

OpenText Media Management

A Platform for Digital Asset Management in an Integrated Ecosystem

In today's hyper-digital environment, where time is of the essence and the experience is what sells, your customers, partners and buyers want video, pictures and information in real-time; synchronized and delivered consistently to users on the platforms and devices they choose. Here's the problem: Business, marketing and competitive demands are pushing digital asset management and the digital supply chain beyond traditional approaches. The technology to create, contribute and consume rich media has outpaced your ability to manage it. With multiple systems and applications trying to manage and control all these assets, things are falling through the cracks. Missing content. Missed opportunities. Lost productivity.

Unlike traditional DAM systems, Media Management has engineered a platform allowing customers to respond to these ever-growing demands. By connecting people, processes, and content with a sophisticated yet simple HTML5 UI, Media Management supports enterprise-wide ecosystems and digital media supply chains from rich media creation to multi-channel, multi-platform distribution. What this means for our customers is faster integrations with enterprise applications and easier customizations for the way customers expect to work.

Engineered for Enterprise

As a leading enterprise DAM solution, Media Management has workflow-driven, multi-channel capabilities for producing, publishing, and distributing enhanced workplace productivity through a secure, scalable platform. OpenText provides the core enterprise infrastructure, key platform components and capabilities supporting the DAM ecosystem

SUMMARY

Digital Asset Management is a core technology and a critical infrastructure component for the digital supply chain. From creation to consumption, OpenText Media Management provides a "single source of truth" and consolidated repository for marketing, branding, commerce, video and global distribution. It's an integral part of an ecosystem with interconnected and interdependent contributors and production environments (such as agencies, photo, video, audio, graphics, layout) provisioning digital media content for the omni-channel digital supply chain. Whether your business focus is consumers in B2C; a B2B partner network, or a combination of suppliers, distributors and customers, in an omni-channel world it's all about getting the right content and rich experiences to users on the platforms and devices they choose.

ACCOLADE

OpenText Media Management was named as a leader in the latest report, "The Forrester Wave™: Digital Asset Management For Customer Experience, Q4 2014." The report found that OpenText Media Management is among vendors that "provide broad offerings that go beyond just rich media management." Read the report to find out how OpenText Media Management compares with other vendors:

www.opentext.com/forresterwavedam

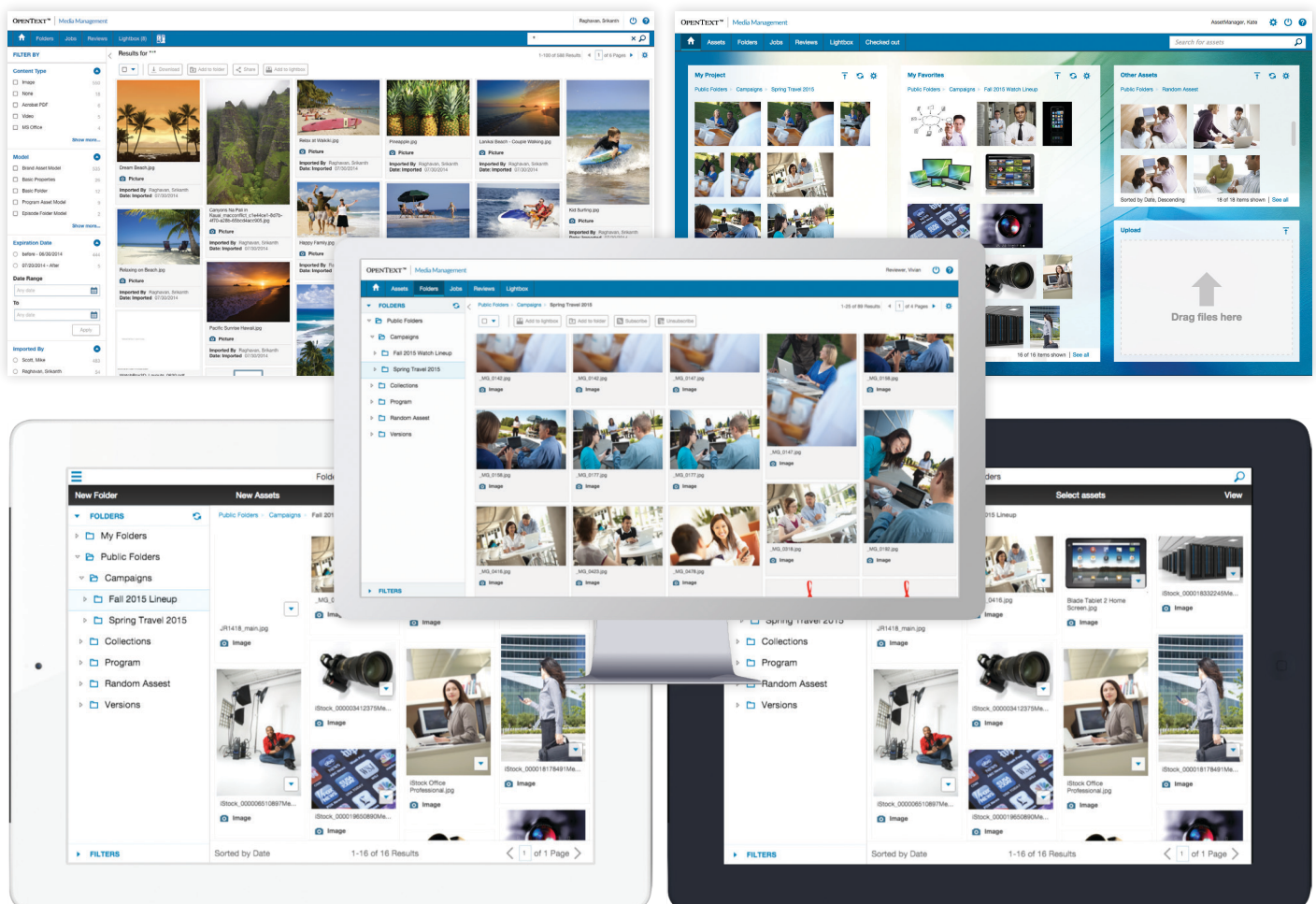
with the efficiencies of “create-once, use-many” to repurpose, re-express, reuse, and re-create. Our customers have measurable gains in productivity from automated processes and data-driven workflows. Focusing on our core competency and a platform to interconnect and integrate with other components is a major differentiator that we have demonstrated with key partners such as SAP® and Microsoft®.

