DIGITAL ASSET MANAGEMENT

FOR THE
BUILT WORLD

openasset

DAM FOR THE BUILT WORLD
CONTENTS

OUR VISION

**Inspire people through visualization of the built world.**

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The Built World is unique

Firms marketing in the Built World have very different needs to other industries. You're not a brand selling a product - you're selling experience, people, places, and properties. Your expertise is represented in the form tangible real world locations that will stand for a lifetime.

It makes sense that a firm's tech stack reflects the way it operates as a business; why use solutions designed for brands to sell products when that's not how the built world sells?

Firms in the built world are becoming aware of just how important the right tech is. Digital Asset Management (DAM) is part of a modern tech stack - it helps firms make the most of the digital assets you use to market your firm and bid for new business.

OpenAsset is a DAM designed specifically for firms in the Built World.
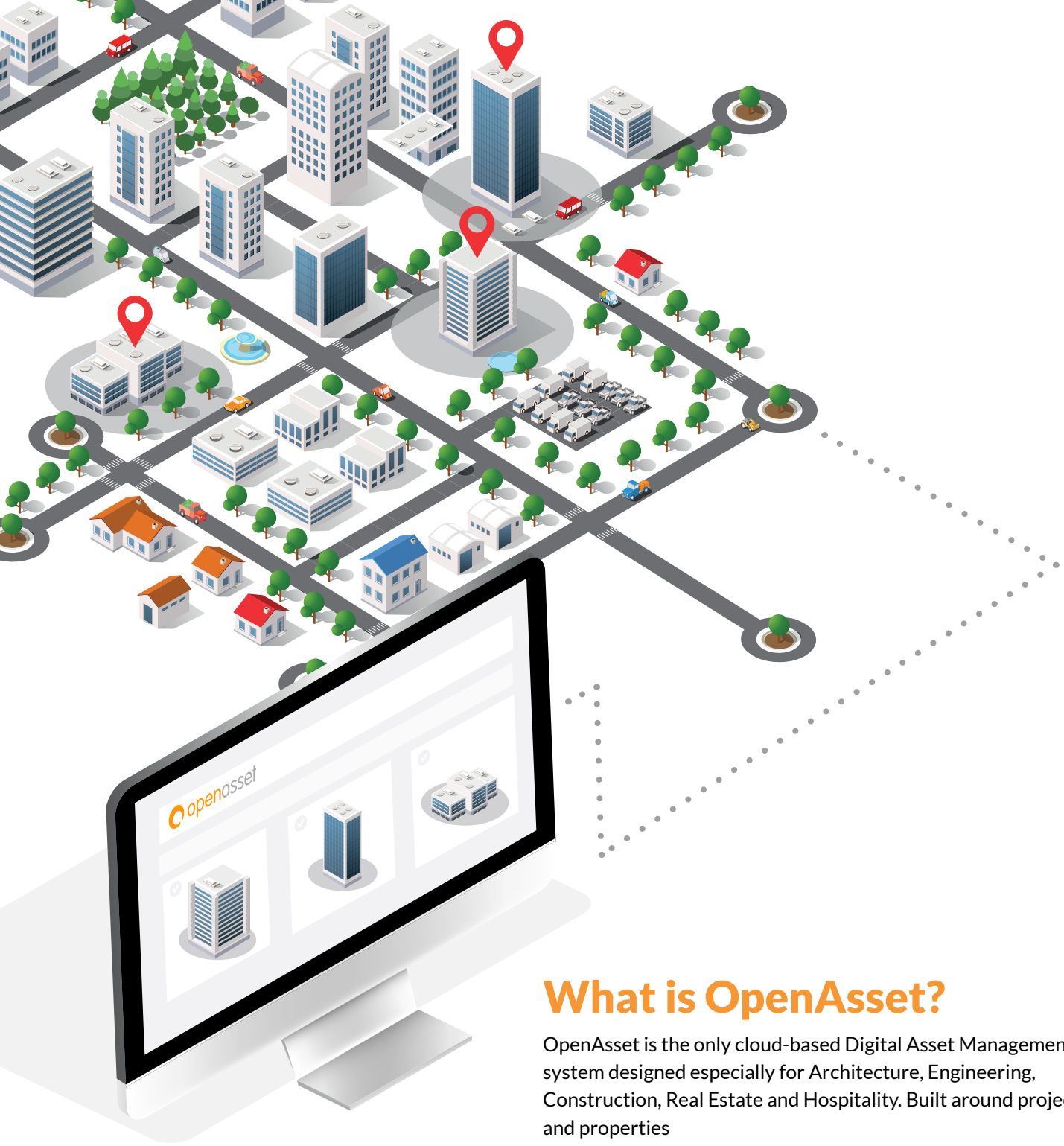
What is OpenAsset?

