

# OpenText™ for Digital Media Project Management

Simplify and streamline complex digital media project management for greater business agility

Managing the project lifecycle of digital media assets and working across multiple stakeholders in a digital supply chain environment is a complex process. For many companies, project management has become a cumbersome, manual effort with each asset, channel and brand using different tools, processes and practices. The result is a negative impact on product quality, time-to-market and profitability.

With multiple workflows, tools, repositories, systems and paper-based reviews, organizations struggle to manage digital media projects with efficiency, consistency and compliance. Fragmented tools mean that organizations cannot easily plan and synchronize events with relevant digital content propagated throughout all streams in a timely manner. Lack of visibility into project status makes tracking, reporting and compliance extraordinarily difficult.

## OpenText Automates the Digital Media Project Lifecycle

From project inception through review and approval cycles and multi-channel distribution, organizations need project management capabilities that provide automation, control and visibility throughout the process.

OpenText delivers a holistic approach to digital media project management, augmenting and extending digital asset management (DAM) and customer experience management (CEM) with intelligent business process management (BPM). Because BPM orchestrates and automates the entire project, complex processes to ingest, process, use an integrated enterprise DAM, distribute and track digital content can be simplified and streamlined. With OpenText, organizations can optimize the project lifecycle while gaining control over complex processes. In addition, OpenText project management capabilities are designed to increase business flexibility, enabling organizations to quickly and easily tailor project processes to their exact needs.

## BENEFITS OF OPENTEXT BPM FOR MANAGING DIGITAL MEDIA PROJECTS

---

- **Achieve faster time-to-value.** Intelligent business process management (BPM) orchestrates and automates complex processes for ingesting, processing, distributing and tracking digital content.
- **Increase productivity and collaboration.** BPM-driven workflows push the project forward when appropriate, notify users of their tasks and ensure tasks are completed in the right order.
- **Increase control and visibility.** Role-based access controls ensure appropriate views into content, while comprehensive reporting and audit trails provide transparency throughout the project.
- **Leverage enterprise systems in digital media projects.** Easy integration makes digital media creation, management and distribution an integral part of the company's business systems.
- **Rapidly adapt to change.** Rules-driven processes and configuration tools enable process change at the business level.

### Optimizing the Project Lifecycle

The key to optimizing digital media production is to orchestrate the project lifecycle from start to finish. OpenText delivers enterprise workflow to achieve this level of coordination, ensuring projects proceed smoothly through each step, at the right time and in the right order—both internally and externally. For example, an intelligent process can automatically deliver contracts to talent, work orders to vendors, and role-specific communications to reviewers and managers, keeping everyone informed and the project on track.

Because digital media projects are often fluid, OpenText workflows are driven by flexible rules that support both structured, formal processes and ad-hoc, case-based processes. This allows in-flight processes to be immediately adjusted to account for new tasks. Using a dynamic workflow, a creative project can span dynamic tasks and checklists created on the fly to address market changes.

In addition, all of the necessary information required to complete a project becomes part of the process as attachments can be uploaded and travel with a project at all times. Any process can have access to relevant enterprise data, such as pricing and customer information, with OpenText standards-based integration capabilities.

To deliver a unified solution for digital project management, OpenText BPM is fully integrated with its DAM solution. As a result, organizations gain a single source of truth for every project with the DAM repository maintaining all assets. Automated workflows use the DAM to ensure that every step in a process is using the most current version. With

CEM integration, processes can include omni-channel experience management so that the attributes of each asset are automatically adjusted to match the channel, such as automatically resizing a banner for distribution to a website and a mobile app.

### Gaining Control and Visibility into Complex Projects

Because a project can require participation by multiple individuals and groups with varying roles, effectively controlling access can be complex. Fine-grained permissions provide each user with the right view into content, such as a view for content creators, another for reviewers and a third for an external partner. Security can be automated with access settings established as part of the workflow to eliminate manually resetting access permissions during the process. For example, the process can limit access to project creators while it is in the creation phase, allowing reviewers access only after the creation phase has been completed.

Because OpenText delivers a unified platform for managing all aspects of a digital media project, organizations gain complete transparency into the project chain from inception to delivery across multiple channels. For example, flexible search tools make it easy to see how many internal and external tasks are connected to a project and if any are overdue. In addition, audit trails and extensive reporting offers visibility in real time, including asset usage rights and history.



*Project Management Framework for Digital Business Agility*

## Increasing Business Flexibility and Agility

As digital media becomes an increasingly important part of every company's core assets and products, the processes needed to manage their production will need to grow and change. OpenText ensures business flexibility using a model-driven workflow environment.

Because no single creative review and approval process is right for every department or project, OpenText delivers an automated creative review and approval process based on business rules, skillsets, priority, content type, project type, and so forth. A project or content manager can easily modify this pre-built workflow using business-friendly configuration tools.

In addition, a set of pre-built components for controlling digital assets, managing the project processes and distributing them across multiple channels accelerates implementation and modification.

### Summary

OpenText is unique in its ability to bridge the seemingly disconnected worlds of BPM, DAM and CEM to simplify and streamline digital media project management. With OpenText, organizations gain a flexible, scalable and secure platform that leverages the power of intelligent BPM to manage complex digital media projects. OpenText enables organizations to rapidly achieve new levels of project efficiency and consistency while ensuring long-term adaptability to changing business needs.

CASE STUDY: AUTOMATING APPROVAL AND ORDER MANAGEMENT PROCESSES WORLDWIDE

***While a global retail brand first identified the need to improve its customer experience management capabilities, the company quickly realized a better way to manage its complex, largely manual approval and order management processes.***

***Leveraging the OpenText ability to provide a single solution for process and customer experience management, the company gained a single, unified platform that is streamlining merchandising operations worldwide.***

[www.opentext.com](http://www.opentext.com)

NORTH AMERICA +800 499 6544 • UNITED STATES +1 847 267 9330 • GERMANY +49 89 4629-0  
UNITED KINGDOM +44 (0) 1189 848 000 • AUSTRALIA +61 2 9026 3400