

# OpenText Hightail integration for OpenText Media Management

Easily share and collaborate on digital media with internal and external teams with one, easy cloud solution.



**Integrates with OpenText™ Media Management** for file sharing and digital media collaboration directly in the DAM



**Eliminates miscommunication** by keeping all feedback in one place



**Saves time and boosts productivity**



**Keeps team members accountable**

**Teams responsible for providing digital content must collaborate with, and collect feedback from, internal stakeholders and external partners to develop the final version. This often takes place across various communication platforms and project management tools, causing delays and budget overages.**

OpenText™ Hightail™ addresses collaboration challenges with an intuitive way to share, discuss, improve and approve digital media, regardless of file type, and is now available as a simple add-on to OpenText™ Media Management. With Hightail, marketing teams can eliminate the time wasted on tedious email discussions and version control and focus on what matters most—delivering consistent, creative, approved content.

## Eliminate miscommunication

Exchanging feedback on digital media through email, messaging applications and meetings is a cumbersome review process. Typically, one person ensures all feedback from project stakeholders is accounted for and actionable. Feedback collected over these channels is often vague and can be easily misinterpreted.

Hightail helps teams eliminate miscommunication during digital content reviews by keeping everyone on the same page. Media Management users can initiate approval workflows directly from the digital asset management (DAM) system. File and stream previews allow reviewers to see the work and leave precise feedback without downloading files.

**OpenText™ Hightail™ is a cloud-based solution that when integrated with OpenText™ Media Management, allows marketing teams and their external partners to share and collaborate on digital content more efficiently without requiring collaborators to have a Media Management license.**

**Digital assets reviewed and approved in Hightail seamlessly sync back to Media Management as the single source of truth and consolidated digital asset repository.**

Comments from multiple reviewers are collected in real time, adjacent to the file preview and creative teams receive automatic notifications about updates, which include specific timecodes for video and audio files. Version control ensures reviewers leave feedback on the latest file and with clearly-marked approvals and approval routing, teams know when content is final.

### Save time and increase productivity

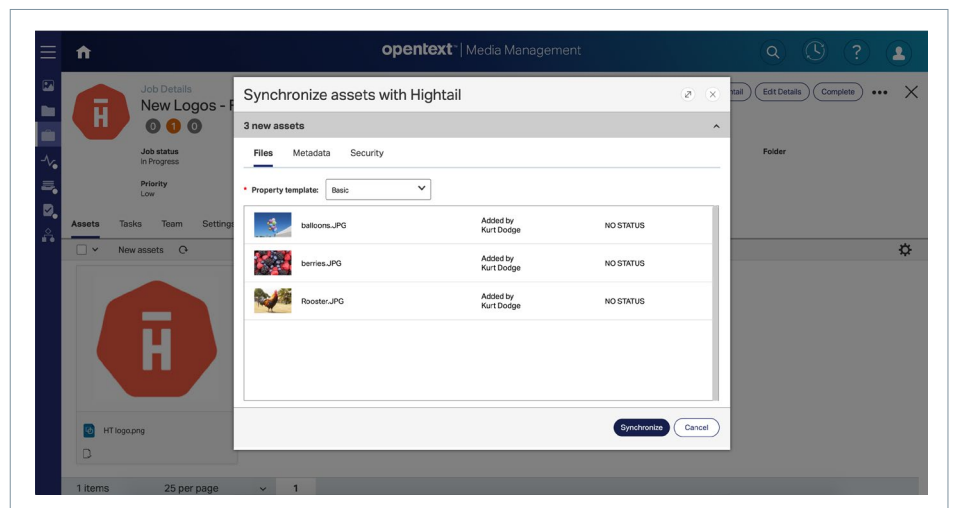
Finding a time for everyone involved in a project to meet and discuss the work stalls progress and hampers momentum. Even when collecting feedback outside of meetings, the process can be held up in someone's inbox.

Enabling review and approvals in the cloud allows stakeholders to access content and efficiently provide feedback on their own time while contributing to a single system of record. With comments recorded directly on the digital asset, the entire review process moves faster and can lead to fewer rounds of revisions per project. Final assets reviewed in Hightail then sync back to Media Management as the centralized digital asset repository.

Integration between Media Management and Hightail also enables seamless external collaboration, allowing marketing teams to share and collaborate on digital media with agencies or partners who do not have a Media Management user license.

### Keep team members accountable

All tasks related to digital asset collaboration and review are managed in Hightail so team members always know what action to take and when to take it. Communication between project stakeholders is easy with the @mention feature. Team members can assign to-dos, follow-ups and route approvals with due dates and everyone following the project can see the status of these tasks and requests, including resolved, pending approval and approved items.



Digital asset collaboration with Hightail

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***“Salt River Project built its digital asset management strategy on OpenText Media Management and we are excited to leverage the new integration and robust rich media collaboration features Hightail offers.”***

**Bill Garmen**

Digital Asset Manager  
Salt River Project

## Hightail features

<b>Partner and agency collaboration</b>	Make it easy for external teams or stakeholders to collaborate on a project without requiring a Media Management license
<b>Easy file sharing</b>	Share files of any format up to 500GB with anyone
<b>Secure collaboration</b>	Control content with password protection, permission settings and expiration dates
<b>Unlimited storage</b>	Get unlimited storage for creative projects
<b>Organization and archiving</b>	Organize work into projects, workspaces and file groups and archive completed files
<b>Visual file previews</b>	Gain instant access to high-resolution previews and video streams on visual files without downloading them
<b>Side-by-side image comparison</b>	Compare two images on the same screen to easily see feedback from the previous version and changes made to the latest version
<b>Precise feedback</b>	Collect feedback from multiple reviewers, including in-line image feedback and timestamped comments on videos and audio, all in one place
<b>Freehand annotation</b>	Allow reviewers to give specific feedback by drawing a box, line, arrow or freehand shape to mark up multimedia files
<b>Realtime conversations and notifications</b>	See all comments as they happen and receive realtime email notifications for project updates
<b>Version control</b>	Work off the latest file and access archived versions and comments in the visual version carousel
<b>Set tasks and follow-ups</b>	Set targeted @mention notifications and assign due dates and reminders
<b>Manage approvals</b>	Use approval routing and one-click approvals
<b>Activity and team dashboards</b>	Monitor team activity and outstanding tasks in one place
<b>Discussion boards</b>	Kick off a new brief, give campaign updates or discuss new direction on a Space-level discussion board
<b>Centralized asset repository</b>	Sync final digital media assets reviewed in Hightail back to Media Management as the system of record using integrated AI-powered tagging, search, organization, publishing and distribution
<b>SAML and Active Directory</b>	Onboard team members easily using single sign-on and an existing directory service
<b>Priority support</b>	Get help from a dedicated support line