What’s New in OpenText Media Management v16.2
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Maximizes customer lifetime value with creation to consumption of relevant digital experiences at every point of interaction across any channel. From marketing optimization to customer contact programs, OpenText is connecting the customer journey for better customer engagement and insight.
Engagement to Insight

### Customer Experience Management (CEM) Applications

<table>
<thead>
<tr>
<th>Customer Communications (CCM)</th>
<th>Web Content (WCM)</th>
<th>Enterprise Marketing</th>
<th>Digital Asset (DAM)</th>
<th>Contact Center (WFO)</th>
<th>Customer Feedback (VoC)</th>
<th>CEM Ecosystem</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Interactive Correspondence</td>
<td>• Content authoring</td>
<td>• Customer data mgmt</td>
<td>• Digital asset repository</td>
<td>• Customer engagement</td>
<td>• Cust. understanding</td>
<td>• Industry solutions</td>
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<tr>
<td>• Proactive outreach</td>
<td>• Personalized experiences</td>
<td>• Campaign mgmt</td>
<td>• Single source</td>
<td>• 1:1 touchpoint</td>
<td>• Closed loop feedback</td>
<td>• CRM, Commerce</td>
</tr>
<tr>
<td>• Multichannel output</td>
<td>• Self-service sites</td>
<td>• Lead mgmt</td>
<td>• Controlled distribution</td>
<td>• Two way interactions</td>
<td>• Data analysis</td>
<td>• Delivery Services</td>
</tr>
</tbody>
</table>

### Products

- **Exstream**
- **Communications Center**
- **TeleForm**
- **LiquidOffice**

- **TeamSite/ LiveSite**
- **Web Experience Management / Portal**
- **Web Site Management**

- **Optimost**
- **Marketo**

- **Media Management**
- **MediaBin**
- **Content Hub for Publishers**

- **Qfinity**
  - • Observe, ICE
  - • Workforce
  - • Survey
  - • Optimize
  - • Advise
  - • Expert

- **Explore**
  - • Voice of Customer
  - • Speech and multi-channel analytics

- **SAP Hybris**
- **Salesforce**
- **Guidewire**
- **Duck Creek**
- **SparkPost**

### Enterprise Content Management (ECM) and Business Process Management (BPM)

#### Analytics and Business Network
OpenText: 8 Years of DAM Leadership

Forrester did not publish a DAM Wave in 2010. Gartner folded DAM into ECM.
FIGURE 2 DAM Supports A Variety Of Use Cases, But Many DAM Solutions Focus On Marketing.
OpenText Media Management enables customer-centric organizations to manage and use media assets to drive business, optimizing resources, efforts and budgets, and delivering on their organization’s brand promise to customers.
OpenText Media Management

From creation to consumption
Enabling your digital world

Marketing / LoB Production -> Find/Review/Approve -> Share/Distribute /Publish
1. Consolidate and control digital media
   - Centralized repository
   - Who can access, what they can do
   - How and when assets can be used

2. Increase revenue
   - Faster time to delivery
   - Connected, consistent and engaging customer experiences
   - Empower media supply chain with self-service, automated capabilities
3. Increase Productivity

- Accelerate and Simplify Marketing and Agency Collaboration.
- Provide deeply integrated DAM capabilities into the creative ecosystem used to create, manage and use digital media assets.
- Enable organizations to easily integrate the usage and publishing of assets into marketing and business applications
- WCM, CCM, CS, WEM, Hybris Commerce, Hybris Marketing, more…
What’s New in Media Management 16.2 Release

Accelerate and Simplify Marketing & Agency Collaboration

Expanded Adaptive Media Delivery Services

Creative & Marketing Ecosystem Integration

Deliver Simplified Architecture

Deliver Business Agility in the Cloud

Significant UX Feature Improvements for Rapid Adoption
Accelerate and Simplify Marketing and Agency Collaboration

• NEW Marketing Collaboration features streamlined creation, review and approval for internal and agency projects and campaigns.

• Controlling your agency creative assets and reducing your agency spend

• Enables marketing with integrated processes and functionality for creation, production, collaboration, approvals, delivery, archive and disposition.

