

# OpenText Core Digital Asset Management

Accelerate creation and time-to-market for rich media content with a cloud-native, AI-powered solution



## Benefits

- Streamline content creation and distribution
- Build brand recognition and trusted relationships
- Add the most advanced AI to processes without introducing risk
- Seamlessly scale up as your team grows

The public has an insatiable appetite for rich media, and the teams creating content must operate rapidly to feed that need. Whether for omnichannel marketing, customer support, or employee engagement, organizations must develop engaging, on-brand visuals and distribute them at short notice. Maintaining consistency and creativity under this pressure is difficult, particularly for teams using legacy technology.

OpenText™ Core Digital Asset Management (Core DAM) combines more than 25 years of market-leading DAM experience with the latest capabilities in AI and cloud computing. Designed for rapid onboarding and intuitive usability, OpenText Core DAM gets teams up and running quickly without days of training. With seamless scalability and instant access to new features, the application will never hold back growth.

## Streamline content creation and distribution

OpenText Core DAM is integrated with business applications from Microsoft®, Google®, and OpenText for creative design, collaboration, personalization, and publishing. Submitting creative requests is easy and includes the option to use generative AI from OpenText™ Aviator™ to create inspirational images for the designer, shortening approval cycles.

## Services

- Strategy and Advisory Services
- Software Consulting and Implementation
- User Adoption Services

## Resources

### Marketing and communication

[Read the blogs >](#)

### OpenText Experience Cloud on LinkedIn

[Learn more >](#)

## Build brand recognition and trusted relationships

Centralize your asset library and maintain control over the latest approved brand collateral. As the single source of truth for rich media, OpenText Core DAM ensures your organization presents a consistent face. Brand consistency and ready access to support materials facilitates all post-purchase and service interactions. Customers and colleagues can instantly recognize the brand and trust the values it represents. Advanced compliance tools ensure that nothing is published early or stays live too long.

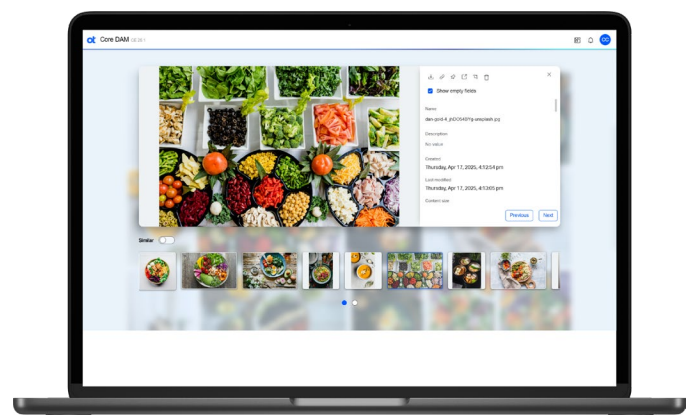
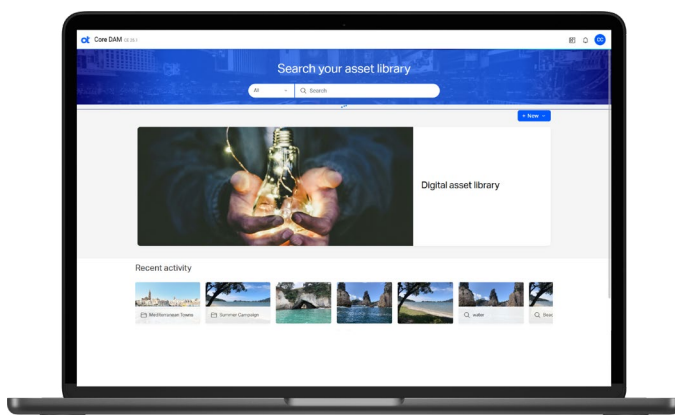
## Add the most advanced AI to processes without introducing risk

OpenText Aviator and AI Media Analysis accelerate key business processes, such as handling new asset requests, categorizing imported assets, and helping users find the assets they need. OpenText's enormous experience in security and governance means you have all the tools available to control usage of AI-generated content.

## Seamlessly scale up as your team grows

Using the latest in cloud technology, OpenText Core DAM automatically scales up as your needs increase. All the latest innovations are immediately accessible to ensure you stay ahead of the competition.

OpenText has applied more than two decades of experience in the digital asset management market to developing OpenText Core DAM. Built on the proven foundation of the OpenText™ Cloud Platform (OCP), and part of the OpenText Core portfolio, this new application offers exceptional security, value, stability, and scalability. With the addition of leading-edge AI from OpenText Aviator, OpenText Core DAM is the ideal solution for marketing and communications departments facing modern challenges like engaging with customers across more channels, onboarding new team members, and rapidly responding to competitors.



Feature	Benefit
<b>Intuitive experience</b>	Modern user experience for searching and discovering assets
<b>Rich media file format support</b>	Wide support for rich media and document file formats
<b>Shared collaboration spaces</b>	Create and manage workspaces for easy collaboration
<b>Prebuilt metadata and workspaces</b>	Rapid onboarding for all users
<b>Granular access control</b>	Manage access to confidential assets to eliminate leaks
<b>Dynamic search</b>	Easily find assets with keyword, featured, and trending searches
<b>Organization in folders</b>	Improve discoverability with taxonomy management
<b>Share, export, and publish assets</b>	Send links to other OpenText Core DAM users or export files to other systems
<b>Custom user interfaces</b>	Apply custom theming, multi-lingual UI, and personalized homepages
<b>Convert and transform files</b>	Create and deliver assets in your choice of formats
<b>Add and manage metadata</b>	Enrich assets with metadata for discoverability, categorization, usage restrictions, and administration
<b>High-resolution asset previews</b>	View images and video without downloading
<b>Microsoft Teams® integration</b>	Collaborate on projects in popular business applications
<b>Seamless scalability</b>	Add more users and files without losing performance
<b>Inspiration from OpenText Aviator*</b>	Creative requests empowered with generative AI from OpenText Aviator
<b>AI metadata from Media Analysis*</b>	Automatically add description, text extraction, face identification, and other metadata using class-leading AI/ML
<b>OpenText™ Communications integration*</b>	Use rich media in personalized communications authored in OpenText Communications
<b>Content delivery*</b>	Generate urls to assets that can be added to websites, emails, and applications for high-speed content delivery
<b>Support for 3D files</b>	View and manipulate 3D models from a wide variety of formats, including obj, glb, fbx, 3ds, dae, stl, wrl, x3d, ply, vrml, and wrz.
<b>Governance and compliance</b>	Configure embargo, hold, and expiry dates to prevent unauthorized use and avoid costly rights claims

\*Optional feature