OpenText™ Media Management Audit Module

Collect Valuable Metrics, Analytics, and Information about Your OpenText Media Management system

The Media Management Audit module collects valuable metrics, analytics, and information about how users are using the OpenText Media Management system by tracking usage and changes to the digital media assets in your repository.

Audit capability is a must-have for next-generation Digital Asset Management (DAM). Part of OpenText Media Management—a DAM application platform that coordinates and facilitates multiple creative and production environments—the OpenText Media Management Audit module lets you know how your Media Management system is being used, who is using it, when content is being acted on, and what content is being created, published, unpublished, consumed, accessed, modified, or deleted. Usage statistics, administrative data, patterns, and trends for Media Management are important for managers, technologists, and users to track the history, user activities, and evolution of the entire system and individual assets and tasks.

The Media Management Audit module collects valuable metrics, analytics, and information about how users are using the Media Management system by tracking usage and changes to the digital media assets in your repository. The customizable user interface is called INSIGHTS and is a core part of the Media Management Audit module. The INSIGHTS web application is a browser-based, real-time reporting dashboard which gives you a snapshot view of activities and content changes in a simple, easy-to-use interface, as well as comprehensive analytics and drill down reports based on usage data collected in Media Management.

INSIGHTS provides historical views of actions performed on your digital assets—creation, modification, check-in/check-out, and usage. It also adds capabilities for internal audits and compliance checks, letting you know what was changed and by whom.

The OpenText Media Management Audit module is built on a real-time monitoring, auditing, and analytics platform called Real Time Biz (RTB). This flexible engine, from OpenText partner VILT, captures data as events by monitoring the application or system. Each unique system or application has a specific model based on metadata and attributes collected as sets of event types.

SUMMARY

Digital Asset Management is a core technology and a critical infrastructure component for the digital supply chain. From creation to consumption, OpenText Media Management provides a “single source of truth” and a consolidated repository for marketing, branding, commerce, video, and global distribution. It’s an integral part of an ecosystem with interconnected and interdependent contributors and production environments (such as agencies, photo, video, audio, graphics, layout) provisioning digital media content for the omni-channel digital supply chain. Whether your business focus is B2C relationships, a B2B partner network, or a combination of suppliers, distributors, and customers, in an omni-channel world it’s all about getting the right content and rich experiences to users on the platforms and devices they choose.

FEATURES

- **Performance.** Minimal impact on Media Management; the RTB platform is independent and uses established Media Management extensions
- **Security.** Access to the audit information for auditors only, LDAP authentication
- **Usability.** User-friendly with out-of-the-box reports and dashboards; easy to configure and add new events to customize reporting
OpenText Media Management Audit Module
Out-of-the-Box Examples

**List or search reports:** A list of events and associate details.

*Example:* What new digital assets did user Alan Williams import into Media Management in the last month and what were the details of each event?

**Distribution report:** A pie chart that compares the relative number of occurrences between a group of events.

*Example:* What were the top ten search terms used in the last month in the Media Management system?

**Top report:** A bar chart that displays the most or least frequent number of occurrences of events over a period of time.

*Example:* Which events were performed most over the past month?

**Evolution report:** A line chart that displays the number of event occurrences over time.

*Example:* How many video files were created by users X, Y, and Z over the previous year?
OpenText Audit module architecture
The VILT Real Time Biz (RTB) Platform has three main system components:

- **RTB Database**: The data repository of RTB.
- **RTB Data Collector**: The component that receives the events from external systems and stores them in the RTB database in real-time.
- **OpenText INSIGHTS component**: The web console where business users access parametric data reports

The Media Management Audit module is specifically designed for gathering information about Media Management events, whether they are related to common actions or administrative actions.

The OpenText Audit architecture, based on the RTB platform, supports multiple OpenText applications in addition to Media Management:

- OpenText Web Experience Management
- OpenText Portal
- OpenText Collaboration

The OpenText Audit modules are independent or can be used together to provide aggregated analytics and reporting from multiple modules.