Product overview

OpenText Media Management Creative Review
Simplify and manage the creative review process and eliminate endless email chains for faster time to market

Missed project deadlines, out-of-office email responses and oversized attachments can cause many headaches for a team trying to finalize a creative campaign.

OpenText™ Media Management Creative Review simplifies and speeds up the review and approval process involved in creating compelling content to enrich customer experiences. Tightly integrated with the industry-leading OpenText™ Digital Asset Management, Media Management Creative Review adds sophisticated mark-up capabilities, allowing internal users, external teams and agencies to quickly and easily capture and act on clear feedback and change requests.

**Proofing is in the process**

Proofing, review and approval are an integral part of campaigns, launches, advertising, marketing and print production across many production environments, including video, online, layout, print, photo, image and graphic arts. OpenText™ Media Management users can initiate processes directly in the DAM, collecting and uploading assets for review and assigning reviewers. They can approve immediately or use Media Management Creative Review to collaborate and perfect the project for final approval. Creative Review is embedded in Media Management and eliminates the extra step of staging assets in the workspace. It supports tablets and mobile devices, tracks file versioning and has a complete audit trail and PDF reports.

Media Management’s faceted search lets users instantly find all the approved assets for the project and see the status of review jobs in progress. Creative Review allows multiple reviewers real-time collaboration to share ideas and inspiration. It also provides tools for design, annotation, proofing and editorial workflows.

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**Enables quick collaboration and ad hoc reviews with internal and external teams**

**Provides flexible approval workflow, jobs, task routing and notification for formal approvals**

**Creates complete audit trail**
Since 2013, Creative Review has provided collaboration, proofing and approval workflows for Media Management users to speed up approval and finalizing of images and video assets for content marketing. Creative Review unlocks hidden opportunities for cost savings at every stage of the creative process with real-time feedback and faster, auditable approvals, resulting in regulatory compliance improvements, improved productivity and faster time to market.

Right first time
Creating and producing digital media assets is a complex and sometimes chaotic process involving internal and external creative design teams and multiple departments. OpenText™ Media Management Creative Review helps reduce the number of proof cycles, saving time and money.

According to a recent Value Management Office report, Creative Review users typically see an 80 percent reduction in cycle times compared to manual review and approval processes.¹