



North Plains Advanced Solutions

Onsite Business Audit: Are you Getting the Most Out of Your DAM?

- Are you getting the most out of your current digital asset management (DAM) solution?
- Is it delivering the results your business needs?
- Do you have a roadmap that clearly illustrates how to get the business benefits you expected – and need – from your DAM?

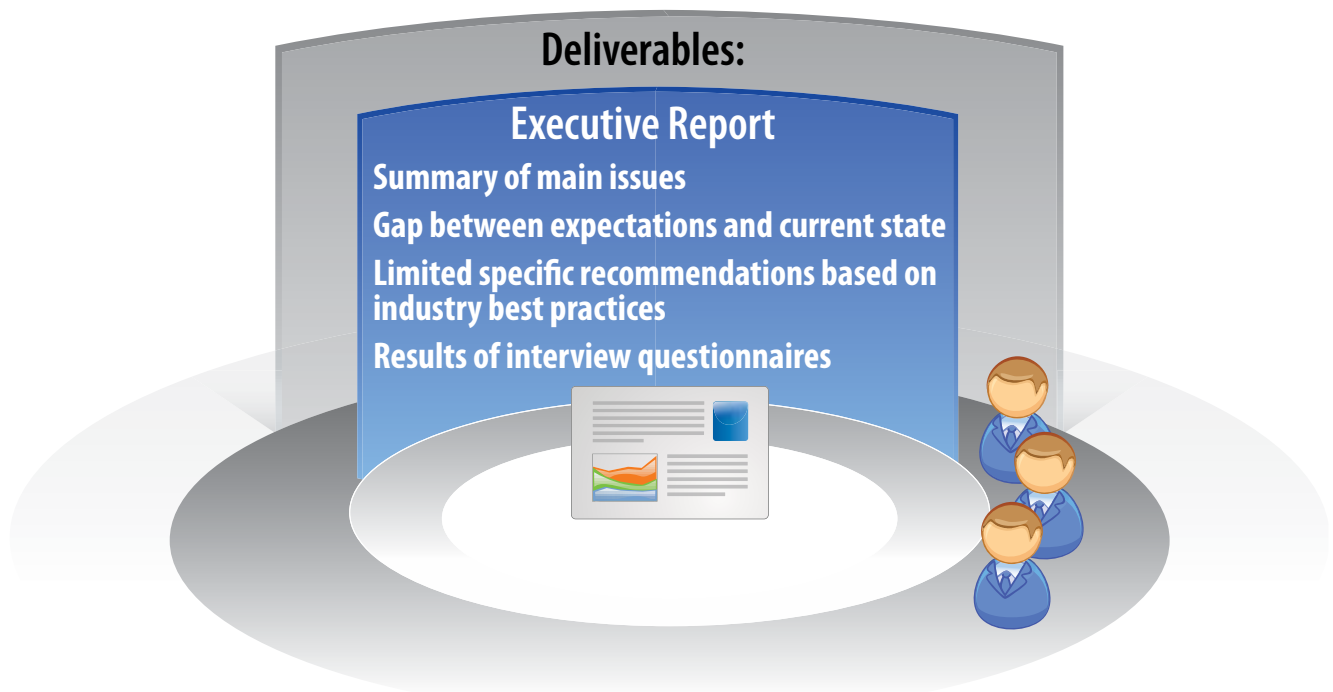
If NOT, you should consider a North Plains DAM Audit!

Let North Plains consultants use their deep domain expertise to help you understand what your current digital asset management system is really delivering to your organization. Using workshops, interviews and analysis the North Plains DAM Audit will document:

- Your original vision of business benefits as well as your current objectives for your DAM
- The value your stakeholders derive from your DAM today
- Pain points in your current asset workflows causing time-consuming workarounds
- Gaps between your current practices, your business vision and industry-standard best practices

The resulting report provides specific recommendations that apply to *any* existing DAM system. Depending on which issues are most critical to your company, the DAM Audit can include topics such as:

- How effectively your DAM facilitates your goals such as asset sharing, re-use, and rights management
- Level of consistency of terminology and metadata across the enterprise
- Changes in business direction that have affected your goals for use of the DAM system
- User adoption and satisfaction
- Adequate resource staffing
- Executive support for the DAM project
- Appropriate governance and ongoing participation from key stakeholders
- Level of integration of advertising agencies and other external partners



The North Plains DAM Audit report will point out areas for quick wins and guide your organization toward the next steps in developing your DAM roadmap for the enterprise.

What is North Plains Advanced Solutions?

North Plains Advanced Solutions is the business consulting and special services team of North Plains professional services. It provides business and operational consulting from top industry experts with deep domain expertise. Our mission is to transfer knowledge, and enable prospects and users of DAM to derive the most value and ROI for their planned and actual investments in digital asset management technology.

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