



Sold by SAP as SAP Digital Asset Management by OpenText

# OpenText Digital Asset Management Connector for SAP® CRM

*OpenText Digital Asset Management Connector for SAP® CRM 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 Asset Management (DAM) is focused on controlling content, specifically the media and its metadata elements, whereas Customer Relationship Management (CRM) provides the tools to help an organization identify the most likely customer. The combination of the two processes brings together content, resources, and management of budgets and calendars, providing a total solution for marketing resource management. It enables marketers to create, produce, and distribute marketing material on-time and within budget, increasing productivity and improving the efficiency of marketing processes.

OpenText Digital Asset Management Connector for SAP® CRM enables SAP CRM users to easily search, locate, and assign media to business data. It also provides an interface between the web services in SAP CRM and OpenText Media Manager

to enable users to search for digital media assets from within their CRM environment, providing a number of significant benefits.

## Improvements in marketing efficiency and productivity

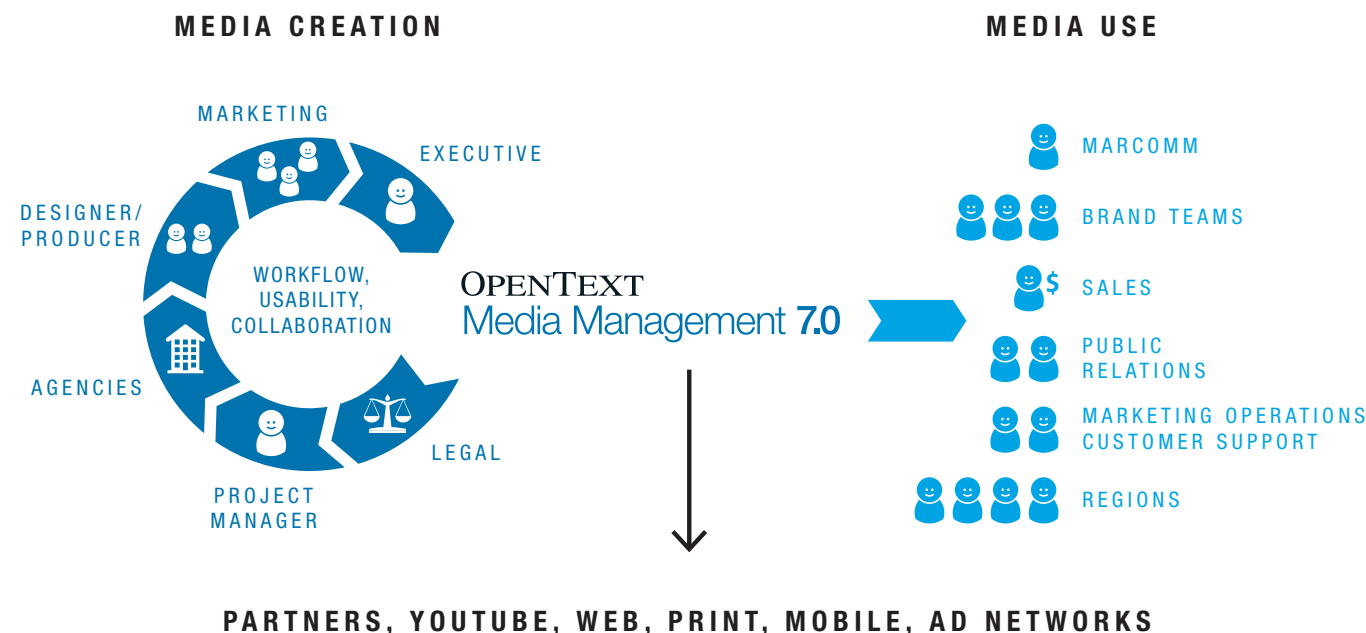
The ability to access and search rich media from a single system allows marketers to find exactly what they need and to pass that knowledge on to their coworkers in sales and legal departments. DAM Connector for SAP CRM provides a single point of the truth of approved assets so marketers no longer have to hunt around to find the correct content. Being able to locate assets that can be reused and repurposed can contribute to significant cost savings and bottom-line profitability.

**Bottom-line:** Users avoid wasting time constantly looking for assets, emailing colleagues, and waiting for lengthy workflow approval processes.

## SAP DIGITAL ASSET MANAGEMENT BY OPENTEXT

SAP® has strict product quality standards and rigorously tests all integration candidates. OpenText Media Management has earned SAP Premium Qualification as a fully integrated offering, which is sold by SAP as SAP® Digital Asset Management by OpenText. The product extends rich capabilities to organizations, including the ability to organize and use rich media assets more effectively and efficiently, and blends core functionality of DAM and CRM systems to increase productivity.

## SAP Digital Asset Management by OpenText

**Increase brand compliance**

In a digital world where time-to-market is important and multiple systems are used, brand compliance mistakes are inevitable. However, by having a single view of business data and rich media, such mistakes can be avoided by giving marketers the tools in the beginning of the process, maintaining brand consistency.

**Bottom-line:** Empowering marketers at the start of the process removes the potential for brand compliance mistakes.

**Measure asset utilization and effectiveness**

Having visibility into where media assets are used and how effective particular campaigns have been helps organizations identify assets that have the largest impact on marketing effectiveness.

**Bottom-line:** The “where used” functionality enables marketers to ensure digital assets are used appropriately and diluted

brand messaging is avoided. It also helps to immediately identify the most useful assets and marketing messages that resonate with target audiences.

**Gain competitive advantage and improve time-to-market**

Consumers in the digital market today have rapid access and exposure to information through such tools as social media and syndicated information from partners. This new phenomenon means that consumer dynamics are changing and organizations need to adjust to meet the new demands. Organizations that can react quickly and proactively will gain competitive advantage and grow their customer bases much quicker.

**Bottom-line:** Connecting an SAP CRM system with a modern DAM system from OpenText will enable organizations to react in a more efficient manner. Because media will be available in any format when the marketers need it, the end customers will also receive information faster.

**Optimize content production and reduce acquisition costs**

A digital world relies on compelling media to engage with customers across a diverse range of channels. Media production, whether from internal departments or external agencies, can be expensive with the estimated average cost of \$500 per asset. Understanding and measuring the usage and success of media assets enables organizations to understand where they should be strategically investing in content production to support marketing.

**Bottom-line:** Optimizing the tools for marketers to work with media will deliver a more complete understanding for executives of all the costs of the marketing value chain. ■

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