

**DAM** OPEN

**Open source, Drupal based**

Digital Asset Management system



# Table of contents

- Supported use-cases
- Main Features
- More Features
- Drupal distribution
- Extensibility Examples
- Private or Public mode

# Supported use-cases

A Digital Asset Management system can be useful for many scenarios. The following are examples of the most frequent use-cases.

- **Brand Portal**

For managing marketing material and approved imagery with agencies.

- **Photo Archive**

Storing large amounts of media cost-effectively in a searchable, shareable form using the largest cloud providers.

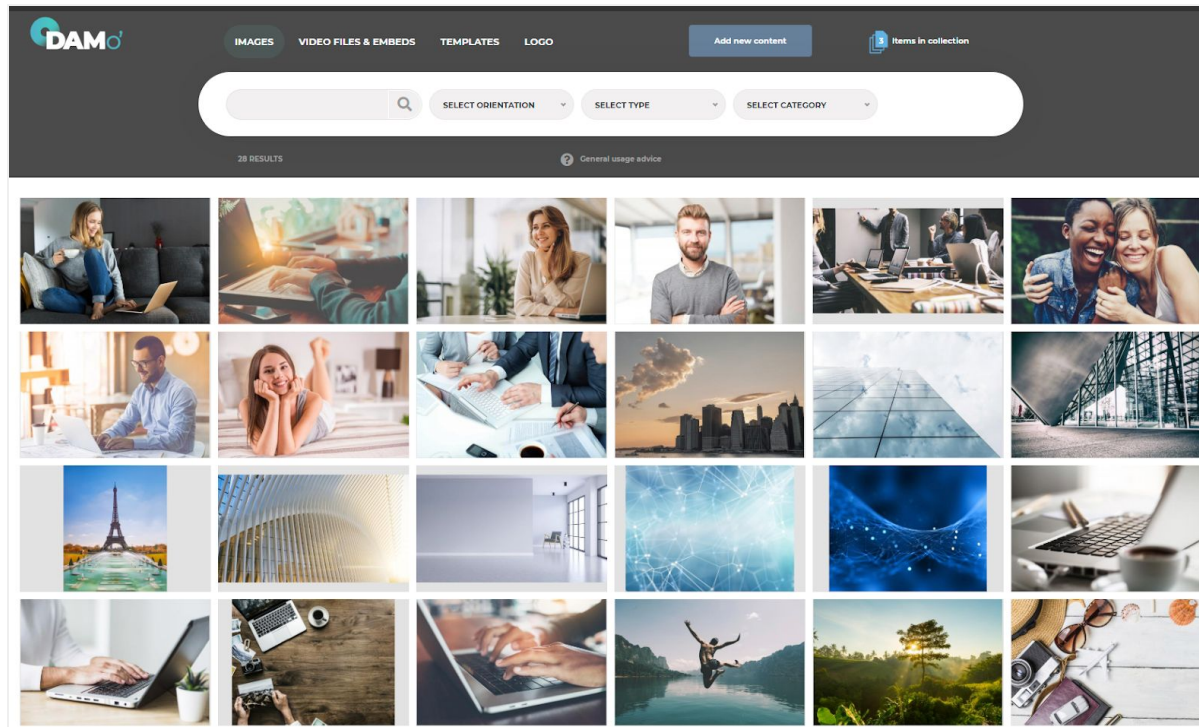
- **Publishers with Multiple News Portals**

A central repository of all images and videos reusable across multiple integrated websites or news portals. With an integrated CDN it can directly serve the assets thus being part of an effective online hosting infrastructure e.g. assets.example.com.

- **Social Intranet Media Sharing**

Sharing photos or videos of internal company events securely within your organization.

