

North America Digital Asset Management System Market (2017 - 2023)

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Abstracts

The Digital Asset Management (DAM) Market in North America is expected to register a CAGR of 12.9% 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 cloud deployment model offers better access to digital assets, with plug and play kind of implementation, which significantly influences the total cost of ownership. Due to the cost benefits offered by the cloud based model, the small and medium enterprises have largely adopted cloud-based deployment model while implementing DAM solutions. Additionally, seamless scalability options and speed are some of the other benefits that have contributed to the growth of the cloud-based deployment model.

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 US, Mexico, Canada, and Rest of North America.

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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