OpenText
Media Management 16.3

What’s New?

November 2017
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- Why DAM?
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Why does anyone need a DAM?

So many challenges:

• Violation of usage rights
• Wasted time gathering assets
• Lost or difficulty finding assets
• Brand history was lost
• Limited incentives to repurpose or reuse
• Under-developed policies for creation, management, or distribution
• No common metadata and taxonomy
DAM is Foundational to a Digital Enterprise

- Marketing agility and content delivery
- Delivery of relevant targeted content
- Content as digital currency
- Accelerate the creativity and production cycle
- Create engaging experiences
- Develop deeper connections
- Content is a leading driver of brand engagement
OpenText Media Management

From creation to consumption
Enabling your digital world

Marketing / LoB Production → Find/Review/Approve → Share/Distribute /Publish
Transformation of Digital Marketing is only possible with an Enterprise DAM solution
OpenText Media Management enables customer-centric organizations to manage and use media assets to drive business, optimizing resources, efforts and budgets, and delivering assets aligned to their organization’s brand promise to customers.
The Consistent Value of OpenText Media Management

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
The Proven Power of OpenText Media Management

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…
Introducing....
OpenText Media Management v16.3
 Automation for Digital Media Supply Chain

- **Cognitive Automation**
  - Media Analytics
    - Descriptive tagging as a service
    - Powerful discovery options

- **Rapid Collaboration**
  - Mobile Enabled
  - Marketing Collaboration
  - Review & Approval
  - Creative Review
  - Anytime, Anywhere

- **Omni-channel Publishing**
  - TeamSite/Optimost/AnyWCM
  - Hybris Commerce
  - Hybris Marketing
  - Customer Communications

- **Global Delivery**
  - Advanced Media Delivery
  - Content delivery tracking
  - CDN integration

- **Targeted Syndication**
  - Digital Hub
  - Micro-sites targeted for partners
  - Collaborative delivery
OpenText Media Management: Why manage your media?

In today’s customer-centric environment, managing digital media is an imperative. From creation to consumption, OpenText Media Management solutions help people find, share and use digital media assets to deliver beautiful experiences. OpenText Media Management makes it easy to get the right content and rich experiences to users on the platforms and devices they choose.

Everybody must manage their digital media
**User Experience Improvements**

**Drive engagement**
Enhanced rendering with lazy load of assets providing uncluttered UI. Only load what is being seen on the page by the user, thus providing a swifter experience for larger results on a page.

**Speed to task**
Refined gallery view where many functions were being exposed thus confusing the casual users. Makes use of white space in the gallery view and refines the asset selection experience.

**Rapid user adoption**
Cleaner layout allowing for less clutter and quicker user adoption. New side bar navigation to expose various application areas to users.

**Increase productivity**
Users can zoom and crop the image, download and save back to the asset. Allowing for quick and easy reuse of assets in a variety of applications.

**Lazy Loading**

**Refined Gallery View**

**Header Enhancements**

**Crop Tool**
OpenText Media Management: Rapid user adoption and increased productivity
OpenText Media Management:
Rapid user adoption and increased productivity
Artificial Intelligence

NEW Rich Media Analysis
Artificial Intelligence – Unlocking the potential of your assets

Rich Media Analysis

✓ Provides analysis of images stored in OpenText Media Management to enrich the search and discovery experience.
Rich Media Analysis – tagging with confidence

Curated results

- Confidence scoring is assigned to each concept as applicable
- OTMM provides curation of concepts and scores using single or bulk edits.
Rapid discovery of opaque content

Rich Media Analysis

 ✓ Use of keyword, advanced and faceted searching will enable users to quickly identify images by faces, age, gender, color, descriptions, and captions.
Processing new assets through workflow for media analysis

OpenText Media Management can be configured to automatically process new incoming assets

Automatically improving productivity and findability
Rich Media Analysis – Turn on the lights in your DAM!

Media Analysis:
Automated asset backlog processing

✓ Set it and Forget it!
Built-in scheduler processes the backlog.
Use your direct relationship with Microsoft Azure pricing for Computer Vision Rich Media Analysis

- New **Transactional** model – pricing is based on # of transactions with the Computer Vision service billed to your account with Microsoft.
- Azure pricing: No upfront costs. Only pay for what you use

<table>
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<th>TIER</th>
<th>FEATURES</th>
<th>PRICE (1 TRANSACTION = 1 IMAGE PROCESSED)</th>
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<tbody>
<tr>
<td>Computer Vision API—free</td>
<td>(20 transactions/minute)</td>
<td>5,000 transactions free per month</td>
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| S1—Up to 10 transactions per second for these features: | Tag, Face, GetThumbnail Color, and Image Type | 0-1M transactions — $1 per 1,000 transactions  
1M-5M transactions — $0.80 per 1,000 transactions  
5M+ transactions — $0.65 per 1,000 transactions |

Collaboration
Accelerate and simplify all collaboration efforts

In version 16.2, we introduced NEW Marketing Collaboration features:

• Streamlined creation, revision, review and approval for internal and agency projects and campaigns.

We introduced Jobs and Tasks, allowing you to:

• 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 and Agency Collaboration made simpler…

Jobs and Tasks

• Assign and monitor jobs and tasks to direct internal and external creative teams.

