

OpenText Media Management

Quickly and easily find, share and use digital media assets to deliver the right content and rich experiences to users on their chosen platforms and devices



Offers the perfect balance of openness, enterprise performance and ease of use

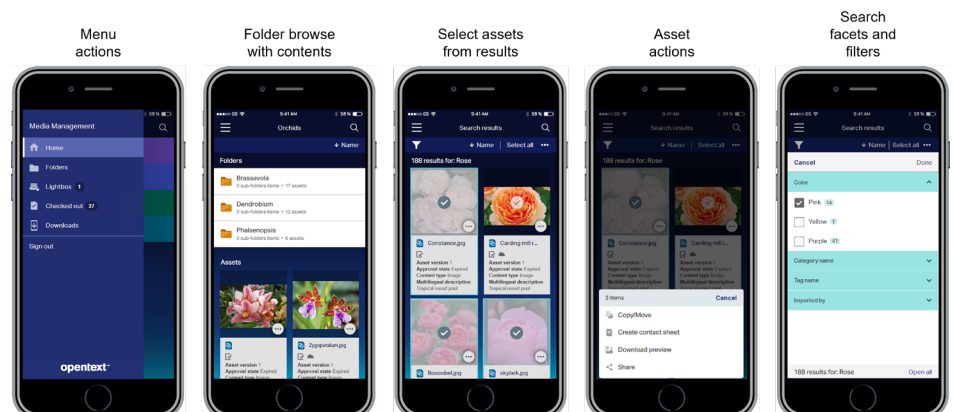


Supports millions or billions of assets, thousands of users and hundreds of channels



Saves millions of dollars in increased productivity, lower agency costs and decreased risk

The number of marketing channels, social media and customer touch points are growing at an astounding rate, increasing the challenge of onboarding new channels, reducing productivity and making it difficult to get the right content delivered without losing access and governance of assets and brands. While the fiscal burden to reduce agency spend increases so does the pressure to create automated and self-service tasks to streamline marketing, promotional activities and eCommerce.



New mobile UI puts everything right at your fingertips

PBS transforms media management with OpenText

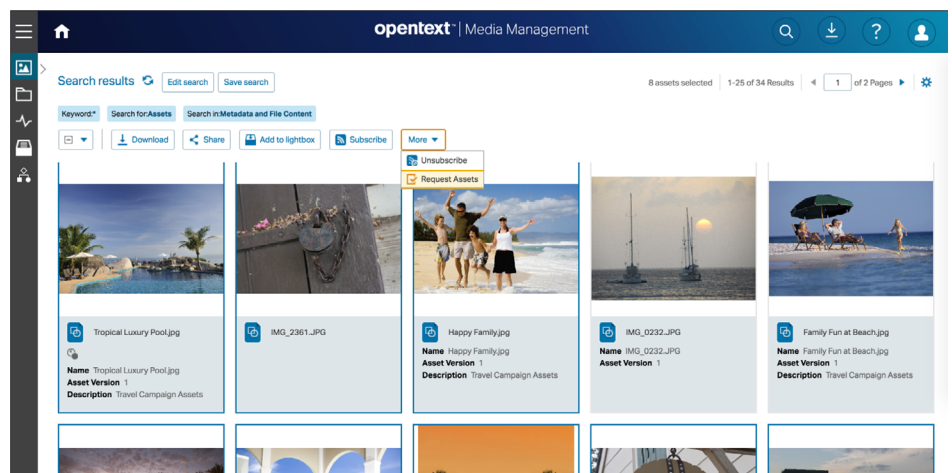
“Our member stations are actually our customers, and we provide content to them to disseminate to their general audience. We work very closely with them to provide good quality content. The challenge we had in the past was that we were using an FTP folder to manage all of our content. We had 192 different folders, about 4 TB worth of information, and 80 percent of it was actually out of rights. It was very difficult to navigate that structure and that’s one of the reasons why we selected the OpenText Digital Asset Management solution.”

Maura McKinley Tull
Senior Director of Digital Asset Management Products
PBS

[Read the full success story](#)

Users need ease of use, integrated workflows and embedded functionality for planning, creation, production, collaboration, approval, distribution, delivery and usage insights for marketing, media and video content. To do this in a climate of increased risk and liability, enterprises need secure access and asset controls to mitigate non-compliance and misuse of content. Marketing organizations with many users and an ever-increasing number of assets with complex business processes require an innovative solution with proven enterprise performance.

