



# **DAM in manufacturing 2025 survey report**

Valuable insights to help you shape your DAM strategies:  
features, trends and preparing for the future.

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**Our customers  
have spoken**

**and here are  
the results**

# Background

In the first few months of 2025 we took the pulse of our global manufacturing customers to understand how they're using QBank DAM to drive their digital asset strategies. In this report we will go over key areas and the plans and demands for the future.

*"Manufacturers are facing more complexity, tighter timelines, and bigger demands on their content than ever before. This report reflects what they're really asking of DAM today and it's become clear that it's not just about managing content. It's about creating clarity across the entire organization."*

**Hootan Soheilzad, DAM expert, QBank**

# Summary of findings

Manufacturing organizations are demanding more from their digital ecosystems and DAM is stepping into a more strategic role.

What they value most is **control**: secure access, clear permissions, and a single source of truth that keeps teams aligned. Integrations with PIM, PLM, and intranets are either in place or high on the roadmap.

**Sustainability**: some brands have already embedded sustainability into their DAM operations, and awareness is growing fast.

**Security remains critical, but a great user experience is equally important**, advanced filters and governance structures must be powerful without being paralyzing. Regulatory compliance is beginning to influence DAM demands and metadata-driven governance.

**And across the board, there's a rising demand for what comes next**: AI Agents, leaner APIs, smarter search, AI-driven workflows, and support for upcoming mandates like Digital Product Passports.

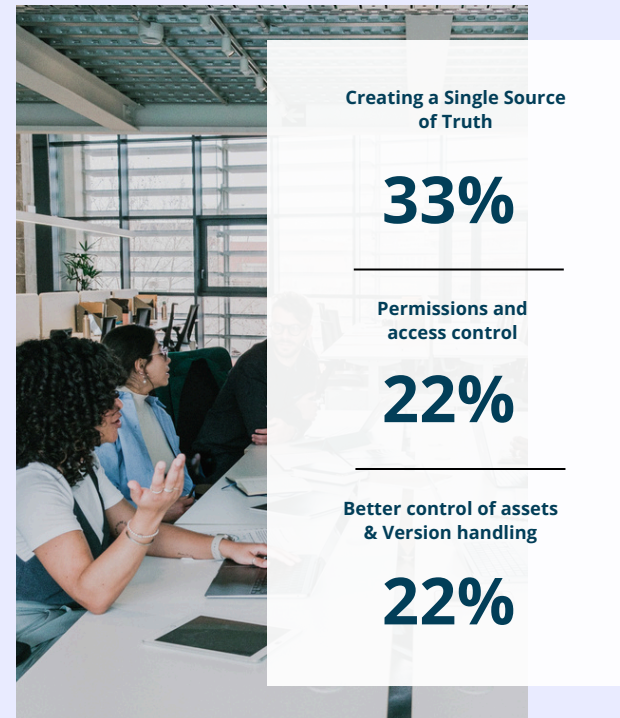
# Top DAM features in 2025

Based on the survey, these are the features manufacturing teams value most in their digital asset management setup in 2025:

- 1. Creating a Single Source of Truth:** Centralizing assets to make them easily accessible and accurate, helping teams avoid duplications and errors.
- 2. Permissions and Access Control:** Ensuring the right people have access to the right content is essential
- 3. Better control of assets and Version handling:** Managing versions efficiently and ensuring teams always work with the latest files.

## Key takeaway:

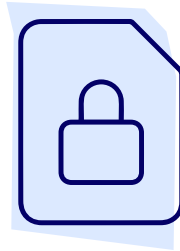
DAM has to be more than storage. It's your single source of operational truth.



# Let's dive in

Now that we've covered the foundational features teams value most, let's dig deeper into how manufacturers are using DAM to solve challenges right now and how expectations are already expanding.

# Clarity, control and AI agents



Manufacturers manage a constant flow of technical specs, manuals, media, and compliance documentation every day. What they need isn't just storage. They need control. QBank delivers exactly that. With role-based permissions, audit trails, and metadata logic, it ensures every asset is governed, traceable, and aligned with the right teams. No more duplication. No more guessing who touched what. Just structured content flows and full accountability.

**Industry shift:** Manufacturers typically have information siloed across technical documents, enterprise systems, and departmental data stores. By using QBank DAM as single source of truth, manufacturers we have spoken to are able to utilize AI-powered search agents to help connect this “digital thread” of product and process knowledge. It becomes easy to find information about a product in any language and summarize it.

This results in AI agents rapidly becoming essential co-workers in manufacturing environments. By harnessing AI for content discovery, manufacturers transform their accumulated documents and data into a readily accessible collective knowledge base.

