SAP Hybris Digital Asset Management by OpenText

Content is King.

Content appeals to our senses, it stimulates and gets our attention. Content is an essential part of customer engagement.
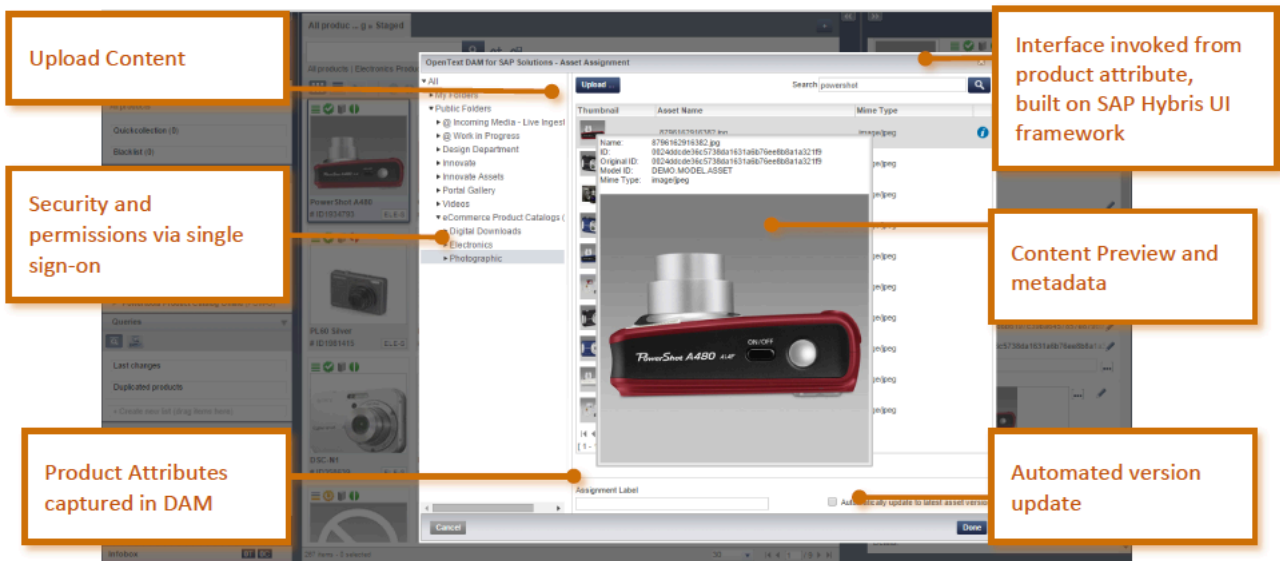
Content costs money. Good product content involves photographic costs; good marketing content requires creative cost. Look after your investment in Content.

Digital Asset Management gives you the ability to curate Content; to use Content effectively and to analyze Content impact and profitability.

SAP Hybris Digital Asset Management by OpenText is a native SAP Hybris extension meaning it is consistent with all aspects of the SAP Hybris environment from installation, configuration, enhancement and operation. Built on common components such as the SAP Hybris User Interface frameworks, it doesn't just integrate with SAP Hybris, it works in harmony to provide a seamless and familiar experience to all users of the platform.

SAP Hybris Digital Asset Management by OpenText is the only SAP Hybris Certified solution for managing content for Commerce, Marketing and Customer Experience. Built with resources from both organisations, to a shared product roadmap, it provides the most complete SAP Hybris integration any DAM vendor can offer in the market.

On a feature level SAP Hybris DAM by OpenText integrates across all levels, including automated/batch processing through SAP Hybris Cron jobs, on---demand seamless integration to SAP Hybris Product Cockpit, SAP Hybris Web Content Management and Hybris back---office user interfaces. All with seamless user experiences leveraging either SAP Hybris ZK and Cockpit Framework or the latest Hybris CockpitNG.

Security and permissions flows through applications, and media lifecycle is fully incorporated so that once assets are updated or deleted in DAM, the subsequent lifecycle of events is automatically consistent in SAP Hybris.

A robust mechanism extends information synchronized between SAP Hybris and DAM to integrate content meta data with SAP Hybris product attributes and keep that in synch over time irrespective of where updates occur.

Media conversion occurs automatically using components that can be distributed for optimum performance. Storage options for published SAP Hybris content are totally flexible to support all architectural options.

Finally for mission critical applications we support SAP Hybris and DAM clusters working in harmony to support total scalability as well as high---availability.

SAP Hybris Digital Asset Management expands across the whole SAP and non---SAP landscape to ensure that the content it stored and curated in a single, scalable, adaptable service to avoid duplication in silos.

SAP Hybris Digital Asset Management by OpenText supports all the following Content use cases and many more;

- Bulk Content Assignment
- Digital Product Commerce
- Product Content Collaboration

- Partner Self Service
- Multiple Channel Delivery
- Collection/Store Planning
- Content Submission Experience
- Brand Asset Management
- Marketing Automation
- Enterprise Asset Management

If you are looking for a Digital Asset Management solution for your SAP Hybris environment beware of imitations.

SAP Hybris Digital Asset Management by OpenText is the preferred solution for SAP Hybris