OPENTEXT™

OpenText™ Media Management

Deliver on your brand promise to customers by creating and using media assets across departments

In today's customer-centric environment, managing digital media is an imperative. OpenText Media Management helps companies enhance their investment in brand value and digital media with solutions to manage and control media assets across departments and 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. It 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. It provides a "single source of truth" for marketing, branding, commerce, video and global distribution. As an integral part of an ecosystem with inter-connected and interdependent contributors and production environments (such as agencies, photo, video, audio, graphics, layout), Media Management produces digital media content for the multi-channel digital supply chain, digital operations, marketing and brand management.

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

PRODUCT BENEFITS

- *Centralized, global brand repository to maintain brand consistency and standards throughout acquisition, sharing, repurposing, disposition, and retirement of corporate and product-related brand assets*

- *Managing digital marketing assets to provision campaigns and collateral and publish to print, online, and all go-to market channels*

- *Production for photo, video, audio, graphics, manage work in progress and versioning and project management*

- *Image and video libraries for stock images, marketing campaigns, archives, museums, cultural heritage, and preservation*

- *Manage digital assets and access for licensing, subscription, syndication, portals for partner and franchise networks, offshore packaging, localization, and omnichannel distribution*

- *Collaborative support, review and approval for creative workflows, copy, design, graphics, and layouts for print, web, or interactive formats*

- *Agency workflows that allow marketers to manage jobs across many agencies and vendors or consolidate to a smaller number of agencies while maintaining control of brand assets*

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 a leading enterprise DAM product, Media Management has workflow-driven, 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 multi-channel 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 in the private OpenText Cloud, OpenText Media Management, Cloud Edition or a custom managed hosted service. Media Management scales horizontally with virtual, clustered, redundant Media Management Application servers and vertically with application component separation and tiered storage.

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

To maximize productivity, Media Management has enterprise-class workflow and business process management for structured and parallel workflows supporting business processes. It provides event-based processing, workflow automation and user notification, for internal DAM workflows through a graphical UI for modeling customized workflow design. Media Management handles compliance and workflow validation with auditing, analysis, reporting capabilities, and escalation management. To orchestrate business processes, whether in the digital media supply chain or the enterprise, Media Management integrates with OpenText Business Process Management (BPM) suite, coordinat-

ing interdependent processes for digital media production and distribution to interconnect and integrate with supply chain and other enterprise software systems.

OpenText provides the core enterprise infrastructure, 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. 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® and Microsoft®.

Integrate for Even More Power

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 assets, 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 six consecutive years.

NEW in Media Management v16

### Media Management Cloud Edition

The OpenText Media Management, Cloud Edition provides comprehensive managed services for DAM in the cloud that cover 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.

# NEW Features Added in Media Management v16

UX-Embedded Analytics

OpenText™ Experience Analytics provides rich reporting and data analytics capabilities for Media Management and the entire OpenText™ Experience Suite 16. Gain better Insight with UX-embedded analytics in Media Management. With one click, get the latest reports and dashboards for user and asset usage metrics. The pre-packaged reports and dashboards show system and usage metrics, such as Top Search Keywords, Downloads per User Group and User Logins. The Experience Analytics add on, 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.

Adaptive Media Delivery

Deliver digital media assets from Media Management to other systems responsively. External applications use URLs generated by Media Management to deliver assets and/or renditions, based on the requesting device and additional asset parameters, such as aspect ratio, size, etc. Adaptive Media Delivery provides asset lifecycle management via the API for asset expiration and take down based on date/time and can be deployed on-premises, in the public cloud or private cloud. This allows approved media assets to be delivered to multiple channels – such as PIM and

multiple websites – and responsive design allows the assets to be displayed properly on the user's device. Tracking and reporting on usage metrics in Media Management Embedded Analytics provides better insight about the ROI of the produced content.
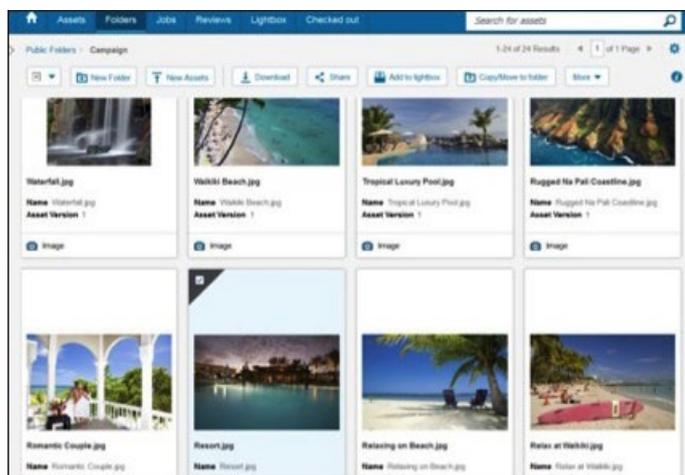
Embed assets and folders in other applications