**What it means:** DAM can't just be a library. It must be your system of record, your filter against chaos, and your control panel for operational truth. With QBank, you don't just store content. You own it, govern it, and mobilize it across your organization with confidence.

## **Key takeaway:**

The highest-valued features, permissions, access control, and single source of truth, highlight a core demand: Manufacturing teams need DAM to bring order and control to complexity, not just store files.

# Integration is non-negotiable

Customers are either integrating QBank with CMS, PIM, building their own frontends, or planning to.

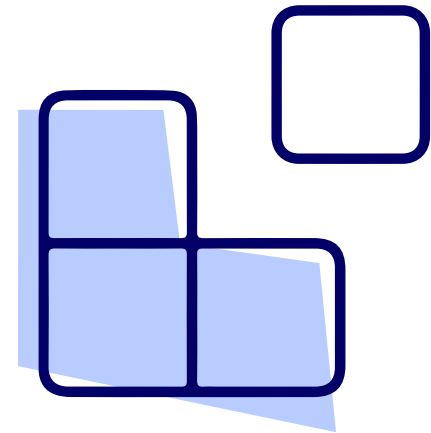
They use REST APIs to sync data in real time and extend workflows beyond marketing.

## **Industry shift:**

As tech stacks diversify, systems that don't talk to each other create friction and duplication.

## **Key takeaway:**

DAM is no longer standalone. It has to plug into the digital core, product, content, and beyond. Integration is not an upgrade. It is the minimum requirement for a system built to scale.



