

ParsonsTKO DAM Questionnaire

What do you want to achieve with DAM?

What types of files are you looking to organize in a DAM?

- Photos
- Graphics or design files (e.g. infographics)
- Videos
- PDFs
- Documents (e.g. text-based documents, spreadsheets, presentations)
- Other _____

For what uses are you looking to organize these files?

- Digital marketing (e.g. use on website, social media, email)
- Print marketing (e.g. flyers, magazines)
- Providing external access to select files (e.g. brand style guides, downloadable collections)
- Internal file management and collaboration
- Other: _____

Where are files currently stored?

- A dedicated DAM: _____
- Online storage systems such as Google Drive, Box.com, Dropbox
- Hard drives
- Emails
- Website CMS media library
- Physical files

How much storage space do you think you need?

_ Unsure

- _ Less than 1 TB*
- _ Between 1 - 5 TB
- _ More than 5 TB

Note: 1 TB roughly equals

- 250,000 photos taken with a 12MP camera;
- 250 movies or 500 hours of HD video; or
- 6.5 million document pages, commonly stored as Office files, PDFs, and presentations.

How many users need to MANAGE the DAM?

How many users need to SEARCH the DAM?

Do you have governance established for your asset management currently?

- __ **No**, we don't have any clear processes documented and followed
- __ **Somewhat**, but there are many gaps and ad hoc processes
- __ **Yes**, we have clear governance that is consistently followed

Do you have an established taxonomy, or way of categorizing your assets?

Some more advanced DAM users expect complex features and integrations. Do any of the following apply to you?

- Website serves assets from the DAM
- Collaboration within the DAM

- ❑ Creative tool integration (such as InDesign or Photoshop)
- ❑ Social media integration
- ❑ Other cloud storage integrations
- ❑ Built-in workflow tools
- ❑ API integrations