How to dump your legacy DAM

A guide to finding the perfect DAM
solution to manage your brand assets
happily ever after

We need to talk.

Your legacy DAM holds you back

Ever-adapting customer demands, new touchpoints, and a flood of tools keep marketers on their toes. Creating more content, sharing it across more platforms, and achieving more ambitious goals requires robust yet innovative tools.

However, many organizations are stuck with legacy digital asset management (DAM) solutions. Updating seems risky and expensive. And why fix something that still (kind of) works? Because clinging to outdated DAM systems can significantly hinder organizations' efficiency and growth. The limitations of an obsolete application will decrease productivity and reduce brand value.

It's time to break up — with your legacy DAM. And in this guide, we'll show you how to leave your old DAM behind and move on to a platform committed to building a future with you.
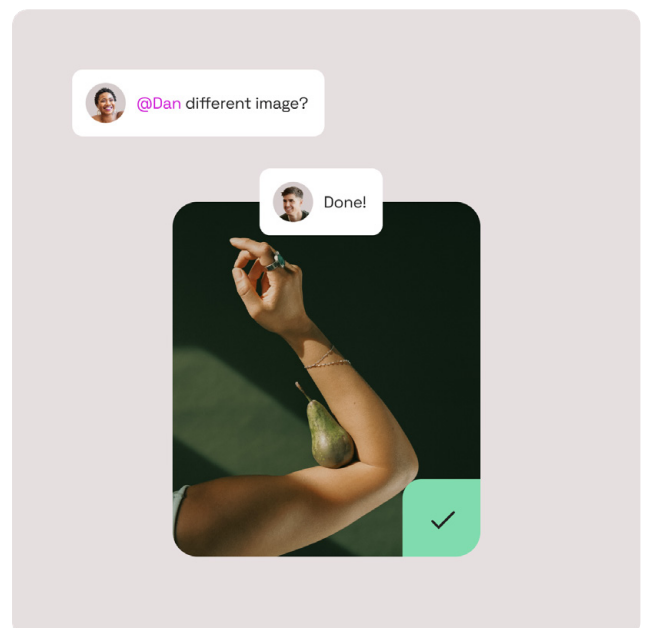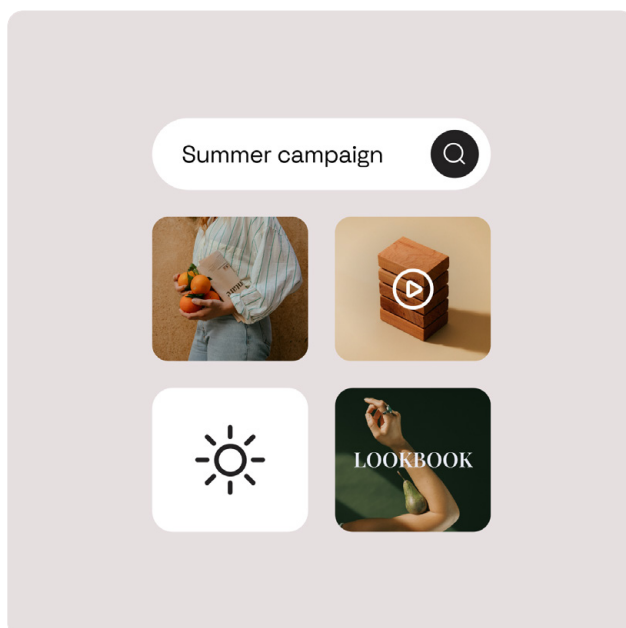
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It's not you. It's me.

Understanding the limitations of legacy systems

Outdated DAM systems cannot handle the vast amounts of data generated today, let alone adapt to future advancements and market demands. Older solutions put less emphasis on brand consistency, leading to fragmented branding efforts and a lack of cohesive messaging across platforms and materials.

