Accelerated media distribution

OpenText™ Media Management Digital Hub

Targeted digital media syndication:
Simple, powerful digital distribution

Visuals drive customer engagement and tell your brand's story—this makes managing digital media an imperative. Every company faces the challenges of managing an expanding volume of digital assets and distributing them in a timely routine. OpenText Media Management Digital Hub helps business users easily distribute targeted assets in a branded, easy-to-use experience without relying on IT. Media Management Digital Hub makes it simple to get the right content and rich media to users on the platforms and devices they choose.

As the volume of content marketing, marketing assets, channels, social media, and customer touchpoints increase exponentially, marketers face the intensified challenge of getting the right content delivered on time and to the right channel to share valuable brand assets.

The task of managing thousands of digital assets, maintaining brand consistency, and preventing duplication and copyright infringement can be daunting in large organizations with different business units, regions, marketing teams, partners, and associated creative agencies. In-house departments struggle to regain control of creative product, and collaboration with multiple external agencies and partners increases demand for self-service tasks to reduce costs and streamline distribution of final assets. When there are numerous repositories, file servers, and local hard drives, it can prove difficult to manage or even locate digital assets—causing reduced productivity and increased complexity. These circumstances are ripe for mishaps, such as employees unknowingly sharing outdated or unapproved content with the public.

With shrinking budgets, organizations seek to eliminate costly, manual, and time-consuming asset distribution via email, FTP, and FedEx. Users need easy-to-use and -configure rapid distribution channels that permit partners and authorized collaborators use of creative works.

Media Management Digital Hub enables you to easily distribute a targeted, single source of truth for digital assets for specific channels. It's simple for different groups of users to view, access, share, and download the rich media files they need with read-only permissions, keeping your assets safe from mishaps and versioning errors. Media Management Digital Hub allows you to take control of your digital assets and drive increased productivity with dynamic, custom-branded microsites that provide targeted content for individual groups, partners, and channels, with self-service options that promote brand consistency across your entire enterprise and external channels

HIGHLIGHTS

- *Easily create branded microsites with start and expiration parameters*
- *Drive specific assets to multiple microsites based on metadata, approvals, security, and folder filters*
- *Control default search, facets, and filter displays for each microsite*
- *Control metadata displayed for assets in each microsite*
- *Control download rendition formats available*
- *Control asset display in gallery and list views*
- *Quickly create and share collections of assets*
- *Email direct links to assets and collections of assets*
- *Product requirements: OpenText™ Media Management Digital Hub requires OpenText™ Media Management v16.3*

Automate distribution to self-service targeted microsites

If your organization is considering or already using OpenText™ Media Management to manage your digital assets, Media Management Digital Hub offers a user-friendly, fully responsive and mobile ready, browser-based view into the Media Management repository through individualized microsites. You can configure these microsites to display specific asset collections automatically targeted to explicit criteria for product groups, partners, franchisees, or whatever uniquely defined conditions you specify based on metadata criteria, folder origins, dates, approval status, etc.

An Ovum survey of retailers concluded that more than 50 percent of employees surveyed (many of whom used home-grown DAM systems) spent more than five hours looking for digital assets on a weekly basis. Having a decentralized, inefficient system forced them to recreate assets because they couldn't find the proper ones[1]. When regular users find it difficult to locate assets, knowledgeable users can be weighed down with requests for help. Such disorganization can multiply hours of lost productivity across the enterprise.

Media Management Digital Hub increases productivity by encouraging self-service with shortened search times and painless downloads. Instant insight into each asset helps users make informed choices about whether to use a particular asset for a campaign or project. A clean design makes it easy to search, preview, and download high-value assets, such as images, videos, and audio files.

Targeted media distribution—automated syndication

Empower business users with faster targeted media distribution. Media Management Digital Hub allows business users to easily create, configure, and operationalize multiple branded microsites, exposing assets from Media Management based on folder, metadata filtering, and user permissions for automated syndication.

