

A PRACTICAL HOW-TO GUIDE

OPENTEXT™

# How Digital Asset Management Empowers the Total Digital Experience

OpenText DAM Solutions for producing attention-grabbing results

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# Delivering Experiences for the Attention Economy

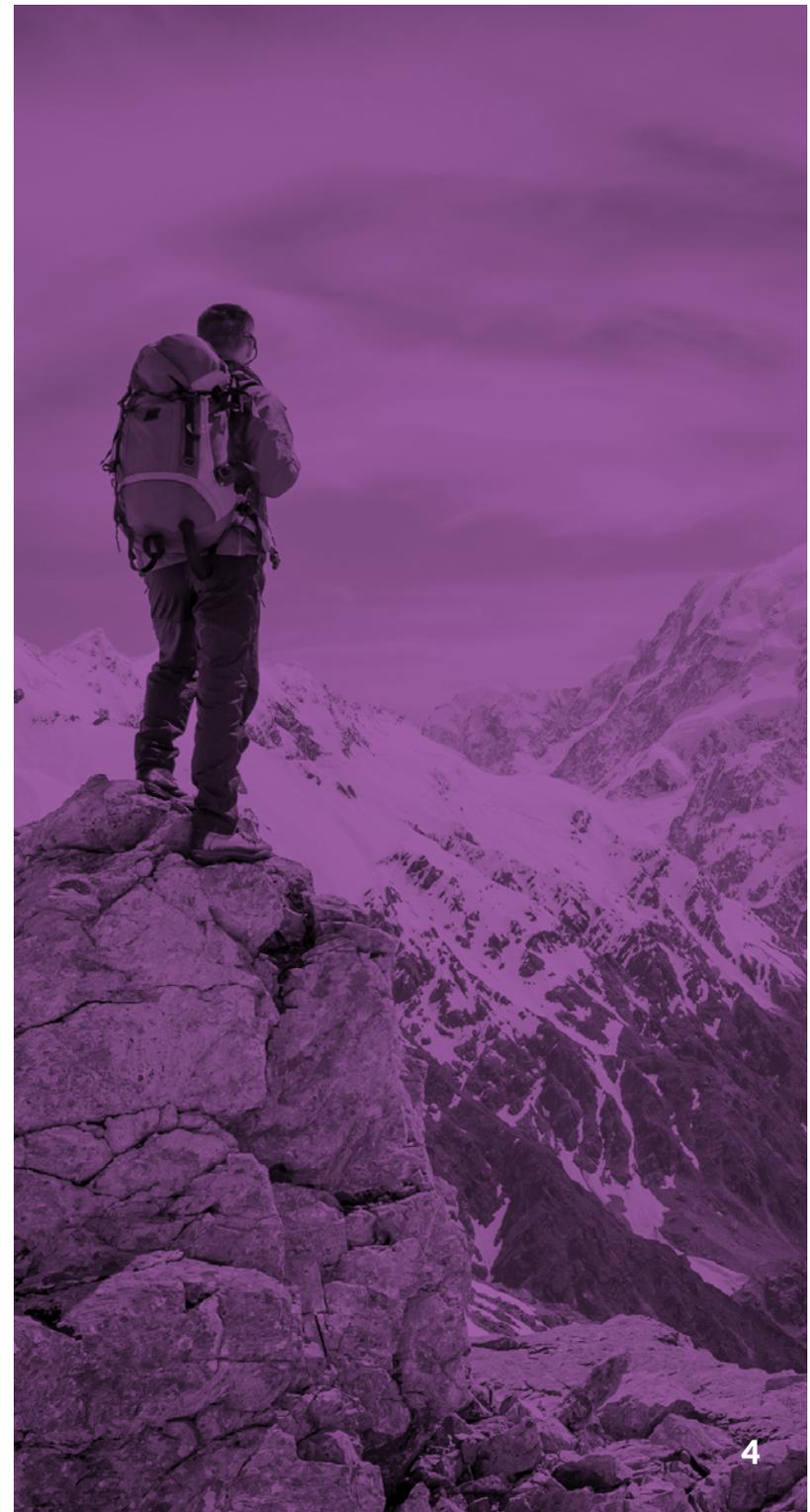


## **Memorable Moments of Engagement**

In today's attention economy, rich media produces the engaging experiences that deliver business value. Perhaps you are a manufacturer launching a new line of high-adventure clothing for families. Your various retail channels need the brand-winning photos of active children and adults that they can display in their stores and online, to present your brand to their audiences. Suppose you are a restaurant franchisor intent on ensuring high-quality dining experiences. Essential for effective staff training are attention grabbing video guides demonstrating the right ways to do things, complete with compelling illustrations of customer situations.

You are competing for the attention of your customers, partners, and employees. Whether you are intent on reducing costs, building revenues, or mitigating risks, your digital assets deliver the memorable moments that power your business. But in today's all-digital environment, it is essential to coordinate your rich media value chain—how you engage your target audience with just the right digital assets to save them time and make a difference.

To deliver engaging experiences, you must take control of all the branded photos, illustrations, videos, and other kinds of digitized media your organization produces.

