



How DAM improves operations for **enterprise manufacturers**

3 Practical use cases

TABLE OF CONTENTS

Introduction

Introduction	03
--------------	----

Use case 1: DAM for product assets and documentation

Use case 1	04
How it Works in QBank	05
Sustainability impact	06

Use case 2: Quick and controlled asset access for distributors and retailers

Use case 2	07
How it Works in QBank	08
Sustainability impact	09

Use case 3: Brand and product consistency across multiple product lines and channels

Use case 3	10
How it Works in QBank	11
Sustainability impact	12

What manufacturing brands need in a DAM solution

What manufacturing brands need	13
Achieving these use cases with QBank	14
About QBank	15

Introduction

QBankdam.com

Manufacturing is evolving fast, with digitalization, omnichannel commerce, and sustainability reshaping operations. For multinational manufacturers managing multiple brands, language versions, and global teams, keeping product content consistent, accurate, and accessible across markets is a growing challenge.

But one thing remains constant: you need the right content in the right hands at the right time, whether it's product manuals, compliance documents, or marketing assets.

With the surge in digital content, keeping everything organized, accessible, and secure across teams is a challenge.

Many manufacturers use PIM, ERP, and master data systems, but DAM is often the missing piece, ensuring version control, access permissions, and automated distribution to eliminate inefficiencies.

Who we are

At QBank, automation is in our DNA. With 20 years of experience working with global, multi-market enterprise

manufacturers, we've seen firsthand the challenges they face in managing and distributing content efficiently.

Through this work, we've identified three key use cases where DAM has the biggest impact, helping manufacturers streamline operations, ensure consistency, and reduce manual effort.

What you'll learn in this guide

We'll explore three common content management challenges manufacturers face and how DAM solves them.

- **Use case 1:** DAM for product assets and documentation
- **Use case 2:** Quick and controlled asset access for distributors and retailers
- **Use case 3:** Brand and product consistency across multiple product lines and channels

Let's dive in.

How a DAM solution keeps assets and documentation up-to-date and easy to share

The challenge many manufacturers are facing today

Product documentation, technical files, and marketing materials are often scattered across different systems, making it hard to find the right version. Files get duplicated, outdated assets circulate, and distributing content manually leads to errors and inefficiencies. Without a clear structure, teams waste time searching, updating, and verifying information instead of focusing on their actual work.

The Solution, a centralized DAM hub

A centralized DAM hub acts as the single source of truth for all product-related assets. By integrating with PIM, ERP, and master data systems, DAM ensures that product related content stays accurate, up-to-date, and accessible to the right people at the right time. Version handling eliminates outdated files, permissions ensure controlled access, and automated distribution reduces manual work.

Key features to ensure accurate and accessible product information and documentation?

Version handling – Always work with the latest assets

Without version control, outdated files lead to errors, compliance risks, and miscommunication. With QBank DAM you can automatically update assets when new versions are uploaded, keeping everyone aligned. Old versions are archived for reference, with audit trails tracking every change for transparency and compliance.

Permissions and access control – Secure the right content for the right people

Not all content should be accessible to everyone. QBank DAM ensures role-based access, so product teams, marketing, and external partners only see what's relevant to them. This protects sensitive data, prevents unauthorized use, and simplifies collaboration.

Single Source of Truth – Centralized and ready for distribution

Scattered files cause duplication, errors, and wasted time. QBank DAM centralizes assets and ensures all departments work with the same, up-to-date content. Through automated syndication and CDN-powered distribution (QMO), updates made in DAM instantly reflect across all connected channels, e-commerce platforms, partner portals, and other key touchpoints, ensuring every use case always has the latest, optimized version within minutes.

Automated data distribution – Sync content and data across all systems

Manufacturers rely on PIM, ERP, e-commerce, and sales platforms, and each needs more than just images; they require metadata, specifications, and compliance documents too. QBank DAM can automate asset and data distribution, ensuring every system gets what it needs, when it needs it, without manual effort.

