

TRANSFORMATIONAL GROWTH LEADERSHIP

Powering Intelligent Content Operations: How Orange Logic Optimizes Digital Asset Management (DAM) in the Age of AI and Automation

Brian McLaughlin


*Chief Executive Officer
at Orange Logic*

in conversation with

Alaa Saayed

*Vice President, Digital Content Services
at Frost & Sullivan*





As digital content volumes explode across industries, enterprises are struggling to keep pace with the speed, scale, and complexity of managing their content strategies, while keeping assets compliant, easily searchable, and accessible. Thanks to generative AI (GenAI), immersive media, 4K video, and real-time engagement, content operations and formats are no longer static. Further, streamlining content across teams, regions, and channels has become a daily operational challenge and opportunity. Consequently, digital asset management (DAM), which was once treated as a stand-alone storage repository, is evolving into an **integrated orchestration engine** that powers **workflow automation, compliance, auto tagging, and hyper-personalization**, while supported by innovative enterprise AI strategies.

In this Transformational Growth Leadership (TGL) conversation, [Brian McLaughlin](#), CEO at [Orange Logic](#), sits down with [Alaa Saayed](#), Vice President, Digital Content Services at [Frost & Sullivan](#) to explore how new developments in enabling tools, agentic AI, and governance are transforming conventional content management. Together, they discuss how enterprises can organize content chaos, build more resilient digital ecosystems, and turn fragmented assets into sources of revenue.

From Content Chaos to Enterprise-wide Orchestration

Alaa Saayed: *Let's start with the big picture. How would you describe Orange Logic's mission today, and what are you trying to achieve for your customers?*

Brian McLaughlin: Our mission starts and ends with our customers. Orange Logic is an enterprise content orchestration and digital asset management platform that exists to enable their distinct missions, whether they're working on online commerce and retail, accelerating product launches in consumer-packaged goods (CPG), or improving patient services in healthcare, we exist to enable their distinct missions.

We do this by removing the chaos from large-scale content operations and replacing it with what we call orchestration. Through this approach, we give enterprise clients a unified place where content, context, and automation work together in one synchronized environment. This enables teams to move faster and operate more efficiently, while maintaining the governance and reliability required in today's AI-driven world.

The exciting part is that AI powers much of this orchestration—and we're only scratching the surface of what's possible in the future.

Frost & Sullivan's **Transformational Growth Leadership Program** aims to honor visionary business leaders who possess the foresight and leadership acumen to drive positive change within their organizations. The leaders we celebrate hail from diverse sectors and company sizes, yet they all share an unwavering commitment to innovation and excellence.



“ We’re moving from DAM as a digital filing cabinet to DAM as an enterprise content orchestration system—where content, context, and automation move together in sync”

—Brian McLaughlin, CEO at Orange Logic

Warp-speed Transformation in Content Management

Alaa Saayed: Organizations are drowning in a sea of rich media, from 4K video and images to 3D models and GenAI assets. How are the needs (and strategies) of enterprise customers evolving amid these megatrends?

Brian McLaughlin: There are four key areas to this:

- ▶ **The first big shift is convergence:** Historically, video lived in media asset management (MAM) systems, images in DAM, 3D assets and new media somewhere else. Now, with growth in content velocity, frequency, and volume, everything is converging into a single platform and unified system of record.
- ▶ **Second, DAM is evolving from a digital filing cabinet to a system of action and connection:** This is being driven by advanced workflows and AI agents. Agentic AI is elevating what organizations can do with DAM, enabling faster, more autonomous decision-making. This is especially exciting for us and our customers.

- ▶ **Third, DAM is becoming foundational to enterprise AI strategy:** Without providing context to content, whether it's metadata or other types of structural context, teams cannot execute enterprise AI strategy effectively on images, video, and rich media. This makes DAM an increasingly critical and existential layer.

- ▶ **Finally, there's increasing need for scale:** Enterprises need to operate globally while delivering individualized content locally, without losing management simplicity or accessibility. That requires scalability paired with adaptive user experiences.

