Just as easy-to-use desktop publishing software that ran on affordable hardware made everyone a publisher nearly three decades ago, today’s powerful combination of the Internet, social media and omni-channel marketing has allowed virtually all organizations to become media companies.

Stakeholders from sales, marketing, finance, operations and other business functions are creating, managing and distributing content in a wide array of formats, from text and still images to interactive assets and video. This is taking place through a variety of partnerships, including agencies, distributions and other collaborators throughout the digital media supply chain.

In many organizations, different multimedia solutions have been installed as point solutions for a variety of requirements, such as videos for employee training, online events for customer education and libraries of still images for marketing brochures. This has resulted in a hodgepodge of media silos and proprietary systems with little or no connection with each other, or with other enterprise applications and workflows.

The result is a virtual tower of “media Babel” that is extremely cost inefficient, difficult to manage and often in conflict with corporate governance and regulatory compliance.
mandates. This complexity and inefficiency is driving organizations to look for new solutions that go beyond digital media asset management. The goal is to develop interconnected, integrated digital media supply chains to create, manage, share, collaborate and distribute digital assets. At the same time, it is essential to tie that content to key business processes for more efficiency, greater security, increased control and improved stakeholder access to valuable digital assets.

**Addressing and Overcoming Pain Points**

As organizations attempt to use their media assets more strategically and efficiently, they often encounter challenges due to the lack of a comprehensive, interconnected framework for digital media. This absence of a streamlined digital media supply chain is demonstrated by a variety of challenges, including:

- **Creation of disconnected content silos.** In most organizations, different departments have different goals and install different, often incompatible systems. This adds unnecessary cost and complexity to digital media management.

- **Missed opportunities to share and collaborate.** Organizations need to move quickly by leveraging their digital media assets to capitalize on market opportunities without recreating assets or getting stuck on asset management.

- **Digital asset management complexity.** An expanding array of unstructured media including presentations, collateral, technical diagrams, legal papers, email, video, audio and social media makes managing all those assets extremely difficult.

- **Lack of process automation.** The lack of a true framework for integrated processes puts the onus on users to manually intervene and increases the risk of human error. It also has tremendous implications on already stretched IT staffs that are looking to enable business functionality through access to a wide range of digital media assets.

- **Compliance and security vulnerabilities.** Haphazard policies and incorrectly documented changes to digital media assets, often brought about by the existence of content silos, not only can result in compliance fines but also in reputational damage, security breaches and missed deadlines, ultimately leading to lost revenue.

- **Preserving huge monetary investments in intellectual property.** Think about Sony’s loss of intellectual property due, in part, to the lack of a truly integrated and secure digital media supply chain. Could that be your organization one day?

**Defining the Ideal Solution**

As the financial, operational and regulatory impact of an overly complicated digital media supply chain becomes more apparent, both IT organizations and their business stakeholders are collaborating to architect, evaluate and deploy integrated solutions. Decision-makers searching for a guide to an ideal digital media supply chain solution should look for the following:
Streamlining the Digital Media Supply Chain

A single, universal solution that applies to all organizations looking to build and leverage a digital media supply chain just doesn’t exist. That’s why it’s important to identify solutions that can be easily adapted to an organization’s unique requirements when it comes to workflows, legacy technology infrastructure and integration with essential applications. Enabling the digital media supply chain as an appropriate solution for an organization’s needs often centers on its ability to let stakeholders focus on creating engaging content and making the right content distribution decisions, without being encumbered by technical and operational challenges.

OpenText Digital Media Supply Chain (DMSC) equips clients to distribute their content at scale through a range of modules—asset and product management, scheduling, pricing, retailer management and distribution—and through both business-to-business and business-to-consumer channels, while dramatically optimizing operational costs.

OpenText’s experience in managing digital media supply chains in the media and entertainment business, for instance, is now being widely applied across all industries to provide a number of immediate and clear benefits. OpenText Digital Media Supply Chain solution offers the ability to launch digital strategies and distribute multiple media types through diverse channels. It offers control over every element of the process, from ingesting content and creating it in the right format to managing the associated schedules, rights and payments.
OpenText’s capabilities include:

- Linking human and machine activities to a seamless end-to-end workflow that can be tracked, monitored and measured
- Hosting a single repository for media assets with outstanding capture and possibility to enhance detailed metadata, making it easier to find and reuse digital assets from campaign to personal customer communications
- Transferring large files up to 80 times faster than FTP, fully encrypted in transit and at rest with audit capabilities
- Securely protecting essential digital assets, while allowing customers and business partners cloud-based access to targeted media
- Distribution of content to any channel and any device
- Automation of contracts and work orders, tracking approval and monitoring progress toward program completion

At the heart of OpenText’s digital media supply chain is OpenText Media Management, a digital asset management platform that delivers a high-performance, secure, workflow-oriented content creation architecture. OpenText Digital Media Supply Chain extends the traditional boundaries of digital asset management by offering customers broad levels of control and access to all their digital media content, essentially enabling enterprise-wide digital transformation.

That’s why organizations such as the Public Broadcasting System (PBS) are working with OpenText to streamline their broadcast and digital program delivery. PBS is churning out huge—and growing—amounts of digital content on a daily basis, and is always looking for ways to make it easier for their member stations to locate assets in a wide variety of files and formats. It found that its legacy approach for housing and distributing content such as FTP sites and satellite video delivery were no longer effective in tracking and managing content archives that measured well into the petabytes.

PBS used OpenText Digital Media Supply Chain—an integrated solution combining digital asset management, business process management and secure managed file transfer functionality—to optimize their digital asset creation and distribution processes and control their rights management and creative collaboration and approval, all while significantly saving time in searching, locating and downloading assets. This has helped PBS staff members devote more time to more strategic tasks that help to expand their business and better serve the needs of their member stations.

OpenText’s functionality has been cited by industry analysts. In fact, Forrester Research called OpenText a “leader” in the Forrester Wave report on Digital Asset Management for Customer Experience. Forrester’s report said OpenText “offers a flexible platform with an impressive list of customer references,” and said its solution’s functionality was “robust, with strengths in foundational capabilities: metadata, taxonomy, search, workflow and globalization.”

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1 The Forrester Wave™: Digital Asset Management for Customer Experience, Q4 2014, Forrester Research, November 2014
Conclusion

Whether an organization specializes in digital media assets or simply finds itself creating, storing and sharing increasing amounts of digital media content, it’s more and more likely it will need an overarching framework for digital asset management.

By supporting a comprehensive, integrated digital media supply chain, organizations can turn chaos into efficiency, financial waste into economic success and user confusion into customer loyalty.

OpenText has a proven track record in helping organizations across diverse industries develop and manage digital media supply chains, allowing users throughout the enterprise to create, collaborate, share, use and archive a wide variety of digital content to enhance the outcomes of their projects.

OpenText’s enterprise-grade, workflow-oriented digital asset management ecosystem gives organizations the necessary combination of performance, security and management control for using digital assets both within their enterprises and in their relationships with customers, partners and prospects.

For more information about OpenText’s solutions for digital media supply chain, visit www.opentext.com/damtransformation.