

# Thrive in the digital world with enterprise performance Digital Asset Management

OpenText Digital Asset Management enables organizations to create and use media assets, collaborate among teams and leverage digital media delivery and syndication across all channels



## Benefits

- Increase revenue with automation and faster delivery
- Empower teams with internal and external collaboration
- Reduce risks with rights management and improved governance and security

In today's fast-paced, hyper-digital environment, where the experience is what sells, customers and partners want video, pictures and information in real time—synchronized and delivered consistently on the platforms and devices they choose. Business, marketing and competitive demands are pushing Digital Asset Management and the digital media supply chain beyond traditional approaches. With multiple systems and applications trying to manage and use all these assets, opportunities are falling through the cracks, increasing risk and perpetuating chaos. Missing content leads to missed opportunities and lost productivity.

Organizations with an ever-increasing volume of rich media assets, high volumes of users and complex business processes require an enterprise product with proven scalable performance. With OpenText™ Digital Asset Management, users can create, find, share and use media assets, empower marketing collaboration and leverage digital media delivery and syndication across all their channels. OpenText's cloud-based and on-premises solutions help users manage and control media assets throughout the organization, optimizing resources, efforts and budgets so they can deliver on their brand promise.

**“We evaluated two leading DAM solutions and selected OpenText as it met our technical requirements and did not require any custom development. We also felt there was a greater depth of understanding and a lot of experience within OpenText that we could learn and benefit from.”**

**Richard Burbaud**

IT Front Office Solutions  
Director at Tarkett, a  
worldwide leader of innovative  
and sustainable flooring and  
sports surface solutions

With a powerful foundational platform to create, curate, manage and distribute digital media for the entire enterprise, OpenText Digital Asset Management consolidates multiple media repositories for greater control, collaboration and visibility of valuable media and brand assets to better engage audiences and customers across multiple channels and devices with relevant and engaging customer experiences.

## **Build a digital media foundation engineered for innovation**

As a leading enterprise solution for more than 10 years, OpenText Digital Asset Management (DAM) 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. OpenText DAM’s ability to interconnect and integrate with other production, marketing and business technologies is a major differentiator demonstrated in many integrated partner solutions.

OpenText DAM helps large organizations manage all their video, images and rich media—from creation to consumption. With a powerful yet simple to use interface, it helps people find what they need in order to share and use digital assets anywhere for richer, more effective communication in marketing, sales and throughout the enterprise. OpenText DAM tools help streamline complex tasks, accelerate cloud operations, enhance AI-powered rich media analytics and empower 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.

## **Increase revenue with automation and faster time to delivery**

Organizations can consolidate all of their digital media and video into a centrally managed and controlled repository. OpenText DAM’s features and add-on products help accelerate collaboration and automate publishing and distribution to multiple channels and devices for better customer engagement:

- OpenText™ DAM Digital Hub allows custom-branded microsites to expose OpenText Digital Asset Management assets. Authorized users can easily configure and create targeted microsites populated with assets and schedule launch and expiration without IT or Dev resources.
- Adaptive Media Delivery Server streamlines finished marketing content with automated URL-based delivery of renditions for omnichannel marketing and content delivery networks.
- Automation capabilities provide scheduled transform, publish and adapt delivery across connected networks and media supply chains for multichannel, multidevice experiences.
- Metadata capabilities improve integration to personalize, profile and manage assets for more relevant and engaging customer interactions.
- Localization and multi-language capabilities support global operations.

To succeed in today's competitive, digital world, organizations need their foundational applications to be ready to support their current needs and growth needs into the future.

OpenText™ Digital Asset Management provides proven solutions that scale from millions, even billions, of assets to help organizations manage their digital transformation.

## Empower marketing and creative teams with internal and external collaboration

OpenText DAM supports the entire media content lifecycle for marketing with integrated processes and functionality for creation, production, collaboration, approvals, delivery, archive disposition, asset usage metrics and analytics. Users can create custom and automated activities that support asset lifecycle requirements and speed time to deployment and can assign and monitor jobs and tasks, streamlining creation, revision, review and approval.

Other features include:

- A fully responsive experience on mobile devices to review, comment on, approve or reject digital assets wherever you are
- AI for rich media, audio and video insights for tagging and analysis of images and videos stored in OpenText DAM, with smart-tagging to identify images by face, age, gender, color, descriptions, OCR and captions, as well as provide video and audio speech-to-text, speaker identification, on-screen text and facial recognition.
- Smart compose delivery automatically, dynamically and intelligently crops assets for channel use with the Adaptive Media Delivery service. It enables users to deliver recommended crops or curate the crop before delivery and easily deliver intelligently and automatically cropped images via AMD based on device size, such as mobile tablet, desktop, etc.
- OpenText™ Digital Asset Management Connector to Adobe® Creative Cloud® allows designers to browse OpenText DAM OpenText DAM assets in a floating window and check out and check in with automatic versioning and full integration with Jobs and Tasks, enabling Create and Review tasks to be completed in the Adobe Creative Cloud suite. This provides a streamlined workflow to complete tasks quickly and efficiently.
- OpenText™ Digital Asset Management Connector for Salesforce® Marketing Cloud integration allows direct access to assets from within Content Builder, to be used in campaigns promoting reuse of content, saving time and removing duplication efforts.
- With OpenText™ Hightail™ Creative Collaboration integration, the creative review process is a SaaS workload in the cloud. Easily collaborate with external agencies in the cloud and utilize OpenText Digital Asset Management as single source of truth for approved creative.
- Integration with Microsoft® Office 365® provides the ability to search within OpenText DAM and drag-and-drop assets into Microsoft® PowerPoint® and Microsoft® Word docs with an Office 365 add-in.
- Intelligent storage management seamlessly connects to cloud or other storage solutions to reduce costs.
- Updated file acceleration improves large file transfer workflows.
- Agency workflows enable 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 allow media assets to be syndicated to commercial and proprietary video platforms, including Brightcove, iTunes®, YouTube™, content delivery networks, etc.

## Resources

[OpenText Digital Asset Management \(DAM\) >](#)

[Eliminate DAM Chaos >](#)

## Reduce risks with rights management and improved governance and security

Designed to facilitate the digital relationship between an organization and its users, partners, agencies and digital media network with greater transparency, OpenText DAM also provides access to media assets and intelligent control to distribute content to the right channel for users' devices from several available systems, apps or output channels.

Its security features allow organizations to:

- Protect valuable assets from costly misuse with flexible and granular user and asset security policies.
- Integrate with Digital Rights Management (DRM) and Clearance systems for usage, licensing and rights clearances management.
- Review and approve workflows and process management with audit trails.