Simple self-service on any device—mobile to desktop

Enable your channel partners, customers, and affiliates for marketing collaboration and sharing with streamlined digital media supply chains. Consolidate all your digital media and video distribution into easily configured, expiration-controlled, custom-branded microsites for products, projects, partnerships, and increased engagement wherever and whenever on users' device of choice.

Integrated features for sharing assets with collaborators

Users can rapidly compile assets into different collections and share those with other users, or export and download into approved formats.

Powerful search augments self-discovery

Users have multiple means to find just the right asset for their needs via keywords, folder browsing, and faceted search capabilities, which can be individualized to each specific microsite.

Reduce risks with improved governance and security

Media Management Digital Hub is uniquely designed to securely protect access to original assets in Media Management, and to easily provide only approved and finalized assets with full control over visible metadata and search paradigms for use by partners, agencies, and digital media network with greater transparency.

Reduce costs for site deployment

Media Management Digital Hub eliminates the need for custom website development to distribute your branded assets and digital media to partners, franchisees, affiliates, and large enterprise employee populations.

Media Management is the only enterprise solution that meets the broad set of content production, publishing, and integration needs—from managing libraries of media assets to publishing product catalogs, packaging and print communications, or digital self-service portals. Media Management Digital Hub is distinctively designed for enhanced and easy to use targeted asset distribution of content managed within Media Management via branded microsites, while eliminating reliance on IT for creating, staging, launching, and ongoing care and feeding of these customized delivery portals.

Improve collaboration and control access to assets

Media Management Digital Hub is ideal for everyday enterprise users or external users, such as partners, dealers, and agencies. Managing content that crosses departments and multiple agencies is complicated, and without the right tools can decrease productivity. An estimated one-third of marketers are working with three or more agencies to support their business[2]. Versions of each asset can quickly multiply and get out of control when items are passed back and forth between different entities.

Behind the easy-to-use interface lies a sophisticated media analysis engine. Users can rapidly sort through thousands of digital assets using pre-defined filters and advanced search capabilities that go beyond a regular keyword search. The search tool recognizes images and even undefined traits that go beyond metadata, such as object identification, ages, faces, dominant color, and gender.

Maintain a stronger brand identity across channels

Today's digital experiences can appear disconnected throughout a customer's journey. This is often because messaging and visuals don't connect at various touch points—like mobile, in-store, and print advertisements.

However, when you can access a single source of truth for all digital assets, your business can maintain a stronger brand identity across channels—and across the various organizations that communicate with customers.

By ensuring that everyone is working with approved content—and adhering to usage rights—digital audiences will enjoy connected brand experiences that use the most accurate information. Media Management Digital Hub increases consistency by helping enforce the use of current, approved assets for all engagements.
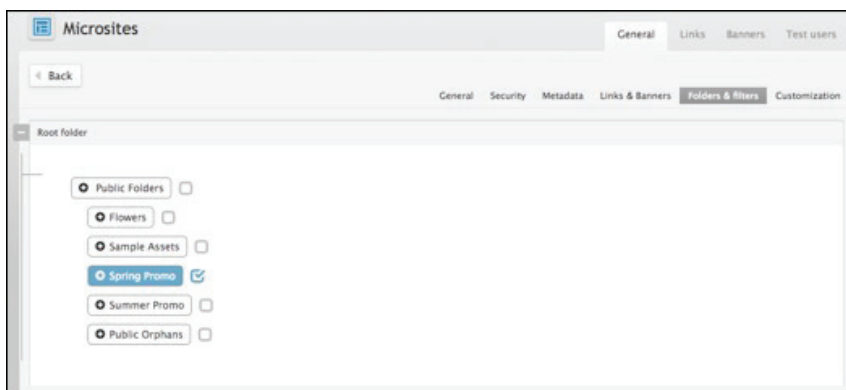
Get more info

