

Asia Pacific Digital Asset Management System Market (2017 - 2023)

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Abstracts

The Digital Asset Management (DAM) Market in Asia Pacific is expected to register a CAGR of 16.4% during the forecast period (2017 – 2023). Digital Asset Management (DAM) is a system which is used to organize, categorize, search, retrieve and archive digital files effectively. The digitally created files are considered as assets, as significant amount to time, money and efforts go into the creation of content. The seamless control to the digital assets and its management helps in managing brands easily. Most up-to-date digital assets are controlled by administrators and as a result, users are exposed to updated content always. Tracking and reporting is another activity that becomes seamless with the adoption of DAM system. These assets become invaluable when they are used optimally, and as and when required by different stake holders. Asia Pacific offers tremendous growth opportunities, due to rapid adoption of cloud based digital technology among small and large businesses. However, due to lack of trained professionals to manage the advanced solutions would act as a restraint to the market growth.

Based on the component type, the Digital Asset Management System market is segmented into Solution and Services. The Services market is segmented into Professional and Managed Services. Professional services are further segmented into Implementation, Consulting & Training and Support & Maintenance. Based on the Organization Size, the market is segmented into Small & Medium enterprises and Large Enterprises. The Applications highlighted in this report include Enterprise, Marketing and Others. Based on Deployment Type, the market is segmented into On-Demand and On-Premise. The verticals covered under the report include Media & Entertainment, Manufacturing, Retail, BFSI, Healthcare & Life Sciences, Education, Travel & Tourism and Others. Based on Country, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The report covers the analysis of key stake holders of the Digital Asset Management System market. Key companies profiled in the report include ADAM Software NV (Aprimo), Adobe Systems Inc., Open Text Corporation, Celum, Mediabeacon, Inc.(Esko- A Danaher Corporation), Canto, Inc., Widen, Webdam (A Shutterstock Company), Bynder, and Mediavalet, Inc.

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