

WINTERGREEN RESEARCH, INC.

**Digital Asset Management (DAM) Market Opportunities,  
Strategies, and Forecasts, 2008 to 2014**

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**Digital Asset Management (DAM)**

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*Picture by Susie Eustis*

**MOUNTAINS OF OPPORTUNITY**

**WinterGreen Research, Inc.  
Lexington, Massachusetts**

[www.wintergreenresearch.com](http://www.wintergreenresearch.com)

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**CHECK OUT THESE KEY TOPICS**

**DAM**

**DIGITAL ASSET MANAGEMENT (DAM) MARKET SHARES**  
**Digital Asset Management (DAM) Market Forecasts**  
**Digital Asset Management (DAM) Market Driving Forces**

**Greater Value From Existing Media Assets**

**DAM Marketing Materials**

**SCHEMATICS**

**ENGINEERING DRAWINGS**

**CAD FILES**

**BRAND MANAGEMENT**

**CUSTOMER DATA MART**

**BUSINESS INTELLIGENCE**

**LEAD MANAGEMENT**

**DATA MINING**

**PREDICTIVE ANALYTICS**

**CAMPAIGN MANAGEMENT**

**MARKETING ASSET MANAGEMENT**

**DAM ANALYTICS**

**DAM WEB SERVICES**

**SOA**

***OPPORTUNITY ABOUNDS***

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Market Forecasts, and Market Strategies,  
2008-2014**

WinterGreen Research announces that it has a new study on digital asset content management markets. Systems are poised for significant growth as the entertainment and media industry adopts digital media technology. The costs of making and distributing film goes way down, video and images are repurposed and reused, different types of entertainment is being developed based on what ordinary people create and watch on UTube. Changes relate to purchase of marketing and Web 2.0 based applications based on XML and integration technologies.

Digital asset content management solutions matter to corporate IT because they are used to manage the ever-increasing volumes of information used by marketing departments dispersed all over the world. Media, video, and Web content needs to conform to mounting regulatory requirements and legislative pressure. Digital asset content management systems are used by marketing departments to provide information in a manner that is responsive to local needs and requests from distributors for material that is highly localized and personalized.

Caching systems are evolving inside repository systems to speed up delivery of information. Alternative delivery systems are creating flexibility for document and content capabilities. The entry of SaaS players and open source players changes the market by giving Web 2.0 market participants strategic advantage.

Protecting a global brand, delivering streaming video to a corporate portal, and making complex images available to promote products and services are done. Managing rich media assets is an essential component of an enterprise content platform. Increasing volumes of rich media assets means companies are struggling to easily find, manipulate and re-purpose rich media content across the enterprise. The digital brand management systems put users in control of rich media assets.

Digital asset content management markets at \$203 million in 2007 are anticipated to reach \$558.6 million by 2014. Market growth is a direct result of movements to leverage the Internet as a channel, respond to implementation of broadband networks for video and image transmission, create automated marketing systems implementation, and leverage market opportunities brought by the ability to have data sent over portable wireless devices. Disparate changes in the presentation of video and image content promise to drive market growth.

## Companies Profiled

### Market Leaders

OpenText / RedDot  
EMC  
Interwoven

### Market Participants

Adobe / Macromedia  
Alfresco  
Autonomy Group / Verity  
Blue Coat Systems  
Ektron  
EMC / Documentum  
FatWire  
Hewlett Packard / Tower Software  
IBM / WebSphere SOA / FileNet  
Informatica  
Intel / Sarvega  
Interwoven  
JustSystems  
Magnus Group / Vasont  
Microsoft / SharePoint  
OpenText / Artesia / RedDot  
Oracle / Stellent  
Percussion  
Tibco  
Terremark  
Thoma Cressey Bravo / Hyland Software  
TigerLogic Corporation  
Vignette  
Yash  
Younts Consulting

## Digital Asset Management (DAM) Strategies and Forecasts, 2008-2014

### REPORT METHODOLOGY

THIS IS THE 360TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

**YOU MUST HAVE THIS STUDY**

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## Digital Asset Management (DAM) Market Opportunities, Strategies, and Forecasts, 2008 to 2014

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## **ABOUT THE COMPANY**

**WINTERGREEN RESEARCH**, HAS A UNIQUE RESEARCH STRATEGY THAT RELATES TO IDENTIFYING MARKET TRENDS THROUGH READING AND INTERVIEWING OPINION LEADERS. BY READING THE ELECTRONIC EQUIVALENT OF 40 FEET OF PAPER, WINTERGREEN RESEARCH SENIOR ANALYSTS CAN LEARN A LOT MORE ABOUT MARKETS, A LOT FASTER THAN CAN BE LEARNED THROUGH EXPENSIVE SURVEYS AND FOCUS GROUPS. THINKING ABOUT MARKET TRENDS IS A HIGH PRIORITY AT WINTERGREEN RESEARCH. AS WITH ALL RESEARCH, THE VALUE PROPOSITION FOR COMPETITIVE ANALYSIS COMES FROM INTELLECTUAL INPUT.

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**ELLEN T. CURTISS**, TECHNICAL DIRECTOR, CO-FOUNDER OF WINTERGREEN RESEARCH, CONDUCTS STRATEGIC AND MARKET ASSESSMENTS IN TECHNOLOGY-BASED INDUSTRIES. PREVIOUSLY SHE WAS A MEMBER OF THE STAFF OF ARTHUR D. LITTLE, INC., FOR 23 YEARS, MOST RECENTLY AS VICE PRESIDENT OF ARTHUR D. LITTLE DECISION RESOURCES, SPECIALIZING IN STRATEGIC PLANNING AND MARKET DEVELOPMENT SERVICES. SHE IS A GRADUATE OF BOSTON UNIVERSITY AND THE PROGRAM FOR MANAGEMENT DEVELOPMENT AT HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION. SHE IS THE AUTHOR OF RECENT STUDIES ON WORLDWIDE TELECOMMUNICATIONS MARKETS, THE TOP TEN INTERNET EQUIPMENT COMPANIES, THE TOP TEN CONTRACT MANUFACTURING COMPANIES, AND THE TOP TEN TELECOMMUNICATIONS MARKET ANALYSIS AND FORECASTS.

**SUSAN EUSTIS**, PRESIDENT, CO-FOUNDER OF WINTERGREEN RESEARCH, HAS DONE RESEARCH IN COMMUNICATIONS AND COMPUTER MARKETS AND APPLICATIONS. SHE HOLDS SEVERAL PATENTS IN MICROCOMPUTING AND PARALLEL PROCESSING. SHE HAS THE ORIGINAL PATENTS IN ELECTRONIC VOTING MACHINES. SHE HAS NEW PATENT APPLICATIONS IN FORMAT VARYING, MULTIPROCESSING, AND ELECTRONIC VOTING. SHE IS THE AUTHOR OF RECENT STUDIES OF THE REGIONAL BELL OPERATING COMPANIES' MARKETING STRATEGIES, INTERNET EQUIPMENT, BIOMETRICS, A STUDY OF INTERNET EQUIPMENT, WORLDWIDE TELECOMMUNICATIONS EQUIPMENT, TOP TEN TELECOMMUNICATIONS, DIGITAL LOOP CARRIER, WEB HOSTING, WEB SERVICES, AND APPLICATION INTEGRATION MARKETS. MS. EUSTIS IS A GRADUATE OF BARNARD COLLEGE.

