

A ResourceSpace guide

Should you be hosting your DAM software on-premise or in the cloud?



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While there's no real query as to the added value that Digital Asset Management software brings to your daily working practices, debate continues to rage as to whether said DAM solution is best hosted on-premise, or in the cloud.

For many this question is easily resolved by the lack of a professional IT team working in-house, at which point the easy and immediate nature of hosting with the cloud beckons. But even for those who have the IT resources on-hand to facilitate on-premise hosting, the convenience of the cloud can still prove tempting.

ResourceSpace aims to make the decision clearer with this accessible guide. We'll help you to decode which DAM hosting option is right for the needs of your business by exploring the benefits of the cloud VS those of an on-premise installation.



How to know when cloud DAM is right for you

When you have no IT team or hardware in place, the cloud is the go-to option for hosting your DAM platform. But even if you do have the means to install on-premise, do you really want to allocate staff, time, costs and responsibility to managing DAM hosting?

Let's take a look at 8 initial reasons why hosting DAM software with the cloud could mean blue sky thinking for your business.

1. You're lacking IT infrastructure

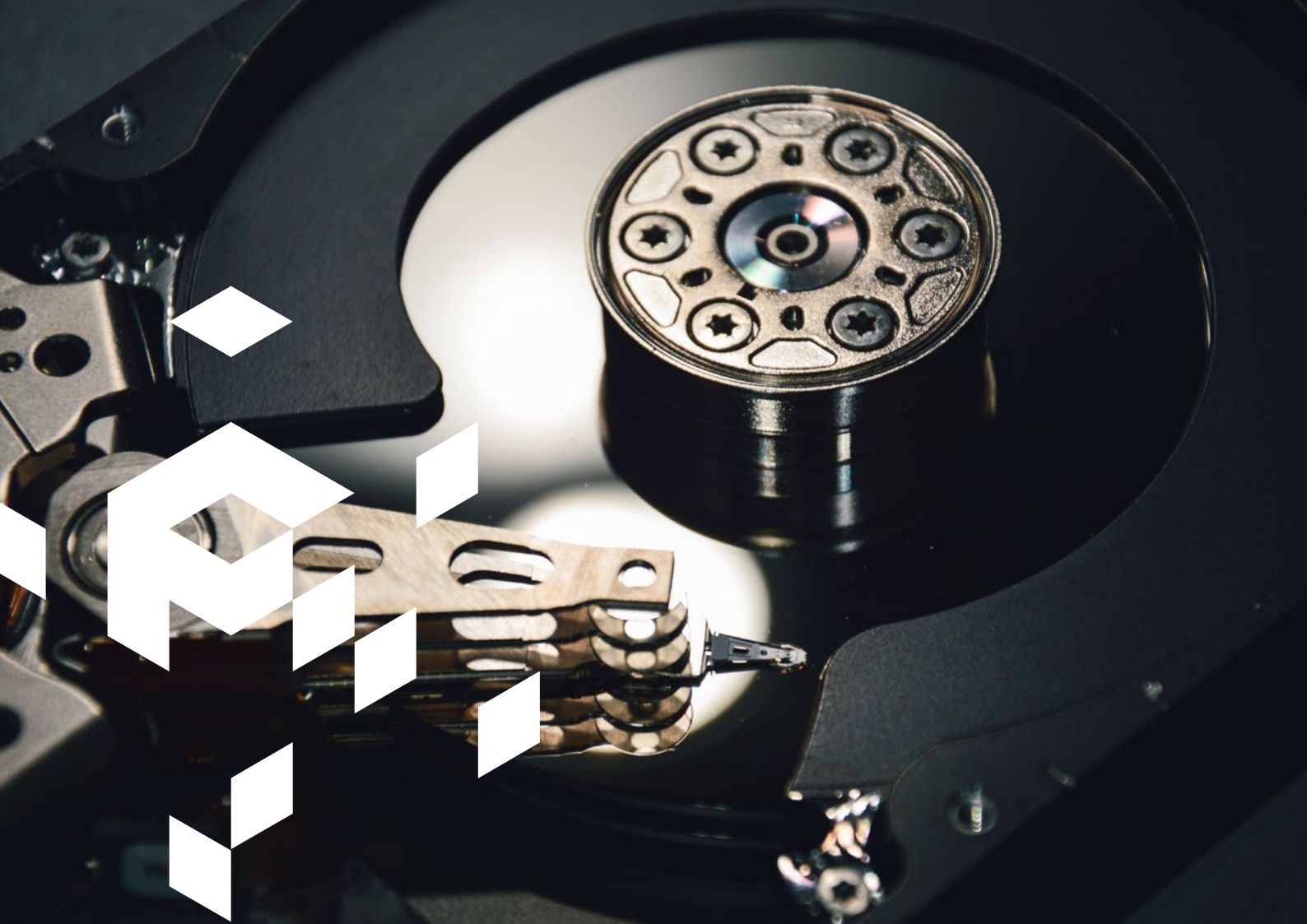
Many businesses simply don't operate using the extensive IT infrastructure and teams of skilled professionals that are required to install, manage and service an on-premise DAM solution. If you're without the appropriate equipment, staff and technical know-how, the cloud allows you to enjoy all of the benefits of high performance, cutting edge software without the need for exhaustive physical resources.

2. There's an absence of technical expertise

When your DAM software is hosted with the cloud, you don't need to worry about the hassle and interruption of ongoing maintenance issues or the installation of upgrades, with these taking place automatically behind the scenes, without the need for your involvement, and without any downtime. So if you're looking for all of the latest features without any of the trouble of implementing them yourself, this option is the ultimate in convenience.

