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OpenText Media Management and Salesforce Marketing Cloud

Combine the power of OpenText Media Management and Salesforce Marketing Cloud to increase consistency and speed

Saves users time switching between applications

Reduces errors by ensuring consistent brand messaging

Decreases risk by protecting the digital rights of company content

Organizations in all industries are striving to reinvent their customer experience, making processes lighter, leaner and more personal. Technology can provide both a huge opportunity and a barrier when approaching these challenges. Finding a single vendor with all the tools necessary to re-design the customer journey is near impossible, making integrations between leading platforms more crucial than ever.

The OpenText™ Media Management Connector for Salesforce Marketing Cloud® increases productivity and efficiency for marketing teams. With easy access to OpenText™ Media Management through Content Builder, users can more quickly design customer-facing campaigns. When connected to the Media Management server, this connector lets users search, browse, view, download and use assets from the digital asset management solution within their Marketing Cloud Studios' user experiences.

Marketing teams must ensure that every interaction generated by their marketing automation platform is under control and on brand. OpenText, Salesforce®, Adobe® and others each have platforms and solutions that address different challenges within the marketing process. This is why OpenText is committed to ensuring customers can maximize their investment in these enterprise platforms.

Media Management Connector for Salesforce Marketing Cloud helps increase productivity and efficiency. Creative teams can avoid duplication by leveraging a single-source of the truth repository, maximizing content re-use by using metadata and workflow capabilities.
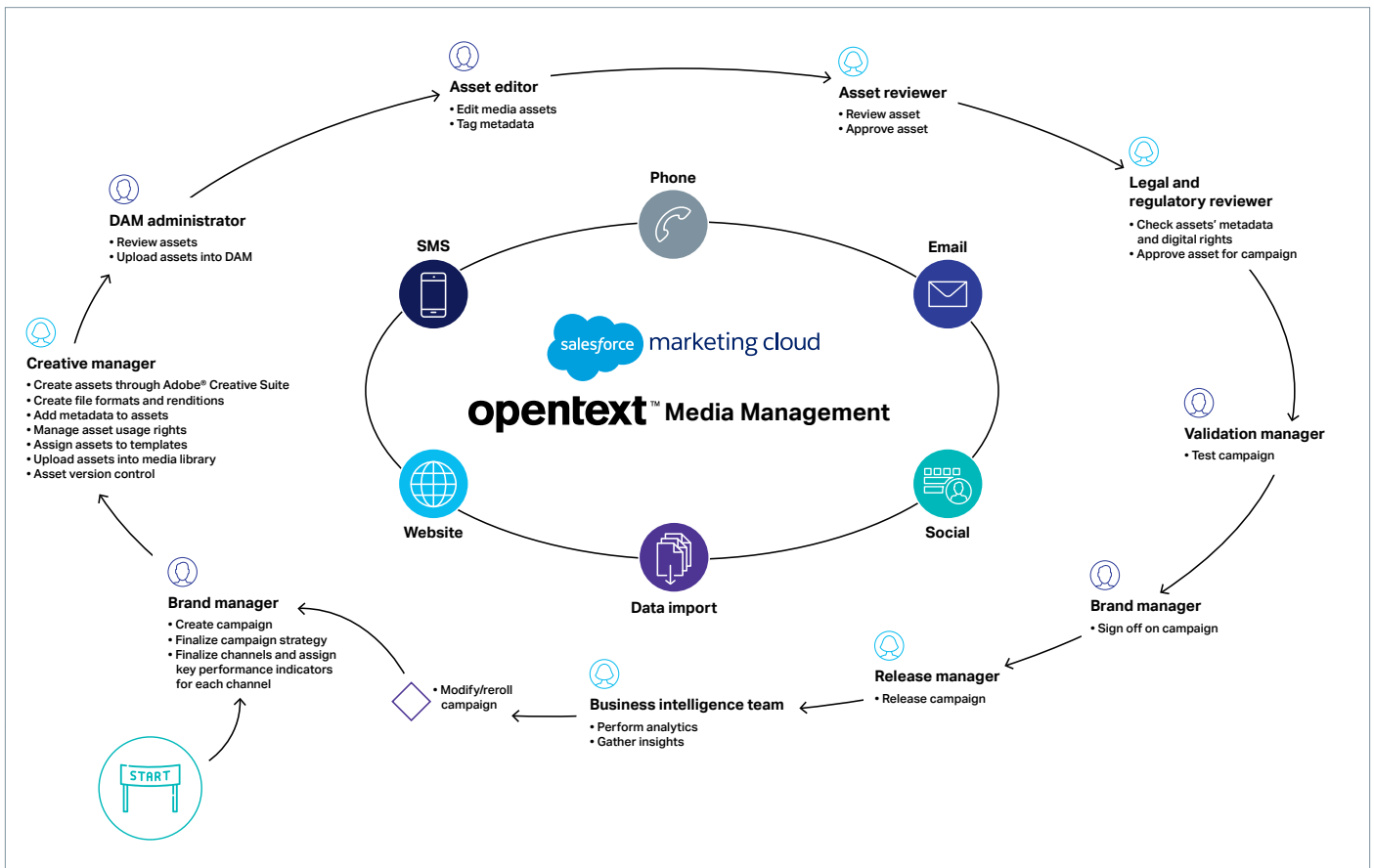
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OpenText has been a leader in the control and governance of digital assets for more than a decade. Highlights of the integration include:

- **Improved consistency:** Access to server-side media transformations provide Marketing Cloud users with pre-rendered content for all-channel delivery

- **Reduced errors:** Media Management metadata ensures that Marketing Cloud business users only have access to approved content

- **Controlled Salesforce storage costs:** Assets are stored and managed on Media Management

- **Decreased risks:** Media Management manages usage rights of assets

When connected to the Media Management server, this connector lets users search, browse, view, download and use assets, all with a seamless single sign-on.

Asset editor
• Edit media assets
• Tag metadata

Asset reviewer
• Review asset
• Approve asset

DAM administrator
• Review assets
• Upload assets into DAM

Phone

SMS

Email

Legal and regulatory reviewer
• Check assets' metadata and digital rights
• Approve asset for campaign

Creative manager
• Create assets through Adobe® Creative Suite
• Create file formats and renditions
• Add metadata to assets
• Manage asset usage rights
• Assign assets to templates
• Upload assets into media library
• Asset version control

salesforce marketing cloud

opentext™ Media Management

Website

Social

Validation manager
• Test campaign

Brand manager
• Create campaign
• Finalize campaign strategy
• Finalize channels and assign key performance indicators for each channel

Data import

Brand manager
• Sign off on campaign

Release manager
• Release campaign

START

• Modify/reroll campaign

Business intelligence team
• Perform analytics
• Gather insights

The Salesforce Marketing Cloud® and OpenText Media Management create the perfect ecosystem for streamlined marketing content creation and distribution.

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**.

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