

The Complete DAM Buying Checklist for Corporations

Your Strategic Guide to Selecting the Right Digital Asset Management Platform

Introduction: Why Corporations Need Purpose-Built DAM

Corporate organizations operate with unique challenges across multiple departments and stakeholders. Your digital asset management platform needs to handle:

- **Cross-functional coordination** across marketing, sales, communications, HR, legal, and regional offices
- **Brand consistency enforcement** while enabling distributed teams to move quickly
- **Sales enablement** with easy access to current collateral, product materials, and presentations
- **Partner and distributor portals** for external stakeholders who need controlled access
- **Workflow automation** from creative requests through approvals to final delivery
- **Rights management** for photography, video, licensed content, and vendor materials
- **Multi-brand management** for organizations with product lines, divisions, subsidiaries, or acquisitions
- **Institutional knowledge preservation** with searchable historical archives

This checklist will help you evaluate DAM platforms based on what actually matters for corporate operations—not generic features that don't address your specific organizational, brand governance, and cross-departmental challenges.

How to Use This Checklist

As you evaluate DAM vendors:

- Check each requirement that applies to your organization
- Star critical must-haves that are non-negotiable
- Take notes on how each vendor addresses your specific needs
- Compare responses across platforms using this standardized framework
- **Scoring Guide:**
 - **Essential (Must-Have):** Platform cannot be considered without this
 - **Important (Should-Have):** Strong preference, willing to compromise if other areas excel
 - **Nice-to-Have:** Differentiator between otherwise equal platforms

SECTION 1: Corporate Brand & Asset Organization

Product & Collection Organization

- ☐ **Organize assets by brand, campaign, and initiative** (Q1 Launch, Holiday Campaign, Product Rebrand)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Hierarchical categorization** (Corporate → Brand → Campaign → Channel → Asset Type)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Link multiple assets to single campaign** (social graphics, video, email templates, landing page assets, sales collateral)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Multi-brand management** for organizations with portfolios, subsidiaries, or product lines
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Archive old campaigns while maintaining searchability** for reference and reuse
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Organize brand guidelines and templates** as always-accessible reference materials
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Corporate-Specific Metadata

- ☐ **Custom metadata fields for corporate attributes:**
 - Campaign name/code
 - Brand/product line
 - Asset type (logo, product photo, template, video, presentation)
 - Channel/usage (web, social, print, sales, internal)
 - Department owner (Marketing, Sales, HR, Corporate Comms)
 - Approval status
 - Expiration date (time-sensitive campaigns)
 - Regional/market designation
 - Language/localization version**Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Controlled vocabularies** for consistent naming conventions across teams
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Photographer/vendor credit management** and usage terms
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Model release and rights documentation tracking**

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Campaign and creative brief attachment** to assets

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Search & Discovery

☐ **Advanced search with multiple filters** (brand + campaign + channel + asset type)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Visual similarity search** (find similar product shots, imagery styles)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Saved searches** for frequently accessed content ("Q4 Campaign Approved Assets")

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **AI-powered search and auto-tagging** to reduce manual metadata work

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

SECTION 2: Workflow & Collaboration

Cross-Departmental Coordination

☐ **Role-based access control for different teams:**

- Marketing (full creative and approval access)
- Sales (approved collateral only)
- Corporate Communications (press and corporate materials)
- HR (employee resources and internal communications)
- Regional/Field Teams (market-specific approved assets)
- External Partners/Distributors (limited, controlled access)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Department-level permissions** (Marketing can't see HR-confidential materials)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Asset approval workflows** with multi-level review (Creative → Brand → Legal → Final Approval)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Download approval capability** to control access to sensitive or premium assets

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Comments and markup tools** directly on assets for creative review

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Version control** to track asset iterations and prevent use of outdated materials

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Campaign & Project Management

- ☐ **Campaign-based asset organization** (Holiday Campaign 2025, Product Launch, Rebranding)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Scheduled publishing** for embargo releases and coordinated launches

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Expiration date tracking** for time-sensitive campaigns and limited-use assets

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Task assignment** for creative production, reviews, and approvals

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Global & Regional Team Support

- ☐ **Multi-language interface** for international teams

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Regional asset variations** (different messaging, imagery, or pricing by market)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Global brand consistency tools** (corporate logos, fonts, templates accessible to all regions)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Time zone considerations** for global workflow coordination

