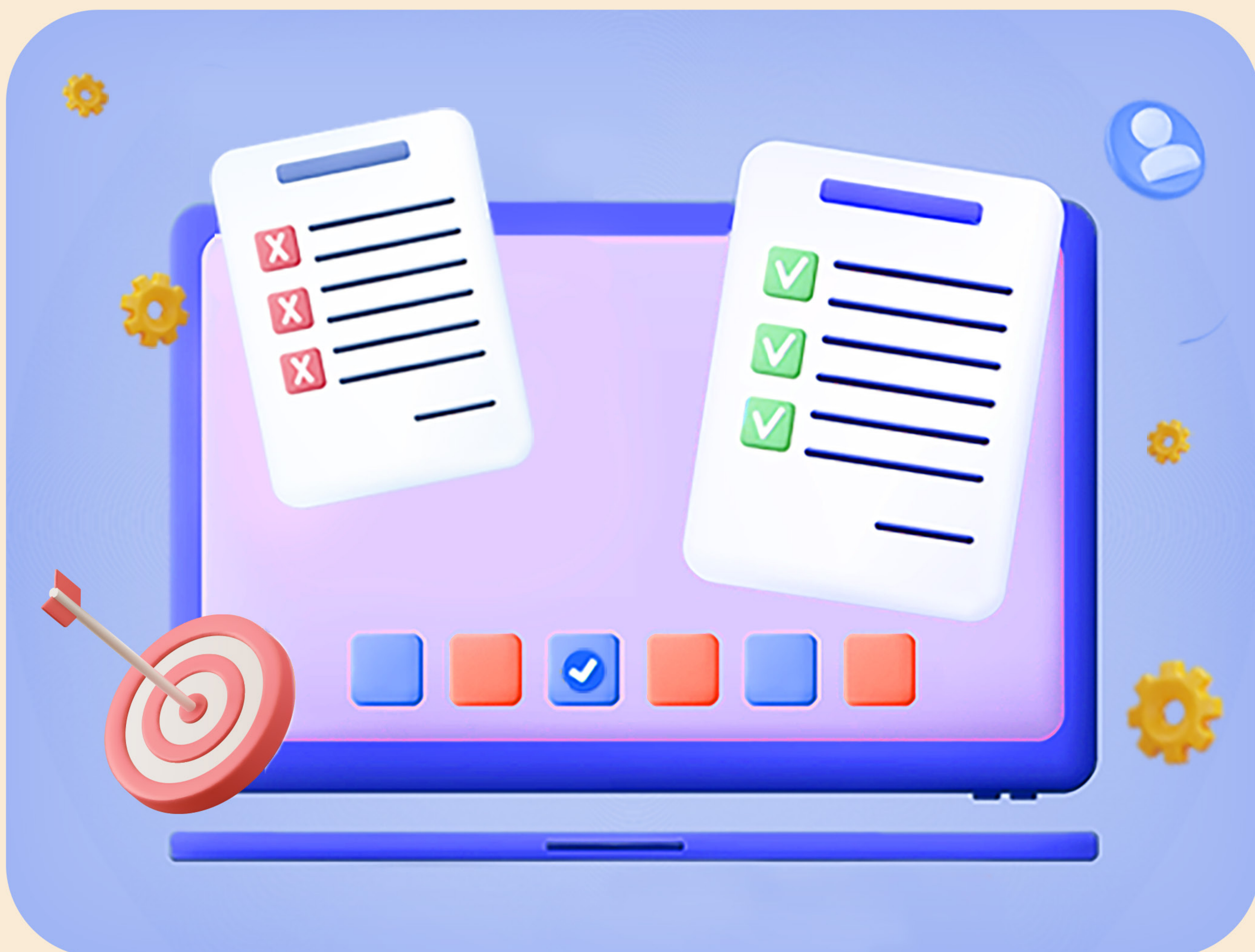


# RFP Template

For Digital Asset  
Management Solutions



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## How to use the template

This RFP template can be used by any organization to guide them through the DAM vendor selection process, offering use cases and essential details to share with vendors. In return, they can gather feedback from vendors and assess which solution aligns best with their specific needs.