• Manage review and approve processes for agency-created content and store finished assets.
Collaboration – Duplicate Jobs

In version 16.3, we’ve continued that progress to make your lives easier:

- **Duplicate Job** - Job managers can quickly create and reuse jobs thus spending less time on the Job setup and more time on the job execution and management.
Collaboration – Jobs – Task Preview

Task Status Preview:

- Now Job managers can quickly glance at tasks for a particular job under My Jobs. Job manager can see priority, status, assignee, and thumbnail for tasks.

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<th>Name</th>
<th>Type</th>
<th>Priority</th>
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<th>Due Date</th>
<th>Assignee</th>
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<td>10/19/2017</td>
<td>User, Kate</td>
<td>Summer Promo</td>
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Media Management Enhancements

Media Management Mobile App (Beta)

- Included with OTMM v16.3
- Available in App Store & Google Play as:
  - Media Management Mobile (BETA)
- Seeking limited distribution feedback
OpenText Media Management Mobile App (BETA) – Anytime, Anywhere Collaboration

Review and approval on-the-go

• Busy executives can approve content on their mobile phone with just a few taps, or mark-up the content for changes without being tied to the office.

• Responsive Creative Review allows for real-time collaboration.

• Support for Simple reviews. Review, comment and approve or reject.
Digital Hub

NEW Optional Add-On
In today's transformative digital businesses, managing digital media is an imperative. Every company is facing the challenges of an expanding volume of digital assets to manage and distribute in a timely routine.

Managing your media is an imperative
Easy to use – accelerated asset distribution

Branded Micro-sites

- Allows for multiple micro-sites with a tailored brand experience exposing assets from OpenText Media Management based on folder and metadata filtering, and user permissions.

Easy Configuration – No IT!

- Authorized users can easily create micro-sites, populate with assets, schedule the launch, and their expiration.
Easily Configured Micro-sites – No IT assistance!
Responsive Collaboration – anytime, anywhere

Responsive Design

• Enabling mobile phone use for on-the-go users who require the most up to date assets at their fingertips.

Sharing

• Allows users to collect assets into collections and take action on those collections such as sharing to other users or exporting.
Every company is a media company today, using rich media, images and video to communicate with partners, customers, staff and other constituents.
Ecosystem, Cloud & infrastructure enhancements
Ecosystem enhancements

**Telesstream Vantage 7 support**
Support for the latest Vantage transcoder

**SQL Server 2016 support + Enterprise TDE**
Support for the latest SQL Server and encryption at rest

**Single Sign On (SSO) for Adobe Creative Cloud Connector**
Enabling enterprise SSO integration via OTDS. Adding unified SSO capabilities between the UX and CC Connector.

**Secure MFT 2016 support**
Enabling High Availability (HA) for the transfer of assets. HA allows for increased throughput for the transfer service. NEW Optional Add-On for Active : Active
Cloud & infrastructure enhancements

- **sFTP delivery support**
  - Securely distribute content from the DAM to a secure FTP

- **Adaptive Media Delivery support for non-image assets**
  - Enhance the supply chain by allowing other non-image content such as Videos and PDFs to be delivered

- **Chef scripts for installation automation**
  - Rapidly install and deploy OpenText Media Management Recipe for repeatable process

- **Intelligent Storage Updates**
  - Cloud storage indicators for easy identification of content stored in the cloud
Architecture Changes in 16.3

• **Architecture changes**
  - SQL Server 2014 and 2016 support (2012 removed)
  - SAP HANA 1.0 SPS 12 support added in 16.2.1 (for SAP DAM deployments)
  - Vantage 7 support (6.3 removed)
  - Postgres 9.6 support

• **Deprecated items in 16.3**
  - Telestream Flip Factory
  - Console mode installer on Linux
Upgrading to 16.3

- **Upgrading**
  - Upgrade direct from 16.2
  - For customers on 10.5 or 16.0, can upgrade to 16.2 directly, then to 16.3
  - Customers on 6.x or 7.x, see Upgrade Central on My Support
• Adobe CC Connector
  • Support for Adobe Illustrator

• Duplicate Asset Checker
  • Warn user when attempting to create a new folder or import an asset where the asset name already exists in the system.
  • Can be checked on folder or system level
OpenText Media Management 16.2.1 - System Reports for Media Management

Analytics – **Out of the box included reports**

- A set of system reports that are delivered with OTMM that will enable asset owners and system administrators to visualize critical business and current system metrics within the DAM.
  - Assets imported by content type
  - Assets imported by user group
  - Total assets by content type
  - Total downloads in last 30 days
  - Total searches in last 30 days
  - Total logins in last 30 days
OpenText Media Management System Reports

- User Logins/Day
- Total Searches/Day
- Total Downloads/Day
Every company is a media company today, using rich media, images and video to communicate with partners, customers, staff and other constituents. Whether studios, retail, insurance, finance, banking, energy, manufacturing or other enterprise you have information to share, a story to tell and something to sell. OpenText can help securely manage your digital media assets, brands and valuable IP to increase productivity, reduce costs, manage, repurpose and automate content publishing and delivery, enabling new ways to communicate and generate new revenue streams.