OpenText™ Media Management

Deliver on your brand promise to customers. Collaborate, create, and use media assets with your teams and agencies across the globe.

In today's customer-centric environment, managing digital media is an imperative. OpenText Media Management, an industry-leading enterprise Digital Asset Management platform, helps companies enhance their investment in brand value and digital media. Our solutions securely manage and control media assets across departments and global digital media supply chains. Media Management optimizes resources, efforts, and budgets supporting organization-wide strategies that deliver on your brand promise. With a platform to create, curate, manage, and distribute digital media for the entire enterprise, Media Management consolidates multiple repositories for greater control, collaboration, and visibility of valuable media and brand assets to better engage customers across multiple channels and devices with relevant and winning experiences.

Media Management is a pioneer in Digital Asset Management (DAM). From creation to consumption, we help you manage all your video, images, and rich media for the entire enterprise in one place. With a powerful yet simple to use interface, our solutions help people find what they need in order to share, collaborate, and use digital assets anywhere for richer, more effective communication in marketing, sales, and throughout the organization. This makes it easy to get the right content and rich experiences to users on the platforms and devices they choose.

Digital Asset Management is a core technology and a critical infrastructure component for customer experience and marketing collaboration. It provides a single source of truth for marketing, branding, commerce, video, and global distribution. As an integral part of an ecosystem with interconnected and interdependent contributors and production environments (such as agencies, photo, video, audio, graphics, layout), Media Management stores and organizes digital media content for the multichannel digital supply chain, digital operations, marketing, and brand management.

BENEFITS

- *Centralized, global brand repository to maintain brand consistency and standards throughout asset acquisition, sharing, repurposing, disposition, and retirement*
- *Digital Hub to easily create branded microsites for automatic syndication of asset collections and secure access controls*
- *Ease of use with continuing user experience improvements for faster user adoption*
- *Marketing collaboration to streamline review and approval with creative agencies and teams for copy, design, graphics, and layouts in print, web, or interactive formats*
- *Mobile app for on-the-go review, approval, jobs, tasks, and notifications*
- *Job management, task assignment, and tracking for photo, video, audio, graphic design production for work in progress, versioning, and project management*
- *Digital asset provision for campaigns, collateral, and publish to print for online and go-to market channels*
- *Rich Media Analytics for autotagging and enhanced search capabilities*
- *Secure, controlled global access to image and video libraries for stock images, marketing campaigns, corporate archives, museums, cultural heritage, and preservation*
- *Digital asset management and access for licensing, subscription, syndication; portals for partner and franchise networks, offshore packaging, localization, and omnichannel distribution*
- *Creative agency workflows that allow marketers to manage jobs across multiple agencies/vendors or consolidate to a smaller number of agencies while maintaining control of brand assets*

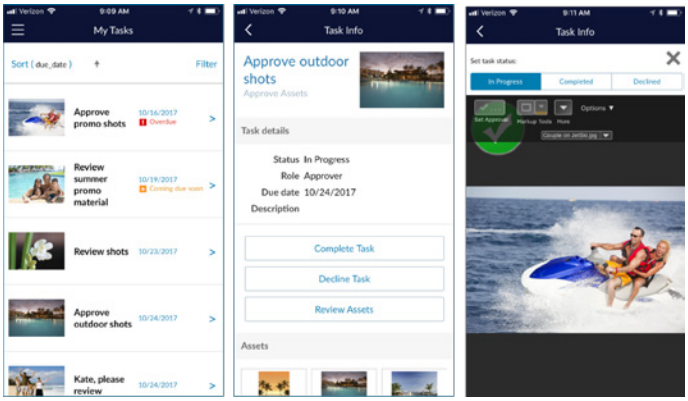
Enabling your media in the digital world

Marketing collaboration

Major brands rely on creative agencies and their own marketing teams to create and manage the vast amounts of digital content being used for relevant, compelling omnichannel customer experiences. Media Management provides marketing collaboration tools to improve the back and forth between agency and brand with streamlined creation, revision, review and approval for internal and agency projects. You can assign and monitor jobs and tasks in Media Management to direct internal and external creative teams, then manage, review, and approve processes for agency-created content, and store finished assets in Media Management. This helps reduce your agency spend and gives you control of your assets.

