



Digital Asset Management

A smart gateway for your digital assets and workflow



PMP Digital can implement an easy to use and secure Digital Asset Management (DAM) system to seamlessly manage all electronic assets that add value to your organisation.

A Digital Asset Management system has the capacity to securely store a large variety of digital file types and formats, including images, office documents, audio and video, page building application files and more.

This system can be used to manage and distribute digital assets and files to use in print, point of sale, online and television campaigns.

It is supported by the convenience of full search and download capabilities and asset and user administration tools. Assets can also be repurposed for desired formats and metadata added to simplify the search and store process.

CENTRALISED LOCATION AND SECURE STORAGE

A centralised location ensures your assets are available in a consistent manner to achieve greater control and to ensure the correct format of your digital files is used every time. A Digital Asset Management system has the ability to store a large variety of digital file types and provide powerful search and download capabilities to make them easily accessible.

An internal and private system, administrators can manage permissions for users and user groups, depending on individual requirements.

Flexible folder and site structures can be tailored to manage the unique needs of teams, jobs and clients within your organisation.

Accessible via your web browser, a Digital Asset Management system can be easily used anywhere.

KEY BENEFITS

- ✓ Greater control over your digital asset requirements
- ✓ Maintain brand consistency
- ✓ Ensure the correct image, file or document is used every time
- ✓ Easy to use functions to simplify workflow
- ✓ Easily accessible via a web browser

SIMPLIFY YOUR WORKFLOW

A Digital Asset Management system helps improve workflow by simplifying processes. A centralised system makes it easy to archive files or folders, copy or move files to another destination or hot folder, and file removal. The easy to use functions improve operating efficiencies and reduce errors.

TYPES OF ASSETS THAT CAN BE STORED:

- ✓ Logos
- ✓ Fonts
- ✓ Images
- ✓ Metadata
- ✓ Audio and video
- ✓ Documents
- ✓ Page building application files

SUITABLE FOR:

- ✓ Retailers
- ✓ FMCG
- ✓ Wholesalers
- ✓ Advertising Agencies
- ✓ Creatives
- ✓ Legal
- ✓ IT
- ✓ Executives
- ✓ Corporate and Government

Contact us to find out how we can help you maintain consistency of your brand

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DMarketer is powered by PMP Digital.