OpenAsset is the only cloud-based Digital Asset Management system designed especially for Architecture, Engineering, Construction, Real Estate and Hospitality. Built around projects and properties

The founders of OpenAsset started their business together providing consultancy services to the AEC industry. The first iteration of the Digital Asset Management system that would become OpenAsset was based upon a work undertaken on behalf of an architecture firm. From the very start of its life, OpenAsset was created with the Built World in mind.

We understand how you do business and have built a solution that integrates perfectly with your working environment. Our DAM tools enable you to store, find, use and share assets seamlessly, so they are available to whoever you want, when you want, in the format you need.

Why OpenAsset is project & property-based

At OpenAsset, we wanted to create a product with workflows that make sense to AEC and Real Estate firms.

While other industries often focus on brand-based commercial activity, firms in the Built World work on a project basis. So it makes sense that the tools used by AEC, Real Estate and Hospitality firms center on property and project-based activities.

Choosing a DAM system
READ BLOG

Choosing a DAM

There are many Digital Asset Management solutions available, with each one catering to different industry and sector needs. By undertaking an evaluation before selecting a DAM, firms can to get a full grasp of their requirements before they make a purchasing decision.

Among the many considerations when evaluating DAM, an important factor often overlooked is how a DAM system gets used day to day. Knowing your potential users, and how they work can be the difference between a successful DAM adoption and a flop.

Most DAMs are brand-based to brand creative workflows; *OpenAsset is the only project based DAM for firms in the Built World.*

Project-based DAMs store, organize and connect digital assets to specific projects and properties. Brand-based DAM solutions cater to CPG, retail, and eCommerce, and are product, advertising, and consumer-facing.

As firms working in the Built World are entirely project focused, a project-based DAM is the most obvious choice. Project-based DAM has all the same features as other DAM solutions; however, it is better suited to the way that the AEC, Real Estate and Hospitality firms operate.

DIGITAL ASSET MANAGEMENT

Find out more about project-based DAM vs. brand-based DAM.

READ THE BLOG

The Built World thinks in terms of projects, properties, and locations.

It is more intuitive for firms in the built world to manage assets by location, project manager, or reference number.

Firms in the built world have different tech integration needs to product-based companies.

Marketing and customer engagement is different for product-based companies & project-based firms.
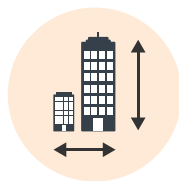
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What are the benefits of DAM?

Assets are easy to find and available immediately, meaning significant time savings for teams across your business. DAM allows employees to focus on their core job, not admin.

Assurance that your brand's integrity is maintained and delivered consistently.

A DAM is scalable with your business; as the number of assets increases, the workload in managing them does not.

Editing, sharing, and repurposing images and other content is simpler and easier to manage.

People across your organization can explore your firm's portfolio and related data in a user friendly and accessible way.

It's easy to underestimate how much time marketing, sales, design, and communications staff spend managing and working with digital content. Without the right tools, finding, resizing, and using images takes up a tremendous amount of time.

If you don't know how much time you spend managing images, the problem will often continue to be overlooked. Such oversight could be costly.

Firms that have DAM solutions in place are likely to enjoy greater marketing productivity and process efficiencies.

The pros and cons of Digital Asset Management.

READ THE BLOG

Who uses OpenAssset?

With a focus on the Built World, OpenAsset has been the favoured digital asset management tool for AEC, Real Estate, and Hospitality companies for over a decade.

As the only Digital Asset Management system designed specifically for firms working in the built world, OpenAsset is the trusted solution for many of world's top firms.

