Digital Asset Management Software Category

Digital Asset Management Software Category

Most companies accumulate huge volumes of files that are important for their needs. These files are called digital assets. To keep their digital assets and data organized, businesses use digital asset management (DAM) software. With DAM software, you can catalog, annotate, and distribute digital assets. Therefore, this solution is highly useful for companies that need to organize a large number of digital assets.

DAM software is related to enterprise content management (EAM), which enables business owners and managers to supervise and manage a company's assets. Previously, DAM tools were used only by media and publishing firms to make production easier. Today, the benefits of this platform are better known, and for this reason, companies in a wide range of industries deploy the application.

Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

Award Levels

MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

2021 Customer Success Awards

Check out this list of the highest rated Digital Asset Management Software based on the FeaturedCustomers Customer Success Report.

MARKET LEADERS

Brandfolder by smartsheet   bynder   Canto   censhare   Extensis

Hyland | nuxeo   WIDEN AN ACQUIA COMPANY   wood wing

TOP PERFORMERS

asset panda   celum   DALIM SOFTWARE   intelligencebank   mediavalet

MerlinOne   netx   northplains   PhotoShelter | Brands

RISING STARS

ASSETBANK by Bright   DIGIZUITE   FILECAMP   openasset   PICTUREPARK

pimberly   ThirdLight

*Companies listed in alphabetical order

2021

FALL 2021

Digital Asset
Management Software
Category

MARKET LEADERS

featured customers

ABOUT BRANDFOLDER

Brandfolder
by smartsheet

Brandfolder is the world's most powerfully simple digital asset management (DAM) platform. Easily store, share, and showcase what's important to your brand with their cloud-based, SaaS solution. Brands are empowered to become more organized, consistent, and efficient. This is how Brandfolder helps strong brands tell better brand stories.

81
Total Customer References

Featured Testimonials

" *We needed a simple way to share all of our assets with customers all over the world. By putting the Brandfolder link on our homepage, our customers can easily access any assets they need.* "

> JILL BENNETT
> GLOBAL DIRECTOR OF SALES & MARKETING, FINIS, INC.

" *Brandfolder has taken our digital assets that were on multiple servers and allowed us to have one central place for our best work. Even better, it's saved [our teams] time by giving them access over what they choose. Since all of the assets are curated by the creative team, we don't worry about anyone using an asset that doesn't best represent us.* "

> MARIE REVENEW
> VP OF EXTERNAL RELATIONS, DENVER ZOO

" *Brandfolder makes it easy to add more assets as our products develop, and we will continue to make updates as these products mature over time. Our company moves at an incredible speed, and we need tools that can adapt with us, versus tools that have an expiration date.* "

> ALLISON GLASS
> PR MANAGER, UNDER ARMOUR

" *Brandfolder's analytic tools and integrations give us line of sight into how our assets are being downloaded and utilized, and their solid and friendly support team is always ready to aid when needed.* "

> JONATHAN RUIZ
> SENIOR VISUAL DESIGNER, SHAZAM

TRUSTED BY

jetBlue   OpenTable   Portillo's BEEF • BURGERS • SALADS   UNDER ARMOUR   Russell Stover CHOCOLATES

ABOUT BYNDER

bynder

Bynder is the fastest way to professionally manage digital files. Teams get on the same page for real-time collaborative edits and approvals, easy file sharing and storage, auto-formatting for channels and file types - it provides one central hub for all company materials and messaging. With company creative at your fingertips, your next big idea is a click away.

136
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" *Bynder boasts usability and is easy to maintain. We know that all the assets in there are up-to-date, and everyone has access to them.* "

THIERRY VAN KEEKEN
VISUAL BRAND BOSS, COOLBLUE

" *We have thousands of assets stored in Bynder that are accessible to our staff by simply logging in to the portal—no VPN or server folders needed. Now everyone can easily download up-to-date images in their desired format for the channel they need it for.* "

HELEN LOGAN
MARKETING OPERATIONS CONSULTANT, LEASEPLAN CORPORATION N.V

" *Bynder has provided us with a place to visually see our vast array of assets, increasing their usage and, in turn, their ROI per use. We are also more easily able to share assets internally to support our global team and third parties such as retailers and media.* "

SARAH BARTHOLOMEW
GM MARKETING, MONS ROYALE

" *Bynder is an extremely user-friendly program, which allows everyone in my company access to essential assets and information. I love how easy it is to figure out the system, and how clear each instruction is given. As Project Manager, it is so helpful to have a program which helps me organize each step and makes it easy for me to follow deadlines.* "

NATALIE PARAISO
CREATIVE TRAFFIC MANAGER, LAGUNITAS BREWING COMPANY

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eventbrite   AVIS®   Klarna.   PUMA®   Spotify®

featured customers

MARKET LEADER

178
Total Customer References

ABOUT CANTO

Canto

Canto is a leader in digital asset management (DAM) software, with customers that include many of today's top brands. Canto gives marketing teams a simple, visual way to centralize, organize and share all their digital brand assets, empowering them to save valuable time and gain a competitive edge.

Featured Testimonials

❝ *With Canto, we are able to organize our assets the way we like and we save time providing an easy to use portal for our dealers to download marketing materials.* ❞

DEREK WOLFFORD
MARKETING MANAGER, PEARL DRUMS

❝ *Canto's feature set was comprehensive of what we were looking for - a contemporary interface and a robust organization system utilizing a tree structure, along with strong search functionality and the ability to easily share content with outside users.* ❞

JOE RAHIM
DIGITAL ASSET MANAGER, INSPIRATO

❝ *Before, we weren't set up to best use our assets as an organization. In terms of quality, accuracy, and ease of access to our digital assets, Canto has been instrumental.* ❞

NICOLE TOMITA
DIGITAL MEDIA COORDINATOR, LANDESA

❝ *Canto makes it easy to find the assets we need, and helps us streamline content sharing across our global teams.* ❞

VALENTIN COSTEA
SENIOR PRODUCTION ARTIST, EVOLUTION OF SMOOTH

TRUSTED BY

MITSUBISHI ELECTRIC
Changes for the Better

Leica
BIOSYSTEMS

GODIVA
Belgium 1926

GYMSHARK

Yard House

MARKET LEADER

ABOUT EXTENSIS

Extensis

Extensis specializes in font and digital asset management for marketing, creative and publishing environments. They have been helping companies across the globe drive down operational costs with powerful, affordable solutions. Their solutions enable companies to maximize the value of digital content, streamline workflows, ensure compliance, and improve productivity.

