



Sitecore Content Hub vs. Digizuite DAM for Sitecore: Which Is Better?

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[Digital Asset Management \(DAM\)](#) is a must-have for any organization that manages a massive library of marketing assets. When it's time to choose a DAM for their Sitecore website, many companies find themselves deciding between two popular options: Digizuite DAM for Sitecore, and Sitecore Content Hub.

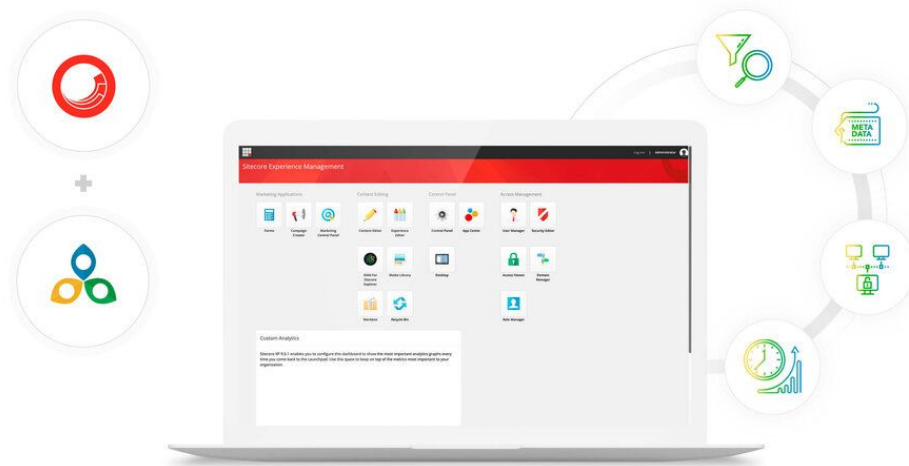
Both Digizuite DAM for Sitecore and Sitecore Content Hub offer the foundational features you're looking for in a DAM, including:

- AI-powered metadata management, including bulk editing capability
- Strong search functionality and the ability to save or “favorite” your searches
- Version comparison slider tools to compare changes
- The ability to make annotations, comments, and status indicator markers for collaboration, and create public links to share assets with individuals outside of your organization
- Collections and asset grouping to make things more organized
- Asset governance for brand consistency and rights management, along with GDPR compliance
- Language support, smart analytics, and whitelabeling to customize the dashboard to fit your brand

Digizuite DAM for Sitecore and Sitecore Content Hub share similar features, although they each have their pros and cons. The right choice for your DAM will come down to whether you want a full content marketing platform (Sitecore Content Hub), or just need a powerful DAM solution (Digizuite DAM for Sitecore) to work with your existing content marketing platform.

Below we review the pros and cons of both DAM solutions in-depth, along with an overview of the standout features unique to each platform.

1. Digizuite and Digizuite DAM for Sitecore



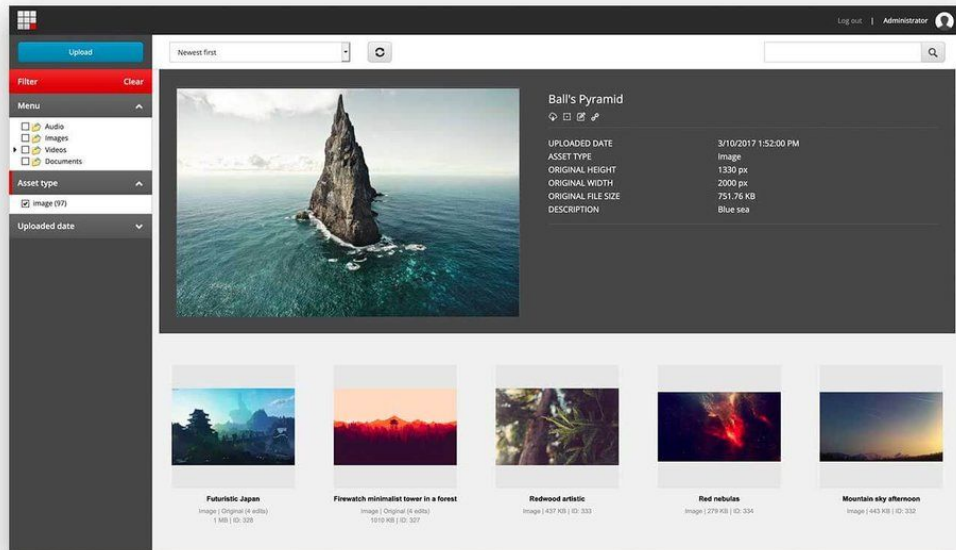
Digizuite specializes in centralizing a vast range of assets and media into one accessible repository.

