

## EXECUTIVE BRIEF

# Thrive in the digital world with enterprise performance Digital Asset Management

OpenText Media Management enables organizations to create and use media assets, collaborate among teams and leverage digital media delivery and syndication across all channels



**Increase revenue** with automation and faster delivery



**Empower teams** with internal and external collaboration

**Reduce risks** with rights management and improved governance and security

**In today's fast-paced, hyper-digital environment, where the experience is what sells, customers and partners want video, pictures and information in real time—synchronized and delivered consistently on the platforms and devices they choose. Business, marketing and competitive demands are pushing Digital Asset Management and the digital media supply chain beyond traditional approaches. With multiple systems and applications trying to manage and use all these assets, opportunities are falling through the cracks, increasing risk and perpetuating chaos. Missing content leads to missed opportunities and lost productivity.**

Organizations with an ever increasing volume of rich media assets, high volumes of users and complex business processes require an enterprise product with proven scalable performance. With OpenText™ Media Management, users can create, find, share and use media assets, empower marketing collaboration and leverage digital media delivery and syndication across all their channels. OpenText's cloud based and on-premises solutions help users manage and control media assets throughout the organization, optimizing resources, efforts and budgets so they can deliver on their brand promise.

With a powerful foundational platform to create, curate, manage and distribute digital media for the entire enterprise, Media Management consolidates multiple media repositories for greater control, collaboration and visibility of valuable media and brand assets to better engage audiences and customers across multiple channels and devices with relevant and engaging customer experiences.



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