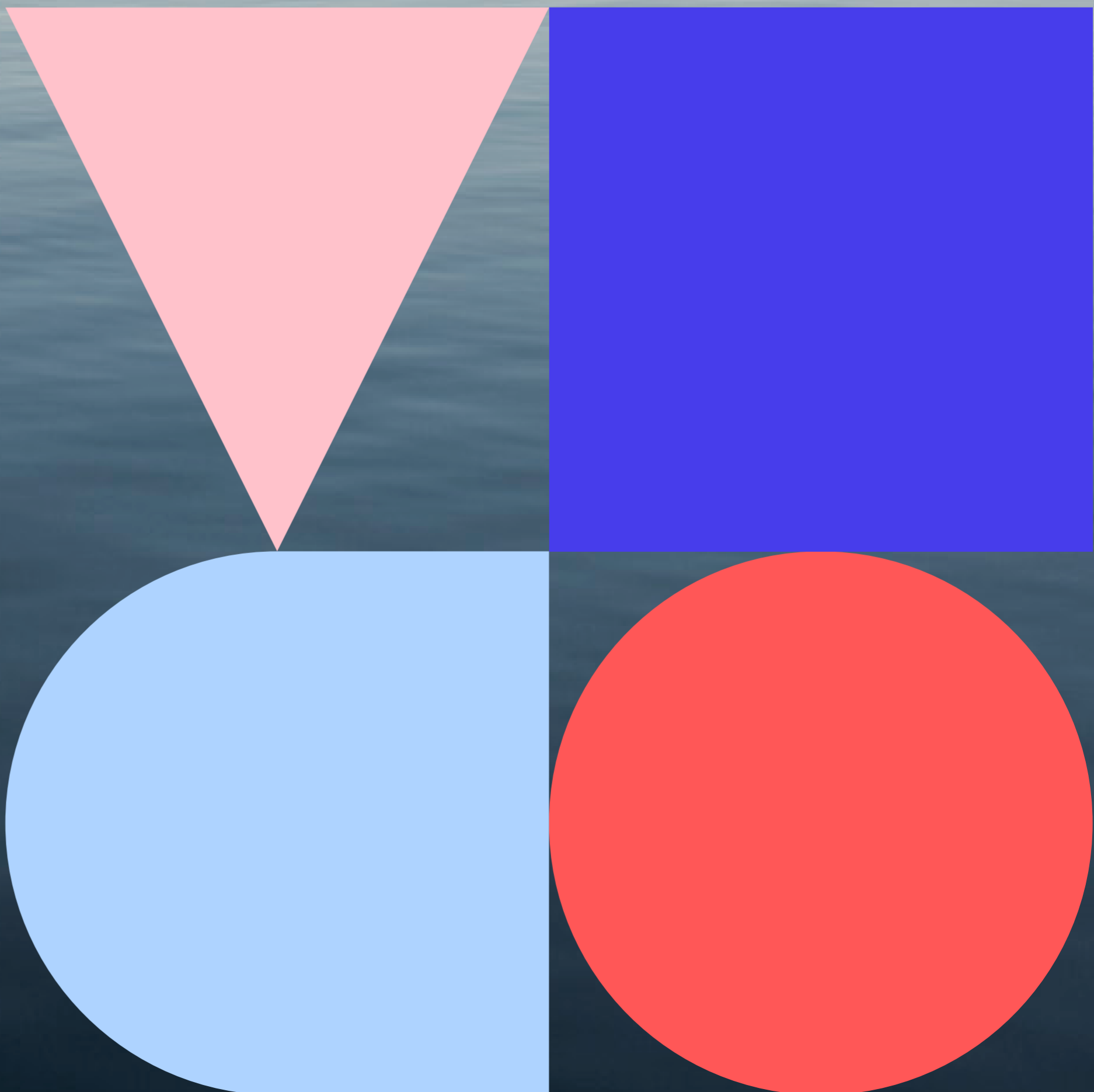# Product Insight