82

Total Customer References

Featured Testimonials

" *By simply connecting our cameras with Extensis' digital asset management system, what used to take hours now takes seconds, and our engagement numbers on social media have skyrocketed.* "

ROBBIE ROGERS
DIRECTOR OF PHOTOGRAPHY, BAYLOR UNIVERSITY

" *Using Portfolio has allowed us to centralize our picture library. Our employees have easy access to it and can carry out the searches they wish. It saves a tremendous amount of time and there are major productivity gains.* "

CÉDRIC CAZALY
MANAGER OF STUDIO, SOCIETE GENERALE

" *We now have an extremely user-friendly library for all artists on a production to see their work. Knowing what's been designed and archived is no longer something that only the production teams have access to.* "

ERIC SWANBORG
MANAGER OF DIGITAL PRODUCTION, NICKELODEON

" *Portfolio Server delivers a crucial connection between our collection management portal and our vast collection of high-quality images. By leveraging the tools within Portfolio Server across the institute and from within our collections management system we will be able to make the images available to all of our students – a priority that we have now been able to make a reality.* "

TOM BILSON
HEAD OF DIGITAL MEDIA, COURTAULD INSTITUTE OF ART

TRUSTED BY

PUBLICIS GROUPE

Développement durable, Environnement et Lutte contre les changements climatiques
Québec

nickelodeon

NATIONAL GEOGRAPHIC

1·800 flowers.com

MARKET LEADER

ABOUT NUXEO

Hyland | nuxeo

Nuxeo, developer of the leading Content Services Platform, is reinventing enterprise content management (ECM) and digital asset management (DAM). Nuxeo is fundamentally changing how people work with data and content to realize new value from digital information. Its cloud-native platform has been deployed by large enterprises, mid-sized businesses and government agencies worldwide. Customers like Verizon, Capital One, Electronic Arts, and CVS have used Nuxeo's technology to transform the way they do business. Founded in 2008, the company is based in New York with offices across the United States, Europe, and Asia.

66
Total Customer References

Featured Testimonials

66 *From all the software packages we looked at, Nuxeo was the only one that could provide us with an offline mode, with just a few product developments. Given the high mobility of our employees, who travel for international projects and do not always have access to the Internet, the possibility for them to have offline access was vital.* 99

ELODIE PENET
DOCUMENT DIRECTOR FOR THE OPERATIONAL METHODS DEPARTMENT, SERIMAX

66 *For us, Nuxeo is more than just a simple application -- it is an engine that integrates with our information systems, providing document management functionality across multiple web applications.* 99

CHRISTIAN ANÈSE
CIO, GABRIEL LIPPMANN PUBLIC RESEARCH CENTER

66 *We see that we can do many things with the Nuxeo Platform that go beyond traditional DAM. We've found what we believe to be a best in class platform that will meet our needs and allow us to service our company and clients in ways that we have not been able to do before.* 99

LISA MCINTYRE
DIGITAL ASSET MANAGEMENT LIBRARIAN, GSD&M

66 *That's one of the most appealing things about working with the Nuxeo Platform - it's geared towards integration and towards APIs for developers to integrate into our systems.* 99

PAUL GILLESPIE
SENIOR ARCHITECT, SKYSCANNER

TRUSTED BY

orange™   ACCOR   McKinsey & Company   ♥CVSHealth

featured customers

252

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

> *Widen's DAM is an amazing asset for any organization that needs a method for easy sharing of digital assets for internal and external users. It is very cost effective, easy to use and very intuitive. I would definitely recommend this tool for any organization that have these needs. Widen customer service and project managers are so easy to work with and try everything possible to help you make the setup process as easy as possible.*

TALIA JUDY
VISUAL MARKETING MANAGER, VF IMAGEWEAR

> *The Widen DAM solution is a great tool for any company that is looking for an easy way to share digital assets with their own internal employees as well as external customers. The interface is very intuitive and the search functionality is outstanding. Implementation was smooth and Widen's customer service is top notch. We would definitely recommend this product.*

FORESTT NYE
WEBSITE COORDINATOR, WAGO

> *I would highly recommend Widen for a digital asset solution. The solution is easy, it's intuitive, their knowledge is in-depth, and it's exactly what you need. Widen is amazing. Their customer service is unbelievable. And their CSMs are top-notch.*

KELLY OWENS
PACKAGING GRAPHICS COORDINATOR, JOHNSONVILLE

> *Widen is a great company – the support is fantastic and they've been so easy to work with. The DAM has great search capability and setting up asset security is both flexible and easily managed by the global admin. Widen continues to push out new developments, which is great.*

MARYANN WILLIAMS
DIGITAL ASSET MANAGER, GUTHY–RENKER

ABOUT WIDEN

WIDEN
AN **Acquia** COMPANY

Help your marketing and creative teams get the right content, to the right people, at the right time. Recognized as the Leader for digital asset management, Widen serves mid-to-large organizations with a data-driven platform, the Widen Collective. Widen's five integrated applications encompass brand management, video management, and creative operations solutions, integrating with over 50 apps from creative suites to project management, AI, and marketing and sales tools. Power your content management needs with award-winning tools and service beyond compare. Request a demo today.

TRUSTED BY

Wawa   **YETI®**   **SOLO®**   **RAYOVAC**   **⊙LG**

ABOUT WOODWING SOFTWARE

wood wing

WoodWing Software is a global market leader in everything to do with multichannel publishing and digital asset management software. They enable brands, marketers, creative agencies and publishers to increase quality, reduce costs, shorten time-to-market and develop new revenue streams and to realize the full potential of their content.

