

**SAP Solution Brief**

SAP Customer Relationship Management  
SAP Digital Asset Management by OpenText

Objectives

Solution

Benefits

Quick Facts

**Create and Distribute  
Rich Media for Optimized,  
Omnichannel Customer  
Engagement**



## Make the most of your rich media assets

# Make the most of your rich media assets

Rich media, including video, audio, and animations, are vital to creating compelling, engaging marketing messages and ad campaigns. The goal is to **efficiently create, manage, and distribute these diverse assets** across all channels to reach customers and partners wherever they are, as well as to strengthen brand equity and grow market share.

But to do this, you need a way to **centrally manage** digital assets when producing, controlling, and distributing assets and overseeing rights to your intellectual property. In addition, you need full visibility into marketing processes to eliminate inefficiencies that waste time, slow communications, and result in lost opportunities. And your digital marketing and commerce teams need processes that facilitate collaboration so they can jointly deliver controlled, consistent customer experiences and brand images across all channels and platforms.

With the SAP® Digital Asset Management application by OpenText, marketing and commerce teams can centrally access and manage all your digital media objects in the context of their product catalogs and provide customers with a consistent, omnichannel experience. At the same time, they can operationalize the golden rule of digital asset management: create once, and reuse and repurpose anytime, anywhere to maximize return on investments.



# Access and manage all rich media from a single library

## Access and manage all rich media from a single library

Enrich marketing processes while fostering collaboration

Deliver a consistent, omnichannel customer experience

With SAP Digital Asset Management, you can organize and centrally manage all unstructured and structured product content across channels using a browser-based interface. The software also supports product catalog and master data management (MDM) use cases.

When combined with hybris® software, SAP Digital Asset Management connects relevant asset metadata to the digital assets themselves. Once these linkages are made, people can use SAP Digital Asset Management to search, manage, and reuse assets across channels,

as needed. And consumers seeking information about your products can view these assets across any channel. No integrations are needed, as data models are automatically available for Web content management, cross-channel commerce, order management, and customer service.

SAP Digital Asset Management also integrates with enterprise applications, such as the SAP Customer Relationship Management (SAP CRM) application, the SAP ERP application, and the SAP NetWeaver® MDM component.



Because everything is in one place, you gain a real-time understanding of asset availability, rights, and usage conditions.

Continued on next page



---

## Objectives

---

## Solution

---

## Benefits

---

## Quick Facts

### **Access and manage all rich media from a single library**

Enrich marketing processes while fostering collaboration

Deliver a consistent, omnichannel customer experience

Using built-for-purpose interfaces, you can:

- **Link product master data to rich media assets** – Expose and visualize digital assets within applications, media-enabling them for easier search and use
- **Link CRM data to rich media assets** – Search for, access, and use digital media assets from within SAP CRM to create campaigns and plans
- **Manage marketing content and product content side by side** – Eliminate inconsistencies and enable marketing and commerce teams to collaborate around customer experiences

These linkages enable enterprise-wide visibility, management, and use of your rich media assets. You benefit from:

- A single point of management for all content, images, and digital objects

- Tools to efficiently manage attributes, such as category, price, promotion eligibility, language, and geography
- Smooth management of data quality and consistency across markets
- Consolidated collection and distribution of content from various systems, sources, and divisions
- A state-of-the-art import and integration tool and strong supplier data onboarding
- A user-friendly GUI with drag-and-drop features, security, role management, and mapping of metadata to digital assets

As a result, you can better control and drive the value of your brand and swiftly respond to changing market conditions and events impacting your organization's reputation.



# Enrich marketing processes while fostering collaboration

Access and manage all rich media from a single library

## **Enrich marketing processes while fostering collaboration**

Deliver a consistent, omnichannel customer experience

With SAP Digital Asset Management, you can optimize how you access, manage, and reuse rich media assets, as well as enhance creativity and productivity across your organization. For example, using the software's secure, role-based Web access, designers and writers can access creative software such as Adobe Creative Suite. Marketing professionals can control, index, categorize, and secure assets. And managers can access and view approved assets in multiple formats, as well as enforce integrated rights management and version controls to prevent unauthorized or improper use of digital content.

