadata strategy, integrations, and long-term operational success. At Risetime, we have worked with organizations long enough to know there is no universal DAM blueprint.

Risetime serves as a trusted advisor throughout the DAM journey—helping organizations define strategy, align stakeholders, optimize workflows, implement technology, and continuously improve performance. Whether launching a new DAM, modernizing an existing environment, or expanding into a connected content supply chain, Risetime helps organizations make the decisions that turn DAM into a strategic business asset.



Conclusion

Great DAM Is Never Finished

If there is one lesson experienced DAM professionals eventually learn, it is this:

No DAM stays "great" accidentally.

Operational maturity requires continuous attention because organizations continuously evolve.

- New channels appear.
- AI changes expectations.
- Teams reorganize.
- Governance shifts.
- Content explodes.

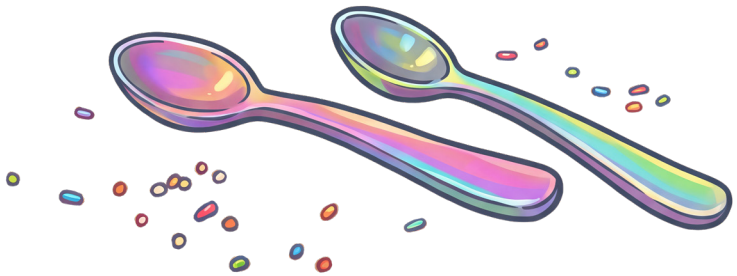
And somehow, through all of that, the DAM still has to help people find the right thing quickly without losing trust in the process.

That is not easy. But it is achievable.

Not through perfection. Through adaptability.

Good DAM stores assets. **Great** DAM helps organizations move with confidence.

And in an increasingly complex operational world, that difference matters more than ever.





Craving more?

Here's an extra scoop just for you!

There's no such thing as too much of a good thing. Now that you're all in for transforming your Good DAM into a Great DAM, we think you'll find the **Risetime video library** inspiring as you embark on your journey.

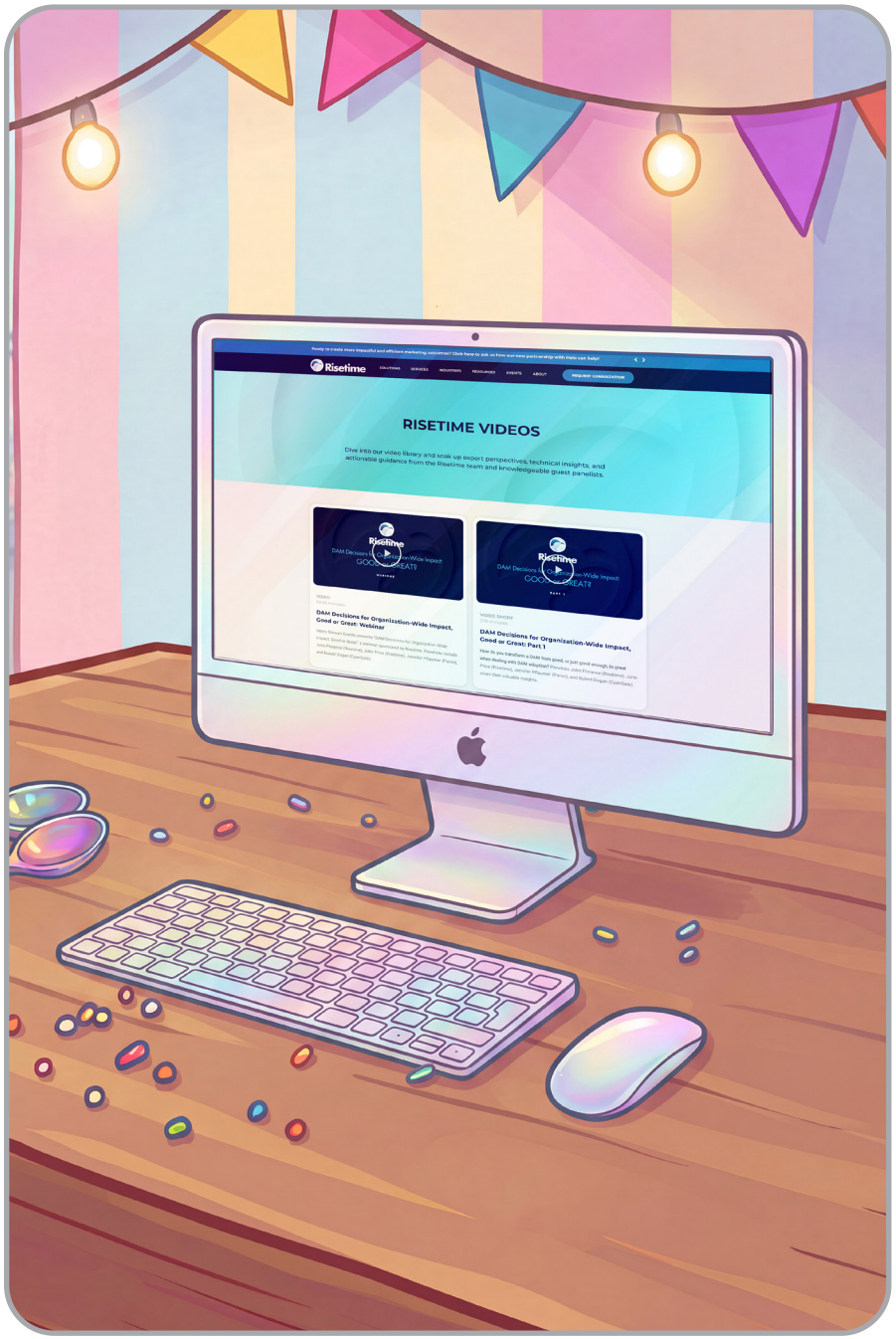
Feel free to dig into our expert perspectives, technical insights, and actionable guidance from the Risetime team and our knowledgeable guest panelists.

DAM Decisions for Organization-Wide Impact, Good or Great
This Henry Stewart Webinar features expert DAM practitioners, who share insights from working with many teams implementing, migrating, and upgrading DAM systems.

John Florance, Risetime
John Price, Risetime
Bulent Dogan, CyanGate
Jennifer Pflaumer, Paroo

Check out the Risetime Videos on our website at:
https://www.risetime.com/resources/videos/





Risetime

Thank You!

At Risetime, we focus on our customers. In every engagement we begin by listening and seeking to understand. Everyone wants their workplace to be like a finely tuned, high-performance engine, what would that look like in your organization?

A key value we bring to our clients is our ability to fine tune technology in complex ecosystems.

We partner with you, to strategize the plans, designs, and methodology that work for you. At Risetime, we get the deployment done right and stick around to make sure your solutions continue to perform to expectations, adding value, and able to adapt and grow with you for years to come. We're passionate about developing and maintaining long-term relationships. That's why our clients have relied on us for more than 25 years. We're not going away. We see things through.