Relieve Marketing Asset Chaos and Drive New Levels of Brand Consistency

OpenText Media Management

Technical White Paper

Product Management
January 2011

Abstract

A must-read paper showing how marketing accelerates return on development investment and reduces campaign costs by applying best practice in digital asset access, distribution, and approvals.

Contents

Introduction

OpenText Digital Media Group is a world leader in digital asset management with significant experience in publishing, entertainment, broadcasting, department store, and consumer brand sectors including success with the *BBC, Discovery Channel, Whirlpool, Hasbro, AkzoNobel, McGraw-Hill, Random House, Timberland,* and *Macys.* Over the next five years, OpenText has allocated a $1B research and development fund to enhance content management solution innovation and market leadership.

Background

Media assets for marketing are costly to produce, complex to manage securely, and difficult to distribute. OpenText Digital Media Asset Management solutions were developed to support marketing directors, media owners, and brand executives in managing these challenges to ensure the full value of creative investment is achieved and client satisfaction is maintained.

Target audience

This OpenText thought leadership paper is designed to present an experienced viewpoint for marketing directors, brand owners, and IT executives to show how to reduce the cost and risk of media asset management using best practices.

Digital media asset management challenges

When dealing with digital media, many companies struggle with productivity, especially when attempting the following:

- Increase return on digital assets

- Accelerate new product launches

- Increase return on development investment

- Improve digital asset access, distribution, and scalability

- Reduce development, approval, and distribution timescale

Similarly, there are many challenges when considering brand equity, including the following factors:

- Raise asset security

- Enhance brand value

- Ensure asset availability

- Maintain legal compliance
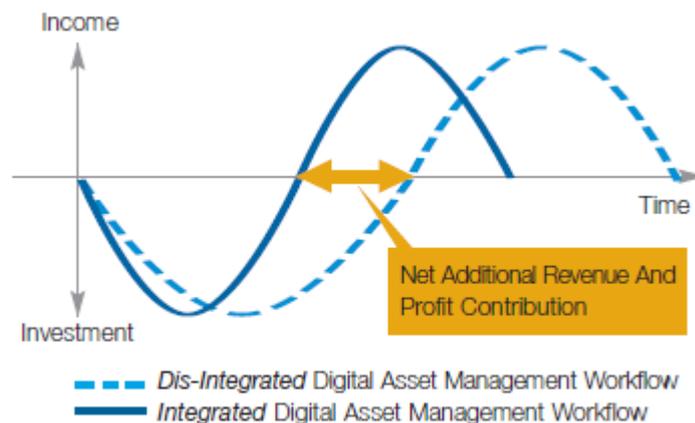
- Avoid copyright license lapses

Media Asset Management Challenges

Rich media, including video, layouts, and pictures, quickly becomes a strategic asset that will only realize value if it is secure, available, and compliant. The asset management challenges faced by publishers, broadcasters, retailers, and consumer brands are diverse and must be resolved to ensure marketing production costs are lowered, asset value is protected, and quality of delivery is maintained to enhance brand value.

Economic challenges

Accelerating income and development payback

In general, the lifecycle of new products is reducing and the time for marketing to launch the campaign and support material in print, online, or broadcast is a part of the timetable. With traditional media management methods, the impact is process delays to new income and, more importantly, slower development investment payback and ultimately a poorer competitive advantage.

Income

Time

Net Additional Revenue And Profit Contribution

Investment

- - - *Dis-Integrated* Digital Asset Management Workflow
—— *Integrated* Digital Asset Management Workflow

Example: Using digital asset management to accelerate income and development payback

Investment Item	Value
Development Cost	$1,500,000

Investment Item	Value
Marketing Launch Cost	$160,000
Total Investment	$1,700,000

Payback Item	Traditional Marketing Asset Management	OpenText Digital Asset Management Solution
Q1 Sales	$80,000	$476,000
Investment Repayment @50%	$40,000	$240,000
Net ROI	2.2	13.6

Despite a shorter product life, development costs are rising. The need to achieve return on initial investments is completely dependent upon a timely launch, meaning that disintegrated asset management support for launch material production will negatively impact development cost recovery.

