

Rich Media and Omni-Channel Commerce Expectations

Managing Content in an Integrated Ecosystem

Customer expectations are the primary driver for omni-channel commerce. Whether B2B or B2C, your customers want an integrated experience, they expect to see consistent branding, rich media, and correct information. And that requires digital assets images, text, video, and audio to be synchronized with product information, and delivered consistently and seamlessly across all channels. Digital asset management is a core, foundational capability ensuring the benefits of omni-channel customer experiences are delivered.

Rich Omni-Channel Experiences

Immersive, uninterrupted, and customer-centric experiences are impossible unless you successfully leverage rich media and product content seamlessly across multiple touch points; allowing your customers to effortlessly switch channels and devices while continuing their journey in a consistent environment. Giving customers relevant and consistent product information size, color, specs, promotional text, rich imagery, and demo videos is key to engagement, loyalty, and transactions. Lacking effective digital asset management and an all-encompassing product content strategy can be costly, with missed opportunities and lost revenue.

OpenText Media Management is a recognized leader in Digital Asset Management (DAM). We help you manage all your video, images, and rich media for the entire enterprise in one place. Helping employees find what they need to develop and collaborate while using digital assets anywhere for more effective omni-channel marketing, sales and corporate communications. It's all about getting the right content and rich experiences to users and consumers on the platforms and devices they choose.

EXPERIENCE MATTERS IN OMNI-CHANNEL COMMERCE

Just as shoppers see your products on display in physical stores, digital experiences have to provide the right content for shoppers to become buyers. Today's connected consumers expect convenience and flexibility across channels, whether brick and mortar, catalog, print, in-store kiosks, web, mobile, or social platforms. In an omni-channel world, where information flows seamlessly, it is imperative the content be accurate and consistent.

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The OpenText Media Management platform powers omni-channel commerce so product owners easily and quickly can manage rich media from a single library. Our integration with hybris Software, an SAP® Company, lets users browse and search Media Management assets in the native hybris “Cockpit” interface and associate assets with the Product Catalog items. OpenText Media Management transforms and transfers the asset in the proper size, format, and resolution to hybris’ Product Catalog Management.

Adding to our powerful enterprise DAM capabilities, Media Management has a RESTful API interface, web services, and APIs. This allows business applications and integrations to be built quickly and efficiently on the platform. What this means for our customers is faster integrations with ERP, CRM, ecommerce, Product Information Management (PIM) and Master Data Management (MDM) applications. Easier customizations for the way you expect to work.

An Interconnected and Interrelated Ecosystem

Rather than managing separate customer experiences through various channels (multi-channel strategy), omni-channel strategy is customer-centric. It give you an immersive, uninterrupted and device agnostic experience across channels that drives engagement, loyalty, and transactions. The customer is at the center. It’s about your brand, product, or service, not the channel.

OpenText provides the core enterprise infrastructure, key platform components, and capabilities supporting and enhancing the omni-channel ecosystem with the efficiencies of create once, publish everywhere to repurpose, re-express, reuse, and re-create your rich media content. Our customers have measurable gains in productivity through automated processes and data-driven workflows. Building on the OpenText history of compliance and security with a platform to interconnect and integrate other components and enterprise technology is a major differentiator that we have demonstrated with key partners such as SAP and Microsoft®.