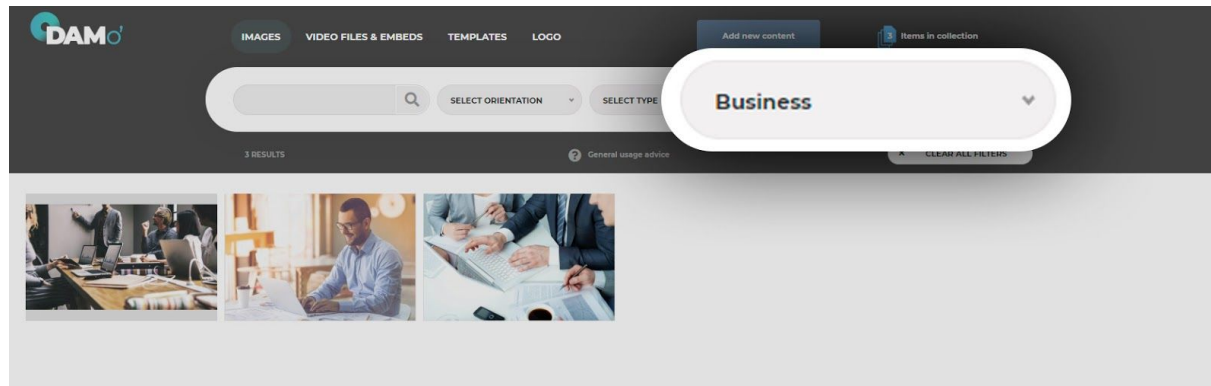
# Main Features



## BROWSE

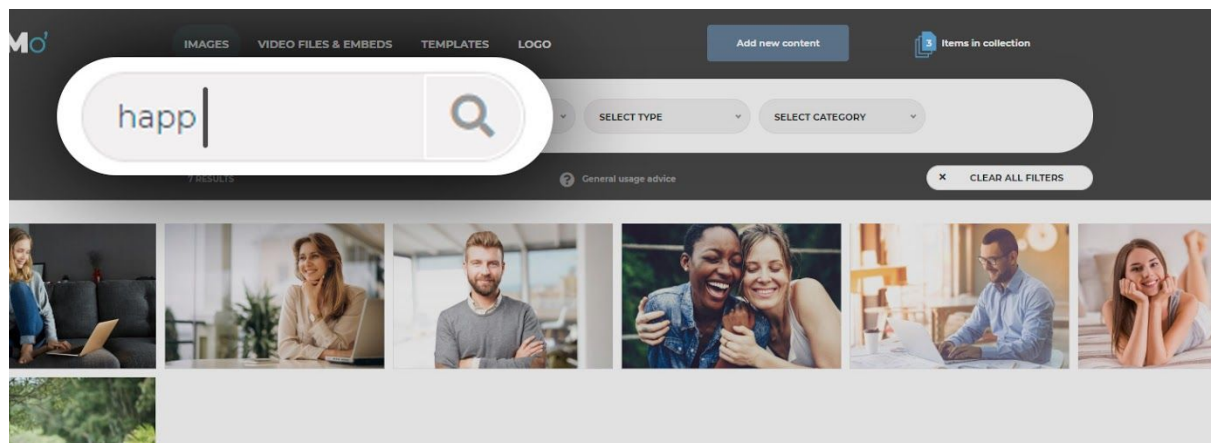
The Media Library is the central web UI of the DAM, where all of the assets are available, filterable, selectable.

**Media types** are set up according to client needs: image, video (uploaded or embedded e.g. Youtube), audio, documents (templates, guidelines) etc.



## CUSTOM CATEGORIES

It's recommended to set up a custom main category system (flat or tree) to organize assets. Tagging is also available as a more free dimension of categorization.



## SEARCH

Fulltext real time search (results are updating during typing) is included, powered by Apache SOLR. Media assets may have manually added information and automatically extracted metadata (EXIF). All of them are searchable.

