

# Connect your team with their media

Media asset management (MAM) and  
collaboration guide for financial services

2025 Buying Guide

# In this buying guide

Introduction	04
What's a MAM?	05
Why a media asset management system matters	06
How a MAM can solve your biggest problems	07
Must-have features to consider	08
Figuring out what your team needs	10
Making the case to get buy-in	12
Costs	13
Benefits	14
Tips for rolling it out smoothly	16
Buying checklist	18
Wrapping it all up	19

In the financial services world, media management is more critical than ever.

We have a deluge of content, which can cause problems like regulatory risks or inefficiencies in communications.








# Introduction

## Images. Videos. Podcasts. Webinars. Social content.

It all adds up and adds up quickly. With no signs of slowing down, managing those media assets is a priority for many teams. However, figuring out how to organize, store, share, and collaborate is daunting and distracting.

Assets usually end up scattered across various storage locations and managed by teams in different locations. This leads to difficulty locating files, limited collaboration, and frequent miscommunications.

That's when the search for a more efficient solution, like iconik, begins. In this guide, we'll cover:

-  Why a media asset management and collaboration tool matters
-  Must-have features to consider
-  Figuring out what your team really needs
-  Making the case to get buy-in
-  Tips for rolling it out smoothly
-  Keeping your system running smoothly long-term
-  Buying checklist



# What's a MAM?

**A media asset management (MAM) system is a tool that helps organizations organize, store, and manage their digital media files — like videos, images, and audio — in one central place.**

It simplifies finding, sharing, and collaborating on content, saving teams time and reducing duplicate work.

Iconik takes media management to the next level with cloud-based collaboration, powerful search capabilities, integrations with tools you already use, and a high degree of flexibility and scalability. Whether your team is in one office or spread across the globe, iconik keeps everyone connected and your content workflow running smoothly.



# Why a media asset management system matters

**Marketing and media teams in the financial services industry have their hands full, creating a mix of content — from internal resources like investor presentations and training materials to external assets for marketing campaigns.**

Managing all this content is no small feat, especially when teams juggle tight deadlines, multiple stakeholders, and compliance requirements. All of this content needs to go somewhere.

However, teams should be careful to avoid any strategy tantamount to a digital dumping ground.

Smart teams use MAMs to centralize their assets in one easy-to-access hub, ensuring everyone works with the most up-to-date files.

A good MAM goes beyond storage; it streamlines workflows by automating repetitive tasks, organizes content with intuitive tagging and metadata, and enables teams — whether in the same office or scattered across the globe — to collaborate efficiently.

# How a MAM can solve your biggest problems

## 01 Centralize your asset library

A single, centralized repository for all media assets ensures teams like marketing, compliance, and investor relations have easy access to the latest materials, prevents using outdated files, and provides a reliable source of truth. Teams managing compliance training videos, annual reports, or ad campaigns can access the latest approved files without worrying about version control.

## 02 Improve internal & external collaboration

Departments like marketing, legal, IT, and external clients and vendors benefit from powerful collaboration enabled by a MAM.

## 03 Keep media management and collaboration in one place

A MAM can consolidate workflows and streamline processes with built-in review, approval, and annotation tools.

## 04 Keep sensitive data safe

Features like data retention policies, detailed audit trails, and customizable access controls prevent regulatory breaches and protect client-sensitive data with robust security and compliance features tailored to the unique needs of teams working in the financial services industry.

## 05 Speed up time-to-market

Financial services thrive on timeliness, whether it's launching marketing campaigns, responding to market events, or rolling out investor communications. A MAM helps eliminate bottlenecks, enabling teams to produce, review, and distribute assets quickly and efficiently.



## WHAT TO CONSIDER

Knowing what to look for is key to choosing a system that works for your team and helps you get the most out of it.

There are must-have features for a MAM tool to make a real difference in how teams manage and use their content.



## Advanced search and metadata management

- The ability to tag, categorize, and search for media assets efficiently.
- Robust search functionality to support efficient asset retrieval.
- Customizable metadata schema that can be adapted to meet your organization's needs and compliance requirements.



