

Daydream Publish Whitepaper on Enterprise Digital Asset Management for IT Professionals

European Enterprise Digital Asset Management (DAM) specialists, Daydream today publish a whitepaper on Enterprise Digital Asset Management for IT Professionals. Written for those who have been assigned to implement a Digital Asset Management system, this paper explains the opportunities DAM offers and best practices for delivering solutions successfully.

Online PR News – 15-March-2010 London, 15th March 2010. [Daydream \(www.daydream.co.uk\)](http://www.daydream.co.uk), leading Open Source Enterprise [Digital Asset Management](#) (DAM) specialists have released a whitepaper that describes a number of best practice techniques IT professionals can use to ensure that DAM is implemented successfully in large or medium sized enterprises.

The report condenses Daydream's experiences of the enterprise DAM market into a report packed with useful advice, checklists and best practice guidelines that will provide IT managers with a useful framework for developing their Digital Asset Management strategy.

The subjects covered include:

The benefits DAM systems can offer

Outsourcing vs Insourcing: How to decide which is best

A typical DAM project team: staffing requirements

Roles and responsibilities for IT managers

The importance of training to successful implementations

Hosting, support and maintenance of DAM systems

Selecting a vendor: what to consider

Ralph Windsor, Managing Director of Daydream said:

"Although most DAM systems tend to be procured by marketing departments, we have found that IT managers are frequently asked to act as internal consultants and advise on best practice. There is a limited amount of information available about what to expect at an enterprise level and how to formulate an effective strategy."

Windsor continues:

"Many IT managers may wrongly assume DAM to either simply about storage facilities or the same as ECM systems like SharePoint. This can be problematic when they come to discuss requirements with marketers. In this report, we aim to dispel some myths and present practical advice for successfully delivering DAM whether using internal or outsourced resources."

The 30 page report: "Enterprise Digital Asset Management for IT Professionals" is being made available free of charge via the [Reports](#) section on Daydream's website.

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About Daydream

Established in 1995, Daydream is the leading European vendor of Digital Asset Management and Marketing Resource Management systems. Over the last 15 years, their FocusOPEN Digital Asset Manager platform has been implemented by over 40 global organisations including Major League Baseball, WS Atkins, BNP Paribas and Adecco Group. For more information, visit Daydream at www.daydream.co.uk, contact press_at_daydream.co.uk or follow Daydream at twitter.com/daydreamuk

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