Reduce development time and cost

Efficient collaboration is a critical factor in ensuring that marketing campaigns or media productions meet deadlines on or below budget. The main obstacles involve inefficient, disintegrated workflow processes that prohibit timely intervention and collaboration from stakeholders in, for example, the creative to client approval process or storyboard to broadcast.

"In an economic downturn, there is increased dependency upon successful and timely new product launches to compensate for existing product sales declines and margin pressures".

The issue is compounded during an economic downturn, when the dependence upon successful and timely new product launches is more critical than normal as existing products generate less growth and income. The solution involves automation, supporting real-time collaboration throughout the asset lifecycle of production, review, approval, distribution, and archiving, which reduces time to market, realizes higher quality, and lowers production cost.

Improve digital asset access and distribution

Secure, immediate accessibility of digital assets in their latest version is a critical dependency for efficient, quality-controlled, and timely production. For example, marketing may require immediate access to archived presentation material to support a client request, or a digital media asset may be needed by marketing for a new campaign, yet it cannot be found, causing significant expense in reproduction or new material acquisition.

Increasingly, digital assets are produced and then delivered through multiple channels to the target audience, including mobile, television, social networking, web, and print. Distribution to different channels is typically a complex, labor-intensive process requiring transforms, formatting, packaging of multiple components, preparation of metadata, and delivery to a specific location.

This challenge requires an integrated and automated procedure so that production access and distribution becomes a single-step process, enabling different teams to find and leverage eachothers' work, rather than individual channels or workflow stages existing as costly independent silos using email to interact. The automated system must also be readily scalable to account for new authorized users internally or externally as the business expands.

Increase return on digital assets

Even with an efficient production process, digital assets are expensive to produce and therefore reuse is critical for return on investment. In the entertainment field, archives have established significant shareholder value which is often the majority of a corporate market valuation, and, in the advertising field, a marketing campaign may be repeated years after original production yet only require an updated format rather than reproduction if the material is readily accessible.

"*Less than six months after Baxter International created its digital media collections, the OpenText system was managing about 3,000 cleared, high-resolution photos, presentations, posters, and brand style templates, supporting 1,500-plus users worldwide*".

With no organized repository, digital assets are easily mislaid, then having to be expensively recreated. Version control is almost nonexistent. A key element of the solution is to eliminate multiple silos using an integrated web-accessible system based upon one organized location to manage images, video, or layouts in a structured framework, using "natural language search" which raises productivity and lowers production cost.

Brand equity challenges

Enhance asset security and brand value

Integrated marketing can add significantly to brand equity, but security is a critical issue for asset protection, limiting material access to trusted users and lowering the risk of asset loss through catastrophe. It is impossible to maintain asset security and availability efficiently with a non-integrated workflow process. There is the added risk that local organizations or channels may corrupt digital assets when security is fragmented, enabling unsecured access and leading to an inconsistent brand message that may even conflict with the intended image, reducing brand value.

The answer is to provide each asset with its own security policy aligned to a best practice framework such as ISO 27001, an information security management system standard, to limit access and ensure that formalized production processes, review, approval, and legal sign-off workflow stages are maintained. This framework enables service-based solution delivery models such as On Demand, Software-as-a-Service [SaaS], Hosted, or Outsourcing which may further improve efficiency, increase margins, and reduce risk.

Avoid compliance issues

Copyright licenses may lapse during an extended or delayed production cycle, which will add cost and potentially legal risk, if there is no adjustment of the procedure once the

license deadline has expired. Similarly, legal review and sign-off can be extended by lack of formalized workflow and access to critical supporting documentation.

By distributing assets through digital rights approval workflows, all users will be automatically advised on a copyright license status to ensure material meets legal or contractual obligations.

There will also be a fully transparent asset user history supporting legal sign-off, detailing who viewed, downloaded, or uploaded each asset by date, time, and location, satisfying regulatory requirements for security and audit controls.

Business Case

Improving productivity and increasing brand equity

The productivity gains from integrating and automating digital asset management processes come from production operations and accelerated income from the ultimate impact of the material in the market. In most cases, the accelerated market income rewards will be significantly greater, and this then leads to further gains from improved market share, higher investor confidence, and greater customer loyalty.

