

# OpenText™ Digital Media Supply Chain Management Process App

Drive Profits and Global Reach with Streamlined Digital Media Project Management

Reign in project disorder and confusion with OpenText Digital Media Supply Chain and Workstream Management. This solution provides controlled processes and complete visibility throughout the lifecycle of every digital media project.

OpenText combines centralized Digital Asset Management (DAM) with intelligent Business Processes Management (BPM) and easy-to-use Web Experience Management (WEM) to streamline complex creation, approval and publication processes. You can ensure delivery of digital media products to the right person, at the right time, in the right user experience with OpenText automating control, security, presentation, and distribution over every channel.

Thanks to the exclusive OpenText ability to support both the business systems and content creation systems needed to manage projects from end-to-end, you can reach a global audience and monetize your digital products far more rapidly.

## The Business Issue

Managing the complex supply chain for digital media products has become extraordinarily difficult. Isolated systems and manual processes for managing the project lifecycle are costing too much time and money. The result is a negative impact on time-to-market and profitability.

## Why OpenText

From project inception to multi-channel publication, OpenText Digital Media Supply Chain and Workstream Management delivers control, automation, and visibility into all your digital media projects. Only OpenText marries centralized DAM, BPM, and WEM to drive exceptional project efficiency, business agility and product profitability.

**“Being able to assign specific end users to deliverables along with timelines and scope of work offered us complete visibility into our processes.”**

CHRIS CONTAKES, VICE PRESIDENT, INFORMATION TECHNOLOGY, PBS

## TOP FOUR BENEFITS

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### **Achieve faster time-to-value at lower cost**

Reap the benefits of automated workflow to orchestrate the digital media production cycle from start to finish. Enterprise workflow automates entire processes, pushing the project forward when appropriate, notifying users of their tasks, and ensuring tasks are completed in the right order.

### **Quickly monetize products across multiple channels**

OpenText appropriately formats each digital media product for distribution in multiple channels. The solution maintains the integrity of the content and messages while eliminating manual, channel-specific preparation.

### **Increase worker productivity and collaboration**

The unified, centralized repository provides a one-stop shop for accessing digital media assets, while ensuring users can continue to work in their native production tools, such as Adobe® Photoshop®.

### **Extend the value of enterprise systems in digital media projects**

Easy integration with essential business platforms makes digital media creation, management, and distribution an integral part of the business systems used to run the company.

## Key Capabilities And Benefits

### Optimize the Digital Media Project Lifecycle

- Single source of truth—Comprehensive DAM repository maintains all assets, ensuring users are working on the most current version and eliminating redundant creation or lengthy searches.
- Internal and external workflow—Enterprise processes automatically deliver contracts to talent, work orders to vendors, and user/role specific communications to creative artists, administrators, and executives working on a project.
- Dynamic processes—Flexible, rules-driven processes support both structured, formal processes and ad hoc, case-based processes. Attachments can be uploaded and travel with a project at all times.
- Omni-channel experience management—Automatic preparation for publication adjusts the attributes of each product to match the channel, such as resizing a banner appropriately for your website and mobile app.
- Bi-directional integration—Standards-based integration gives business systems access to unstructured media content, while providing the DAM with access to enterprise data, such as pricing, customer, and business rights data.
- Streamlined file management—Automated file management for such tasks as de-duping, re-organizing, and archiving digital assets eliminates manual time and effort.

### Simplify Project Control and Management

- Role-based access—Fine-grained permissions provide each user with the right view into content, such as a view for content creators, another for reviewers, and a third for the customer's shopping experience.
- Automated security—Security settings can be established as part of an automated process, eliminating the need to manually reset access. For example, project creators can use a process that allows reviewers access only when the creation phase has been completed.
- Efficient project searching—Flexible search tools make it easy to see how many tasks are connected to a project and if any are overdue.
- Full visibility—Extensive reporting provides complete visibility into projects in real time, including asset usage rights and history.

### Gain Rapid Time to Value

- Pre-built, industry-standard components—Robust set of pre-built components for controlling digital media assets, managing project processes, and distributing assets across multiple channels accelerates implementation.
- Easy, quick configuration—Business-friendly configuration tools make it easy to adapt the pre-built components to your company's exact needs.

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