DAM RFP Checklist

The RFP checklist

Choosing the right DAM is about more than just features, it's about ensuring the system fits your workflows, scales with your business, and integrates seamlessly. **These are the 10 key areas you should not forget to cover in your RFP:**

1 Business needs & use cases

A DAM should seamlessly support your organization's end-to-end workflows, from asset creation and management to distribution and final use across different teams or channels. Clearly define your key workflows, whether it is for marketing, sales enablement, product content, or compliance, and ensure the DAM can adapt to them.

Ask: Can we request use case-based demos to see exactly how the DAM supports our specific workflows? How easily can it be configured for our needs?

2 Metadata & Search

A DAM is only as powerful as its metadata and search capabilities. A well-structured metadata model ensures assets remain organized, searchable, and usable over time. As your business grows, your metadata structure must be flexible enough to evolve, whether that means adjusting taxonomies, adding new asset categories, or refining search filters. A strong search function should leverage this metadata effectively, making it easy to find the right assets when they are needed.

Ask: Can we easily update and expand our metadata structure as our needs evolve? How does the DAM ensure reliable, fast, and intuitive searchability based on structured metadata?

3 Migration & Implementation

A successful DAM implementation often starts with a smooth migration. Poorly managed migrations can result in lost metadata and disorganized assets, which can lead to delayed launches and frustrated users. Understanding the migration process upfront, from data mapping to cleaning up legacy assets, is crucial for avoiding setbacks. It's also important to clarify what's required from your team, including internal resources, data preparation, and potential downtime, to ensure a seamless transition.

Ask: What support is available for data migration, metadata mapping, and cleaning up legacy assets? What common challenges should we prepare for, and what will be required from our team during the process?

4 Scalability & Flexibility

A DAM should be built for growth, allowing your organization to expand seamlessly without disrupting existing users. As new teams, business units, or regions start using the system, it should be easy to adjust metadata structures, expand integrations, and onboard new users, without overcomplicating existing workflows. A system that requires manual workarounds, heavy reconfigurations, or extensive downtime every time you scale will slow adoption and limit long-term value.

Ask: How easy is it to add new business units, adjust metadata structures, or expand integrations over time? Can this be done without disrupting existing users and workflows?

5 Integrations & Connectivity

A DAM should never be an isolated system, it needs to seamlessly connect with your entire tech ecosystem to ensure efficient workflows and prevent data silos. Whether through connectors, integrations, or APIs, your DAM should be able to exchange assets and metadata with your PIM, CMS, e-commerce, MRM, and other key platforms. A flexible metadata structure should align with your existing data models, ensuring that information flows smoothly between systems and supports automation across tools.

Ask: How easily can the DAM connect with our existing systems, whether through integrations, connectors, or APIs? Can it exchange metadata with other platforms to maintain consistency and enable automated workflows?

6 AI & Automation

Automation is key to reducing manual work and improving efficiency in DAM workflows. From metadata suggestions to workflow triggers, the DAM should help streamline repetitive tasks without adding complexity. While AI-driven tagging is evolving, automation should already assist with metadata management, file organization, and approval workflows to keep assets structured and accessible.

Ask: What automation features are available to streamline metadata management and workflows? How does the DAM support assisted tagging and other AI-driven efficiencies, and can it be adapted to our needs over time?

7 Security & Compliance

A DAM must be secure by design, ensuring that sensitive assets are protected, controlled, and properly managed. Beyond encryption and access controls, it should also help you navigate compliance regulations like GDPR, ISO, and SOC2, not just as a requirement, but as an opportunity. With the right governance in place, the DAM can store, track, and distribute regulated content efficiently, turning compliance into a strategic advantage that enhances customer trust and improves content accessibility.

Ask: What security measures (e.g., encryption, access control, audit logs) are in place to protect sensitive assets? How does the DAM help us meet compliance requirements while enabling controlled asset distribution to improve customer experience?

8 Asset analytics & Performance

A DAM should do more than store assets, it should provide clear insights into how they are used, shared, and performing across different channels. Understanding asset engagement helps teams optimize content strategies, improve workflows, and justify ROI. Tracking downloads, views, and distribution patterns can also ensure that the right content reaches the right audience while identifying underutilized assets that may need repositioning or updates.

Ask: Can we track asset usage, engagement, and distribution across different channels? Does the DAM provide reporting and dashboards to help us measure content performance and make data-driven decisions?

9 Sustainability & Green IT

Sustainability is no longer just a nice-to-have, it's becoming a key factor in choosing the right platforms. As organizations place greater focus on reducing their environmental impact, it's important to ensure that the DAM you invest in is built for efficient storage, minimal redundancy, and sustainable hosting. A well-structured DAM reduces digital waste by acting as the single source of truth, preventing duplicate asset storage across multiple systems and lowering overall data footprint.

Ask: How does the DAM help reduce redundancy and ensure assets are managed efficiently? What steps does the vendor take toward sustainable infrastructure, energy-efficient hosting, and optimized media delivery?

10 Vendor relationship & Support

Implementing a DAM isn't a one-time project, it's a continuous journey of optimizing workflows, expanding use cases, and integrating new technologies. To get the most out of your DAM, you need a vendor that's invested in your long-term success, not just a provider but a partner who helps you evolve your DAM strategy over time. Whether it's adapting to new business needs, refining metadata structures, or scaling integrations, having expert guidance along the way ensures that DAM remains a valuable and future-proof solution for your organization.

Ask: How does the vendor support DAM as an evolving journey, from onboarding and training to continuous improvements? What's the ongoing support model, and will we have a dedicated contact for guidance as our DAM needs grow?

A DAM should be more than a storage system, it should drive collaboration, automation, and efficiency across your organization.

Ask the right questions, and you'll find a solution that grows with your needs.

About QBank DAM

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 Marketing, HR, IT to Sales and Customer Support.

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

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

Visit qbankdam.com to find out more or book a demo here.