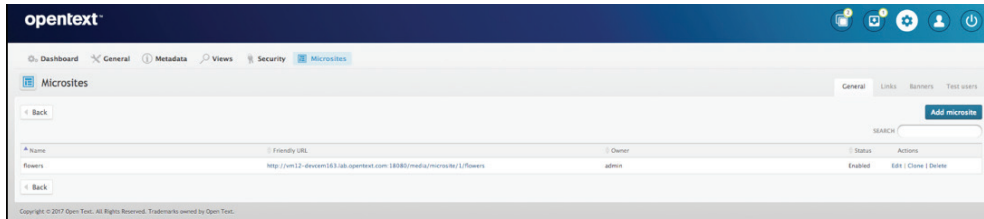opentext.com | Twitter | LinkedIn | Facebook
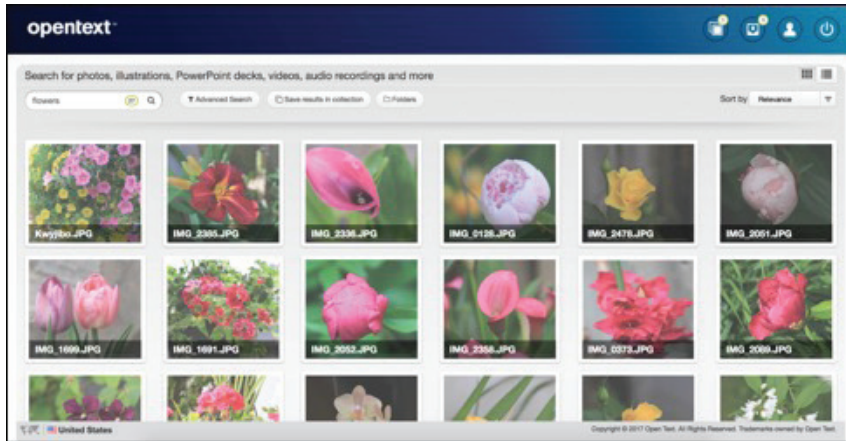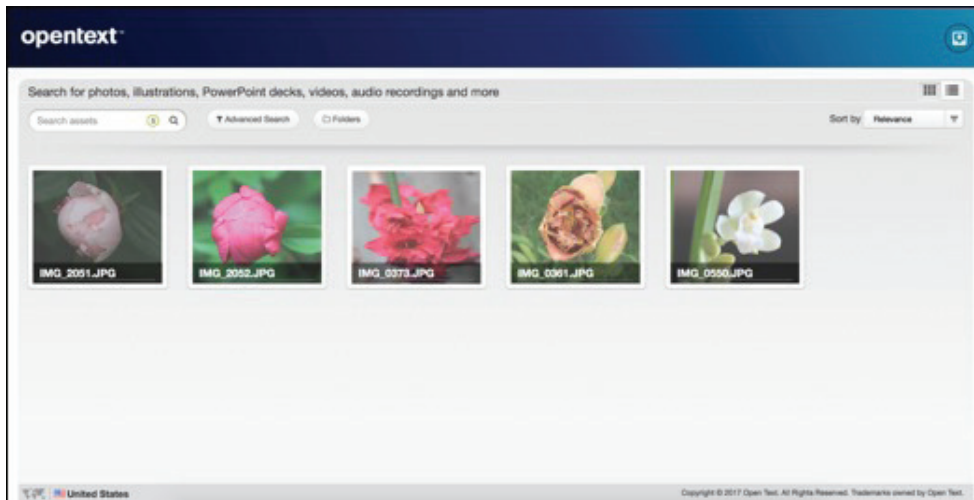
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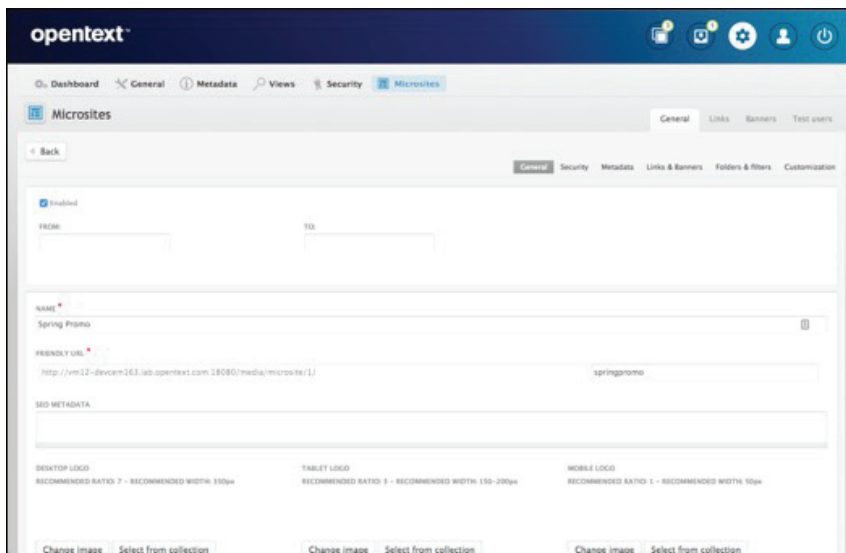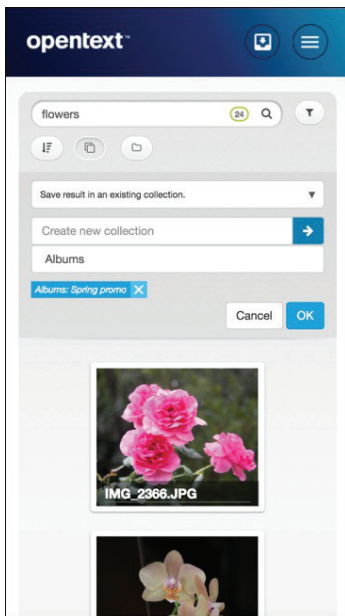

