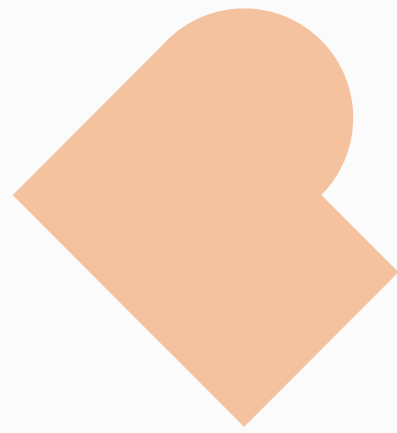
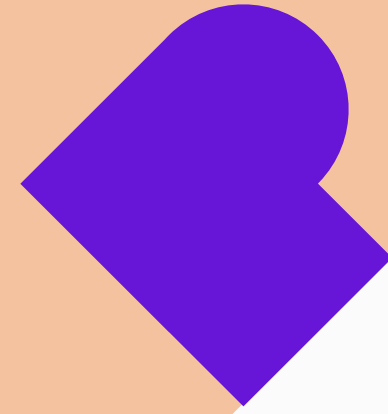




DAM Comparison Guide and Requirement Checklist



Pickit®





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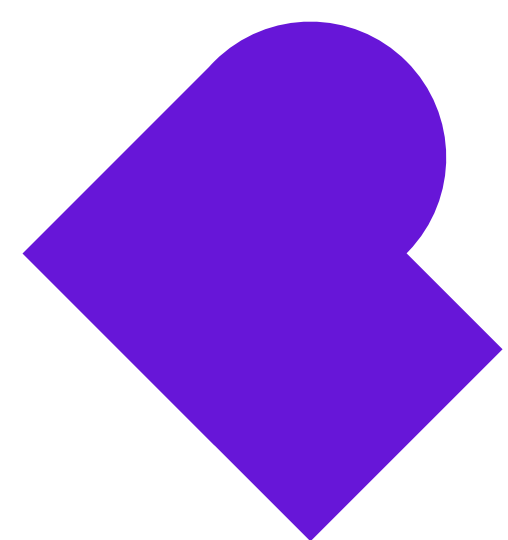
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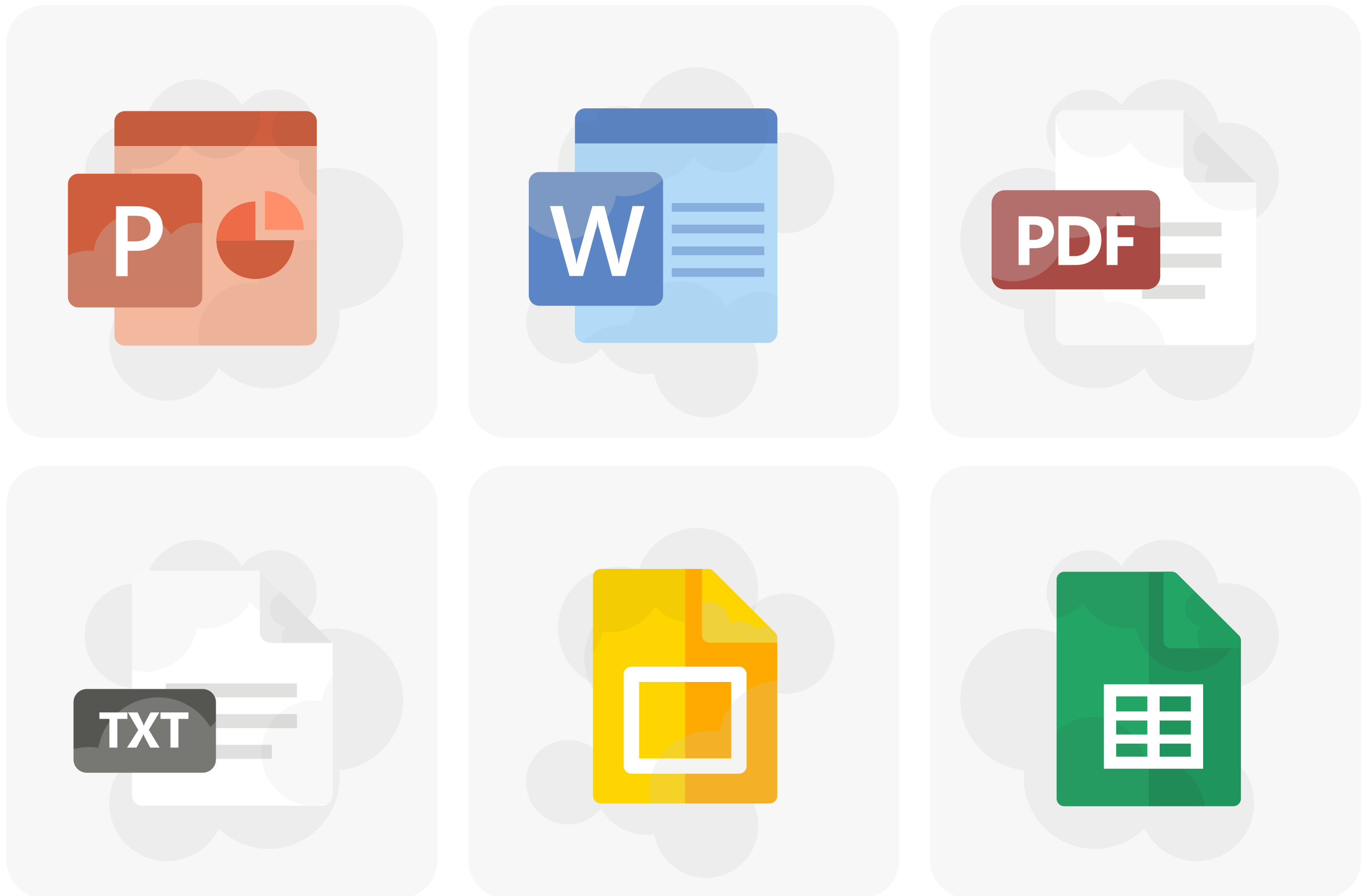


