OpenText Media Management

A Platform for Digital Asset Management

OpenText Media Management is a pioneer in Digital Asset Management (DAM). From creation to consumption, we help you manage all your video, images, and rich media for the entire enterprise in one place. With a powerful yet simple-to-use interface, our solutions help people find what they need, share, collaborate, and use digital assets anywhere for richer, more effective communication in marketing, sales and throughout the organization. Making it easy to get the right content and rich experiences to users on the platforms and devices they choose.

We think in pictures and images. Information management is evolving and adapting to be more visual-centric in how information is presented, stored, and managed throughout its lifecycle. Business, marketing, competitive, and technology demands are pushing the digital supply chain beyond traditional approaches. DAM is an integral component in this digital transformation. And OpenText Media Management gives you the platform to support the evolving digital supply chain with a redesigned and simplified – yet powerful – user experience. Media Management's intuitive HTML5 User Interface makes life easier for all users.

The Media-Enabled Enterprise

The media-enabled enterprise is an organization where visual thinking, digital experiences and media are pervasive, part of the core DNA of the organization and leveraged to be the differentiator and competitive edge that drives success throughout the organization. It is not just marketing. It is communicating more effectively and purposefully, in rich and compelling customer experiences across internal and external channels in a myriad of devices, applications and contexts, expressing data and information visually to be easily understood, used, and acted upon quickly.

Today's fast moving global markets disseminate digital media simultaneously across multiple outlets to reach consumers–web, mobile, social, print–as well as co-branded content to distributors, retailers, and partners–all needing the right content at the right time. Media Management serves as that centralized, secure and accessible repository

PRODUCT 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" for video, branding, packaging, and global distribution. Omni-channel production and publishing speaks to this "create to consume" workflow. It is 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 supply chain. Whether your business is retail, focusing on consumers in B2C; a manufacturer with a global 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.

to browse search, view, and download; plus offers capabilities for advanced end-to-end workflows and features for creative production, review, approval, publishing and distribution of assets. Ultimately, using digital assets to drive value for the organization.

Business, marketing and consumer demands are pushing traditional DAM offerings beyond their comfort zone. Unlike traditional DAM systems, Media Management has engineered a platform allowing customers to respond to these ever-growing demands. With the latest version of Media Management, the platform shifts to a HTML5 User Experience (UX) based on an adaptable HTML5 User Interface (UI), compatible with most browsers, tablets, and mobile devices. It uses a RESTful API interface in addition to the existing web services and APIs. This allows business applications and integrations to be built quickly and efficiently on the Media Management platform. What this means for our customers is faster integrations with enterprise applications and easier customizations for the way customers expect to work.

Engineered for Enterprise

Media Management is a leading enterprise DAM solution. Its workflow-driven, multichannel capabilities for producing, publishing, and distributing enhance workplace productivity through a secure, scalable platform. By connecting people, processes, and content with a sophisticated yet simple HTML5 UI, Media Management supports enterprise-wide ecosystems and digital media supply chains from rich media creation to multi-channel, multi-platform distribution.

OpenText Media Management allows flexible and customizable metadata and taxonomy schemes as well as collaboration and process management to bridge the creative workflows and the operational execution and distribution areas. Media Management is not a standalone silo. It is integrated into the entire digital media production and distribution ecosystem, facilitating compelling and impactful customer experiences in the interconnected and integrated digital media lifecycle.

To maximize productivity, Media Management has enterprise-class workflow and business process management for structured and parallel workflows supporting business processes. It provides event-based processing, workflow automation and user notification, for internal DAM workflows through a graphical UI for modeling customized workflow design. Media Management handles compliance and workflow validation with auditing, analysis, reporting capabilities and escalation management. To orchestrate business processes, whether in the digital media supply chain or the enterprise, Media Management integrates with OpenText Business Process Management (BPM) suite, coordinating interdependent processes for digital media production and distribution to interconnect with supply chain and enterprise software systems.

OpenText provides the core enterprise infrastructure, key platform components and capabilities supporting and enhancing the DAM ecosystem with the efficiencies of "create-once, use-many" to repurpose, re-express, reuse, and re-create. Our customers have measurable cost savings and gains in productivity from automated processes and data-driven workflows. Focusing on our core competency and a platform to interconnect and integrate with other components is a major differentiator that we have demonstrated with key partners such as SAP® and Microsoft®.