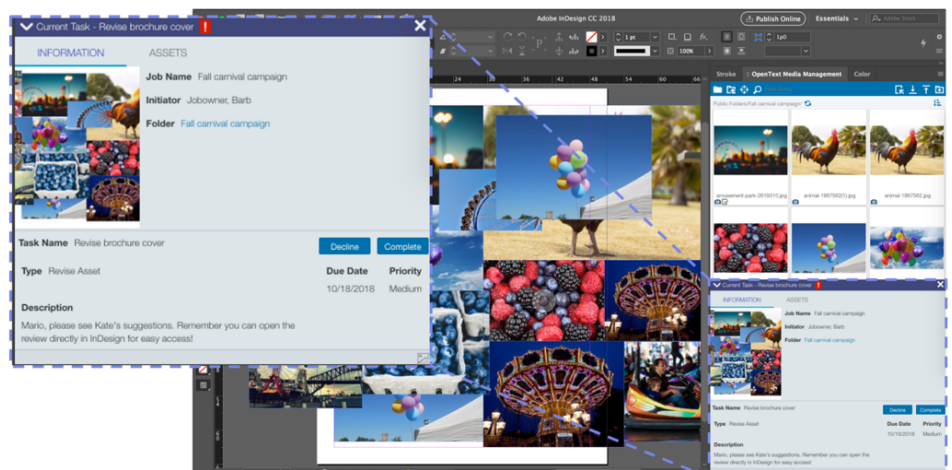
With OpenText™ Media Management, organizations can create and use media assets, bolster marketing collaboration and empower digital media supply chains to deliver on their brand promise to customers. Today, every company is a media company, using rich media, images and video to communicate with partners, customers, staff and other constituents. OpenText can help organizations securely manage digital media assets, brands and valuable IP to increase productivity, reduce costs and manage, repurpose and automate content publishing and delivery, enabling innovative ways to communicate and generating new revenue streams.



Activity Modeler creates new actions easily accessible in More menu

Proven digital asset management

To succeed in today’s competitive, digital world, organizations need their foundational applications to support current needs and growth needs into the future. Media Management provides proven solutions that scale from millions, even billions, of assets to help organizations manage their digital transformation. Media Management offers the perfect balance of technology flexibility and extensibility into corporate IT applications and MarTech ecosystem, with proven enterprise performance unlike any other in the industry.



Tasks and Creative Review are now accessible within the Adobe Connector Extension

Consulting Services

Managed Services

Training and
Learning Services

Optimize Services

Support for billions of assets

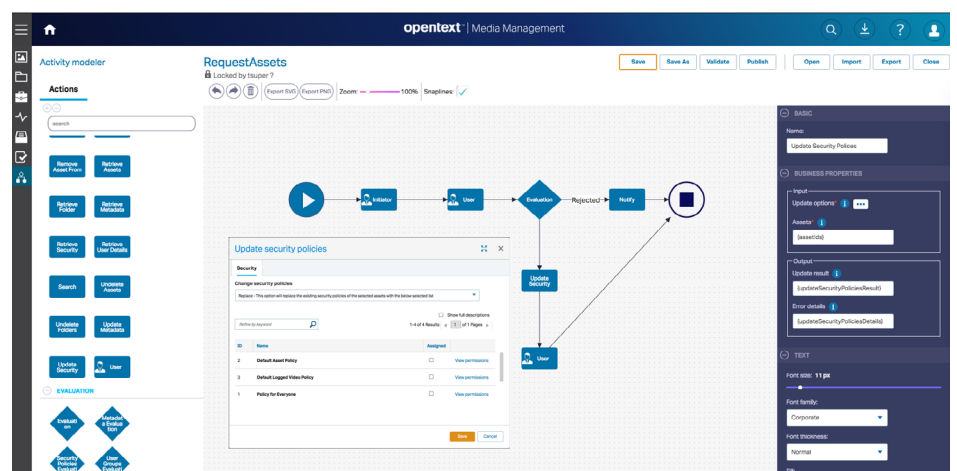
Media Management supports the largest digital asset management (DAM) repositories in the world, including cultural institutions, media studios and manufacturers that are managing tens of millions of assets and storage volumes of double-digit petabytes. Organizations need a DAM solution that can provide assets fit for any touch point, including online, mobile, kiosk, print, billboards and dynamic digital signage, without restrictions. Media Management is architected to support millions or billions of assets, thousands of users and hundreds of channels, now and into the future.

