

# Managing Global Branding to Improve Your Marketing Relevance

**D**igital transformation is changing how Marketing creates business value. With tools to digitize operations and reinvent processes, OpenText Global Brand Management solutions help increase productivity. Leveraging the latest advancements in digital asset management, helps you deliver timely, personalized, positive and relevant brand experiences while enhancing your brand image.

With channel-wide commitment to manage global branding through integrated marketing, our Global Brand Management solution drives productivity and effectiveness with a central repository that securely manages and controls your digital content, from creation to distribution.

## Enhance your brand value

Integrated marketing, social networking and innovative technology are engaging customers in new ways every day, which means that enhancing your brand value and maintaining consistency across all media and communication channels is essential. Global Brand Management offers transparency and secure access to

all your digital marketing content, providing management and control of how brand assets are used. In the B2B and B2C spaces, OpenText helps manage the end-to-end marketing with:

- A single, centralized system with global visibility of all marketing assets
- Real-time collaboration to create content
- Brand standards that allow autonomy for the unique needs of local markets
- Integrated campaign management processes

The digital asset management system is a core component of the OpenText Global Brand Management solution.

## SUMMARY

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### Maintain brand consistency and standards

Manage and control digital media and marketing content for collateral, web and online publishing with a secure, central repository.

### Intelligent search

Categorize, filter and sort all of your digital content to quickly narrow down and find the right content.

### Automate your workflow engine

Manage business processes and automate workflows to reduce the time and effort to produce and publish digital media content.

### Localize your content

Synchronize and tailor your brand content for target segments, groups and regions.

### Guide and grow brand value

A core component of a comprehensive global brand marketing solution is a central repository to efficiently organize and manage your rich media assets. OpenText Media Management is a proven digital asset management system with thousands of users around the world. As part of a custom-tailored solution for enterprise-wide global brand marketing, OpenText helps increase productivity and the value of your brand and marketing assets.

OpenText optimizes your operation with real-time communication and responsiveness, allowing feedback and adjustments to campaigns or messages to be processed, approved and distributed seamlessly through the entire value chain. The OpenText production and distribution workflows for multi-channel, multi-platform, multi-device delivery and syndication result in shortened cycle times, quick response and faster turnarounds. This means increased customer satisfaction and lower costs.

### Integrated workflow management

Workflow defines and automates the processes and operations to acquire, assemble, transform, annotate, approve,



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publish and distribute rich media. Streamlined workflows reduce the time to market with less effort and greater productivity, optimizing your operation.

### Intelligent search and navigation

Large repositories require advanced search tools to sort and categorize results to quickly find the right material. OpenText provides faceted search and semantic navigation tools to drill down to the best search results. Filtering and indexing the different types or strata of data, including format, text tracks and analytics, helps add meaning and context to rich media assets.

### Integrated marketing value chain

Deliver synchronized and consistent brand messaging across all channels with the aid of OpenText solutions. Today, relevant, engaging and personalized experiences directed to the proper channel at the right time are critical to any online strategy. OpenText Global Brand Management solution help expand your reach into new markets to connect with customers through immersive rich media experiences. ■