> **Before Frontify, the Kühne+Nagel teams used the intranet to store brand files and assets. This method, while functional, led to a somewhat scattered and disjointed ecosystem.**
> **Over time, this approach showed its limitations. Frontify has initiated a new era of efficiency, organization, and collaboration.**
>
> **Dmytro Taran**
> Global Head Centers of Excellence, Kühne+Nagel

Legacy systems slow productivity and creativity for your entire team:

- **Inefficiencies:** Cumbersome workflows can significantly delay project completion and prevent your team from meeting deadlines.
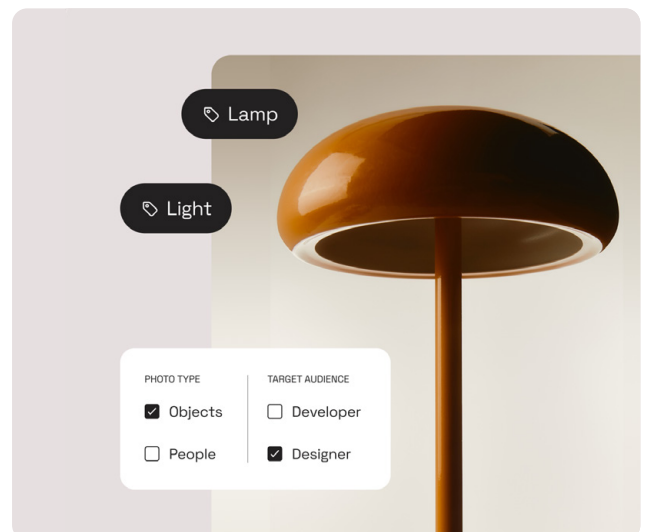
- **Lack of integrations:** The inability to seamlessly integrate your DAM with essential business tools can lead to siloed processes that constantly challenge collaboration and brand consistency.

- **Poor user experience:** Outdated interfaces and complex navigation can cause frustration and reduced user adoption.

- **Feature limitations:** From inadequate search functions to limited access controls, the constraints of legacy systems can severely restrict how your team manages and uses digital assets.

- **Security concerns:** Older systems may not adhere to the latest security standards, exposing your organization to potential data breaches and compliance issues.

- **Scalability issues:** As your organization grows, a legacy system's inability to scale effectively can become a significant roadblock, hindering your ability to manage increasing volumes of assets efficiently.

To navigate this complexity of today's brand-building world and enhance productivity, dumping your antiquated DAM system is the way to go. By exploring a more modern, cloud-based solution for organizing and accessing content in a more efficient and scalable way, you can future-proof your brand.
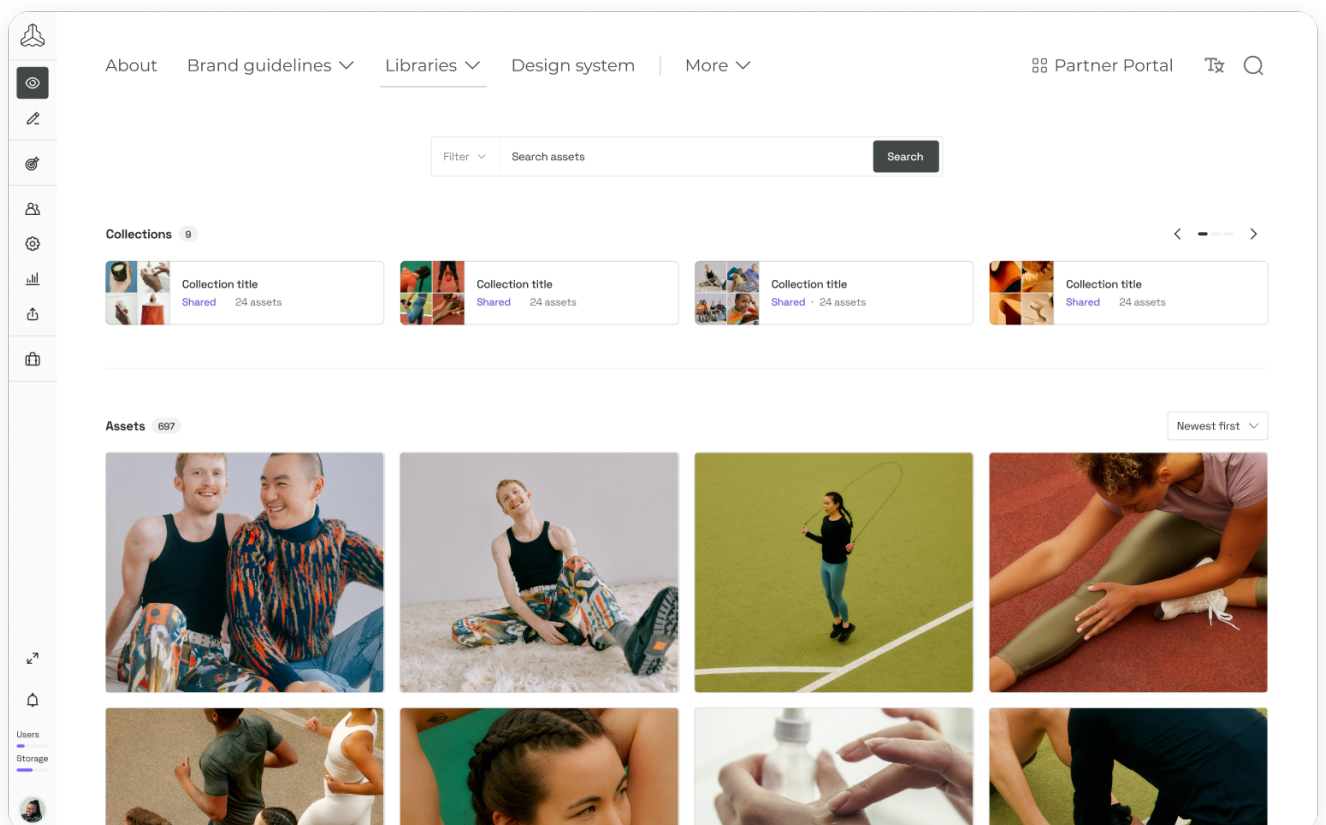
We've grown apart.

