A **Resource**Space guide

Managing files with SharePoint? You could do more with DAM.

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There are some programmes that we run without even thinking about it, and the Microsoft stable of software provides us with word processing and presentation building capabilities that we load on a day to day basis. So it's no surprise that SharePoint, the company's collaborative platform that is familiar to many of us, is also often used as a file sharing tool. But are we using it to upload and store assets simply because it's sitting there on our desktops, rather than for its merits in file management?

For those less familiar with SharePoint, the platform provides a hub where different teams from within the same organisation can obtain permission to access each other's material. For example, the sales team, who will have their own SharePoint site, may be granted access to the SharePoint site of the marketing team, in order to download the latest version of the brand's logo, or to use promotional designs. All the sub-sites belonging to various departments connect to the company's central SharePoint.

But to what extent can SharePoint compete with specialist file management solutions? Professional Digital Asset Management (DAM) software has been built for the purpose of creating, storing, optimising and distributing files such as images, videos, and documents, and it is this definition that can lead to confusion in the DAM marketplace, with users thinking that SharePoint performs the same core functions. In fact, DAM software provides a feature rich experience that extends beyond the performance and simplistic tasks offered by SharePoint.

This guide explores the viability of SharePoint as a DAM option, and the benefits that can be obtained by using a more sophisticated DAM system.

So you're using SharePoint?

SharePoint is a popular workspace tool that facilitates collaboration amongst teams, and at first glance, may appear to have the regular attributes of a DAM system. As a Microsoft product, your organisation may have embraced the platform for ease of implementation, with it now being a commonplace tool amongst enterprise operations.

The software itself does offer basic file storage capacity; designed to help companies connect departments together, the document library presents a space to store, organise and share assets that can be accessed via a web browser on a variety of devices. But does this make it a DAM system?

The answer is technically, no. SharePoint allows you to undertake the basic file saving, viewing and sharing ability of DAM, but it is not solely built around these requirements, unlike specialist DAM software. For those with limited or short term digital asset needs, SharePoint may serve as a light version of DAM; but for professional organisations for whom digital files are a mission critical part of their infrastructure and working practices, then the more robust and extensive offering of a dedicated DAM must be considered. And here's why.

How does SharePoint measure against true DAM?

Although sometimes confused as such, SharePoint did not enter the marketplace as a true DAM system. Sharing some of the same abilities, it ultimately possesses a separate set of core functions which can be used alongside, rather than in replacement of a pure DAM.

Whilst SharePoint has potential for those looking for a rudimentary way of sharing files, bringing it in line with the performance of a true DAM takes investment in both time and resources - the functionality of SharePoint can be increased but this requires extensive configuration. In order to calculate SharePoint's value as a DAM system, let's create a comparison with the features already provided out of the box by digital asset management software.

File size and type

A DAM system is designed to specifically deal with and support content rich, large files such as photographs and videos, and will allow you to work with assets that are hundreds of GB in size. In contrast to this, SharePoint imposes a restriction of only 10GB for a file upload. Digital Asset Management software provides you with the freedom to work across all file sizes and formats; SharePoint supports fewer formats.

Usability

SharePoint was created with technical teams in mind, and can take longer to get to grips with than your average DAM solution. With DAM, you can be up and running on a simple system in minutes, whereas if not already in use, SharePoint presents a large scale implementation project.

Customisation

A professional DAM system can be entirely customised to meet the requirements of your business, with options to brand the interface to match the design standards of your company. SharePoint needs a high level of development in order to offer personalised designs for login screens and email templates.

Conclusion

Whilst SharePoint carries out some of the same functions, it cannot stand alone as a DAM in its own right. Although assets can be uploaded by one member and accessed by another within SharePoint, it is debatable whether assets can truly be managed, there being a lack of capabilities such as converting sizes and formats and managing advanced metadata. The basic functionality of SharePoint may suit those looking to handle and share a small amount of original files, but for those who wish to batch process and enhance their mission critical photographs, videos and documents, a pure DAM is the best possible solution.

File storing and sharing make up one aspect of SharePoint, as part of a broader set of core functions; these can complement a specific DAM system should users wish to benefit from the different sets of tools that these comparable yet separate platforms offer.

However organisations that need to manage assets in a robust way and take asset creation and security seriously will benefit from the next level features offered by Digital Asset Management software.

ResourceSpace is the DAM that shares more than SharePoint

For those looking for a comprehensive system for managing vital digital assets, DAM is the incomparable solution. Move beyond the limitations of SharePoint, and **start the free trial of ResourceSpace today** to see how much more you could be getting from your digital asset management. To talk to the team about how DAM could benefit you, or to discuss how we can help you to progress from SharePoint, simply **simply get in touch**.

About ResourceSpace

ResourceSpace is the web-based Digital Asset Management software of choice for leading commercial, academic and not for profit organisations, offering a convenient, productive and easy to use solution for organising and sharing files. We help organisations improve efficiency, encourage collaboration, and free up time and resources.

Fully customisable to best meet the demands of your business and packed with highly beneficial features, ResourceSpace is available as open source software, meaning that there are no license fees to pay and no vendor lock-ins.

See for yourself why ResourceSpace is used by a host of big name brands. It takes just a few seconds to create a fully featured trial installation with 1GB of storage and full administrative access. To get started, visit: **http://www.resourcespace.org/trial**

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