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## What's in It for You?

Remember when Netflix launched? Here's a quiz for you: How long was it before Blockbuster felt bankruptcy breathing down its neck?

- A) 11 years
- B) 8 years
- C) 4 years



We used to have more time. If something threatened our organization, we received gentle warning signs that we could mull over and respond to in a reasonable amount of time. These days...not so much. Blockbuster saw signs of bankruptcy in only four years from the launch of Netflix. In this digital-first world, we need to know, share, send, secure, and track everything now, now, now!

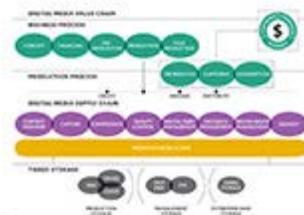
In this issue, we're going to take a close look at the Digital Media Supply Chain. We'll also check in with Innovation Tour and SP1 for OpenText EIM Suites, and we'll announce where our annual conference, Enterprise World, will be. Read on!

## Build Your Knowledge, Build Your Strategy

### Digital Media Supply Chain

About 15 years ago, the emergence of MP3s blew up the old business model of recording and distributing music. The music industry saw billions of dollars evaporate, and the other segments of Media and Entertainment saw what happened to Music and swore it wouldn't happen to them—media companies have decided it's safer to roll with technology than fight it.

The Digital Media Supply Chain is the process used to create, manage, and deliver digital media. It's about getting the right content and rich experiences to users on the platforms and devices they choose. **Forrester Research states, "Digital businesses understand that if**



### OpenText TV

Tune into OpenText TV at [www.opentext.com/ottv](http://www.opentext.com/ottv)! You'll hear the latest from OpenText tech experts, watch interviews with thought leaders, and learn about the industry's hottest innovations and trends. Why not pick up some tips today from *OpenText TV Tech Talk: [Managing Your Media Assets with Michael Scott?](#)*



### Links to Keep at Your Fingertips

- [Digital Media Supply Chain](#)
- [Contract Center](#)
- [Managed Cloud Services](#)
- [OpenText Cloud](#)
- [Innovation Tour](#)
- [Enterprise World](#)
- [Customer Stories](#)
- [Product Catalog](#)

**they are to win in the age of the customer, customer experience is their only differentiator.”** (Source: Nigel Fenwick and Martin Gill, “The Future of Business Is Digital”, Forrester Research, March 10, 2014)

But this supply chain gets more complicated as digital media flows to multiple devices. Digital marketing goes to many channels and must maintain the integrity of the content and message. The digital media supply chain has three key challenges:

1. Rapid digitization of the media value chain
2. Consumerization of content creation and distribution
3. Pressure for operational efficiency

## Keeping You in the Know

### Digital Media Supply Chain from OpenText

At OpenText, Digital Media Supply Chain is a blend of business process and customer experience solutions that allows organizations to execute marketing strategies at the pace customers demand. With this, your organization can take control of and literally transform your brand.

Digital Media Supply Chain from OpenText offers key values:

- Tracks, monitors, and measures a seamless end-to-end workflow so files are never lost
- Stores all videos in a single repository with detailed metadata so they're easier to find and reuse
- Enables transfer speeds that are up to 8 times faster than FTP with MFT
- Exports to any format and any channel

Learn more about streamlining your [Digital Media Supply Chain](#).

### SP1 for OpenText EIM Suites

Service Pack 1 (SP1) was [announced](#) at Enterprise World last November as a comprehensive update of all OpenText EIM product suites. SP1 drives success in the Digital-First World by focusing on improved customer experience, reduced TCO, and complete integration. [Read more...](#)



### OpenText LearnFlex

OpenText LearnFlex is a learning management system for training, education, and certification needs. With LearnFlex, anyone can quickly enroll and start learning—without software downloads, IT involvement, or limitations. And now it's got enhanced usability, improved navigation, better forms and surveys, [and more!](#)

### OpenText Shinydrive by Shinydocs

OpenText Shinydrive by Shinydocs enables users to access Content Server through a Windows drive with the same interface as a shared



## Things that Make You Text WOW

Studios have decades' worth of film and video in their archives; however, nearly [98 percent](#) of that content is not accessible and available for distribution. It's locked away in climate-controlled warehouses and represents a huge opportunity in a world where consumers now demand that content be delivered when, where, and how they want it, on any device they choose.



## Digital Drives Efficiency

Yes! Digital technologies do drive efficiencies in supply chain operations. Check out the stats in this [infographic](#).



## Upcoming Events

### [Innovation Tour 2015](#)

- Ottawa – Apr. 28
- São Paulo – May 13
- Calgary – May 20
- Johannesburg - May 21
- Shanghai – Jun. 5
- Washington, D.C. – Jun. 9

### [Enterprise World 2015](#)

drive, all the while maintaining RM, metadata, and permissioning. Plus the user experience is the same, so there's no training required. [Read more...](#)

## What Others Are Doing

### Marks and Spencer

Marks and Spencer has more than 100,000 digital assets and a huge multi-channel retail operation, and they depend on OpenText Media Management to provide single, enterprise-wide Digital Asset Management. [Read more...](#)



## Hot Places to Be

### Innovation Tour

Join us for a one-day immersion into the present and future information economy. What does it take to **Simplify, Transform, and Accelerate** in order to succeed as a Digital Enterprise? What are forward-looking organizations doing right now to capitalize on the astounding potential of a Digital-First World? We're bringing the best in strategy, tactics, and innovation directly to you!

Innovation Tour 2015 has started in North America. [Meet us](#) in a city near you!



### Enterprise World

Tomorrow's success depends on what you do today. Meet industry leaders and experts at Enterprise World and learn how to maximize your existing OpenText investment to drive even more value.

This year, Enterprise World will be at the fabulous MGM Grand in Las Vegas, Nevada:

**Pre-conference training:** Nov. 8-10

**Core conference dates:** Nov. 10-12

**Post-conference user group meetings:** Nov. 13

[Pre-register now!](#)

### SAPPHIRE NOW

Discover how to simplify and enrich your business processes at SAPPHIRE NOW 2015. Don't miss your chance to network with OpenText experts and learn how SAP and OpenText can help you simplify your platforms to enable and transform your digital content. [See you there May 5-7!](#)

## Things You May Have Missed

- Recent Innovation Tour highlight: OpenText is featured in Bloomberg Asia's Brandstanding. Read [our CEO's blog](#).

Las Vegas – Nov. 8-13



### Questions?

Please [email us](#) anytime!

### Connect with Us



- [Find out](#) how a digital media platform can improve your retail customer's journey.
- Check out our Industry Insights blog post [Breaking Bad: How Technology Is Changing Media & Entertainment](#).
- New best practices document: [Installation of Web Compliance Manager on SUSE Linux](#)
- New performance white paper: [Configuring F5 Big-IP for OpenText Media Manager](#)

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