The Media Management mobile app allows for review and approval on the go. Notifications alert you of pending tasks, and with a few taps on your mobile device your digital asset is approved.

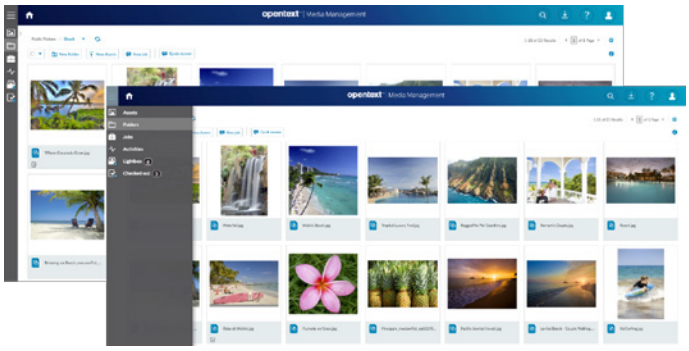
With the popular Creative Review add-on, agencies and internal teams can real-time review, comment, and approve in formal and ad-hoc processes on a global basis. Managing Creative Review processes with notifications, status, and mobile-enabled reviews reduces bottlenecks and results in faster approval cycles and time to market with a complete record of the audit trail.



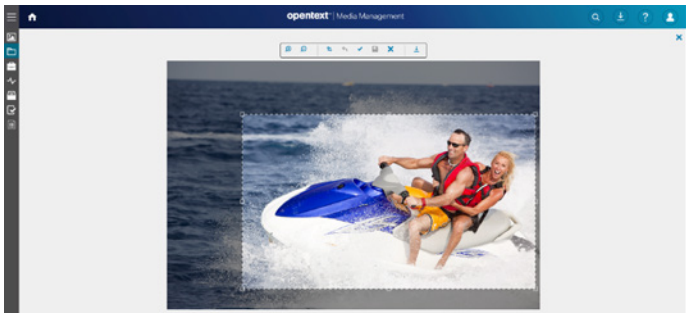
OpenText Media Management mobile app—anytime, anywhere collaboration.

User experience improvements

The new, user-friendly interface features a clean layout with a sidebar "hamburger" menu that expands to reveal functions and status. Users can zoom and crop images to download and then save back to the asset for faster image reuse.



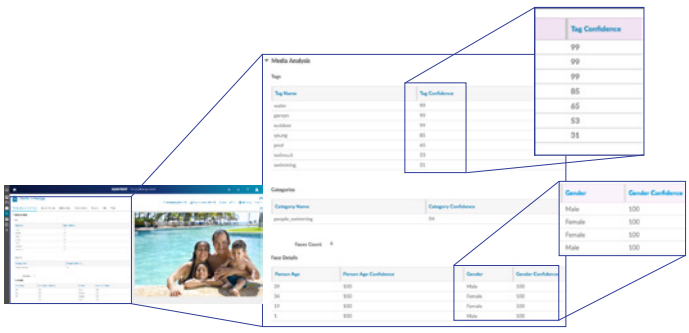
User interface with sidebar navigation.



Tools for image zoom and crop.

Rich Media Analysis

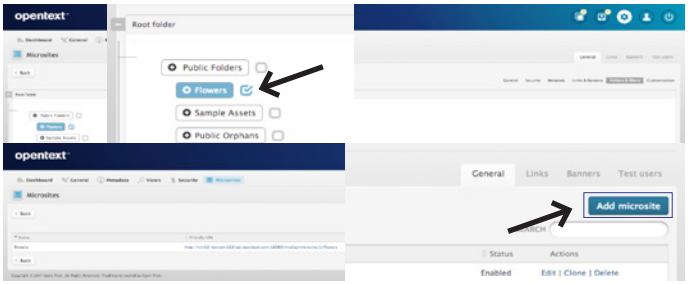
Unlock asset potential with image analysis that provides auto-tagging for rapid discovery to identify images by faces, age, gender, descriptions, colors, and captions. Rich Media Analysis applies metadata to images in Media Management using Microsoft® Azure® Computer Vision Rich Media Analysis service. Configuration allows scheduling to process backlog and new assets automatically. There are no upfront costs—simply pay for what you use.