87
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

❝Before we implemented WoodWing Assets we had no central library for all of our images, there was no system to manage our digital assets at all for that matter. Now, the workflows are much more efficient and the marketing team can do considerably more work in the same amount of time.❞

CHERYL REYNOLDS
VICE PRESIDENT OF IT, DREES HOMES

❝Putting WoodWing Assets into production was very simple, as users were already used to a DAM. The software refined the existing practices, offering a better experience and additional features.❞

FABIO AMENDOLAGINE
PRESS CENTER MANAGER, FRATELLI CARLI

❝There are three main advantages to working with WoodWing Studio. First, the overview of the workflow means you can easily access the system and see which stage a book is at. Second, the workflow provides direction on the way content creation and approval processes are routed through teams. And third, the open architecture of WoodWing's products enables continuous improvement and adaptation to our needs.❞

RUI PEREIRA
PRE-PRESS DIRECTOR, PORTO EDITORA

❝We love WoodWing Assets. Everyone who actively interacts with it loves it. Internally we can't do without it anymore and when we allow external agencies to work in it for collaborations on projects, it takes them less than thirty minutes to learn how to freely operate the solution. The more the staff can do in WoodWing Assets, the happier they are.❞

STEVEN VAN HEERDEN
MANAGER DESIGN & DIGITAL, CIPLA MEDPRO

TRUSTED BY

WÜRTH   YAMAHA   HEARST magazines   Coca-Cola EUROPEAN PARTNERS   BuzzFeed

ABOUT CENSHARE

censhare

The censhare Digital Experience Platform pools all marketing and communications content within one information-centric system and a consistent user interface. The best-of-breed applications for Collaboration, DAM, PIM, Omnichannel CMS and MRM create for the first time relevant digital experiences from real-time information.

119
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

With censhare's advanced product information and digital asset management software and EPAM's global expertise in end-to-end consulting, analytics and digital orchestration, our clients can employ digital marketing platforms that generate insights, streamline operations and speed time-to-market.

JASON HARMAN
SVP, HEAD OF GLOBAL BUSINESS DEVELOPMENT, EPAM SYSTEMS

Essential features of censhare include its great flexibility and power to work with all kinds of assets, to automate content processes and its strong capability to deliver content to all marketing systems.

SASCHA KÄMMERER
MARKETING TECHNOLOGY MANAGER, R+V VERSICHERUNG AG

Although we thought the more basic DAM solutions were what we wanted at the time, censhare represented what the possibilities were. Consistent, easy to access, one source of truth for everything.

LIAM BENNETT
DIGITAL ASSET COORDINATOR, NEWMARKET HOLIDAYS

The censhare solution was the most economically advantageous tender solution in response to Tourism Ireland and our partners' requirements. Eliminating the need to invest in additional systems meant that overall, the censhare DAM was the most competitive solution.

PATRICK LENNON
CONTENT COORDINATOR, TOURISM IRELAND

TRUSTED BY

MiGROS **HEARST** *magazines* UK **C3** CREATIVE CODE AND CONTENT **<epam>** **BAUER** MEDIA GROUP

2021

#1

FALL 2021

Digital Asset Management Software Category

TOP PERFORMERS

#1 TOP PERFORMER

364
Total Customer References

ABOUT ASSET PANDA

Asset Panda, the most powerful, yet simple to use free asset tracking software in the world, enables clients to track their valuable assets exactly how they want, and from the mobile devices they already carry. The platform may be accessed either online or via free mobile iOS and Android apps that sync with the cloud. The apps include a mobile barcode scanner, so there's no need to purchase a separate handheld barcode scanner. Users can add voice notes, videos, documents or photos to the asset's information.

Featured Testimonials

" *I definitely would say Asset Panda has changed the way we work from a time perspective. Personally, I am saving around an hour of time every day that would normally be spent entering data about our assets or searching for a particular tool or piece of equipment. The entire lifecycle of each asset is readily available from my desktop or phone anytime from anywhere. Our techs are saving considerable time as well in that they can each find what they need and where it is faster than ever. Without a doubt, Asset Panda is THE tool companies need to track and manage their vital assets. I give Asset Panda a 10.* "

BRENT WYMAN
VICE PRESIDENT & OPERATIONS MANAGER, AIRTEST COMPANY, INC.

" *I absolutely would recommend Asset Panda to another business that is looking to move their asset management—whether it be IT, fleet, or another type—away from Word, Excel, paper documents, or a hard-to-use, inflexible system. Asset Panda puts all your asset information, service calendars, reports, work and location histories in the same place, accessible on almost, if not every device with a data connection 24/7. It's easy to set up, exceptionally customizable, easy to learn/use, and has a top-notch support team available to help you should you need it.* "

TIM BRENNAN
IT MANAGER, BROOKS BERRY HAYNIE & ASSOCIATES

" *Asset Panda is very easy to use. It's user-friendly, and the training is very simple. The feature that's been particularly useful is our ability to assign users, so they have their own equipment assigned to them. Customer service has been great – always very friendly and timely. This software has streamlined our processes and made them better and faster. We're saving costs because we're not double-ordering items we thought we didn't have.* "

KARINA REYES
OPERATIONS, PAINTERS USA INC.

" *We've saved at least an hour a day since switching to Asset Panda; both the mobile app and desktop versions are easy-to-use, and the app is highly accessible when on job sites. The customer support is 10/10, despite a slight delay due to the time difference (no one can help that)! We'd definitely recommend Asset Panda to other construction companies needing to update their asset management program.* "

THOMAS WEST
GROUP ICT MANAGER, GMI CONSTRUCTION

TRUSTED BY

ABOUT CELUM

CELUM is a leading cloud software manufacturer. Their Content Productivity Platform optimizes the complete life cycle of digital content and the interaction of people in teams. The CELUM products Marketing Project Management, Digital Asset Management and Content Marketplace establish the foundation for the creation, administration, publishing and monetization of content. Their clients benefit from their accelerated marketing and communication processes, additional revenue streams, reduced costs and increasing productivity.

