Digital Asset Management (DAM) for High-Volume Commerce

Software that enables content and context delivery to drive commerce and customer experience.

Q3 2022 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Today’s world of digital commerce is all about highly visual, rapidly available, personalized experiences that capture attention and pull customers into an immediate vision of how a specific product can fit into their lives. From innovations in showrooming to fully immersive worlds where environments can be instantly transformed and then purchased have become expected by consumers experiencing brands with all of their senses.

Digital asset management (DAM) enables brands to manage, deliver, analyze, and renew all forms of digital content across all possible channels. Unlike mass asset storage systems, DAM solutions manage content and context to drive customer experience and commerce. These tools offer the opportunity for the front line of experience delivery—from marketing to service and sales—to access and customize assets to not just meet the display channel, but also meet the expectations for relevant engagement by the customer.

This category covers the vendors who can scale and optimize DAM for high-volume commerce. Tools must scale to accommodate storage while delivering innovations around AI/ML tools for smart tagging, asset editing, localization, and globalization.

The category is rapidly evolving, driven in part by digital experience platforms delivering integrated DAM solutions native to the DXP offering. For example, HCL delivers a robust commerce-ready DAM as part of their DX offering. It is not available as a stand-alone software. Constellation expects to see more consolidated and native offerings emerge as the DAM, Content and PIM space continue to evolve.

10 SOLUTIONS TO KNOW

Constellation evaluates more than 65 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

ADOBE EXPERIENCE MANAGER ASSETS ACQUIA DAM (WIDEN) APRIMO DIGITAL ASSET MANAGEMENT BRANDFOLDER BY SMARTEASY BYNDER CLOUDINARY HYLAND NUXEO OPENTEXT SALSIFY WEDIA

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THRESHOLD CRITERIA
Constellation considers the following criteria for these solutions:

- Asset aggregation, storage, and management for files including images, videos, documents, and emerging formats including 3D
- Workflows, cross-team collaboration, and approval facilitation and documentation
- Metadata and tag management powered by smart tools and AI
- Taxonomy and automated ontologies
- Asset editing and simple creative modification including color sampling, tone correction, and cropping
- Ease-of-user access across web and mobile channels
- Rights management including image, model, and product rights management
- Search, including natural language processing (NLP) search tools
- Capacity for globalization and localization
- Analytics and reporting on asset performance and utilization
- Rule-based and role-based access and utilization controls
- Custom microsites for partner and collaborator access to assets
- Flexible and scalable storage costs and pricing
- Smart renditions including resizing, cropping, and automated asset creation based on size, dimension, and application rules
- Integrations to key commerce solutions including product information management (PIM), content management systems (CMS), and commerce engines as well as digital and instore media displays
- High-scale transaction volumes
- Enterprise-scale security
- Application of ML or AI for automated asset recognition, product taxonomy, categorization, tagging, application, and personalization

ABOUT CONSTELLATION RESEARCH
As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION
Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES
Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

BUSINESS THEMES
Matriz Commerce
Marketing Transformation
Next-Generation Customer Experience

Liz Miller
VP & Principal Analyst
Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.