

DO I NEED A "MAM" SYSTEM? WORKSHEET

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#	ASSESSMENT QUESTION	NO	YES	YES PT VALUE
1	Approval processes take too long			3
2	There is confusion regarding user permissions/access			5
3	You deliver content to different audiences, across multiple channels			5
4	You have an ongoing relationship with digital creative agency and pay to use their MAM			1
5	You have too many versions of assets or version control issues			5
6	You lose 5 or fewer assets annually			3
7	You regularly need to download media in different sizes and formats on the fly			5
8	Your existing document management system is handling MAM well			1
9	Assets being used are not brand-consistent			5
10	There is no way to track how assets are used—and by whom			5
11	You find you are purchasing too many new assets			5
12	You have limited or no budget to invest in and enterprise solution for MAM			1
13	You have users collaborating from remote locations			3
14	You are manually sending out assets			3
15	You're using free solutions (Dropbox/Google Drive/Box, etc.) that don't have the functionality you need			3
16	There have been discrepancies or errors in distributed creative			5
17	There has been an increase in missed deadlines and delivery delays			3
18	You have a web CMS that allows you to upload, resize, publish images and other assets			1
19	You have no in-house resources for an Asset/Metadata Manager role			1
20	You lose 30 or more assets annually			5
21	You produce large volumes of marketing content			5
22	Your creative assets are primarily text-based			1
POINT TOTAL				
"NO" responses accrue zero points				

ASSESSMENT RESULTS BASED UPON POINT TOTAL

1 – 5 Points:

You appear to have manual solutions in place that are currently meeting most (or all) of your needs — you aren't ready for MAM yet.

6 – 24 Points:

You may be ready for a MAM solution, or maybe not. The deciding factor will likely be cost: Is the amount of money you are losing each year due asset management inefficiencies significant? Can your organization afford an enterprise MAM solution — and the personnel to administer it? If your answer to either of these questions is 'no', you can probably delay the purchase of a MAM system at this time.

25 Points or More:

Your organization has robust requirements around marketing asset production and delivery — you need a MAM system!

ADDITIONAL COMMENTS

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