Ten years as an industry leader

Media Management has been a recognized industry leader for more than ten years and is one of the pioneers in DAM. It has 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 a centralized, secure and accessible repository, offering tools for create-to-consume workflows, collaboration, publishing and multichannel delivery—using digital assets to drive value for the organization. With a powerful yet simple to use interface, Media Management helps people find what they need to share and use digital assets anywhere for richer, more effective communication in marketing, sales and throughout the organization.

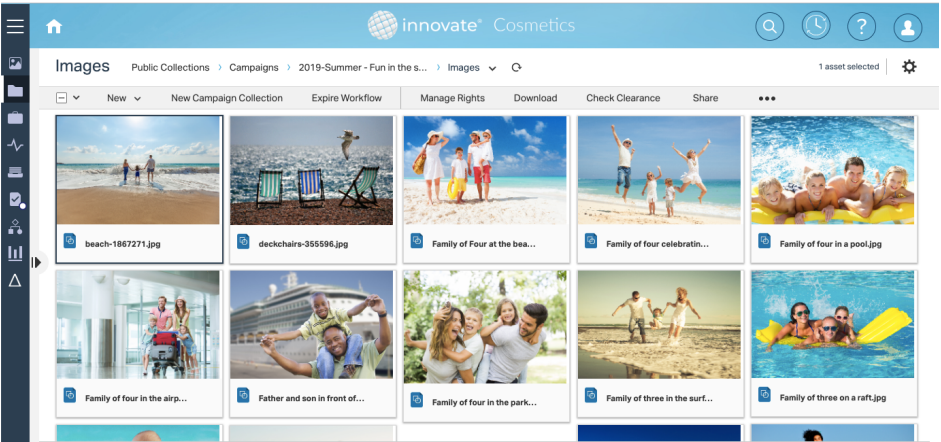
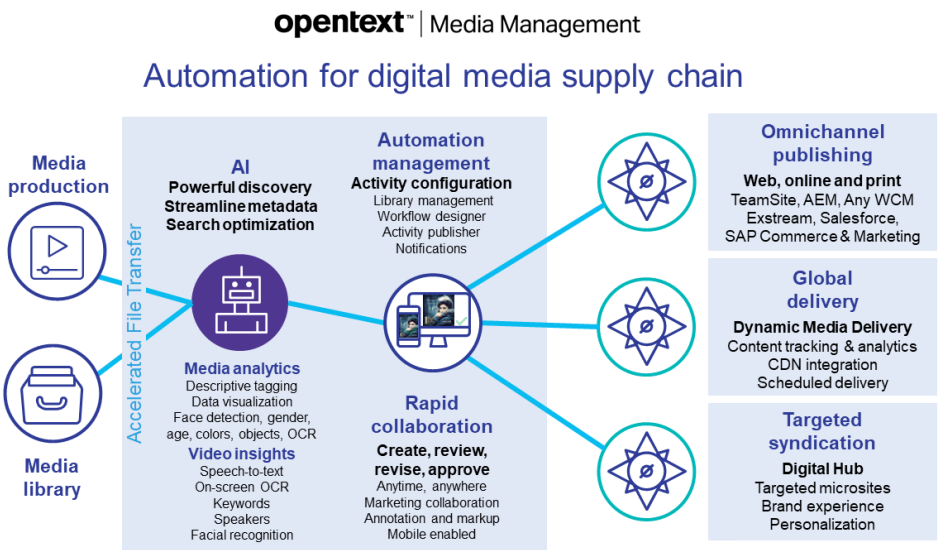
Millions of dollars saved

As an integral part of an ecosystem with interconnected and interdependent contributors and production environments (such as agencies, photo, video, audio, graphics, layout), Media Management stores and organizes digital media content for the multichannel digital supply chain, digital operations, marketing and brand management. Consolidation of all digital media and video into a centrally managed and controlled repository cuts costs while accelerating marketing collaboration, publishing and distribution to required channels and devices for better customer engagement. Users save millions of dollars through increased productivity and faster time to delivery, lower agency costs and decreased risk with improved governance and security.