## 2. Introduction

Here are the key elements you need to include in your introduction:

### 2.1 Purpose & Mission Statement

Talk about how your team is currently handling digital assets and the major pain points they are facing. You should also talk about what is the ideal state for managing digital assets in your organization.

Here is an example:

“The purpose of this project is to enable {Your Company Name} and its employees to seamlessly manage digital assets, achieve brand consistency, and ensure total security of all the assets....”



## 2.2 About {Company Name}

Introduce your organization to the vendor, talking about the operations of your business and its primary objectives.

Here is an example:

“Imagekit is a comprehensive solution for media management, optimization, and delivery, catering to websites and applications. Trusted by over 1000 companies across 60+ countries, ImageKit streamlines the complexities of media management and delivery processes. With ImageKit, you can ensure the intelligent optimization and delivery of high-quality images and videos tailored to your user's device.”

## 2.3 Confidentiality Statement

Highlight to the vendor that every piece of information conveyed in this document is confidential and not to be disclosed to others.

Here is an example:

“This document is confidential and contains proprietary information and intellectual property of {Your Company Name}. Neither this document nor any of the information contained herein may be reproduced or disclosed under any circumstances without the express written permission of {Your Company Name}. This RFP in no way constitutes an agreement between {Your Company Name} and {Vendor Name}.”

## 2.4 Disclaimer Statement

Add a disclaimer advising DAM vendors that the Request for Proposal does not imply any commitment on the part of your company to accept the proposal.

Here is an example:

“The submission of this RFP does not obligate {Your Company Name} to enter into a contract for any supply or service.”

## 3. Scope of Project (SOP)

This section is the heart of your RFP, where you talk in detail about your requirements and the expected outcomes. In other words, you clearly outline your project's objectives and the broad-level execution of the product.

### 3.1 Company Overview

Talk about your company's financials, its corporate structure, and ownership details.

### 3.2 Business Requirements

Talk about the main business requirements of the project. Divide them into must-haves and nice-to-haves.

Here is an example:

REQUIREMENTS	TYPE
Centralized asset storage	Must-have
Provides version control to track changes, revisions, and updates made to assets	Must-have
Analytics tools to track asset performance, user engagement, and content effectiveness	Nice-to-have
Supports multi-channel distribution by providing adaptable formats and resizing options	Nice-to-have

### 3.3 KPIs

Talk about the key performance indicators that you will measure and use to evaluate the success of the DAM project.

Here are some common KPIs:

- Average time taken to search and retrieve assets
- Compliance with brand guidelines
- Reduction in costs related to redundant asset creation and distribution
- Uptime percentage and response times

### 3.4 ROI Expectation

This is not a necessary step, but surely is a useful exercise. It not only helps you convince your team about the importance of DAM software but also helps you evaluate various vendors.

Here is a simple example of how you can evaluate ROI on DAM investment:

Time spent per user per week	Current situation	Expectation with the new DAM platform	Time saved per user per week
File conversion, resizing, cropping, and reformatting	60 min.	10 min.	50 min.
Find the right media files	60 min.	10 min.	50 min.
File reuse and content-recreation	60 min.	10 min.	50 min.
Copyright management	60 min.	10 min.	50 min.
Metadata management	60 min.	10 min.	50 min.
Sending and exchanging files with other departments	60 min.	10 min.	50 min.
Processing external user requests	60 min.	10 min.	50 min.
Localize files	60 min.	10 min.	50 min.
Publish assets on multiple sites	60 min.	10 min.	50 min.
<b>TOTAL</b>	<b>XX min.</b>	<b>XX min.</b>	<b>XX min.</b>

\*Time saved per user per week can then be converted into money saved using per per-hour CTC of the person.

## 4. Vendor Requirements

This section primarily focuses on all the information you wish to ask the vendor about the project. The vendor needs to fill out the details or answer the questions with great detail in order to evaluate them for the final offer. It is important to categorize the questions into different buckets so that it is easy for the vendor to answer.

