

CHECKLIST

ASSET MANAGEMENT READINESS CHECKLIST



CHECKLIST

WELCOME TO YOUR ASSET MANAGEMENT NEEDS ASSESSMENT.

When every company is a media company, your content needs to be more than just average, it needs to be great. And basic file sharing, while convenient and familiar, can only go so far.

There comes a time in your company's media growth when you can't put together incredible creative campaigns day after day, week over week, quarter over quarter, without a comprehensive asset management system. If your team is reaching that point, this checklist is for you.

The Asset management readiness checklist is a straightforward tool to find out where your team is in its production journey, and evaluate your goals for the future of your media. Ultimately, you'll learn if your team is ready for a digital asset (DAM) or media asset (MAM) management system like Iconik.

What you'll discover:

- Your organization's asset management maturity level
- Which areas require immediate attention
- Whether you're ready to invest in a DAM solution
- What features and capabilities you actually need

Pro tip:

Involve stakeholders from creative, IT, and marketing teams for most accurate assessment.



CHECKLIST

Scoring methodology

Read this first, before starting the checklist, in order to get the most out of your time spent filling out.

Point system

Each checklist item is assigned points based on:

Critical (3 points)

Must-have functionality or severe pain point

Important (2 points)

Significant impact on productivity/efficiency

Beneficial (1 point)

Nice-to-have or minor improvement

Readiness score categories

0-25 points

Early stage - Current tools may suffice with optimization

26-50 points

Growing pains - Start evaluating solutions within 6-12 months

51-75 points

Ready for change - Begin vendor evaluation immediately

76-100 points

Critical need - Urgent implementation required

Section Scoring

Each section has its own sub-score to identify specific areas of need, helping readers understand WHERE they need the most help (e.g., collaboration vs. security vs. scale)

INSTRUCTIONS

01

Work through each section and check boxes that apply to your situation

02

Tally points for each section using the scoring guide

03

Calculate your total readiness score

04

Review recommendations based on your results

The assessment should take about 30 minutes to complete. Ready? Let's go!



CHECKLIST

Section 1

Volume and scale assessment

CHECK ALL THAT APPLY

Asset volume (3 points each)

- We manage 10,000+ digital assets
- We create/ingest 500+ new assets per month
- Our asset library is growing by 50%+ annually
- We're running out of storage space regularly

Team scale (2 points each)

- 10+ people need regular access to assets
- We have teams in multiple locations/time zones
- External partners/contractors need asset access
- We have remote or hybrid workforce

Complexity (1 point each)

- We work with 5+ different file formats regularly
- Individual files are often 1GB+ in size
- We manage both video and image assets
- We handle 4K, 8K, or RAW video files



Section weight

Up to 15 points

What this measures

Whether your asset volume justifies a dedicated solution

Section 1 score

/ 15 points

Section 2

Pain point assessment

CHECK ALL THAT APPLY

Time and productivity (3 points each)

- Team members spend 30+ minutes daily searching for files
- We regularly recreate assets because we can't find originals
- File approval processes take days instead of hours
- We've missed deadlines due to asset management issues

Collaboration challenges (2 points each)

- We email large files back and forth
- Review/approval happens outside our storage system
- We struggle with simultaneous editing/conflicts
- Remote team members can't access files easily

Organization and findability (3 points each)

- Assets are scattered across multiple platforms/drives
- We have no consistent naming conventions
- Multiple versions of files exist with no clear "master"
- Only the person who created an asset knows where it is

Risk and compliance (3 point each)

- We've accidentally used expired/unlicensed assets
- We can't track who accessed sensitive files
- We've experienced data loss or file corruption
- We're unsure if we're compliant with data regulations



Section weight

Up to 24 points

What this measures

Severity of current problems and their business impact

Section 2 score

/ 24 points

CHECKLIST

Section 3

Workflow and process needs

CHECK ALL THAT APPLY

Content lifecycle (2 points each)

