

# Why Google Drive and Dropbox don't match up to a DAM



Created by:



# So what is the difference?

A DAM, or “digital asset management” solution, and cloud-based file sharing systems like Dropbox or Google Drive, while both performing similar functions are not the same. The difference can be seen in the focus and is evident in the naming. While the latter have limited options for management of assets, the DAM is focused on providing precise management. Storage and sharing (the main focus of the other two) are just the beginning for DAM solutions.

The DAM is not just your “virtual filing cabinet”, but so much more. It is your whole organisation, including the filing cabinets, coupled with active users that categorise and label your assets giving them greater accessibility.

We will now go over some of the distinct differences between the systems.

## File Storage and Management:

At their simplest forms both solutions allow you to store digital assets/files. Unlike Google Drive or Dropbox, there is generally no limit to the file

size you can upload into a DAM solution. This allows you to work with many different file types and a solution like CloudVue DAM allows for all file types to be uploaded.

Unlike the other two solutions, a DAM like Cloudvue DAM, also offers **version control for all file types**. This means that any file type can be versioned, reverted or locked and this process is all audited for precise management.

Your assets are not just stored, but managed to the degree that businesses require for **quality control** purposes.

## Sharing:

While sharing files in Dropbox and Google Drive is possible, a DAM solution offers a deeper sharing ability. From the other options you are able to share individual files or folders with a client, but with a DAM like Cloudvue, you can section of whole areas, keeping assets separate and allowing for in depth permissions and privacy within the platform.

## Searching:

While all the options have search functions, the difference between them is in the complexity and capability of the search. A simple name search exist with Dropbox or Google Drive



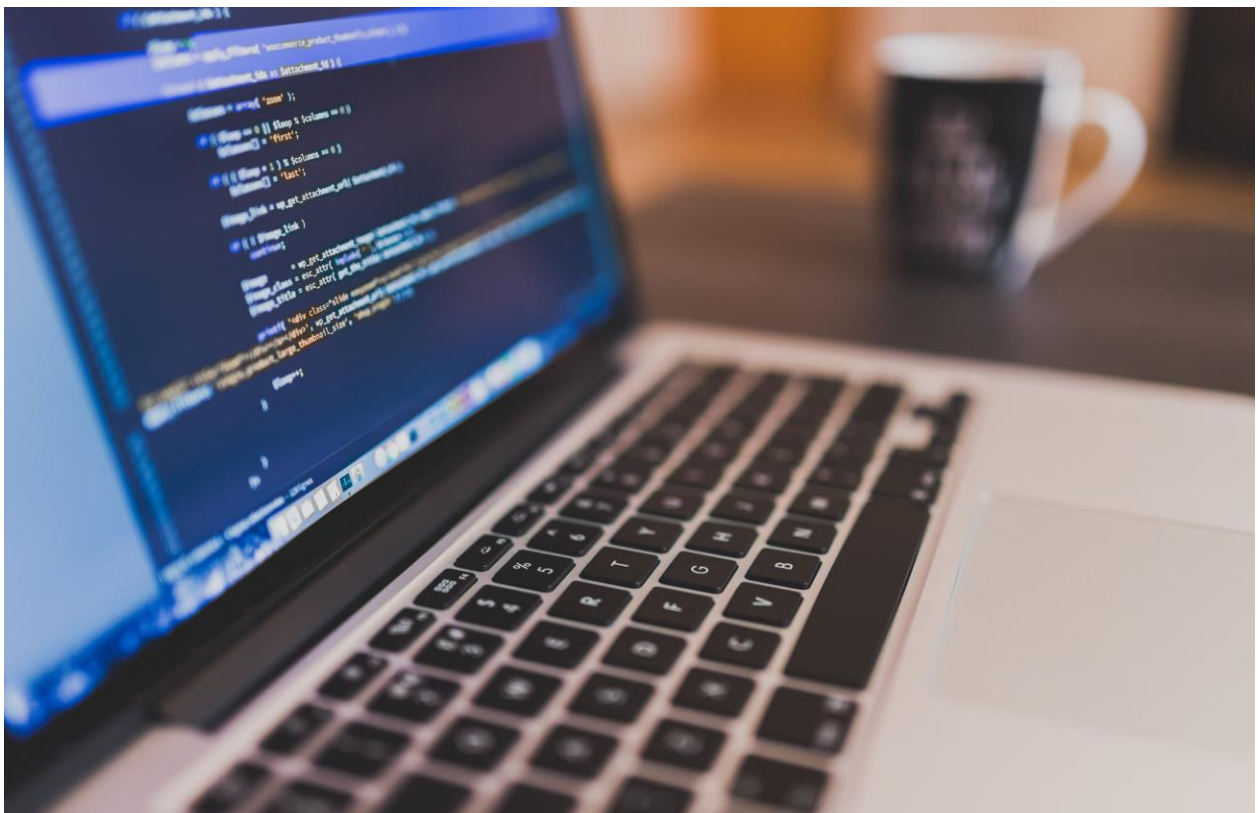
however it can be a little more difficult to find something if you only know descriptive terms.

A solution like CloudVue DAM integrates search engine optimisation with use of **tags**. This allows for people to add search and descriptive terms to each file as they upload them into the system. Utilising metadata and these added tags gives you far more capacity to find the files you need quickly.

Once these features are in proper use a DAM will be a far more efficient file management system than simple file sharing systems.

Cloudvue DAM furthermore has a reporting function that audits all the activities within the system. If a manager needs to find out who has last edited a document or who has uploaded a specific file, the audit function allows them to quickly find that information.

Furthermore templating of structures, files and more enables work flow creation and management. Through these in depth controls, entire storage work flows can be utilised with a simple click.



### **Workflow, Audits & Templating:**

Another feature of DAMs that sets it apart, is in the options that you receive regarding workflows, permissions and the records of all activities happening within the system.

CloudVue DAM allows for strict permissions settings that can section off areas of your DAM for different levels of access. This is controlled through grouping your users and their permissions carefully and designating certain workflows.

### **Security and Permissions:**

The permissions system enables not just workflows but complex security arrangements and access also. Confidential information can be privy to only certain users within the system, as well as whole sections and folder structures.

Furthermore, while some solutions may take ownership of your data as it enters the system, Cloudvue DAM does not. Instead your data is held as your, in a secure location. For sensitive information Cloudvue is able to keep your data in country and under the laws that protect

them. As an Australian company, CDN believes that data security is essential for many industries and businesses. The Cloudvue DAM, unlike file sharing platforms, treats all your data as yours and stores it confidentially as per the rules of the Commonwealth of Australia.

## Conclusion

So consequently when it comes down to it, choose a DAM solution if:

- You have a great deal of data and files to store and seek easy access.
- You want your data held and shared securely.
- Your organisation seeks the flexibility for more than just file storage.
- Your digital assets need oversight, audits and overarching management.
- There are multiple users and your organisation needs different layers of permissions and access.

These added features provide specific and useful functions for businesses and organisations and make a DAM solution a smart investment for your digital assets.