Here is an example:

<b>ASSET MANAGEMENT</b>	What file types will your DAM tool support?
	How does your tool allow for file uploading, downloading, batch uploading, and file sharing?
	Describe how your DAM product allows users to organize assets within the tool.
	Describe how DAM users are able to share assets with different users within the tool.
	How does your tool manage video uploads?
	Describe how your tool maintains the integrity of the original file (i.e., quality, color, resolution).
	Describe how media stored in your tool can be accessed via API from websites.
	How does your tool archive or otherwise treat old files?
	Describe how your tool allows users to search for specific assets within the database.
	How does your tool account for duplicate files?
	Describe your solution's capabilities to convert file types.
	How does your tool compress file sizes for optimized use on web platforms?
	How does your tool allow for editing of media to create different versions of media assets?

**SUPPORT & MAINTENANCE**

What kind of uptime do you typically deliver?

What are the biggest risks to the solution in terms of availability?

What are the parameters of your typical Service Level Agreement?

What support options are available after going live?

What is your guaranteed response time for responding to emergency and non-emergency requests?

What hours are your support team available?

**TRAINING & ONBOARDING**

What does your typical onboarding process look like?

What kind of support does your team provide to train in-house staff on the use of the tool?

Talk about the training program content provided during the implementation.

Are there any costs associated with this training and onboarding process?

How will you migrate the data from our current system(s) to yours?



<b>ACCESS PERMISSIONS</b>	How do users log in and access the media stored in your tool?
	Does your tool allow users to access the system via mobile devices?
	How will your solution provide different levels of access to users?
	How does your tool allow for the management of user types?
	How does your tool allow for permission-based access to specific media or assets within the tool?
<b>INTEGRATION</b>	What technology systems and platforms is your DAM solution capable of integrating with?
<b>FEATURES</b>	What are the core features of your DAM?
	What features best highlight your commitment to user experience in your DAM solution?
	What is your USP that sets you apart from other DAM solutions in the market?
<b>DEPLOYMENT (QA, UAT SDLC)</b>	What is your Deployment Process, Testing, and QA approach?

## 5. Response Instructions

**Accepted file format:** PDF

**Email submissions to:** {emailaddress@companyname.com} on or before the RFP Due Date.

**RFP due date:** DD/MM/YYYY

**Last day for Questions & Clarifications:** DD/MM/YYYY

**Final vendor announcement date:** DD/MM/YYYY

## 6. Evaluation Criteria

In this section, talk about the different parameters you will use to evaluate the responses of the vendor, along with the scores for different evaluation parameters.

Here is a sample evaluation criteria that you can edit (add/remove parameters and update points) and use for your own DAM selection process:

PARAMETER	POINTS
Core features provided by the DAM system	20
Intuitiveness and ease of use of the UI	10
Compatibility of the DAM system with your existing software stack	20
Performance under increased workloads	20
Support services, including response times, availability, and support channels	10
Recommendations from other clients	10
Cost-effectiveness	10



# *imagekit.io*

## About ImageKit

ImageKit is a complete solution that streamlines how you work with images and videos on the web. It offers real-time image and video optimizations, transformations, and digital asset management to help developers, designers, and marketers deliver better visual experiences on the web.

With the core goal of making digital asset delivery and management seamless, ImageKit offers no-code integration with existing cloud storage like AWS S3, Google Cloud, and more. Developers can easily integrate their existing infrastructure and deliver optimized images and videos in minutes.

Powered with a global CDN of 400+ nodes and a processing network in 6 locations across the globe, ImageKit has transformed the visual experience for 1500+ customers across 65+ countries. With renowned brands like CRED, BigBasket, Lenskart, Saint Gobain, Noon, Ebisus Bay, NYKAA, 8x8, etc., trusting ImageKit with their media delivery, ImageKit is on a path to revolutionize the way images and videos are optimized and delivered on the web.

**Ready to transform your media management with ImageKit?**

**Visit us at [ImageKit.io](https://imagekit.io)**