opentext^{**}

DATA SHEET

OpenText Media Management Connector for Salesforce Marketing Cloud

Brings the power of an enterprise digital asset management system to Salesforce Marketing Cloud users with a single source of truth



Increases productivity by decreasing time and effort to find assets

Minimizes the risk of off-brand use of rich media through templated content integration

controlled, approved and consistent usage of assets across the organization

Safeguards

Salesforce® Marketing Cloud allows marketers to create and manage marketing relationships and campaigns with customers but has minimal digital asset management (DAM) capabilities. With the OpenText[®] Media Management Connector for Salesforce® Marketing Cloud, users can more quickly design their customer-facing campaigns. When connected and synchronized to the OpenText[®] Media Management server, this connector lets users search, browse, view, download and use assets from the DAM within Marketing Cloud Studios via Content Builder.

Adding Media Management features, such as automated renditions, version control, multi-file media support, search by metadata and integration with Adobe® Creative Cloud®, saves time and enables marketers to focus on creating an effective campaign, driving KPIs and revenue. The tight integration through the Connector also ensures brand consistency across the organization and the use of metadata and security policies within Media Management safeguards and governs company assets.





OTMM becomes an option within the Salesforce Marketing Cloud

Assets managed in Media Management are accessible within Content Builder

отим

>

opentext

What version of Salesforce[®] Marketing Cloud is supported?

April 2019 release

What version of OpenText[™] Media Management is supported?

• Version 16.5 and above. From a single Marketing Cloud instance, users can connect to multiple Media Management instances

In today's digital marketplace, the customer is empowered like never before. Organizations need to exploit every opportunity to communicate clearly and consistently across every channel and medium. The Media Management Connector for Salesforce[®] Marketing Cloud helps users achieve this by:

- **Saving time:** Use the search and browse capabilities in Media Management to quickly locate rich media content
- Improving consistency: Access to server-side media transformations provide Salesforce Marketing Cloud users with pre-rendered content for all-channel delivery
- **Reducing errors:** Media Management metadata and security policies ensure that Salesforce Marketing cloud business users only have access to approved content
- Avoiding duplication: By leveraging a central, single-source DAM

Feature	Description
Search, browse and view assets	View, copy, download and attach final approved assets from Media Management and leverage the
Use faceted search from Media Management inside Salesforce Marketing Cloud	power of faceted search within Media Management to quickly locate specific assets to bring into a Salesforce Marketing Cloud Channel or Platform when building marketing campaigns/components
Create and view branded asset collections	
Support for single sign- on (SSO) and OpenText [®] Directory Services (OTDS)	Authentication is done via OTDS using OTDS Rest APIs
Support for Adobe Creative Cloud desktop production tools tightly integrated with Media Management	Easily access Media Management managed assets through integration with Adobe tools and then access them via the Salesforce Marketing Cloud Content Builder
Reporting, including activity history, views and downloads	Track asset usage data between Media Management and Salesforce Marketing Cloud
Custom metadata to incorporate Marketing Cloud data	Categorize/classify assets by customer journey stage and leverage and tag other Salesforce Marking Cloud metadata to an asset within Media
Categorize/classify assets by customer journey stage	Management if needed

opentext

 ⑦ View all OpenText Salesforce solutions
 ⑦ Visit the AppExchange
 ⑦ Learn more about Media Management

OpenText Corporation (Partner Main*)	Search	Search D Soft By Monthes • 4 1 11 10 0 1							
LOCAL FOLDERS	214 Content Items OpenText Corporation (Partner Main*) Actions								
Content Builder		Name	Location	Type	Customer Key	Modified	 Status 		
Brand Logos Fryer Templates Media Management Assets	-	Product Content	Content Builder	Custom Block	dc78502a-3013	07/04/2019 Jagadheeswaran	V		
Media Management Templates my images OTMM TestProter	-	Lifestyle Cosmetics	Content Builder	Template	585bb44c a1fc 4	07/04/2019 Jagadheeswaran	V		
		Lifestyle Promo Lifestyle Promotion Content	Content Builder	Template-Based Email	20005c67-22b5	07/04/2019 Jagadheeswaran	•		
		Lifestyle	Content Builder	Template	68d998b8-ce09	07/04/2019 Jagadheesiraran	۷		
		Dam Promo Content DAM Promo Content	Content Builder	Template-Based Email	c73bc98d-6693	05/21/2019 Jagadheesiiraran	V		
		Dam Promo	Content Builder	Template	1743fab8-b069-4	05/21/2019 Jagadhaeosraran	۷		
		Demo Email Demo Email	Content Builder	Template-Based Email	db0458ab-7563	05/21/2019 Jagadheeswaran	V		
		Opentext Promotion Opentext Promotion	Content Builder	Template-Based Email	bab56845-6005-4	05/13/2019 Jacadheeswaran	V		

Marketing Cloud Content Builder shows Media Management assets.

Build a digital media foundation engineered for innovation

Media Management helps large organizations manage video, images and rich media, from creation to consumption. It provides the core enterprise infrastructure, key platform components and capabilities supporting the DAM ecosystem with the efficiencies of "create-once, use-many" to repurpose, re-express, reuse and recreate media assets. Users see measurable gains in productivity from native jobs tracking and assignment, review, approval and adaptive media delivery.

A leading enterprise DAM solution, Media Management tools help streamline complex tasks, accelerate cloud operations and enhance AI-powered rich media analytics. It also empowers creative employees through a deeply integrated workflow, making it easy to get the right content and rich experiences to users on the platforms and devices they choose.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: opentext.com.

Connect with us:

- OpenText CEO Mark Barrenechea's blog
- Twitter | LinkedIn

opentext.com/contact