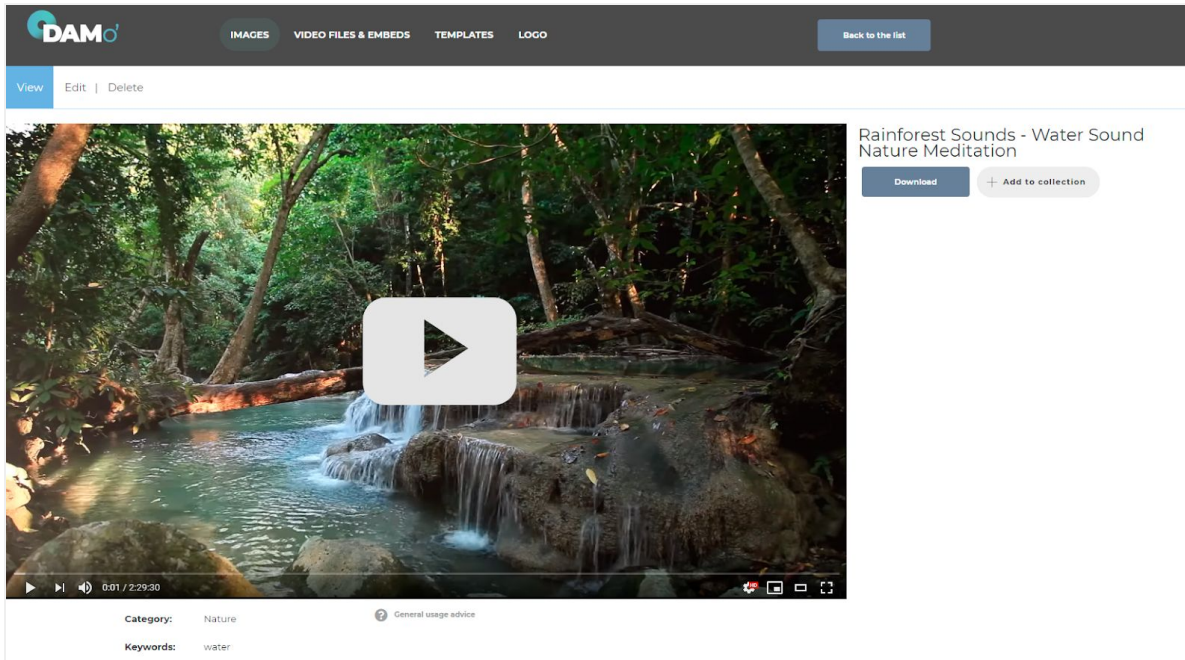
The screenshot displays the DAM OPEN user interface. At the top, there is a navigation bar with a hamburger menu, 'Manage', 'View profile', 'Edit profile', 'Log out', and a user profile icon labeled 'manager'. Below this is a secondary navigation bar with 'DAM' logo, 'IMAGES', 'VIDEO FILES & EMBEDS', 'TEMPLATES', 'LOGO', and a 'Back to the list' button. The main content area features a large image of a woman sitting on a couch using a laptop. To the right of the image is a metadata panel with the title 'Positive girl enjoying weekend at home' and a checkbox for 'Add the DAMo logo to the image'. Below this are 'Download' and '+ Add to collection' buttons. The panel lists several social media and utility options: 'Original ratio', 'Facebook (paid and organic)', 'Instagram' (with sub-options for 'Instagram Photo Size' and 'Instagram (paid campaign)'), 'LinkedIn' (with sub-options for 'LinkedIn paid image (paid campaign, image and link)' and 'LinkedIn, personal account newsfeed update (organic)'), 'Twitter' (with sub-options for 'Twitter Website card (paid campaign)', 'Twitter In-Stream Photo', and 'Twitter, organic tweet'), and 'PowerPoint'. At the bottom of the image area, there are fields for 'Category: People' and 'Keywords: coffee, happy', along with a 'General usage advice' icon. The footer of the interface shows '© DAMo'.

## IMAGE

Image variations (custom sizes with automatic cropping) are set up and provided for your use cases. In this example social media formats.

Even custom effects can be configured such as watermarking or adding a logo.

All the previous revisions of the assets are kept to track who modified what and when.



The screenshot displays the DAM OPEN user interface. At the top, there is a dark navigation bar with the DAM OPEN logo on the left and a 'Back to the list' button on the right. Below this, a secondary bar contains menu items: 'IMAGES', 'VIDEO FILES & EMBEDS', 'TEMPLATES', and 'LOGO'. The main content area features a video player. The video title is 'Rainforest Sounds - Water Sound Nature Meditation'. Below the title are two buttons: 'Download' and '+ Add to collection'. The video player itself shows a large play button in the center and a progress bar at the bottom indicating 0:01 / 2:29:30. Below the video player, there is a 'Category: Nature' label and a 'Keywords: water' label. A small icon with a question mark and the text 'General usage advice' is also visible.

