

PRODUCT OVERVIEW

OpenText™ Digital Asset Management for SAP® Solutions

Streamline media operations while ensuring consistency across all channels.



Increase process efficiency with easily accessible media and improved collaboration



Achieve unprecedented levels of consistency and control with SAP C/4HANA



Minimize risk by controlling the complete lifecycle



Reduce costs

OpenText Digital Asset Management for SAP Solutions helps users, teams and organizations reduce the time and effort spent managing, organizing and sharing rich media across business processes. Built on OpenText Media Management, it offers business processes a secure and centrally managed content repository that allows for the storage, control and retrieval of any type of media content that connects to the lead applications where the work takes place, ensuring the right user gets the right information at the right time. The solution easily integrates with back-office systems such as CRP and ERP, as well as front-office sales, marketing and eCommerce. The end result is an improvement in efficiency and collaboration, inspiring ideas and innovation in context with, and synchronized to, business data and processes.

Digital Asset Management for SAP Solutions adds advanced media lifecycle capabilities and rich media management functionality to SAP Solutions, supporting collaboration and the reuse of content across applications.

With the ever-increasing use of media within organizations today, Digital Asset Management for SAP Solutions can deliver greater benefits of process efficiency, consistency and control. The solution includes the onboarding and processing of incoming media, collaboration, lifecycle management (version control, access control, metadata and indexing), media delivery (conversion and distribution) and tracking in connected business systems.

SAP® extends value of enterprise marketing assets

Market leader in enterprise application software supports enterprise-wide content-driven marketing with Digital Asset Management solution

“In a content-driven marketing organization like ours, the ability to manage the lifecycle of the content and then deliver it across a variety of channels really brings efficiencies to the company.”

Peter Chamberlain
Director of Marketing
Content Infrastructure, SAP

[Read the Success story](#)

Digital Asset Management for SAP Solutions is further enriched through integration with other OpenText SAP solutions, such as SAP® Digital Documents, to automate the production of compelling customer communications and OpenText™ Extended ECM for SAP® Solutions.

With Digital Asset Management for SAP Solutions, SAP users can attach relevant media to transactions in SAP applications, which eliminates the need to log into multiple applications to find information. In addition, non-SAP users can be given access to SAP information via metadata synchronization, which allows them to search and share SAP business data transparently.

Increase process efficiency with easily accessible media and better collaboration

Digital Asset Management for SAP Solutions enhances the value of SAP C/4HANA solutions by securely managing all unstructured product and marketing content. The solution integrates within SAP C/4HANA, which ensures content is easily accessible to authorized marketing, brand and commerce business users.

Typical creative processes revolve around the employee's desktop, with many files stored locally. Most of these digital assets are manually generated at great expense and are not fully utilized. With Digital Asset Management for SAP Solutions, content can be gathered, collaborated on, reviewed, approved and then stored in a central and secure repository, associated with data such as product information or marketing campaigns. Business users can rapidly retrieve all relevant content within the SAP C/4HANA interface. Usage information can be captured and incorporated into the asset's metadata to gain insight into the ROI of content.

Achieve unprecedented levels of consistency and control with SAP C/4HANA

Digital Asset Management for SAP Solutions is designed to be used across an organization to encourage the repurposing and reuse of content. Digital Asset Management systems were traditionally added to business applications to address the need to manage rich media, but as organizations grow this results in confusion, duplication and added cost. With its comprehensive security and metadata management, Digital Asset Management for SAP Solutions can be used to segregate and share information according to a specific need. Marketing and commerce departments, for example, can benefit from the consistency of unified messaging, while training and HR departments can utilize the management of video for e-learning and employee development.

Digital Asset Management reduces the total cost of ownership of traditional silos in an organization with one solution that is easy to integrate and guarantees a single source for media files.

Minimize risk by controlling the complete lifecycle

In fast-moving marketing and commerce environments, it is time consuming to determine which content is approved for use, whether it is restricted to certain geographic areas and what the implications are if rights expire during an active marketing campaign. Many organizations gamble with the risk of litigation when using expired digital assets to avoid delays in marketing campaigns and product launches, but these can be expensive mistakes. Digital Asset Management for SAP Solutions offers comprehensive tagging through custom metadata and integration with third party rights management systems to ensure rich media usage is governed correctly before use.

FasTrak to Productivity

The FasTrak Solutions packaged service provides our best practices approach to deploy the solution in the OpenText Cloud, integrated with SAP C/4HANA, to address the challenges managing omnichannel media. OpenText Professional Services is uniquely positioned to implement this solution in the OpenText Cloud.

Reduce costs

Gathering and distributing content from multiple sources is time-consuming. These third-party relationships, more frequent in a distributed business environment, are essential to growth but prone to inconsistencies in quality and branding. Uniting digital media with common processes to create a single enterprise repository eliminates inconsistency, and the creation of portals to share assets greatly improves distribution time while keeping overhead to a minimum. Automated version management ensures that assets used in marketing and commerce applications are updated when new product launches occur, or when product recalls require an item be immediately pulled from the commerce catalog.

