Platform evaluation worksheet

BRAND ENSEMBLE

User experience	Brand Ensemble	Other Vendor	Other Vendor
Simple, secure access from any device, in any location	x		
Multiple languages supported via CMS and import/export batch translation	x		
Web-based platform, compatible with all operating systems	x		
Developed for use in all major web browsers	x		
Responsive layouts for mobile and tablet users	x		
Rapid adoption & ease-of-use through a user-centered design	x		
Advanced search with filters	x		
Capacity to preview audio and video assets	x		
Recognized for leading end-user experience in the DAM industry	x		
Gallery of user-contributed examples of brand use	x		
Brand management			
Capacity to manage a single brand or multiple brands	x		
Brand portal customized to adhere to your organization's guidelines	x		
Web-based brand guidelines with contextually related content	x		
Control distribution of guidelines through access and user management	x		
Full content management system with WYSIWYG editor	x		
Version control and change history built into CMS	x		
Drag-and-drop navigation	x		
Staging areas for brand managers	x		
Embedded examples of brand application in context	x		
Alerts users to changes, facilitating use of up-to-date guidelines	x		
Logo selector tool to single out and optimize brand application to creative medium	x		
Built-in brand audit functionality to regulate visual brand usage by third parties	x		

Platform evaluation worksheet

BRAND ENSEMBLE

Digital asset management	Brand Ensemble	Other Vendor	Other Vendor
Unlimited number of assets with no tier pricing	x		
Batch upload of assets and edits to metadata	x		
Customizable metadata fields and search filter boxes	x		
Capability to schedule asset release & expiration	x		
Asset status notification (change, release, expiration)	x		
Instant file type conversion	x		
Associate assets with one another to create related asset download options	x		
Click-to-agree functionality to download assets	x		
Built-in watermarking	x		
Approvals, collaboration & sharing			
Approval control functionality customized to match your organization's processes	x		
Ability to proof within the platform	x		
Comment functionality for all asset types	x		
Configurable real-time alerts for updates or notices	x		
Ability to send one-time use or expire-by-date links to share files	x		
Secure file transfer capability	x		
Asset creation & modification			
Self-service print and digital asset creation for customized branded collateral	x		
Built-in review functionality for brand team sign-off	x		
Fulfillment workflows to deliver assets to production (e.g., printer, web development)	x		

Platform evaluation worksheet

BRAND ENSEMBLE

User administration	Brand Ensemble	Other Vendor	Other Vendor
Unlimited number of user accounts with no per-user fees	x		
Branded login page	x		
Integration with your organization's single sign-on (SSO) solution	x		
Built-in user invitation functionality	x		
Customizable user registration and approval process	x		
Grant access to external stakeholders (e.g., agencies, partners)	x		
Customized user roles, groups and permissions defined by your organization's needs	x		
Adjust access to assets and visibility of content by user group	x		
Automated notification system	x		
Analytics & reporting			
Trackable user activity metrics (e.g, downloads, views, etc.)	x		
Customizable reporting	x		
Audit logs	x		
Enterprise-level security			
Passes security evaluations by industry leaders	x		
Control access to platform by user group	x		
Session management	x		
Enterprise-level network protection	x		
Single sign-on support (LDAP, Active Directory, SAML 2.0, etc.)	x		
Physically secured and environmentally protected data centers	x		

Platform evaluation worksheet

BRAND ENSEMBLE

Platform architecture	Brand Ensemble	Other Vendor	Other Vendor
Flexibility in choice of hosting solution, self-host in data center or cloud host	x		
Fault-tolerant clustering, distributed hosting and data redundancy	x		
IT independent platform	x		
REST API	x		
Support for all major media file formats	x		
Supports IPTC, EXIF & XMP metadata	x		
Professional services			
Dedicated client support lead	x		
Consultants to advise your organization on maximizing use of the platform	x		
Platform built by brand experts, for brand experts	x		
Supported up by a firm that provides full managed services	x		
Customer support			
Dedicated account manager	x		
Email and phone support	x		
Custom training (one-to-one, group)	x		
Enterprise service-level agreements	x		
Long lasting client relationships in contrast to peers	x		