Easily configure microsites

Select specific folders as targeted content for microsite
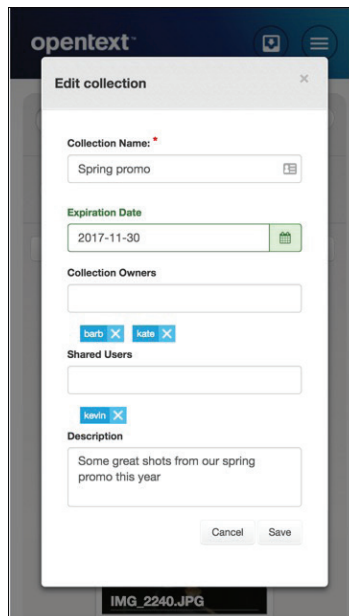
Create the microsite without IT special resources
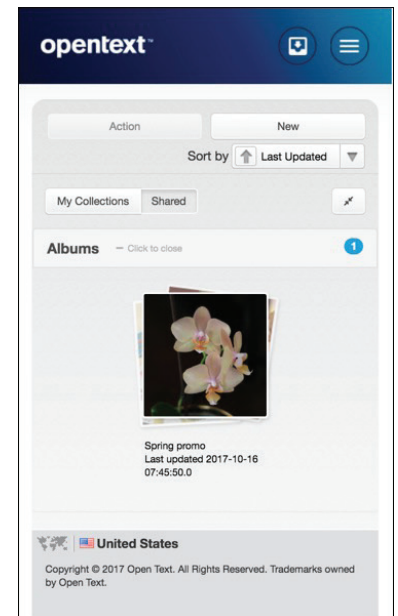

Configure microsites to display only approved assets

Easily navigate the fully responsive mobile view

Allow quick and easy collaboration through mobile user experience

Share collections on the go with the Digital Hub

[1] "Making the case for digital asset management in retail,"–Ovum, August 2015.

[2] "Number of Agencies that Senior Marketers in North America use to Support Their Business,"–eMarketer, December 2015.

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