OPENTEXT

OpenText in Media & Entertainment: Federated Media Access

Search, access and move digital files across
your media repositories

Media companies know they have valuable digital assets that could be leveraged to create new product or repurposed for additional ROI. But they don't always know where these assets are, or even what they are in some cases.

The main problem? Digital media assets are scattered across multiple repositories in multiple formats with multiple identification conventions. Uneven housekeeping by originators worsens the problem.

Ripping and replacing existing repositories to create a unified system doesn't make sense. Fortunately, OpenText offers a clean way to get universal visibility and mobility into the asset collection. You can:

- Get media assets under control and proper management

- Make the asset collection widely available for greater use

- Avoid disrupting or reconfiguring existing infrastructure and workflows

- Reduce storage and asset redundancy and costs

First, Know What You Have.

In most companies, media assets reside in multiple repositories, digital asset management systems (DAM), file servers, and hard drives, each with their own organizational

quirks. This makes it difficult, and sometimes impossible, to know what you have, or if you know what you have, to also know where it is.

Reconfiguring and reconstructing the storage universe to get a unified view and access either costs too much or imposes too heavy a burden on the administrators. The ROI simply isn't there.

OpenText Federated Media Access resolves the issue without disrupting the existing infrastructure or the workflows used by different departments, groups, etc. It includes preconfigured integrations to the most common content repositories and to file servers storing the information.

So, for the first time, you can efficiently identify not only every media asset you have, but also know where it sits and in what format.

Then, Make It Visible.

Metadata identifies the asset and what it contains. That makes it possible to search for assets, either categorically or specifically.

HIGHLIGHTS

OpenText Federated Media Access allows your media infrastructure to operate "as is" while providing information about, and access to, digital media assets that can streamline creation, inspire innovation, and power new business. It enables the organization to:

- Find media assets they need wherever they are in the enterprise

- Act on it as necessary (e.g., import, replicate, update, delete)

- Migrate it for new projects and uses, and

- Conform it for ease of discovery and management

OpenText

Unfortunately, there's little consistency among the metadata schema in different repositories and directories, and even less consistency in how the various creators label their work.

For example, the metadata in one repository may use "title," while another repository uses "name" to describe the same attribute. Multiply such differences across all the places where assets reside and the search problem becomes evident.

The OpenText Federated Media Access solution enables you to bring the various metadata identifiers into conformance, which means that regardless of what the original metadata says, those who need the asset will be able to find it and use it.

In addition to streamlining the workflow and wringing greater ROI from your assets, this also mitigates the probability of a group recreating a functional duplicate of an existing asset because they either didn't know of it or couldn't find it.

Fully Capitalize on Your Media Assets

Workgroups generally need to control the assets they produce. Yet those same assets could prove valuable to others' work.

By raising the visibility of what the company already has, OpenText enables work teams to quickly determine whether assets exist that they can leverage in their project. Teams can view the asset to see what's actually there, and then move it into their own working space for inclusion in their project—and not coincidentally, also automatically contribute that new work to the pool of available assets.

Visibility into the asset collection, and access to it, also can trigger innovation for new projects or for profitable mash-ups. Exploring one line of inquiry can reveal associated threads that previously would have been opaque. Acting as a creative catalyst, inves-

tigations like these can inspire new directions of thought and new avenues to further capitalize on what you've already paid for.

Enterprise-Grade Asset Management

OpenText Federated Media Access is part of OpenText Media Management, an enterprise-grade asset management solution that provides secure, cost-effective control of digital assets throughout your organization and across multi-channel platforms.

With sophisticated collaboration tools and automated workflows, teams can annotate rich media assets directly from integrated OpenText CEM products, Adobe Drive, SAP software, and more. With added opportunities for content reuse, seamless integration, and shortened time-to-market, your organization can deliver real-time responsiveness to meet both internal and customer expectations.

Summary

One of the biggest challenges for media companies is efficiently using and managing their digital media assets. This directly affects operating costs, creation costs, traditional and new revenue opportunities, time to market for new products, and overall ROI of each asset.

As part of the larger OpenText Media Management environment, OpenText Federated Access removes stumbling blocks that prevent appropriately controlled and managed search, access and movement of digital media assets for internal purposes as well as for potential external licensing opportunities.

It provides these capabilities while leaving existing infrastructure elements untouched and able to continue to operate normally.

For further information, please contact your nearest OpenText representative, or visit OpenText.com.

Multiple repositories and locations make it difficult, and sometimes impossible, to know what you have, or if you know what you have, to know where it is.

About OpenText

OpenText provides Enterprise Information Management software that enables companies of all sizes and industries to manage, secure and leverage their unstructured business information, either in their data center or in the cloud. Over 50,000 companies already use OpenText solutions to unleash the power of their information. To learn more about OpenText (NASDAQ: OTEX; TSX: OTC), please visit: www.opentext.com. ■