

The Forrester Wave™: Digital Asset Management For Customer Experience, Q2 2018

The 13 Providers That Matter Most And How They Stack Up

by Nick Barber

May 23, 2018

Why Read This Report

In our 30-criteria evaluation of digital asset management (DAM) providers, we identified the 13 most significant ones — Adobe, Aprimo, Bynder, Canto, CELUM, Cognizant, MediaBeacon, Northplains, Nuxeo, OpenText, Stylelabs, Webdam, and Widen — and researched, analyzed, and scored them. This report shows how each provider measures up and helps application development and delivery (AD&D) professionals make the right choice.

Key Takeaways

Adobe, Aprimo, And OpenText Lead The Pack
Forrester's research uncovered a market in which Adobe, Aprimo, and OpenText are Leaders; MediaBeacon, Bynder, CELUM, Nuxeo, Widen, and Northplains are Strong Performers; and Cognizant, Stylelabs, Canto, and Webdam are Contenders.

AD&D Pros Look For Scalability And Integrations

The digital asset management market is growing because more AD&D professionals see content organization and delivery as a way to address their top challenges. This market growth is in large part due to the fact that AD&D pros increasingly trust DAM providers to act as strategic partners, advising them on top content decisions.

Work In Progress, Marketing Support, And Usability Are Key Differentiators

Improved support for work in progress, marketing, and usability differentiates the top products. Vendors that provide superior capabilities in these areas position themselves to successfully deliver a differentiated experience to their customers.

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DAM Manages Your Brand's Content Explosion

All brands are now media organizations, based on the amount of content they create, the audiences they deliver it to, and the stories they tell to connect with customers. The increase in content continues, as 86% of brand marketers continue to invest in content development.¹ Not only that, but buyers increasingly prefer rich media content like images and video to get their information — infographics and videos ranked among the top five types of content that B2B buyers like to consume.² Brands need digital asset management because it:

- › **Helps companies scale content creation.** Most in-house creative teams are small; 54% of those teams have between one and 10 people.³ So being able to scale content with limited resources is key. DAM vendors have responded with more focus on templated assets and additional support for content localization.
- › **Enables content reuse.** With content centralized, more stakeholders — both inside and outside of creative teams — can use content. A global retailer told us that content reuse and efficiency is an “eight out of 10 in terms of pain” and that the CMO has recognized it as a problem.⁴ Vendors have responded with tighter integrations between DAM and creative tool sets like Adobe Creative Cloud and Microsoft Office that let users surface DAM content from inside those creative tools.
- › **Supports development of content for omnichannel delivery.** Endpoints have proliferated in both number and diversity. Gen Y members — the highly coveted demographic of US online adults aged 29 to 37 — use more than four connected devices on average.⁵ And it's more than just websites now: Those channels have grown or will grow to include wearables, augmented reality, voice assistants, and connected cars. Vendors have responded with technologies like autocrop to area of interest on images and productized connectors into web content management (WCM) systems.

Make The Most Of Your DAM Investment

While DAM is a mature technology, it's having a renaissance as more companies realize they need to get a handle on the expensive rich media content they create. At Forrester, we still take inquiries where companies are looking to make a greenfield investment in DAM, while others are ripping and replacing products that haven't been able to keep up. To make the most of your investment, consider these trends:

- › **The market continues to converge and consolidate.** The DAM market continues to see pressure from adjacent technologies like product information management and content marketing platforms that have lightweight DAM functionality; however, the DAM market has responded. For example, since our last evaluation, Aprimo bought ADAM Software to augment its marketing portfolio, Bynder bought Webdam to build its customer base, and OpenText slimmed its portfolio to just one DAM product. This consolidation means less confusion for buyers and tighter integrations between complementary technologies.

