



Are You Ready To Find Your Perfect Digital Asset Management Match?

If you're in the market for a digital asset management (DAM) system, then you know that finding the right vendor can be a challenge. Our template includes various questions to ask vendors so they understand your needs up front. Let it guide your RFP discovery journey so you can evaluate potential solutions and help make an informed decision.

Company overview

Include a brief description of your organization and team.

When was your organization founded, where is it located, who owns your organization?

Confidentiality statement

This states that all information in this document is confidential and is not to be shared with outside parties.

Disclaimer

This states that receiving an RFP response does not commit the requestor to any contract or service.

Selection process

Outline the timeline your organization expects to receive, evaluate and respond to RFPs.

- File types accepted:
- Email all submissions to:

RFP Due Date:

- RFP Release Date:
- Last Day for Questions & Clarifications:
- Short List Contact Date:
- Demo Date:
- Award Announcement Date:

Note: All questions are suggestions to guide your DAM discovery.
Add, change, or remove any questions to align to your organization's needs.

Goals & problem statement

What goals do you have for your organization after implementing a new DAM?

What are the current problems your organization is dealing with in your current system?

Provide a summary of your use-cases and pain points you're looking to solve.

Project requirements & deliverables

What are the top business requirements you need in a new DAM solution, in priority order?

If you have a Business Requirement Document (BRD), provide access to the supplier here.

Storage and utilization expectations:

- Expected number of assets:
- Expected number of users:
- Expected number of admins:
- Expected number of collaborators:
- Expected number of guest users:

What technology needs to be integrated with your DAM?
(i.e. CRM, CMS, PIM, SSO, Workflow, E-comm)

What are your main project deliverables?

What are features that are nice to have?

What KPIs are needed for a Successful Implementation?

Detail your Master Service Agreement Requirement, if applicable.

Detail your NDA agreement, if applicable.

DEFINITIONS:

Owners – Full access like adding/removing users

Admins – Privileged access like adding/removing users

Collaborators – Limited editing access like adding, editing, and deleting assets.

Guests – Minimal access like viewing, downloading, and sharing assets

Company Overview:

- Please identify the headquarters of your organization, including company name and address:
- Who is the main POC for this project?
- When was your company founded?
- What awards or recognition has your company received in the last three to five years?
- What are your company's mission and goals?
- What is your company's vision for DAM technology over the next five years?

DAM Overview:

- Briefly describe the primary features of your Digital Asset Management system.
- Describe your user types and permissions associated at each level.
- Describe to what extent the theme can be customized to adapt to our brand's look and feel.
- Describe the Digital Rights Management (DRM) capabilities in your tool. (e.g. view only assets, setting expiration dates, watermarking, check out/lock an asset, etc)
- Describe standard reports available to admin users, as well as the capability to create custom reports that support our business goals.
- Do you support multiple languages?
List languages supported.
- How does your tool support regionally specific assets/collections?

Asset Management:

- What file types do you currently support?
- Are there any limits to the size of file able to be uploaded into your DAM?
- Describe how your tool organizes and classifies assets.
- Describe how your tool allows users to organize files.
- Describe how your tool allows users to manage assets in bulk.
- Describe the search capabilities of your tool.
- Are metadata, PDF text, or video/audio transcriptions searchable?
- Can users save searches?
- Can users share a link to a single asset?
A collection of assets?
- Can assets be shared with recipients that are not authenticated users in the system?
- Describe your tool's ability to detect duplicate files and track versions of assets.
- Describe your tool's ability to provide a permanent URL/CDN to embed into third party applications.
- Describe how your tool allows for tagging assets, and how AI tags are separated from human-generated tags.

Integrations:

- Describe what integrations your DAM solution currently supports. Which are OOTB and which require additional costs and configuration?
- Describe the ability for your system to integrate with other software. Do you provide an API to integrate with other applications?

Collaboration & Automation:

- What are your system's workflow and creative workflow capabilities?
- Can assets be reviewed, approved, rejected, and annotated in your system? Describe the review and approval capabilities.
- Describe your tool's ability to support brand consistency (e.g. portals, brand guidelines, etc).
- Describe your tool's ability to create templates for repetitive content.

Security & Architecture:

- Please describe the technical architecture as it relates to the proposed solution. Include diagrams, if applicable.
- Describe your hosting environment.
- Describe your monitoring methodology and methods to ensure: high availability, no downtime, scalability to prevent response time delays, performance.
- What is your solution's committed file transaction/transfer rate?
- What is your committed uptime?
- Describe your authentication and access control systems, including single sign-on (SSO) capabilities.
- Does your application support SAML 2.0?
- What protocols exist to ensure data privacy?
- What encryption methodologies is your solution capable of providing, both for data transmission and data at rest?
- How are backups encrypted and who can access them?
- Describe your virus protection capabilities.

Implementation & Onboarding

- Describe your typical implementation process, including expected timing.
- How do you help each client realize the full potential of their DAM investment?
- Will we have a dedicated account manager?
- Can we use an implementation partner to implement your solution?
- Describe your onboarding process.
- Describe all online help, user guides, knowledge bases, or other training materials available during and post implementation.

Support & Maintenance

- What support is provided after implementation?
- Describe your support capabilities and response times.
- What is your data backup process and disaster recovery plan?
- Please include your Service Level Agreement, if applicable.

Pricing

Please submit a detailed cost proposal to include all aspects associated with this RFP.

(e.g. set up fees, monthly/annual subscription fees, tiered pricing for seats/accounts, support options, etc.)

Please include any contract requirements such as minimum length of contract and mandatory installation or maintenance services.

Additional attachments

Provide access to your terms & conditions.

Provide access to any additional security documentation.



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