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OpenText™ Media Management

Enabling your media in the digital world

Create and use media assets, empower marketing collaboration, and leverage digital media delivery and syndication across all your channels—and deliver on your organization's brand promise to customers.

In today's hyper-digital environment, where time is of the essence and the experience is what sells, your customers, partners, and buyers want video, pictures, and information in real time—synchronized and delivered consistently on the platforms and devices they choose. Here's the problem: Business, marketing, and competitive demands are pushing digital asset management and the digital media supply chain beyond traditional approaches. The technology to create, acquire, distribute, syndicate, and consume rich media outpaces your ability to manage and track it. With multiple systems and applications trying to manage and use all these assets, opportunities are falling through the cracks: Missing content. Missing opportunities. Losing productivity.

OpenText Media Management helps companies enhance their investment in brand value and digital media, allowing you to respond to ever-growing demands. Our solutions help people find, share, and use digital media assets. The Media Management platform connects content and process to your creative efforts. Our cloud-based and on-premises solutions help you manage and control your media assets throughout the organization, optimizing your resources, efforts, and budgets so you can deliver on your brand promise. With a platform to create, curate, manage, and distribute digital media for the entire enterprise, Media 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 winning experiences.

Increase revenue with faster time to delivery

Consolidate all your digital media and video into a centrally managed and controlled repository. Accelerate marketing collaboration, publishing, and distribution to multiple channels and devices for better customer engagement.

- Media Management Digital Hub allows custom-branded microsites to expose Media Management assets. Authorized users can easily configure and create targeted microsites populated with assets, schedule launch, and expiration.

WHY OPENTEXT™ MEDIA MANAGEMENT?

- *Maximize the value of your media assets*
- *Consolidate and control digital media in an enterprise-wide repository*
- *Create, manage, and use digital media assets on a user-friendly and personalized interface*
- *Digital Hub provides custom-branded microsites to expose assets to different user groups*
- *Enable collaboration with creative agencies and global marketing teams*
- *Integrates seamlessly with Adobe® Creative Cloud®*
- *Review, markup, and approve assets using the mobile app*
- *Easily create, reuse, refresh, and repurpose your media for faster time to market*
- *Search and identify images by faces, age, gender, descriptions, color, and captions*
- *Configure and move content to the public cloud or other repositories*
- *Send the right content and rich media to your customers and audiences on the applications and devices they choose*

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- Adaptive Media Delivery Server streamlines finished marketing content with automated delivery of renditions for omnichannel marketing and content delivery networks.

- Automation capabilities transform, publish, and adapt delivery across connected networks and media supply chains for multichannel, multi-device 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.

Enable marketing collaboration

Media Management 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.

- Assign and monitor jobs and tasks, streamline creation, revision, review, and approval; manage creative projects, campaigns, and processes with internal and external creative agencies.

- Use the mobile app to review, comment on, approve, or reject digital assets on the go with your mobile device.

- Media Management Digital Hub allows authorized users to easily configure and create targeted, customized microsites populated with assets, schedule launch date, and expiration.

- Rich Media Analysis provides tagging and analysis of images stored in Media Management, to identify images by faces, age, gender, color, descriptions, and captions.

- Intelligent storage management seamlessly connects to cloud or other storage to reduce costs.

- Collaborate on support, review, and approval for creative workflows, copy, design, graphics, and layouts for print, web, or interactive formats.

- Agency workflows allow 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 allows media assets to be syndicated to commercial and proprietary video platforms (e.g., iTunes®, YouTube™, content delivery networks, etc.)

Reduce risks with improved governance and security

Media Management is uniquely designed to facilitate the digital relationship between an organization and its users, partners, agencies, and digital media network with greater transparency. Media Management also provides access to media assets and intelligent control to distribute and share content to the right channel for users' devices from a number of available systems, apps, or output channels.

- Protect your valuable assets from costly misuse with flexible and granular user and asset security policies.

- Integrate with Digital Rights Management (DRM) systems for usage, licensing, and rights clearances management.