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- › **Artificial intelligence adds value to content.** Nearly every vendor in this evaluation had artificial intelligence capabilities baked into its platform: typically, technology from Amazon, Clarifai, Google, Imagma, or Microsoft — with the exception of Adobe, which uses its proprietary Sensei. Rather than use humans to comb through large libraries of content, firms can use AI to apply generic tags where metadata governance has been lax. Adobe went one step further and showed how it could train AI with about a dozen sample images to learn business-specific tags. For example, an auto maker could see model-specific tags rather than “vehicle” or “transportation.”
- › **Analytics provide a more accurate picture of content ROI.** Linking content to business value is a top challenge for marketers.⁶ Vendors have added integrations with analytics tools to understand downstream performance of assets, or how content performs in the wild. We expect vendors — especially ones with a marketing resource management (MRM) tilt — to focus analytics capabilities upstream as well, so that brands can better understand content ROI (downstream performance minus upstream creation equals ROI).
- › **Support for video increases.** Video is one of the most compelling content formats a brand can provide because it delivers information quickly and in an emotional medium. Most DAM systems can support video, and vendors have created alliances with online video platforms like Brightcove and Kaltura to augment native capabilities. Nearly every vendor in this evaluation has the capability to push video content directly to social, which can be key for companies that haven’t yet invested in a content marketing platform.
- › **Compound documents and 3D assets power content atomization.** One-third of brands that want to improve their influence and reach in the market plan to change or improve their creative strategy.⁷ Content atomization supported by DAM helps organizations scale and reuse content. Compound documents support atomization by allowing companies to combine different, existing pieces — like assets within a Photoshop file — to create something new. Some DAM vendors have gone one step further to support photorealistic 3D content that can replace an expensive product photoshoot that nets a finite number of images.

Digital Asset Management Evaluation Overview

To assess the state of the digital asset management for customer experience market and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top DAM vendors. After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We evaluated vendors against 30 criteria, which we grouped into three high-level buckets:

- › **Current offering.** We evaluated each vendor’s capabilities in six core areas: library services, work-in-progress assets, video and emerging content support, marketing support, usability and user interface, and enterprise platform integration.

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- › **Strategy.** We evaluated each vendor's strategy in six areas: product vision, execution road map, past performance, market approach, partner ecosystem, and delivery model.
- › **Market presence.** The market presence criteria, which determine the size of each vendor's marker on the Forrester Wave™ graphic, include product revenue and number of enterprise customers.

Evaluated Vendors And Inclusion Criteria

Forrester included 13 vendors in the assessment: Adobe, Aprimo, Bynder, Canto, CELUM, Cognizant, MediaBeacon, Northplains, Nuxeo, OpenText, Stylelabs, Webdam, and Widen. Each of these vendors has (see Figure 1):

- › **Product revenue totaling at least \$10 million annually.** The vendors we evaluated generate at least \$10 million in product revenue annually from DAM. We kept the revenue cutoff low to recognize the large number of small players and fragmented nature of the DAM market.
- › **A best-of-breed product available for purchase.** The vendors we evaluated have a best-of-breed, or standalone, product actively available for purchase. We did not include products that have embedded, lightweight DAM functionality inside another solution, like product information management, content marketing platforms, or other systems.
- › **Enterprise market traction.** The vendors we evaluated actively pursue enterprise deals and have enterprise customers using their product. In this evaluation, we define an enterprise deployment as a deployment where a single product is used across an entire company on a national or international scale. These vendors illustrate vision and thought leadership within the DAM space.
- › **Forrester client interest.** The vendors we evaluated are frequently mentioned in Forrester client inquiries, shortlists, consulting projects, and case studies.

