

Vendor Selection Matrix™ – Digital Asset Management SaaS And Software: The Top 20 Global Vendors 2019

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The Research In Action GmbH – Vendor Selection Matrix™ Methodology

Data Summary:

- Unique, primarily survey-based methodology for comparative vendor evaluation.
- At a minimum, 60% of the evaluation results are based on enterprise and SMB buyers' survey results.
- Analyst's opinion accounts for a maximum of 40% of the evaluation results (not close to 100% as in most other vendor evaluations).
- More than 45.000 data points were collected.
- Data was collected in Q4 of 2018 and Q1 of 2019, covering 1,500 business and IT managers (with budget responsibilities) in a combined telephone and online survey.
- The top 20 vendors of Digital Asset Management SaaS and Software solutions (selected by the survey respondents) were evaluated.
- The evaluation results and forecasts are based on customer and vendor feedback, publicly available information, triangulation, as well as the analyst's opinion.



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Survey Instrument:

Country breakdown

DACH	200
United Kingdom	150
France	150
Benelux	50
Europe (Rest)	150
North America	500
The Americas (Rest)	50
Australia and New Zealand	30
Asia Pacific (Rest)	220
Total	1.500

Company size breakdown

Headcount below 2.500:	252
Headcount 2.500 to 5.000:	312
Headcount 5.000 to 10.000:	336
Headcount 10.000 to 50.000:	499
Headcount over 50.000:	101
Total	1.500

Job title breakdown (Buyer role)

CEO	142
CMO	119
General Manager	113
CTO	114
VP Sales	108
VP Marketing	105
Project Manager	100
BU Head	97
Client Engagement Manager	95
BU Marketing Manager	91
COO	88
CIO	85
IT Manager	83
VP IT	59
Supply Manager	43
CFO	29
IT Operations Manager	17
Others	12
Total	1.500

Industry breakdown

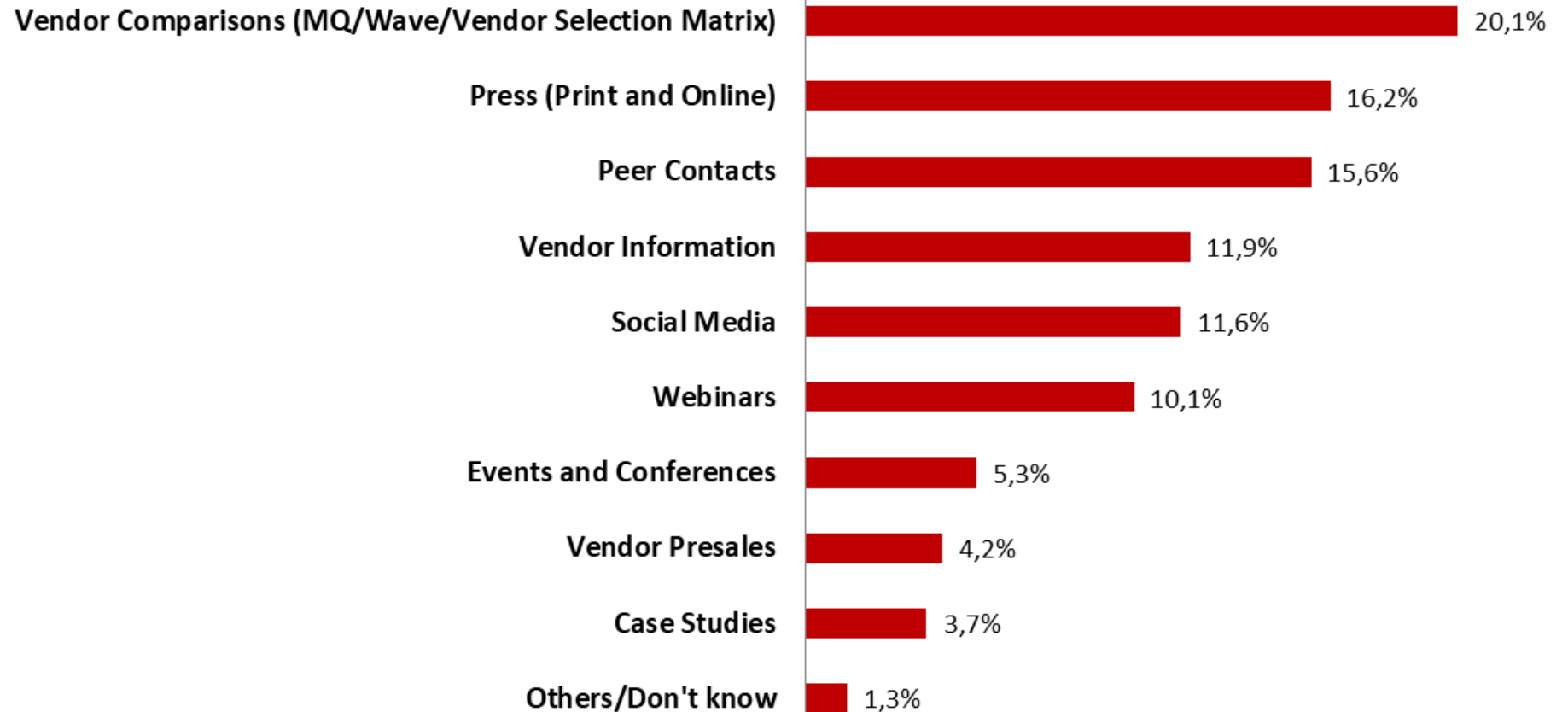
Energy	98
Financial Services	247
Government & Non Profit	102
Healthcare & Chemicals	198
Manufacturing	303
Media & Telecoms	126
Consumer Packaged Goods & Retail	123
Technology & Professional Services	200
Travel & Transportation	103
Total	1.500