Compelling Media Asset Management Issues	Fragmented or Manual Media Asset Management	OpenText Integrated Digital Asset Management Solution
Productivity		
Version Control	Unavailable	Controlled
Production Time	Volatile	Controlled
Access and Distribution	Inefficient	Controlled
Return on Digital Assets	Volatile	Maximized
Time to Revenue and Launch ROI	Volatile	Maximized
Brand Equity		
Security	High Risk	Managed

Compelling Media Asset Management Issues	Fragmented or Manual Media Asset Management	OpenText Integrated Digital Asset Management Solution
Consistency	Inconsistent	Consistent
Legal Sign-Off	Complex and Costly	Simplified and Productive
Copyright License Awareness	No Notification	Full Notification

Marketing Asset Lifecycle

Composition → Production → Distribution → Revenue → Archive

Across lifecycle gains

This business case example uses the marketing lifecycle to demonstrate gains from automated digital asset management efficiency in the production process for just one item of product launch collateral, excluding the impact in revenue from accelerated material availability.

Marketing Lifecycle Stage	Description	Fragmented or Manual Media Asset Management	OpenText Integrated Digital Asset Management Solution
Composition	Identify, collate assets, and send to agency	16hrs	<2hrs
Production	Design, layout, obtain rights, review, and sign-off	48hrs	<12hrs
Distribution	Distribute materials to sales channels and sales staff	4hrs	<1hr
Totals		68hrs	15hrs
Immediate Savings	Based upon $130/hour average		$6700

Business Case Studies

OpenText business case studies show how corporations have applied the Media Asset Management solution and achieved significant business value to more than substantiate the investment.

AkzoNobel image bank reduces cost and simplifies access worldwide

Business challenges

- High cost of asset reproduction

- Disparate silos of photography across the organization

- Increasing number of assets and rising number of users needing access

Solution

A web-accessible OpenText Media Management solution for the consolidated image bank, available to all AkzoNobel marketers worldwide and trusted external agencies. Currently there are 1,800 users enabled to share around 16,000 high quality photographs and brand logos.

"We have experienced significant cost savings since implementing OpenText's Media Management solution. With the ability to centrally store and share all our photography globally rather than recreating these assets because people didn't have access to them, we save £500 ($800) each time a photograph is reused". -Global Consumer eMarketing Leader, AkzoNobel Decorative Paints

Business benefits

The benefits include cost reduction from reuse of assets, lower risk of intellectual property rights infringement, increased level of "best practice", accelerated implementation, and higher-quality marketing material.

Timberland saves time, improves media reuse, and reduces risk

Business challenges

- Global consistency

- Duplication of assets

- Loss of time and productivity

- Risk of improper image use

Solution

A web-accessible OpenText Media Management solution to improve productivity and collaboration for marketing across the enterprise. Timberland users particularly value the OpenText one-touch, one-click downloads, quick keyword search, contact sheet, simple navigation, and sets and collections.

"Before implementing the media management software from OpenText we were at risk of losing the entire original collection of physical media in a disaster. That was one of the reasons we looked for a software solution that could manage and maintain our assets in a safer place". -Timberland IT Application Architect

Business benefits

The benefits include a safe, searchable repository for all types of physical assets, company-wide collaboration for global projects, sharing and repurposing of assets, protection from legal risks associated with image rights, and increased productivity.

Ocean Conservancy cleans up digital assets

Business challenges

- Insecure storage

- Lost content and knowledge

- Decentralized asset management

Solution

A web-accessible, hosted OpenText Media Management solution to manage digital media assets without the need for internal IT support and resources. The assets in the multimedia On Demand site are stored in a central, secure data center, and a customized website is configured to allow authorized users to log-on, upload content, find it easily, and download content in the format they need. The central repository is available anytime, anywhere from any Internet connection.

"We had a certain list of users in our head when we first started working on this project, but it's grown significantly. The list is definitely going to get bigger than you think because you've suddenly realized what a tremendous asset this kind of system is to an organization that has a lot of different users who need different kinds of materials for different purposes". -Ocean Conservancy, Director Online Communications

Business benefits

The benefits include a secure, central content repository, improved productivity and efficiency, enhanced knowledge sharing and creative workflows, better response time to news agencies, and time and cost savings.

OpenText Media Management Solution

Solution overview

The OpenText Media Management solution is designed to be flexible, allowing marketing to organize digital assets around business tasks and the organization's collaboration policy with colleagues, suppliers, and customers using web access anywhere, anytime.