How it Works in QBank – A connected Workflow

A DAM like QBank acts as the central hub, connecting product content with key systems like PIM, ERP, and master

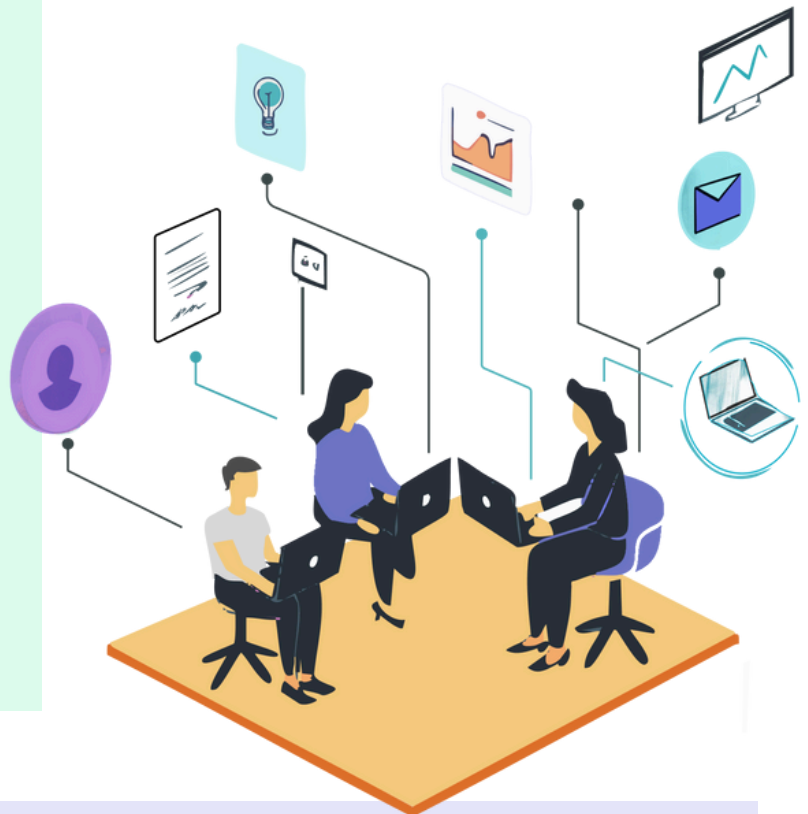
data platforms. Instead of scattered files and manual updates, assets move seamlessly through an automated workflow, from creation to distribution.

- **Sync with core systems** – QBank DAM integrates with PIM, ERP, and master data systems, automatically pulling in product-related assets and ensuring alignment across platforms.
- **Enrich with metadata** – Structured metadata makes documents, images, and technical files searchable, categorized, and easy to retrieve by the right teams.
- **Control access and versions** – Permissions define who can view, edit, or distribute assets, while version control ensures only the latest approved files are in use.
- **Distribute automatically** – Assets and metadata are pushed to e-commerce, partner portals, sales tools, and external platforms, using CDN-powered delivery to ensure fast, optimized access across channels.

Instead of managing files manually, teams get real-time updates, controlled access, and automated distribution, reducing errors and accelerating content flow across the business.

Sustainability Impact

A single source of truth minimizes duplicate storage, reducing unnecessary asset creation and server loads. It also allows for optimized file sizes and formats, reducing bandwidth use and improving performance across channels. Sustainability documentation, such as CO₂ impact reports and eco-certifications, becomes easier to manage, track, and share for compliance purposes.



Summary: Key benefits of a modern DAM for product information and documentation

- **Always up-to-date** – Ensures the latest, approved product assets with audit trails for compliance.
- **Saves time and reduces errors** – Eliminates searching, prevents outdated content use, and automates updates.
- **Easy access and control** – Centralized storage with role-based permissions for secure, streamlined collaboration.
- **Instant multi-channel updates** – Changes in DAM sync instantly across PIM, ERP, e-commerce, and sales platforms.
- **Sustainable and efficient** – Reduces duplicate storage, manual work, and ensures easy access to sustainability data.

Quick and controlled asset access for distributors and retailers

How to use DAM as a self-service portal for easy and controlled access.

The challenge many manufacturers are facing today

Distributors, customers, and external partners need instant access to the latest manuals, sales presentations, campaign visuals, and marketing materials to support and represent your products effectively. But when working across multiple countries, languages, and markets, managing asset requests manually becomes even more complicated, leading to bottlenecks, outdated files being used, and time-consuming back-and-forth between teams.

Without a secure, self-service solution, manufacturers struggle to ensure brand consistency, compliance, and speed to market across global operations.

The solution: A self-service DAM Portal

A branded DAM portal gives distributors and partners direct access to approved assets, reducing dependency on internal teams. Instead of relying on manual file

sharing, partners can search, preview, and download the latest product content whenever they need it. Permissions ensure access control, version management prevents outdated content from being used, and automated updates eliminate the risk of distributing incorrect files.

Key Features to ensure secure and efficient asset access

Single Source of Truth – Always provide the right content

With a DAM like QBank, partners and teams always have access to the latest, approved content. No more outdated product images, incorrect specifications, or missing files. Centralizing assets in a DAM keeps everything consistent and eliminates errors across sales and marketing channels.