Digital Asset Management for SAP Solutions delivers out-of-the-box integration with SAP C/4HANA suite, removing the effort and cost of integration, while also eliminating the risk that accompanies bespoke integration and version compatibility. All Digital Asset Management for SAP Solutions are tested as part of SAP Premium Qualification and supported at no additional cost.

Category	Feature Set		
Collect	Web UI drag and drop upload Hot folder upload	Embedded metadata extraction Metadata property templates	Check in/check out and versioning Support for all file types
Organize	Basic metadata model AI based tagging Configurable folders	Lightbox collection Batch edit Copy/move/derivative assets	Link relationships Asset duplicate checker Asset expiration
Find	Full text indexing Type ahead search Advanced metadata search	Saved and favorite searches Search by facet Asset expiry workflow	Subscription notifications Video storyboarding
Use	Format conversion Video clips Collaboration jobs	Download Preference templates Download, email, FTP and notify	Contact sheet generation
Distribute	Digital Hub – Sharing Mobile app	Adaptive media delivery Publish to YouTube	
Administration	Configurable business metadata mode Security policies Role definition Folder templates Metadata templates	User preferences Advanced search configurations Recycle bin Lock management Job management	Content and mime types Transformer configuration Brand templates Storage management
Reports	System activity reporting	Asset analytics	
Compliance	Event logging		
Security	LDAP	SSO	
Integration	Adobe Creative Cloud Adobe Drive SAP Commerce Product Cockpit SAP Commerce Backoffice	SAP Commerce SmartEdit SAP Marketing SAP Cloud for Customer SAP CRM, ERP, ECC	OpenText® Archiving for SAP® Solutions OpenText® Extended ECM for SAP® Solutions
Development	Java API HTML5 UI extensions	REST API Spring Batch jobs	
Additional modules	Creative review (annotate and collaborate) Managed file transfer (accelerated transfer)	Asset builder (web to print ad builder) FADEL rights management	Video shot list editor

Join the CEM conversation

@opentextCEM

40x



Visual content is 40x more likely to be shared on social media than any other type of content

35%

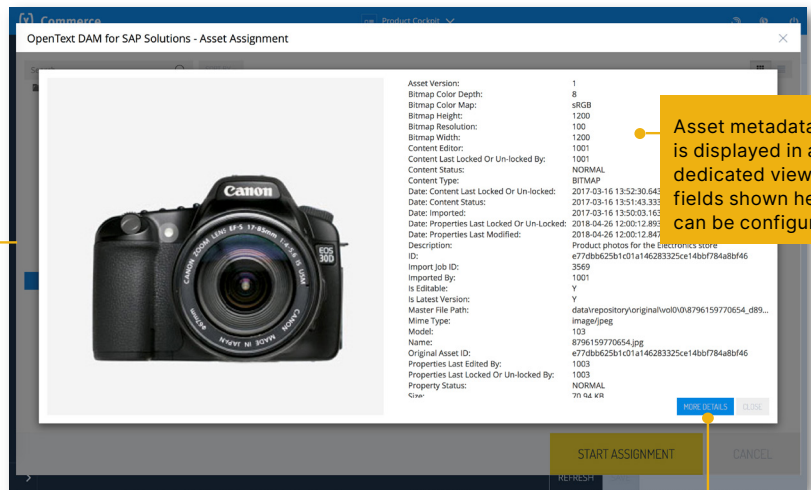
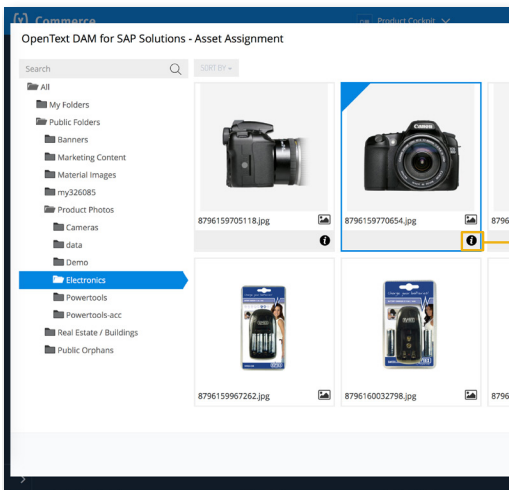


Businesses that are good at customer experience outperform the S&P baseline by 35%

79%



Businesses that are good at customer experience outperform laggards by 79%



Asset metadata is displayed in a dedicated view. The fields shown here can be configured.

START ASSIGNMENT
RETRESH
Redirections the user to display more details.

Example SAP Commerce PCM Integration Interface