What's Next

Digital transformation is an imperative for organizations to be successful today. Inside and outside the organization are many interconnected and interdependent contributors, creative environments, tools, technology, data, delivery vehicles, devices, touch points, and customer experiences seeking to integrate, collaborate, motivate, and drive achievement. OpenText solutions provide the core enterprise, platform components and capabilities supporting an ecosystem for continuously evolving digital transformation. Whether you are starting out, starting over, or looking for incremental improvements, OpenText solutions are a blueprint to digital transformation.

Contact us for a demonstration and information about the digital transformation journey.

OpenText Media Management features a completely redesigned user experience that puts the digital content you want at your fingertips. Whether you're typing or swiping, the simple yet powerful user interface makes your job easier. In Media Management, the HTML5 interface reduces complexity and unnecessary clutter to find what you need, share, collaborate, and use digital assets anywhere, on any screen including mobile and touch-enabled.



Completely redesigned HTML5 UI. Simple integration and creation of dynamic customized home pages with corporate branding and themes based on user groups. Add folder and upload widget components to get content and enable contribution and upload.

How Our Customers Use OpenText Media Management

- Centralized global brand repository to manage and maintain brand consistency and standards throughout acquisition, sharing, repurposing, localization, disposition, and retirement of corporate and product-related brand assets of all types
- Image and video libraries for digital assets, stock images, artwork, marketing campaign assets, archives, museums, cultural heritage and preservation
- Manage digital assets and access for licensing, subscription, syndication, partner and franchise networks, offshore packaging, localization, and omni-channel distribution
- Manage and deliver digital assets for retail product catalog and ecommerce in online, print, and interactive channels
- Video management for short and long-form ads, marketing and training related content for distribution over Web, Online, broadcast and other streaming, on-demand, and linear channels
- Collaborative support, review and approval for creative workflows, copy, design, graphics, and layouts for print, web, or interactive formats
- Agency workflows that allow marketers to optimize operations and manage jobs across many agencies and vendors, or consolidate to a smaller number of agencies while maintaining control of valuable brand assets.
- Nonlinear packaging and distribution workflows for media assets being syndicated to commercial and proprietary video platforms (e.g. iTunes®, YouTube™, Content Delivery Networks, etc.)

Marks & Spencer is a major British multinational retailer and online market that specializes in the selling of clothing, home products and luxury food products.

“With up to 800 users and up to 2,500 assets being submitted daily, in addition to ongoing management of existing assets, it’s imperative that we have efficient processes. OpenText has all but eliminated unnecessary asset recreation. Our users can quickly locate assets and make required changes within the OpenText system, without going back to the originator and starting the process over again, helping speed up publication and keep costs down.”

CONRAD HENSON, PRODUCT OWNER VISUAL ASSETS,
MARKS AND SPENCER

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