New Activity Modeler provides easy UI for designing activities

Media Management is the only enterprise solution that can meet the broad set of content production, publishing and integration needs from managing libraries of media assets to publishing product catalogs, packaging and print communications or digital self-service portals. For IT, there is also a broad spectrum of integration and development options for custom business apps that leverages the content management capabilities within Media Management. Media Management is designed to facilitate the digital relationship between an organization, its users, partners, agencies and digital media network with greater transparency and access to media assets and intelligent control to distribute content to the right channel from several available systems, apps or output channels.



Features	Benefits
Centralized, global brand repository	Maintain brand consistency and standards throughout asset acquisition, sharing, repurposing, disposition and retirement
Engineered for enterprise	Deploy Media Management on-premises, in the public cloud or have it managed and hosted in the private OpenText Cloud
Secure, controlled global access	Enterprise image and video libraries for stock images, marketing campaigns, corporate archives, museums, cultural heritage and preservation
Digital asset management access	Licensing, subscription, syndication; portals for partner and franchise networks, offshore packaging, localization and omnichannel distribution
Marketing collaboration	Tools to streamline creation, revision, review and approval for internal and agency projects
Extensive metadata management	Includes 150 pre-defined metadata fields with automatic metadata extraction (XMP, IPTC, EXIF) and unlimited additional field creation with common taxonomy terms
Hierarchical metadata	Configurable by business users for inheritance, global visibility, tagging, compound/bulk ingest and edit, entity extraction, text indexing, standards and plug-ins for a variety of mappable standards for user-configured file types
Rich media analysis AI	Auto-tagging images by number of people, faces, age, gender, descriptions, objects, colors and OCR of captions. Microsoft® Azure® Computer Vision Rich Media Analysis service
Video insights AI	Tags video assets with time-coded, speech-to-text, on-screen OCR, speaker identification and known celebrities from the video based on a database of one million celebrities
Search experience	Range, proximity, stem and fuzzy searches, comparison operators, such as "before," "within," "is like" and "equals" Dynamic faceted search, controlled vocabularies, synonyms, type-ahead suggestions, related terms, "sounds like" and natural language Share saved searches with other specific user groups or as a public search
Digital rights	Digital rights and usage restrictions for any digital asset through security, metadata or rules-logic for multiple channels
Intelligent storage management	Seamlessly connect to public cloud or other storage to move content and reduce storage costs
Rendition management	Dynamically create and store multi-page assets, thumbnails, preview and proxies based on configurable specs for size, format, color, aspect ratio, compression and bitrate Renditions can be generated on the fly and delivered to multichannel, PIM, CRM, MRM and WCM
Smart compose delivery	Smart compose to automatically, dynamically and intelligently crop assets for channel use with Adaptive Media Delivery service Deliver recommended crops or curate the crop before delivery Easily deliver intelligently and automatically cropped images via AMD based on device size, such as mobile tablet, desktop, etc.
Activity management	Easily streamline and automate many common marketing requests with an easy to use automation configuration tool for marketers
Media Management mobile app	Review and approve on the go with notifications of pending tasks on a mobile device

