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DAM selection checklist

10 questions you should clarify before deciding on a digital asset management system

This checklist is aimed at medium-sized B2B companies that want to select or change a digital asset management (DAM) system. It helps you gain clarity about requirements, risks, and decision criteria – before you compare providers or conduct demos.

1 Why are we currently looking at selecting a DAM system?

Clarify the specific trigger for selecting a DAM system. Is it a matter of functional limitations, lack of scalability, lack of acceptance, or strategic changes in your system landscape? A clearly defined reason creates focus for the entire selection process.

Tip: A clearly formulated trigger prevents symptoms from being addressed instead of causes.

2 What goals should be achieved by introducing a new DAM system?

A clearly defined objective sharpens the entire selection process. Automation of delivery processes, optimization of acceptance processes, cost savings along the entire asset supply chain? An important question when defining goals is: Where does the company achieve the greatest added value?

Tip: A precise definition of objectives sets the key priorities for a DAM project and is crucial for system selection.

3 What use cases must the DAM cover?

Define the most important use cases that your DAM must support today and in the future. These include, for example, marketing campaigns, product communication, international content use, or collaboration with external partners. Use cases are more important than long feature lists. Important: This phase is not about precise specifications, but about defining the key areas that the DAM must support. This is a decisive factor in DAM selection.

Tip: Describe use cases with their desired added value (business value) if possible. This helps with prioritizing and evaluating DAM systems.

4 Who are the relevant stakeholders in the selection process?

A DAM affects several areas at once. Identify all the departments involved, such as marketing, e-commerce, IT, or legal, at an early stage and actively involve them. This increases acceptance and prevents conflicts later on.

Tip: Stakeholders who are not involved usually only come forward after the system decision has been made.

5 Which systems must the DAM integrate?

Check which systems need to be technically connected – such as PIM, CMS, e-commerce, marketing automation, or CRM. Integration capability is one of the most important success factors in DAM selection and should be considered from the outset.

Tip: Do not underestimate the effort required for individual interfaces and data models.

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6 Which requirements are must-haves and which are nice-to-haves?

Clearly prioritize your requirements. Separate business-critical criteria from optional wishes and coordinate this prioritization between the departments. This will help you avoid overload and increase comparability in the DAM system comparison.

Tip: *Fewer, but clearly prioritized criteria lead to better decisions.*

7 How do we ensure comparability between providers?

Establish uniform evaluation criteria that apply to all providers. Use structured RFIs, defined use cases for demos, and a clear evaluation matrix to distinguish marketing promises from actual performance.

Warning sign: *Different demo scenarios make objective comparisons impossible.*

8 How do we evaluate user-friendliness and acceptance?

Involve real user groups in the evaluation and test everyday scenarios instead of ideal processes. Usability, training requirements, and change management are key factors in the future success of your DAM system.

Note: *A functionally strong DAM often fails due to a lack of acceptance.*

9 How scalable is the DAM in the long term?

Consider future growth in assets, users, markets, and channels. Review licensing models, cloud strategy, security concepts, and governance aspects to ensure long-term flexibility and investment security.

Tip: *Don't just think about today's needs, but about the next 3–5 years.*

10 Do we have the necessary clarity internally to make a decision?

Ensure that requirements are documented, decision criteria are transparent, and responsibilities are clarified. Without this clarity, the risk of delays and wrong decisions increases significantly.

Tip: *External, structured DAM consulting can act as a neutral moderator here.*

Conclusion

Choosing a DAM system is not purely an IT or marketing decision, but a strategic decision that will shape your content and system landscape. A structured, vendor-neutral selection process reduces risks, costs, and wrong decisions – and increases long-term acceptance and scalability.