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FIGURE 1 Evaluated Vendors: Product Information And Inclusion Criteria

Vendor	Product evaluated
Adobe	Adobe Experience Manager Assets
Aprimo	Aprimo Digital Asset Management
Bynder	Bynder Enterprise
Canto	Canto Cumulus
CELUM	CELUM Digital Asset Management
Cognizant	Cognizant assetSERV
MediaBeacon	MediaBeacon
Northplains	NorthplainsNEXT
Nuxeo	Nuxeo Platform
OpenText	OpenText Media Management
Stylelabs	Stylelabs Marketing Content Hub
Webdam	Brand Connect, Core, Workstream
Widen	Widen Collective

Vendor inclusion criteria

Each of these vendors has:

- Product revenue totaling at least \$10 million annually.
- A best-of-breed product available for purchase.
- Enterprise market traction.
- Forrester client interest.

Vendor Profiles

This evaluation of the digital asset management for customer experience market is intended to be a starting point only. We encourage clients to view detailed product evaluations and adapt criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool (see Figure 2 and see Figure 3). Click the link at the beginning of this report on Forrester.com to download the tool.

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FIGURE 2 Forrester Wave™: Digital Asset Management For Customer Experience, Q2 2018**THE FORRESTER WAVE™****Digital Asset Management For Customer Experience**

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*A gray marker indicates incomplete vendor participation.

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FIGURE 3 Forrester Wave™: Digital Asset Management For Customer Experience Scorecard, Q2 2018

	Forrester's weighting	Adobe	Aprimo	Bynder	Canto	CELUM	Cognizant	MediaBeacon
Current offering	50%	3.79	3.65	2.60	2.26	3.34	2.34	3.86
Library services	15%	3.70	4.50	2.30	2.10	3.70	3.60	3.80
Work-in-progress assets	15%	4.00	4.00	2.00	1.40	2.80	2.60	3.20
Video and emerging content support	20%	5.00	4.40	1.00	2.05	2.40	1.70	3.70
Marketing support	15%	4.60	5.00	2.10	2.50	2.90	1.40	2.80
Usability and user interface	20%	3.00	1.00	5.00	3.00	5.00	3.00	5.00
Enterprise platform integration	15%	2.30	3.60	2.90	2.30	3.00	1.70	4.30
Strategy	50%	4.40	4.40	3.40	2.10	2.60	2.70	2.70
Product vision	15%	5.00	5.00	3.00	1.00	3.00	3.00	3.00
Execution road map	20%	3.00	5.00	3.00	1.00	3.00	3.00	3.00
Past performance	20%	5.00	3.00	5.00	3.00	3.00	1.00	3.00
Market approach	20%	5.00	5.00	3.00	1.00	1.00	5.00	3.00
Partner ecosystem	15%	5.00	5.00	3.00	3.00	3.00	1.00	1.00
Delivery model	10%	3.00	3.00	3.00	5.00	3.00	3.00	3.00
Market presence	0%	5.00	2.60	2.60	2.60	1.80	1.80	3.80
Product revenue	60%	5.00	1.00	1.00	1.00	1.00	1.00	3.00
Number of enterprise customers	40%	5.00	5.00	5.00	5.00	3.00	3.00	5.00

All scores are based on a scale of 0 (weak) to 5 (strong).

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FIGURE 3 Forrester Wave™: Digital Asset Management For Customer Experience Scorecard, Q2 2018 (Cont.)

	Forrester's weighting	Northplains	Nuxeo	OpenText	Stylelabs	Webdam	Widen
Current offering	50%	2.84	2.56	3.27	3.16	2.28	2.86
Library services	15%	3.10	3.40	4.70	2.90	2.10	2.50
Work-in-progress assets	15%	2.20	2.80	3.00	1.20	3.00	3.00
Video and emerging content support	20%	4.30	2.30	2.40	2.30	1.70	1.35
Marketing support	15%	2.30	2.80	4.50	2.90	1.90	2.10
Usability and user interface	20%	3.00	3.00	3.00	5.00	3.00	5.00
Enterprise platform integration	15%	1.60	1.00	2.40	4.30	1.95	3.00
Strategy	50%	2.60	3.20	4.60	1.30	1.90	2.90
Product vision	15%	3.00	3.00	5.00	1.00	1.00	3.00
Execution road map	20%	1.00	5.00	5.00	1.00	1.00	3.00
Past performance	20%	5.00	3.00	5.00	1.00	3.00	3.00
Market approach	20%	1.00	3.00	5.00	1.00	1.00	1.00
Partner ecosystem	15%	3.00	3.00	5.00	3.00	3.00	5.00
Delivery model	10%	3.00	1.00	1.00	1.00	3.00	3.00
Market presence	0%	3.00	1.00	5.00	1.00	3.00	3.00
Product revenue	60%	3.00	1.00	5.00	1.00	3.00	3.00
Number of enterprise customers	40%	3.00	1.00	5.00	1.00	3.00	3.00