[Digizuite™ DAM for Sitecore](#) provides a seamless integration with the Sitecore web content management system. Sitecore editors can combine enterprise digital asset management software and customer experience management for high-quality brand experiences across multiple channels.

Pros of Digizuite

- **Pre-built platform integration available:** Digizuite designed their DAM to coexist with other platforms, not compete. Evidence of this is seen with their wealth of available connectors, including connectors for Microsoft Office, Adobe Creative Cloud, Sitecore and Episerver. They also have an open API, so you can integrate with a wide variety of marketing tools and platforms.
- **Special features for Sitecore users:** The Sitecore integration provides a dashboard for image and cache data. You can also embed different types of media (like videos and PDFs) through a Sitecore field, with the ability to custom configure the HTML markup structure for each media type. Finally, your developers will be happy to hear that assets are synced into Sitecore as a “silo.” This keeps asset item IDs consistent in Sitecore across environments (local, QA, production). You can even set up a task to sync every set number of minutes or hours.

- **A very intuitive and easy-to-use interface:** The Digizuite DAM interface fits right into your Sitecore experience platform, and works very similarly to everything else you do in Sitecore. This makes it very intuitive for your team to search and find assets, crop or edit them, and upload new ones.



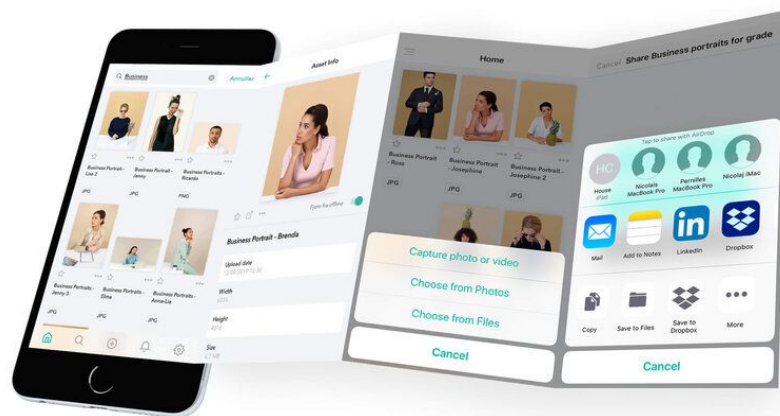
Cons of Digizuite

- **Digital Asset Management only:** Digizuite DAM for Sitecore is a DAM, and a DAM only. It specifically handles asset management, and does so extremely well, but there is no other functionality for content marketing.
- **No included connectors for product or content marketing:** There's no out-of-the-box product or content marketing connector. If you need these, they must be built using their open-API.
- **Extra step for syncing data with Sitecore:** When compared with Sitecore Content Hub, Digizuite DAM for Sitecore does require a few additional steps to sync asset data with Sitecore, but it's very straight-forward and achieves the same result.

Standout Features Unique to Digizuite DAM for Sitecore:

Digizuite DAM for Sitecore boasts a few key differentiators. If any of these stand out to you, you'll want to choose Digizuite DAM for Sitecore over Sitecore Content Hub.