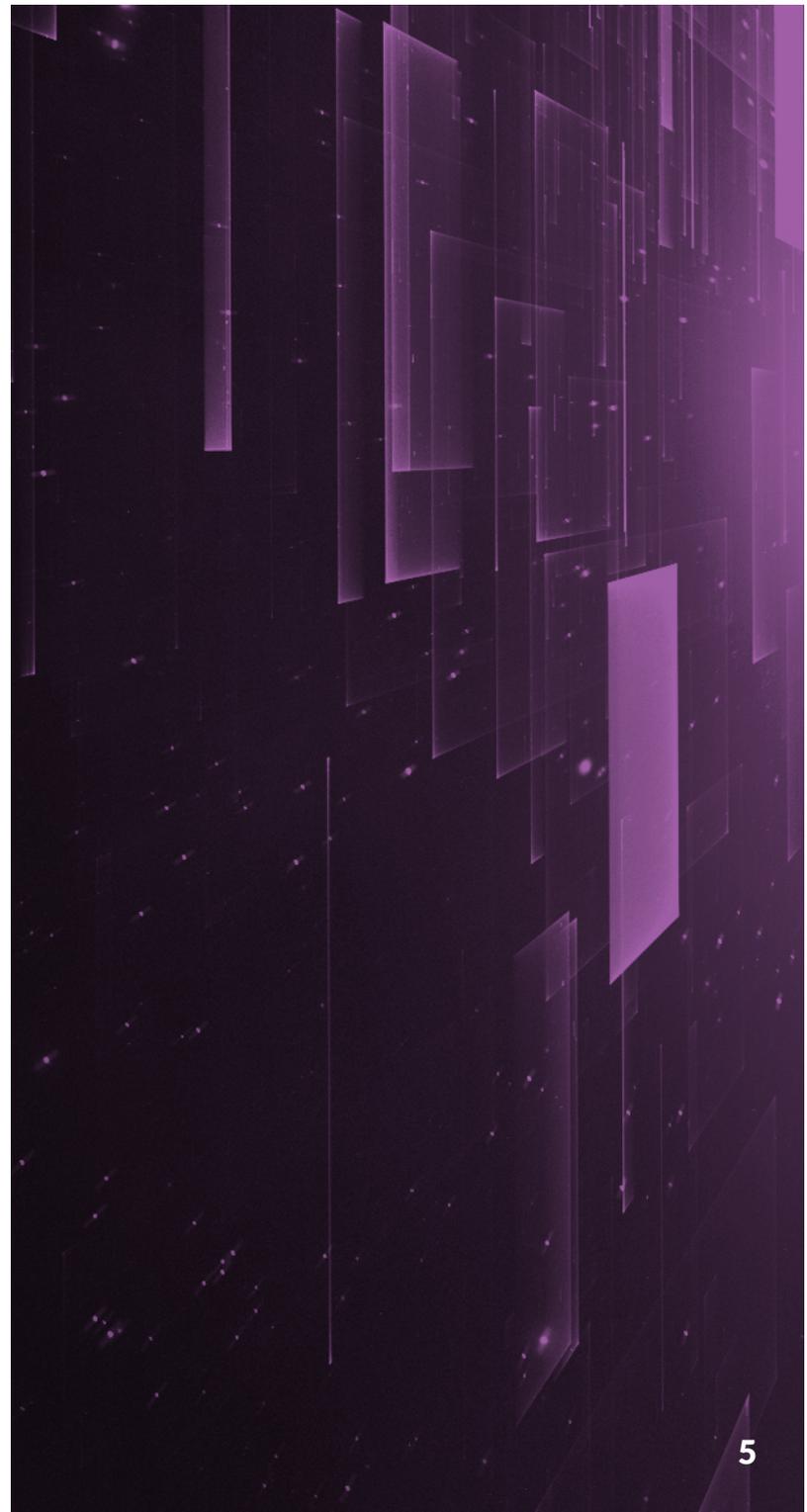


## **Digital Assets and Business Transformation**

How should you manage your digital assets to unlock business value and substantially improve financial results? Rich media management begins with a system of record. Within your organization, a digital asset management (DAM) system serves as the single source of truth for all of your branded and approved assets—including photos, illustrations, videos, sound clips, and rich media in many other formats.

Moreover, a DAM system orchestrates the seamless connections for producing branded experiences. It becomes a living repository for empowering digital initiatives across your organization.

When attention spans are short, time matters. It is essential to connect your internal business and creative teams with your external branding and digital agencies, and ensure that employees and partners are able to securely access and share the digital assets they need to do their jobs. It is essential to seamlessly integrate your DAM system with other key applications within your enterprise to solve business problems.



## Three Real-Life Stories

This e-book presents three real-life<sup>1</sup> stories about managing digital assets to create engaging digital experiences enabled by a modern content platform. These stories highlight how DAM delivers measurable results, including through faster onboarding of new communication channels, improving marketing operations, reducing costs, and generating new revenues.

This e-book considers:

- Ways to build brand consistency among multiple creative agencies while controlling costs, reducing redundancy, and accelerating time-to-market
- Boosting productivity across an enterprise by streamlining branded experiences
- Curating omnichannel museum experiences through digital stewardship

Rich media provides both compelling experiences and has value. This e-book highlights the steps needed for meeting the promises of digital asset management within the enterprise, by producing experiences for competing effectively in the attention economy.

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<sup>1</sup>Names have been changed



# Building Brand Consistency Around the World

## Local Initiatives and Global Marketing

Deep Trench Energy, an international energy exploration and production company headquartered in Amsterdam, operates in 75 countries around the world. To support its far-flung operations and build brand awareness, the company maintains local offices in these countries.

The company works with globally distributed teams in more than 200 creative agencies to promote both its energy extraction and conservation expertise, targeting the needs of individual markets. For instance, a local Angolan creative agency publicizes Deep Trench Energy's off shore-drilling capabilities in the South Atlantic, while a Peruvian communications company highlights the challenges of eco-friendly exploration in the upper Amazon basin.

While encouraging in-country initiatives, Deep Trench Energy seeks to optimize its capabilities as a global organization by supporting a consistent set of marketing activities across its digital asset supply chain. It relies on a company-wide methodology and a single source of truth (supported by an authoritative repository) to manage the high-value digital assets produced by these multiple agencies.

To reduce costs and increase productivity, Deep Trench Energy promotes content reuse wherever possible. Local agencies are continually producing new photos and videos that are then

edited, reviewed, and approved for distribution for particular campaigns, and stored within an enterprise-wide digital asset management (DAM) system. All of these media assets are systematically catalogued for findability and also tagged by rights owners for terms of use.

Deep Trench Energy focuses on brand consistency. Marketers and creative professionals seeking appropriate images can easily access the shared repository to find approved assets. They only need to invest in photo shoots for new scenes they do not have, and can leverage their existing archives without incurring additional creative agency fees. The company maintains a taxonomy for categorizing these assets—encompassing more than 2,000 key phrases about energy products, exploration activities, and extraction processes. Asset librarians add new terms on a periodic basis to ensure that the taxonomy remains useful and relevant, as the energy business is constantly changing.

Deep Trench Energy has a global reach and must systematically manage where media assets are used. The company has developed a digital rights management system for identifying the designated rights holders and paying them according to previously negotiated contracts. Deep Trench Energy thus relies on its enterprise DAM to ensure compliance with digital rights and permissions.