The Embed Widget lets users control assets outside of Media Management by simply copying the embed code to display the assets in other applications. Assets are updated automatically when the tethered version in Media Management is modified or changed, updating every web page or application with the asset's embed code - even the forgotten ones. The correct media assets, consistent and on brand all the time – automatically.
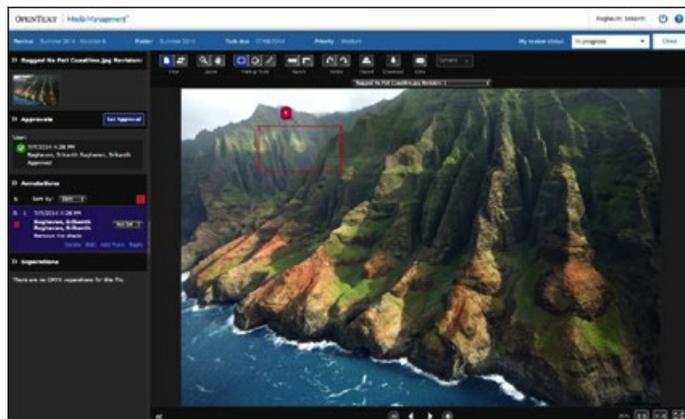
Deliver to YouTube™

Media Management v16 allows a simple one-click to publish your videos to a YouTube channel. A one-time setup connects Media Management with YouTube via their APIs and the account can be mapped to a delivery template.

API layer to add Media Management capabilities as services into business applications

Business users can search and use assets in their native applications, such as Product Information Management (PIM), Product Catalog Management (PCM) and Inventory Management. Synchronized data with Media Management links digital assets, such as product images with SKUs, pricing and product information for greater accuracy.

Media Management Features

HTML5 User Interface

The Media Management HTML5 User Interface (UI) uses responsive design for multi-device and browser interfaces, which adapts the interface to the size and orientation of the device display and it is enabled for touch-screen devices. It has an API Platform with REST APIs for simple integration with other applications and creation of customized experiences to surface content.

The Media Management (UI), has three views that users can change at any time: Masonry Gallery View, displays images in their native aspect ratio; Grid View, has an even-spaced asset display layout making it easier to view and select assets from a large set; List View, displaying assets as rows in a list. Other UI features include drag-and-drop upload, multi-file upload and check-in,

simplified bulk metadata editing, subscribe to folder events, multi-page PDF Preview, and ad hoc reviews. New features include one-click for Recent Folders and Assets; show Parent Folders in the detail view of an asset, and an XMP Writer to allow XMP metadata changes to the exported asset.

Brand affinity and personalized home page

Customize the UI with your corporate or group branding and users can personalize their home page with custom windows and tools, such as Folder Preview, My Review Tasks, Saved Searches, Drag and Drop Upload, or Asset Inspector.

Faceted navigation

Allows users to sort and drill down in search results. Search facets can be configured for any portion of the metadata taxonomy, for example, users are able to navigate through extensive search results by configured metadata fields like product category, asset type and rights expiration window information.

Quick Access Toolbar

Tabs for View tasks and folders, collect assets for Lightbox, initiate or do reviews and Analytics

Touch-enabled for mobile devices

Responsive design, adaptive delivery and HTML5 make Media Management ready for tablets and other mobile devices.

Folder browsing

View and browse all the assets in the selected folder and add new assets. Set your preferences and subscribe to the folder for up-to-date notifications.

OpenText Media Management Add-on Options

Creative Review

OpenText Media Management 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-size files and video assets to manage. OpenText™ Secure MFT technology is embedded functionality easily added to Media Management to encrypt and securely transfer files faster with guaranteed delivery.

Connector for Adobe® Drive

Seamlessly connect with Adobe Creative Suite® applications from within the native application and take care of all your asset management functions using Adobe Drive and Adobe® Bridge to store, manage, and organize creative work in Media Management.

What's Next?

Digital transformation is an imperative for organizations to be successful today. Inside and outside the organization are many inter-connected 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.

Who's It For?

Media Management is for Digital Experience Executives, DAM Managers, Marketing, Creative and IT Leaders who need better engagement, collaboration and control of relevant, interactive, and winning digital media to increase the lifetime value of customer interactions. OpenText Media Management is able to manage, define, analyz,e and deliver rich media in cross-channel experiences. It reduces costs, increases efficiency, improves brand value and consistency because of a controlled, managed and consolidated asset repository, with workflow capabilities, integrated collaboration, embedded analytics, and greater access and transparency throughout the organization and digital media supply chain.

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 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 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.

OPENTEXT™

OpenText Media Management Enterprise-Grade Platform

Platform components in Media Management subscribe to underlying architecture requirements for enterprise-class software: secure, scalable and accessible. The OpenText Platform includes these components and features:

- OpenText Application Gateway, a standardized API Structure based on Rest APIs for easier integration, customization, and development

- User management and Single Sign-On (SSO) use OpenText™ Directory Services compatible with LDAP and Active Directory for the most demanding enterprise scenarios

- Deployment is quicker with a single Installer for the application and components

- Support for Linux®, PostgreSQL, Microsoft 2012, SQL 2014, Oracle 12c, Jbos 6.4, EAP and Wildfly 8, Java 8

- FFMpeg video transcode support

- Cloud installations in OpenText Managed Cloud Services (MCS), Amazon Web Services (AWS), and Microsoft Azure.

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