- **A cleaner interface for reducing redundancies:** Digizuite DAM for Sitecore does an exceptional job at organizing different versions and crops. It features a more clean and intuitive interface than Sitecore Content Hub, so it's easier to reuse assets and minimize adding redundant ones, keeping your library visually clean.
- **Speedy editing options for video:** You can quickly [trim videos](#) right within Digizuite DAM for Sitecore, without the need for special video editing software. You can also add timestamp annotations.
- **Responsive interface and integrated mobile app:** With the [Digizuite Mobile app](#), you can review, share and upload assets anywhere, anytime. The web version of Digizuite is also responsive, so you can make changes on the web using any device.

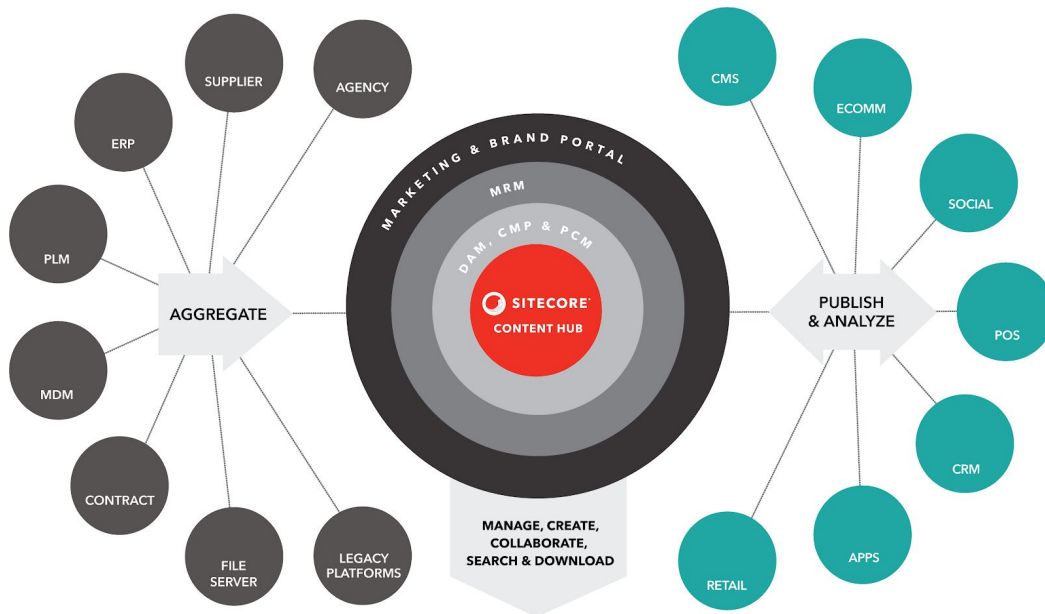


Best for:

Who should use Digizuite DAM for Sitecore? Digizuite is best for clients who:

- Need a scalable DAM system that can be hosted in the cloud or on-prem, or as Software as a Service (SaaS)
- Want to facilitate better collaboration among their teams, with a particular focus on smoothing the bridge between Creative and Marketing
- Use a variety of media types for their marketing beyond images (including videos, PDFs, xlsx, audio)