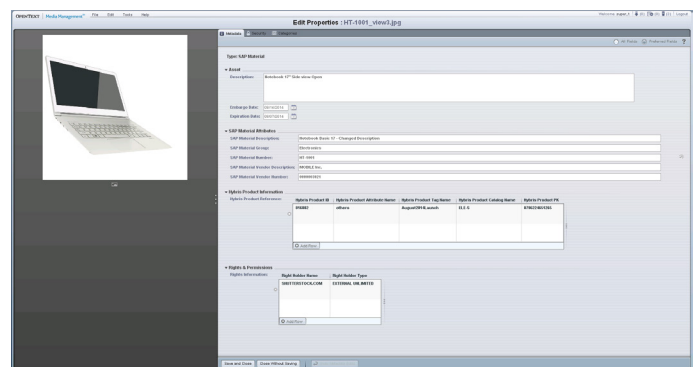
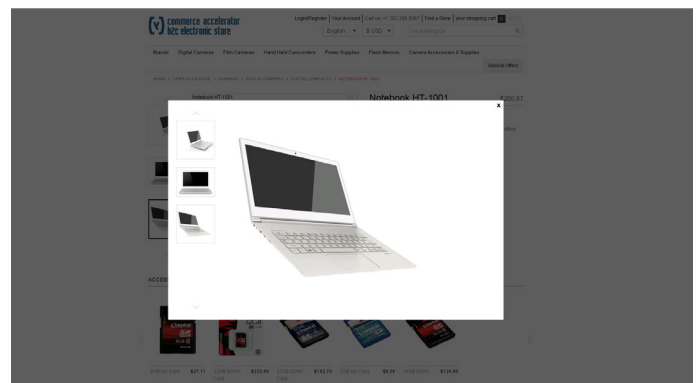
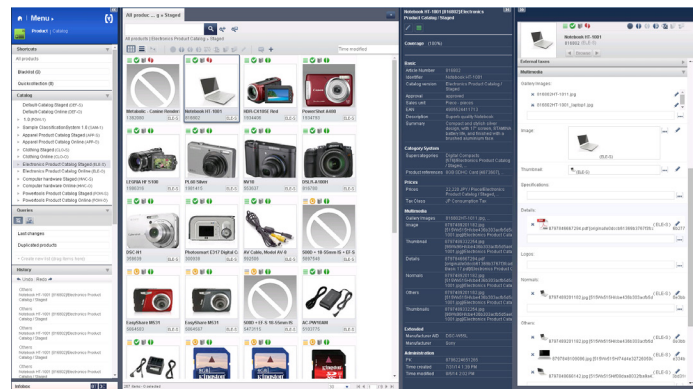
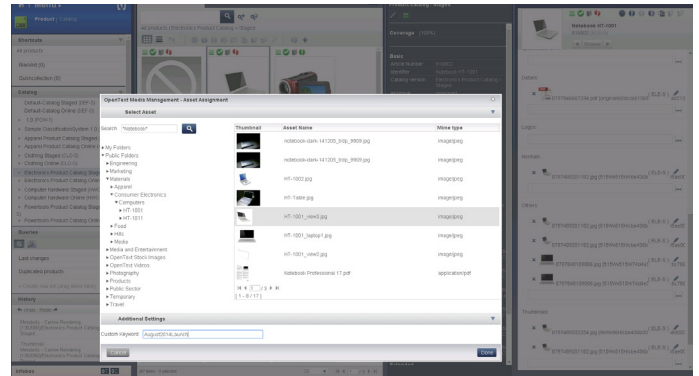
Managing Product Content for Omni-Channel Commerce

“Consider the case of a customer shopping for a pair of winter boots, engaged in a period of pre-purchase research. Imagine presenting her with the right combination of product content that correlates exactly with her needs—everything from the right size, style, and color to customer reviews, product video, styling advice, delivery information, and the promise of post-purchase support—at critical moments in the buying process.

In the case above, the ability to serve up highly relevant product content during this optimal timeframe and across multiple touch points can be a key driver of conversion, and the deciding factor that clinches an online sale.

In a 2012 blog, Russ Somers, VP of Marketing at Invodo, reported on the success of Step2, a manufacturer of toys for preschoolers and toddlers distributed through more than 70 retailers worldwide. Step2 found that shoppers who view videos are 174% more likely to purchase than shoppers who do not. Astute merchants know that inspiring content can deliver an experience that is fun and entertaining for many customers, which drives loyalty and increases business.”

“Managing Product Content for Omni-Channel Commerce” hybris, An SAP Company, whitepaper, 2013.



The OpenText Experience Suite

Offers a ready-made application stack to support Customer Experience Management. OpenText Media Management is the core infrastructure that manages digital assets within the Experience Suite.

Media Management also serves as the DAM system for OpenText Web Experience Management and Web Site Management, providing dynamic, integrated publishing, storage, version control, and format conversion for web assets such as banners, videos, and images. In addition, we have integrated our DAM system with many different Web Content Management systems.

Workflow, project management and business process management are key parts of content operations and keeping the digital supply chain connected. Together, Media Management and OpenText BPM allow you to choreograph processes and workflows to make, manage, and move your digital content to maximize impact and effectiveness.

“Retailers estimate they lose \$65M (€47M) for every billion dollars (€721M) in revenue due to lack of omni-channel readiness.”

RETAIL INFO SYSTEMS “OMNICHANNEL READINESS,”
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