Alaa Saayed: Content used to be something that everybody consumed. But with GenAI, we're all becoming creators too. What other trends are revolutionizing the DAM ecosystem?

Brian McLaughlin: Two stand out—adaptiveness of technology and autonomous DAM.

In the past, users had to adapt to the interface (like software developers did). Now, our technology and apps adapt to the user instead. We personalize the experience by team, brand, and use case. This system brings relevant content directly to the individual.

Automation is equally transformative. With AI and large language models (LLMs) at the core, DAM can evaluate brand compliance, user rights management, bias checks, and governance requirements with minimal human intervention. This allows DAM administrators to become more efficient in their jobs, helping them evolve into content scientists. Instead of managing files, they're driving strategic decisions about how content performs and how it's optimized.



Maximizing Competitive Differentiation Amid Complexity

Alaa Saayed: *In a crowded DAM landscape, how is Orange Logic uniquely positioned in terms of customer focus, use cases, and value propositions?*

Brian McLaughlin: Three focal points help us stand out:

- ▶ **High-volume and scalable content operations:** Enterprises dealing with massive complexity rely on us to simplify and orchestrate content and to make their operations more straightforward.
- ▶ **Regulated industries:** We serve segments like finance, healthcare, and government, where rights management, governance, and reliability are paramount.
- ▶ **High-velocity creative production environments and marketplaces:** Bringing DAM and MAM together in one platform for verticals like media and entertainment, we enable creative teams to move quickly without sacrificing control.

Additionally, we are introducing flexibility for customers' entry points with Orange Logic. Enterprises can begin with a focused deployment of MAM or DAM for specific teams and then slowly scale to enterprise-wide, big deployments over time, without ripping and replacing technology. And that's something we've worked really hard on.

Growth Focus: Expanding DAM With Targeted Messaging and Regional Strategies

Alaa Saayed: *Orange Logic has demonstrated consistent growth over the past few years. What strategies are fueling that momentum?*

Brian McLaughlin: When I joined, I knew I had discovered a hidden gem. Our tech, software, and platform capabilities dramatically outpaced our messaging and how we were telling the story.

So, we simplified messaging and verticalized it, speaking directly to the needs of financial institutions, healthcare providers, retail, technology, gaming, and media brands. No buzzwords and jargon. Just straight talk to maximize customer trust and confidence.

At the same time, we doubled down on our fundamentals, maintaining a 98% retention rate. We built a growing partner pipeline, while focusing on a product first culture that gives our customers what they're looking for. We invested heavily in customer success because growth comes from delivering substance, not hype.



Alaa Saayed: As you expand into Europe, Asia Pacific (APAC), and other regions, what lessons stand out?

Brian McLaughlin: If you want to serve a market efficiently, you have to be in the market and have local presence. You can't just serve remotely, and have a sales person in the region.

For instance, Europe is not one homogeneous region. It consists of multiple countries, cultures, languages, regulations, and working styles. We established a European entity and put dedicated leadership in place locally to understand the nuances across Europe, and we partner with regional leaders across the Middle East and Africa (EMEA) to build localized case studies that solve different content problems.

About 80% of content challenges are universal. The remaining 20%—GDPR compliance, different applications, sustainability mandates, accessibility requirements—demand local expertise. For us, it's about making sure we can translate those local needs and then move quickly with our engine to be able to adapt regionally. Localization isn't optional; it's strategic.

Navigating Growth Barriers and Engineering for Maximum Scale

Alaa Saayed: You're known for massive-scale deployments. What are the hardest problems you have to solve to make that work?

Brian McLaughlin: Delivering extreme scale requires extreme reliability and governance. We do that with a proprietary configuration engine that allows enterprises to tailor the platform to their needs, whether that is configuring an individual site or, brand, customizing drop-down menus, or distributing content directly in customer interfaces.

We routinely support tens of millions of API (Application Programming Interface) calls per minute, maintaining 99.99% uptime as part of our service level agreements (SLAs). That's mission-critical for digital commerce, global retail, and medical environments, all of which require high core engine scale on the back end.

