# Gaining Value from DAM with 5 Core Competencies

Our Content Hub implementation process is guided by the five core competencies at the heart of our DAM Maturity Model.



### Strategy

Define a strategy to support use cases for findability, security, and distribution.



## People

User Adoption & Knowledgeable, dedicated crossfunctional DAM team.



#### **Process**

Configuring seamless workflows and ensuring CH is a single source of truth for assets.



# Technology

Enhanced integrations to support asset delivery while ensuring security.



# Impact

Consistent KPI tracking and ROI models that will help define DAM roadmap.