

## What is Digital Asset Management?

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Digital Asset Management (DAM) refers to technology which helps us to manage the mass of data which we work with in our personal and professional lives

Digital assets include documents, emails, pictures, MP3's, online movies, and any other content which we store on a computer.

Digital Asset Management applications try to help with one or more of the typical file management tasks:

- Searching for a digital asset
- Organizing digital assets
- Backing up digital assets
- Securing digital assets
- Verifying the integrity of digital assets
- Discovering duplicate copies of