Always listening

One thing that sets OpenAsset apart from other Digital Asset Management systems, is that product development has always been guided by direct feedback from clients. Almost everything that we implement in our system is there to address a specific need.

Our Architecture clients include:

Foster + Partners   Gensler   SOM

CANNONDESIGN   PERKINS+WILL   KPF

Our Engineering clients include:

LANGAN   TranSystems   HOARE LEA H.

Dewberry   MAX FORDHAM   PARSONS

Our Construction clients include:

STRUCTURETONE Organization   Balfour Beatty   Turner

GRANITE   BURNS McDONNELL   Wates

Our Real Estate clients include:

GROSVENOR   The Durst Organization   savills

ROCKEFELLER GROUP   Hines   DERWENT LONDON

Want to know what our clients have to say about OpenAsset? Read some of the Case Studies on our site, or see the reviews of our product on G2.com.

How can OpenAsset help your teams?

Although Digital Asset Management is often seen as a tool for marketing, in reality, DAM will be used by teams across your business. Any team or individual that needs access to high quality digital content to complete their day to day work is a stakeholder in your DAM.

DAM enables self-advocacy for teams and team members. It offers a means for teams to collaborate. People no longer need to frantically email colleagues to find the most recent slides, images, and document templates. They're at the fingertips of everyone in your organization.
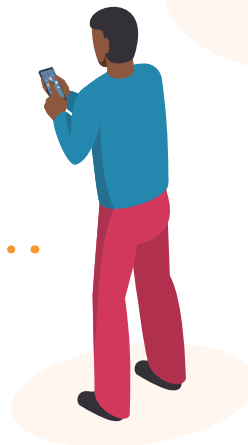
OpenAsset

An OpenAsset DAM allows employees across an organization to access images and files with ease, and the ability to carry out time consuming small activities within the system. DAM offers teams self-sufficiency and brand managers the comfort of knowing that only approved content will be used.

OpenAsset's Digital Asset Management system has been created with AEC and Real Estate firms in mind. We understand how you do business and have built a solution that integrates perfectly with your working environment. Our DAM tools enable you to store, find, use and share assets seamlessly, so they are available to whoever you want, when you want, in the format you need.

In this guide we look at typical users from across the built world and look at how DAM can impact each role.

Project Map

Jane is a Bid Manager at a construction firm. Using the OpenAsset project map allows Jane to easily view projects by location and find the most relevant projects for the bids she's working on.

Working in a large US construction firm with offices dispersed across the breadth of the country, there's no way that Jane can know about every project activity happening within the company.

The Project Maps view offers a unique way of visualizing the impact of the firm's work on the Built World across a particular city or area.
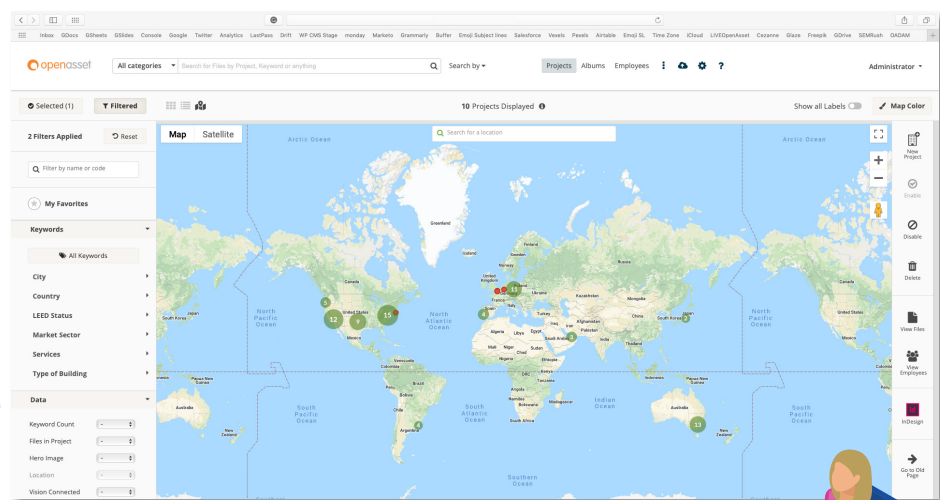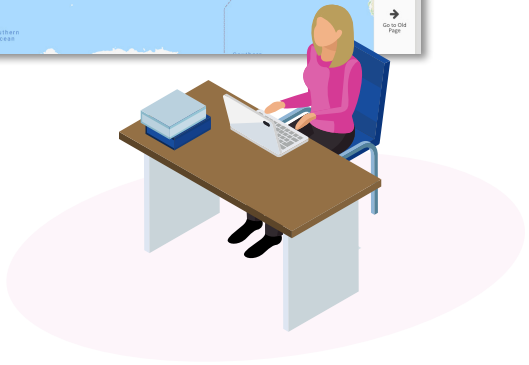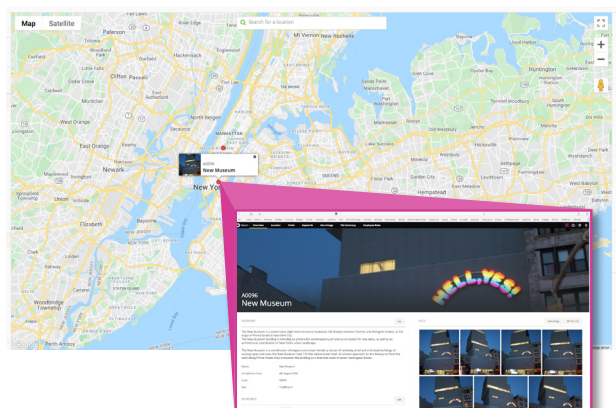