## Managing Works-in-Progress Through a Shared Repository

In today's digital environment, where time is of the essence and the media-empowered experience is what sells, global businesses must accelerate time-to-market while also reducing costs. Companies rely on distributed teams of creative professionals to effectively create, manage, produce, and publish thousands of high-value digital assets. Integral to their efforts, companies must ensure brand consistency across the multiple parts of their organizations.

Concerned about their bottom lines and time-to-market, savvy companies must accelerate their digital asset supply chains—synchronizing how internal teams coordinate with external digital agencies to produce assets, track their use, and retire them when done. Creative professionals are going to rely on a single source of truth, delivered through the capabilities of a shared asset repository that is an integral part of a DAM system.

This shared repository serves as a 'system of record' for works-in-progress. The repository is designed to manage digital assets and support distributed teamwork. It maintains overall security, ensuring that only individuals and groups with appropriate access rights can view, modify, create, and/or delete particular assets.

The DAM system facilitates collaboration and provides the framework for structuring how work gets done. In particular, the DAM system manages the relevant metadata for categorizing assets into business-related topic areas.

### Metadata and DAM

When it comes to a formal definition, "metadata" or data about data, are the attributes that describe the data and give it meaning. Consider the number, "67" as a simple data point. If the metadata is "degrees Fahrenheit" then this is a temperature. If the metadata is "centimeters" then this is a length. The metadata makes the difference about knowing what the data means.

When the data in question are photos, images, video clips, and other kinds of rich media, the metadata labels these digital assets and powers a DAM system. Metadata provides context by describing the contents in ways that are meaningful to end-users and/or useful to the system.

In its simplest form, the metadata for a photo can be one or more index terms. For example, we might categorize a photo of two children and a dog on a sunny day by the names of the children (Susan and Dan) the animal (dog) and the term "children at play." Next imagine we have thousands of photos in our DAM system, all tagged with similar metadata. We can then easily select photos by children's names and what they are doing.

Furthermore, there can be relationships among index terms—we might also have photos of children playing with cats, goats, sheep, and horses. We can rely on our DAM system to find photos of "children at play" with "animals." The DAM system often maintains a taxonomy of terms and knows a priori the names of various terms within a larger category.

Finally, metadata can be automatically captured within the assets themselves, and then used by the DAM system to add meaning. For example, when we take photos with mobile phones or digital cameras equipped with GPS, we can automatically capture precisely the latitude and longitude. When uploaded, the DAM system can interpret this metadata to identify the locations from our photo shoot.

Thus creative professionals can rapidly produce the marketing collateral for a new marketing campaign. Working from multiple locations in the US and Europe, team members share assets in a secure and systematic manner, relying on the DAM system to accelerate delivery times and reduce production costs. Predefined workflows automate many previously manual processes and enhance team collaboration.

- Photographers easily upload images from their photo shoots. The repository captures source-level metadata and alerts photo editors.
- Editors and writers continue to use their favorite authoring and editing tools to create the required copy while working in an all-digital environment. The DAM system features seamless integration between productivity tools and the asset repository.
- Graphic designers access the shared files and lay out the new collateral as required, such as adding photos to a marketing brochure. They are always accessing the most up-to-date photos—approved, selected and finalized by the photo production staff. Again there is seamless integration with the asset repository.

A DAM system orchestrates these work-in-progress activities for multiple types of rich media. The company can simultaneously track digital rights, permissions, and fees as part of its comprehensive DAM solution. Assets such as stock photographs and video clips are used appropriately; managing digital rights and tracking payments are greatly simplified.

In short, a DAM system provides the essential capabilities for developing and managing digital assets. It automates the repetitive processes, accelerates time to market, and uses analytics to provide insights into efficacy of a company's overall efforts. Leveraging a shared asset repository, a DAM system reduces the friction of distributed teamwork and improves organizational productivity.



## **A System of Record for Branding and Production**

With OpenText DAM solutions, creative professionals have the capabilities they need to produce branded media assets. Photo editors, videographers, producers, graphic designers, and others involved in media production can easily access, view, and download rich media files. Everything they need is accessible in a shared and secure repository, which becomes the system of record for managing works in progress across an extended enterprise.

Organizations can take control of their digital assets, increase productivity with self-service options, and promote brand consistency across their multiple creative and branding teams. They can manage rich media assets across departments within a company and also extend their reach to include the independent creative digital agencies that are part of their digital media supply chains.

OpenText DAM solutions protect high value works in progress, such as branded photos and videos to be used in upcoming marketing campaigns. The shared repository secures individual assets as well as groups of assets (organized as folders); only certain people with predefined roles can edit the media assets while larger groups of people can access the items, view them in place, or even transfer them into other online environments. Access to high-value assets can be carefully monitored and all activities tracked

