

PART 2. A TEST DRIVE OF OPENTEXT MEDIA MANAGEMENT

KEEPING THINGS ORGANIZED WHILE ADDING NEW PROJECTS

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As I continue to test drive OpenText Media Management (please refer to Part 1, "Classifying Digital Assets in Three Dimensions for a Marketing Campaign"), I am struck by how easily and quickly digitally savvy organizations can begin to harness the power of an enterprise-class digital asset management (DAM) system. OpenText has put a lot of focus on helping organizations stay organized with minimal effort, even as projects evolve and things change. Marketing departments, branding agencies, and other groups that depend on rich media for their livelihood, for example, will discover that a little structure goes a long way.

FOLDERS AND FOLDER TYPES

Certainly, folders are a familiar metaphor from our analog world. When dealing with physical things (such as receipts, bills, or recipes), I can use different folders to store different types of content. With Media Management, I can continue this familiar folder metaphor and do much more. Not only can digital folders be created and managed like one would expect, but in the OpenText system, they can be designed to hold only specific types of assets and metadata. They are smartly type-sensitive.

For example, a set of "photo" folders may be set to only contain JPGs, TIFFs, and PNGs and have 4 metadata fields; folders marked as "video" can only contain MOV, FLV, and H264 and have 8 specific fields. What's more, folders can mark assets placed in them such that any time they are copied in the future, their categorization criteria (defined by the metadata) will be automatically carried with them. This is a really great time saver and data integrity enhancer. Not only are the categorization criteria maintained, but the system tracks all derivatives of the original asset.

I can thus add the descriptive terms that are relevant for my project and folder type. I can include as much detail as I need to do my job. By annotating folders with metadata based on folder types, I can categorize my digital assets by a wide range of business-relevant criteria, tailored to the multiple tasks and activities I am managing, and useful for automating business processes.

TRACKING TASKS AND ACTIVITIES IN CONTEXT

Let me focus on a typical business situation. Suppose I am photo editor in a marketing department, juggling a continuing stream of projects. My organization maintains a library of digitized photos, video clips, and other media assets in Media Management. I rely on the intuitive folder management capabilities, embedded in this DAM system, to arrange assets by projects. When I start to work on a new project, I create a new folder, select the appropriate folder type, and add the predefined descriptive terms as metadata. I can then track both folders and assets by familiar, business-related criteria.

Turning to the test drive, which is available as a companion online video, I manage all my projects, organized by folders and subfolders, online. I work on a number of marketing campaigns and am about to start a new one, so I need to create a new subfolder within my Marketing Campaign folder.

This is very intuitive. Within the context of my Marketing Campaign folder, all I have to do is:

- Click on the “New Folder” icon
- Enter the name of the campaign as the title for the subfolder. This can be any term I want. Right now I am starting to work on the Summertime campaign so that’s a good folder name.
- Select the folder type from a drop-down list, as shown in Illustration 1. For this project, I know that it should be the “campaign” folder type.

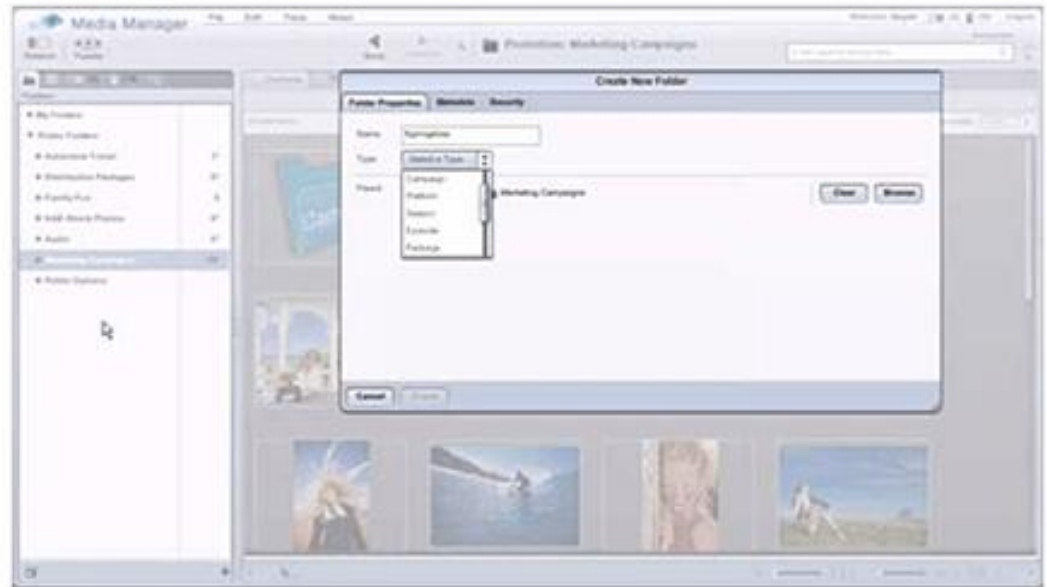


Illustration 1 . Inserting the folder type is simply a matter of picking an item from the predefined list. Each folder type includes predefined sets of metadata and file format specific access.

Next I add the predefined metadata for a “campaign,” including campaign title, theme, and sponsor. These are the handy criteria that marketers and photo editors in my organization use to keep things organized. Somebody has defined them up front and I can now exploit this embedded intelligence.

Finally I need to set the security for the folder to determine how readily I can share assets with colleagues. I select the “Default Asset Policy” setting; colleagues within my organization, once they connect to the shared repository, can access my Summertime campaign folder, and then copy or modify the items stored within it.

MAINTAINING CONTEXT BY FOLLOWING THE METADATA

Once my Summertime campaign folder is listed as one of my Marketing Campaign projects, I can easily add new assets to it. Media Management features a familiar drag-and-drop capability. Reviewing my collection of assets, I simply select an item for my summertime campaign, drag it into my new folder, and keep all of the items in one place.

Moreover, I can maintain the business context while keeping track of the important criteria. Now stored within my Summertime campaign folder, the video clip contains both as-set level and folder level metadata. Assets include the descriptive metadata inherited from folders.

When juggling multiple projects and needing to keep track of disparate facts and figures, this metadata management capability comes in handy. For example, if I have a question about ‘rights and clearances,’ (defined as asset level metadata), I can quickly find the campaign ‘sponsor’ (defined as folder level metadata), and determine the name of the organization or person I should turn to. Media Management helps me track and discover these important business-related criteria by maintaining the metadata within assets and folders. I can then use these criteria to trigger predefined business processes.

THE CONSEQUENCES OF RELEVANT CATEGORIES

In short, with the continuing flow of projects, it’s all about working at the speed of digital business. Particularly when sharing assets with teams of colleagues and co-workers, it’s essential to keep the relevant categories straight.

With Media Management, adding new folders for new projects is a point-and-click affair. With little effort, I can organize and label projects as I want. But this is only the beginning. As a DAM system for the enterprise, the OpenText system delivers much more. Folders and assets come with metadata – relevant categories that help keep track of things. This metadata is inherited and contextualized, so that it follows what I am doing. With the right metadata defined up front and embedded within my work environment, I can substantially enhance my ability to manage assets within an enterprise, automate business processes, and stay abreast of changing business situations.