Part 1:

Why DAM?



LIFE WITHOUT DAM



Studies suggest around 78% of digital assets go unused.

One of the primary issues a lot of organizations face is that their digital assets are everywhere. From personal file folders and external hard drives to cloud storage systems and the company intranet.

This tends to create challenges with discoverability, and whenever you have multiple locations, you also have multiple versions, and the confusion that comes with nobody knowing where the latest, updated copies of things are. Apart from reducing productivity across your organization, content chaos often leads to everything from overspending and underuse to inconsistent branding and license issues.

LIFE WITH DAM

The average knowledge worker spends 20 hours per month creating or updating presentations. Using the Pickit add-in for PowerPoint, users create presentations 3–5 times faster, saving up to 16 hours a month.

The measurable improvements your organization can expect to see after migrating to a robust DAM platform will obviously vary depending on your needs, industry, size and structure.

That said, here are some of the most common reasons people make the switch to Pickit:

- Makes surfacing files simpler with user-centric visual navigation
- Enables new employees and users to find files fast in one single location
- Ensures the correct assets are always available in the correct channels
- Helps increase the ROI on digital assets and prevent them going unused
- Helps provide an overview of all your assets in one place
- Enables content curators to analyze asset performance and usage
- Helps creatives to identify missing content and understand users' needs
- Promotes consistency and helps employees stay on brand
- Reduces the risk of employees using old or unlicensed content
- Ensures that company assets are always stored securely
- Provides a means of distributing brand guidelines more effectively
- Simplifies the transfer of files between different platforms using integrations

Some clients report a 5X increase in asset usage after switching to Pickit.

Part 2:

What do you want to get out of DAM?



QUESTIONS FOR FUTURE USERS AND STAKEHOLDERS

Before making the decision which DAM system will best suit your needs, it's a good idea to ask around and identify your primary needs, requests, use cases, and expectations. Here's a list of some common questions you might want to consider asking colleagues, collaborators, and stakeholders who'll be using then system.

1. What are the biggest challenges you currently face managing your digital assets?
2. How about distribution? Do you struggle to share them efficiently to the right channels?
3. How do you search and access your digital assets today? Where are they stored?
4. Who will be needing access to which digital assets?
5. How will you organize and group them, and what user roles and permissions do you need?
6. Where do you currently source new images? Do you use stock or only in-house content?
7. What are your preferred ecosystems you'd like to connect to your DAM?
8. Do you need to be able to integrate DAM with your own product with using API?
9. What are your must-haves versus nice-to-haves for a DAM solution?

TYPICAL OBJECTIVES

Now that you have a long list of requests and a better idea of how people hope to leverage the new system, it's a good time to start consolidating that information into some concrete objectives. And while every organization has its own unique set of needs, there are some common themes we've identified listed below to help get you started as you compile your own list of objectives.