OpenText Digital Asset Management (DAM) for SAP® Solutions extends Media Management, integrating with SAP Business Suite and hybris Commerce Suite. This combination connects Media Management to support interoperability with Marketing Resource Management (MRM), e-commerce, Product Catalog Management (PCM), Product Information Management (PIM), and Master Data Management (MDM). This provides digital assets, search and management capabilities from the DAM repository to be surfaced and used directly in the SAP and hybris applications.

This solution is part of a portfolio of OpenText products that SAP tests, resells and supports. OpenText has a more than 20 year history of partnering with SAP and has been formally recognized as SAP's top business partner through the SAP Pinnacle Award for the last six consecutive years.

Media Management HTML5 User Interface Features

HTML5 User Interface

Completely redesigned HTML5 UI, responsive design for multi-device and browser interfaces. API Platform with REST APIs for simple integration and creation of custom experiences to surface content. Other new features include drag-and-drop upload, multi-file upload and check-in, simplified bulk metadata editing, subscribe to folder events, multi-page PDF Preview, and ad-hoc reviews.

Brand Affinity and Widgets

Create custom-branded, dynamic home pages. Customize the UI with corporate branding and themes based on user groups. Add folder and upload widget components to get content and enable contribution and upload
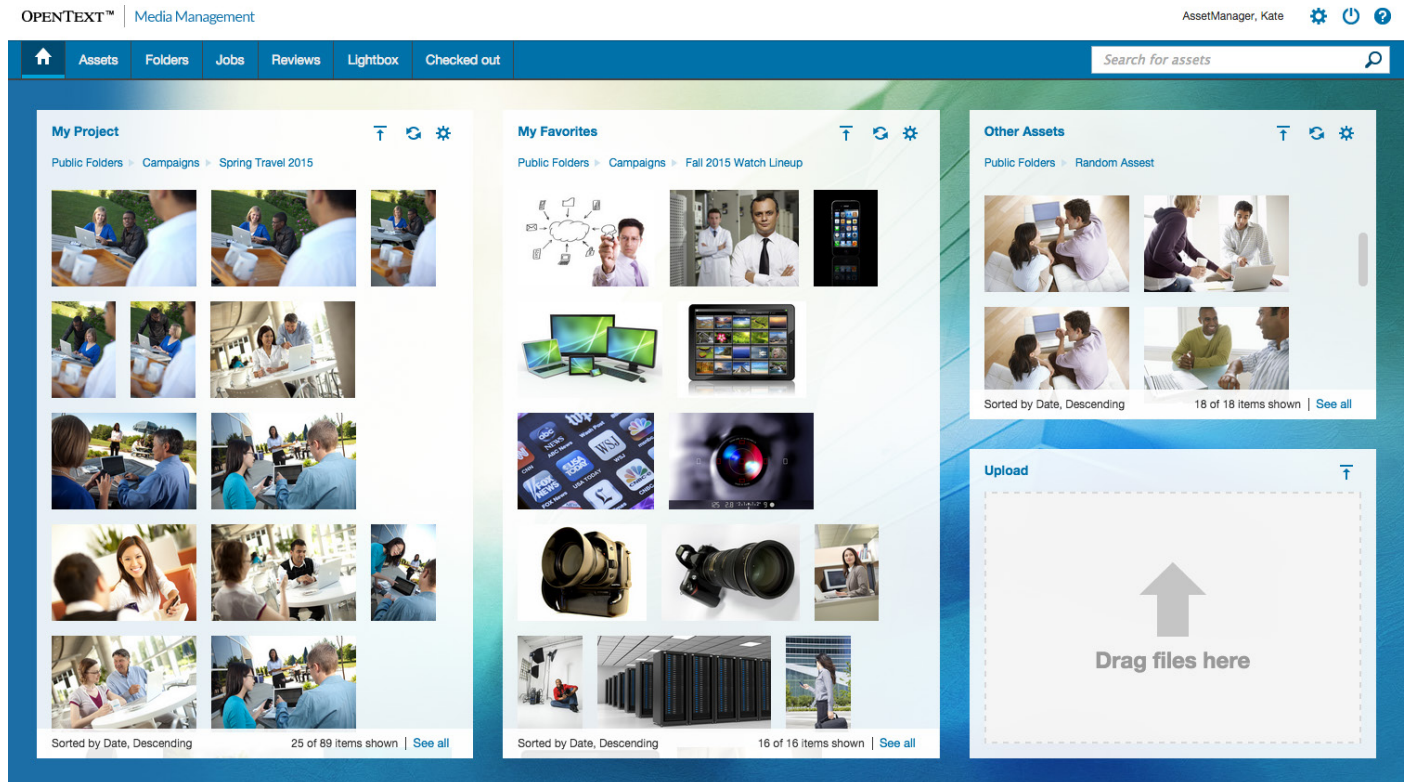

Faceted Navigation

Allows users to sort and drill down in search results. Search facets can be configured for any portion of the metadata taxonomy, for example, users are able to navigate through extensive search results by configured metadata fields like product category, asset type and rights expiration window information.