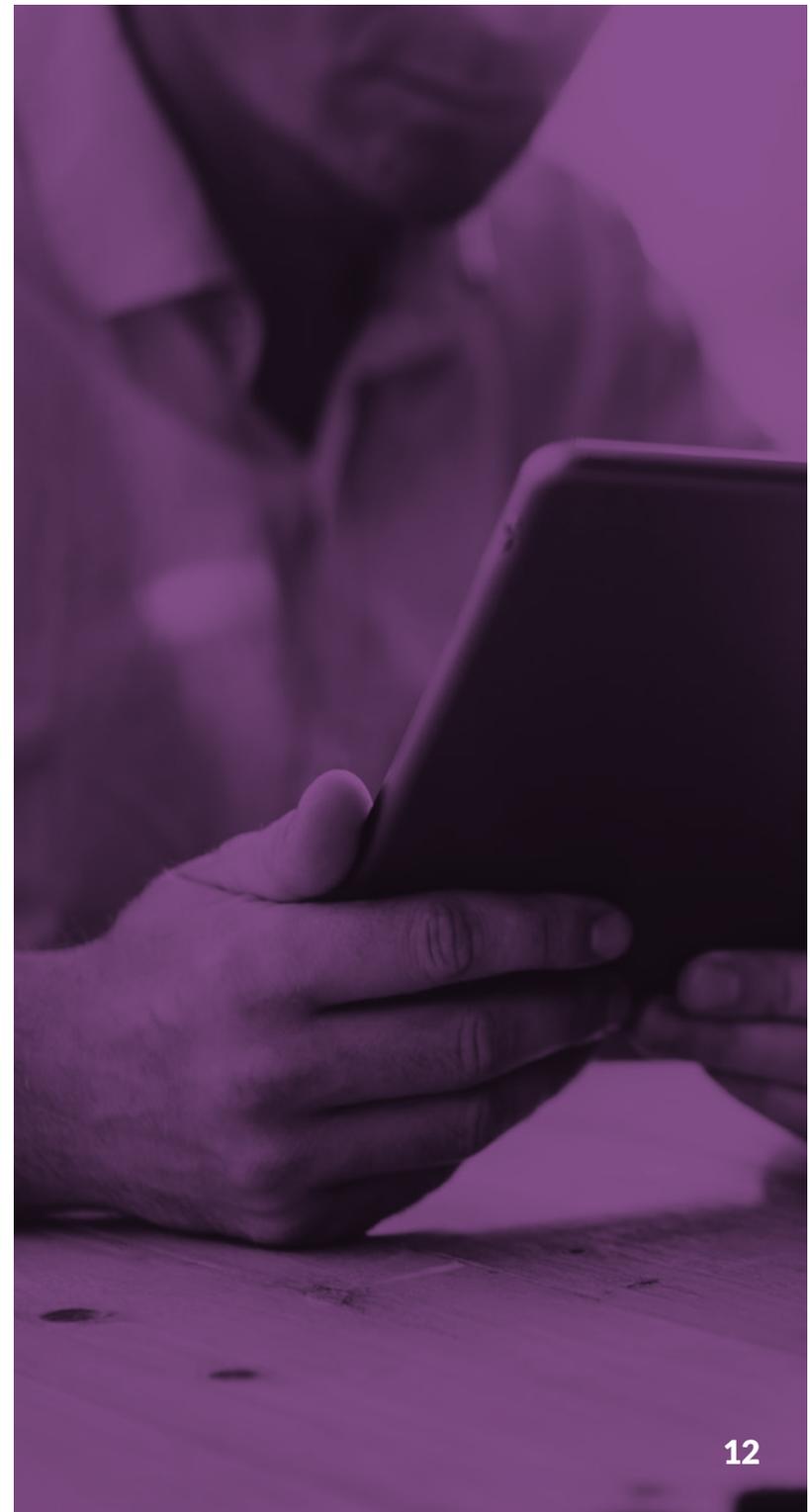
OpenText DAM solutions optimize editing and viewing experiences for rich media tasks. Photo and video editors involved in the production of assets have the rights and permissions to download, modify, and upload the new versions. They can use their favorite desktop editing and video production environments—OpenText features tight integration with most popular rich media editing tools and production environments. It supports a wide range of administration functions for managing rich media.

Producers, marketers, and other creative professionals seeking to use approved assets in derivative works have a production environment tailored to their tasks. They can easily search for and download assets—the shared repository manages the access rights and permissions to determine when these creative professionals can access which assets, and also tracks their usage.

OpenText DAM solutions make it easy for editors and producers to tag rich media assets as they upload them to the repository, enabling other creative professionals to easily find them. The DAM solutions support different sets of keyword tags and metadata terms that are dynamically displayed in contextually sensitive pull down lists. The DAM solutions also support predefined taxonomies. Asset librarians keep these descriptive items and taxonomies up-to-date through easy-to-use administrative capabilities.

OpenText DAM solutions feature deep automated indexing. Metadata is also automatically captured during ingestion— OpenText DAM solutions support predefined metadata standards embedded within digital files. Documents can be automatically indexed for full-text retrieval. Images can be automatically analyzed for location, color palette, facial and object recognition, barcodes, QR codes, and duplication. Audio and video assets can be automatically analyzed for key features, including facial recognition, scene detection, key frame identification, sound patterns, and speech to text transcription.

Finally, OpenText DAM solutions feature fully integrated workflow capabilities to coordinate ingesting, editing, reviewing, and approving rich media assets. These solutions include both task and process-oriented workflows, augmenting human judgments with automated processing for predefined steps (such as file transformation and transcoding). OpenText supports visual process modeling with flexible forms and a rules builder for defining and updating these workflows.



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# Boosting Productivity Across the Enterprise

## **Managing Marketing Collateral**

Kitiri FinTech, a financial technology services company, relies on its business development organization to identify and nurture strategic partnerships with mid-market banking, brokerage, and insurance companies around the world. Combining a flexible technology toolkit with a menu of IT services and cadre of skilled financial technology professionals, more than 500 partnership development managers, based in Asian, European, and North American financial centers, tailor the company's offerings to specific customers.

Thus, a Tokyo-based account manager can propose a mobile banking solution to a Japanese savings bank that easily meets local regulations and cultural norms. A partnership executive in Toronto can offer a credit union in Ontario a comparable mobile solution that conforms to provincial banking requirements and customer expectations.

To promote its expertise as a forward-thinking technology services provider while ensuring brand consistency and reducing costs, Kitiri FinTech centrally manages all of its marketing collateral. These assets include proprietary solution guides, process flow diagrams, and video presentations, compiled over the years and organized by topics of interest. To optimize investments wherever possible, the company seeks to promote reuse of these high-value digital assets.



Facing competitive pressures, Kitiri FinTech needs to streamline its engagement process by making it easy to build relationships with partners while also protecting its intellectual property. The company seeks to boost the productivity of its account managers by introducing a corporate portal of branded assets, localized for the various language and cultural contexts of target markets. The portal centrally manages the digital rights associated with various assets, ensuring that Kitiri FinTech can track usage of individual items across its multiple geographies and markets.

Using the branding portal that leverages the capabilities of a digital asset management (DAM) system, account managers browse content collections that are carefully curated by the marketing group. They apply filters as needed and create digital portfolios of relevant items for particular opportunities. For instance, the account manager in Tokyo can find high definition videos and solution guides about mobile banking apps produced in Japanese. The Toronto-based executive can create a comparable portfolio produced in both English and French (meeting the Canadian multilingual mandate) and add sections relevant to the local market, such as information about an American to Canadian dollar conversion calculator.