## Collaboration features

- Real-time collaboration, such as shared editing, review, and approval workflows, to facilitate efficient teamwork.
- Annotation features and feedback mechanisms that streamline team communication, ensuring changes are captured accurately and efficiently.



## Compliance features

- Audit trails that help track who accessed or modified assets and when, as well as reporting capabilities for compliance reviews.
- Secure storage with granular access control based on user roles and automated data retention policies to meet regulatory requirements.



## Ease of use and integration

- The ability to integrate with your editing tools, such as Adobe, to enhance productivity and data consistency across platforms.
- Easy to set up, with an intuitive user interface for fast onboarding.



## Cloud-based flexibility

- Allows your organization to scale the tool as your needs evolve, whether you're a small team or a large financial institution.
- Remote access capabilities that enable distributed teams to collaborate effectively, ensuring productivity across different geographies.



## Security features to look for:

- Advanced encryption for data at rest and in transit
- Multi-factor authentication (MFA)
- Granular access controls and roles
- Secure protocols
- GDPR compliant
- SOC II compliant

# Figuring out what your team needs

**Smart asset management is crucial to achieving broader organizational goals, such as increased productivity, improved compliance, and better resource utilization.**

Start by looking into your existing asset management practices to identify any inefficiencies holding your organization back. Resolving these inefficiencies can lead to significant benefits, such as cost savings, reduced manual effort, and increased productivity. Ask key team members for their input, gather relevant data, and consider the following areas in detail:

## **Difficulty locating assets.**

Evaluate how easy or difficult it is for your teams to find specific assets when needed. Are media assets scattered across multiple storage systems, drives, or servers, making them hard to locate? Scattered assets could lead to non-compliance during audits or missed deadlines.

## **Lack of version control.**

Analyze how different versions of assets are currently managed. Are teams accidentally using outdated or incorrect versions of files

because there isn't a transparent versioning system in place?

## **Problems with maintaining compliance.**

Assess whether your current asset management practices meet these requirements. Can you easily retrieve assets and provide audit trails if needed during regulatory reviews? Regulators often require full traceability of all marketing or compliance training materials. Can your current system support this?

## **Assessing security measures.**

Can access controls prevent unauthorized users from viewing or editing specific files? Is data encryption being used for both stored and transmitted assets?

## **Workflow inefficiencies and bottlenecks.**

Look at how media assets move across teams and departments. Are there bottlenecks in the review


and approval processes? Are files being emailed back and forth, causing confusion and delays?

## **Stakeholder challenges and requirements.**

Different teams may face challenges with the current asset management approach. To understand their specific issues, speak with critical stakeholders — marketing, compliance, IT, and legal teams.

By examining these areas in depth, you can identify your current asset management practices' most pressing challenges and inefficiencies. This understanding will help you prioritize features during the MAM selection process, ensuring that the chosen solution addresses your organization's unique needs and positions you for improved efficiency and regulatory compliance.





## Got 5 minutes?

Get an instant diagnosis of your current setup and learn how to improve your media management strategy.

[backlight.co/product/iconik/mam-quiz](https://backlight.co/product/iconik/mam-quiz) →



## MAKING THE CASE TO GET BUY-IN

# Proving the ROI of your media asset management and collaboration tool

Conducting a thorough cost-benefit analysis can help you determine whether the benefits of implementing a MAM tool outweigh the costs. Here are some things to consider:

# Costs

## 01 Short-term

### Software licensing

This can be a significant upfront cost, particularly for proprietary solutions. Open-source options may eliminate licensing fees but require investment in customization and support.

### Implementation and integration

Integrating the MAM with existing systems (CRM, ERP) can incur costs depending on the complexity of the integration.

### Training

Staff training on the new system is essential, involving costs for training materials and personnel time.

### Data migration

Migrating existing media assets into the MAM requires time and effort, potentially incurring labor costs.

