

OpenText Media Management

Make Media Work for You

OpenText Media Management is an integral component of the Customer Experience Management (CEM) suite that OpenText offers to help organizations execute on comprehensive Enterprise Information Management strategies. CEM is a set of technologies that organizations can take advantage of to exceed customer expectations, reach new markets, and provide superior experiences across all digital channels.

Digital media can be compelling, but it's not easy to handle. There's no question that rich media is vital to business today. And it's not just ad agencies and television studios creating and publishing media. Today, media is playing an increasingly vital role in sales and marketing, training, customer service, corporate communications, licensing, and product packaging. Why? Because it works. Really well.

In today's environment where time is of the essence and the experience is what sells, your customers, partners, and prospects want video, pictures, and information. They want to see it and hear it—not just read about it. Fortunately, it is now easier, faster, and more affordable to create rich media. As a result, there's been an explosion of rich media assets in every company.

But here's the problem: the technology to create rich media has outpaced your ability to manage it. Organizations are now feeling the pain of trying to manage, control, and efficiently distribute all of the new media they're creating and receiving.

- It's not easy to search for or locate media files that are not text-based.
- Converting and preparing media files for multiple uses— corporate websites, broadcast, YouTube™, training videos, mobile apps for smart phones—is no easy feat; it's time-consuming and prone to error.
- Rich media has a ravenous appetite for storage space, putting pressure on IT to meet storage needs.
- New opportunities to engage customers via emerging channels such as mobile and online services, such as YouTube, Facebook®, or Apple® iPad®, are left wanting for lack of resources to optimize existing media or campaigns.
- Every local region now scrambles to localize the corporate brand and messaging for their markets—potentially eroding consistency in the process.

***OpenText Media Management:
Optimize media operations and increase media agility while ensuring consistency and reducing risk.***

Because systems and processes used to create and manage rich media have typically been developed on an ad-hoc basis, without the benefit of an enterprise strategy, they create risks and inefficiencies for large organizations. With OpenText Media Management, rich media can be used efficiently within the context of your Customer Experience Management (CEM) system. In short, OpenText makes media work for you.

Media management makes media work for you and your business

Given the growing use and importance of media throughout your organization, it's imperative that you have a plan in place to manage it. Otherwise, you're leaving money on the table—in terms of inefficiency, missed opportunities, and risk. Media Management enables you to make money, save money, and reduce liability in the following ways:

- *Optimize media operations* – Enable all the stakeholders to participate in collaborative processes. Engage design professionals and business users with an appealing and intuitive user interface that allows them to work efficiently with all media, regardless of format and technology. Ensure that the right stakeholders are involved at the right time with an easy-to-use, integrated workflow. Reduce lost time and effort by ensuring that media files can be found quickly and reliably. Eliminate silos by providing a purpose-built system to manage images, video, layouts, and other media assets.
- *Increase media agility* – Take advantage of emerging opportunities, quickly using your existing rich media to engage, persuade, inform, and entertain. Automate publishing and distribution processes to expand the impact of your creative media. Convert files, apply metadata, package assets, and then deliver those files to any destination with minimal effort.

- *Ensure consistency, reduce risk* – Maximize your investment in branding and media by ensuring consistent use of rich media assets across your organization. Comply with licensing requirements and legal constraints. Minimize risk of inappropriate or off-brand use of media.

Media plays different roles in different organizations

As media plays a growing role in a wide variety of industries, Media Management has the usability, flexibility, and extensibility to meet the specific needs of your organization. Media Management offers various modules and configuration options specific to our most common use cases. We have hundreds of customers in a wide range of industries, and the expertise and experience to ensure your needs are met now and in the future.

Organizations in many industries can benefit from Media Management.