- Automate manual tasks and streamline workflows to help teams work more efficiently
- Share content across teams and locations with ease
- Improve ability to search and find approved assets for brand consistency
- Quickly adapt materials for local audiences, so it's easier to sell to customers
- Centralize product and image content to empower sales teams
- Control access to brand assets so your brand is secure and protected from misuse

Part 3:

Getting DAM to talk to your tech stack



REQUIREMENT CHECKLIST

Now that you've interviewed users and identified your own needs and objectives, we suggest you put together a requirement checklist you can use when comparing DAM systems. We've included a template to save you some time and make it easy for you to get started.

ASSET MANAGEMENT

Media Asset Management	Pickit®	Other vendors		
AI auto-tagging & batch tagging	✓			
Advanced search, tags, descriptions, title & author	✓			
Filter by file type, source, color, folder	✓			
File & folder level permission	✓			
Image library	✓			
Audio library	✓			
Video library	✓			
File preview	✓			

Document Asset Management	Pickit®	Other vendors		
Office 365, Google Workspace & Adobe PDF	✓			
Advanced search, tags, descriptions, title & author	✓			
Full text search	✓			

Customizable metadata	✓			
Pickit-enabled templates	✓			
PowerPoint Single Slide	✓			

Brand Management

Pickit®

Other vendors

Brand portal for management and distribution	✓			
Brand & style guides	✓			
Brand icons & logos	✓			
Brand colors	✓			
Custom fonts	✓			

License Management

Pickit®

Other vendors

Image license reporting	✓			
Custom license types	✓			
Model & property releases	✓			
Image & file inspection tool	✓			

Brand Intelligence

Pickit®

Other vendors

Analytics dashboard	✓			
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Ability to track searches, matches, results	✓			
Usage data for inserts, downloads	✓			

ASSET DISTRIBUTION

Organization Access & SSO	Pickit®	Other vendors		
SSO with Microsoft 365 or Google Authentication	✓			
Microsoft AAD integration	✓			
User management, roles	✓			
Multi-brand architecture for joined domains	✓			
Global performance using secure Azure servers	✓			

External Sharing & Collaboration	Pickit®	Other vendors		
Folders & files (including social)	✓			
Anonymous access	✓			
Secure file transfer	✓			

Contextual Publishing	Pickit®	Other vendors		
Pickit Boards™	✓			
Webinars, video training	✓			

Client Access

Pickit®

Other vendors

Microsoft 365 Add-in for PowerPoint, Word & Teams	✓			
Google Workspace Add-ons for Slides & Docs	✓			
Web browser access	✓			
Mobile access	✓			

ASSET SOURCING

Media Asset Management

Pickit®

Other vendors

Optional built-in image library	✓			
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Stock integrations including:

Getty Images	✓			
Shutterstock	✓			
Adobe Stock	✓			

INTEGRATIONS

Seamless Microsoft 365

Pickit®

Other vendors

SharePoint, OneDrive, Teams, PowerPoint, Word	✓			
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Click & Connect Google Workspace

Pickit®

Other vendors

Google Drive, Google Slides, Google Docs	✓			
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Quick-Sync Cloud Storage

Pickit®

Other vendors

Dropbox, Google Drive, SharePoint, OneDrive, Box



One-Click Creativity Tools

Pickit®

Other vendors

HubSpot, Adobe CC
(Photoshop, Illustrator, InDesign)



API



OTHER

Pickit®

Other vendors

Product walk-throughs and in-product Guides and FAQs



In-product ticket submissions and requests



Onboarding and curation team



Dedicated customer support



Professional services



Localized platform to 9 languages



INTEGRATIONS AND API

Here are some of the most common types of systems people want to integrate with their DAM, as well as some examples of relevant Pickit integrations for each.

- **AI auto-tagging** Native Pickit AI
- **Collaboration** Microsoft Teams, Microsoft 365, Google Workspace
- **Creative tools** Adobe Creative Cloud, Getty Images, Shutterstock
- **File sharing and storage** Dropbox, SharePoint, Google Drive, Box
- **Marketing automation** HubSpot
- **Sales enablement** PowerPoint, Microsoft Word, Google Slides
- **Social media management** HubSpot, Getty Images, Adobe Stock
- **Web content management** HubSpot

Part 4:

Next steps





If you're interested in seeing Pickit for yourself, you can either schedule a personal walkthrough via screenshare for the best possible introduction to the platform, or start a trial and get acquainted with the system yourself.

HELPFUL LINKS

[Pickit Enterprise Overview](#)

[What is Digital Asset Management?](#)

[Pickit Pricing and Plans](#)

BOOK A DEMO

START A TRIAL

DAM smart. DAM simple.