Business teams at partnering banks, insurance companies, and other financial institutions access the digital portfolios that their account managers create. With appropriate permissions, team members can also download individual assets and redistribute them to their own customers and stakeholders. Partners appreciate the ease of doing business with Kitiri FinTech, where everything they need to succeed is available in one place.

Moreover, the branding portal tracks content usage. It links downloads and other usage data with the Kitiri FinTech's customer relationship management (CRM) application. As a result, account managers can easily develop insights about particular partners' interests within an integrated dashboard for managing business development activities. And Kitiri FinTech can keep track of the overall productivity of its branded assets and determine how they contribute to the company's bottom line.

## Streamlining Branded Experiences

To succeed in the attention economy, companies must delight their target audiences with branded experiences. Nowhere is this more essential than when it comes to optimizing the use of rich media. Online marketing campaigns depend on having the right visual themes reinforcing spoken messages, available on both PCs and mobile devices. Even customer support tutorials are enlivened with photos, music, and video clips, delivered by company web sites. An enterprise-wide branding portal simplifies the distribution of these high-value digital assets.

But rich media comes with its own production costs and risks—locating the best assets that communicate the underlying messages and then having the commercial rights to use them. Whether they are refreshing an existing web site or developing the collateral for an entirely new campaign, business and branding teams face tight timelines as they coordinate many different marketing and production activities. Fast and easy access to relevant images, videos, and sound tracks, is needed. These are typically sourced from creative professionals who are managing a company's rich media collections.

For a company intent on building its branded experiences, a DAM system provides essential capabilities for streamlining business processes. More than a networked file share that simply stores rich media files, a DAM system becomes the system of record within the organization for managing how the various digital assets are used.

When it comes to streamlining productivity, a DAM system:

- Provides the single source of truth for accessing, organizing, protecting, and appropriately distributing high-value branded assets
- Ensures security and manages access controls
- Makes it easy for appropriately authenticated digital designers, marketers, and business teams to get work done

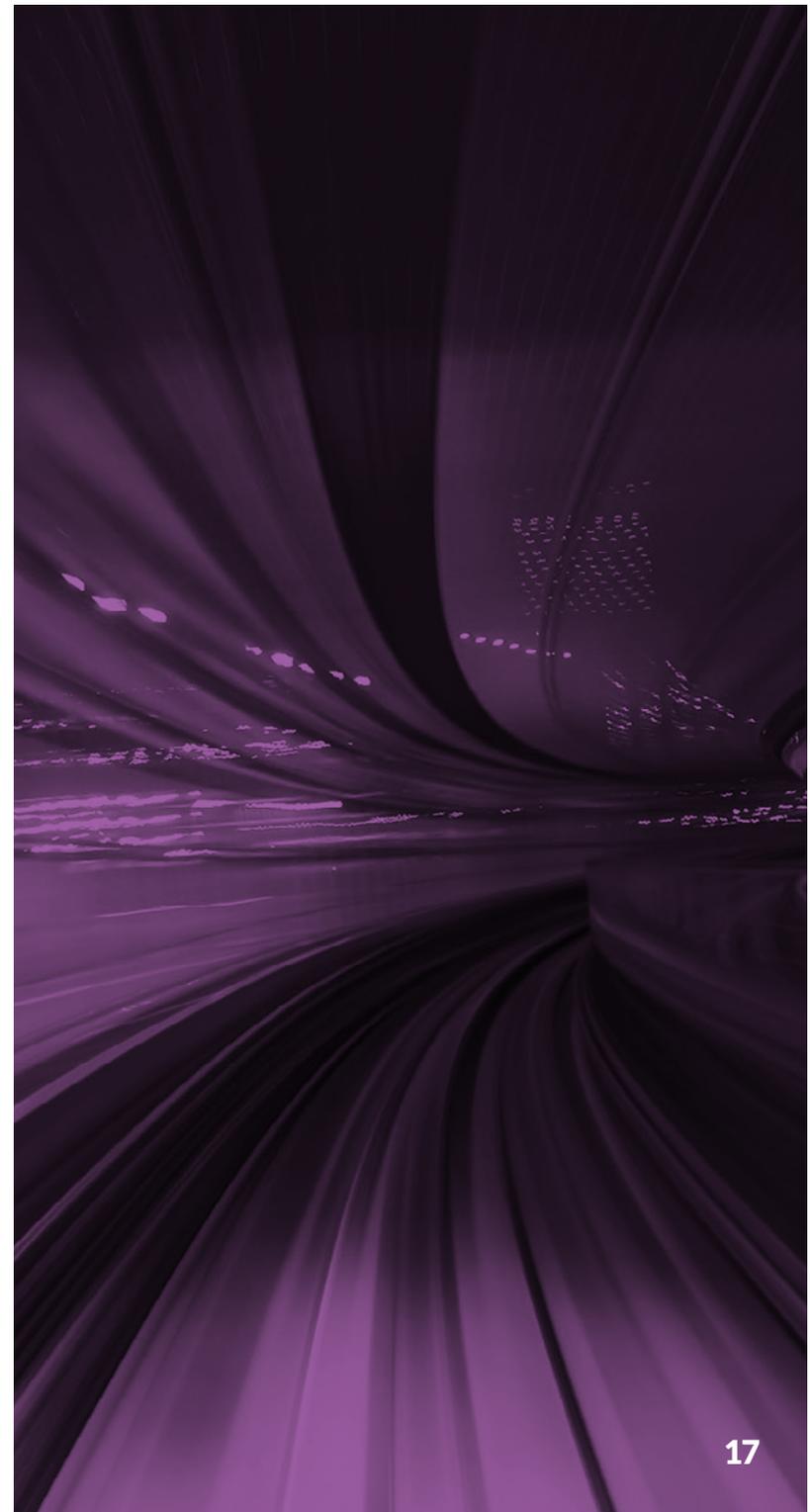
A DAM system places a premium on combining findability with business orchestration—ensuring that company staffers can quickly access asset collections, select the individual items they need, and then incorporate the results into their work-related tasks.