3. You just want a speedy set-up

If you want to be up and running straight away, the cloud is the quickest option for simply logging in and getting started. The immediate set-up doesn't require the involvement of your IT team (if you have one), leaving staff resources free to focus on your core business operations.



4. The freedom of mobility

Because cloud DAM operates online, rather than living in your physical machines, you'll only need access to an internet connection in order to pick up where you left off, wherever you happen to be. If working remotely is an important plus point for you, then the freedom of logging in from any internet supplied location will have you purchasing your cloud hosting package while packing your suitcase.

5. It shouldn't be your problem

Let's face it, you already have enough to think about. If you don't want to add to that burden with the responsibilities of server power, redundancy, equipment failure, bugs and a whole list of technical variables, hosting with the cloud absolves you of these worries. The DAM vendor will be accountable for all of these factors and any issues that may arise, leaving you clear to work on other things.



6. You need to be up-to-date, instantly

Because of its immediacy, the cloud allows you to access the latest versions and updates more frequently. You'll be at the cutting edge of technology, with new items rolled out as soon as they become available, without having to schedule downtime and staff resources for maintenance and installation.

7. Data protection from established data centres

Your DAM vendor will be using a highly secure and controlled data centre for your hosting needs, ensuring that your data is protected, and that the performance of services is closely monitored. Because the vendor only needs to focus on the data centre environment, any glitches can be easily identified, isolated and resolved.

8. Easily scalable on-demand as your needs grow

Cloud DAM is adjustable, as and when your demand exceeds your current supply. Simply adjust your storage package to reflect the growth you're experiencing, without the need for any interruption to service or the purchase or additional equipment.



How to know when on-premise DAM is right for you

Cloud DAM is undoubtedly a quick and clever option to get things running smoothly and providing easy access, but there are a couple of points to consider before signing on the cloud shaped dotted line.

For example, employing an internet-based system means you are entirely dependent on... well, the internet. You'll need to be connected with uptime you can rely on in order for the service to always be available. If you're a small business with internet that hardly makes it through the day, or can't afford to be at the mercy of unforeseen connectivity downtime, then on-premise is a sturdy offline option.

It's also a good idea to budget for the slightly increased cost of cloud hosting in comparison to the yearly rate for a manual on-premise alternative. Depending on the package that you select, you'll need to factor in the slightly higher annual hosting cost that reflects the convenience of a third party service. Of course, Cloud hosting proves more cost-effective overall in comparison to in-house, as it removes the need for your own servers and other money draining equipment, along with the staff to run them. DAM vendors benefit from economies of scale, supporting multiple copies of the same software product, whilst in-house solutions require you to run multiples of different software products.

If your organisation owns suitable IT hardware and has access to a team of techie professionals, you may be considering installing DAM on-premise. In this scenario, all the necessary infrastructure, storage, servers, networking and applications are provided, monitored and maintained internally by your organisation, with the DAM software installed directly onto this equipment. This requires expense, time and staff resources as opposed to everything being taken care of for you in the cloud.

On-premise DAM is often an appropriate measure when corporate regulations or laws require data to be kept on-site. Without the use of an external data centre, all sensitive, mission critical or high value data stays within your own network, giving you the power and responsibility of keeping it protected.



Will on-premise prove to be off-putting?

Keeping things within your own team, and your own environment, is useful for those who prefer a manual approach that they can be involved in every step of the way. Just be sure to consider the following negative factors before discounting the cloud from your DAM planning:

- You'll be responsible for performing ongoing updates and software maintenance, and scheduling potential downtime. You'll also need to allocate IT resources for the deployment itself.
- The system will only be available locally; installed DAM software can be accessed from the web, but sometimes limitations or firewalls can make this less than ideal. Users won't be able to benefit from remote access, limiting their productivity to within the physical bounds of their regular office location within the set times that they work.
- Physical factors and additional resources will need to be considered in advance of expansion. When you outgrow your initial setup, you'll need to be prepared for an extra outlay of time, resources and money in order to scale up. A cloud hosting package will allow you to simply change your tariff as and when you need to.

Conclusion

With the cloud rapidly proving itself as a fundamental part of our digital existence, it's widely becoming the preferred option for hosting DAM. It's easy and immediate nature requires little to no input from the user, and businesses aren't burdened with the escalating costs of managing IT infrastructures and the teams that are required to manage them. For the traditional, or for those who are adhering to specific compliance regulations, an on-premise alternative may suit their needs for now... but will the cloud shaped future see in-house being left firmly behind the times?

**DAM is the right decision,
however it's hosted.**

Whether you've now come to a conclusion about which hosting method fits best with your working practices, or you're still deciding which way to go, the great news is that you've already chosen to make DAM software an integral part of your daily file saving and sharing routine. Whichever way it's installed, DAM software can free up resources and creativity in order to save your team time and energy. solutions, ResourceSpace offers full customer support across every hosting option. This ensures you'll receive the same dedicated levels of helpful service regardless of the package you select.



Let ResourceSpace choose the
hosting that's best for you.

We hope that you've found this white paper helpful. To explore DAM software further, [start the free trial of ResourceSpace today](#) to see how much easier it is to manage and share your assets digitally, or to talk to our experts in more detail about on-premise vs. the cloud, [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>



ResourceSpace

United Kingdom: 01367 710 245
International: +44 1367 710 245

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