



Top 5 signs your media management system is holding you back

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Introduction

When you're editing a video project on a tight deadline, it's easy to write off technical glitches, slow file upload speeds, and duplicated tasks as inconvenient.

However, when you dig deeper, you might find the real problem is in your tech stack, specifically your asset management solution. Your tools simply can't deliver the capabilities today's production teams require. Left unchecked, those "inconveniences" eventually impact productivity, workflow efficiency, data security, and ultimately, your bottom line.

How do you know if your legacy system is wasting time and money, putting your data at risk, and preventing your team from delivering exceptional content? The following checklist identifies five warning signs that it's time to upgrade your media management system.

Asset management systems: The basics

Media assets are an undeniable advantage in the digital age, and businesses are constantly creating unique assets to remain competitive.

Therefore, every modern organization requires a formal system for storing and managing its media — usually referred to as its digital asset management (DAM) solution.

However, the ever-increasing rate of asset creation, combined with the growing need for larger multimedia files, resulted in the development of what's known as media asset management (MAM). Considered a subset of DAM, MAM systems specialize in storing, sharing, and managing rich media content (i.e., video and audio files) and serve as a single source of truth for all assets.

In short, the difference between employing DAM versus MAM lies in your organization's specific accessibility, storage, and production needs.

5 signs your media management system is holding you back

If your team struggles with one or more of the challenges below, it's time to switch to an asset management solution designed to excel in today's complex technological ecosystems.

01

Trouble integrating hybrid cloud storage

Still relying on manual file transfers or convoluted processes to manage stored media assets on-site and in the cloud? Then you're working harder — and less cost-effectively — than you could be. A solution that supports hybrid cloud storage will allow your team to seamlessly access and share assets in the cloud while storing large files and originals on-premises.

Imagine the time and cost savings of implementing bring-your-own cloud storage, AI-enriched metadata, and single application access to all your media assets. With the right media management tool, it doesn't matter whether your team members are in Cape Town or Connecticut — everyone has access to the files they need when they need them.

02

Slow collaboration or bottlenecked workflows

When collaboration depends on disconnected tools, siloed assets, and manual feedback loops, production delays and missed business opportunities are inevitable. Centralizing access to assets is critical to maintaining productivity, streamlining workflows, and delivering the final product on time and on budget.

With an asset management solution that enables real-time collaboration, editors, producers, third-party vendors, and stakeholders can work on or review assets simultaneously, significantly cutting production time and costs.

For example, NowThis, a media organization that creates socially conscious, Gen Z-focused short-form video content, partnered with systems integrator Bridge Digital to deploy iconik and improve its inefficient post-production workflow.

The result was a centralized, automated remote workflow that empowered creativity at every stage, not just post-production. Switching to iconik also saved NowThis a third of its post-production budget while providing additional review, approval, and archiving functionality.

03

Disorganized or hard-to-find media assets

Have you ever calculated how much time your team wastes manually searching for files? Those hours significantly impact your bottom line, even before you factor in missed business opportunities and reuse savings.

A subpar DAM system can make locating the right files and data even more difficult and time-consuming. Poor metadata tagging, lack of AI enrichment, and limited search capabilities are all signs your management tool is underperforming.

AI is transforming media asset management with time- and cost-saving functionality, such as:

- Enriching metadata by auto-tagging assets with relevant keywords, faces, objects, pop culture references, and moods.
- Providing voice-to-text transcription in multiple languages, making every asset instantly searchable.
- Uncovering opportunities for reuse by analyzing assets and identifying content that can be repurposed or redeployed on different projects.

An AI-powered media management solution, like iconik, can reduce search time from hours to seconds — freeing up your team to focus on creativity and execution instead of manually digging through files.

In fact, iconik helped Complex Networks, a multi-vertical entertainment company, see immediate ROI by giving the production team centralized, searchable access to all 800TB of its media assets.

“We tend to utilize our library of footage a lot. We have so many interviews with celebrities, lots of B-roll, news clips from around the country, and food clips. Before iconik, it was a constant issue to have producers and editors request library footage and not know how to get it.”

Ben Nelson

Post & Studio Operations Manager,
Complex Networks

04

Limited scalability and customization for growing needs

A media management system that can't scale to meet demand or that requires significant manual effort to adapt to new workflows will eventually cost you time, money, and customers.

In today's increasingly complex and rapidly changing media environments, your system should be able to automate repetitive tasks — such as file naming, transcriptions, or version updates — and customize workflows to fit your team's specific needs.

An excellent example of this is Chess.com. This internet chess server and social networking website experienced explosive growth when interest in chess surged due to "The Queen's Gambit." To manage its extensive content library and the sudden demand for new content, Chess.com incorporated iconik into its main video workflows, broadcast, and video on demand (VOD).