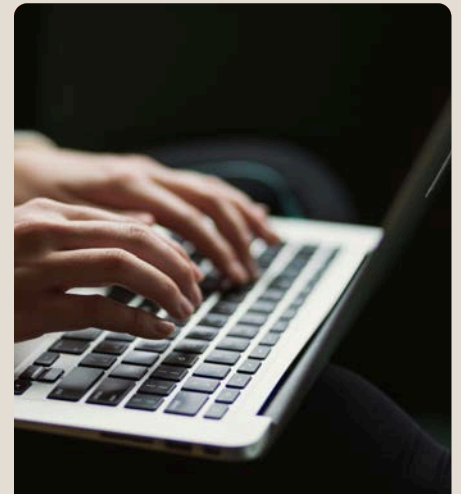
- We need formal review and approval workflows
- Assets go through multiple revision cycles
- We need to track asset status (in progress, approved, archived)
- We require automated notifications for workflow stages

Metadata and search (3 points each)

- We need custom metadata fields for our assets
- Visual/AI-powered search would save significant time
- We need to search within video content (transcripts, etc.)
- Automatic tagging/metadata would be valuable

Distribution and sharing (2 points each)

- We regularly share assets with external parties
- We need custom branded portals for clients
- We distribute assets to multiple channels/platforms
- We need download tracking and analytics



Section weight

Up to 18 points

What this measures

Sophistication of workflows requiring support

Section 3 score

/ 18 points

CHECKLIST

Section 4

Technical and IT requirements

CHECK ALL THAT APPLY

Integration needs (3 points each)

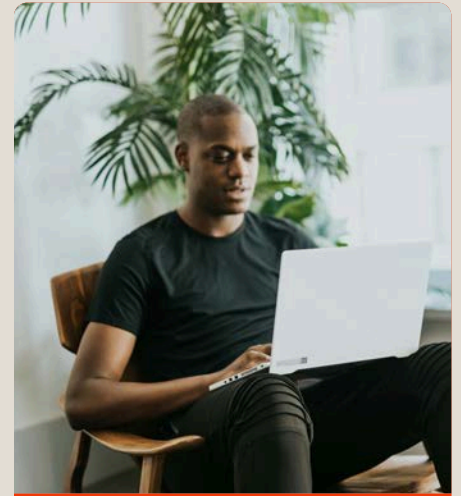
- Must integrate with Adobe Creative Cloud
- Need to connect with CMS, CRM, or marketing automation
- Require API access for custom integrations
- Need to sync with existing cloud storage (Google Drive, etc.)

Security and compliance (3 points each)

- SSO/SAML authentication is required
- We need granular user permissions and access controls
- Must comply with GDPR, HIPAA, or industry regulations
- Require audit trails and activity logging

Infrastructure (2 points each)

- Need cloud-based solution for flexibility
- Require on-premise or hybrid deployment options
- Must support high-volume concurrent users
- Need CDN for global content delivery



Section weight

Up to 21 points

What this measures

Technical complexity and infrastructure needs

Section 4 score

/ 21 points

CHECKLIST

Section 5

Team and stakeholder requirements

CHECK ALL THAT APPLY

Creative team (2 points each)

- Need proxy viewing for large video files
- Require native creative tool integrations
- Must support collaborative editing/commenting
- Need version history and rollback capability

Marketing/Brand (2 points each)

- Require brand asset governance features
- Need usage rights and licensing management
- Must track asset performance across channels
- Require templates and brand guidelines storage

C-suite (3 points each)

- Have budget allocated for DAM solution
- Leadership recognizes asset management as priority
- ROI can be demonstrated and measured
- Change management support is available



Section weight

Up to 15 points

What this measures

Cross-functional needs and organizational readiness

Section 5 score

/ 15 points

CHECKLIST

Section 6

Future planning



CHECK ALL THAT APPLY

Growth and evolution (2 points each)

- Our team is growing significantly (25%+ annually)
- We're expanding into new content types or channels
- We anticipate doubling our asset volume within 2 years

Advanced capabilities (1 points each)