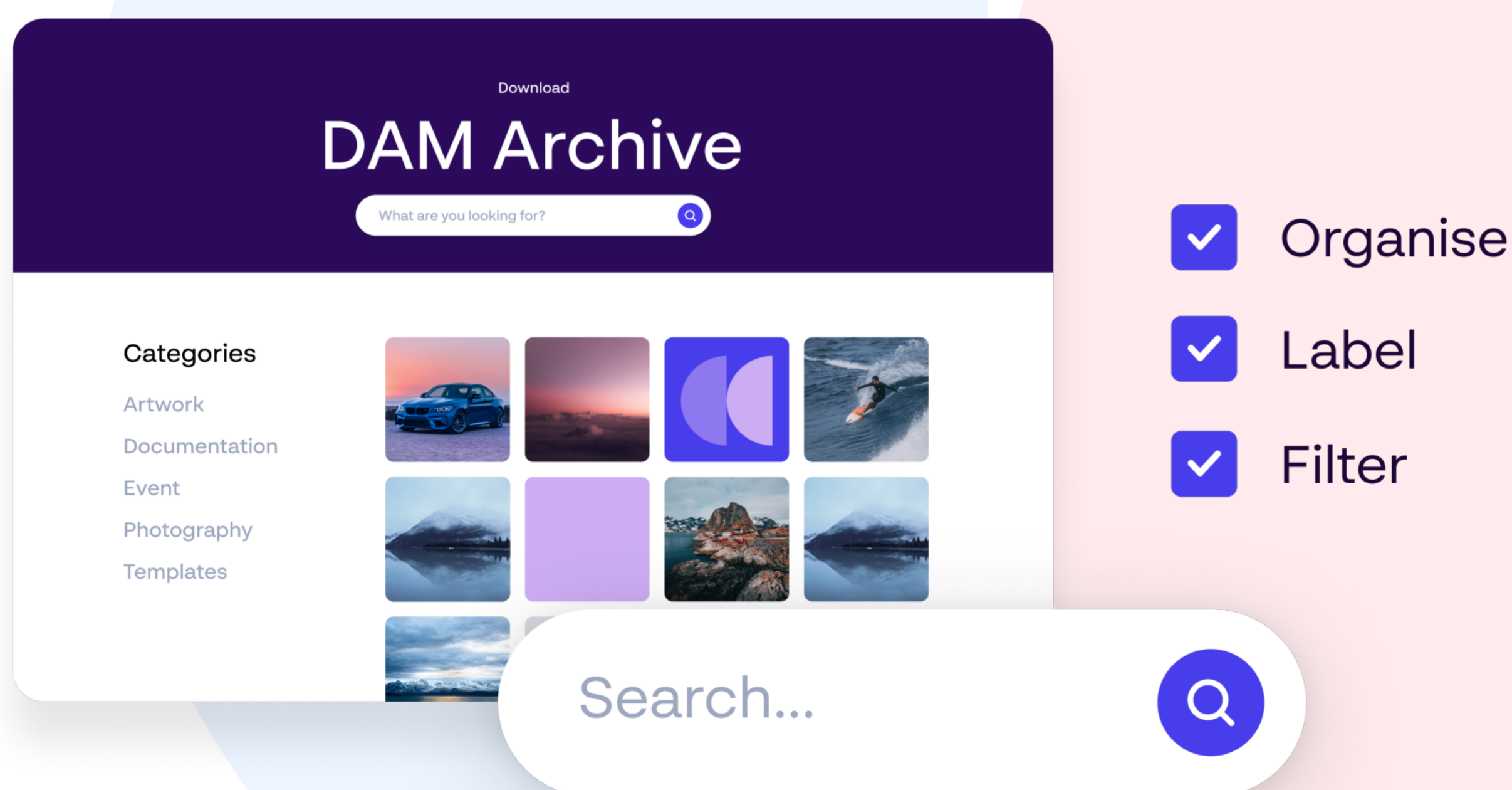## Sharepoint vs marketing-focused DAM