Permissions and Access control – Protect sensitive information

Not everyone needs access to everything. With a Portal you can control who sees what, ensuring that

distributors, resellers, and internal teams only access the content relevant to them. This prevents unauthorized use and simplifies collaboration across different markets.

Version control – Eliminate the risk of using outdated content

Old or incorrect materials can lead to product listing errors, compliance issues, and costly mistakes. A DAM like QBank automatically updates assets when new versions are available, ensuring that users always work with the latest, approved files.

Automated data distribution – Ensure end-users have what they need

Partners need more than just images, they also need metadata, product specifications, and regulatory documents. A DAM like QBank automatically distributes the latest assets and data to e-commerce platforms, sales portals, and reseller platforms, keeping everything up to date without manual work.

How it Works in QBank – A connected workflow

A DAM-powered self-service Portal gives teams and partners instant access to the right content while maintaining full control.

- **Centralize approved assets –** QBank powers the Portal, giving partners self-service access to the latest product images, manuals, and marketing assets.
- **Set role-based permissions –** Define who can access what, ensuring distributors, retailers, and internal teams only see relevant content.
- **Enable version control –** Outdated assets are automatically replaced with the latest versions, eliminating manual updates.
- **Automate content distribution –** automatically push updated assets and metadata to e-commerce platforms, sales tools, and external portals, ensuring seamless, real-time content updates.

By replacing manual file requests with an automated, self-service Portal powered by QBank, manufacturers reduce delays, ensure accuracy, and empower partners to work efficiently, all while maintaining full control.

Sustainability Impact

A centralized DAM portal reduces unnecessary file duplication, excessive storage, and redundant asset requests, cutting down digital waste. It also streamlines access to sustainability documentation, such as eco-labels, green certifications, and lifecycle assessments, ensuring partners can easily access and share sustainability data for compliance and transparency.



Summary: Key benefits of a self-service Portal for secure and efficient asset access

- **Instant access to the right content** – Distributors, resellers, and internal teams can always find and download the latest, approved product assets.
- **Eliminates manual requests** – No more back-and-forth emails or delays, partners access what they need, when they need it.
- **Ensures brand consistency and compliance** – Version control and permissions prevent outdated or unauthorized content use.
- **Automates content and data distribution** – Product images, manuals, and metadata are automatically updated across e-commerce, sales portals, and partner platforms.
- **Supports sustainability and efficiency** – Reduces file duplication, unnecessary storage, and ensures easy access to eco-labels, certifications, and sustainability data.

Brand and product consistency across multiple product lines and channels

Using DAM to centralize assets and enable cross-team collaboration.

The challenge many manufacturers are facing today

Manufacturers with multiple product lines, brands, and markets need to maintain a consistent product experience across all channels. But with disconnected teams, scattered content, and manual workflows, ensuring accuracy and alignment becomes a challenge.

Marketing teams, product managers, sales, and e-commerce teams all rely on the same assets, product images, specifications, promotional materials, packaging guidelines, and compliance documents. But when these files are stored in different systems, updated manually, and shared through emails, inconsistencies arise, and customer experience suffers.

The Solution: A centralized DAM for product and brand alignment

A DAM serves as a single source of truth, ensuring that marketing, sales,

product teams, and partners always work with the same, up-to-date assets. By connecting DAM with PIM, ERP, and marketing tools, manufacturers can govern branding, product materials, and documentation efficiently, ensuring accuracy and consistency across every touchpoint.

Key features to ensure consistency and collaboration

Single Source of Truth – One hub for product and brand assets

A DAM centralizes all assets - logos, product images, packaging files, campaign materials, compliance documents, so that all teams work with the same, approved content, reducing duplication and misalignment.

Cross-team collaboration – Ensure content accuracy from all departments

Brand consistency isn't just marketing's responsibility, it requires input from product teams, compliance, sales, and digital teams.

A DAM connects all stakeholders, ensuring that the right content is reviewed, approved, and updated in sync with product and marketing changes.

Version control – Prevent outdated or inaccurate content

Using incorrect product images or outdated branding can cause miscommunication, regulatory issues, or lost sales. A DAM like QBank ensures that only the latest, approved files are accessible, replacing outdated versions automatically.

Omnichannel distribution – Deliver content to every customer touchpoint

Consistency isn't just about storage, it's about where and how content is used. A DAM integrates with PIM, ERP, e-commerce platforms, CMS, and sales tools, ensuring that product and brand assets are automatically updated across websites, partner portals, social media, and in-store displays.

How It works in QBank – A connected workflow

A DAM streamlines collaboration between marketing, product teams, and sales, ensuring that the right content reaches the right platforms in real-time.