All scores are based on a scale of 0 (weak) to 5 (strong).

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Leaders

- › **Adobe excels in AI metadata but lacks commerce functionality relative to others.** San Jose, California-based Adobe has one of the broadest portfolios in this evaluation; buyers already in the Adobe ecosystem can reap additional value with the DAM solution. Adobe excels in offering trainable AI to surface business-specific metadata, which means, for example, that if you're a car maker, the AI could tell you the specific model rather than that it's a "vehicle." Adobe has mastered support for video and emerging content, like posing a 3D element in a scene. And it has improved its performance, but still suffers in search — according to reference customers — and lacks a strong story around commerce.

Adobe's strong vision includes an understanding that next-gen content demands atomization — what Adobe calls experience fragments — to power reuse across the omnichannel experience. Over the past year, it has begun to capitalize on its name recognition in the space and now sells its solution as a standalone DAM product. The company is among the most mentioned in deals because of its strong product ecosystem. It has a superior partner ecosystem with a mix of global DAM system integrators (SIs) and regional agencies. It can improve its execution plan by better communicating its planned enhancements.

Adobe is a good fit for enterprises that already use complementary products from the Adobe ecosystem, have a strong need for video and emerging content capabilities, and are willing to pay a premium price for superior functionality.

- › **Aprimo expertly marries DAM and MRM but needs to work on usability.** Chicago-based Aprimo bought ADAM Software in 2017. Aprimo stands out with a strong, scalable platform, according to reference customers. It has outstanding marketing support with robust native and integrated functionality in the areas of content performance analytics, content marketing, and marketing resource management. Aprimo is above par when it comes to support for work-in-progress assets, though it only offers workflow as an add-on module. Aprimo is weaker relative to others in this evaluation for usability and user interface, which received negative feedback from reference customers.

Aprimo's strong product vision clearly articulates how its DAM and complementary technologies serve each stage of the customer life cycle. Its road map is methodical and detailed, and it includes both core and next-generation functionality improvements. Following the ADAM Software acquisition, it added additional resources to scale its business and enhance its market approach. Its partner ecosystem is superior, with global system integrators and consultancies. Aprimo's software-as-a-service (SaaS) DAM is growing, but it must continue to develop the platform to stay ahead of competitors.

Aprimo is a robust, highly scalable solution for enterprises that want a marriage between DAM and marketing resource management technologies.

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- › **OpenText has strong core functionality but slips on integrations.** We evaluated Media Management from Waterloo, Ontario-based OpenText (it no longer sells MediaBin). OpenText excels in core library services functionality with some of the best search functionality in this evaluation. It also has solid marketing support in areas like marketing resource management and analytics. While it provides deep enterprise platform integrations in areas like WCM, commerce, and campaign management, its reference customers report some difficulty, particularly with campaign management.

OpenText's strategy has coalesced around a single, flagship product. Its strong vision recognizes the challenges that organizations have today with delivering content to a multitude of channels. OpenText's strong market approach targets large deals in key verticals like retail. Its superior partner ecosystem with global system integrators gives it a leg up in large rollouts. OpenText customers still prefer an on-premises world, to which the vendor caters. It has plans to present an expanded SaaS platform, which it needs to do to remain competitive in the space.

OpenText is a robust solution for complex DAM needs that entail large numbers of users and assets that are globally distributed.