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

SECTION 3: Sales Enablement & Distribution

Sales Team Access

- ☐ **Sales-friendly interface** that non-marketing users can navigate easily
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Quick access to current collateral** (product sheets, presentations, case studies, pricing)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Collections/lightboxes** for assembling prospect-specific asset packages
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Mobile access** for sales reps in the field
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **One-click sharing** with prospects (no complex permissions or logins required)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Partner & Distributor Portals

- ☐ **Branded portals** for external partners, distributors, or franchisees
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Customizable portal experience** per partner type or tier
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Read-only or download-only access** options (no upload from external users)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Self-service access** without requiring IT or marketing intervention
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Portal usage analytics** (which partners access what assets)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Press & Media Distribution

- ☐ **Press kit creation** and distribution
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
 - ☐ **High-resolution image download** options for media outlets
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
 - ☐ **Embargo management** for scheduled press releases
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
 - ☐ **Media contact tracking** and download reporting
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
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SECTION 4: Marketing Technology Integration

Creative Suite Integration

- ☐ **Adobe Creative Cloud integration** (Photoshop, Illustrator, InDesign, Premiere Pro)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Figma and Sketch integration** for web/UX design teams
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **In-app asset access** (CI HUB or similar plugin to access DAM from within creative tools)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Productivity & Collaboration Tools

- ☐ **Microsoft 365 integration** (Word, PowerPoint, Excel, Teams)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Google Workspace integration** (Docs, Slides, Sheets, Drive)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Slack or Teams notifications** for approvals and updates
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Marketing Platforms

- ☐ **Content Management System (CMS) integration** (WordPress, Drupal, Sitecore)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Marketing Automation integration** (HubSpot, Marketo, Eloqua)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Social media management tool integration** (Hootsuite, Sprout Social)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Email marketing platform integration** (Mailchimp, Constant Contact)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

E-Commerce & Web Publishing

- ☐ **E-commerce platform integration** (Shopify, Magento, custom platforms)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Automated image resizing** for different digital channels

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Product information management (PIM) integration**

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

SECTION 5: Rights Management & Compliance

Usage Rights & Licensing

- ☐ **Usage rights tracking** (web only, print only, social media, internal use, regional restrictions)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **License expiration alerts** for stock photos, influencer content, or time-limited rights

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Contract and release attachment** to assets (model releases, vendor contracts)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Automatic watermarking** for unapproved or restricted assets

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Brand Protection & Compliance

- ☐ **Download tracking** (who downloaded what, when—for audit purposes)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Approval status enforcement** (prevent download of non-approved assets)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Legal hold capability** for litigation or regulatory requirements

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **GDPR compliance** for EU operations (data privacy, right to be forgotten)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

SECTION 6: Technical Requirements

File Format Support

- ☐ **High-resolution image support** (RAW files, TIFFs, large PSDs)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Video format support** (MP4, MOV, ProRes for campaign footage)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Design file support** (PSD, AI, INDD for campaign materials)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Document support** (PDF, DOCX, PPTX for sales and internal materials)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Font and template storage** (brand fonts, PowerPoint templates, email signatures)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Performance & Scale

- ☐ **Storage capacity for your asset volume**
Current needs: _____ TB
3-year projection: _____ TB
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Upload speed** for large batch imports (photoshoot deliveries, video production)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Search performance** with tens of thousands of assets
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Concurrent user support** (marketing, sales, regional teams working simultaneously)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Deployment & Security

- ☐ **Deployment options:**
 - Cloud/SaaS
 - On-premise
 - Hybrid**Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Single sign-on (SSO) support** for seamless employee access
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Two-factor authentication**
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **SOC 2 Type II compliance**
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Encryption** (in transit and at rest)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Regular security audits**
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Backup & Disaster Recovery

- ☐ **Automated backup** and retention policies
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
 - ☐ **Geographic redundancy** (multiple data center locations)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
 - ☐ **Disaster recovery SLA** (recovery time/recovery point objectives)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
 - ☐ **Version recovery** (restore previous versions of assets)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
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SECTION 7: User Experience & Adoption

Interface & Usability

- ☐ **Intuitive interface** for non-technical users (sales, regional teams, partners)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Mobile-responsive** or native mobile app
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Bulk operations** (upload, tag, download, share multiple assets at once)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Drag-and-drop** functionality
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Customizable dashboards** by role (marketer view vs. sales view vs. partner view)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Quick access to recently used** or favorite assets
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Sharing & Distribution