2. Sitecore Content Hub



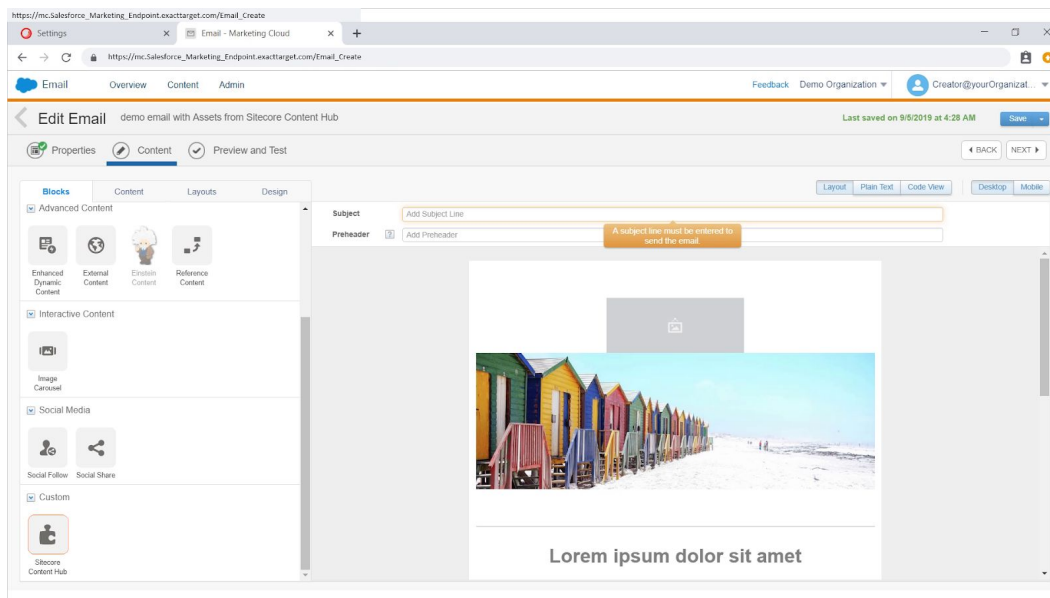
[Sitecore Content Hub](#) is much more than just a DAM for Sitecore. This is a full-scale marketing integration solution that includes content marketing, digital asset management, and marketing resource management capabilities for your entire marketing department all baked into one platform.

With Sitecore Content Hub, you get a lot more acronyms than just DAM. You also have:

- **Marketing Resource Management (MRM):** These tools help you plan content, schedule it, and create workflows for marketing operations and tasks.
- **Content Marketing Platform (CMP):** This software streamlines the process of strategizing, planning, creating, approving, and distributing marketing content.
- **Product Content Management (PCM):** These features make it easy to manage and maintain all your product content. To be clear, PCM is not the same thing as a Product Information Management (PIM) system. However, Sitecore Content Hub integrates with your PIM, so you have options about where to store product content.

Pros of Sitecore Content Hub:

- Manage the end-to-end content life cycle:** Because Sitecore Content Hub is one integrated solution, you can streamline your marketing production from content planning and asset creation to distributing and updating marketing and product content via a structured process or automated workflows.
- Powerful personalization:** As a Sitecore client, you're already aware of the impressive [personalization capabilities of Sitecore](#). With Sitecore Content Hub, your personalization data extends beyond your web content to *all* assets. Your marketers can deliver media-rich and personalized experiences at-scale using a single platform — and know the exact impact for every piece of content or asset they use in those personalized experiences.
- Salesforce integration:** Thanks to Sitecore Connect, you can quickly locate assets from your Sitecore DAM, and use them in your Salesforce Marketing Cloud campaigns.



Cons of Sitecore Content Hub:

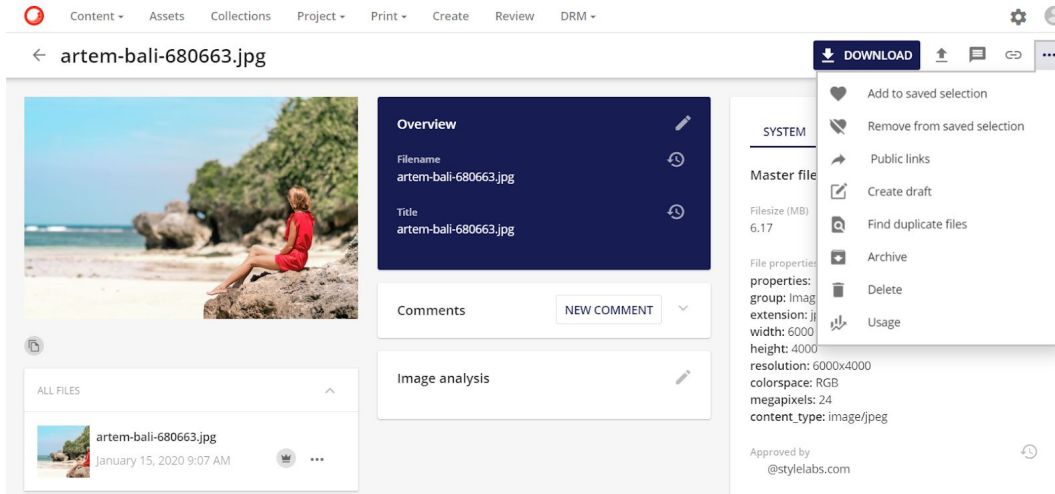
- Limited pre-built platform integrations:** Unlike Digizuite DAM, which provides connectors to multiple platforms, Sitecore Content Hub and its functionalities are best utilized specifically with Sitecore. It has limited pre-built integration options. For example, the Adobe connector only supports Adobe InDesign, a program used for print and packaging, but it's not commonly used for web design or digital asset creation.