Strong Performers

- › **MediaBeacon excels in functionality but lacks vision on how to realize its road map.** Minneapolis-based MediaBeacon is part of the Danaher global conglomerate and has significantly improved its functionality since our last evaluation. It has good search and version control capabilities. Its integrations with Adobe Creative Cloud and Microsoft Office delight its reference customers. It has strong commerce and campaign management integrations. MediaBeacon falls short on the scalability of its platform, and its reference customers weren't using it in as robust scenarios as some other vendors in this evaluation.

MediaBeacon's strategy embraces a vision of content atomization, omnichannel delivery, and upstream and downstream analytics, but its road map lacks clarity on how it will deliver on upstream analytics and content atomization. The company must use its strong momentum and product to win more competitive deals and get a hybrid solution to market to complement its SaaS product. It also needs to build out a stronger partner ecosystem that includes more than just niche players.

MediaBeacon is a good fit for brands in the consumer packaged goods and retail verticals looking for an easy-to-use interface and strong integrations into other enterprise platforms.

- › **Bynder delights with an easy UI despite lacking features.** Amsterdam-based Bynder truly shines with its user interface and usability, which got high marks from its reference customers. Usability is a top priority for many buyers. Bynder offers on-par capabilities in library services around metadata, search, and scalability. When it comes to video and emerging content, Bynder struggles; it falls below par compared with other vendors in this evaluation. As video needs continue to grow, Bynder must step up to this challenge.

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Despite Bynder's average functionality, it punches above its weight class on strategy. It has an attractive migration path for companies that want to start with a departmental deployment and then scale to full enterprise. It plans to use Bynder to go after the enterprise and Webdam, acquired in February 2018, for midmarket deals. Bynder often gets mentioned in the same breath as the bigger players in competitive deals. Its strong past performance makes us confident that it can continue to win and retain customers. Bynder falters in a SaaS-only delivery model, which doesn't give buyers choice. The company is also still building out its partner network.

Bynder is a good choice for companies that want an easy-to-use interface and no-frills capabilities and don't need heavy video support.

- › **CELUM offers strong library services support but has a regional focus.** Linz, Austria-based CELUM has solid capabilities in library services and strong scalability, according to reference customers. It also has superior support for content localization, which is attractive in regard to its focus on the multilingual DACH (Germany, Austria, and Switzerland) region. CELUM also receives high marks from customers on usability. While it supports complex workflows, it falls short in areas like content collaboration support and creative tool set integration.

CELUM does not have a differentiated strategy. It has a European-centric market approach — more specifically, the DACH region. It's been slow to embrace the shift to SaaS, and while it has a SaaS solution, its reference customers still chose an on-premises deployment. This is more indicative of the European market than the vendor itself, but this model will stall CELUM's ability to innovate. CELUM's partner ecosystem is on par with others in this evaluation.

CELUM is a good choice for European companies that require strong multilingual support and a good user interface and prefer on-premises deployments.

- › **Nuxeo offers reliable core capabilities but weak enterprise integrations.** Brooklyn, New York-based Nuxeo expanded out of the enterprise content management space to support DAM with a set of overall capabilities that excel in core library services. It has particular strengths in scalability and workflows and approvals. It falls short in overall marketing support and has significant challenges in enterprise integrations, with which reference customers noted frustration. While the product supports heavy configuration and customization, it can overwhelm buyers.

Nuxeo is one of the newest DAM players in this evaluation. Its strategy focuses on not just foundational improvements, but also next-generation capabilities that prioritize omnichannel delivery and content atomization. Its strong and detailed product road map focuses on improving or building integrations with project management, productivity, WCM, and video products. Nuxeo takes a technical approach to its product — valuing functionality over usability — which may be a turnoff for companies looking for a slicker, out-of-the-box product. Nuxeo's partner ecosystem is weaker than those of other vendors, with more of a focus on niche players.