In particular, photos, videos, soundtracks, brochures, and other types of digital assets are tagged with descriptive terms and other kinds of metadata when they are ingested into the repository. A DAM system should support multiple capabilities for managing tag sets and metadata, including incorporating formally defined taxonomies, recognizing predefined metadata, and capturing the results of ad hoc tagging (or folksonomies). Some DAM systems use advanced image categorization techniques—such as facial/object recognition and date/location mapping—to automatically tag assets with additional kinds of metadata. Some DAM systems feature advanced capabilities for managing video and audio streams, such as key frame identification and time-coded metadata analysis.

Moreover, a DAM system provides an open platform for rich media management within an overall digital ecosystem. It is the system of record that can be embedded and/or integrated with other applications being used within an enterprise. For example:

- Graphic designers formatting brochures for a product promotion can access photos from within their desktop editing tools.
- Line-of-business staffers can find and add the right images and new video clips while updating a web page using their WCM platform.
- Account executives can create digital portfolios for their customers and then track their customers' activities within the enterprise CRM system.

Finally, a DAM system ensures that digital assets are used appropriately within a commercial context by supporting digital rights management (DRM) capabilities. For instance, a DAM system can include digital rights descriptions within the metadata of individual assets—identifying the owner and the clearances when, where, and how particular assets can be used. With granular digital rights descriptions and the management framework for tracking individual files, companies can protect themselves against the risks (and legal expenses if sued) of inadvertently misusing rich media when producing their digital experiences.



## The Power of a Managed Repository

With OpenText DAM solutions, branding and business teams leverage the power of a managed repository to rapidly produce next-generation digital experiences for web, social, mobile, and print destination. Photos, multimedia clips, and all other types of rich media assets that team members need to do their jobs are readily at hand.

Organizations can safeguard their brand equity while delivering engaging digital experiences and allowing for greater business agility because OpenText DAM solutions provide an organized way for creating, managing, and securely distributing digital assets to internal and external partners.

OpenText DAM solutions are optimized around business tasks, organizing assets by the familiar criteria that team members expect. These solutions feature a friction-free work environment, designed to enhance team-wide productivity by removing artificial barriers to getting work done. They adapt to the broad set of content production, publishing, and integration needs, ranging from managing libraries of media assets to publishing product catalogues, packaging and print communications, or even digital self-service portals.

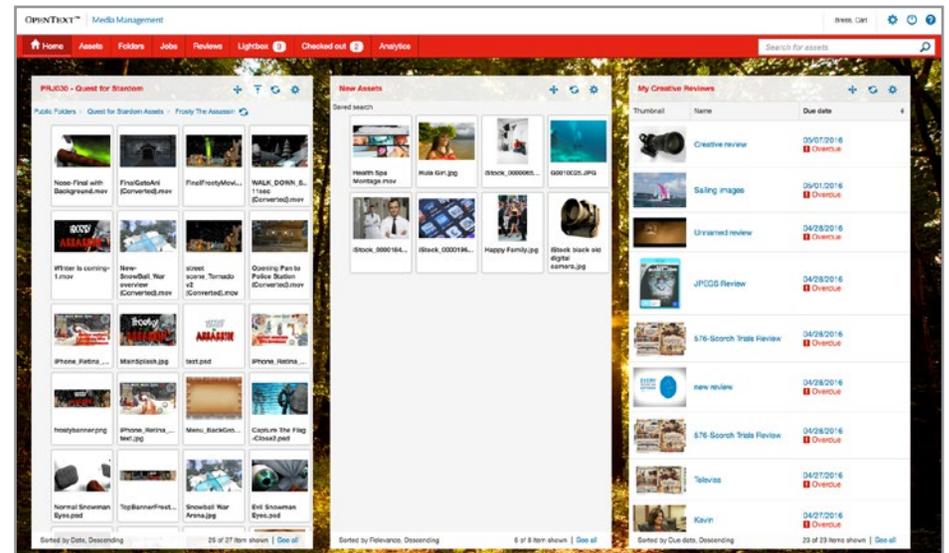
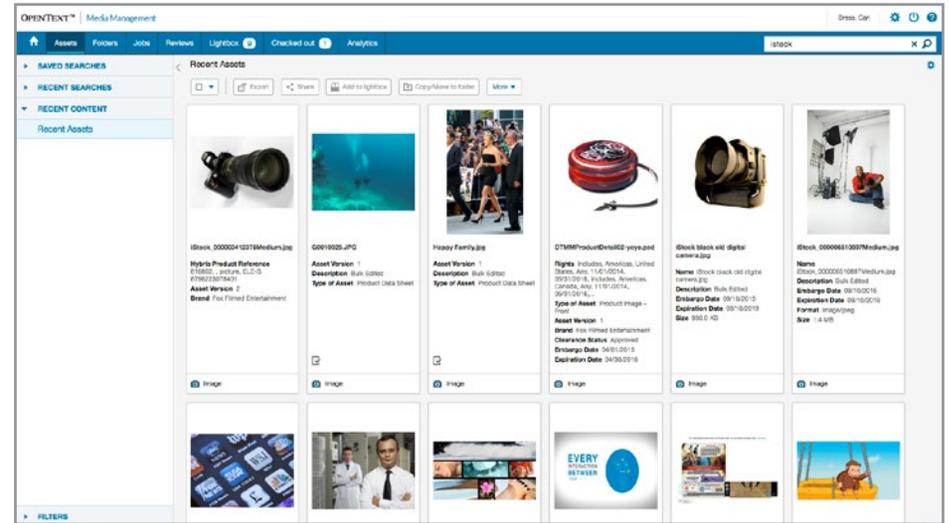
Both internal staffers and external partners (including digital agencies) can easily and securely access large rich media collections—sometimes scaling to millions of assets and encompassing petabytes of data from multiple locations around the world, which increases the productivity of creative, branding, and marketing teams. OpenText DAM solutions can be optimized for transferring very large files across digital computer networks, using different network transfer protocols in addition to TCP/IP.

Team members can intuitively browse through these media collections, filter on relevant criteria, search for what they want, narrow down their items of interest, and download what they need—all within the context of doing their work. They can rely on permission-based workflow capabilities to sequence the steps in a production process and ensure the reviews and approvals of asset collections prior to final release.

