

## Productivity and Return on Investment (ROI) with Digital Asset Management

iBase Professional Digital Asset Management

### 1 Will we get a return on investment (ROI) from a digital asset management system?

Probably yes, but it does depend on –

- How much you pay for it.
- Over what period you're calculating ROI.
- How much time you're saving compared with before you got the DAM system.
- Whether there are new things you can do with it to generate revenue.

For example, suppose you spend £4,000 on a digital asset management system from iBase and want to recoup the cost over 5 years. That's £800 per year that you need to save or generate, or just £67 a month.

In this case any more than £67 a month saved during the first 5 years – or additional revenue generated – represents a return on your investment. After 5 years of course, any savings at all or revenues generated are a positive return on investment.

### 2 Productivity - saving time and money

What kind of things will be more productive, saving save time and money? Here are some suggestions.

- Finding a file quickly and easily without the need to hunt through a networked folder, or worse still having to ask others to check on their local drives. It probably wouldn't need more than one or two cases a month to save £110 just on this.
- Instead of finding and emailing a number of files to a colleague, you can just save them as a set on the DAM, which your colleague can then view and download from.
- Downloading just the right size file for what you want to do, without the need to resize it yourself.
- Do you use outside agencies – marketing perhaps – who you need to supply assets to? With a good digital asset management system, you'll be able to give them access to the materials you want them to see – and no others – so that they can review, download, etc... as required.
- Has your organisation ever mislaid a file? How long it takes to re-create lost files depends on what they are, but it might take many hours and cost a great deal of money. There can quite easily be circumstances where saving the cost of having to replace lost items – and nothing else – provides a good return on investment.

Think about your own organisation, what savings could you make?

### 3 Generating revenue

If you intend to sell images, videos, audio, digital books, etc... then you need more than a digital asset management system. You'll also need -

- A good-looking public facing website, with your style and branding on it.



- Flexible pricing structures and an ability to operate globally in any currency.
- Payment arrangements to match your requirements.
- Flexible delivery options.
- Hosting to a global standard.

It goes without saying – but we'll say it anyway – that an iBase system does all of this and more.

[Contact us](#) by email or phone for more information or to request a free system.