27

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

“ *With CELUM DAM, our digital architecture has been expanded by an integral building block that has now become indispensable: it's increased the efficiency of our digital processes enormously.* ”

STEFAN VOLLMER
BUSINESS PROCESSES | DIGITAL MEDIA, HANSGROHE SE

“ *The direct and cooperative partnership with CELUM has helped us to digitalise our processes even further. In doing so, we were able to greatly increase employee satisfaction and significantly improve our time-to-market.* ”

DOMINIK WOLLENSCHEIN
SENIOR CONSULTANT ARCHITECTURE MANAGEMENT, SHOP APOTHEKE EUROPE

“ *Our digital assets were scattered across multiple storage locations. With the introduction of CELUM, we were able to raise the management of these valuable resources to a central and global level.* ”

JOHANNES FENNER
HEAD OF GLOBAL DIGITAL COMMUNICATION, RICOLA

“ *Since we started using the CELUM media library, sales colleagues are happy to provide themselves with product content quickly and easily, which saves our marketing team a lot of time.* ”

SEBASTIAN FRUTH
MARKETING & COMMUNICATION, GODELMANN

TRUSTED BY

HABA®   KING'S College LONDON   SWAROVSKI   3M Science. Applied to Life.™   Ricola

ABOUT DALIM SOFTWARE

DALIM SOFTWARE GmbH, with headquarters in Kehl, Germany, designs and develops innovative productivity workflow and communication software products for any conceivable industry looking at streamlining its production of graphic assets, while differentiating its services through centralised automation of visual communication. Two decades of leadership solidly anchored in the global print and communication area have expanded the user community to institutions, retail, consumer goods manufacturing companies and their creative, packaging, point of sales or multichannel service providers.

202
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" DALIM ES is a powerful asset management tool. It helps with preflighting as well as storage and reuse of assets—and DALIM SOFTWARE has been a very good partner to work with. With new ideas and challenges, they help us move forward. "

DAVE JOHANNES
SVP OPERATIONS, IWCO DIRECT

" The core infrastructure that this plan is built on is the DALIM SOFTWARE suite of tools. The back end automation technology and soft proofing technology are all DALIM SOFTWARE-based tools: TWIST for workflow automaton, DIALOGUE for soft proofing, and ES for collaboration. We also use Xinet Web Native, for digital asset management. "

NICK PIPER
VP OF OPERATIONS, GROUP FMG

" We like the pure flexibility of DALIM ES and DALIM TWIST. We can do and create anything we need. It is simple to use and offers lots of options. It's not linear. You can build and benchmark the system any way you want. "

KEN PECCA
DIRECTOR OF PREMEDIA AND IMAGING, HEARST CORPORATION

" With the DIALOGUE Engine from DALIM SOFTWARE which we have also installed, we will in future be able to offer our customers an optional form of efficient colour communication. Our customers will then be able not only to see and evaluate a soft proof, the system will provide us with full control, matching and approval of the print jobs. To achieve this, DIALOGUE Engine has a variety of efficient tools to make the approval process even faster and more efficient, and save both us and our customers a lot of time as well as saving costs over using the conventional proof process. "

HARALD LOCHNER
PREPRESS PROJECT MANAGER, VOGEL DRUCK

TRUSTED BY

Pearson

M&CSAATCHI

AIRBUS

TESCO

MARVEL

39

Total Customer References

VIEW ALL REFERENCES

ABOUT INTELLIGENCEBANK

intelligencebank
make.work.seem.less

IntelligenceBank designs business process apps to make your life easier. They believe that processes everywhere can be simplified and used by any organization. They save people time, they save businesses money, and at the end of the day they make their clients happy. Their board portal, digital asset management, risk and compliance and knowledge management platforms are used in over 55 countries.

Featured Testimonials

" *Our IntelligenceBank DAM provides a centralized and streamlined repository for our digital assets, brand guidelines and project requests. The ability to use one platform for all of these related tasks has helped save a tremendous amount of time and resources. In addition, it has simplified the creative workflow, while providing an easy-to-use system for all of our users.* "

ANDREW MCLEROY
CREATIVE MANAGER, BAPTIST HEALTH

" *IntelligenceBank is used for storing assets and linking data to them, such as consent forms, associated events and people. I like that it has provided a single point of truth for my digital assets, helped formalize processes in my organization and ultimately reduced my workload.* "

TORY GRICE
CHILDREN'S HOSPITAL FOUNDATION

" *Having a user-friendly digital asset management system empowered our dealers to manage their local marketing needs easier than ever. The IntelligenceBank solution allowed us to have all of our marketing assets in a single system that was easy to find and filter, easy for our dealers to work with their local advertising vendors and easy approval processes to ensure each asset is appropriate for dealers to use. This has saved us a substantial amount of time finding assets for dealers now that they are more self-sufficient.* "

CHAD MING
KUBOTA

" *We needed a solution for external agencies and staff to be able to use for accessing the latest versions of collateral and information. The IntelligenceBank DAM allows us to manage data, control access and permissions for a variety of user groups and ensure version control for other information and documents. It has additional modules we have plugged in such as Web2Print which streamlines our collateral delivery to the frontline. It's great software.* "

KATE LAMBART
AUSTRALIANSUPER

TRUSTED BY

KFC   HYATT   Hertz   ANZ   Jetstar

featured customers

TOP PERFORMER

ABOUT MEDIAVALET

mediavalet

MediaValet helps marketing and creative teams produce, manage and distribute their brand and marketing material, improving productivity and boosting ROI. With unlimited users, support and training, organizations worldwide can access the content they need, whenever and wherever they need it. As the only DAM built on Microsoft Azure, MediaValet is fast and easy-to-use, offering best-in-class integrations and customizable AI capabilities. MediaValet works with over 175 leading organizations worldwide, including A&W, Brand USA, Margaritaville and TDIndustries.