- AI-powered automation would provide value
- We need advanced analytics and insights
- Custom branding/white-labeling is important

Section weight

Up to 7 points

What this measures

Growth trajectory and forward-looking needs

Section 6 score

/ 7 points

Total readiness score

Calculate Your Score

1	Volume & Scale	_____	/15
2	Pain Points	_____	/24
3	Workflow & Process	_____	/18
4	Technical & IT	_____	/21
5	Team & Stakeholder	_____	/15
6	Future Planning	_____	/7
	TOTAL	_____	/100



0-25 Points

Early stage - Optimize first

- What this means: Your current tools may be sufficient with better organization
- Recommended action: Implement naming conventions, folder structures, and best practices
- Timeline: Monitor pain points; reassess in 12 months
- Next step: Download our "Asset Organization Best Practices Guide"

26-50 Points

Growing pains - Plan ahead

- What this means: You're experiencing friction but not crisis mode yet
- Recommended action: Begin researching solutions and building requirements
- Timeline: Start vendor evaluation within 6-12 months
- Next step: Schedule an exploratory consultation with Iconik

51-75 Points

Ready for change - Act now

- What this means: Current issues are impacting productivity and business results
- Recommended action: Start formal vendor evaluation immediately
- Timeline: Goal to implement within 3-6 months
- Next step: Request Iconik demo and pricing information

76-100 Points

Critical need - Urgent priority

- What this means: Asset management problems are costing significant time and money
- Recommended action: Fast-track vendor selection and implementation
- Timeline: Aim for implementation within 90 days
- Next step: Schedule immediate consultation with Iconik team

CHECKLIST

Understanding your section scores

Where you need the most help

Look at your individual section scores to identify priority areas.

Section-specific insights

High Score in Volume & scale (10-15)

Prioritize solutions with robust storage, performance, and scalability

High Score in Pain points (16-24)

You need immediate relief; focus on quick wins and ease of use

High score in Workflow (12-18)

Look for advanced workflow automation and collaboration features

High score in Technical (14-21)

Prioritize integrations, APIs, and enterprise-grade security

High score in Team needs (10-15)

Multi-user collaboration and permissions are critical

High score in Future planning (5-7)

Choose a platform that can scale with your growth

Highest scoring sections

Your most critical needs. Focus your vendor evaluation on these capabilities.



Next steps: building your action plan

Decide on your priorities

- List all checked items as requirements
- Mark items from 3-point categories as "Must-have"
- Mark items from 2-point categories as "Should have"
- Mark items from 1-point categories as "Nice to have"

Build your business case

- Calculate time wasted on asset management (hours per week × hourly cost)
- Estimate cost of recreated assets
- Quantify risk from compliance issues or brand inconsistency
- Project ROI from efficiency gains

Prepare for vendor demos

- Share your completed checklist with potential vendors
- Ask vendors to demonstrate solutions to your specific checked items
- Focus on high-scoring sections during evaluations
- Request references from companies with similar profiles

Plan for implementation

- Identify internal champion/project owner
- Assemble cross-functional evaluation team
- Set realistic timeline based on your readiness score
- Plan for change management and training

CHECKLIST

YOU'VE TAKEN THE FIRST STEP.

Understanding your asset management needs is crucial for selecting the right solution.

Your readiness score provides an objective measure of urgency and helps prioritize your requirements.

How Iconik can help

Iconik is a flexible, cloud-native media asset management platform designed for creative teams, broadcasters, and media organizations. Our solution addresses all the requirements you've identified in this checklist:

- Scales from thousands to millions of assets
- Integrates with your existing creative tools
- Provides enterprise-grade security and compliance
- Offers AI-powered search and metadata
- Supports complex workflows and collaboration
- Grows with your organization

Share your completed checklist with our team, and we'll customize the demo to address your specific needs and high-priority requirements.

[Schedule a personalized demo](#)

Check out more resources: [Customer stories](#) | Comparison guides: [Iconik vs. Frame](#) | [Integrations](#)