---

## 02 Long-term

### Maintenance and support

Ongoing costs include software updates, technical support, and potential subscription fees.

### Storage

As the media library grows, additional storage costs may arise, particularly with cloud-based solutions.

### Security and compliance

Maintaining compliance with evolving regulations may require ongoing security features and audit investments.

# Benefits

## 01 Improved efficiency

### Faster asset retrieval

A centralized repository with advanced search capabilities significantly reduces the time spent searching for assets.

### Streamlined workflows

Automating review and approval processes increases efficiency and productivity.

### Reduced duplication

Efficiently reusing existing assets minimizes redundant content creation, saving time and resources.

---

## 02 Reduced compliance risks

### Compliance features

A MAM helps meet regulatory requirements with features like audit trails, access control, and retention policies, lowering the risk of fines and penalties.

### Data security

Enhanced security measures protect sensitive financial data, reducing the risk of data breaches and associated costs.

### License management

Simplifies tracking and managing licenses, mitigating risks of copyright infringement and legal issues.

## 03 Faster content production

### Collaboration tools

Real-time collaboration features facilitate quicker review and approval cycles, accelerating content creation.

### Streamlined upload

External contributors can easily upload assets to a centralized location, eliminating bottlenecks.

---

## 04 Enhanced Security

### Access control

Granular user permissions restrict access to sensitive data, improving overall security.

### Encryption

Data encryption protects media assets at rest and in transit, minimizing risks associated with data breaches.

### Advanced security features

Some MAMs offer premium features like IP allowlisting and log streaming for enhanced security monitoring and incident response.

---

## 05 Long-term savings

### Reduced risk exposure

Enhanced security measures minimize the financial impact of data breaches and protect sensitive client information.

### Increased ROI on marketing and communication efforts

Efficient asset management and faster content production contribute to more effective marketing campaigns and better utilization of resources.



# Tips for rolling it out smoothly

**Rolling out a MAM is more than just flipping the switch — it's about creating a plan that ensures a smooth transition, builds team confidence, and sets the foundation for long-term success. Here's how to get started:**

## Make a rollout plan

Start small with a phased approach. Launch a pilot program to gather feedback and fine-tune the process before scaling up across the organization. This strategy reduces risks and helps tackle potential issues early on, like user resistance or integration challenges. It also ensures the rollout stays compliant and aligned with your organization's focus on risk management.

## Create a training plan

Training is key to getting everyone on board. Offer tailored sessions for each department — IT, compliance, marketing, and legal — so that every team understands how the MAM will work for their needs. Consider designating internal champions to advocate for the tool and provide ongoing peer support. This personalized approach boosts adoption and gives users the confidence to make the most of the system.

## Develop a robust metadata strategy

Metadata is the backbone of any successful MAM implementation. Establish a clear strategy for tagging and organizing assets based on your organization's specific workflows and priorities. Metadata should include fields like compliance status, regulatory region, and campaign lifecycle to support audits and ensure assets are used appropriately. A well-implemented metadata strategy improves discoverability, ensures assets are used correctly, and simplifies compliance reporting. Consistency is critical — ensure metadata guidelines are documented and that users receive training to maintain standards.

## Security

Work with IT and compliance teams to ensure the MAM's security settings align with your

organization's data protection policies and regional regulations.