But it's not just architecture, it's also fostering product-driven culture. We actively hire people who love solving complex problems in innovative ways. Often, we're brought in after a first- or second-generation DAM couldn't scale. That's where we thrive.

“One of the biggest things that we've done is simplifying and verticalizing our messaging and solutions. Financial institutions may have different use cases than hospitals and large tech companies. We make sure that we build applications that are verticalized in the story and messaging as well”

—Brian McLaughlin, CEO at Orange Logic

Innovation and Upskilling in the Age of AI

Alaa Saayed: *With so much hype around AI, how do you approach innovation to keep up with all that's going on?*

Brian McLaughlin: I recently got a degree in AI and was asked to advise a fellow group of executives. Nine months later, most of what I had learned was outdated. That's the pace of AI!

At Orange Logic, we're product obsessed, we love building, and we do it to help solve real customer problems. More than 60% of our organization focuses on research and development (R&D). But innovation isn't top-down. We operate a democratized innovation process—customers and execution teams all get points that they can bid on innovation. Customer feedback actively shapes our priorities.

Because we're API-first and highly composable, innovation also happens throughout our ecosystem. Our workspace for building and orchestrating AI agents inside the DAM, Agent Studio, enables partners and customers to build and deploy agents seamlessly and collaboratively. We already have conceptualized with our customers over 100 agentic use cases in just nine months to drive the automation of core processes. That number could reach 1,000 within the next year. That's the pace we're operating at, and that's what makes it a lot of fun.

Best Practices: Customization, Configuration, Simple Elegance, and Culture

Alaa Saayed: *Making platforms customizable and composable, while at the same time keeping them easy to use is difficult. How do you balance flexibility, intuitiveness, and usability in DAM?*

Brian McLaughlin: Customization can be the death of software-as-a-service (SaaS). But configuration is the advantage that makes our platform different. One of the main reasons our customers love it is the near infinite configurability, without custom coding. That boils down to architecture and intent.

We've made our platform API-first and highly composable, equipping it with no-code tools that let enterprises create branded, personalized environments that feel entirely their own, while still remaining scalable and supportable. Our configurable agents and workflows create hundreds of options that enterprises can pick from to personalize the DAM for their needs.

We call it simple elegance—intuitive for users, yet incredibly powerful under the hood.

Alaa Saayed: *What defines Orange Logic's culture and how do you maintain that as you grow?*

Brian McLaughlin: Our founder did a phenomenal job of building an incredible culture. We have worked very hard to make sure that we can keep that core essence and goodness of culture intact. There are a few things to this:

- ▶ **One is our true obsession with the product:** Right at the core, we love building capabilities, solving customer problems, and trying new things.
- ▶ **We work closely with customers for value delivery and closing the loop on adoption:** We have ramped up our customer success team with professional services for successful implementation. That's the services side, because many of our customers are intrigued by agents or AI, but don't know where to jump in or how far to go.

► **Equally important is deep caring for customers and for each other:** It's the glue that holds our culture together, allowing us to scale without losing our identity.

Customer Perspectives and the DAM Inflection Point

Alaa Saayed: *How do you personally stay close to what your customers really need?*

Brian McLaughlin: I try really hard to get out and listen—talking with customers, prospects, and partners. I travel a lot because I enjoy it, but more importantly, I don't think you can build good strategy from behind a desk. Without real context, I'd feel misguided as a CEO.

Our customers are the real experts. It's incredible what they do with our platform. It's like a box of Legos. We preconfigure it for core use cases, but they adapt it in ways we never imagined. We see a lot of unintended uses, and that's what motivates us. By listening closely, understanding pain points, and studying usage patterns, we let customers and industry voices shape our roadmap. It's a democratized process. Customers use points and funding to prioritize features, and those priorities get built. That's a distinctive part of how we innovate.