OpenText Media Management 7.0 provides three dimensions for classifying digital assets: folders, metadata, and categories, enabling a unique view and management of

photographs, sounds, and video clips stored within the centralized digital asset management system: For example,

- **Folders** can represent principle business activities

- **Metadata** can describe important facts about folders and assets

- **Categories** can identify index terms for finding assets in a shared repository

These three dimensions within OpenText Media Management optimize different aspects of business operations. When digital assets are filed in a folder, they inherit its metadata, ensuring automatic tracking of both the folder and the assets within, considerably improving productivity and managing compliance risks such as intellectual property rights.

Managing digital assets by these three dimensions mean that photographic, video, or other collections no longer have to be arranged by a limited set of predefined criteria. The users are able to manage assets within a business context and aggregate the related metadata to support decision-making. Folders provide one set of metadata, one of assets, and the two may be viewed together.
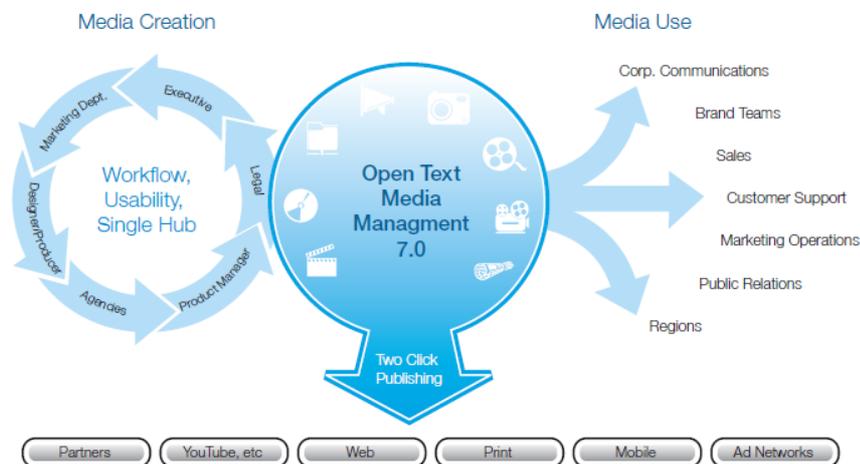
OpenText application example: Marketing campaign composition

OpenText Media Management simplifies asset "collect, find, organize, and management" in a seamless environment. A collection of photographs are easily assembled for each marketing campaign, filed into separate folders, and automatically inherit the relevant

metadata. No longer is there a concern about fixed categories or being limited to only one dimension for organizing assets.

Step #1: Select photographs

Enter search terms in the search box and query the entire library for relevant photos, indexed by familiar categories such as flowers or trees. Review the query results in one place using a browser-based inspector which displays thumbnails of photographs stored in the library. Then, with a point-and-click user interface, the user may drill into an individual asset to discover asset-level metadata, such as the photographer's name.

Step #2: Allocate photographs

Simply click on the thumbnails and use a drag-and-drop action to move as many photographs as required into the appropriate campaign folder. For example, tulips are good candidates for the spring campaign whilst assets featuring frozen lakes or rivers are going to be relevant for the winter event. The metadata follows the assets, including the responsible marketing director and the start date for the campaign.

Next Steps

OpenText Media Management subject matter expertise is available to executives directly or in conjunction with an approved consulting and systems integration firm.

Offering: Executive briefing

OpenText offers a free expert briefing to discuss the client's asset management needs for improved productivity and risk reduction with suggestions on potential immediate savings from improved asset availability, distribution, management, and compliance.

About OpenText

OpenText is the world's largest independent provider of Enterprise Content Management (ECM) software. The Company's solutions manage information for all types of business, compliance and industry requirements in the world's largest companies, government agencies and professional service firms. OpenText supports approximately 46,000 customers and millions of users in 114 countries and 12 languages. For more information about OpenText, visit www.opentext.com.

www.**opentext**.com

North America	United States	Germany	United Kingdom	Australia
+800 304 2727	+1 847 267 9330	+49 89 4629 0	+44 0 1189 848 000	+61 2 9026 3400

ECM SUITE 2010

TOGETHER, WE ARE THE CONTENT EXPERTS | **WHITE PAPER** **17**