• Media Management supports the entire media content lifecycle.
Marketing and Agency Collaboration made simpler…

Enable Marketing Collaboration

- **Assign and monitor jobs and tasks** in Media Management to direct internal and external creative teams
- **Manage review and approve processes** for agency-created content and store finished assets in Media Management repository.
Marketing Collaboration Activities

Initiating Activity

- Campaign
- Project
- Request

Job Execution

- Initiate Job
- Acquire Content
- Review
- Approval

Continuous Streamlined Collaboration

- Set role assignments
- Set acquisition terms
- Set planned usages
- Schedule
- Approve job start
- Notification & Status Monitoring
- Add content
- Provide metadata
- Update versions
- Notification & Status Monitoring
- Collaborate
- 1-click “Send to agency”
- Track feedback
- Update versions
- Notification & Status Monitoring
- Set approvals
- Track approvals
- Finalize assets
- Start localization
- Start usages
- Notification & Status Monitoring

Usage Activity

- Publish
- Syndicate
- Deliver

Continuous Streamlined Collaboration

- Acquire Content
- Review
- Approval

- Set approvals
- Track approvals
- Finalize assets
- Start localization
- Start usages
- Notification & Status Monitoring

- Publish
- Syndicate
- Deliver
Creative & Marketing Ecosystem Integration
Seamless and Powerful Integration to Adobe CC

- Provides designers with a direct and deep integration within Adobe CC to enhance reuse of media assets and also streamline creative processes.
- Open, Save, Search in OTMM from within Adobe CC
- Hi-Res – Lo-Res Swaps
Frictionless Interaction

- Creatives never have to leave their own familiar app
- Provides designers with check-in and check-out
- Management of linked assets
- Floating extension palette
- InDesign and Photoshop
- Illustrator coming soon
Enhanced Adaptive Media Delivery Services
Enhanced Adaptive Media Delivery
Media and assets require multiple formats and destinations

- **New** - publishing to Content Delivery Networks (CDNs)
- **New** - Seamless integration for TeamSite editors
- Maximize ROI by tracking delivery of media simultaneously in its proper format across all channels and devices
- OOTB YouTube video publishing capabilities
CDN integration with Adaptive Media Delivery Services (AMD)

Improve performance across a global audience

1. User clicks or views a site that requests the rendition content using the **Content Delivery Networks** (CDN) URL
2. If the rendition content is not found or expired in the CDN, it is requested from the AMD and put into the CDN
3. The CDN responds to the user request with the rendition content.

http://cdnurl/rendition?id=25d2bd2f6e22e8f5ce17fd4457f7d11efa7c407d?ht=300&wd=200

OOTB, we will provide support for a few CDN services (Amazon, Google, Microsoft) with the ability for integrators to add support for others.
OTMM / TeamSite Connector

Allows for Media Management assets to be delivered to a TeamSite web page via the Adaptive Media Delivery service
Deliver Business Agility in the Cloud
OTMM Cloud Investment

- Many customers are deployed on the OT Cloud, Azure and Amazon
- Managed Services offerings on the OT Cloud Infrastructure
- Certification on Azure. Also available on the Azure Marketplace.
- OTMM 16.2
  - Intelligent Storage Management in the Cloud
  - Storage Connectors to Azure Blob, Amazon S3, Google.
  - CDN Support for Adaptive Media
  - Chef Automation scripts will automate and accelerate the installation and configuration of the most deployed OTMM architecture
Chef Automation

Installation and Configuration of the most deployed OTMM architecture.

✓ Unattended installation of the base application components and Secure MFT. Accomplished with all but Secure MFT, which requires manual configuration due to product constraint.
✓ Reduction in application installation time for the reference configuration. Automation achieves installation time reduction by up to 75%.

Automation Benefits that include...

✓ Provide a stable and repeatable base configuration.
✓ Deployment consistency
✓ Reduce the complexity of the deployment process
✓ Enhanced supportability
✓ Flexibility and productivity profit of unattended installation
Chef Automation Scripts Detail

From remote desktop session – step #2 - install:

chef-client –c client.rb –j first_bootstrap.json –environment poc1_test

[2016-09-23T12:41:56-04:00] INFO: *** Chef 12.13.37 ***
[2016-09-23T12:41:56-04:00] INFO: Platform: x64-mingw32
[2016-09-23T12:41:56-04:00] INFO: Chef-client pid: 3728
[2016-09-23T12:42:22-04:00] INFO: HTTP Request Returned 404 Not Found : Object not found: http://10.236.32.26:8889/nodes/POC1EPS01
[2016-09-23T12:42:22-04:00] INFO: Setting the run_list to ["role[oteps_server]", "role[search_master_server]"] from CLI options

[2016-09-23T12:42:22-04:00] INFO: Run List is [role[oteps_server], role[search_master_server]]

[2016-09-23T12:42:22-04:00] INFO: Run List expands to [ot_common, oteps, oteps::install_eps_tools, oteps::otmm_integration, search::install_solr, search::configure_solr]
[2016-09-23T12:42:22-04:00] INFO: Starting Chef Run for POC1EPS01
[2016-09-23T12:42:22-04:00] INFO: Running start handlers

...