What Tools Do You Use To Create The Vendor Longlist?

**MQ/VSM
Press
Peers
Vendors
Social Media**

Decision Makers use a mix of traditional and online tools



N = 3.000 Business and IT Managers with budget responsibilities (multiple surveys)



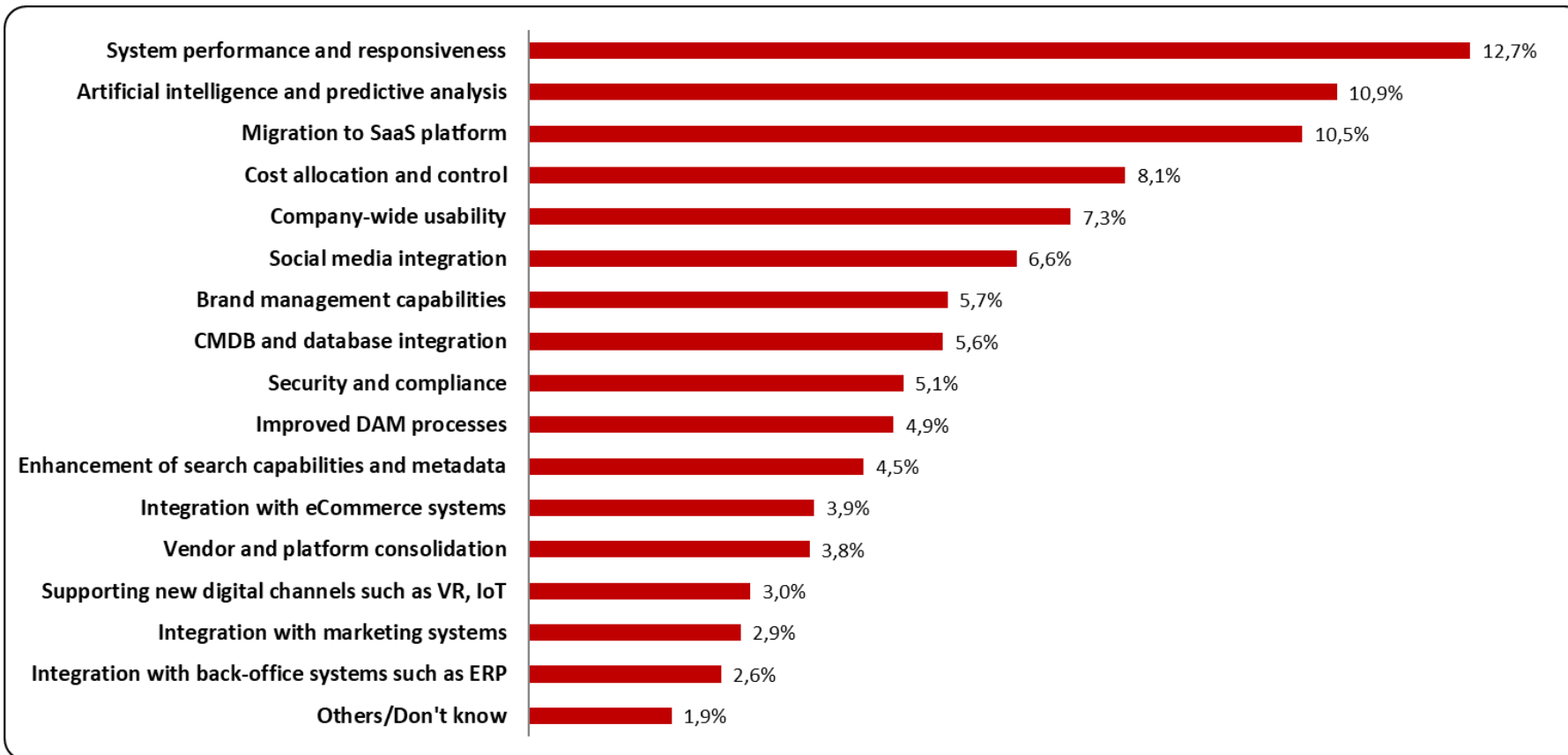
Market Definition: Digital Asset Management