Featured Testimonials

Our company had been looking for a DAM technology partner that would allow us to diversify PMT's offering to both new and existing customers. With MediaValet we immediately saw the value in their DAM and level of partner support. MediaValet is focused on providing their partners the tools and confidence to align new opportunities and the ultimate success of the partner. For us, it's great to know that we're not alone in creating the sales funnel needed to move the needle towards that success.

RUBEN GARCIA
DIRECTOR NEW MEDIA SOLUTIONS, PACIFIC MEDIA TECHNOLOGIES

With the help of MediaValet's implementation and support teams, we're well on our way to moving a century of assets to the cloud and making them accessible to all necessary parties. Knowing our assets are secure and easily accessible at all times allows us to focus on promoting Vancouver's number one natural attraction.

JODI WESTBURY
SENIOR MARKETING MANAGER, GROUSE MOUNTAIN

The access and control we have with MediaValet is ideal. We can organize our assets in the various ways that best serve the unique needs of each of our departments. We needed a way to quickly filter our assets and make specific sets available to select stakeholder groups. We're pleased to say, MediaValet has allowed us to do everything we wished a digital asset management system would do.

JEN HOWELL
DIRECTOR OF DIGITAL PUBLISHING FOR THE ROBERT H. SMITH CENTER FOR THE CONSTITUTION, MONTPELIER

We have finally made the decision to find a system that would not only protect our assets from the threat of being lost but to also help us manage and track the use of our assets. We chose MediaValet as we love their product, their team, and the way they do business.

DEBRA RYAN
STRATEGIC PLANNING & ALLIANCE MANAGER, AIR NORTH

TRUSTED BY

PORTLAND JAPANESE GARDEN PLAYA HOTELS & RESORTS experian. Potatoes USA california almonds Almond Board of California

ABOUT MERLINONE

MerlinOne

MerlinOne, one of the first pioneers in Digital Asset Management (DAM) empowers marketers, creative teams, archivists and more to effectively organize and manage their digital content. Aimed to make visual storytelling development easier, MerlinOne allows express access to digital assets from virtually anywhere. MerlinOne is the trusted DAM vendor for hundreds of businesses thanks to its reliability, flexibility, optimal performance, and world-class customer service. From news to corporate, universities to non-profits, healthcare institutions and all company types in between, many of the world's most leading brands depend on their Merlin DAM every stage in the content cycle.

37
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

❝ *Merlin's Facial Recognition for MerlinX is a transcending addition to our DAM. It's unearthed images of doctors, staff and administrators that were previously untagged and has made our photo archives incredibly more valuable.* ❞

JIM ARNOLD
DIGITAL MEDIA MANAGER, AKRON CHILDREN'S HOSPITAL

❝ *In an organization of 1,800+ employees, facial recognition has been a huge time and money saver for our agency. Not only is the tagging system incredibly easy to use, MerlinAI Facial Recognition saves us countless hours not having to go through every picture in the database and add people's name over and over again. It's amazing how it's made my day-to-day incredibly more efficient, not to mention how much money we're saving simply in resource time alone.* ❞

MARIA TARAPACKI
PHOTO INFORMATION SPECIALIST, NY POWER AUTHORITY

❝ *Merlin provides fast searches. The hosted solution allows our staff to access valuable information from any mobile device in the field. The metadata fields allows data mining for a wide range of projects. The story lists and file sharing capabilities are very popular features. The service and support from Merlin has been excellent.* ❞

ROY BOOKER
QUAD CITY TIMES

❝ *We're asked for photos of individuals often, and before MerlinOne's Facial Recognition tool within MerlinX, it was up to us to remember what photos people might be in based on the recent events they attended or activities they participated in By having Facial Recognition installed in our Merlin X DAM, all we have to do is tag someone once the system even recognizes them when new photos come in, so we don't have to be constantly tagging people we've already tagged. Now, we're able to get our images out to the world faster so that our mission is successfully met. It's truly an excellent feature and is critical to our overall business objective to help animals.* ❞

MICHELLE RILEY
DIRECTOR OF PHOTOGRAPHY, THE HUMANE SOCIETY

TRUSTED BY

Minneapolis City of Lakes

USA TODAY

New York Power Authority

Los Angeles Times

ESPN

ABOUT NETX

netx

NetX offers personalized end-to-end technology solutions, including analysis of current practices and processes to select the most appropriate new process, increased web site visability, increased productivity through software training.

50
Total Customer References

Featured Testimonials

" Using NetXposure's CMS to beam images of current relief efforts from the DAM to our lobby monitors is a great example of how we're using technology to get the most out of our creative media assets. The ability to make changes or updates to presentations from the web interface, from wherever and whenever we want, gives us the flexibility to get the most out of time-sensitive content when delivering our message. "

JENNIFER DILLAN
CREATIVE SERVICES DIRECTOR, MERCY CORPS INTERNATIONAL

" We knew that after our initial goals were solved, we'd want to start looking at creative and innovative ways to use the DAM. The RFP had a grand vision of requirements several years out and NetX was the only vendor that embraced that idea from the beginning. Their openness to helping the system grow with us was a major selling point. "

KIRSTEN MCKINNEY
VISUAL ASSET MANAGER, UNIVERSITY OF RICHMOND

" The value of NetX is that they have done a great job of understanding that the DAM needs to emulate a website. It has to do more than deliver time saving. It has to be able to inspire, motivate, engage, empower, inform, and educate. "

KEIR WALTON
FOUNDER AND CEO, HERITAGE WERKS

" Ultimately, we want our employees spending time doing what they do best, whether it be architecture, engineering and interior design, or page layout for a sales presentation. NetXposure makes finding the right photo or document fast and easy, freeing up more time to focus on critical tasks. "