Successfully connected to http://localhost:8983/solr/#/
[2016-09-23T12:49:47-04:00] INFO: Processing applications_webserver[test solr] action nothing (search::configure_solr line 121)

[2016-09-23T12:49:47-04:00] INFO: Chef Run complete in 444.196742 seconds

[2016-09-23T12:49:47-04:00] INFO: Running report handlers
[2016-09-23T12:49:47-04:00] INFO: Report handlers complete
Intelligent Storage Management

Media Management

Content Manager Interface Business Rules / File Movement

SAN / NAS Repository (Originals)

File Request / Response

Cloud-based Storage

Working Files

Renditions

Video Proxies

Near line storage

High Res Assets are moved to and from cloud repositories based on business rules or asset owner decisions

Azure / Amazon / Google
Intelligent Storage Management

High Res Assets are moved to and from cloud repositories based on business rules or asset owner decisions.
Simplified Architecture
Architectural enhancements

- **Spring Batch**: smaller footprint & simplified processing
  - Removal of EPS (and replaced with Spring.io Batch Module) that will be deployed on the same App Server as OTMM.

- **Search Improvements**

- **Support for TomEE in addition to Jboss App Server**
Spring Batch

Spring Batch (spring.io) provides reusable functions that are essential in Job processing and is typically used for processing large volumes of data. Spring Batch runs within OTMM as it is a lightweight batch framework and not a service.

Spring batch provides features like:

- Logging/tracing
- Transaction management
- Job processing statistics
- Job restart
- Skip

Import process definition with Spring Batch

```xml
<batch:job id="Import" parent="baseJob">
  <batch:description>Job to import content.</batch:description>
  + <batch:step id="checkContentStage:Step" next="processImportStep"/>
  + <batch:step id="processImportStep" next="collectTranscodeAssetsStep"/>
  + <batch:step id="checkTranscodeAssets:Step" decision="checkTranscodeAssetsDeciderExecutor"/>
  + <batch:step id="lockAssetsStep" next="subJobStep"/>
  + <batch:step id="unlockAssetsStep"/>
</batch:job>
```

```xml
+ <batch:job id="subJob" parent="subJob">
+ <batch:job id="medJob" parent="subJob">
</batch:job>
```
Search Improvements

- Support for Solr 5.x

- Solr Interval Facets for configurable date and number ranges
  - Support for variable sized ranges
  - Support for overlapping ranges
  - Support for dynamic date ranges (relative to the current date)
  - Support for associating a descriptive label with a range

- Advanced Search Improvements (support granular conditions)
  - Ability to add single field to form multiple times
  - Ability to specify connecting operator (AND/OR/NOT) between fielded search conditions
  - Ability to specify parentheses around fielded search conditions
  - Support added for ‘string oriented’ text search operators (IS/IS NOT, BEGINS WITH/DOES NOT BEGIN WITH, IS LIKE/IS NOT LIKE)
UX Feature Improvements for Rapid Adoption
OTMM 16.2 UX Enhancements Highlights

- **PDF Contact Sheet:** Users can generate PDF contact sheet (configurable XSLT enables different formats to be created) on a collection of assets.

- **Download Preview Files:** Ability to download previews (permission based) directly without having to go thru transformation. This will enable consumers to get access to web quality assets quickly.

- **Advanced Search Enhancements:** Similar to Expert search in 6.8, the ability to create aggregate conditions will enable librarians to create powerful search queries and also leverage faceted navigation.
OTMM 16.2 UX Enhancements (Continued)

- **Enhanced Views**: Tabular data in Gallery View, a more responsive spreadsheet view and detail view pages will enable a more simple to read and use User Experience.

- **Read only and Regular Users**: The Admin UX will differentiate read only and regular users clearly enabling system owners to get an accurate count of the two user groups.

- **Preserve Folder Hierarchy on Export**: When checked, it will preserve folder hierarchy on Export.

- **Support for Interval Facets**: This will allow for better classification of date and number facets to allow users to drill down into results quickly. Eg., Last Month, Last 3 months etc.
OTMM 16.2 UX Enhancements (Continued)

- **Export Metadata in XLS Format:** The XML format was not useful for consumers. This provides the ability to generate the metadata in a XLS format that can be used by the users to review the asset metadata.

- **Asset History in Detail View:** Provides asset owners with information around the history of activities around each asset such as who downloaded and at what time etc.