OpenText DAM solutions feature multiple capabilities for exploring asset collections—including, browsing, and selecting various sets of assets. These solutions leverage asset-level metadata and tags, derived from metadata standards and enterprise taxonomies and captured when assets are ingested into the repository. Integrated metadata management capabilities can auto-organize and tag digital assets, increasing team productivity and strengthening compliance.

These solutions offer advanced, contextual asset analysis to delve deep into audio, video, and image files and automatically analyze the content. They can recognize sophisticated traits, such as color, to provide a highly detailed, time-encoded range of searchable data. This added intelligence enables team members to locate the right assets for a campaign without knowing the exact keywords associated with a file.

With a managed repository in place, an organization can mitigate its risks of producing digital experiences. OpenText DAM solutions protect valuable assets from costly misuse with flexible and granular user and asset security policies, as well as integrated digital rights management capabilities. These solutions feature asset-level tracking capabilities, enabling an organization to monitor how, when, and where particular assets are being accessed and used. These solutions provide secure access and asset controls to mitigate non-compliance and misuse of content as well as to track licensing rights and ensure auditable processes. Exploiting the capabilities of embedded analytics delivered by the managed repository, an organization can track activities of its internal and external teams, to gain insights about how the system is being used, identify bottlenecks, and determine areas for improved effectiveness.



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# Curating Omnichannel Museum Experiences

## From Physical Artifacts to Digitized Collections

The Sandy Rock Institute of Natural History, founded as the premier institution to preserve and advance knowledge about the history and culture of the American Southwest, is facing the challenge of digitization. This well-established museum maintains extensive collections of objects, artworks, and specimens, from prehistoric to modern times. It presents a carefully curated cross section of these collections in its public galleries—the museum itself is located just outside a rapidly growing major population center. And Sandy Rock shares its expertise by organizing traveling exhibitions in cooperation with other museums across the United States and around the world.

Like many cultural organizations in today's digital age, overall gallery attendance is declining and support among its major benefactors is dwindling. No longer are donors willing to support brick and mortar edifices featuring analog-only collections and in-person experiences. Executives and curators are finding that the up-and-coming generation of members and supporters are more inclined to back organizations that are augmenting their physical presence with digital experiences.

As a result, Sandy Rock is in the midst of an ambitious push for digital stewardship. Over the past few years, staff members have begun to digitize key holdings—scanning historical photos, photographing artifacts and specimens, as well as capturing original photos and multimedia events in their native (digital) formats. Initially, they simply catalogued and stored these assets on the museum's shared network drive and uploaded them on request to public-facing websites.

But as the digital collection grows to encompass thousands of files and petabytes of storage, digital stewardship becomes increasingly complex and costly. Effective tools and technologies are needed for digital preservation and distribution. Sandy Rock is investing in a digital asset management (DAM) system to maintain a single source of truth for curated collection management.

Museum staffers are going to be able to catalog assets in a systematic manner. They can repurpose the digital artifacts on their public-facing websites and share them with researchers and other interested groups around the world. And there is an added benefit: staffers can easily manage the various digital rights and redistribution permissions associated with these digital artifacts. Finally, when curators need to update terms in the catalog or modify metadata, they make the changes once, and propagate the updates everywhere, thus enhancing staffers' productivity.

In addition, museum executives expect the DAM system to provide the foundations for expanding Sandy Rock’s digital footprint within its public galleries. Educational specialists plan to transform gallery guides into immersive experiences through digital storytelling. Visitors will use a mobile web app on their smartphones as they view the various galleries. Wi-fi beacons will detect their locations and deliver descriptive information directly to their smartphones. Stories can be targeted to the audiences—ranging from well sighted and vision impaired adults to teenagers and young children.

In short, digital stewardship leads to omnichannel engagement across mobile devices and the web. By blending brick-and-mortar gallery visits with diverse digital experiences, Sandy Rock can rekindle excitement among benefactors, members, and gallery visitors, and rededicate itself to advancing knowledge about the history and culture of the American Southwest.



## **A Framework for Digital Stewardship**

For a museum facing the challenges of the digital age, a DAM system not only provides the foundations for managing digitized artifacts, it creates the cornerstone for digital stewardship, delivering an organizational framework for reinforcing its core educational and cultural mission. It transforms experiences for gallery visitors and expands relationships with the digitally engaged public.

Digital stewardship requires both centralized storage and governance, together with distributed cataloging and preservation. A solution is needed where curators and museum staffers can continue to manage their own collections and maintain their unique areas of expertise—within the framework provided by a shared asset repository.

Certainly a museum's DAM system provides the single source of truth, the system of record for capturing, managing, and preserving its digitized collections. This system ingests and securely stores, in their native file formats, all types of digital assets that the organization might collect and curate, both now and in the future. The DAM system also recognizes and manages the various metadata schemas supported by the different file types.

Native file types can range from high-resolution photographs and full-motion video, to 3D objects and virtual reality displays, to ones that have not yet been invented. The individual file sizes and total storage requirements, the essential speeds and feeds of a modern computer system, do not pose technical or performance problems. A future-proofed DAM system is highly extensible at a technical level.

A DAM system makes it easy for museum staffers to digitize collections by facilitating collaboration while enhancing productivity. Curators and cataloguers rely on predefined workflows to do their work. Once catalogued and stored, assets are accessed and delivered on demand to others while preserving the provenance of the original files.

Thus a museum staffer can easily locate relevant photographs and video clips when mounting a new exhibition. A professor of art history in another country can search the museum's holdings, and then download selected artifacts in a secure and protected manner.

At the same time, cataloguers at the museum can update catalog entries for individual assets once, and then ensure that these changes are automatically propagated to all of the other instances where the assets have been downloaded and are being used. The DAM system delivers downloadable assets on demand, and also preserves the links. The DAM system can easily trace the individual items across the internet. Provenance and digital rights are managed centrally.

Finally, a DAM system is an integral part of a modern digital ecosystem for a forward thinking museum. The DAM system supports open APIs and is easily integrated with other museum-level applications and collection management systems to produce engaging experiences. For example, third parties developing the interactive museum guides can access the DAM repository and download predefined assets on demand. Digital stewardship extends seamlessly from initial asset ingestion to the in-gallery and online experiences.