Identifying your DAM goals

First, you have to know what you want to achieve with a new DAM. To understand your current challenges and future needs, analyze your pain points and find a platform that aligns with your strategic objectives.

These are the basic elements that will allow your team to work more efficiently and effectively:

- **User experience:** Assess how your current DAM design affects productivity. A modern DAM's intuitive user interface enhances workflows, collaboration, and productivity. This will increase engagement and adoption to ensure your system delivers a positive ROI.

- **Features:** Today's DAMs offer advanced search algorithms, robust metadata management, and AI-powered tools to streamline asset organization and retrieval. Identify which essential features your current application lacks.

- **Integrations:** Evaluate the integration needs of your team. A future-proof DAM integrates with other key tools like CRM systems, marketing automation platforms, and creative software.

- **Customization:** Being able to tailor your DAM to fit unique workflows will allow you to maximize efficiency and facilitate adoption.

- **Brand alignment:** Make sure your DAM fosters brand consistency by offering easy access to brand guidelines and assets. By being able to work in a connected brand environment, you can ensure all content reflects your brand identity.

- **Accessibility:** Your new DAM solution has to provide flexible access controls to ensure internal teams and external partners can communicate and collaborate in real time.

- **Analytics:** Measuring and analyzing your asset performance will ensure you get the most out of your resources.

An advanced DAM should be an intuitive tool that optimizes asset usage to achieve brand consistency. The platform needs to be scalable and grow with your organization's increasing number of assets and users — without a decrease in performance.

92%

of survey participants use Frontify to improve brand consistency [1]

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[1] We reached out to 300 customers, and the percentage mentioned above reflects the proportion of respondents who provided feedback.

We deserve better.

Exploring the possibilities of a new DAM

A modern DAM is a cloud-based software as a service (SaaS) that can unlock the full potential of your digital assets. It goes beyond libraries and provides marketing teams with an efficient, easy-to-use solution to store, create, and share high-quality assets at scale.

Implementing a new DAM means more than upgrading technology: By enhancing consistency, collaboration, and asset management, you'll increase brand equity, improve market responsiveness, and drive digital transformation.

With features such as global search, metadata, duplicate detection, asset transformation, automated workflows, and integrations, a DAM becomes an important lever to meet the increasing demands of content creation and distribution. It's an investment in your brand and future marketing efforts.