Alaa Saayed: *What excites you most about the future of DAM?*

Brian McLaughlin: We're at an inflection point. DAM has shifted from incremental innovation to warp-speed transformation driven by AI, video, and new technologies all coming together. We're evolving from DAM to an enterprise-wide content operating system—an orchestration layer that unifies content, context, and automation to deliver the communications, workflows, approvals,

and governance businesses need to protect their content going forward.

Further, agentic AI will unlock exponential value, but only when paired with structured context and governance. Without that foundation, AI strategies are bound to falter.

Closing Reflections: A Message to the Industry

Alaa Saayed: *If you could give us one big idea about Orange Logic's vision for the future, what would that be?*

Brian McLaughlin: Content is becoming a company's greatest asset, but only if it's orchestrated optimally.

Orange Logic has become the enterprise content orchestration system that enables organizations to move faster, stay in control, and make content impactful.

This isn't incremental change. It's existential. Companies that embrace orchestration and AI-enabled governance will surge ahead. Those that don't risk falling behind.





Brian McLaughlin | CEO at Orange Logic

Brian McLaughlin is the CEO of **Orange Logic**, a leading provider of enterprise Digital Asset Management (DAM) and content orchestration solutions. Since joining the company in 2023, he has served as a prominent spokesperson on the evolution of DAM from a storage repository to an **intelligent orchestration layer**. His leadership focuses on the intersection of generative AI, automated metadata, and complex creative workflows to drive ROI for global enterprises. Under his tenure, Orange Logic has experienced record-breaking growth and expansion in R&D and Customer Success initiatives.



Alaa Saayed | Vice President, Digital Content Services at Frost & Sullivan

With 25 years of experience in the information, communications, and technology (ICT) industry, Alaa is a seasoned research and consulting professional who specializes in digital content services, including digital content creation & authoring, management, promotion, orchestration, distribution, and delivery. Alaa leads a team of growth experts who provide unparalleled analysis of consumer and enterprise segments associated with high-bandwidth, low-latency, and high-performance digital content services.

Ready to Lead the Transformation?

Frost & Sullivan's Transformational Growth Leadership program provides the intelligence, best practices, growth opportunities, and expertise organizations need to thrive through the evolution of digital content services.

- ▶ **Book a Growth Dialog:** Align your organization's content creation and management strategy with Frost & Sullivan's Growth Pipeline™ Dialog.
- ▶ **Engage with Growth Experts:** Co-design AI-enabled, data-driven operating models and content management tools that scale industry-specific and commercial impact.
- ▶ **Share Your Transformation Story:** Position your organization as a transformation leader in digital content services through Frost & Sullivan's Transformational Growth Leadership program.
- ▶ **Join the Growth Council:** Collaborate with industry leaders shaping the future of ICT ecosystems.
- ▶ **Nominate for Best Practices Recognition:** Be recognized for excellence in digital content management, growth strategy, execution plans, and customer impact.
- ▶ **See Your Competitive Positioning on the Frost Radar™:** Benchmark your growth performance and innovation strengths against your top competitors.
- ▶ **Activate Brand & Demand Growth:** Accelerate awareness, engagement, and revenue growth through integrated brand and demand generation strategies.

Appendix

Frost & Sullivan is fully equipped with actionable intelligence that enables business leaders to uncover what truly drives differentiation, growth, and innovation in the digital content services landscape.

To know more about lucrative growth opportunities, emerging megatrends, companies to action, and best practices in **Digital content creation, management, and orchestration; Distribution Infrastructure & Delivery; and Marketing & Advertising Technology**, view our latest portfolio of growth analyses on the subject:

- ▶ [A Buyer's Guide: Digital Asset Management Platforms](#)
- ▶ [Top 10 Growth Opportunities in Digital Marketing and Advertising for 2026](#)
- ▶ [Top 10 Growth Opportunities in Distribution Infrastructure and Delivery for 2026](#)
- ▶ [Evaluating Investment Strategies in Immersive Technologies and the Metaverse](#)
- ▶ [Evolution of Extended Reality in Automotive, Global, 2025-2031](#)

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Is your company prepared to survive and thrive through the coming transformation?

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