## **opentext**<sup>™</sup>

DA A3 HEE



In today's digital marketplace, the customer is empowered like never before. Organizations need to exploit every opportunity to communicate clearly and consistently across every channel and medium. he Media Management Connector for<sub>3</sub> alesforce<sup>®</sup> Marketing Cloud helps users achieve this by:

Use the search and browse capabilities in Media Management to quickly locate rich media content

3 alesforce Marketing Cloud users with pre-rendered content for all-channel delivery

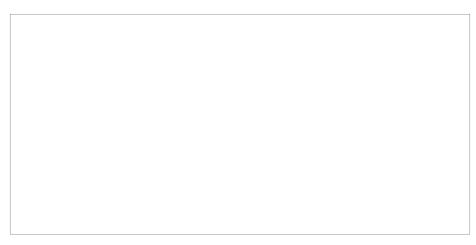
**S** ..., **S** ..., Media Management metadata and security policies ensure that 3 alesforce Marketing cloud business users only have access to approved content

By leveraging a central, single-source DAM



Search, browse and view assets

## opentext



Marketing Cloud Content Builder shows Media Management assets.



Media Management helps large organizations manage video, images and rich

key platform components and capabilities supporting the DAM ecosystem with the efficiencies of "create-once, use-many" to repurpose, re-express, reuse and recreate me and a support of the support of th