Jane can browse projects and dive directly into any project to view the information related to it.

By filtering on project keywords, the maps feature allows Jane to identify relevant projects and obtain detailed information on each project. She can also find out which employees worked on the project and get project assets.

Project portfolio

Charles is an architect pitching for new business. By using the project portfolio feature, Charles can quickly see all relevant projects the practice has worked on, and select the best content to present to the client.

The Project Portfolio makes it quick and easy for Charles to find the content he needs. The Project Portfolio is an excellent way of conveying an overview of your best projects to colleagues or clients.
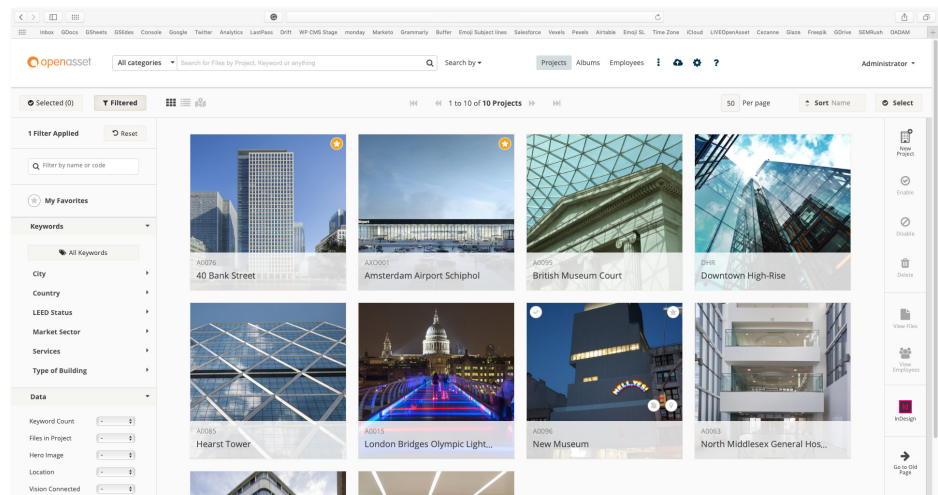
The OpenAsset tile view makes it easy to browse and select albums. Featured Albums can also be quickly toggled on or off, helping users to access the firm's most commonly used images at the click of a button.

Using the Faceted Search tool, Charles can filter his searches according to the available Project Keywords. He can then select image thumbnails and add Projects to a selection made across multiple searches.

It's so simple that it can be done on the fly in a meeting, meaning Charlie can supplement his slide deck without preparing in advance.

Charles can then choose to present from either directly from OpenAsset, or quickly export to a PowerPoint slide deck.

Employee Module

Laura is a Bid Manager at an Engineering firm. She regularly has to create employee CVs for proposals. Before her firm implemented OpenAsset, she had to do this manually.

