OpenText Media Management: Use Rich Media to Create Engaging and Personalized Experiences

There is no question that rich media is vital to business today. Creating and publishing media is no longer exclusive to just ad agencies and television studios. Today, media is playing an increasingly prevalent role in sales and marketing, training, customer service, corporate communications, licensing, and product packaging. The reason is simple: rich media is engaging and effective.

In today's business environment, where time is of the essence and the experience is what sells, your customers, partners, and prospects want videos, pictures, and information because they want to see it and hear it—not just read about it. Fortunately, it is now easier, faster, and more affordable to create rich media. As a result, there's been an explosion of rich media assets in every company.

But here's the problem: The technology to create rich media has outpaced your ability to manage it. Organizations are now feeling the pain of trying to manage, control, and efficiently distribute all of the new media they're creating and receiving. Here are just some examples:

- Searching for or locating media files that are not text-based is not easy.

- Converting and preparing media files for multiple uses— corporate web sites, broadcast, YouTube™, training videos, mobile apps for smart phones—is difficult, time-consuming and prone to error.

- Rich media has a ravenous appetite for storage space, putting pressure on IT to meet storage needs.

- New opportunities to engage customers via emerging channels, such as mobile and online services, including YouTube, Facebook® or Apple® iPad®, are lost due to lack of resources to optimize existing media or campaigns.

- Every local region now scrambles to localize the corporate brand and messaging for their markets—potentially eroding consistency in the process.

SUMMARY

OpenText Media Management is an integral component of the Customer Experience Management (CEM) portfolio of products that OpenText offers to help organizations execute on comprehensive Enterprise Information Management strategies. CEM is a set of technologies that organizations can take advantage of to exceed customer expectations, reach new markets, and provide superior experiences across all digital channels.

Because systems and processes used to create and manage rich media have typically developed on an ad-hoc basis, without the benefit of an enterprise strategy, they create risks and inefficiencies for large organizations. With OpenText Media Management, rich media can be used efficiently within the context of your Enterprise Information Management system. In short, OpenText makes media work for you.

Media Management makes media work for you and your business

Given the increased use and importance of media throughout your organization, it's imperative that you have a plan in place to manage it. Otherwise, you're leaving money on the table—in terms of inefficiency, missed opportunities, and risk. OpenText Media Management enables you to make money, save money, and reduce liability in the following ways:

- *Increase media agility* – Take advantage of emerging opportunities quickly using your existing rich media to engage, persuade, inform, and entertain. Automate publishing and distribution processes to expand the impact of your creative media. Convert files, apply metadata, package assets, and then deliver those files to any destination with minimal effort.

- *Optimize media operations* – Enable all the stakeholders to participate in collaborative processes. Engage design professionals and business users with an appealing and intuitive user interface that allows them to work efficiently with all media, regardless of format and technology. Ensure that the right stakeholders are involved at the right time with easy-to-use and integrated workflows. Reduce lost time and effort by ensuring that media files can be found quickly and reliably. Eliminate silos by providing a purpose-built system to manage images, video, layouts, and other media assets.

- *Ensure consistency and reduce risk* – Maximize your investment in branding and media by ensuring consistent use of rich media assets across your organization. Comply with licensing requirements and legal constraints. Minimize risk of inappropriate or off-brand use of media.

Media plays different roles in different organizations

As media plays a growing role in a wide variety of industries, Media Management has the usability, flexibility, and scalability to meet the specific needs of your organization. Media Management offers various modules and configuration options specific to our most common use cases. OpenText has hundreds of customers in a wide range of industries, and we have the expertise and experience to ensure your needs are met now and in the future.

Organizations in many industries can benefit from OpenText Media Management

The following table outlines how OpenText addresses some of today's business challenges:

BUSINESS	CHALLENGES	HOW OPENTEXT HELPS
MARKETING	Because they're difficult to search for and find, brand assets are often re-created. Agencies often maintain assets "on your behalf," which can exacerbate the problem. Companies are not able to integrate rich media with other systems.	- Provides a single location for stakeholders to iterate collaboration on assets. - Supports review and approval processes and provides the "find-ability" and usability that your organization needs to get the most value from your assets.
MEDIA AND ENTERTAINMENT	The media lifecycle is complex and involves many stakeholders. Physical stock is an important corporate asset. Publishing to an increasingly broad set of destinations is labor intensive.	- Provides a central point for all stakeholders to plan, aggregate, and review work in progress. - Manages physical stock. - Automates complex publishing tasks.
PUBLISHING	Publishing books, magazines, and catalogs requires you to pull together assets with a large number of component pieces. Each piece is iterated on, and the whole is published to print, Web, and, increasingly, eBook formats. This is a complex process.	- Makes it easy to organize and track the component pieces, ensuring that the final product contains the right version of every piece. - Allows you to publish to more formats and destinations.

