

# WHICH SOLUTION TO CHOOSE, GOOGLE DRIVE OR DAM?



## INTRODUCTION

When it comes to efficiently storing and managing digital files, organizations often face a critical decision: invest in a specialized Digital Asset Management (DAM) solution or rely on the familiar capabilities of Google Drive? Both options have their merits, but they cater to distinct audiences. In this article, we'll delve into the nuances and commonalities between these two platforms to help you make an informed choice.



## 1. FILE SEARCH

Google Drive offers a basic textual search engine. However, as the volume of digital files grows, team members can find themselves spending significant time on search tasks rather than their core business activities. In contrast, a DAM system revolutionizes the process by automating metadata tagging. This not only simplifies the tagging process, ensuring swift access to digital files, but also reduces the risk of typing errors, particularly with a large volume of assets. The addition of metadata from a predefined table of values fosters organizational order and maintains a unified file categorization. Leveraging AI-driven automatic tagging, including face recognition, further streamlines the search for specific assets.



## 2. FILE ORGANIZATION

Google Drive allows users to organize files within folders and sub-folders, providing basic options for filtering and sorting. By employing a flat hierarchy, DAM eliminates the need to allocate time to organizing digital files in folders and sub-folders. Users can swiftly locate their digital assets using DAM's advanced search engine, employing text or Boolean search options. This feature, akin to Google's autocomplete, enhances efficiency. Moreover, DAM introduces the concept of Collections, representing groups of digital assets tied to specific projects. This negates the necessity of maintaining several identical digital assets

dispersed in separate folders. Digital assets need only be uploaded once and can be virtually added to the designated collections. Beyond efficient categorization, this method optimizes storage capacity.



### 3. FILE SHARING

To share files via Google Drive, a user must manually configure the permission settings for the specific digital asset they wish to share.

In DAM, every uploaded asset is automatically shared with other users based on their predetermined permissions. This streamlined approach enables more efficient sharing, particularly when managing collections with varying permission settings for different users.



## 4. VERSIONS MANAGEMENT

Google Drive employs an automatic version management system, although it may be less intuitive and somewhat complex to navigate.

DAM's version management system is highly intuitive, automatically storing the version history of assets. This ensures that users can readily identify the latest version, who edited it, and when. Additionally, users can restore older versions, ensuring that all authorized users promptly access updated versions. Notably, DAM includes a mechanism that alerts users when attempting to upload an existing asset, thereby preventing duplicates.





## 5. PERMISSION SETTING

In Google Drive, users possess default access to all files within public folders, unless individual file settings are modified. Users also have the option to determine whether others can contribute or simply view content.

DAM incorporates a flexible and sophisticated permissions mechanism, affording control over access to diverse assets and collections:

- Users: Each user belongs to a user group, encompassing client administration, asset uploading, creation of public and private Collections, search, and batch editing.
- Collections: Permissions extend to viewing, editing, deleting, downloading, sharing, and adding or removing assets.

- Assets: Users have permissions for viewing, editing, deleting, downloading, and sharing.

Sharing Collections or Assets with co-workers who are not DAM users is facilitated through temporary links to the system or integration with platforms like Microsoft Teams.





## 6. STATISTICS

Google Drive analytics furnish information on user activity, including opening and editing assets, along with details on who performed the edits and when. However, it does not track which files were downloaded. DAM analytics offer a diverse range of metrics, encompassing search queries (including popular queries and those yielding zero results), total assets and collections, and activities related to assets and collections, across both desktop and mobile platforms.



## CONCLUSION

The choice between Google Drive and a Digital Asset Management (DAM) system hinges on specific organizational needs. While Google Drive is a popular tool and convenient, it may pose limitations as digital file volumes increase.

For organizations with dynamic marketing and marcom departments handling rich digital media and advanced marketing activities, a Digital Asset Management (DAM) system emerges as the professional choice over Google Drive. The DAM's automated processes, robust permissions structure, and advanced features like Collections management prove invaluable in streamlining workflows. Its intuitive version management

and detailed analytics further solidify it as the go-to solution for optimizing digital asset management strategies. By recognizing the specific needs of marketing professionals, a DAM system stands out as the professional-grade tool for elevating digital asset management practices.



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