But now Laura has access to OpenAsset, the Employee Module feature saves her time during the hectic bid process. The Employee Module is a searchable database of employees and an engine for generating employee resumes at the touch of a button. To find the profiles she needs, Laura simply searches for relevant projects, or directly in the employee database.
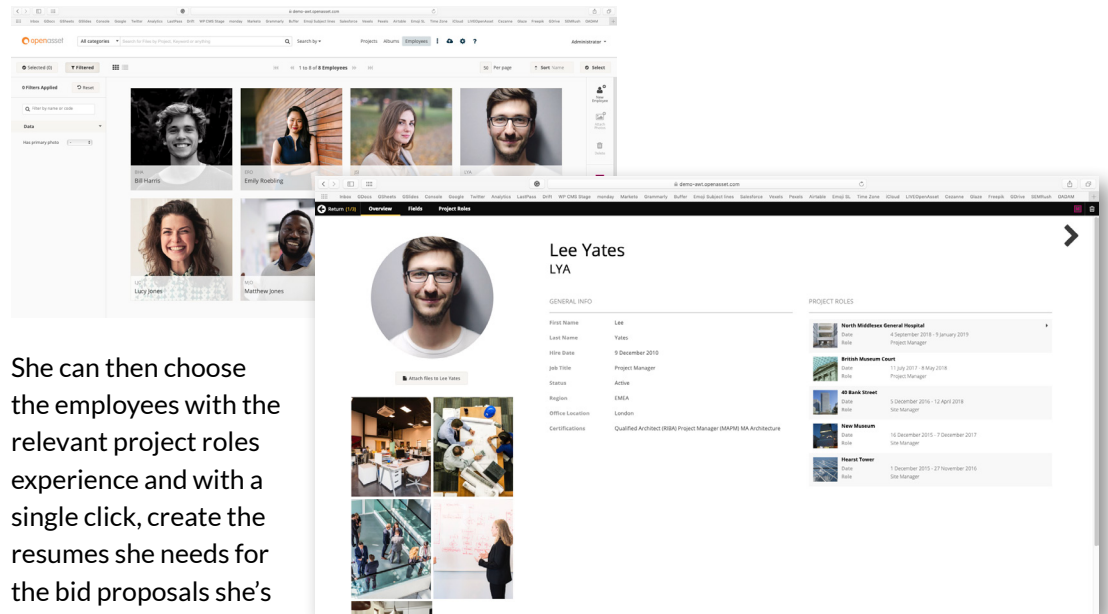
She can then choose the employees with the relevant project roles experience and with a single click, create the resumes she needs for the bid proposals she's working on.

This saves Laura a significant amount of time and effort, as resumes are created instantly using data in OpenAsset.

This information is exported straight to a custom InDesign template specified by Laura's firm. This means every resume is identically formated every time.

Laura's firm also retains employee data in a CRM (Deltek, Salesforcem MS Dynamics, Cosential); this means her firm can sync this information automatically with employee profiles in OpenAsset.
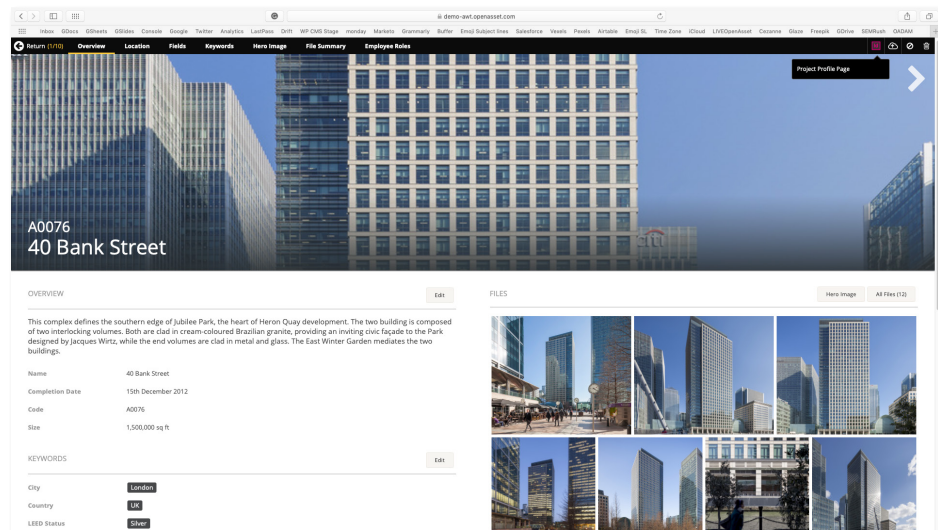
Templates

Kayla is a marketing manager for a construction company. Using the templates feature in OpenAsset, she can quickly create project profile sheets using the OpenAsset template feature.