> " **Frontify has really helped us streamline and centralize our brand resources. This change has boosted efficiency and consistency and enabled more self-service across our user base. It has also enabled easy, anytime access for our widespread, distributed teams.**
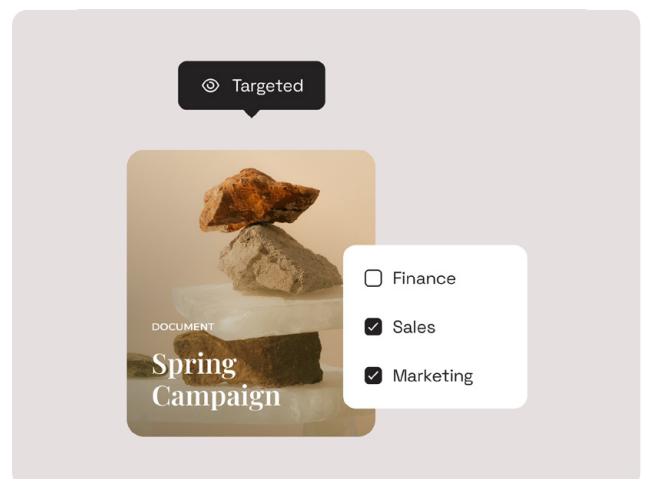
Kirsty Brown
Senior Brand Manager, Datacom

User experience must take center stage

ROI on DAM only happens when it's used regularly and properly. Your new platform must feature intuitive and clean interfaces that simplify collaboration and boost productivity.

81%

of survey participants can find digital assets faster

Today's DAMs are designed to intuitively anticipate user needs and help find and (re)use on-brand assets faster. When vetting DAM systems, consider user-friendliness so you won't fall back into old ways.

87%

of survey participants increased the reuse of existing assets

Modern Digital Asset Management (DAM) systems support the automation of routine tasks and workflows, which boosts efficiency and ensures consistency throughout various marketing campaigns. DAMs that use AI and machine learning further enhance search functionality to ensure everyone finds the relevant files in no time.

70%

of survey participants create marketing materials faster

Integrations and features need to optimize processes

Comprehensive features, including advanced analytics and integrated brand portals, ensure that your DAM can do more than store files. Features that offer on-the-fly asset transformation and streamlined distribution allow all brand builders to use the correct

versions across all touchpoints. State-of-the-art DAMs, such as Frontify, stand out by blending in: Customization and integration options allow you to tailor the platform to your specific needs and integrate it into your existing tech stack to streamline workflows.

96%

of survey participants agree: Frontify helps me achieve my goals

Security and performance complement each other

Your DAM must be protected against data breaches and intellectual property theft while complying with legal standards. Modern solutions offer essential security measures like end-to-end encryption, multi-factor authentication, and role-based access. Features such as version control, access management, and workflow audits not only enhance security but also maximize productivity. To ensure your new DAM meets the highest security standards, find out about the regular security audits (e.g., ISO/IEC 27001) and international standards (e.g., GDPR) the platform complies with.

Your DAM must be flexible yet robust

Choose a DAM that can adapt to your evolving needs and handle growing asset volumes and user counts without compromising performance. Your DAM provider has to continue to innovate and update the platform so that you benefit from the latest features and best practices in digital asset management.

More DAM for your buck

Your budget will play a central role in deciding which solution to choose. Most cloud-based DAM providers have different pricing models, so find out what you must pay for on top of the basics. Some key considerations would be the number of users, amount of assets, storage, features, and integrations. Additional services such as migration, onboarding, and training will increase adoption and engagement. DAM pricing is often tied to the number of user licenses and additional features — brand portals, design templates, and customer support could cost extra.

Frontify's pricing structure is one of the more flexible ones: The value-based pricing model is derived from your number of monthly active users (MAUs) and the features you acquired. You pay only for the people who use the platform.