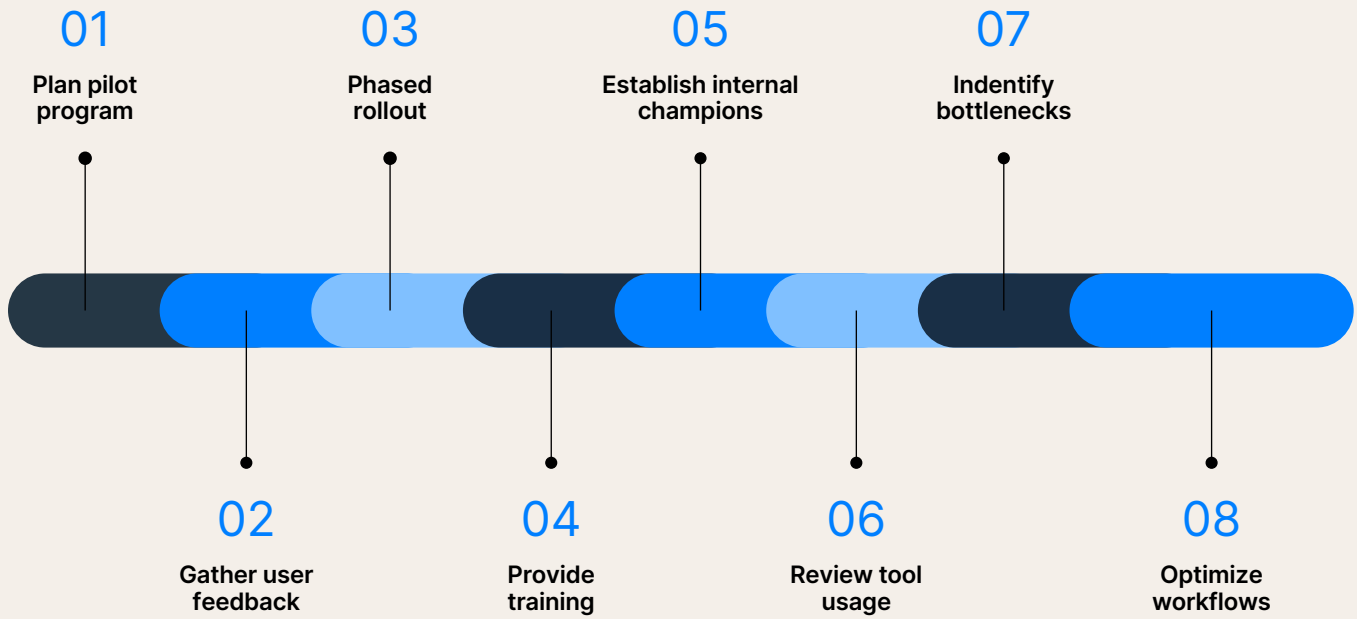
## Plan for ongoing management and optimization

Implementing a MAM isn't a one-and-done deal. Regularly review how the tool is used, troubleshoot bottlenecks, and adjust workflows as needed. Stay up-to-date with new features and evolving organizational goals to ensure the system delivers maximum value.

With the right planning and commitment to optimization, your MAM tool will become a powerful asset, driving efficiency, collaboration, and compliance across your organization.



### Rollout and optimization of a MAM tool



# Buying checklist

Here's a handy checklist to make sure you've covered all the bases when choosing the right MAM for your team:

## Define your goals

What do you want the MAM to do for your organization? Think big — like boosting compliance, improving collaboration, or streamlining operations.

## Pinpoint current challenges

What's slowing your team down right now? Is finding assets, version control headaches, or compliance risks tough? Write it all down.

## Know your must-haves

What features do you absolutely need? Whether it's powerful search tools, compliance tracking, or easy integrations, get specific.

## Get everyone involved

Talk to IT, marketing, legal, and compliance teams. They all have unique needs, and their input is crucial.

## Check vendor expertise

Does the vendor know your industry? Look for a track record of success in financial services.

## Think long-term

Can the MAM grow with your organization? Make sure it's ready to scale.

## Ask about support

What's the customer service like? Look for solid onboarding help, training resources, and ongoing support.

## Compliance needs

Does the vendor understand financial service compliance needs, such as GDPR, SOC II, or other regulations?