OpenAsset allows firms to create custom templates that can make it extremely efficient to generate documents that are needed regularly. These templates can be run straight from OpenAsset and created in InDesign and PowerPoint, or pushed to PDF.

Even though Kayla doesn't have graphic design skills, preset templates mean that she can quickly produce professional marketing collateral on demand.

With templates, Kayla can push images and property information directly from OpenAsset into documents for distribution to clients and internal teams. This creates branded and consistent marketing documents every time. Templates also make sure that everyone in Kayla's uses the latest designs and branding.

As well as creating templates, InDesign, Word, and PowerPoint documents in these formats can be stored in OpenAsset. Kayla's team can save and access both image content and marketing documents within the same system.
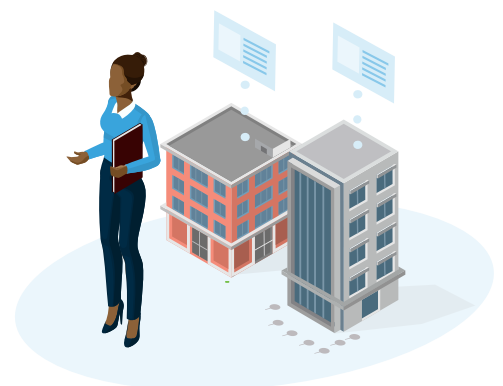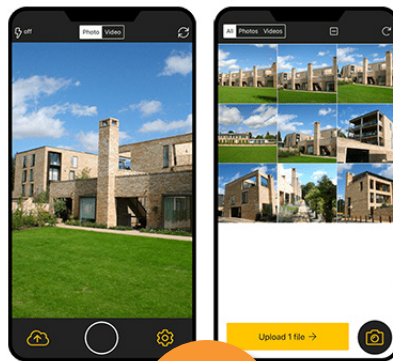
OpenAsset Camera

Sam is a Project Manager for an architectural firm. He uses OpenAsset Camera in his day to day workflow, allowing him to provide fast progress updates for the teams at his firm.

The OpenAsset Camera, a mobile app for iOS and Android, allows users to upload images directly to OpenAsset from their phone or tablet. It offers a great way of capturing images on-the-go and making them immediately accessible to other users.


OpenAsset Camera allows Sam to upload images on construction progress directly to OpenAsset from the project site. Where previously Sam would have had to wait until he got back to the office or email dozens of images to a colleague, he now uploads directly to OpenAsset.

OpenAsset Camera also allows Sam's colleagues in marketing to upload from events like office events, groundbreaking ceremonies, and charity initiatives, as well as incorporating it into their workflows for taking site visits or snagging photos.

The app is free to use. We can also advise on best practices for adopting it into existing image workflows.
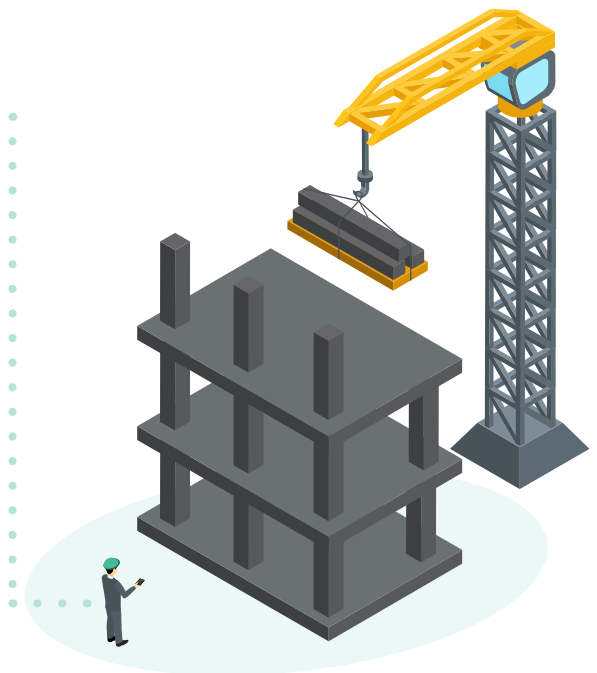
How to make Digital Asset Management work for your firm