Rich Media Analysis metadata and tag confidence.

Media Management Digital Hub

Digital Hub enables customers with Media Management to rapidly and efficiently create targeted microsites of digital media assets, increasing productivity, reducing costs, and automating content updates and distribution. Business users easily distribute targeted assets in a branded experience without relying on IT. Multiple microsites can be set up and configured, exposing assets based on folders, metadata filtering, and user permissions. Responsive design allows discovery and asset collections on mobile devices for on-the-go users.



Media Management Digital Hub for custom branded microsites for automatic syndication of digital content. Easy to create and configure, no IT needed.

The media-enabled enterprise

The media-enabled enterprise is an organization where visual thinking, digital experiences, and media are pervasive, part of the core DNA of the organization, and leveraged to be the differentiator that drives success throughout the organization. It is not just marketing; it is communicating more effectively and purposefully in rich and compelling customer experiences across internal and external channels in a myriad of devices, applications, and contexts—expressing data and information visually to be easily understood, used, and acted upon quickly.

As the industry-leading enterprise DAM, Media Management has multichannel capabilities for producing, publishing, and distributing digital media and content through a secure, scalable platform, whether cloud-based or on-premises. Today's fast moving global markets disseminate digital media simultaneously across multiple outlets to reach consumers in the way they choose with the right media content at the right time. Media Management serves as that centralized, secure, and accessible repository. Scalable for the largest enterprises and the local business, it offers capabilities and tools for create-to-consume workflows, collaboration, publishing, and multichannel delivery—ultimately, using digital assets to drive value for the organization.

Engineered for enterprise

The Media Management platform and architecture allows flexibility. It can be deployed on-premises, in the public cloud (such as Microsoft® Azure® or Amazon™ Web Services), or managed and hosted in the private OpenText Cloud. Media Management scales horizontally with virtual, clustered, redundant Media Management Application servers and vertically with application component separation and tiered intelligent storage.

Media Management allows flexible and customizable metadata and taxonomy schemes, as well as collaboration and process management to bridge the creative and production work in progress and the operational execution and distribution areas. Media Management is not a standalone silo. It is integrated into the entire digital media planning, production, collaboration, distribution, consumption, and feedback ecosystem, facilitating the interconnected and integrated digital media content lifecycle.

OpenText provides the core enterprise infrastructure and key platform components and capabilities, supporting and enhancing the DAM ecosystem with the efficiencies of "create-once, use-many" to repurpose, re-express, reuse, and re-create digital assets. Our customers have measurable cost savings and gains in productivity from automated processes and data-driven workflows. Focusing on our core competency and a platform to interconnect and integrate with other components is a major differentiator that we have demonstrated with key partners such as SAP®, SAP® Hybris® and Microsoft®.

Powerful ecosystem integrations

OpenText™ Digital Asset Management for SAP® Solutions extends Media Management, integrating with SAP Business Suite and SAP Hybris Commerce Suite. This combination connects Media Management to support interoperability with Marketing Resource Management (MRM), e-commerce, Product Catalog Management (PCM), Product Information Management (PIM), and Master Data Management (MDM). This provides digital asset search and management capabilities from the DAM repository to be surfaced and used directly in the SAP and Hybris applications.

This solution is part of a portfolio of OpenText products that SAP tests, resells, and supports. OpenText has a more than 20-year history of partnering with SAP and has been formally recognized as SAP's top business partner through the SAP Pinnacle Award for the last seven consecutive years.

Media Management in the cloud

Media Management has deployments in the OpenText Cloud, Amazon Web Services, and Azure. Installation is automated, getting you up and running faster. Chef Automation tools allow consistent, tested reference configuration install in both cloud and on-premises environments. It also allows unattended install of the base application components and reduces the install time by up to 75 percent.

