SHAREDIEN



Incl. Checklist!

E-Book

Red flags when selecting a DAM:

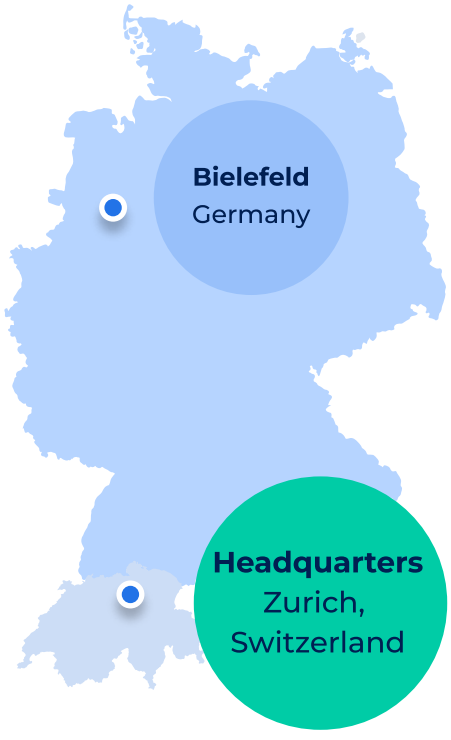
Avoid these eight typical mistakes!

Modern digital asset and content management can generate real added value for your business – if you manage to avoid these eight red flags when selecting a system.

Sharedien:
So much more than just an image database

The days when companies were perfectly equipped with a central image database or even a simple folder structure are long gone. More and more communication channels, personalised product messages, and an increasing demand for diversified product content mean that the required quantities of images, videos, graphics, and documents are growing rapidly.





Efficient creative processes, automation, AI, and effective collaboration with internal and external teams are important.

Sharedien is the **cloud-native** DAM solution with a finger on the pulse of the times. It provides reliable and high-performance support as a **central content hub**, even with large volumes of data and performance peaks.

With its **scalability** and **integration capability**, Sharedien masters every challenge and offers users everything they need to create, maintain, manage, and distribute digital content – from **automated image editing** and **AI-supported search** to innovative **workspaces** for efficient creative projects. The workspaces also cover approval processes and collaboration with large internal and external teams. Thanks to its modern tech stack, Sharedien integrates seamlessly into any digital ecosystem – for optimal data processes from import to the **wow effect in the store**.

2011	90+	100,000+	50M+
Foundation	Countries	Number of users	Organized assets

> Sharedien -
> Intuitive. Fast. Efficient.

These are the eight most important red flags to look out for when choosing a DAM!

If you're looking for a modern DAM system, keep an eye out for these eight warning signs when making your choice.

RED FLAG 1

No AI functionality

AI functionalities are now standard equipment in modern DAM systems and have long since freed companies from time-consuming, repetitive tasks.

RED FLAG 2

External users cannot access the system

Creative projects require collaboration with external parties such as agencies or photographers. You should therefore expect to find powerful collaboration tools in a modern DAM solution.

RED FLAG 3

The data structure is fixed

Every company has its own unique context. But many DAM systems rigidly specify the data structure or can only be adapted with great effort, thus severely restricting the design of the data processes.

RED FLAG 4

You have to oversee your image licences yourself

Monitoring licensing regulations is complex and can quickly lead to fines if mistakes are made. A DAM system should take care of this for you with an intelligent digital rights system.

RED FLAG 5

Nothing works without manual intervention

Do all processes require manual intervention? Modern DAM solutions increase the efficiency and quality of creative processes through intelligent workflow automation.

RED FLAG 6

The system only offers a simple or limited asset search

Time-consuming searches for images, videos, or graphics use up vast amounts of resources. With innovative AI-based search functions such as OCR, you can find everything you need immediately.

RED FLAG 7

The tech stack is outdated

Scalability, performance, and flexibility are the foundation of sustainable software solutions. Rely on real cloud-native technology and avoid "fake cloud" providers that only operate classic systems virtually.

RED FLAG 8

Connecting to peripheral systems is a challenge

A modern DAM solution acts as a central content hub in the entire martech stack and must integrate seamlessly into existing systems and processes – a central, powerful API is essential for this.

ABOUT SHAREDIEN

Sharedien is the leading expert in digital asset and content management. Our cloud-native platform is the world's fastest and most flexible content solution, ideal for marketing departments, product teams, agencies, and anyone working with large volumes of digital content. With intelligent AI services and an intuitive user interface, we help you to organise and maintain your digital assets – such as images, videos, 360° images, text, logos, and graphics – in the best possible way. Users in over 90 countries already rely on Sharedien. Sharedien is headquartered in Zurich, Switzerland.

Curious?

Arrange a non-binding introductory meeting with our experts:

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Would you like to find out more?

With Sharedien, there are no red flags: Get to know Sharedien without obligation and see for yourself how you are guaranteed to be on the safe side with the most flexible content hub on the market!

Book a free expert consultation

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