Datacom x Frontify

Frontify enabled Datacom, Australasia's largest homegrown tech company, to increase brand-approved asset access by an estimated 80% in 2023. Everyone at Datacom can now use Frontify, where all their Masterbrand assets, tools, and guidelines live. Because these assets are so accessible, Datacom has seen a 17% increase in total active users and a 23% uptick in asset page views in that same year.
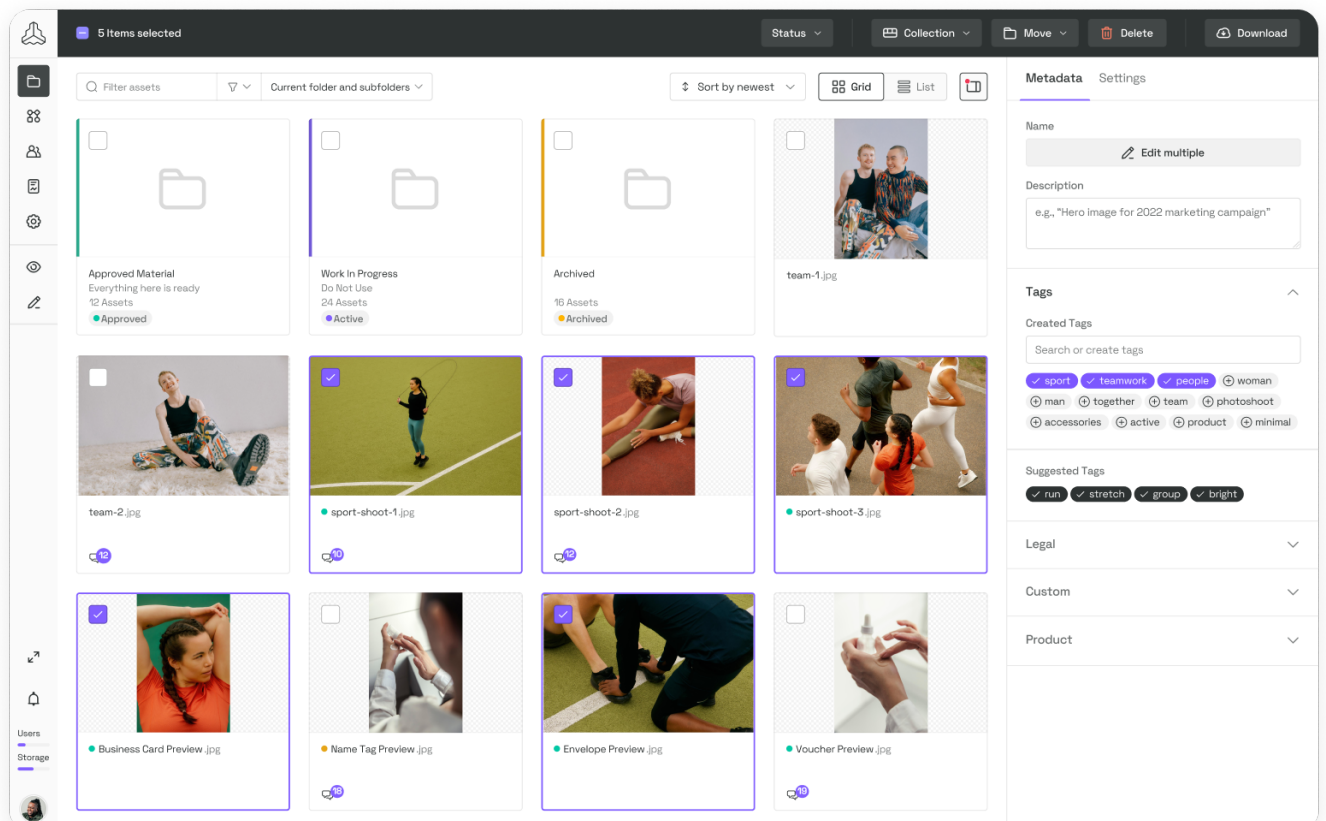
We should explore what else is out there.

Strong brands need more than a basic DAM — they need Frontify

A modern DAM should be able to go beyond basic asset storage, search, and sharing functionalities and offer innovative and advanced technology. A new DAM can also act as a brand portal and provide you with comprehensive tools to drive ROI and grow your brand. It's where your brand lives — your single source of truth.