- Review and approve workflows and process management with audit trails.

OpenText Media Management helps companies empower marketing collaboration from creation to consumption for the enterprise, agencies, partners, and global digital media supply chains. Media Management optimizes resources, efforts, and budgets in an organization-wide strategy that delivers on your brand promise.

Engineered for innovation

As a leading enterprise Digital Asset Management (DAM) solution, Media Management 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 re-create media assets. Our customers have measurable gains in productivity from native jobs tracking and assignment, review, approval, and adaptive media delivery. Focusing on our core competency and a platform to interconnect and integrate with other production, marketing, and business technologies is a major differentiator that we have demonstrated with many integrated partner solutions.

Media Management is a pioneer in DAM. We help any size organization manage all their video, images, and rich media—from creation to consumption. With a powerful yet simple to use interface, our solutions help people find what they need to share, collaborate, and use digital assets anywhere for richer, more effective communication in marketing, sales, and throughout the enterprise. Media Management makes it easy to get the right content and rich experiences to users on the platforms and devices they choose.

What's new

Media Management continues to expand its capabilities with innovations to increase business value, productivity, and ROI. The Media Management product development team excels at managing the complete brand and asset lifecycle, from creation to delivery and final disposition. Key themes in the latest release are marketing collaboration, image analysis, and customizable digital media hubs for creative agencies, partners, and vendors.

- User experience improvements help increase adoption usability and productivity. Improvements include: uncluttered layout, new sidebar navigation, enhanced rendering, and capability for users to zoom and crop images to reuse assets.

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- Rich Media Analysis for rapid content discovery unlocks the potential of your assets. It uses a cognitive image analytics engine to make images more searchable by characteristics such as faces, age, gender, description, color, and captions.
- Media Management mobile app allows anytime, anywhere collaboration on your mobile device. Eliminate lengthy waits and get assets approved in just a few taps.
- Digital Hub provides branded microsites for automatic syndication of your digital content (easy configuration, no IT required). Microsites can be custom branded and populated with assets based on folder, metadata, and user permissions. Create brand portals and temporary vendor sites, and share collections with select groups. Mobile app accessible.
- Connector to Adobe Creative Cloud allows designers to browse Media Management assets in a floating window, and check out and check in with automatic versioning.
- Intelligent Storage Management allows customers to configure various storage and repository settings—including Public Cloud—and business rules for moving files and storage repositories.
- Adaptive Media Delivery (AMD) integrates with content delivery networks supporting CDN services, automatically acting on content requests and delivering the content rendition from AMD and skipping the request if already in the CDN.
- Chef Automation provides automated installation and configuration to deploy Media Management, reducing the installation time for a reference configuration. This reduces the install complexity for cloud and on-premises deployments.
- Architectural improvements, including Spring.io Batch Module to process internal system jobs, reduce the overall hardware footprint.

As the recognized industry leader, we continue to listen and learn from our customers and the market to enable your media and connect your content in the digital world.

How our customers use OpenText Media Management

- Centralized global brand repository to manage and maintain brand consistency and standards throughout acquisition, sharing, repurposing, localization, disposition, and retirement of corporate and product-related brand assets of all types.
- Centralized management of marketing assets to provision campaigns and collateral and publish to print, online, and all go-to market channels.

"We evaluated two leading DAM solutions and selected OpenText Media Management 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.

- Native marketing collaboration to streamline review and approval and jobs with internal and external creative teams.
- Creative production for photo, video, audio, images, graphics, manage work in progress and versioning, project management, planning, and production processes.
- Image and video libraries for digital assets, stock images, artwork, marketing campaign assets, archives, museums, cultural heritage, and preservation.
- Digital asset management and access for licensing, subscription, syndication, portals for partner and franchise networks, offshore packaging, localization, and omnichannel distribution.
- Digital asset management and delivery for retail product catalog and ecommerce in online, print, and interactive channels.
- Video management for short- and long-form ads, marketing, and training-related content for distribution over web, online, broadcast, and other streaming, on-demand, and linear channels.

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