## VIDEO

Uploaded and embedded videos are also supported. You can organize your videos stored on Youtube, Vimeo etc. and also your uploaded video files.

## Collection

There are 4 items in your collection. Filesize: 5.72 MB

DOWNLOAD ALL

SHARE THE CURRENT STATE OF THIS COLLECTION

EMPTY THE COLLECTION



ASSET TYPE: Original ratio



ASSET TYPE: Original ratio



ASSET TYPE: Original ratio

## COLLECTION

Sharing assets is a key feature.

The Collection works as simple as a shopping cart on a webshop.



The screenshot shows a web interface for a Digital Asset Management (DAM) system. At the top, there is a navigation bar with tabs for 'IMAGES', 'VIDEO FILES & EMBEDS', 'TEMPLATES', and 'LOGO'. A 'Add new content' button is visible. A modal window is open, titled 'Share the current state of this collection by copying this link'. It contains a text input field with the URL 'http://damo.gubo.brainsum.com/collection/shared/2019-09-26/3ea9f9aa-cfee-4031-a564-fb148f7c30c8'. Below the URL, a note states: 'Please note, this URL will not reflect the changes you make in your board later on.' The modal also has a section for sharing via email, titled 'Share the current state of this collection via email'. It includes a text input field for 'Recipients' e-mail address' with the value 'bkantor@brainsum.com|'. A 'Send the e-mail' button is next to it. A note below the email field says: 'Please note, this URL will not reflect the changes you make in your board later on. Please separate the recipients' addresses with commas. The collection has not yet been shared via email.' The background shows a collection of assets with thumbnails and labels like 'ASSET TYPE: Original ratio'.

## SHARE THE COLLECTION

With collections you can share a unique url with external users or download and send a zip file.

IMAGES VIDEO FILES & EMBEDS TEMPLATES LOGO Add new content 5 Items in collection

**Information**  
Allowed extensions: png, gif, jpg, jpeg  
Maximum file size for each file: 30 MB

**Dropzone \***

Click or drop your files here  
or  
Select files

**Category \***

**Keywords \***

**Image alt text \***

Submit

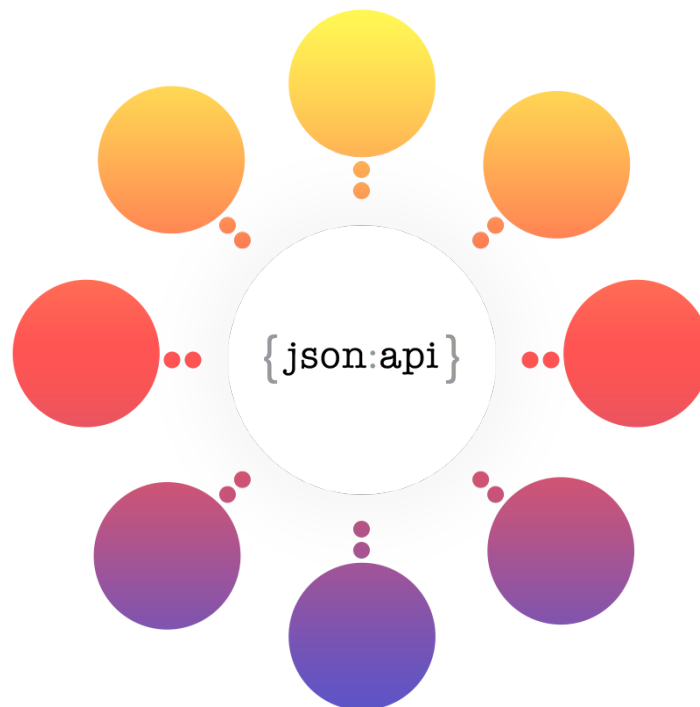
## BULK UPLOAD

Upload multiple files simply by dragging them to the upload area.