Nuxeo is a good fit for companies that want a scalable and highly configurable product and don't mind putting in the time to optimize it.

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- › **Widen sports an attractive UI but falls short on next-gen capabilities.** Madison, Wisconsin-based Widen has made significant improvements to its capabilities since our last evaluation, especially in the areas of metadata, search, and work-in-progress functionality. It also has an intuitive UI that reference customers praised, with one calling it “simple and straightforward.” Widen still falls short in the areas of video and emerging content, where it offers minimal support. Additionally, reference customers expressed frustration about sharing video content to social media.

Widen’s partner ecosystem strategy has improved since our last evaluation. Partners we surveyed ranked Widen as one of the top DAM solutions they implement. But Widen’s vision includes generic marketing platitudes like connecting content across the life cycle from ideation to distribution. Similarly, its market approach is too broad to be effective, targeting more than a dozen verticals with the same product.

Widen is a good fit for companies that need basic support for works in progress and finished assets but don’t require strong video or marketing support.

- › **Northplains’ capabilities rebound, but it struggles to regain relevancy.** Toronto-based Northplains has rebounded significantly since our last evaluation, with strong capabilities in core library services and superior capabilities in video and emerging content. Reference customers noted strengths like automated, programmable workflows for approvals and searchability ease. Northplains offers no capabilities or integrations with marketing resource management products and limited content marketing capabilities. Its enterprise platform integrations into WCM and commerce frustrated reference customers.

Northplains is struggling to regain relevancy in a space it used to own. It still has strong name recognition in the market, and many of our reference customers reported considering Northplains when it came to competitive enterprise deals. Over the past two years, Northplains completed some leadership changes and consolidated its portfolio, which will resonate better with prospective buyers. Northplains’ partner ecosystem is on par in this evaluation but focuses more on resellers than system integrators. Its average product vision is followed up with a subpar road map that focuses more on foundational enhancements than on next-gen functionality.

Northplains is a good fit for companies that have complex video requirements but don’t need high levels of integration with enterprise platforms.

Contenders

- › **Cognizant has a scalable, global platform but can lock in customers with services.** Teaneck, New Jersey-based Cognizant excels with a strong, scalable platform that is used by a number of global brands. It also has strong support for digital rights and workflow and approvals. Cognizant’s DAM solution is built on Nuxeo — another product in this evaluation — so it may have challenges rolling out features if it’s waiting for Nuxeo to develop them. To circumvent this, Cognizant is able to employ its professional services team to customize the platform, but that drives up cost.

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Cognizant both sells DAM and implements competitors' DAM, which means it can't always deliver functionality without heavy customization. Because of its dual role in the DAM space, it's struggling to create momentum for its DAM product and wasn't considered by any of the 40 reference customers in this evaluation. Cognizant's partner ecosystem is limited as it does its own implementations.

Cognizant is a good fit for global enterprises that demand a high level of customization and integration. Cognizant did not participate in this Forrester Wave; we based our evaluation on publicly available information.

› **Stylelabs capitalizes on its SI heritage to offer strong capabilities but a weak strategy.**

Brussels-based Stylelabs has built its own standalone product after being a system integrator for other DAM solutions. It has used that knowledge to build a strong set of capabilities that excel in areas like version control, marketing resource management, and usability and user interface. Reference customers were particularly impressed with its ability to integrate with WCM and campaign management tools. Stylelabs struggles with workflows and reporting, which every reference customer echoed.

Stylelabs falls short on defining a strong product vision and market approach. The company has spent a significant amount of time creating a good product and signing large enterprises, but now, it needs to go back and articulate a compelling, sustainable vision. Stylelabs is also handicapped by its time in the market and name recognition, as it ranks at the bottom of the companies considered by our reference customers. Stylelabs' partner ecosystem is beginning to emerge as it shifts away from doing all implementations in-house.

Stylelabs is a good fit for large organizations that want a user-friendly interface and prioritize platform integrations.

