

# Adopting New Users and Showing ROI

## Resources and Documents

Click the icon to explore more



### Knowledge Base

Helpful articles on Brandfolder features and capabilities that are searchable by topic. This is available in the Support dropdown of your Brandfolder.



### Implementation Toolkit

A portal with resources to assist in building and launching your Brandfolder. Here you'll find everything from guided trainings to launch resources!



### Customize Your Brandfolder Look & Feel

This Knowledge Base article provides a great overview of where and how to customize your Brandfolder environments.



### Launch Announcement Examples

Example communications available for use or editing prior to launch.



### End User Survey

Example survey to collect feedback from End Users on the use of Brandfolder.



### ROI Calculator

A tool to help you determine measurable ROI following your Brandfolder launch.

## Important Terminology

[Analytics and Events](#)

Tool for tracking user activity in the Brandfolder environment, available to all Admins.

[Insights](#)

A standard feature on Premium and Enterprise packages that show usage analytics by environment.

Ongoing Governance

The process of monitoring and assessing the Brandfolder platform to ensure good DAM hygiene and continued alignment to business needs.



## ADOPTING NEW USERS AND SHOWING ROI

### Important Terminology (cont.)

User Adoption

The act of new users becoming familiar with and adopting a new product or process. Successful adoption leads to increased ROI.

User Acceptance Testing (UAT)

Focused testing by a set group of users to provide proof of concept or identify gaps in the Brandfolder platform prior to full launch.

Return on Investment (ROI)

A calculation to determine the return on investment. As an example, hours saved in an end user's workflow can offset the cost of investment in the product platform.



Have additional questions or need help?  
[brandfolderimplementation@smartsheet.com](mailto:brandfolderimplementation@smartsheet.com)