## Wrapping it all up

**To successfully adopt a MAM tool, start by evaluating your current challenges, defining your use cases, involving key stakeholders, and conducting a thorough cost-benefit analysis.**

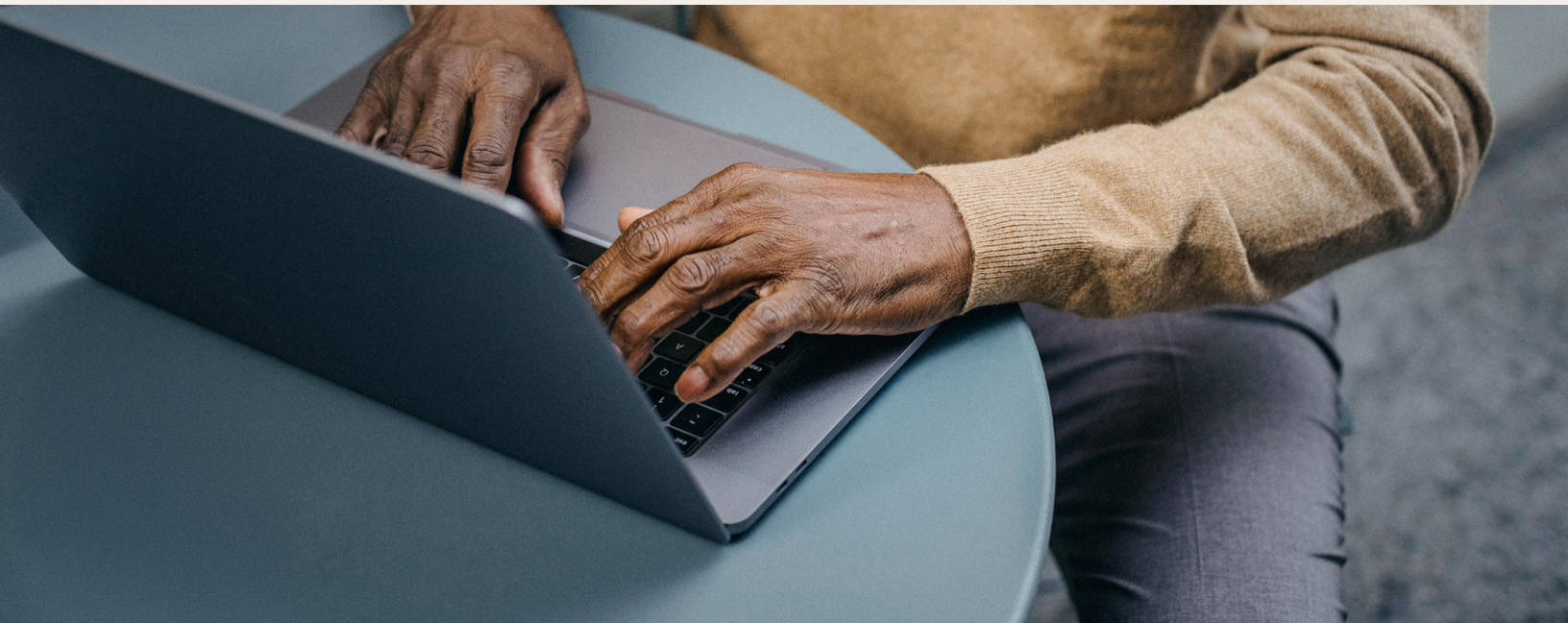
Use this guide to streamline the selection and implementation process, ensuring it aligns with your financial institution's compliance and efficiency needs. By implementing a strategic rollout, training, and ongoing management plan, your organization will be well-positioned to leverage the full benefits of a MAM solution, ultimately boosting efficiency, collaboration, and regulatory compliance.

If you're looking for a robust, scalable solution, consider iconik, which offers pay-as-you-go pricing and fair billing — perfect for MAM usage that scales up and down with your needs.

This cloud-native MAM platform makes managing media assets easy while keeping compliance and security in mind. Iconik's flexible features and collaborative tools are

tailored to the unique needs of financial institutions, helping you achieve streamlined workflows and greater peace of mind.

Its API-first approach to development enables the creation of custom integrations and workflows, ensuring that the platform adapts seamlessly to the specific requirements of teams working in financial services.



# Ready to see how iconik can transform media management for financial services?

Start a free trial to explore how it can simplify compliance, improve collaboration, and protect your sensitive assets.

[iconik.io/trial](https://iconik.io/trial) →

