OPENTEXT™

Simplify Digital Asset Management for all Users

OpenText™ MediaBin Portal Client

Organizing Important Visual Assets

Visuals drive customer engagement and tell the story of your brand. As content marketing and omnichannel digital campaigns take center stage, it is important for the entire enterprise to store and manage digital assets in an organized way.

The task of managing thousands of digital assets, maintaining brand consistency and preventing duplication and copyright infringement can be daunting in large organizations with different business units, regions, marketing teams, partners, and associated creative agencies. When there are numerous repositories, file servers, and local hard drives, it can prove difficult to manage or even locate digital assets. These circumstances are ripe for mishaps, such as employees unknowingly sharing outdated or unapproved content with the public.

OpenText MediaBin Portal Client enables you to move to a single source of truth for digital assets, to make it simple for all users to view, access, and download rich media files. Take control of your digital assets, increase productivity with self-service options, and promote brand consistency across your entire enterprise.

Encourage Self-Service with an Easy-to-Use Interface

If your organization is considering or already using OpenText™ MediaBin to manage digital assets, MediaBin Portal Client offers a user-friendly, browser-based view into the MediaBin repository. A clean design makes it easy to search, preview and download high-value assets, such as images, videos, and audio files.

An Ovum survey of retailers concluded that more than 50 percent of employees surveyed (many of whom used home-grown DAM systems) spent more than five hours looking for digital assets on a weekly basis. Having a decentralized, inefficient system forced them to recreate assets because they couldn't find the proper ones[1]. When regular users find it difficult to locate assets, knowledgeable users can be weighed down with requests for help. Such disorganization can multiply hours of lost productivity across the enterprise.

MediaBin Portal Client increases productivity by encouraging self-service with shortened search times and painless downloads. Instant insight into each asset helps users make informed choices about whether to use a particular asset for a campaign or project.

PRODUCT HIGHLIGHTS

- *Search and browse assets*
- *Download assets with rendition*
- *Preview asset analytics, e.g., number of views and downloads*
- *See assets in gallery and list views*
- *View metadata and preview videos*
- *Create and share collections of assets*
- *Email direct links to collections of assets*
- *Export assets to PDF or CSV*

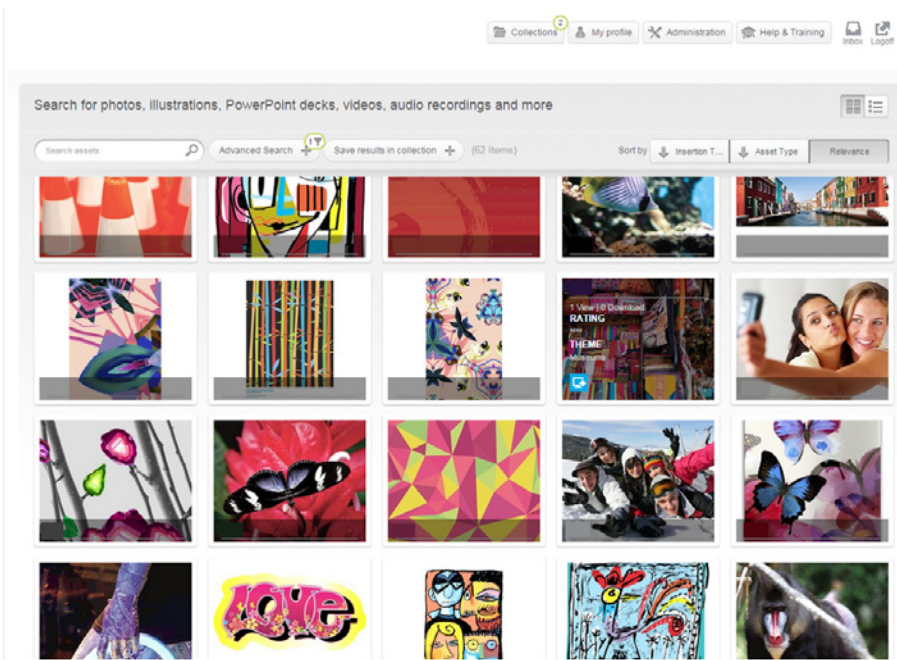1   "Making the case for digital asset management in retail," – Ovum, August 2015

The display shows thumbnail images in a tile-based view, allowing users to scroll and hover over thumbnails to get a quick preview of metadata, such as how many times the asset has been viewed and downloaded. This type of information can help users quickly decide whether or not to reuse the asset.

Improve Collaboration and Control Access to Assets

MediaBin Portal Client is ideal for the everyday enterprise user or external users, such as partners, dealers, and agencies. Managing content that crosses departments and multiple agencies is complicated, and without the right tools can decrease productivity. An estimated one-third of marketers are working with three or more agencies to support their business[2]. Versions of each asset can quickly multiply and get out of control when items are being passed back and forth between different entities.

Behind the easy-to-use interface lies a sophisticated search engine. Users can rapidly sort through thousands of digital assets by using pre-defined filters and advanced search capabilities that go beyond a regular keyword search. The search tool recognizes images and even undefined traits that go beyond metadata, such as dominant color and gender.

Maintain a Stronger Brand Identity Across Channels

Today's digital experiences can appear disconnected throughout a customer's journey. This is often because messaging and visuals don't connect at various touchpoints— like mobile, in-store, and print advertisements.

However, when you can access a single source of truth for all digital assets, your business can maintain a stronger brand identity across channels—and across the various organizations that communicate with customers.

By ensuring that everyone is working with approved content—and adhering to usage rights—digital audiences will enjoy connected brand experiences that use the most accurate information. MediaBin Portal Client increases consistency by helping enforce the use of current, approved assets for all engagements.

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2   "Number of Agencies that Senior Marketers in North America use to Support Their Business," – eMarketer, December 2015.

WITH MEDIABIN PORTAL CLIENT, YOU CAN:

- *Prevent assets like stock photos from being used inappropriately*

- *Rein in asset usage across the business to make sure users comply with governance and license policies to avoid copyright litigation, negative publicity, or worse*

- *Save on storage space and prevent duplication of the same files by storing one master file for each asset. Users can then download the appropriate "rendition," i.e. the file sizes or formats that make sense for content they're preparing*

- *Assign access rights to ensure only approved users can download certain assets*

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