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Features	Benefits
Mobile UX	Power of the DAM on mobile with friendly gestures for navigation, powerful search and filtering, easy asset sharing and management
Security	Three-part security architecture, ensuring the authenticity of users, controlled access to client functionality/metadata and security of all assets OpenText™ Directory Services' SSO supports LDAP, ADS, Sun OpenDS and SAML 2.0
Content localization	UX is internationalized for English, French, Spanish, Portuguese, Italian, German, Arabic, Simplified Chinese and Japanese
Extensive file support	Supports most major file types used for image, creative and video projects Supports popular and open 3D formats, including PLY, FBX, STL, 3DS, DAE and OBJ by integrating with Blender 3D formats can be imported as a bundle or compound set of files that represent the model, textures, colors, as well as other supporting files with immersive experiences where the 3D file can be rotated, zoomed in or out and its position reset, as well as derivative assets created from the posed 3D asset
Content performance analytics	Native analytics preconfigured to view system reports, create reports, data visualizations and charts Integrates with OpenText™ Experience Analytics and Big Data Analytics for 360-degree customer view of data from all sources
Web content management (WCM) integration	Integrates natively with OpenText™ Web Content Management, OpenText™ TeamSite™, OpenText™ Web Experience Management, OpenText™ WebSite Management and Adobe® Experience Manager through packaged connector, Sitecore and SDL using repeatable integration REST API and SDKs that leverage the Media Management AMD functionality to publish assets in a desired format via a URL
CDN integration	Built to be integrated to any CDN and comes with templates for Azure, Google™ and Amazon™
Commerce	Preferred DAM for SAP® Commerce and SAP® Marketing
Integration	Integrates with many marketing products to deliver seamless media integration Ships with REST API, a Java SDK and a complete Programmers Guide
OpenText™ Hightail™ Creative Collaboration	With a Hightail integration, the creative review process is a SaaS workload in the cloud Easily collaborate with external agencies in the cloud and use Media Management as single source of truth for approved creative
Digital asset delivery	Nonlinear packaging and distribution workflows allow media assets to be syndicated to commercial and proprietary video platforms, e.g., iTunes®, YouTube™, content delivery networks, etc.
Video enhancements	The Media Management connector to Brightcove® provides a best-in-class video platform for distribution of video directly from Media Management Transform video from Media Management and send it immediately to Brightcove for global availability from within the Media Management UI
Scheduled media delivery	Automate media delivery through an easy to use UI to schedule folders and search criteria to be delivered to various channels Deliver only asset changes or approved assets and replicate folder hierarchies
Integration with Microsoft® Office 365®	Source assets within Media Management from an add-in panel within Microsoft® PowerPoint® or Microsoft® Word® and place them in documents or presentations
Adaptive Media Delivery Server (AMD)	Streamline delivery of finished marketing content with automated URL-based delivery of renditions for omnichannel marketing and content delivery networks

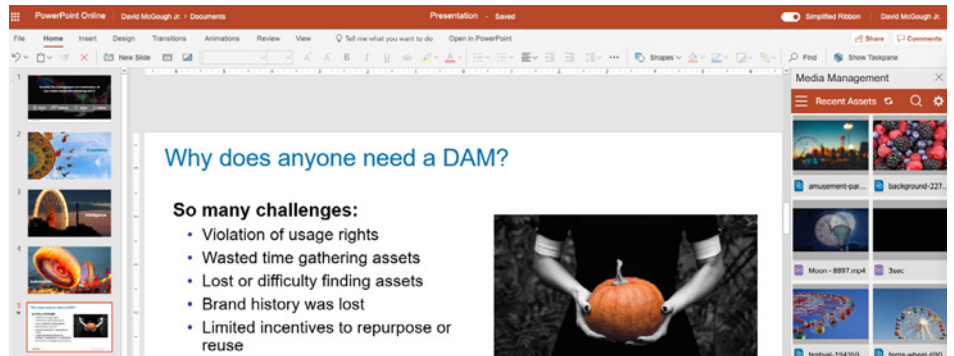
Add-on products for OpenText Media Management

