

Is your content management under control?

How to use this checklist

This self-assessment is designed to help you quickly identify whether your organization is struggling with content management challenges — and what to do about them.

Go through each item in the left column and tick the box if it applies to your current situation.

If you check

0–1: You're in good shape

2–4: Review your content management processes and identify the biggest bottlenecks. Explore the opportunities a DAM system can offer.

5–: You need a centralized DAM solution like [ImageBank X](#).

Challenge	What happens	How to fix
<input type="checkbox"/> We update images and files manually across multiple channels	Delays, inconsistencies, Lots of manual work	Centralize assets in one place (DAM) and integrate with the systems you already use
<input type="checkbox"/> We store content in multiple places (Teams, Drives, inboxes...)	People can't find what they need, lost time	One centralized DAM solution with good search function
<input type="checkbox"/> Brand visuals are sometimes outdated or inconsistent	Weak brand experience	Controlled access, approvals & brand guidelines
<input type="checkbox"/> People often ask "Where is the latest logo/ppt/image?"	Lost time, frustration	Assets in one place with self-service login, easily findable through a clear folder structure and keywords.
<input type="checkbox"/> Sharing materials with external partners is a hassle	Broken links, wrong versions	Share curated collections via branded DAM portal
<input type="checkbox"/> We recreate materials because we can't find old ones	Duplicate work	Clear folder structure and keywords, plus the ability to track asset usage.
<input type="checkbox"/> Internal and external channels require separate formats	Lots of manual work	Use DAM to store channel-specific variants
<input type="checkbox"/> We can't track who has access to what	Security risk	Role-based access in a secure DAM environment
<input type="checkbox"/> Campaign assets are scattered across teams	Confusion and content gaps	Share project-based collections and guidelines in one place
<input type="checkbox"/> We have no clear structure or taxonomy	Chaos and misplacement	Define metadata model, categories & usage rules and track keyword & folder usage
<input type="checkbox"/> Collaboration and commenting are difficult	Teams use different tools, slowing down workflows and making feedback hard to track. Changes may go unnoticed, and versions get mixed up	A centralized platform where everyone can comment and work on materials in real time. Version history and notifications ensure nothing gets missed
<input type="checkbox"/> Editing materials is complicated	Even small changes require a designer or external software. Updates take time and increase costs	Easy-to-use editing tools directly in the system, without additional software
<input type="checkbox"/> Managing multilingual versions	Multiple file versions in different languages easily get mixed up, leading to outdated or incorrect versions being used	All materials for a single product or campaign – including language versions – are stored together, with clear naming conventions and metadata
<input type="checkbox"/> Product-related documents are stored in different locations	Searching for materials wastes time and increases the risk of using outdated content	Store all images, videos, and documents for the same product in one clearly named collection
<input type="checkbox"/> File format conversions are time-consuming	External tools are needed, and repetitive conversions take valuable time	Automated conversions into predefined formats and sizes, so assets are instantly ready for use across different channels
<input type="checkbox"/> User management is unclear	The wrong people may have access to materials, or permissions may not be up to date	Clear, role-based user management with access rights defined per team, project, or individual
<input type="checkbox"/> Tracking assets usage is difficult	It's hard to know which materials are being used, what works, and what doesn't	Built-in analytics and reporting tools to monitor asset usage and performance
<input type="checkbox"/> Security and GDPR compliance	Data security risks, non-compliance with regulations, and potential reputational damage	Secure cloud infrastructure, encryption, regular backups, and GDPR-compliant data management

All these content management challenges can be tackled with [ImageBank X](#).