Digital Asset Management (DAM)

OpenAsset is the only DAM tailored to the AEC and Real Estate industries. A cloud based DAM designed for managing digital assets by property or project.
Digital Asset Management (DAM) is the Process of Managing all of an Organization’s Digital Assets.

DAM systems are a fundamental AEC and Real Estate marketing tool and encompass much more than simple storage. They allow digital assets to be stored and organized, so they are accessible and used correctly.

An essential part of DAM is the management of the digital asset lifecycle. Assets need to be created, managed and distributed and, after use, either preserved or archived. AEC and Real Estate firms with extensive collections of media assets need to be able to make them accessible to employees across the organization. OpenAsset facilitates management throughout the lifecycle, ensuring users can easily find, share and amend assets.

OpenAsset Works Around your Business

OpenAsset is the only DAM tailored to the AEC and Real Estate industries. A cloud based DAM designed for managing digital assets by property or project.

Team or enterprise licences depending on the needs of your business.

Onboarding and services with our amazing Onboarding and Customer Success team.

We look after your data whether you have 100GB or 4TB. We’ll make sure your assets are stored and accessible.

Additional Modules:

Employee module
Create employee resumes within minutes.

Deltek Connector
Integrate your Deltek Vision or DPS project information seamlessly with our custom connector.

Artificial intelligence in OpenAsset

We are bringing AI into OpenAsset through 2 key features:

Image similarity - The ability of image recognition to identify visually similar images, ultimately simplifying search.

Automated tagging - The ability of AI to analyse and identify the content of images, reducing time spent on keywording.

Features and Integrations

- Cloud based
- Simple project and across-project search
- Automated project based tagging
- Batch editing
- Access level settings
- Multimedia file support

Integrations with:
Deltek Vision and DPS, InDesign and PowerPoint.

REST API to create customized Integrations for your TechStack: Sharepoint, CRM and CMS

Supercharge your Marketing

Create marketing materials that showcase your projects to prospects and clients within minutes with automated document creation:

- Branded Presentations
- Case Studies
- Employee Resumes
- Emails
- Social media posts
- Blog posts
- Website content
- Printed collateral

OpenAsset: The Intelligent DAM for AEC and Real Estate

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Who uses OpenAsset

We have over 600 AEC and Real Estate clients with over 60,000 users of OpenAsset around the globe.

Architectural Record

The top 300 firms are ranked by revenue for architectural services performed each year.

Out of the top 50
Are OpenAsset customers

Out of the top 100
Are OpenAsset customers

Out of the top 300
Are OpenAsset customers

“...You could tell it was the kind of software tool that was born out of really understanding what the image consumers in architecture design firms need on a day to day basis...”

Inspire people through visualization of the built world

We help companies passionate about winning business in AEC & Real Estate.

Our SaaS products enable our clients to optimize marketing workflows and maximize value from their visual assets.

By leveraging our domain knowledge, cloud and AI we continue to be the number one choice for companies that manage projects and properties in the built world.

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