OpenText Accelerated File Transfer for Media Management	Enables users to efficiently encrypt and securely transfer files faster with guaranteed delivery
OpenText™ Media Management Connector to Adobe® Creative Cloud®	Provides seamless browsing of Media Management digital content inside the native Adobe® Creative Cloud® applications, such as Adobe® Photoshop®, Adobe® InDesign® and Adobe® Illustrator® Designers can easily monitor jobs and tasks, search, view and check out assets, work on them locally and check in assets
OpenText™ Media Management Connector to Adobe® Experience Manager	Integrates with Adobe Experience Manager, adding the Media Management menu and allowing for secure access to assets, keyword search directly in Media Management and easy asset placement with drag and drop
OpenText™ Media Management Creative Review	Speeds up the review and approval process with sophisticated mark-up capabilities, enabling internal and external teams and agencies with flexible approval workflow, jobs, task routing and notification for formal approvals with complete audit trail
OpenText™ Media Management Digital Hub	Allows Automated Syndication Customers with Media Management to rapidly create targeted microsites, automating content syndication, increasing productivity, reducing costs and automating content updates and distribution
OpenText Experience Analytics	Provides rich reporting and data analytics capabilities for Media Management and the entire OpenText™ Experience Suite Platform
OpenText™ Media Management Connector for Salesforce Marketing Cloud®	Salesforce Marketing Cloud® integration allows direct access to assets in Media Management from within Content Builder for campaigns promoting reuse of content, saving time and removing duplication effort
Powerful SAP® ecosystem integrations	Extends Media Management, integrating with SAP Business Suite and SAP Hybris Commerce Suite via OpenText™ Digital Asset Management for SAP® Solutions
OpenText™ Media Management, Cloud Edition	Provides comprehensive managed services for Media Management in the OpenText Cloud, covering infrastructure, operating environment, deployment and application support
Rights Cloud™ by FADEL® for OpenText™ Media Management	Delivers a single "rights" source across agreements, talent and assets—arming organizations with content governance and compliance and smart insights for advertising content
OpenText™ Media Management Advanced Video Workflows	Adds comprehensive professional video processing capabilities with seamless integration from industry leading IPV Curator for a single "all-in" media asset management solution
Mediawide Asset Builder Web-2-Print Solutions for OpenText™ Media Management	Brings the efficiencies of "create-once, use-many" to repurpose, re-express, reuse and recreate print and digital assets, directly inside Media Management, without incurring expensive and time-consuming interaction between media agencies and distributed marketing teams
Circles of Trust	Integrates with partner, Circles of Trust, allows encrypted file sharing only with users in Circles to mitigate digital media piracy

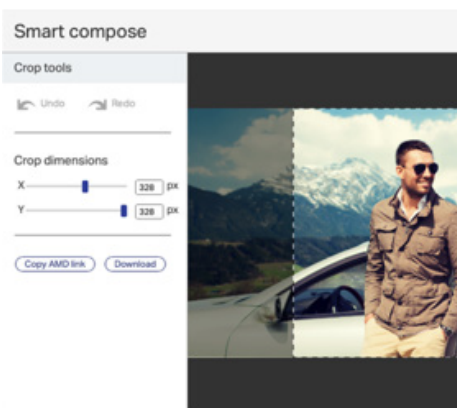
➔ Digital Asset Management (DAM)

➔ Eliminate DAM Chaos

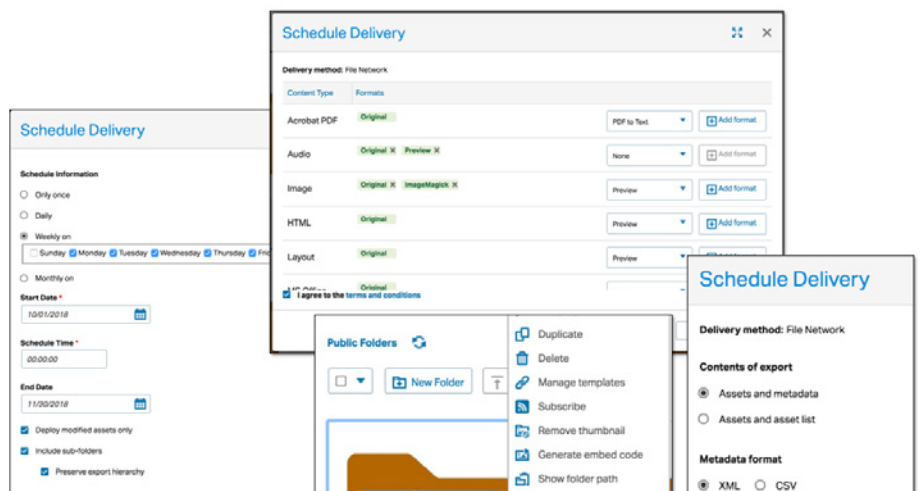
➔ Forrester Wave DAM



An add-in for Microsoft Office 365 allows users to source assets from OpenText Media Management while working in the Office 365 app. Search, select and insert previews of images into Microsoft Word and Microsoft PowerPoint documents.



Use smart compose to automatically, dynamically and intelligently crop assets for channel use with Adaptive Media Delivery service



Scheduled Delivery provides easy to use UI for automated asset distribution

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: [opentext.com](https://www.opentext.com).

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