- The Digital Asset Management (DAM) process is the storage and management of digital files, in particular digital media files like graphics, videos, sound and text components needed for digital content production. DAM systems can catalog and retrieve the digital assets for various types of users working in marketing, product management, sales, service, design, and manufacturing departments of an organization. It does this by supporting the appropriate business workflow management, collaboration, revision-control, access-rights, and project management functions. The combination of DAM with other processes like content management and delivery, and lead management form the larger process Brand Content Management. Some vendors use the term Marketing Asset Management
- DAM is one of several discipline involved in the management of content and other data assets. The overall process is often called Master Data Management (MDM) and is usually managed out of the IT department. Product Information Management (PIM) focuses on a product and integrates product data/information into one centralized system to optimize product presentation across sales and marketing channels. As, increasingly, much of the product data is digital, a PIM process can overlap with DAM; but not all data collected in a DAM system is product related.
- The primary goal of DAM is to drive the value of a digital asset by letting all types of users in an organization easily find, access, retrieve and use the digital media. All businesses are now media organizations, based on the amount of content they create, the audiences they deliver it to, and the stories they tell to connect with customers.



Market Overview: Market Trends 2019

What is your number one investment area in the Digital Asset Management space for 2019?



N = 1.500 Business and IT Managers with budget responsibilities

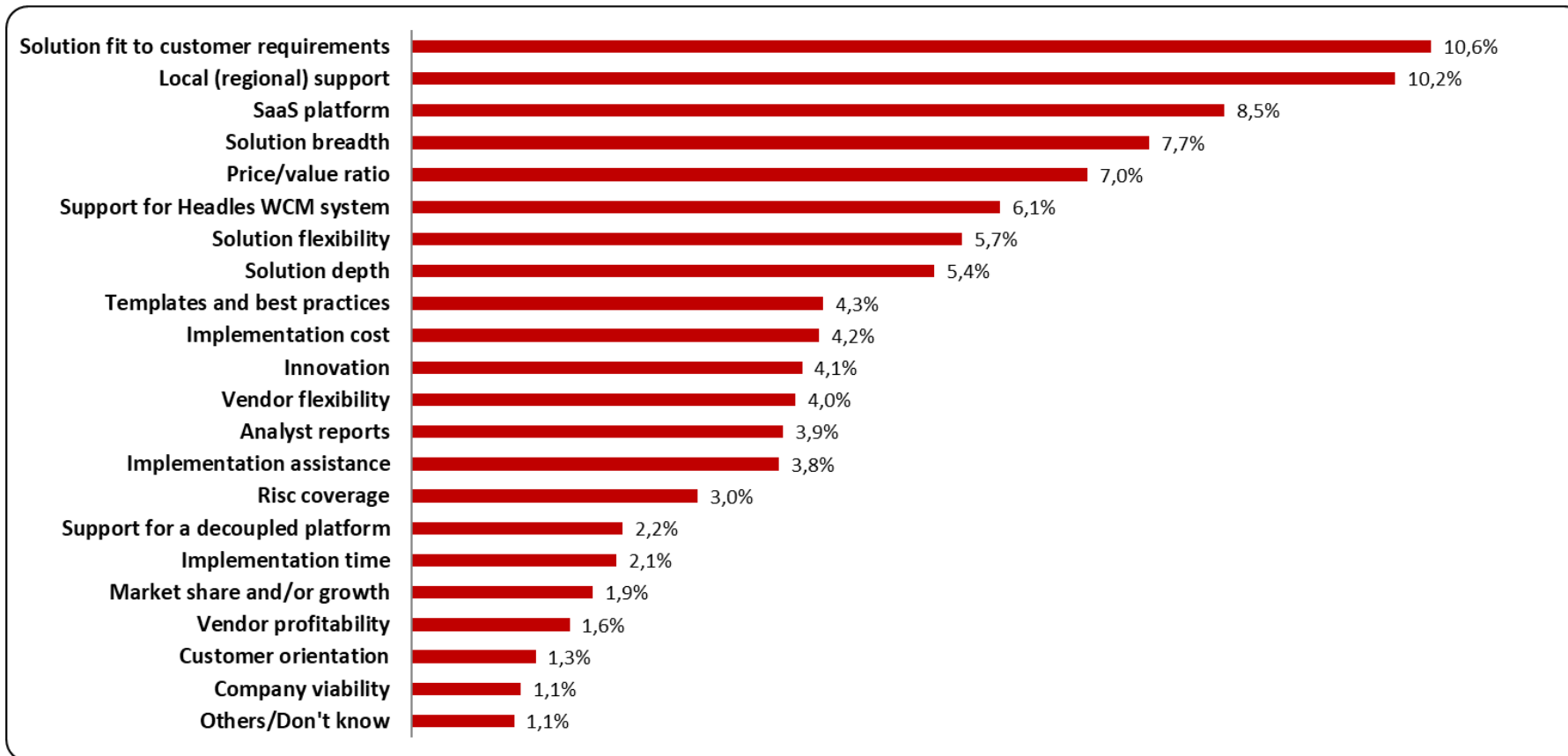
Notes

- Optimized performance is the top priority followed by the latest new functionality.
- Migration to a Cloud or SaaS platform is a high priority for buyers.



Market Overview: Market Trends 2019

What are your top three priorities when considering a Digital Asset Management vendor?



Notes

- Local (regional) support is a significant factor.
- SaaS is a high priority.
- Buyers value project implementation services incl. templates.

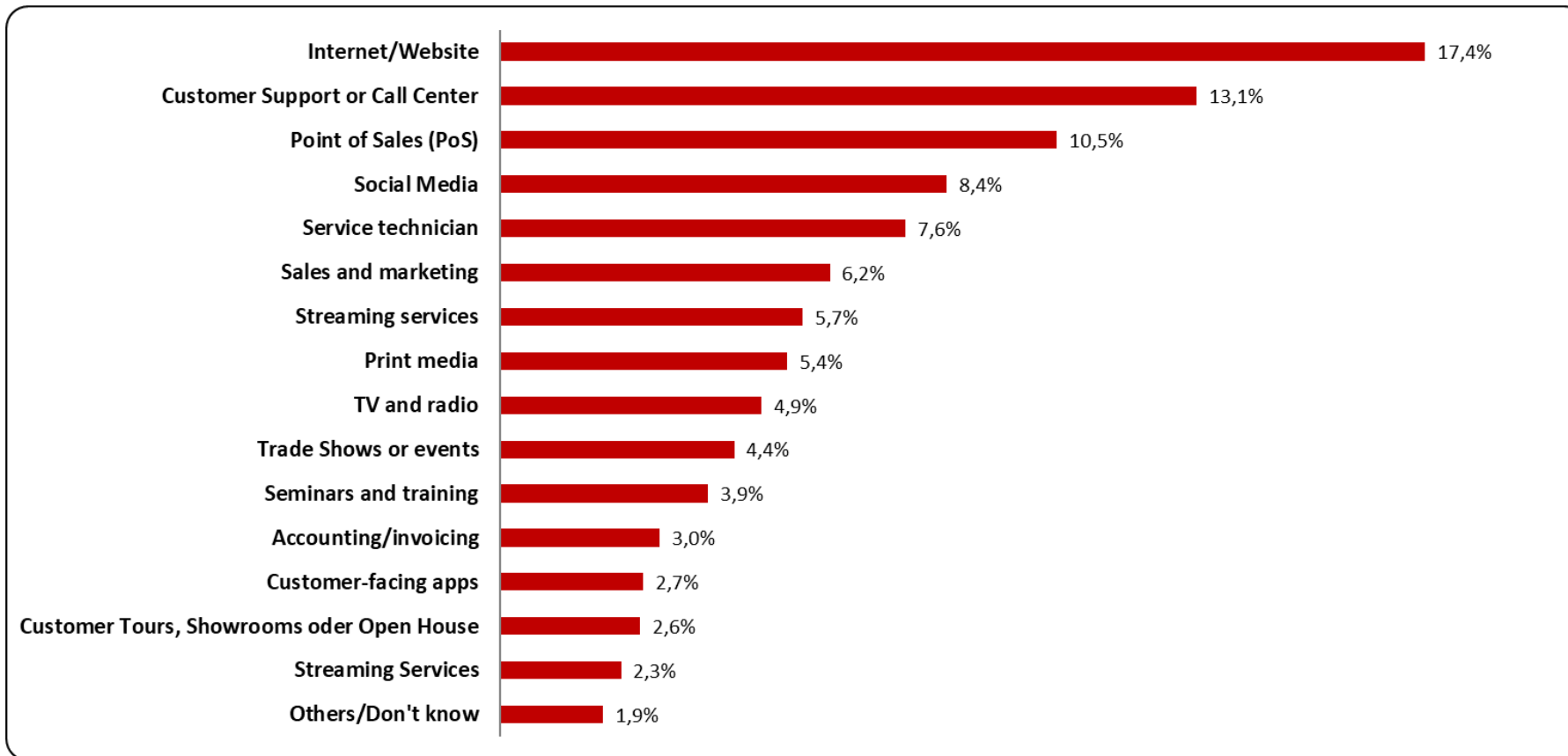
N = 1.500 Business and IT Managers with budget responsibilities