- **Centralize product and brand assets** – Store and manage all product images, documents, packaging, and marketing materials in one system.
- **Enable role-based access** – Define permissions for marketing, product teams, and sales to ensure accurate content use.
- **Automate version control and approvals** – Prevent outdated assets from being used by enforcing workflow approvals and automatic updates.
- **Integrate with key business tools** – Connect DAM with PIM, ERP, e-commerce, CMS, and marketing platforms for seamless content distribution.
- **Ensure omnichannel consistency** – Use CDN-powered delivery to update product and brand assets instantly across all platforms.

Sustainability Impact

A centralized DAM reduces content duplication, unnecessary rework, and misaligned product information, improving efficiency while cutting digital waste. It also ensures that sustainability messaging, eco-certifications, and packaging guidelines are correctly used, reinforcing corporate sustainability commitments.



Summary: Key benefits of a modern DAM for product and brand consistency

- **Ensures consistency across Brands and Markets** – One central system keeps product and brand assets aligned across all channels.
- **Improves collaboration** – Connects marketing, product teams, sales, and partners, ensuring everyone works with the same, approved content.
- **Eliminates outdated or incorrect assets** – Version control and approval workflows prevent the use of outdated product images or branding.
- **Automates distribution across channels** – Seamlessly updates assets in e-commerce, PIM, ERP, CMS, social media, and sales tools.
- **Supports sustainability and efficiency** – Reduces duplicate content creation and ensures sustainability messaging and eco-certifications are used correctly.

What manufacturing brands need in a DAM solution

Across all three use cases, manufacturers share common challenges, keeping product related assets accurate, ensuring seamless access to assets, and maintaining brand consistency across markets. To solve these, a DAM must offer:

- **Single source of truth –** Centralizes all product images, documents, and marketing assets to ensure consistency across teams and platforms.
- **Metadata-driven structure for flexibility and scalability –** Enables precise tagging, categorization, and automation, making it easy to scale content, adapt to new workflows, and serve multiple departments from one system.
- **Version control and approval workflows –** Prevents outdated or incorrect files from being used by automatically updating assets and tracking changes.
- **Role-based permissions –** Ensures the right people, whether internal teams, partners, or customers, only access relevant content, keeping sensitive assets secure.
- **Automated data and asset distribution –** Seamlessly syncs with PIM, ERP, e-commerce, and marketing platforms, ensuring product and brand materials are always up to date everywhere.
- **Omnichannel publishing –** Distributes assets to websites, sales tools, partner portals, and social media, streamlining content delivery without manual work.
- **Sustainability and compliance support –** Reduces unnecessary storage, eliminates duplicate assets, and ensures that eco-certifications and regulatory materials are always accessible.

Achieving these use cases with QBank

With QBank DAM, manufacturers can centralize, automate, and distribute their digital assets across marketing, sales, product teams, and partners, seamlessly connecting DAM with PIM, ERP, and e-commerce platforms.

At the core of QBank's strength is its metadata-driven structure, which enables manufacturers to scale effortlessly, customize workflows, and ensure content accuracy across all channels.

With structured metadata, DAM adapts to new products, brands, and regions, automates permissions and approvals, and ensures that relevant assets reach the right teams and platforms without manual effort.

By implementing QBank, manufacturers can:

- **Eliminate inefficiencies** by removing manual file handling and outdated content issues.
- **Ensure consistency** across global markets by keeping product and brand assets aligned.
- **Improve accessibility** by providing controlled, fast access to the right assets for every stakeholder.
- **Automate distribution** so that updates are instantly reflected across all platforms, reducing errors and saving time.
- **Support sustainability** by minimizing redundant storage and ensuring compliance with regulations.

A modern DAM isn't just a tool, it's a strategic solution that connects teams, streamlines workflows, and improves efficiency. With QBank's metadata-driven flexibility, manufacturers can achieve all three use cases in one powerful, scalable system.

About QBank DAM

QBank provides a Digital Asset Management (DAM) solution that goes beyond efficiency, it's the cornerstone of digital excellence for your entire organization. We help you unlock value from all digital assets, positioning QBank DAM as the single source of truth for managing and distributing content across various teams, departments, and systems.

Our solution empowers companies like Coop, Atlas Copco, and Dometic to streamline workflows, enhance collaboration, and deliver consistent omnichannel experiences. With advanced metadata structures, automation, and integration capabilities, QBank seamlessly supports the diverse needs of your business. We understand the complexities of different markets, languages, and teams, and we tailor our platform to become an essential part of your organization's success.

Join us on your DAM journey, where we evolve alongside you to continuously create value from your digital assets.

Visit qbankdam.com to find out more or book a demo [here](#).