Within a few months, Chess.com saw significant improvements in its media workflows, including:

- Streamlined content review and approval processes
- Enhanced collaboration, fostering greater synergy in content creation efforts
- Accessible, intelligent organization of 15 years of video and image assets

Iconik also laid the groundwork for a structured, scalable media management framework that will easily adapt to Chess.com's evolving needs.

05

Security concerns and access limitations

In 2024, hacktivist group NullBulge purportedly breached Disney's internal Slack archive, leaking 1.1 terabytes of data. According to the group's post on Breach Forums, NullBulge accessed a complete copy of Disney's Slack communications used by its development team, files from nearly 10,000 channels, and unreleased projects, images, and login credentials.

This incident is an important reminder that media companies of every size must take security seriously. If your current system for managing media is light on security or access management features, you're putting your assets, customers, and business at risk.

With cyber threats only expected to increase, you need a MAM solution that offers granular access controls and secure sharing options that let you decide who can see and interact with your media. Features such as AI-driven user authentication and audit trails provide an extra layer of security, especially when combined with proactive intrusion detection and enforced encryption and security protocols.



Iconik takes production teams from chaos to control

Media production and asset management require tools that support searchability, collaboration, integration, and security.

Iconik meets (and exceeds) that need with a flexible media management and collaboration platform that takes control of the chaos, empowering your team to focus on delivering exceptional media content.

Accessible media, anytime, anywhere

Iconik's support for hybrid cloud environments ensures your media assets are accessible from any internet-connected device. From the moment assets enter iconik, they're available globally without the need for hardware maintenance.

By leveraging leading cloud providers, iconik combines top-tier security with the flexibility of bring-your-own-cloud (BYOC), allowing you to connect your preferred storage solution. For added reliability, iconik includes a 30-day backup for all content, so your assets remain protected even in unforeseen circumstances.

Keep teams aligned and productive

Whether your team members are in the same office or scattered around the globe, iconik keeps them connected. Iconik's unified cloud-based interface makes it easy for even the most distributed teams to organize, manage, share, and review assets.

- Real-time version control ensures that files are updated automatically when new content is added or revised so everyone works from the most current version.
- Time-stamped comments and annotations allow for precise feedback, ensuring everyone is aligned on changes.
- Proxy-based workflows enhance productivity by enabling teams to work with lighter file versions stored in the cloud.
- Integrated tools like the iconik Adobe panel and Final Cut Pro X connections make pulling assets into projects seamless, enabling faster turnarounds on edits and reviews.

Find media assets in a fraction of the time

Iconik simplifies organization and supercharges searchability with AI-driven tagging and metadata enrichment that lets you input a basic text search, refine it with filters, and find assets with pinpoint accuracy.

Iconik also uses AI to analyze your media, create voice-to-text transcriptions, or auto-tag videos frame by frame, eliminating the need to manually skim videos. Users can simply search for spoken phrases and details such as objects, colors, moods, or cultural references.

The result is a streamlined library in which every asset is easy to locate, manage, and repurpose — empowering your team to focus on creating impactful content for your customers.

Customized workflows that scale to meet your needs

Scalability is one of iconik's key differentiators. With a powerful but intuitive API, custom actions that let you set workflows on autopilot, and webhooks that connect iconik with internal and third-party systems to create dynamic automation, iconik is designed to grow and evolve with your production landscape.

Built for peace of mind

Every part of iconik is built with security at its core, and we relentlessly test our systems to ensure we are protecting your data like it is our own:

- **Encryption:** All iconik data is encrypted in transit with TLS 1.2+ and at rest with AES-256, ensuring maximum protection.
- **Secure protocols:** Iconik enforces HTTPS, HTTP2, and WSS, and only uses TLS or QUIC for optimal secure communication.
- **GDPR and SOC 2:** Iconik complies with GDPR and is SOC 2 certified, ensuring strict standards for data protection.
- **Secure hybrid storage:** The ISG firewall ensures no incoming connections to on-premises storage and safeguards your assets.
- **Intrusion detection:** Machine intelligence continuously detects and responds to potential security threats.
- **Secure access:** Production environments are internally restricted to key engineers and separated from testing environments.
- **Logging:** All API calls and operations are logged and auditable in a secure environment, providing full visibility.
- **Password hashing:** All passwords in iconik are hashed and salted, making them nearly impossible to decode.
- **Regular backups:** Regular backups and penetration testing ensure uninterrupted operation and data safety.

We rigorously test iconik's systems with the support of external cybersecurity experts using industry standards such as NIST SP800-115, PTES, OWASP, and Offensive Security. These tests ensure iconik meets the highest standards of security, availability, and confidentiality.



By combining industry-leading security with unmatched ease of use, the iconik media management platform lets your team stay focused on production.

If you're ready to make an impact with your media, [schedule a personalized demo with our team.](#)