## Stewarding Digital Collections

OpenText DAM solutions deliver the essential capabilities for digital stewardship—shared repositories capable of managing all types of rich media together with the core services for extracting value from digital assets and the flexibility to easily integrate with other museum systems. When it comes to the enabling infrastructure, these solutions adapt to the hosting and storage requirements of the organization—ranging from on-premises to private, hybrid, and public cloud deployments.

Museum staff members access digital assets in a secure and authenticated manner. OpenText DAM solutions maintain the access rights and permissions based on predefined roles and/or organizational membership. The security of the stored assets is assured. Only museum staffers with appropriate security privileges and roles can access or modify the assets, or even assign permissions for third parties to download.

While centralizing storage, OpenText DAM solutions feature distributed access to and control of the underlying metadata and professional thesauri used to identify and catalog assets. Curators and subject matter experts can continue to maintain their asset catalogues and categorize their collections according to their areas of expertise. They can upload, organize, and store digital assets according to their own cataloguing criteria, within the framework of a shared repository.

Moreover, OpenText DAM solutions provide the foundations for empowering digital engagement within museums and beyond. With an authenticated repository in place, educators and specialists who are developing new exhibitions can rapidly search for digital assets, easily retrieve the reference information (including thumbnails and sound clips) that describe the assets, as well as locate the links to the assets themselves and identify their owners. Organizations who own the physical artifacts and works of art can then define the terms and conditions for sharing the digital assets with exhibition organizers and other third parties.

Digital stewardship thus leverages a system of record to deliver contextualized content, relevant to a museum's core mission. By relying on OpenText DAM solutions, museums can enhance their capabilities for collaboration, unlock their analog collections, distribute digitized artifacts out to growing audiences, manage their digital rights, and disseminate knowledge and expertise about their collections across the internet. OpenText DAM solutions ensure ever-expanding omnichannel experiences that will appeal to and engage audiences in the digital age.

# Enhancing Digital Experiences as Attention Spans Shrink

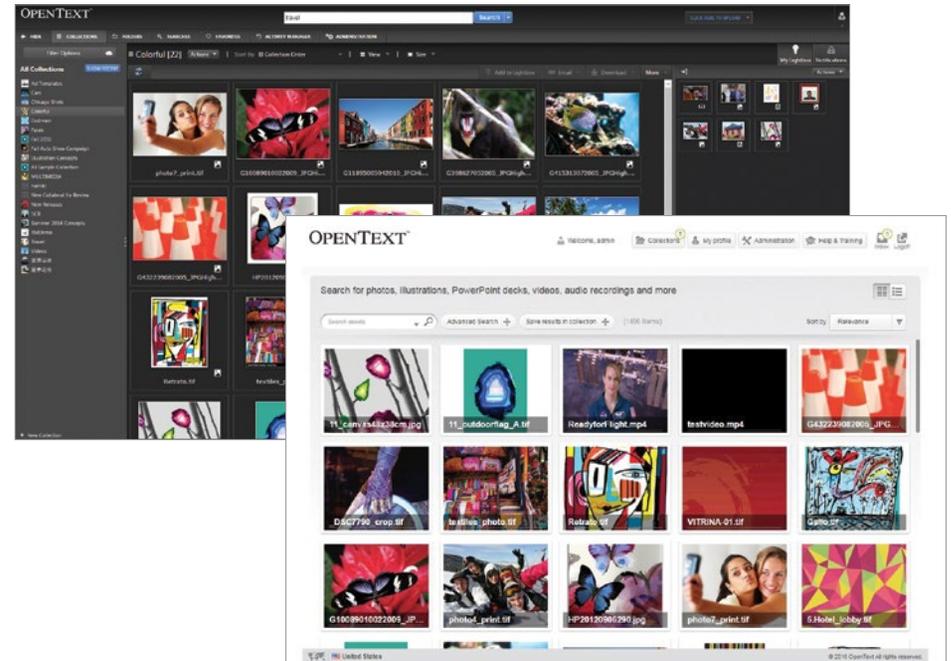
## Channeling Digital Assets

There is a secret sauce for doing business in the digital age—rich media encapsulated by digital assets pervade all aspects of today’s digital experiences and must be managed effectively.

As a mobile shopper, you might want to buy a sweater on your smartphone. A set of detailed photos (with magnification capabilities, 3D rotation, and a color pallet) replaces the see and touch of brick-and-mortar merchandising. As a business decision-maker in a real estate management company, you might be concerned about installing solar panels on a series of warehouses across the Southeastern United States. A pithy video from a trusted source can answer many of the questions you might have. The list of examples goes on.

Whether you are a shopper, business decision-maker, or anybody else looking for goods, services, answers to questions, or most anything else imaginable over the web, the one thing you don’t have is a lot of time. Photos, images, video clips, 3D items, and other types of rich media are all part of the mix to communicate the essential information you need to make a decision, take action on a task, and/or become more informed. You expect to access just the right information, engage the experience, and move on.

And if you are the marketing manager for a new line of sweaters or an industrial solar design expert intent on answering questions from business decision-makers, you and your organization have little time for the repetitive drudgery and inefficiencies of manually managing rich media assets. When attention spans shrink and the speed of doing business in the digital age accelerates, you must get control of and then effectively manage all of the rich media you rely on to deliver your high-value digital experiences. It all begins with having a single source of truth for managing these many types of digital assets.



## **Next Steps for a Content Strategy**

This e-book highlights the business benefits and technical capabilities of deploying a DAM system within your enterprise—both to support activities when creating, refining, and organizing digital assets, as well as to channel the flow of digital assets across your content supply chain. We hope that this e-book contributes to your conversations about the next steps for reinforcing your enterprise information infrastructure and environment.

As you go forward, be sure to keep the challenge of DAM in context. When competing in the attention economy, time is short. You cannot afford to wait. It is essential to be well along in your digital journey towards making digital asset management an integral part of your overall content strategy.

## **About OpenText**

OpenText enables the digital world, creating a better way for organizations to work with information, on premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTC) visit [opentext.com](http://opentext.com).

### **For more information about OpenText DAM:**

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