› **Canto offers good creative tool integration but is weak on basic functionality.** San Francisco-based Canto sells two DAM products, Cumulus and Flight, but we only evaluated Cumulus because it targets enterprises. Of its few bright spots, Canto excels in creative tool set integration with Adobe Creative Cloud and Microsoft Office as well as video delivery capabilities. But it falls short in basic areas like metadata and taxonomy as well as search and workflows. Reference customers noted configuration challenges, saying there are "too many adjustments to the standard functions."

Canto supports a variety of delivery models, including SaaS, on-premises, and hybrid, which resonates well, specifically with European buyers. Its partner ecosystem is on par, and it has forward momentum in the market based on its past performance. Beyond that, it has a narrow view of the market and focuses its enhancements on core functionality rather than next-generation capabilities.

Canto is a good fit for companies that want a flexible deployment model but don't need heavy support for work-in-progress assets.

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- › **Webdam offers basic storage capabilities and limited integrations.** San Mateo, California-based Webdam is no longer part of Shutterstock. Bynder — another vendor in this evaluation — acquired it in February 2018. Its capabilities lag behind the other global, enterprise vendors in this evaluation. It has significant challenges when it comes to metadata, search, video, and analytics. Reference customers noted that the product is not “full-featured like competitors” and that it takes “a significant amount of work to manage the metadata.”

Nothing about Webdam’s vision stands out from others in this evaluation. It focuses on basic storage and organization of assets for downstream delivery. It has a partner ecosystem on par with other vendors in this evaluation as well as a delivery model that embraces SaaS: two positive strategic moves. While Webdam will continue to pursue enterprise deals, it appears that the company will use Bynder for global implementations, while Webdam will fulfill less complicated ones.

Webdam is a good fit for companies who need basic storage and management capabilities and don’t require any commerce integrations.

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Supplemental Material

Online Resource

The online version of Figure 2 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings. Click the link at the beginning of this report on Forrester.com to download the tool.

Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution. We evaluated the vendors participating in this Forrester Wave, in part, using materials that they provided to us by March 2018.

- › **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls where necessary to gather details of vendor qualifications.
- › **Product demos.** We asked vendors to conduct demonstrations of their products' functionality. We used findings from these product demos to validate details of each vendor's product capabilities.
- › **Customer reference surveys.** To validate product and vendor qualifications, Forrester also conducted survey calls with three of each vendor's current customers.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria for evaluation in this market. From that initial pool of vendors, we narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation. Vendors marked as incomplete participants met our defined inclusion criteria but declined to participate or contributed only partially to the evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave evaluation — and then score the vendors based on a clearly defined scale. We intend these default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and

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The 13 Providers That Matter Most And How They Stack Up

market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. For more information on the methodology that every Forrester Wave follows, please visit [The Forrester Wave™ Methodology Guide](#) on our website.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

Endnotes

- ¹ See the Forrester report "[Best Practices: DAM Strategy, Selection, And Socialization.](#)"
- ² See the Forrester report "[Peer Stories And Credible Data Attract And Engage B2B Buyers.](#)"
- ³ Source: "In-House Creative Industry Report," The BOSS Group and Cella Consulting, 2018 (http://www.creativeindustryreport.com/2018/2018_IHCSIR_Report_by_BOSS_and_Cella.pdf).
- ⁴ See the Forrester report "[Omnichannel Strategies Demand A New Content Approach.](#)"
- ⁵ See the Forrester report "[Deliver The Right Rich Media Every Time.](#)"
- ⁶ See the Forrester report "[Omnichannel Strategies Demand A New Content Approach.](#)"
- ⁷ See the Forrester report "[Omnichannel Strategies Demand A New Content Approach.](#)"

We work with business and technology leaders to develop customer-obsessed strategies that drive growth.

PRODUCTS AND SERVICES

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Forrester's research and insights are tailored to your role and critical business initiatives.

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