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Market Overview: Market Trends 2019

Which customer touchpoints do you support with your Digital Asset Management system (3 answers)?



Notes

- The website is now the priority customer touchpoint.
- Providing DAM access to Customer Service is very highly rated.
- Social Media and DAM integration is also rated highly.

N = 1.500 Business and IT Managers with budget responsibilities



Market Overview: Macro-Trends Affecting Digital Asset Management Projects in 2019

- **Market size and growth.** Today, there are roughly 40 active software and SaaS vendors generating around \$ 2.5 billion in global annual software licenses, maintenance and SaaS revenue with a prevailing CAGR of around 20%. DAM is a mature technology (over 20 years old) but there is high demand for new DAM projects as more and more businesses see the need for a management system for the expensive rich media content they create.
- **Strategic vendor preference can overrule DAM-only selection.** Many buyer organizations want to restrict their list of suppliers, so often a “good enough” solution from an incumbent vendor may suffice. Many marketing suite vendors offer a DAM module and pure-play DAM vendors are seen as point solutions in this context.
- **Support for rich media such as video will become critical.** Video delivers information quickly and in an emotional medium and most DAM systems can support video. Marketeers will also seek the capability to render video content directly to social channels, especially those who haven’t yet invested in a content delivery platform.
- **Market consolidation and encroachment from vendors in adjacent markets.** As users’ DAM needs evolve, the market will likely consolidate around a few key players. A major transition to Cloud-based operations will provide opportunities for the growing number of new SaaS providers of Marketing Resource Management (MRM) and content marketing platforms to also offer DAM functionality and capture market share.



Market Overview: Digital Asset Management

Market Predictions

- **Artificial intelligence adds value to digital content.** Traditional DAM solutions support manual tagging functions or metadata to establish media taxonomy. Nearly every vendor now also has artificial intelligence capabilities which can apply generic tags as metadata. Photos, videos, and sound files, can then be organized and searched.
- **Analytics help marketers to link content to business value.** Analytics tools within DAM solutions will help marketers understand the performance of each digital asset; its usage, optimal distribution channel and, most important, how it influences sales. More advanced marketers will also focus analytics on content creation as well, so that they can understand return-on-investment on the full content processes.
- **Compound documents and 3D assets enable content atomization.** DAM will help organizations scale and reuse content, in particular by breaking digital assets down into component parts, usually called atomization. Compound documents will support atomization by allowing companies to combine different existing pieces — like assets within a Photoshop file — to create something new.
- **DAM becomes a strategic data platform.** DAM will become a mission-critical platform within the digital experience technology architecture; managing all marketing and product content in formats such digital ads, mobile messages, print files, video files, web renditions and serving these files to the various content delivery platforms. DAM will expand from just the static digital files to include variants and instances created in the customer-facing delivery phases, which also need to be stored, logged, tagged and retrieved.