OpenText™ Media Management, Cloud Edition provides comprehensive managed services for Media Management in the OpenText Cloud that covers everything from infrastructure, operating environment, deployment, and application support. It is more than Infrastructure as a Service (IAAS) or Platform as a Service (PaaS). It combines OpenText expertise and application support with the flexibility and configurability you would expect from an on-premises deployment, hosted in the OpenText Cloud. The Cloud Edition package provides a consistent end user experience with the easy to use and powerful Media Management interface, secure and accessible via your web browser on any device.

Public cloud deployment with Media Management includes customers in Azure and Amazon Web Services. Media Management is certified in Azure and is available in the Azure Marketplace. Public cloud deployment, set up, and system configuration can be done by OpenText Professional Services or qualified OpenText Partners.

OpenText Media Management add-on options

Media Management Digital Hub

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OpenText™ Media Management Connector to Adobe Creative Cloud

The new integration to Adobe Creative Cloud replaces the recently deprecated Adobe Drive. Media Management Connector to Creative Cloud provides seamless browsing of Media Management digital content inside the native Creative Cloud applications such as PhotoShop®. Designers are able to easily search, view, and check out, assets, work on them locally, and check in assets. Creative teams now have an easy to use and reliable integration with their creative tools and Media Management capabilities for versioning, metadata extraction, collaboration, and delivery.

OpenText™ Media Management Creative Review

Media Management for Creative Review provides a tool for collaboration and markup in the Media Management interface. Click the tab and you have instant access to all your review jobs on tablets and smart phones. Initiate a review process, invite participants, and start collaborating, putting you in control even for ad-hoc reviews and work in progress. No more endless email trails. Creative Review maintains a complete audit trail of changes and is integrated with Media Management to coordinate creative tasks and processes so you can assign jobs and invite others to a review session, managing review and approvals for faster time to market.

Secure Managed File Transfer (MFT)

Secure file acceleration is a must-have as organizations have more large files and video assets to manage. OpenText™ Secure MFT technology is embedded functionality you can easily add to Media Management to encrypt and securely transfer files faster with guaranteed delivery.

OpenText™ Experience Analytics

Experience Analytics provides rich reporting and data analytics capabilities for Media Management and the entire OpenText™ Experience Suite. Pre-packaged reports and dashboards show system and usage metrics, such as top search keywords, downloads per user group, and user logins. Experience Analytics lets you design your own reports with data from Media Management and other OpenText applications. The full OpenText Analytics Suite provides sophisticated predictive analytics and data visualizations using multiple internal and third-party data sources.

An integrated ecosystem

The OpenText Experience Suite platform offers a ready-made application stack to support Customer Experience Management. Media Management is the core infrastructure to manage digital assets and provision rich media for the Experience Suite.

Media Management also serves as the DAM system for OpenText™ Web Content Management products—OpenText™ TeamSite, OpenText™ Web Experience Management, and OpenText™ Web Site Management—providing dynamic, integrated publishing, storage, version control, and format conversion for web assets, such as banners, videos, and images. In addition, we have integrated our DAM system with other vendor's Web Content Management systems.

Workflow, project management, planning, production, and business process management are key parts of marketing collaboration, content operations, and keeping the digital supply chain connected. Together, Media Management and OpenText Business Process Suite can choreograph processes and workflows to make, manage, and move your digital content to maximize impact and effectiveness throughout the entire content lifecycle.

What's next?

Digital transformation is an imperative for organizations to be successful. Inside and outside the organization are many interconnected and interdependent contributors, creative environments, tools, technology, data, delivery vehicles, devices, touch points, and customer experiences seeking to integrate, collaborate, motivate, and drive achievement. OpenText provides the core enterprise infrastructure, key platform components, and capabilities supporting and enhancing an ecosystem for continuously evolving digital transformation. Whether you are starting out, starting over, or looking for incremental improvements, OpenText products are your blueprint to digital transformation.

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