



# OpenText™ Advanced Media Orchestration Solution

Orchestrate and optimize the complete digital supply chain lifecycle

Digital transformation has generated an explosion in the volume of rich media assets needed to produce a quality customer experience. OpenText Advanced Media Orchestration provides a comprehensive platform to manage creative teams and assets through their development and delivery processes – and evolve your digital supply chain to the next level.

- Deliver content to the appropriate channels faster and operate an agile marketing function
- Align content delivery for time-critical marketing campaigns
- Gain visibility into content production costs and usage
- Take advantage of a low-code application development framework to manage your processes your way

## How Agile is Your Digital Supply Chain?

As customers gain more control over the time, place, and manner of interacting with companies and brands, organizations must create a digital experience that evolves as fast as customer tastes do. To do so, organizations need to improve their processes for acquiring, creating, managing, and using their rich media assets.

Managing the project lifecycle of digital media assets requires working with a variety of content creators and stakeholders. This complex digital media supply chain is made more intricate by multiple workflows, tools, repositories, and systems, plus outdated paper-based review processes.

Siloed tools and information sources prevent organizations from effectively planning campaigns or synchronizing activities with relevant digital content. Lack of visibility into project status makes tracking, reporting, and compliance extraordinarily difficult. The net effect is limited agility, slower innovation, high production costs, and inconsistent control over the brand experience.

## BENEFITS

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- **Accelerate revenue:** Build faster, more agile creative processes
- **Invest in the right content** by understanding return on investment for every digital asset
- **Cut technology costs:** Eliminate the expense of multiple overlapping systems and the pain of trying to get them to talk to each other
- **Control the brand experience:** Produce assets with consistent processes and gain visibility into asset usage

## THE DIGITAL SUPPLY CHAIN CONSISTS OF:

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- Diverse media assets managed in a digital asset management (DAM) system
- Internal creative teams and content users
- Brand managers and content approvers
- Legal teams
- Agencies and other creative partners
- Licensees, franchisees, or business partners

### **An agile platform for creative processes**

Over the last decade, marketing organizations have implemented countless point solutions at the departmental level. Now, they are facing a complex web of repositories and files, lost metadata, and unmanaged content that isn't working as effectively as it should.

Advanced Media Orchestration provides an agile platform that serves as the backbone of your digital business. You configure applications for lines of business and important creative functions, tapping into a broad set of content production, management, integration, and workflow services, as well as intelligent control to distribute content to the right channel for user's devices.

Advanced Media Orchestration does much more than manage digital assets. It breaks down application and departmental siloes and brings visibility into all of your content efforts. With Advanced Media Orchestration, you can unlock value in content and move at a much faster pace than is possible with a fragmented digital supply chain.

### **Centralize governance and analytics to understand ROI**

Organizations should know the cost of every asset they produce. But too often, no one can understand the return on investment for expensive digital assets because the organization cannot track the time, effort, and money that went into creating them or where they are being used. Organizations that use standalone project management tools may be able to track timelines, tasks, and resources, but they sacrifice accurate metadata or even adequate version control. These challenges grow exponentially when organizations need to localize content. Furthermore, they may be paying to manage the same content multiple times in multiple systems.

Advanced Media Orchestration houses all of your marketing applications in one place, with centralized maintenance, governance, and analytics. Marketing gains the functionality it needs for rapid, global execution, and IT can deliver a shared service globally rather than investing its resources in integrating information siloes.

Only a single system can give you the visibility to truly understand content ROI and stamp out duplicate spending.

### **Orchestrate creative processes as unique as your brand**


With the process management capability within Advanced Media Orchestration, your creative process applications are tailored to reflect your business and even individual departments. You can quickly modify your applications so that you are ready to adapt to changes in the digital world without rewriting your applications.

Advanced Media Orchestration employs a low-code application development approach that supports "information-driven design." Business owners who are experts on the process can think about information first, followed by how the process needs to flow.

Business owners can build the process models while developers focus on integration with enterprise systems and content repositories. They can even implement integrations via drag-and-drop once developers build the appropriate API calls.

### **Collaborate with external stakeholders, own your brand**

Whether for creative partners, licensees, or other stakeholders outside the enterprise, many organizations need to create brand portals that control access to digital assets and orchestrate cross-enterprise workflows such as access requests or asset approvals.



***“Customers’ interactions with your firm rely on the content you produce at every interaction point. This means that content producers aren’t just media or publishing or entertainment companies: Today, everyone is a content producer.”***

THE FORRESTER WAVE™: DIGITAL ASSET MANAGEMENT FOR CUSTOMER EXPERIENCE, Q3 2016

Advanced Media Orchestration gives you a way to manage external interactions securely, consistently, and with precision timing. Business users can configure all of the necessary workflows to control the brand experience, without resorting to costly custom code.



***OpenText Advanced Media Orchestration helps the Public Broadcasting Service manage content review and approval for work with independent producers, ensuring that it generates high-quality content that is ready on time.***

### **Advanced Media Orchestration Solution Details:**

- Configurable applications that offer end-to-end orchestration of the digital supply chain and that can be easily modified to address market trends or changing business needs. With Advanced Media Orchestration, you can leverage the full capabilities of OpenText™ Media Management and OpenText™ AppWorks.
- Central location for managing digital media assets, while ensuring that users can continue to work in their own production tools.
- Quick, simple integration with business platforms make digital media creation, management, and distribution an integral part of the business systems used to run the company.
- Secure access to appropriate digital assets, with processes for extending this access to external stakeholders.
- Automated content distribution to the right people in the right format at the right time.
- Marketing project management, simplifying the effort required to track tasks, timelines, resources, and budget within the enterprise marketing stack.
- Content governance, with consistent acquisition, management, retention and disposal policies applied to all of your digital assets.
- Content archiving to meet regulatory requirements or business policies.
- Budgeting and campaign management tools directly integrated with the management systems for marketing and advertising assets.
- Cloud, on-premise, or hybrid deployment, giving your organization the flexibility to deploy a solution with the lowest cost of ownership.

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