Vendor Selection Matrix™ – Digital Asset Management SaaS And Software: Evaluation Criteria

Strategy		
Vision & Go-To-Market	30%	Does the company have a coherent vision in line with the most probable future market scenarios? Does the go-to-market and sales strategy fit the target markets and customers?
Innovation & Partner Ecosystem	20%	How innovative is the company? How is the partner ecosystem organized and how effective is the partner management?
Company Viability & Execution Capabilities	15%	How likely is the long-term survival of the company? Does the company have the necessary resources to execute the strategy?
Differentiation & USP	35%	Does the solution have a Unique Selling Proposition (USP) and clear differentiators?
Execution		
Breadth & Depth Of Solution Offering	30%	Does the solution cover all necessary capabilities expected by the customers?
Market Share & Growth	15%	How big is the market share and is it growing above market rate?
Customer Satisfaction	25%	How satisfied are customers with the solution and the vendor?
Price Versus Value	30%	How do customers rate the relationship between the price and perceived value of the solution?



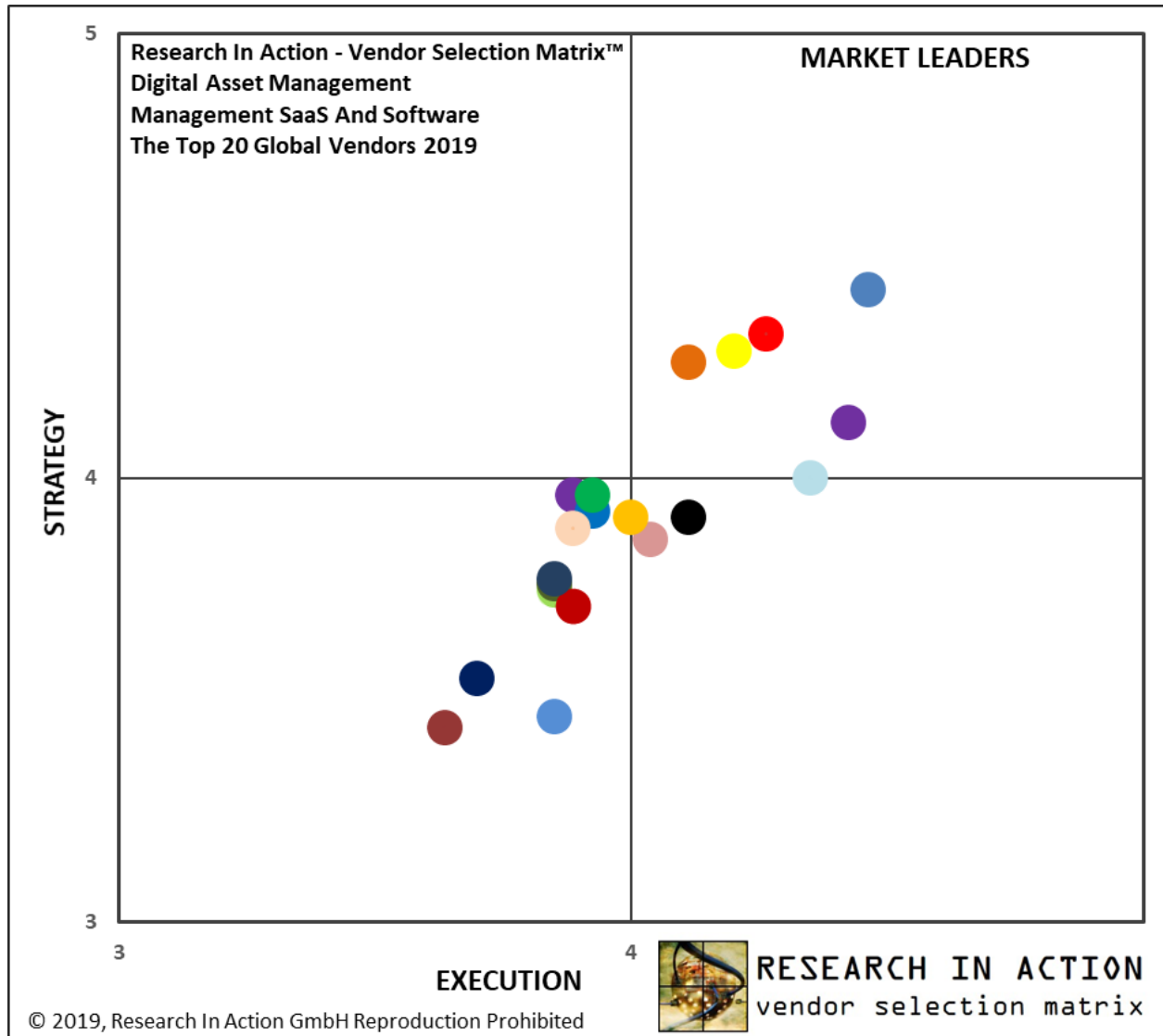
Vendor Selection Matrix™ – Digital Asset Management: The Top 20 Global Vendors