Where most DAMs fall short is where Frontify excels

DAMs impact brands' bigger objectives: the why behind the digital assets — the omnichannel marketing campaigns. A truly future-proof DAM needs to consider this potential and be brand-forward by default.
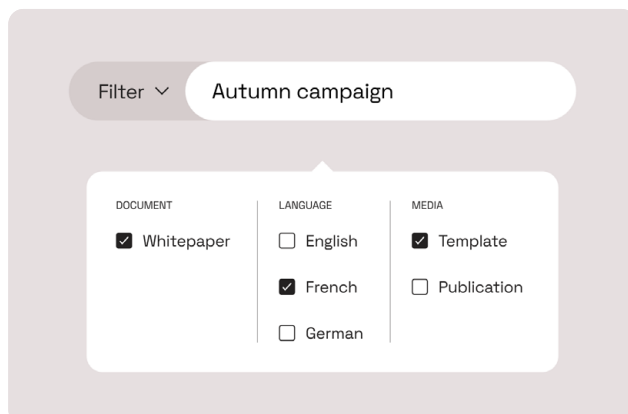
" **I've used many asset management systems over the years, and Frontify's platform is far and away the best tool I've worked with to date. It's incredibly intuitive and easy to use, both from a user and developer standpoint. The number of available features and functionalities is astounding.**

Leah Palmquist
Creative Director, Caribou Coffee

Frontify is a digital asset management platform that allows internal and external brand builders to organize, find, and share all your materials in one place. But more than that, it also connects you directly with built-in guidelines, design templates, and project collaboration. Frontify helps you document your brand to increase consistency, efficiency, and cross-team collaboration.

Filter ⌄   Autumn campaign

| DOCUMENT	LANGUAGE	MEDIA
☑ Whitepaper	☐ English	☑ Template
	☑ French	☐ Publication
	☐ German	

88%

of survey participants say that Frontify is easier to use than their previous solution

Notably recognized in the 2024 Q1 Forrester Wave for DAM, Frontify is the only player in the market that considers the impact of DAM on brands. The portal-based approach to digital asset management has changed how thousands of companies — including Uber, Lufthansa, and Optimizely — build their brands.

Zumtobel x Frontify

Austrian lighting specialist Zumtobel Group has been using Frontify since 2017: Frontify's brand platform has helped Zumtobel save between 1.6 and 3.2 hours per user per week — this time was previously lost searching for the right brand assets. The Zumtobel DAM stores and organizes more than 76,000 assets, and over 1,000 people access and use these files each month.
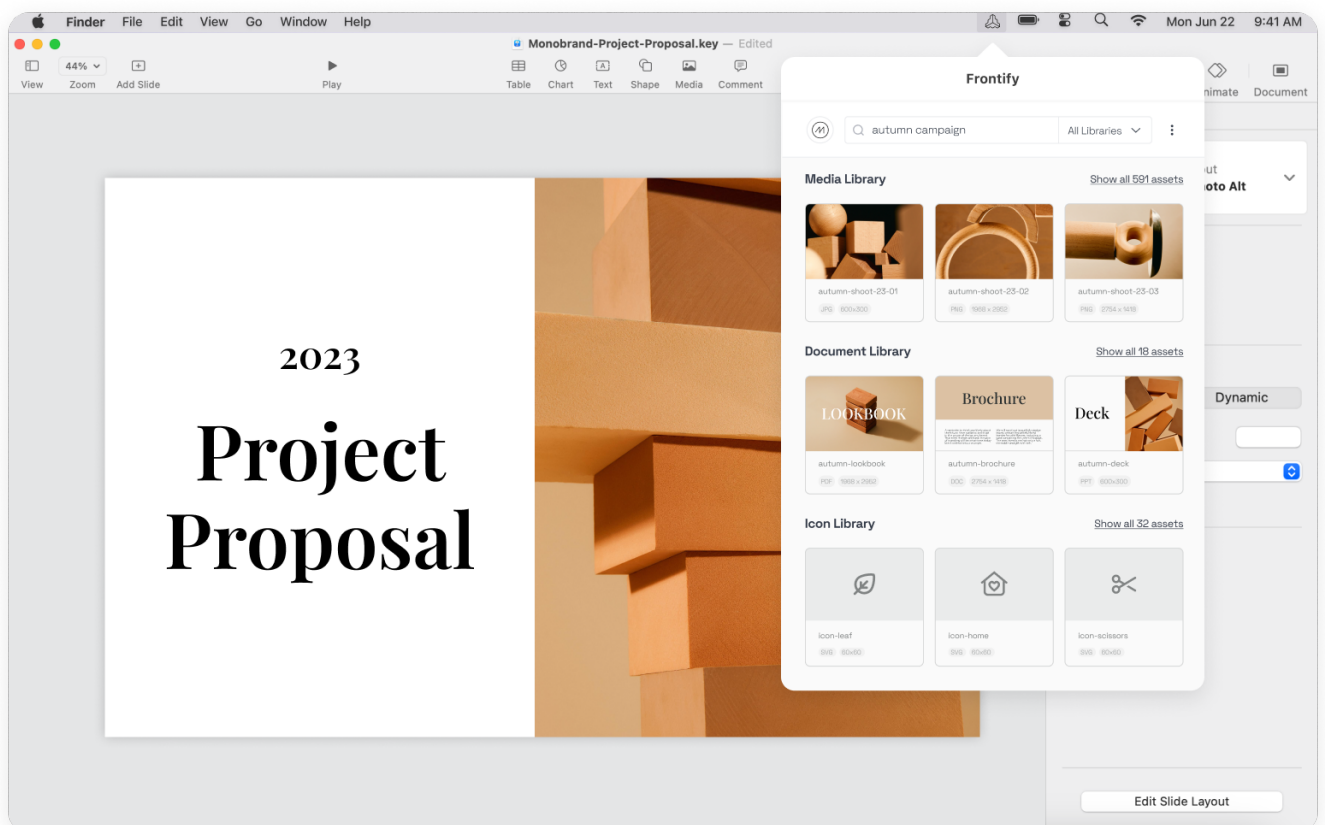
Let's just be friends.

