



Sitecore Digital Asset Management (DAM)

Overview

Enterprise-grade digital asset management from the industry leader that stores, manages, and distributes digital assets where and when you need them.

Manage your digital marketing assets – including photos, layouts, packaging artwork, video, 3D, source files, and more – in a way that's aligned with how you do business.

Sitecore Digital Asset Management™ (DAM) is designed to handle the most challenging digital asset management scenarios. It supports complex metadata, rights management, thorough security, and worldwide distribution.

Sitecore DAM, part of Sitecore Content Hub™, works seamlessly with Sitecore Experience Cloud™, providing you with an integrated solution that manages the entire content lifecycle, from planning and ideation to publication and performance insight.

Key benefits

Find what you need

With faceted search, full-text search with suggestions, and an advanced query builder, you can quickly make your way through large collections of assets in just a few clicks. Save and share searches or subscribe to updates for continuous oversight of your entire repository.

Preview in your browser

Actively preview search results in context. Preview images, videos, layouts, and other file types right in your browser while visualizing metadata and navigating through related content. Even inspect the contents of zip files and composite assets – all the essential information is right within your reach.

Make selections

Select assets across different search queries and parts of the application. Perform batch operations such as edit, download, or delete. Finish tasks by saving and organizing your collections, and then sharing them with other users.

Built-in digital rights management

Do you have the right to use that image? Have your DAM track rights for you. Mitigate compliance risks by automatically enforcing usage rules and reducing manual tasks. DAM and DRM are natural partners, so why not have them in the same platform? Manage asset searches by rights, and automatically check usage rights before deploying them – all in one solution.

Product content management

Stay on top of your product content. Centralize and automate the management and maintenance of product content that feeds e-commerce web sites, print catalogs, ERP systems, and more. Integrate existing product data with new marketing content to create a single version of truth. Streamline your content process using a single platform supporting multiple brands, complex product ranges, lifecycles, and localization needs.

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Download and convert

Download original files, previews, and pre-created renditions directly to your device for quick access. Need another size or file format? Order your selection and generate renditions on the fly by using presets or custom options for size, file format, color space, cropping, and more. Finally, distribute secure download links to external users and let them take it from there.

Create and upload

Control the lifecycle of your assets from upload to archival. Upload files with drag-and-drop, create data, and add metadata in no time. Review submitted content for approval and usage rights before deploying them – all in one solution.

Manage any file type

Remain in control of your content, users, taxonomy, and more through a series of insightful management tools. Dig even deeper with intelligent dashboards, reporting, and analytics for actionable insights.

Integrate in your enterprise landscape

Integration with upstream and downstream systems is at the core of Content Hub, including Sitecore Experience Platform™ channels, as well as other third party channels. Between a configurable domain and data model, a mature Hypermedia RESTful API and pub/sub bus, it provides the tools for elegant integration into your enterprise technology landscape.

Marketing portal

The DAM functionality comes embedded in an engaging, branded, responsive marketing and brand portal that allows you to set up a direct dialogue with your marketing community. Complement data and media files with your own editorial content and context – including brand guidelines, campaign, and product launch briefings.

Content is at the core of every great and memorable digital experience. Building outstanding experiences at scale starts with mastering your content lifecycle. As the central master data repository for your media files, let Sitecore DAM sit at the core and reap the benefits of digital asset management at speed and scale.

To learn more visit sitecore.com