Evaluated Vendors and Solutions:

Name	Product(s)
Adobe	Adobe Experience Manager (AEM) Assets
Aprimo	Aprimo Digital Asset Management
Bynder	Bynder Core DAM, Bynder Enterprise DAM , Webdam
Canto	Canto DAM, Cumulus
CELUM	Digital Asset Management Suite
censhare	censhare DAM
Cloudinary	Cloudinary DAM
Cognizant	Nuxeo and other products
Cumulus	Cumulus
Digizuite	Digizuite MediaManager, DAM for Sitecore, DAM for Episerver
Extensis	Extensis Portfolio
Media Valet	Media Valet DAM
MediaBeacon	MediaBeacon
Northplains	NEXT , Xinet
Nuxeo	Nuxeo Platform
OpenText	Digital Asset Management, OpenText Media Management
Picturepark	Picturepark DAM
Sitecore	Marketing Content Hub, Stylelabs
Wedia	Wedia
Widen	Widen Collective



Vendor Selection Matrix™ – Digital Asset Management: The Top 20 Global Vendors



Top Ten (alphabetical order)

- Adobe
- Bynder
- CELUM
- Censhare
- Cloudinary
- Cognizant
- Nuxeo
- OpenText
- Sitecore
- Widen

Top 11 to 20 (alphabetical order)

- Aprimo
- Canto
- Cumulus
- Digizuite
- Extensis
- Media Valet
- MediaBeacon
- Northplains
- Picturepark
- Wedia



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Vendor Selection Matrix – Digital Asset Management

SaaS And Software: The Top 10

Cloudinary: The new kid on the block is re-defining DAM for many companies

- **General:** Cloudinary, in Santa Clara, CA, started in 2012 with image management and video as its core offering. In June 2018, with 400 customers already using it for DAM, it released a full-featured DAM solution and now has over 1.200 DAM customers (5.600 in total). Cloudinary is a Cloud service that supports businesses building next-generation web-based applications around imagery-related processes for digital marketing and eCommerce. It already supports over 20 billion digital assets across its customer base.
- **Strategy:** Cloudinary talks about “Dynamic Asset Management”, observing that digital assets quickly develop variants and instances, especially in the delivery phase, which also need to be stored, logged, tagged and retrieved. They have been adopted by major players in the apparel and retail industries who need a DAM system that require responsiveness, rich media, multi-channel and personalization support. The service is on AWS data centers around the world, half of its revenues are outside of North America.
- **Execution:** Cloudinary has three motions to market: Self-service, the SDK has been downloaded over 4 million times by developers for their projects with some 500.000 registered accounts using the free SaaS; project sales to enterprise marketing, creative and developer teams, often as an upgrade to the free SaaS; and project referrals or deliveries through leading systems integrators.
- **Customer Quote:** “We were looking for a truly innovative solution for DAM. Cloudinary is well ahead of the rest of the market today.” VP Marketing North-American retail company.
- **Bottom Line:** Cloudinary is born in the Cloud and best suited for businesses who use rich media to drive customer engagement and conversions. Their success so far is in the adtech, media, retail/eCommerce, and travel sectors. Other industries are also likely to prefer a dynamic asset management solution as they complete their digital transformations.



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