

DIGITAL ASSET MANAGEMENT (DAM)

Digital Asset Management (DAM) is the process of storing, retrieving and distributing digital assets (files), such as logos, photos, marketing collateral, documents, and multimedia files in a centralised and systematically organised system, allowing for the quick and efficient storage, retrieval, and reuse of the digital files that are essential to all businesses.

Through Blue Star Print Group we are able to offer a range of Digital Asset Management Solutions including:

- Documentum – this provides DAM for all assets such as text, images and rich media. Aspects include Content Management, Electronic Proofing and Version Control of all Electronic Assets.
- Content Manager – this is the tool we use to capture and manage the repurposing of individual digital assets. These are the text files, images, logos, and illustrations that go to build up to the content of all communications. This content is used and reused within print, web, intranet or office environments. Client benefits include:
 - Cost reductions.
 - Asset database.
 - Ownership and accessibility.
 - Continuity.
 - Brand stewardship.
- Document Manager – allows our clients to store, search, view, repurpose and control the use of individual documents. Client benefits include:
 - Cost reductions.
 - Document search-ability.
 - Full text search-ability.
 - Version control.
 - Electronic guard book or database of all finished work.