papirfly

Overview

Sharepoint is a highly popular collaboration and document management system. Used across the world with around 200 million users worldwide, Sharepoint powers content collaboration across Microsoft, and supports the sharing of documents across many different situations and file types.

Papirfly's products are built to tackle multiple branding challenges, providing solutions to specific use cases relevant to marketing.

Our DAM is unparalleled in its capabilities. When integrated with our other products, you can easily access and utilise a wide range of assets, including images, logos, and videos, to create a variety of marketing materials that stay true to your brand.

The flexibility of our system allows you to scale to any size and insert any on-brand graphical elements. Collaboration, approval, and distribution become more simplified processes, enabling you to store, share and create all types of assets with ease.

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Sharepoint
Pros and cons

Pros

- Sharepoint generally comes as part of the company IT department's Microsoft Office package, and is maintained by the company's IT department.

  - This may not be a pro for some businesses, as the IT department may not understand the nuances required in the software from a marketing perspective. Also, marketers or COOs may have a hard time convincing IT departments to use a fit-for-purpose tool, rather than a cross-cutting tool like Sharepoint.

- The whole company is able to use Sharepoint. It's easy to maintain as a cross-company software and supports company-wide credentials and user management.

- Easy to perform regular maintenance and security updates required to maintain security credentials.

- Supports shareability of documents and assets during meetings.

Cons

- As Sharepoint is oftentimes owned by the IT department, who are not SMEs in marketing software and may be unable to help on new features, questions on the product, training, etc.

- Finding and sharing documents across an organisation when changes are required, becomes exceedingly difficult – lots of touches from different departments and personnel without proper oversight, workflows, and method of organisation.

- Sharepoint has a steep learning curve and can be 'death by customisation'.

- It often requires external consultants to gather requirements and set up the software. This can expensive, time-consuming, and not fit for purpose by the end of the process.

- Further costs and time delays occur as IT department often becomes the 'support centre' for the software – not ideal as they're unlikely to be informed how the user is working on a day to day basis.

- Onboarding for new employees may rely on the IT department and other co-workers to fill in the training gap, leading to misinformation, lack of proper training, and the tools being misused.

- Sharepoint is built for entire companies, not specific departments, and is not suitable for marketing use cases, lacking the UI marketing collaborators are used to.

Papirfly's DAM
Pros and cons
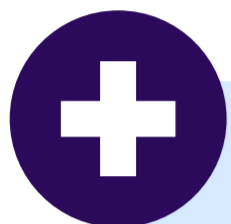
✚ Pros

- **Place** is Papirfly's **Manage & Share solution** – incorporating DAM that's easy to use and learn, it focuses on the user's job role, making the learning curve more manageable as the software is built intuitively to how the user wants to use it.

- Like Sharepoint, Papirfly's solution is also able to support credentials and user management, with a focus on the right team members having the right access to content and assets.

- Visualising the content is much easier with Papirfly, and provides a simplified overview of content for viewing and sharing purposes.

- Building out branding and marketing campaigns can be done directly in the tools, alongside our other products such as **Produce** and **Plan**, whilst Sharepoint's process requires the purchasing of additional software to support the marketing and design departments – potentially leading to a more expensive and unnecessarily complex MarTech stack.

- Papirfly's products are specifically created for brand management teams and marketers by brand managers and marketers.

- All customers have access to our world-class customer support and account management, helping teams to navigate our products and resolving any (rare) technical issues. Expert knowledge is at their fingertips.

━ Cons

- Our products are not 'one-size-fits-all' like Sharepoint, and need custom setup to work most efficiently.
  - A consequence of a purposeful products, built to ensure that everyone stays on brand and can easily share assets.

- Papirfly's products don't try to solve everything for everyone.
  - We're focussed on solving the unique day-to-day problems for our specific customers and users.

- Our product comes with certain integrations, but doesn't come with 'all' the out-of-the-box integrations as Sharepoint might.
  - The benefit of that is that we can work with our clients to understand what they need and build it through our integrations team.

Final thoughts

Document sharing and collaboration is an essential activity in all companies, and having the right tools for the right use cases is vital.

Sharepoint supports a wide range of document sharing and collaboration, but can be complicated and fails to support all the specific requirements that a marketing team and organisation needs.

Papirfly's DAM has been created specifically for marketers by marketers. We continuously learn, improve and innovate our product based on our specific users' needs.

Ready to empower your team and build out an amazing marketing function?

Book a demo today