

Widen-Sponsored Research By Aberdeen: Best-in-Class Companies Boost Performance with DAM Technology

By Kevin Johnson

Dated: Jun 11, 2009

Recent Widen-Sponsored Research from Aberdeen Group Shows Best-in-Class Companies Use Digital Asset Management to Maximize Profitability

Recent research from Aberdeen Group sponsored by Widen Enterprises, a provider of web-based digital asset management software and services, reveals that “Best-in-Class” companies studied use Digital Asset Management (DAM) to increase business performance by maximizing profitability.

Aberdeen surveyed more than 130 companies for the report – *The Marketers’ Guide to Justifying Investments in Digital Asset Management* – which explores strategies for justifying investments in DAM and identifies how companies are using DAM as leverage to “thrive, not just survive.” The study identifies current trends in marketing asset management technology adoption, the necessary organizational competencies to support the technology, and the integrated capabilities that are most valuable to organizations that use digital asset management tools.

“Best-in-Class display an aptitude for measuring performance and optimizing marketing investments over time; consequently, Best-in-Class extract far more value from technology investments and continue to stay one step ahead of their competitors in marketing effectiveness,” said Ian Michiels, Practice Director of Aberdeen’s Customer Management Technology Group and author of the study.

The research reveals that the current economic climate has changed the way companies evaluate digital asset management solutions. Just one year ago, the top two challenges companies sought to mitigate with DAM investments were improved return on marketing investments and brand consistency. In 2009, these two challenges were identified by respondents as secondary pressures.

“Today, the number one reason all companies are turning to digital asset management is operational productivity (66%),” explained Michiels. “Companies are desperately trying to supplement a lack of top line revenue with increased productivity to maximize profitability.”

The study allows readers to validate their current performance relative to peers and competitors and identify recommendations to increase return on marketing investment (ROMI) and improve brand consistency, according to Widen CEO Matthew Gonnering.

“For companies looking to boost performance, Web-based and hosted DAM software is the new standard,” Gonnering said. “Our software-as-a-service application has been proven to increase return on marketing investments, protect brand consistency, leverage the power of the Web and capitalize on the demand for online video.”

Last month, Widen announced the latest version of its DAM application (version 5.3.) The new release incorporates important modifications designed to generate efficiencies in the company’s primary hosted DAM software service—the Widen Media Collective®—which supports creative and marketing workflows for creating, managing and distributing digital media assets. The release also includes significant changes to the Widen® Appliance, the on-site hardware/software configuration integrating the company’s hosted DAM with the client’s desktop.

As a sponsor, Widen is distributing complimentary copies of the Aberdeen report. To download a copy, visit: <http://www.aberdeen.com/link/sponsor.asp?spid=30411644&cid=6060>.

About Widen Enterprises, Inc:

Based in Madison, Wis., Widen has honed its more than 60 years of experience in premedia and color management specifically for assisting customers with building brand equity and supporting consistent brand representation across print and web communications. Through its inventive suite of web-based digital asset management applications, Widen software services provides marketing networks with real-time web-based access to the clients' digital asset libraries that subsequently eliminates manual search and file preparation time, costs related to replacing images and videos that cannot be located, and the added cost for hardware, software and upgrades. For more information, visit <http://www.widen.com>.

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Tags digital asset management, marketing resource management, marketing strategy, marketing automation, digital marketing
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