

opentext™

Success story

OPERA America

Industry

• Media

Solution

• OpenText™ Hightail™

**OPERA
AMERICA**

OPERA America hits a high note with cloud-based media collaboration and delivery solution

Non-profit arts organization boosts project efficiency and customer satisfaction with OpenText Hightail

Results



Accelerated efficiency of file and project delivery



Improved customer satisfaction with quick, easy solution



Enhanced project collaboration to meet creative goals

"The upload link has been a game changer. We're going to be working with companies from across the country, with lots of different people involved. Here is a very easy, one-link solution that will allow us to collect all these assets, whether it's digital media, film, audio or past publications. OpenText Hightail makes it intuitive, quick and easy."

Matthew Wilson
Facilities and Technical Manager
National Opera Center, OPERA America





OPERA America is a national service organization dedicated to supporting the creation, presentation and enjoyment of opera. Founded in 1970, the organization serves the entire opera community through public programs, workshops, consultations, grants, publications and other resources. In 2012, OPERA America founded the National Opera Center in New York City to support artists with services including rehearsal and performance space for auditions, recitals and recording sessions.

The organization manages extensive digital media resources for activities, such as marketing and education, as well as client needs, including recording sessions and live streaming. Matthew Wilson, facilities and technical manager for the National Opera Center, overseeing the delivery of digital media assets at OPERA America, described some of its many creative projects, ***"We publish several magazines and host two YouTube channels. We live stream performances for our patrons and we serve as a full recording studio, hosting fully staffed and engineered recording sessions."***

Recently, OPERA America recognized the need for a robust digital media solution to help team members collaborate and communicate on creative projects. Emailing large media, such as audio and video files, to clients for review had become a challenge. The team tried to use a file transfer service and even sending media on removable hard drives. The team needed a solution to address their media delivery requirements as well as to manage and collaborate on those projects.

After extensive consideration, OPERA America selected OpenText™ Hightail™, a collaboration solution purpose-built for creative reviews, as well as file sharing and project management. ***"We needed a solution where processes were organized, cohesive and collaborative,"*** said

Wilson. ***"OpenText Hightail not only checks all those boxes, it does it in the best way."***

OPERA America now uses Hightail to manage, collaborate and deliver creative assets across the company. The solution provides a centralized platform to manage and store digital media, such as audio and video. Internal users can collaborate on and easily share those media files to clients for review and feedback. Hightail has improved efficiency, teamwork and client satisfaction, taking creative collaboration to a new level.

Users can now easily upload, send, receive and store large files to the cloud-based Hightail application. ***"Even today, the question came up, 'Would you like this delivered on OpenText Hightail or would you like to stop by with a hard drive?' In less than 10 seconds, the message came back, 'Please put this in Hightail.' That's exciting to see and it also means that the return on investment is already there,"*** Wilson said.

The company has also benefited from the enhanced project management features to streamline its creative processes. Media files are now stored and organized in Projects to help keep teams and tasks organized. In Projects, each team member has access to Spaces, which are visual folders for files associated with that Project. Teams can now easily collaborate on a file and quickly share a link to a project Space for stakeholders to review that file. ***"We created teams for each individual department. We've been able to define approval processes and organize Projects and Spaces around those specific departments, so that we can streamline those workflows and facilitate communication about a project in real time. It was a no-brainer for us to look to OpenText Hightail to be able to do it,"*** explained Wilson.

Managing media files and streamlining the creative process set the stage for OPERA America to dramatically reduce project delivery times.

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Clients have also been singing the praises of the new solution, as they can now access and review media files quickly and easily. ***“The feedback I get is that customers are thankful we’re using this service to deliver material to them. A lot of our clients work on the road, but we’re still able to connect and collaborate with them in real time via the OpenText Hightail platform. It’s one of the reasons they continue to come back to us, which is absolutely great,”*** said Wilson.

On the eve of its 50th anniversary, OPERA America has a large anniversary project underway using OpenText Hightail to collect historical assets from its members. The solution makes it easy for external users to upload

files to a centralized place. ***“The upload link has been a game changer,”*** said Wilson. ***“We’re going to be working with companies from across the country, with lots of different people involved. Here is a very easy, one-link solution that will allow us to collect all these assets, whether it’s digital media, film, audio or past publications. OpenText Hightail makes it intuitive, quick and easy.”***

Wilson explained that supporting new works requires the ability to distribute media quickly and interact using today’s communication channels: ***“We need to be able to create videos and have conversations around them in real time. OpenText Hightail allows us to bridge that gap in a way that just wasn’t possible before. I’ve worked in digital media, film and television for many years. To be perfectly honest, I haven’t found anything that can match OpenText Hightail. Client satisfaction, collaboration and teamwork—that’s the return for us.”***



About OpenText

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