- ☐ **Shareable links** with expiration dates
 - Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Password protection** for sensitive shares
 - Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Collections/lightboxes** for assembling and sharing asset packages
 - Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Email directly from platform** with asset previews
 - Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Download format options** (original, web-optimized, specific dimensions)
 - Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **No login required** for recipients to view/download shared links
 - Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have

Training & Support

- ☐ **Onboarding program** for implementation
 - Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **User training** (live sessions, recorded tutorials, documentation)
 - Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Customer support hours and SLA**
 - Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Dedicated customer success manager**
 - Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Regular platform updates** and feature releases
 - Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **User community or forum** for peer support
 - Priority:** ☐ Essential ☐ Important ☐ Nice-to-Have

SECTION 8: Analytics & Reporting

Usage Analytics

- ☐ **Asset download reports** (most popular assets, underutilized content)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **User activity tracking** (department usage, regional adoption)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Search analytics** (what are people looking for but not finding?)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Portal analytics** (partner/distributor usage patterns)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Strategic Insights

- ☐ **Asset lifecycle tracking** (creation to archive)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Campaign performance** (asset usage by campaign)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Compliance reporting** (expired licenses, unapproved downloads)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Custom reporting** and data export capabilities
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Total Cost of Ownership

☐ **Initial setup costs**

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Ongoing maintenance requirements and costs**

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Additional fees** (overage charges, add-on features)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Internal resource requirements** (IT support needed?)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

SECTION 9: Vendor Evaluation

Cost & Business Model

Pricing Structure

☐ **Transparent pricing** (no hidden fees)

Base platform cost: _____

Per-user fees: _____

Storage costs: _____

Partner portal costs: _____

☐ **Scalability of pricing** as team size and asset volume grow

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Unlimited read-only/portal users** (critical for sales and partner access)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Contract flexibility** (annual vs. multi-year, exit terms)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Implementation & Migration

- ☐ **Implementation timeline** (how long to go live?)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Migration support** from existing systems (file servers, old DAM, SharePoint)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Non-technical implementation** (marketing can manage without heavy IT involvement)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Metadata preservation** during migration
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Total Cost of Ownership

- ☐ **Initial setup costs**
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Ongoing maintenance requirements**
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Additional fees** (overage charges, add-on features, portal customization)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Internal resource requirements** (IT support needed?)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

SECTION 10: Vendor Evaluation

References & Proven Success

- ☐ **Corporate client references** in similar industry or company size

Requested references: _____

- ☐ **Case studies** demonstrating corporate marketing success

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Sales enablement success stories**

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Peer reviews** and industry analyst recognition

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Vendor Stability & Roadmap

- ☐ **Company financial stability**

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Product roadmap** aligned with your needs

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Years in business** and client retention rates

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Decision Matrix

Use this framework to score and compare vendors:

Category	Weight (%)	Vendor A Score (1-10)	Vendor B Score (1-10)	Vendor C Score (1-10)
Brand & Asset Organization	%			
Workflow & Collaboration	%			
Sales Enablement & Distribution	%			
Marketing Tech Integration	%			
Rights Management				
Technical Requirements	%			
User Experience	%			
Analytics & Reporting	%			
Cost & Value	%			
Vendor Stability	%			
TOTAL WEIGHTED SCORE	100%			

Next Steps

After completing this checklist:

1. Schedule demos with your top 3 vendors
2. Request live walkthroughs of sales enablement and portal features
3. Talk to reference customers with similar corporate structures
4. Test with actual user groups (marketing, sales, regional teams)
5. Involve stakeholders from marketing, sales, IT, legal, and leadership
6. Calculate total cost of ownership over 3-5 years
7. Review contracts carefully (exit terms, data ownership, SLAs)

About NetX

NetX provides enterprise digital asset management solutions trusted by leading corporations worldwide. Our platform is built to handle the unique demands of corporate marketing, brand management, and sales enablement: multi-departmental coordination, brand consistency across distributed teams, partner portals, workflow automation, and seamless integration with your marketing technology stack.

Proven Success: Companies like Hogan Assessments have doubled their user adoption and streamlined sales enablement by implementing NetX-powered brand portals—giving their distributors and partners instant access to current collateral while maintaining centralized brand control.

Ready to see NetX in action?

Schedule a personalized demo focused on your specific corporate workflows and sales enablement challenges.

This checklist is provided as a strategic resource for corporate teams evaluating DAM platforms. For more information about how NetX addresses these requirements, contact our team.