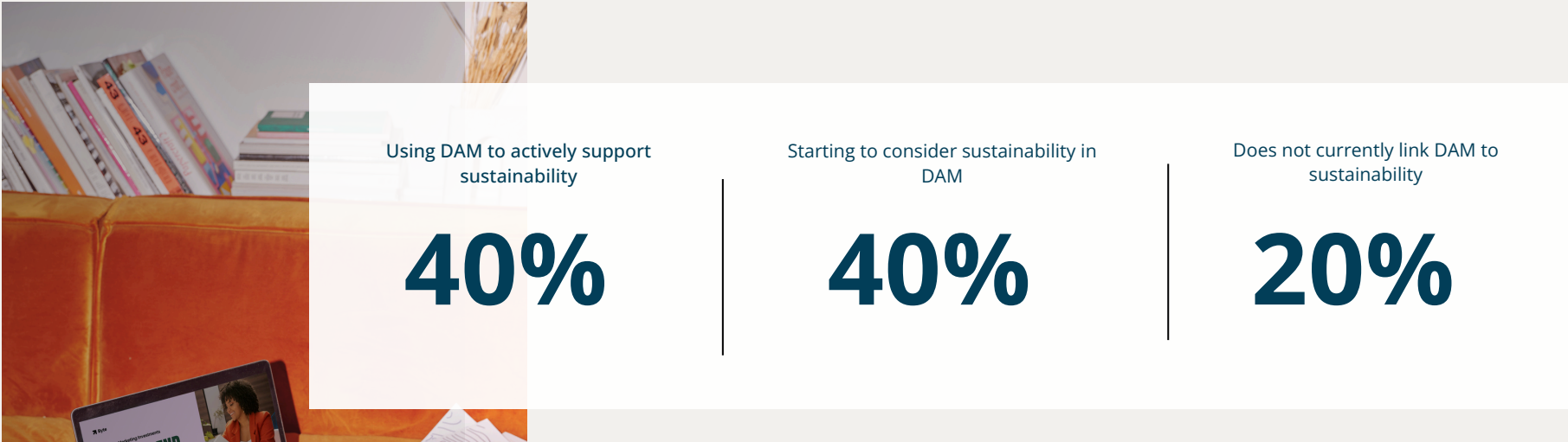
# Sustainability

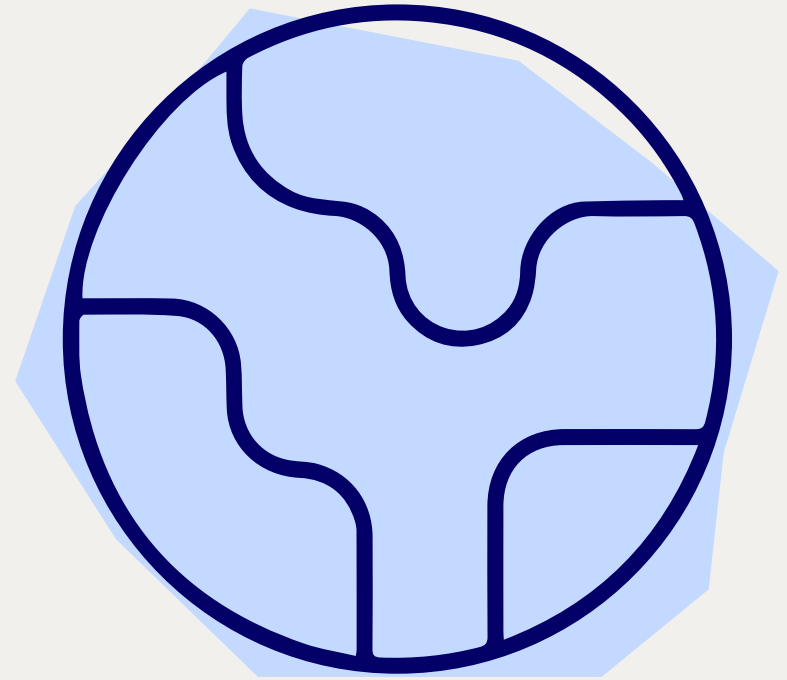
Some of our manufacturing customers have already embedded sustainability into their DAM operations, and awareness is growing fast.

Sustainability is becoming increasingly important in the manufacturing sector, and many recognize that DAM can support this.

By using cloud-based systems, organizations are reducing waste, improving energy efficiency, and lowering their carbon footprints.

Although it's not always a primary focus, the role of DAM in boosting sustainability is clear and as more companies adopt AI, it's likely this conversation will only grow.





### **Industry shift:**

ESG and sustainability reporting are forcing organizations to account for the impact of their digital operations. It's no longer just about product emissions. It's about digital footprint too.

### **Key takeaway:**

DAM plays a real role in greener operations. By driving reuse, enforcing governance, and eliminating redundancy, it supports both environmental goals and operational efficiency.

# Security needs flexibility and simplicity

Security is a major concern, especially for sensitive product documentation.

However, advanced search and permission systems can overwhelm end-users, showing a tension between power and ease-of-use.

Using DAM as a Single Source of Truth helps as it removes the challenge of multiple documents and assets across multiple systems.

## **Industry shift:**

Rising security expectations and rising UX standards are putting pressure on enterprise tools.

## **Key takeaway:**

Enterprise-grade DAM must serve both power users and casual users, with smart defaults and simplified access. With QBank, teams gain a reliable and centralized way to manage access and ensure the right people are working with the right content. One system, one version, one less thing to worry about.

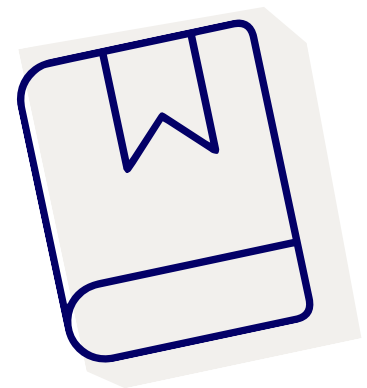
# Compliance is the new normal

From version-controlled specs to metadata-tagged certificates, compliance expectations are moving deeper into content workflows. Requirements like PDF/A formats, ISO-linked naming practices, and traceable version histories are becoming more common across regulated industries not just in core systems, but in the tools that manage everyday documentation.

**Industry shift:** Compliance is no longer limited to ERP or legal platforms. It's expanding into how product content is created, stored, and shared.

## Key takeaway:

DAM must be compliance-aware by default. It needs to be built-in, not added on after the fact. QBank gives you the structure and control to stay aligned, reduce risk, and be ready when regulations shift.



# DAM maturity is uneven

- but, the direction is clear.

DAM maturity looks different across teams. Some are starting simple, using folders and tags to get organized. Others are further along, managing portals, enabling dealer access, and automating metadata workflows.

QBank is built to meet you where you are. It supports quick wins for teams just getting started, while offering the depth and configurability needed for enterprise-scale operations.

**Industry shift:** We see clear indications that DAM is moving beyond the marketing department. It's becoming a critical tool for product teams, sales operations, IT, and beyond, anywhere content plays a role in business execution.

**Key takeaway:**

Your DAM should grow with you, not hold you back. QBank is designed to adapt across use cases, connect with the tools you already use, and expand as your content demands evolve. One platform. Many teams. Full alignment.

# DAM for marketing

## Scaling brand and content at the speed of production

In manufacturing, marketing isn't just about storytelling, it's about precision, coordination, and control. Marketers are juggling product launches, regional rollouts, and global brand consistency across a growing network of teams, agencies, and distributors.