Navigating the transition with confidence

Breaking up can be hard to do. However, with the right approach and support, your organization can make the switch smoothly and efficiently. Frontify accompanies you before and after logging into the software for the first time: Dedicated teams help you engage the right stakeholders and prepare the assets for the data migration before guiding you through the onboarding process, supporting employee adoption, and helping you with questions or challenges along the way.

2–3 weeks

Onboard your team with Frontify in as little as 2–3 weeks versus months with other DAM providers

Checklist: How to dump your legacy DAM for Frontify

- ☐ Audit your assets and understand your current and future needs.
- ☐ Know your organizational objectives and budget with DAM.
- ☐ Gather your stakeholders and pitch Frontify.
  - ☐ Share your needs and challenges (e.g., low adoption, long time to find assets, and silos).
  - ☐ Outline your goals (e.g., improve adoption, save time/cost, and future-proof brand).
  - ☐ Introduce Frontify:
    - ☐ Over 10K brands use Frontify
    - ☐ 95% customer satisfaction rate
    - ☐ 94% of survey participants said they would recommend Frontify
  - ☐ Highlight the availability of dedicated support and resources to empower users, ensuring they feel confident and capable throughout the change.
- ☐ Talk to a Frontify expert to set up a demo, have your questions answered, and discuss the next steps.

Ready to move on?

Future-proof your brand with Frontify

When you dump your old DAM, dump it for Frontify: The intuitive brand-building platform combines digital asset management and brand portals to boost consistency and efficiency. Frontify delivers results.

management processes. Frontify goes beyond storing files: It empowers your team to create, manage, and distribute content that resonates with your audience and drives your brand forward.

G²

Top 50

Content Management Products

BEST SOFTWARE AWARDS

2024

❝ **Frontify is a proven ROI solution. Every end user can find key assets quickly and self-serve more autonomously, which really alleviates the number of requests directed at the brand teams.**

René Ciocca
Head of Corporate Identity & Design, Nestlé

Frontify has been recognized as one of G2's top software products, ranking 25th for Content Management. G2's annual list ranks the top 50 software companies and products — based on verified user reviews and publicly available market presence data.

Frontify is trusted by leading brands worldwide. Choosing Frontify to replace your legacy DAM means investing in a platform that grows with your brand, enhances your marketing effectiveness, and streamlines your asset

Dump your legacy DAM, and elevate your brand's asset management strategy with Frontify. Request a demo to see how a modern DAM will help your brand achieve its potential.