CHALLENGES	HOW OPENTEXT HELPS	
MARKETING	Because they're difficult to search for and find, brand assets are often recreated. Agencies often maintain assets "on your behalf," which can exacerbate the problem. Companies are not able to integrate rich media with other systems.	<ul style="list-style-type: none"> ▪ Provides a single point for stakeholders to iterate on assets ▪ Supports review and approval processes and provides the "findability" and usability that your organization needs to get the most value from your assets
MEDIA AND ENTERTAINMENT	The media lifecycle is complex and involves many stakeholders. Physical stock is an important corporate asset. Publishing to an increasingly broad set of destinations is labor-intensive.	<ul style="list-style-type: none"> ▪ Acts as a central point for all stakeholders to plan, aggregate, and review work in progress ▪ Manages physical stock ▪ Automates complex publishing tasks
PUBLISHING	Publishing books, magazines, and catalogs requires you to pull together assets with a large number of component pieces. Each piece is iterated on, and the whole is published to print, web, and, increasingly, eBook formats. This is a complex process subject to error.	<ul style="list-style-type: none"> ▪ Makes it easy to organize and track the component pieces, ensuring that the final product contains the right version of every piece ▪ Allows you to publish to more formats and destinations
MUSEUMS AND ARCHIVES	Museums and archives have begun making their cultural and intellectual treasures available online. These collections already include rich media; photos, film, music, and lectures. How to organize these vast collections is just one challenge. A bigger concern is how to maintain control over their use while reaching ever-wider audiences.	<ul style="list-style-type: none"> ▪ Easily handles the largest archive collection ▪ Provides the ability to add appropriate metadata and handle multiple taxonomies required by your experts and treasures ▪ Ensures that only the correct versions of the appropriate assets are published
MANUFACTURING AND DISTRIBUTION	Parts catalogs, assembly instructions, and CAD files are all rich media assets that can be made available to partners and customers. To do that, you must ensure that these assets are organized and searchable so that the appropriate audience can find them.	<ul style="list-style-type: none"> ▪ Enables you to integrate your visual media with your parts, products, and inventory databases ▪ Allows manufacturers and distributors to work effectively together and with their customers
INSURANCE, MEDICINE, LEGAL, AND ENERGY	Documentary evidence is stored increasingly as high-res photos and video. But traditional case management software doesn't handle this media well.	<ul style="list-style-type: none"> ▪ Ensures that your media workflows can seamlessly integrate with your case management system and other processes

What does Media Management do, exactly?

OpenText automates and optimizes these five essential elements of media management:

- *Collecting* – Media Management collects content with automated batch importing and transcoding services for all types of media, including images, layouts, audio, presentations, and video. The result is a single system that your entire global organization can leverage—without the silos, massive email files, or guesswork.
- *Managing* – Media Management manages rich media efficiently with the ability to organize, categorize, and apply appropriate security policies to link related assets. To ensure that media assets can easily be found when needed, OpenText ensures the richest possible metadata can be applied with minimum effort.
- *Finding* – Media is only useful if it can be found. Media Management enables faceted search as well as keyword and advanced searching and allows users to browse taxonomies or folders. OpenText offers the ability to include synonyms in search, improving the likelihood of finding what you're looking for.
- *Repurpose* – Reusing media assets allows you to maximize your investment and reduce wasted effort. Media Management makes it easy for your entire organization to find appropriate media for use in presentations, marketing, and other business communications. Workflows ensure that people follow processes for production, review, approval, and legal signoff.
- *Distributing* – Publishing and distribution of media can be as simple as emailing the right file to the right destination or as complex as requiring transcoding, packaging of multiple components, preparation of proper metadata, and delivery to a specific location. Media Management automates this process so that publishing and delivery become a one-step process.
- In addition, Media Management goes beyond what other niche vendors deliver in combining an enterprise-grade platform with common and popular design features.
- *Platform* – In addition to providing the core capabilities, Media Management, as part of the OpenText Customer Experience Management (CEM) suite, is robust and flexible enough to support your enterprise needs. Media Management provides an environment that is highly scalable and includes extensive APIs for customization, extension, and integration.

- *Design quality* – How well an application is designed is as important as the feature set it promises. Media Management is designed to be intuitive and convenient for people who work with media. This ensures that the system is adopted and used by your organization, unlocking the real return on investment.

Netting it out: what Media Management means for you

- Your rich media assets are available to everyone who should have access. Your entire organization is now able to efficiently produce, use, and publish media in a way that works for your business.
- The right version of the right asset in the right format at the right time—that's what your users get with Media Management.
- Managing rich media becomes an organic part of your business—not just a tool of the marketing or publications departments. ■

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