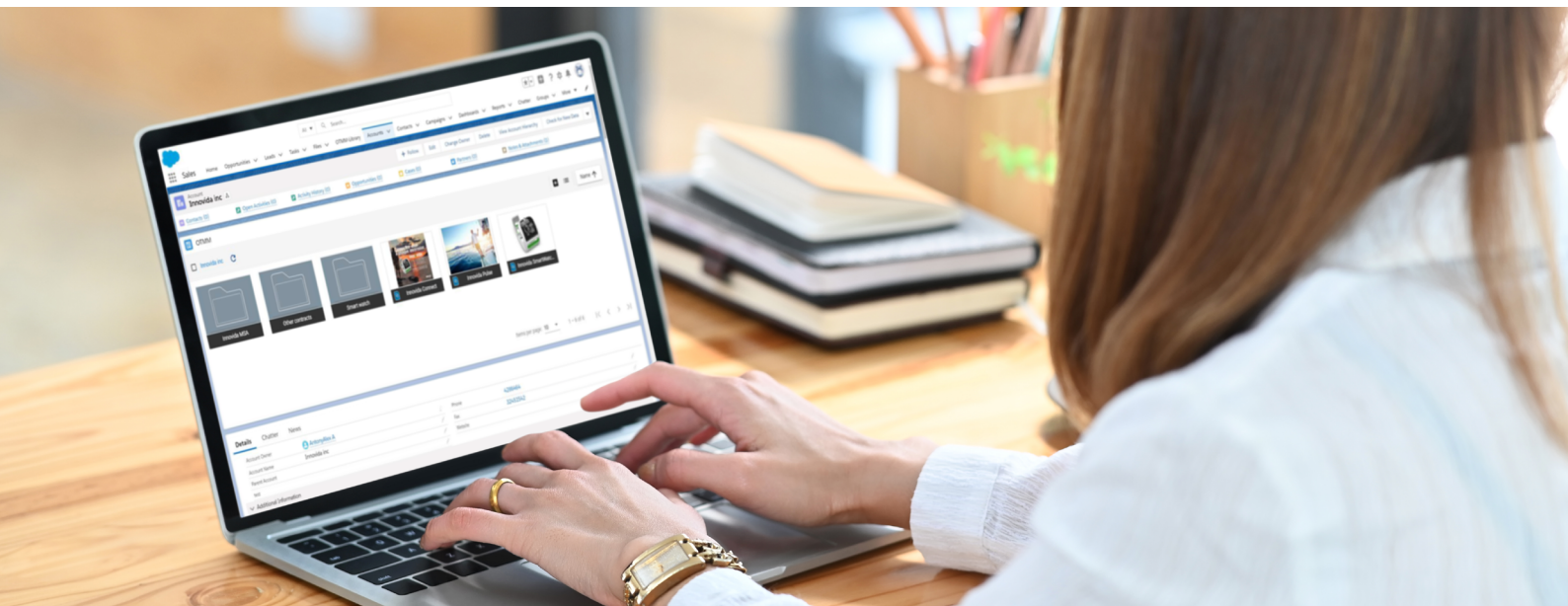


SOLUTION OVERVIEW

OpenText™ Media Management Connector for Salesforce®

Combine market-leading Digital Asset Management from OpenText with Salesforce's renowned Customer Relationship Management to deliver delightful and engaging customer experiences



Respond faster



Improve
consistency and
avoid duplication



Reduce errors and
decrease risk



Control Salesforce
storage costs

Deploy current and relevant rich media assets easily from within Salesforce, empowering sales and service agents to deliver on your organization's brand promise to customers.

With easy access to the organization's media library from within Salesforce, users can more quickly access the approved customer-facing assets. This connector lets users search, browse, view, download and utilize assets from OpenText Media Management without leaving Salesforce.

Media Management is the leading innovative enterprise-class Digital Asset Management (DAM) solution that optimizes the management, use, and distribution of rich media assets at scale across the digital ecosystem and digital marketing platforms, like Salesforce.

Enabling Digital Marketing with Digital Assets

Make the most out of every moment of customer contact by including high-impact, relevant images, video and diagrams. Reinforce your messages with consistent, on-brand content that drives better results in Sales and Service.

Marketing channels, social media and customer touch points are growing exponentially. Centralizing assets empowers marketing collaboration and enables the rapid creation of tailored collateral, without diluting brand awareness.

OpenText™ Media Management Connector for Salesforce® Benefits

Respond faster - Leverage metadata and AI Analysis	<ul style="list-style-type: none"> Images and video uploaded to Media Management are analyzed by advanced AI. OTMM provides analysis of images and videos it stores including AI metadata tags, enriching the 'findability' of assets from within Salesforce.
Improve consistency and avoid duplications	<ul style="list-style-type: none"> Access to server-side media transformations provides Salesforce users with pre-rendered content for all-channel delivery. Media Management metadata ensures that Salesforce business users only have access to approved content.
Reduce errors and decrease risk	<ul style="list-style-type: none"> Media Management manages usage rights of assets, so only approved and suitable assets are utilized.
Control Salesforce storage costs	<ul style="list-style-type: none"> Assets are stored and managed on Media Management.

Solution components

- OpenText™ Media Management
- OpenText™ Media Management Connector for Salesforce®
- Salesforce Sales / Service Cloud (please enquire for Industry Clouds)



[Salesforce Solutions Webpage](#)

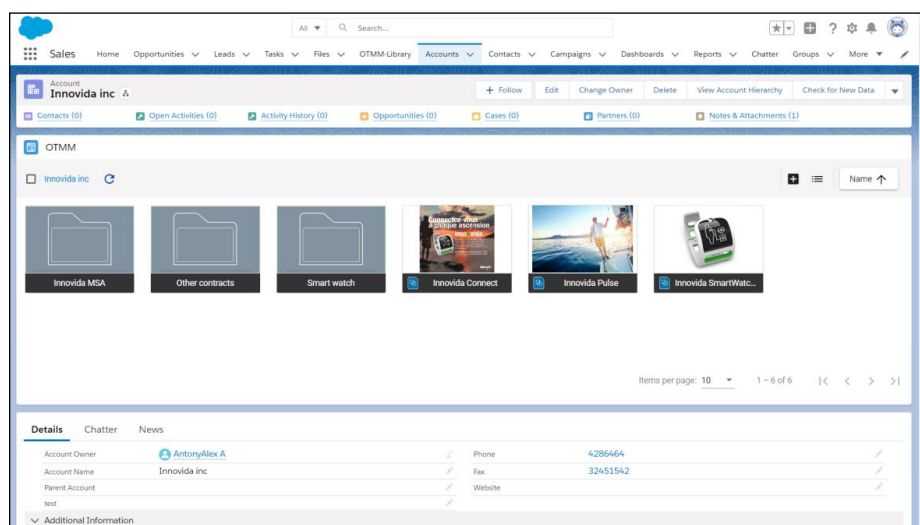
[Salesforce Blogs](#)

[OpenText solutions on the AppExchange](#)

[OTMM on opentext.com](#)

OpenText Media Management is the only enterprise solution that can meet the broad set of content production, publishing and integration needs from managing libraries of media assets to publishing product catalogs, packaging and print communications, or digital self-service portals.

OpenText Media Management Connector for Salesforce® extends the power of an enterprise DAM to CRM.



About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: opentext.com.

Connect with us:

- [OpenText CEO Mark Barrenechea's blog](#)
- [Twitter](#) | [LinkedIn](#)