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BUSINESS	CHALLENGES	HOW OPENTEXT HELPS
MUSEUMS AND ARCHIVES	Museums and archives have begun making their cultural and intellectual treasures available online. These collections already include rich media: photos, film, music, lectures. How to organize these vast collections is just one challenge. A bigger concern is how to maintain control and security over their use, while reaching ever-wider audiences.	▪ Easily handles the largest archive collection. ▪ Provides the ability to add appropriate metadata and handle multiple taxonomies required by your experts and treasures. ▪ Ensures that only the correct versions of the appropriate assets are published. ▪ Controls access to view and download the digital assets.
MANUFACTURING AND DISTRIBUTION	Parts catalogs, assembly instructions, and CAD files are all rich media assets that can be made available to partners and customers. To do that, you must ensure that these assets are organized and searchable so that the appropriate audience can find them.	▪ Enables you to integrate your visual media with your parts, products, and inventory databases. ▪ Allows manufacturers and distributors to work effectively together and with their customers. ▪ Links digital assets to third-party business systems such as SAP for comprehensive workflows and distribution.
INSURANCE, MEDICINE, LEGAL, AND ENERGY	Documentary evidence is stored increasingly as high-resolution photos and video. But traditional case management software doesn't handle this media well.	▪ Ensures that your media workflows can seamlessly integrate with your case management system and other processes.

What does Media Management do?

OpenText automates and optimizes these five essential elements of media management:

▪ *Collecting* – Media Management collects content with automated batch importing and transcoding services for all types of media, including images, layouts, audio, presentations, and video. The result is a single system and an authoritative source of truth that your entire global organization can leverage, without the silos, massive email files, or guesswork.

▪ *Managing* – Media Management manages rich media efficiently with the ability to organize, categorize, and apply appropriate security policies to link related assets. To ensure that media assets can easily be found when needed, OpenText ensures the richest possible metadata can be applied with minimum effort.

▪ *Finding* – Because media is only useful if it can be found, Media Management enables faceted search as well as keyword and advanced searching and allows users to browse taxonomies or folders. OpenText offers the ability to include synonyms in search, improving the likelihood of finding what you're looking for.

▪ *Repurposing* – Reusing media assets allows you to maximize your investment and reduce wasted effort. Media Management makes it easy for your entire organization to find appropriate media for use in presentations, marketing, and other business communications. Workflows ensure that people follow processes for production, review, approval, and legal signoff.

▪ *Distributing* – Publishing and distribution of media can be as simple as emailing the right file to the right destination or as complex as requiring transcoding, packaging of multiple components, preparation of proper metadata, and delivery to a specific location. Media Management automates this process so that publishing and delivery become a one-step process.

In addition, Media Management goes beyond what other niche vendors deliver in combining an enterprise-grade platform with greater collaboration, improved productivity and industry-leading features.

▪ *Platform* – In addition to providing the core capabilities, Media Management is one of the OpenText CEM solutions. As such, it is robust and flexible enough to support your enterprise needs. Media Management provides an environment that is highly scalable and includes extensive APIs for customization, extension, and integration.

▪ *File Acceleration* – Large-size files such high-definition (HD) video, can take hours to upload or download. Media Management has embedded file acceleration technology, OpenText Managed File Transfer, to bypass traditional FTP and HTTP file exchange. Up to 80 times faster, Managed File Transfer provides faster time-to-market and increases productivity.

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- *Media Hub* – OpenText Portal for Media Management allows customized, browser-based portals to access the media repository, Custom brand portals for internal and localized groups, allow secure access for content consumption.

- *Creative Review* –Markup and annotate images and video as part of a collaborative workflow. Integrated with Media Management workflows such as review and approve, the OpenText Media Management Creative Review module is a powerful tool for your creative teams.

- *Audit* – The OpenText Media Management Audit module collects statistical information about the usage of digital assets in Media Management and tracks changes in assets, folders, categories, and workflow and audits user activities such as create, modify, delete, access. The Audit Module includes a real-time browser console which provides a snapshot view of activities and content changes as well as comprehensive analytics and drill-down reports based on event data collected in Media Management.

Netting it out: What Media Management means for you

With Media Management, you can:

- Dramatically impact your organization's ability to drive value with intentional and consistent branding, identity and customer experiences.

- Make your rich media assets available to everyone who should have access. Your entire organization is now able to efficiently produce, use, and publish media in a way that works for your business.

- Have the right version of the right asset in the right format at the right time.

- Manage rich media as it becomes an organic part of your business—not as just a tool of the marketing or publications departments. ■

OpenText Media Management: Optimize media operations and increase media agility, while ensuring consistency and reducing risk

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