CHIP JORDAN
VISUAL COMMUNICATIONS MANAGER, GRESHAM, SMITH AND PARTNERS

TRUSTED BY

Travel Alberta Canada

MoMA

The Metropolitan Museum of Art

WWII THE NATIONAL WWII MUSEUM NEW ORLEANS

featured customers

TOP PERFORMER

ABOUT NORTHPLAINS

northplains™

Northplains is the industry leader in digital asset management solutions. Our suite of SaaS and On-Premise digital asset management technologies assist users in working better, smarter - and faster - throughout the content lifecycle. Our award-winning technology streamlines production, enables single-click syndication and powers omnichannel deployment while improving internal collaboration, brand consistency, and ROI. For more information, please visit www.northplains.com

30
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

66 *The new Bupa Inspire allows our employees and agencies to access all our brand assets, templates and guidelines in one place. Searching for templates and images is now easier than ever. Feedback from our users has been very positive and I'm very satisfied with the solution and relationship we have built with Northplains.* 99

SHIN–TSYI YANG
BRAND EXPRESSION MANAGER, BUPA

66 *Northplains was the main candidate, largely because it was better able to manage visual assets than other systems. It's also designed to meet the needs of a variety of collaborators and supports different file types and formats.* 99

MARIEL GALVAN
DAM OPERATIONS MANAGER, AARP

66 *We had our core team work with Northplains' Professional Services and Accenture Consulting on site for several months to ensure that we set up the DAM to meet our business needs while ensuring optimal performance of the application across such a large user base.* 99

CAROLYN M. PITTI
VICE PRESIDENT, STRATEGIC OPERATIONS, HARPERCOLLINS

66 *Nobody has to wait on us to get a file – they know where the assets are, they can search for them by keyword or by part number, and they can do that at anytime from anywhere.* 99

DAVE COURTEMANCHE
PRODUCTION DESIGNER, ARBONNE

TRUSTED BY

Nestle.   Ogilvy   Wilson   xerox   Discovery EDUCATION™

featured customers

168

Total Customer References

VIEW ALL REFERENCES

ABOUT PHOTOSHELTER FOR BRANDS

PhotoShelter | Brands

PhotoShelter for Brands is the simplest and fastest digital asset management platform built for visual media. It's a powerful media library that will centralize your team's assets and change the way you communicate visually. With 15 years in the cloud and more than 500 million assets managed, their cutting-edge software helps over 1000 top universities, pro sports teams, travel brands and organizations of all sizes easily organize, collaborate and share their photos and videos.

Featured Testimonials

66 *I can't stress how useful [PhotoShelter] has been for us – just being able to have all your assets in one place and being able to search through metadata or visually being able to scroll through. It's just a big time saver.* 99

PAUL SADLER
CREATIVE SERVICES MANAGER, PURDUE ATHLETICS

66 *Libris hosts all of our images in a beautiful, easy-to-understand layout that's accessible to the whole team. If we need to do a fundraising campaign, share collateral with donors, or revamp the website, we can all access the same bank of images. Libris keeps us all organized, and that makes it easier to achieve our goals.* 99

MATTHEW STREBE
MEDIA MANAGER, GLOBAL HERITAGE FUND

66 *We want to be able to use visual elements especially to make sure that message is broadcast. PhotoShelter has been great to be able to organize our photo and video assets in a way that we've never done before, and it's also been incredibly important in sharing those assets.* 99

PATRICK EGAN
DIRECTOR OF MARKETING AND COMMUNICATIONS, CHILDREN'S AID

66 *We rely on [PhotoShelter] as the backbone to our archive, image delivery, and web presence. Its ease of use, searchability, and capacity for distributing images has made it indispensable to us and our clients.* 99

ALONSO NICHOLS
ASSISTANT DIRECTOR AND STAFF PHOTOGRAPHER, TUFTS UNIVERSITY

TRUSTED BY

UF | UNIVERSITY of FLORIDA   NYC   GE   Chick-fil-A   PANDORA

2021

FALL 2021

Digital Asset
Management Software
Category

RISING STARS

featured
customers

RISING STAR

ABOUT ASSET BANK

ASSETBANK
by Bright

Asset Bank's Digital Asset Management Software creates a fully searchable, categorised library of all your digital assets, from images to videos to simple documents. Safely manage and share your assets with colleagues and partners all over the world. Asset Bank's Digital Asset Management system can store any file, is almost 100% configurable to your needs, and comes with 5* customer support. Enterprise product is perfect for large organisations and companies, offering LDAP support, multi-lingual capability, and organisational units and assets.

52

Total Customer References

Featured Testimonials

Asset Bank is a versatile Asset Management system with an easy to use interface and enough power and flexibility to tailor it to your company's needs.

JENNIFER FLORES
DALTILE

Since implementing the Asset Bank Digital Asset Management system, Affinity Sutton hasn't looked back. The transition to the new system went extremely smoothly and Bright Interactive could not have been more friendly or accommodating. We have received really positive feedback from our users who say the system is professional and very easy to use.

SUE WAFER
RESIDENT MARKETING EXECUTIVE, AFFINITY SUTTON

Our requirements for digital asset management are fairly complex. We need something that is a hybrid of archive and distribution and one which needs to have complete transparency of where the file has come from and who can use it. The Asset Bank system, which has been tailored to our requirements is ideal. We hadn't encountered anything as flexible and which worked with our needs at the heart of its functionality. Since we started using the system in March 2008 we have had over 250,000 downloads and now have over 2,000 users internationally which shows what an essential resource it is for us as an organisation and how it supports our lobbying of human rights for all.

PHILIPPA ELLERTON
AUDIOVISUAL ARCHIVIST, AMNESTY INTERNATIONAL

We introduced Asset Bank so we could centralize all of our assets in one place instead of each local market having their own material. The change has been amazing, we have reduced workloads and made everything easy to find. Asset Bank is relatively simple to configure for an admin and intuitive for the end users so almost no training was required. We've now opened the doors to our partners and are hearing nothing but good things.