PERMISSION	Anonymous user	Authenticated user	Agency	Manager
Create media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delete any media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delete own media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Update any media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Update own media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
View all media revisions <small>To view a revision, you also need permission to view the media item.</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
View media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
View own unpublished media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Media Upload</b>				
Configure Media Upload form <small>Allow to configure the media upload form</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upload media <small>Allow to access and use the upload form (don't forget to set DropzoneJS permissions accordingly)</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## DETAILED ROLE MANAGEMENT

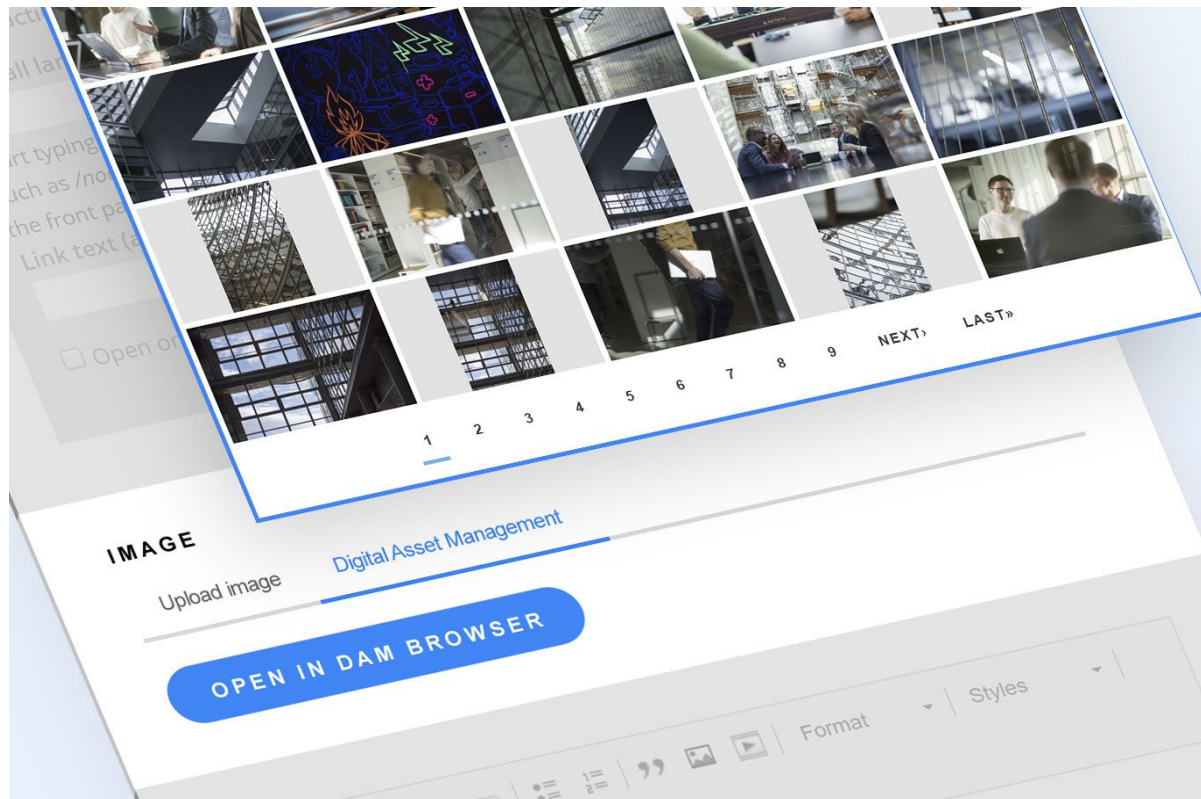
This DAM solution is built with Drupal 8, so all the power of custom role and permission management is available. A photographer e.g. might be able only to upload images, then a manager can publish them to the rest of the users.



## API INTEGRATION

Via a standard JSON API any system can be integrated and use the DAM.

A DAM client plugin module using this API is available for Drupal 8 on drupal.org: [FileField Sources JSON API](#)



## INTEGRATED

Access your assets directly from the admin UI your CMS. Connect all of your websites, or other apps (new portals, intranet, webshop etc.). DAM browser client available currently for Drupal, can be easily developed for any other platform.

## More features



### **Cloud storage support**

Uploading and storing large amounts of media in the cloud (Terabytes on Amazon S3 or Digitalocean Spaces) enable our DAM to become a cost-effective online media archive, proving to be very beneficial for speeding up digital transformation within organizations.



### **Automatic tagging of images**

Google Vision AI integration support for automatic image recognition based tagging automates the process of adding keywords for uploaded images.