The software also supports real-time collaboration – complete with process steps in SAP CRM, for example – throughout asset production and utilization. For instance, campaign managers and marketers can work with in-house or external photographers, designers, and writers. Legal advisors can review product descriptions and address copyright issues. Multiple versions of assets can be tracked for transparent development processes and applied across concurrent initiatives. And managers can control multiregional or global initiatives, localizing content when possible and accounting for issues such as cultural differences early in the process – before time and resources are spent.

Continued on next page



---

## Objectives

---

## Solution

---

## Benefits

---

## Quick Facts

Access and manage all rich media from a single library

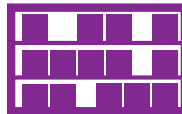
**Enrich marketing processes while fostering collaboration**

Deliver a consistent, omnichannel customer experience

By collaborating internally and externally around the creation, management, and distribution of digital assets, your teams can efficiently drive branding and marketing initiatives. You can:

- Eliminate duplicate effort and redundant spending
- Integrate budgeting, campaign management, and marketing asset management processes

- Provide secure, Web-based access of approved sales material and collateral
- Negotiate complex workflows involving digital media files for product packaging
- Help ensure legal usage compliance, and adhere to regulations for archiving promotional claims
- Reach out to consumers in a dynamic environment of increasingly advanced media and sophisticated customer practices and expectations



Creative professionals can make and collect a wide range of media with functionality to import, upload, batch import, and use desktop plug-ins.



# Deliver a consistent, omnichannel customer experience

Access and manage all rich media from a single library

Enrich marketing processes while fostering collaboration

**Deliver a consistent, omnichannel customer experience**

When you deploy SAP Digital Asset Management integrated with hybris software, your marketing and commerce teams can collaborate through a single source of media to deliver a smooth, consistent experience for customers across all channels: in-store, mobile, Web, social, and beyond. This results in a customer experience that's richer, more engaging, and visually immersive – and reinforces your brand.

Imagine being able to control the visualizations customers see across every channel and touch point from a single console. You can select the right size, format, and resolution of the same asset as it's cascaded across different channels and touch points. For example, for mobile sites, you want lower-resolution images that display quickly. And to optimize the desktop experience, where people are using larger screens and download speeds are fast, you want more-detailed, larger images.



Digital marketers gain tools to immerse customers in their brand experience – and content to tell stories and turn customers into brand advocates.



# Realize the benefits of managing rich media across channels

## Realize the benefits of managing rich media across channels

SAP Digital Asset Management is scalable and extensible to meet your company's current and future requirements. With the software, you benefit from:

- Enhanced brand control with global access to approved content
- Reduced operating costs with streamlined processes
- Optimization of creative workflows through integration with leading design applications
- Rapid review and approval with centralized access and collaboration functionality
- Faster time to market, thanks to improved distribution and efficiency
- Legal compliance, thanks to rights management and version-control functionality



SAP Digital Asset Management is reliable and secure and can be replicated and distributed to help ensure high service availability and fault tolerance.





---

Objectives

---

Solution

---

Benefits

---

**Quick Facts**

---

**Summary**

The SAP® Digital Asset Management application by OpenText helps advertising, marketing, and commerce organizations optimize management of rich media assets. You can efficiently create, centrally manage, and reuse content across your enterprise – and all channels – by creating linkages between digital assets and your product and customer data within enterprise applications. The result is greater productivity and creativity, better brand and messaging control across channels, lower costs, and higher returns on digital assets.

---

**Objectives**

- Generate, use, and reuse content across all channels
- Reduce the cost and effort of creating and using digital assets
- Empower customers with more choices and market influence

---

**Solution**

- Support for content creation, reuse, and distribution
- Real-time collaboration around content creation
- Support for integrated budgeting, campaign management, customer relationship management, and marketing processes
- Visibility into asset availability, rights, and usage conditions
- Rights management and version-control functionality

---

**Benefits**

- Enhanced brand control
- Reduced operating costs
- More-efficient creative workflows
- Rapid review and approval cycles
- Faster time to market
- Better compliance through rights management and version controls

---

**Learn more**

Visit us online at

[www.sap.com/solution/lob/marketing/software/digital-asset-management/index.html](http://www.sap.com/solution/lob/marketing/software/digital-asset-management/index.html).



© 2014 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP SE or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP SE or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.



The Best-Run Businesses Run SAP®