- **Select Tabular field in Gallery or Spreadsheet View in Preferences:** Ability to show specific columns from a tabular group allows for a much clear display in the Gallery and Spreadsheet views.
OTMM 16.2 UX Enhancements (Continued)

- **Linking Enhancements:** Complete overhaul of the Linking Experience (ability to drag and drop into the link panels will enable simplified relationship assignment).

- **UX Enhancements:** Preserve Selection when navigating to Detail View, several style improvements and responsiveness improvements.

- **Localization Improvements:** Ability to configure emails in multiple languages (localized based on the sender) and for drop downs.

- **Improved responsiveness in the HTML5 UX:** Improved responsive rendering in various areas of the UX including detail view and edit screens.
OTMM 16.2 Admin Enhancements

- **Intelligent Storage Management Configurations**: Configuring Content Managers for the various storage and setting up of business rules for moving the storage are now done via the admin UX.

- **Interval Facet Configurations**: Interval Facets (new in 16.2) can be configured via the admin UX to setup specific date or numeric ranges and used in the Facets.

- **Display of thumbnails in Recycle Bin and Purge Assets**: Asset Previews are now displayed thus enabling the users to make better decisions instead of relying on purely the name and asset id.
ADMIN UX Improvements

- **Manage Transformation Configurations:** In 16.2, all transformer management including configuring content types, mime type associations and transformers are now handled in the admin UX thus removing the need to configure them via SQL scripts.

- **User Report:** Accurately report full and consumer users in the Users Page.
Changes in the HTML5 UX

- The old Jobs (referring to EPS related Jobs such as Import, Export or its tasks) are now under a menu called ‘Activities’. This is intended for primarily system activities initiated by the users.

- The old Reviews tab (which was optional when Creative Review) module was purchased will now be called Jobs and will support a broader set of collaboration activities such as content contribution, revision, review and approval.
Upgrade Notes: Media Management v16.2

- Supported upgrade from OTMM 10.5 and OTMM 16
- EPS job data resides in EPS. This data will not be surfaced on OTMM post 16.2 upgrade
  - Customers are advised to finish all the In Progress Jobs/Business workflows
  - After Upgrade to OTMM 16.2, customers can uninstall EPS
  - All custom workflows needs to be redone using Spring Batch after upgrade to OTMM 16.2
### RECAP: OTMM 16 EP1 Features (Delivered Sep 2016)

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<tr>
<th>Feature</th>
<th>Benefit</th>
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</thead>
<tbody>
<tr>
<td>Hijri Calendar Support</td>
<td>Enables Arabic dates to be used in the Application</td>
</tr>
<tr>
<td>Reset Completed CR task</td>
<td>Allows users who have accidentally closed their task or the job owner to resend a task to a user</td>
</tr>
<tr>
<td>Multi Tenant AMD and FFMPEG</td>
<td>Allows for setting up Adaptive Media and FFMpeg in a Multi Tenant Environment to service multiple instances</td>
</tr>
<tr>
<td>Admin Improvements</td>
<td>Show thumbnails in Recycle Bin and Release Locks to enable easier usage</td>
</tr>
<tr>
<td>Security Improvements</td>
<td>Restrict blacklist of common exe formats on upload and other fixes help to secure the system more</td>
</tr>
<tr>
<td>Image Preview Format</td>
<td>PNG allows for thumbnails with transparent background to be created.</td>
</tr>
<tr>
<td>Several customer reported issues</td>
<td>Customer reported issues are addressed in 16.0.1 and 16.0.2 releases</td>
</tr>
</tbody>
</table>
Expanded Ecosystem
CEM 3rd Party OTMM Technology Partners

Viki Solutions
mediawide
telestream
IPV
Cryptomill
OSI
Partner Led Innovations…

- Asset Builder (Web2Print) solution
  - Ability for dealers and agencies to generate web banner and print ads using assets from Media Management with an InDesign template with Business Rules and Approval Workflows

- Enhanced Video Logging and Post Production Video Workflow
  - Leverage our partner technology IPV to deliver enhanced video logging capability and integration to Adobe Premiere and other edit suites

- Circles of Trust
  - Encryption at Rest and in Motion for Media Assets

- FADEL Arc
  - Usage Rights Mgmt

- Blue Software (Viki)
  - Creative Review
  - Brand Lifecycle / Artwork Management
Asset Builder / Web2Print
IPV – Integrate into Video Edit Workflows
Circles of Trust – Secure files at Rest & In Motion

For secure working use of shared assets

For secure viewing of shared assets

Submission

Media XYZ

OTMM

Edit

Viewing

Circles of Trust

Trust Edit

Trust View
Usage Rights Management (FADEL Arc)
Thank You

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