If your firm is looking for a way to take control of its digital assets, and make its accumulated project expertise accessible (what AEC firm wouldn't want to?), then a project-based DAM is the answer.

With a system like OpenAsset in place, the next time anyone in your firm needs images related to specific project, the assets they need will be just a click away.
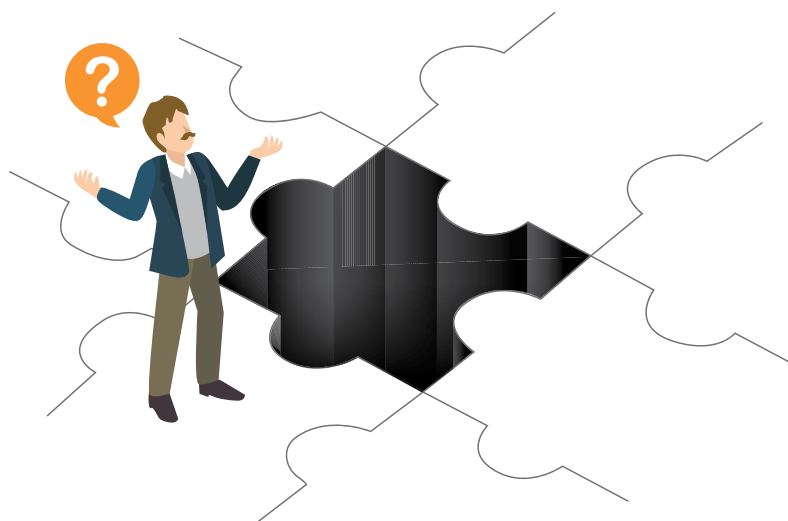
Understand your digital asset challenges

There are often multiple digital asset management issues affecting your firm, but aren't always immediately visible. For example, existing systems are cumbersome, processes are inefficient, or workflows are not streamlined. It's good to look at what is impacting your firm's digital asset efficiency:

- The wrong digital assets are being accessed and used
- You can't find your digital assets in a folder-based system
- You have a huge amount of duplicate files
- Your digital assets aren't available to the people who need them

A DAM offers control and accessibility. When integrated with the rest of your tech stack, DAM becomes an even more powerful tool for sales and marketing success.

Project-based DAM

A DAM like OpenAsset, with project folders, automated project keyword capabilities, and the ability to connect with your ERP and tag assets with project metadata (including client, services rendered, discipline, and location) makes it easier for users at your firm to find and use the content they need.

Images can be easily and automatically tagged and categorized. People can search for all assets related to specific project or category of projects. With a OpenAsset, you also enjoy easy access to the other essential details about the project, including budget, project description, and team members.

Encourage user adoption

The more active users you have, the more you will get out of your investment in DAM.

Whether it's sharing albums of images with colleagues, integrating with your company intranet, creating InDesign and PowerPoint documents, or housing images of company events that everyone can access, there are plenty of ways that users throughout the company can take advantage of your image library.

Who will use Digital Asset Management in your firm?

READ THE BLOG

To get the most out of your investment, make sure users know how to use your DAM and highlight the features relevant to their role. Conduct training with groups of users to tailor training sessions to their unique requirements. Keep in touch with users, and gathering feedback is an important part of managing your DAM.

An OpenAsset DAM means you have the best of your digital content available on tap. It offers many ways to help your firm showcase how great its work is.

About OpenAsset

OpenAsset is specifically tailored to solve the image management needs of AEC, Real Estate & Hospitality companies and other firms working in the Built World.

OpenAsset is the number one digital asset management (DAM) solution for real estate, architecture, engineering, and construction companies. Its development roadmap is guided by our client base of over 600 of the world's leading Real Estate & AEC companies.

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