### **Statistics**

Downloadable statistics for the media assets via the API are collected to support the managers of the DAM on selecting new imagery.

## More features



### **Extensible with standard Drupal modules**

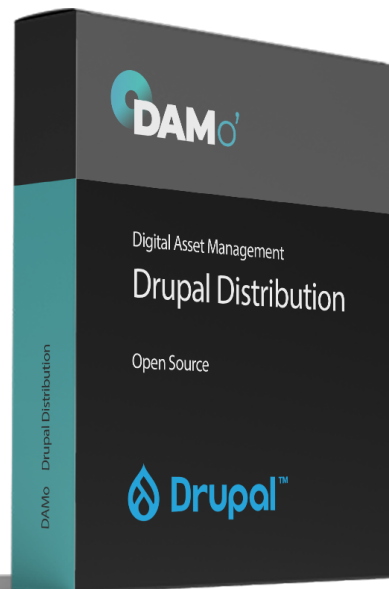
There are numerous existing Drupal Media library extensions and other modules available on [drupal.org](https://drupal.org).



### **Asset lifetime management**

Scheduled unpublishing of media assets.

# Technical architecture and extensibility



## Drupal distribution

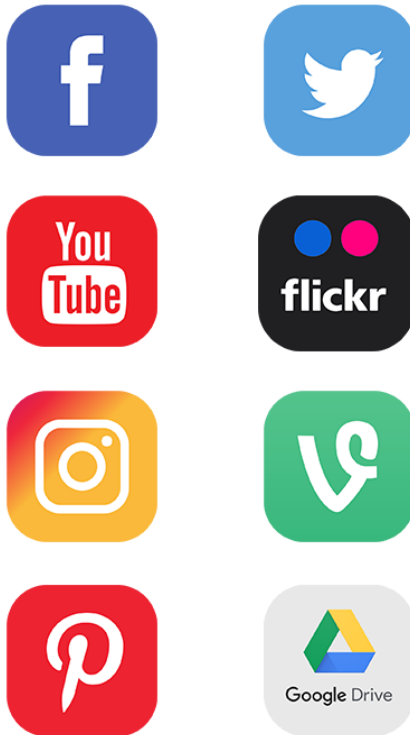
DAMopen is a standard Drupal 8 distribution, bordering on full Drupal 9 compatibility. With this compatibility comes a future-proof, easy to install and maintain solution for custom needs or development.

DAMopen is dockerized for local development and testing with [docker4drupal](#). There are only three modules (Google Cloud Vision, Exif, and Term merge) currently holding back the full compatibility with Drupal 9.

DAMopen supports and includes the **SOLR Search** engine for scalable and fast search experience.



# Technical architecture and extensibility



## Extensibility examples

DAMopen is built around Drupal core's Media Library; hence, the whole Drupal ecosystem is available to extend its capabilities.

Just a few examples of existing Media provider modules:

**Image, Audio, Slideshow, Video embedding** from many providers like Youtube, Vimeo etc., Instagram, Slideshare, Soundcloud, Spotify, Tumblr, Facebook, Twitter, Flickr, Google Docs, Imgur, 500px, Pinterest etc.

Another easy-to-add feature is a more complex, tailored **authoring workflow for new media assets** based on the core Workflow moderation solution of Drupal.

# Private or Public mode

## Private DAM

Only authenticated users can access assets. Integrated websites can use the DAM as a 3rd party photo or media bank and sideload images via the API or existing integration modules.

Benefits: all websites are independent without a single point of failure.

The downside is that it's not possible to centrally replace or revoke a media asset and that all websites need to be able to serve (host) the required media assets which can lead to potentially higher organizational hosting costs in some cases.

## Public DAM

Although browsing the DAM is available only for authenticated users, the DAM can be used to serve media assets over the web via direct linking. Websites usually refer to the organizational DAM via a CDN cache setting up a domain like static.example.com.

The benefit of this approach is to offload traffic (and hosting costs) from the individual websites and the potential to centrally update or revoke a media asset.

The downside is that the DAM becomes a single point of failure. When down, all the media assets are unavailable on all websites, if a media asset is updated or deleted by mistake, all the concerned websites are immediately affected.

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