- **May require a process paradigm shift:** While Sitecore Content Hub provides a robust suite of functionalities — integrating DAM, CMP, PCM, and MRM into one single platform — it also requires that your marketing organization follow a particular process. This can be very beneficial if your marketing organization is looking to change processes or your processes align with the way the software was designed, but can be a hindrance if you have rigid processes that you are not willing to adapt to match the design of the product.
- **Longer implementation process:** Because Sitecore Content Hub is a comprehensive platform that integrates DAM, CMP, PCM, and MRM — and may require change management — it will naturally require more planning, time to implement, and cost more.

Standout Features Unique to Sitecore Content Hub:

Sitecore offers a few differentiators that are uniquely available with their DAM solution. If these appeal to you, Sitecore Content Hub may be the right DAM solution for your organization.

- **Robust importing and exporting options:** Sitecore Content Hub offers bulk export features, with a download queue so you can see your progress. You can also upload media from public URLs, which will save you precious time if you're regularly grabbing images from the web.
- **Mass metadata management** You can mass edit metadata at-scale using a table or spreadsheet view. This is a huge timesaver when you're editing hundreds (or thousands) of assets at once.
- **Agile content strategy planning:** In Sitecore Content Hub, multiple team members can plan and schedule content, provide feedback on assets, and manage your entire content strategy from within the platform.



Best for:

Who should use Sitecore Content Hub? Sitecore's DAM solution is best for clients who:

- Need a scalable DAM system that can be hosted in the cloud or on-prem, or as Software as a Service (SaaS)
- Want to facilitate better collaboration among their teams, with a particular focus on smoothing the bridge between Creative and Marketing
- Have all of their websites on Sitecore, and are particularly interested in leveraging Sitecore personalization and A/B testing
- Want an all-in-one solution for their content marketing team, with the ability to integrate their DAM, PCM, and MCM processes
- Manage an e-commerce website that utilizes a lot of product marketing content.

Sitecore Content Hub vs. Digizuite: The Bottom Line

As you can see, both Sitecore Content Hub and Digizuite DAM for Sitecore offer sophisticated DAM solutions for Sitecore websites. The main difference between the two is this: Sitecore Content Hub is an integrated Sitecore content marketing platform that includes DAM, while Digizuite is specifically a DAM system that has a Sitecore connector module.

Either solution is a good option for Sitecore clients, but if you're having trouble deciding, here's the bottom line:

- If your organization wants a powerful, easy-to-use DAM solution without breaking the bank, we recommend **Digizuite**.
- If you're interested in having an all-in-one solution for the content marketing team that includes DAM, PCM, MRM, and content marketing, and the implementation timeline and budget isn't a concern, **Sitecore Content Hub** is the better solution for you.

How can we help?

DAMs can radically transform the way your organization finds, manages, and stores your assets. If you're not sure which DAM solution is right for your Sitecore website, contact Engagency. We created a [DAM requirements matrix](#) that you can use as your starting point. [Click here](#) to request your free copy.

You can also contact us anytime. We're happy to help you explore your options and find the best DAM solution for you.

[Schedule a time to talk now.](#)

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