Adobe named a Leader for digital asset management.

According to this Forrester report, "DAM customers should look for providers that integrate and perform at scale to drive precise consumer interactions, intelligently apply AI to manage the content deluge, and drive more enterprise value with an expanded role of design and strategic creativity.

Read The Forrester Wave: Digital Asset Management Systems, Q1 2024 to discover why Adobe was recognized as a Leader in this evaluation across current offerings, strategy, and market presence.