ROB HOWE
IT DIRECTOR, GUINNESS WORLD RECORDS

TRUSTED BY

itv ENTERTAINMENT   THE NATIONAL ARCHIVES   Vestas   THE UNIVERSITY OF QUEENSLAND AUSTRALIA   Santander

ABOUT DIGIZUITE

DIGIZUITE

Digizuite is a global software company, helping people and companies improve digital collaboration across digital channels, departments and countries via optimized and automated digital processes. Digizuite develops the digital asset management software, Digizuite™, giving all users a complete overview of digital media files from a single source. Companies from all industries use Digizuite™ DAM to upload, search, manage, share and repurpose digital media files (images, video, documents) on internal and external channels.

42
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" *Endemol Shine Group was looking for a DAM that could not only manage our marketing assets, but also interlink with Sitecore and Azure's cloud environment. Of course, we valued high performance, scalability and video capabilities within one system as a key differentiator. Together with our suppliers Digizuite and Microsoft, we implemented the scalable and reliable solution which makes executing our asset flow sustainable and future proof.* "

JEROEN FESSL
ENDEMOL SHINE GROUP

" *DAM software complements a CMS because it provides a centralized platform from which a community of users can manage the complete project lifecycle of all the digital assets that go into creating content. From the platform, marketers can create, manage, distribute, archive, alter, and even reuse digital assets. A DAM solution is also crucial to quality control, ensuring that everyone who consumes your content consistently experiences the highest quality images, videos, and all other assets that represent your brand.* "

ALAN EDMONDSON
LEADERSHIP OF GLOBAL DIGITAL TRANSFORMATION LEADER, ETEX GROUP

" *Digizuite is an excellent product for marketing and an easy tool to integrate with Sitecore. It's a very user-friendly tool with all the features that even helps IT integrate with applications. The Sitecore integration is very easy to configure thus making a seamless experience. The product can be easily customized depending on your requirement and processes. Overall a great product that brings Digital Asset Management to the forefront with excellent price tag.* "

SERVICE CORPORATION INTERNATIONAL

" *As we aim to intensify the use of video within our teaching and general co-operation as well as optimizing our digital processes, we have chosen Digizuite™ DAM to do just that. Since high security and user control is very important for us, YouTube was simply not the right option. Digizuite™ is easy to integrate with AD and our other current learning platforms, giving our users a consistent experience while making sure that we have full control of the solution with on-premise hosting and operations.* "

PETER TOPP JENSEN
IT MANAGER, SYDDANSK ERHVERVSSKOLE

TRUSTED BY

BMA **CMO COUNCIL™** **Danish Crown** **COMMSCOPE®** **Lonza**

ABOUT FILECAMP

FILECAMP

Thousands of brand managers, marketers, and creatives from global organizations like The Wall Street Journal, Unilever, FSC and Lego use Filecamp to organize company files; review, comment and approve projects in real-time; distribute brand materials, and make the right content available to others at the click of a button. And even small companies and freelancers are using Filecamp to share files and collaborate with their clients and partners. Boasting a rich feature set and a simple, yet powerful interface, Filecamp is used by over 70,000 users in more than 60 countries around the world. Filecamp was founded in 2010 by two Danes, CEO Jesper Faurby, and CTO Keld Vraakjaer, and have headquarters in Switzerland.

53
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

66 *Filecamp gives us the perfect platform for managing secure access to assets, ensuring that our team know exactly where to find the most current version, but also which assets are available to our partners. Building Filecamp into our daily workflow was a smooth and easy process, and makes the sharing of assets a much slicker and more efficient part of that workflow. With file level or folder level access controls for both team members and external partners, we have peace of mind, as well as ease of use. I'd highly recommend Filecamp.* 99

ALASDAIR MCWILLIAMS
GREATER CAMBRIDGE PARTNERSHIP

66 *Filecamp has been a fantastic solution for our business and our team to manage photos and other digital assets. It's simple to use and has saved us hours upon hours of our time. We used to hunt and dig for images, but with Filecamp can find and share them easily and quickly – a total win.* 99

CAMDEN EASTERLING
VACUTECH, LLC

66 *For our needs, Filecamp offers the best price-performance ratio among digital asset management platforms. We have been using Filecamp for over three years now and with the latest updates, it became even better and more user-friendly. Thank you Filecamp.* 99

MITJA UMER
UMER D.O.O.

66 *We searched for a DAM personalized to one of our big customers. They needed a solution to store and share a lot of data, photos, advertising artwork, etc. and to make a permanent historical archive available to them. But all of the above desired, to be managed reciprocally. Thousands of assets shared and archived every month. All this is now managed on Filecamp. Always understandable and usable by all our customers without having to interact for various explanations on its use.* 99

WILLIAM POLI
POLI STUDIOS

TRUSTED BY

ben studios   BOKFÖRLAGET semic   F22STUDIO   Gilbert CONSULTING   skyline networks & consultancy

RISING STAR

56
Total Customer References

ABOUT OPENASSET

openasset

OpenAsset is the leading digital asset management tool for AEC professionals. A picture is worth a thousand words. Digital images and brand assets tell your firm's story, and are vital tools for AEC marketing and business development professionals when pursuing new business. With OpenAsset, creating a firm-wide library of brand-approved marketing images, videos and PDFs is simple. OpenAsset was designed to meet the specific digital asset management needs of architecture, engineering, construction, and design firms.