They don't just create content. They manage content ecosystems. That means every asset, from product images to brochures and spec sheets, must be accurate, accessible, and aligned across every channel and market. QBank helps turn that complexity into clarity. Here's where QBank helps:

### 1. Moodboards and media portals

These features streamline agency collaboration and empower local markets and distributors

### 2. Role-based access and usage guidelines

Helps enforce brand consistency without micromanagement.

### 3. Smart search, tagging, and metadata reuse

Helps eliminate duplication and reduce production cycles.

## Key takeaways of the value of DAM for marketing teams

Fewer manual requests. Faster campaign execution. Full control over what goes out the door without slowing down what comes next.

# DAM for product teams:

## Empowering precision and speed.

Product teams handle a flood of critical documents, versioned PDFs, packaging specs, technical drawings, certifications, that move between teams, tools, and timelines.

But too often, these files live in silos, scattered across inboxes or buried in shared drives. One outdated spec or mislabeled version can lead to production errors, compliance issues, or costly delays.

Here's where QBank helps:

## 1. A centralized asset repository

Gives teams clear version control and change history

## 2. Metadata governance

Reflects product lifecycles, release status, and technical categories

## 3. Portals

Enables controlled sharing with production partners, suppliers, or resellers.

## Key take aways of the value of DAM for product teams

No more digging. No more guessing. Every file in one place, always current, always controlled and always ready to share securely with those who need it.

# DAM for IT and digital teams:

## Reducing friction and scaling smart.

IT teams are the backbone of the digital ecosystem. They're responsible for making sure every platform is secure, integrated, scalable, and future-proof. That means a DAM system can't sit in isolation. It has to fit the architecture, follow security standards, and adapt as the stack evolves.

QBank is built to slot into modern enterprise environments without adding overhead. It offers the control and flexibility IT teams need, without the maintenance burden they don't need. Here's how QBank helps:

### 1. API-first architecture

Seamless integration across your existing tech stack.

### 2. Support for enterprise standards

Including SSO, cloud hosting, and sandbox environments.

### 3. Configurable metadata, taxonomies, and rules

Aligning with internal governance frameworks.

### 4. Full audit trails and permission controls

Supports security, traceability, and compliance needs.

## Key takeaways of the value of DAM for IT and digital teams

Fewer systems to manage. Fewer support issues. A DAM that connects easily and fits your existing setup.

# What does the future hold?

**What are the trends shaping the future of DAM in manufacturing? DAM is moving fast, and manufacturers are watching closely. Here's what's ahead.**

## 1. AI Agents

Emerging assistants are helping tag assets faster and retrieve content more accurately reducing manual work and improving findability.

## 2. More efficient APIs

Teams want faster, leaner integrations that don't slow down development cycles.

## 3. Smarter search

Findability is key. Smarter filtering and context-aware results are becoming must-haves.

## 4. AI support

From auto-tagging to transcription to image recognition, AI is easing the manual load.

## 5. Digital product passports

With regulations on the horizon, metadata-rich, traceable content will be essential.

## 6. Multi market localization

Teams need to manage multiple versions and languages, without losing control or clarity.

### Key takeaway:

The next evolution of DAM is about intelligence, automation, and adaptability. It's not just about managing content, but about connecting it to people, systems, and outcomes in real time. QBank is already building toward that future.

# Final words

After more than 20 years in the DAM space, working closely with leading global manufacturers like Atlas Copco, I've seen firsthand how the role of digital asset management has changed.

DAM is no longer just about file storage or image libraries. For manufacturers, it's become essential infrastructure. It supports everything from regulatory compliance and product communication to internal workflows and supplier collaboration.

When done right, it connects teams, systems, and content with clarity and control. The most successful companies I've worked with don't treat DAM as a side system. They embed it. They build around it. They use it to reduce complexity and scale with confidence.

Whether it's integrating with a PIM, automating metadata governance, or streamlining localization, DAM becomes a strategic tool for getting work done faster and better.

At QBank, we take that responsibility seriously. Our platform is designed to meet real-world needs, and we work closely with our customers to configure it around how they actually operate. Because off-the-shelf won't cut it in manufacturing. You need a DAM that adapts, scales, and grows with your business.

That's what we're here to build.

**Hootan Soheilzad, DAM expert, QBank**

# Create. Control. Activate.

Traditional DAMs weren't built for how your business actually works. Siloed, rigid, slow. That's not how modern brands scale.

QBank isn't your typical Digital Asset Management platform. We go beyond storage and sharing. We streamline your entire content supply chain: from HR to Sales to Customer Support.

- Automate approvals, publishing, and version control
- Integrate across your existing stack
- Launch faster, collaborate smarter, stay in control

Enterprise-grade. Agile-built. Human-focused.

**Because your brand deserves more than just "management."**

[Click to find out more](#)