Quick Access Toolbar

View tasks and folders, collect assets for lightbox and initiate or do reviews.
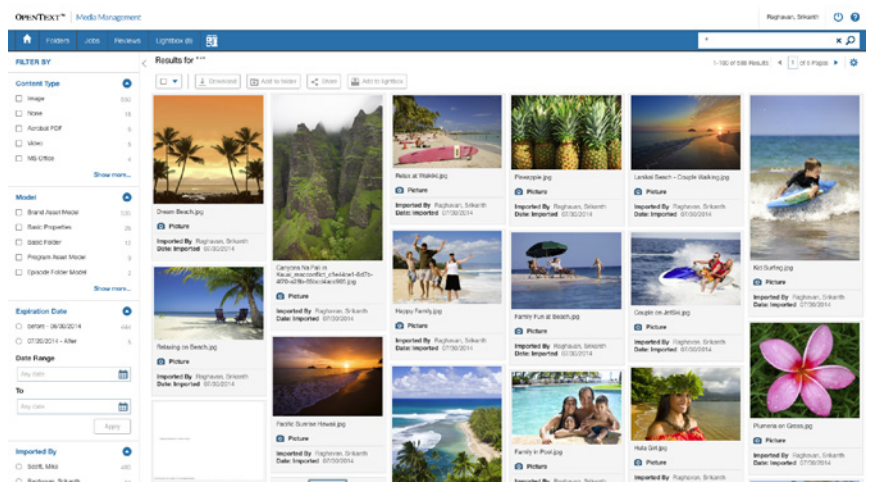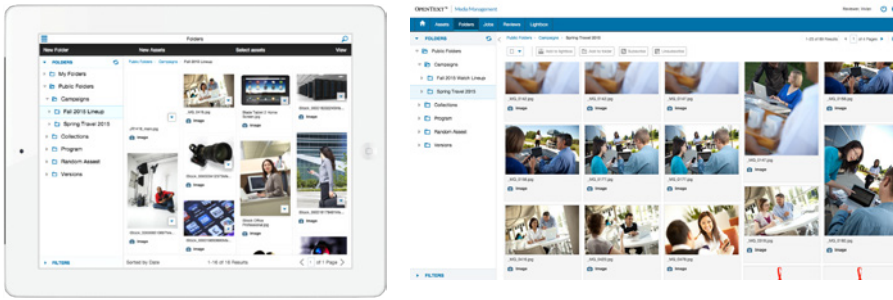
Touch-Enabled for Mobile Devices

Responsive design and HTML5 make Media Management ready for mobile devices.

Folder Browsing

Veiw and browse all the assets in the selected folder and add new assets. Set your preferences and subscribe to the folder for up-to-date notifications.

OpenText Media Management Add-ons

Creative Review 2.0

OpenText Media Management Creative Review 2.0 provides a tool for collaboration and markup natively in the user interface. Click the tab and you have instant access to all your review jobs on tablets and smart phones. Initiate a review process, invite participants, and start collaborating, putting you in control even for ad hoc reviews and input on work-in-progress. No more endless trails of email. Creative Review maintains a complete audit trail of changes and is integrated with Media Management to coordinate creative tasks and processes you can assign jobs and invite others to a review session managing review and approval for faster time to market.
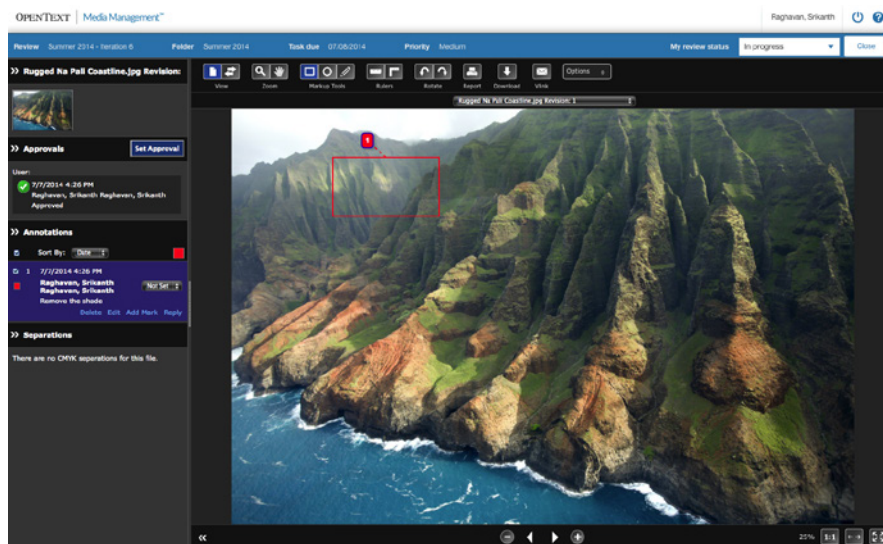
AN INTEGRATED ECOSYSTEM