Featured Testimonials

❝ We love OpenAsset because it has a procedure that we can follow. The assets we store in OpenAsset represent a significant investment for LMN. It was important for us to leverage a digital asset management system to maximize the value of this investment. OpenAsset interfaces with our other business systems and allowed us to automate many of the more time consuming aspects of DAM and also provided a solution that enabled us to quickly share assets both internally and externally. ❞

ADAM HUNTER
ASSOCIATE – DIGITAL IMAGING SPECIALIST, DIGITAL ASSET MANAGER, LMN ARCHITECTS

❝ The uptake of OpenAsset has been encouraging; it has become a source of pictures and even information for our staff. The platform for people to access our on-brand and relevant imagery quickly, and get them straight into documents. Although image libraries have to adapt and evolve, OpenAsset seems to be up to the challenge, listening to what we need to make the system work for WSP. ❞

NICOLA EVANS
GROUP COMMUNICATIONS SPECIALIST, WSP | PARSONS BRINCKERHOFF

❝ Once we produce an InDesign profile sheet from OpenAsset it is saved as a PDF and shared with the entire organization for quick access via Sharepoint. Staff across multiple offices have access to Sharepoint, and are now able to locate project information in seconds. ❞

LINDA SLUSHER
BUSINESS APPLICATIONS ANALYST, SSOE GROUP

❝ Everyone has taken to OpenAsset very easily. The system has improved the process of creating better marketing materials. OpenAsset automatically re-sizes images and inserts them into PowerPoint and Word, and Adobe Photoshop and InDesign. ❞

SUSANNAH WOODGATE
MARKETING MANAGER, DERWENT LONDON

TRUSTED BY

ABOUT PICTUREPARK

Picturepark enables organizations to build purpose-specific solutions that help them to better manage and route any type of content, at any scale. They manage file-based and fileless content in a strictly-structured way: featuring content management innovations such as Adaptive Metadata™, semantic relationships and microsites. Designed API-first and based on a modern technology stack, Picturepark combines the primary benefits of multiple content management disciplines: master data (MDM), product information (PIM), digital asset (DAM) and headless content management. It can be used as a standalone content system, as a content integration bus which routes content to other systems and as a platform technology which provides the base for customers or partners to build their own purpose-specific content solutions.

62
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" *With Picturepark, we optimized our management of assets. We now make them available to departments across countries in appropriate form. Using Picturepark, we save a lot of time as our people can search and download the desired assets on their own. Thanks to the user friendly interface, no trainings sessions are required.* "

RONNIE KOHLER
COMMUNICATIONS ASSISTANT, SV (SCHWEIZ) AG

" *Picturepark has made sharing assets globally among SKINS colleagues and external agencies easy and fast. The time spent sending emails with attachments has been dramatically reduced, as colleagues can quickly access the files they need themselves in the format they require.* "

KEZIA EVERSON
INTERNATIONAL MARKETING PROJECT MANAGER, SKINS INTERNATIONAL TRADING AG

" *Picturepark enables an efficient global distribution of marketing and communications materials. Thanks to Picturepark, the media assets can be found very easily and quickly and used for the according purpose. Workflows support the automated quality control and validation through which time and money can be saved.* "

CHRISTINE GÖLLER
PUBLIC RELATIONS MANAGER, AGRANA BETEILIGUNGS–AG

" *Thanks to Picturepark, we have a DAM solution! We can provide our more than 4,500 worldwide employees with media via our convenient Web-based media database. The central availability of media that adheres to our corporate identity allows for professional and consistent internal and external communication. Via the allocation of restricted access rights, the press also has access to the IAV media world, around the clock.* "

SASKIA OBBECK
PROJECT MANAGER MARKETING COMMUNICATION, IAV GMBH

TRUSTED BY

ABOUT PIMBERLY

pimberly

Pimberly is an innovative, cloud-based, SaaS PIM (Product Information Management), DAM (Digital Asset Management) and Workflow platform. It has been designed to handle unlimited numbers of SKUs and data feeds so is perfect for manufacturers, distributors and retailers.

29

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" We had very little data and very few decent images however we now have full product data and images for over 18,000 technical products and a central repository to effectively maintain and distribute it. From a standing start in 2012 we created a web site that now handles almost half of all order lines for a £30,000,000 company. "

ALDRIDGE SECURITY

" Pimberly has completely transformed how we customise and enrich our product data. The software has helped to streamline our data structuring process across all websites, leading to a better user experience for customers. "

ZAK
ELLIS BRIGHAM

" As our website portfolio has rapidly expanded Pimberly has allowed us to maintain the quality & integrity of product data across all of our stores easily. We can also update products & product assets and release new products across all stores in a fraction of the time it used to take us. "

CURRENT BODY

" We have found Pimberly to be extremely flexible, both as a tool and partner. It's the only true SaaS PIM and DAM solution out there which also has a direct API integration available; a huge win for our legacy platform integration. "

JEREMY
MOONPIG

TRUSTED BY

furniturebox

KIER

Bombinate.

Aldridge
Masters of Security Distribution

REGATTA
GREAT OUTDOORS®

featured customers

ABOUT THIRD LIGHT

ThirdLight

Third Light is a software company based in Cambridge, UK. They create products that simplify the organization and management of digital media files, or 'digital assets'. Third Light serves a global community of customers from our headquarters in Cambridge, and they have resellers in the USA, Australia, South Africa, Singapore and Scandinavia.

131

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" *The Third Light software saves us hours of searching and sorting through pictures. The system is intuitive to use, it works from all of our campuses, and gives us excellent control over how images are used. The platform is easy to interact with, very immediate, functional and innovative. The time saved and ease of access makes it great value for money.* "

REBECCA BOWERMAN
MARKETING EXECUTIVE, ANGLIA RUSKIN UNIVERSITY

" *Third Light was the best fit for our requirements. It gave us an intuitive system with plenty of scope to consolidate photos, artwork and footage into one central place. The ability to share large files has been a real bonus – we can easily send and receive files from designers and photographers.* "

JOANNE GROENENBERG
MARKETING COORDINATOR, MARITIME & COASTGUARD AGENCY

" *Third Light helps us store, organize, share, find and edit media files of all kinds. We especially like the dynamic, faceted search functionality and the very powerful metadata system.* "

HANNE MARTHINSEN
WEB EDITOR, MARKEDS PARTNER

" *Our digital media library is essential to the business. We have so many assets that it would be very challenging and time-consuming to manage them without a well-organised system. Our DAM is used mostly by our marketing department and it's become an essential tool for our media partners.* "

AMANDA DERKS
BLUE MOUNTAIN RESORT

TRUSTED BY

UKTV   UNIVERSITY OF CAMBRIDGE   VisitBritain VisitEngland   VEOLIA WATER   SIXT rent a car