The OpenText Experience Suite offers a ready-made application stack to support Customer Experience Management. Media Management is the core infrastructure to manage digital assets and provision the Experience Suite.

Media Management also serves as the DAM system for OpenText Web Experience Management and Web Site Management, providing dynamic, integrated publishing, storage, version control, and format conversion for web assets such as banners, videos, and images. In addition, we have integrated our DAM system with many different Web Content Management systems.

Workflow, project management and business process management are a key part of content operations and keeping the digital supply chain connected. Together, Media Management and OpenText BPM can choreograph processes and workflows to make, manage and move your digital content to maximize impact and effectiveness.

OPENTEXT MEDIA MANAGEMENT ENTERPRISE-GRADE PLATFORM

Platform components in Media Management subscribe to underlying architecture requirements for enterprise-class software: secure, scalable and accessible.

What's new in the platform:

- *OpenText Application Gateway, a standardized API Structure based on Rest APIs for easier integration, customization, and development*

- *User management and Single Sign-On (SSO) utilize OpenText Directory Services compatible with LDAP and Active Directory for the most demanding enterprise scenarios*

- *Deployment is quicker with a single Installer for the application and components*

- *Support for Linux®, Microsoft 2012, SQL 2012, Oracle 11g*

Managed File Transfer (MFT)

Secure File Acceleration is a must-have as organizations have more large-size files and video assets to manage. OpenText Managed File Transfer technology is embedded functionality easily added to Media Management to encrypt and securely transfer files faster with guaranteed delivery.

Audit Module

Create custom reports on user activity and asset usage. Helps you stay on top of what people are doing and what's being used.

Portal for Media Management and Consumer Access Portal

The portal for Media Management uses OpenText Portal technology to allow customers to create any number of custom, browser-based portals. These can be an access point for "casual" consumer users–inside or outside the firewall–to read, search, view, browse, and download content from Media Management. Secure access for users and control the content users can access.

Connector for Adobe® Drive

Seamlessly connect with Creative Suite® applications from within the native application and take care of all your asset management functions using Adobe Drive and Adobe Bridge to store, manage, and organize creative work in Media Management.

What's Next?

Digital transformation is an imperative for organizations to be successful today. Inside and outside the organization are many interconnected and interdependent contributors, creative environments, tools, technology, data, delivery vehicles, devices, touch points, and customer experiences seeking to integrate, collaborate, motivate, and drive achievement. OpenText solutions provide the core enterprise infrastructure, key platform components, and capabilities supporting and enhancing an ecosystem for continuously evolving digital transformation. Whether you are starting out, starting over, or looking for incremental improvements, OpenText solutions are a blueprint to digital transformation.

Contact us for a demonstration and information about the digital transformation journey.

HOW OUR CUSTOMERS USE OPENTEXT MEDIA MANAGEMENT

- *Centralized global brand repository to manage and maintain brand consistency and standards throughout acquisition, sharing, repurposing, localization, disposition, and retirement of corporate and product-related brand assets of all types*

- *Image and video libraries for digital assets, stock images, artwork, marketing campaign assets, archives, museums, cultural heritage and preservation*

- *Manage digital assets and access for licensing, subscription, syndication, partner and franchise networks, offshore packaging, localization, and omni-channel distribution*

- *Manage and deliver digital assets for retail product catalog and ecommerce in online, print, and interactive channels*

- *Video management for short and long-form ads, marketing and training related content for distribution over Web, Online, broadcast and other streaming, on-demand, and linear channels*

- *Collaborative support, review and approval for creative workflows, copy, design, graphics, and layouts for print, web, or interactive formats*

- *Agency workflows that allow marketers to optimize operations and manage jobs across many agencies and vendors, or consolidate to a smaller number of agencies while maintaining control of valuable brand assets.*

- *Nonlinear packaging and distribution workflows for media assets being syndicated to commercial and proprietary video platforms (e.g. iTunes®, YouTube™, Content Delivery Networks, etc.)*

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