

opentext™

**OpenText
Media Management 16.3**

What's New?

opentext™ | Media Management

November 2017

Disclaimer

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Table of Contents

- [OpenText Media Management in the CEM Landscape](#)
- [Why DAM?](#)
- [Intro to OpenText Media Management](#)
- [OpenText Media Management v16.3 \(EP3\) Overview](#)

opentext™ | Experience

OpenText™ Optimost
Marketing Optimization

OpenText™ Qfiniti
Workforce Optimization

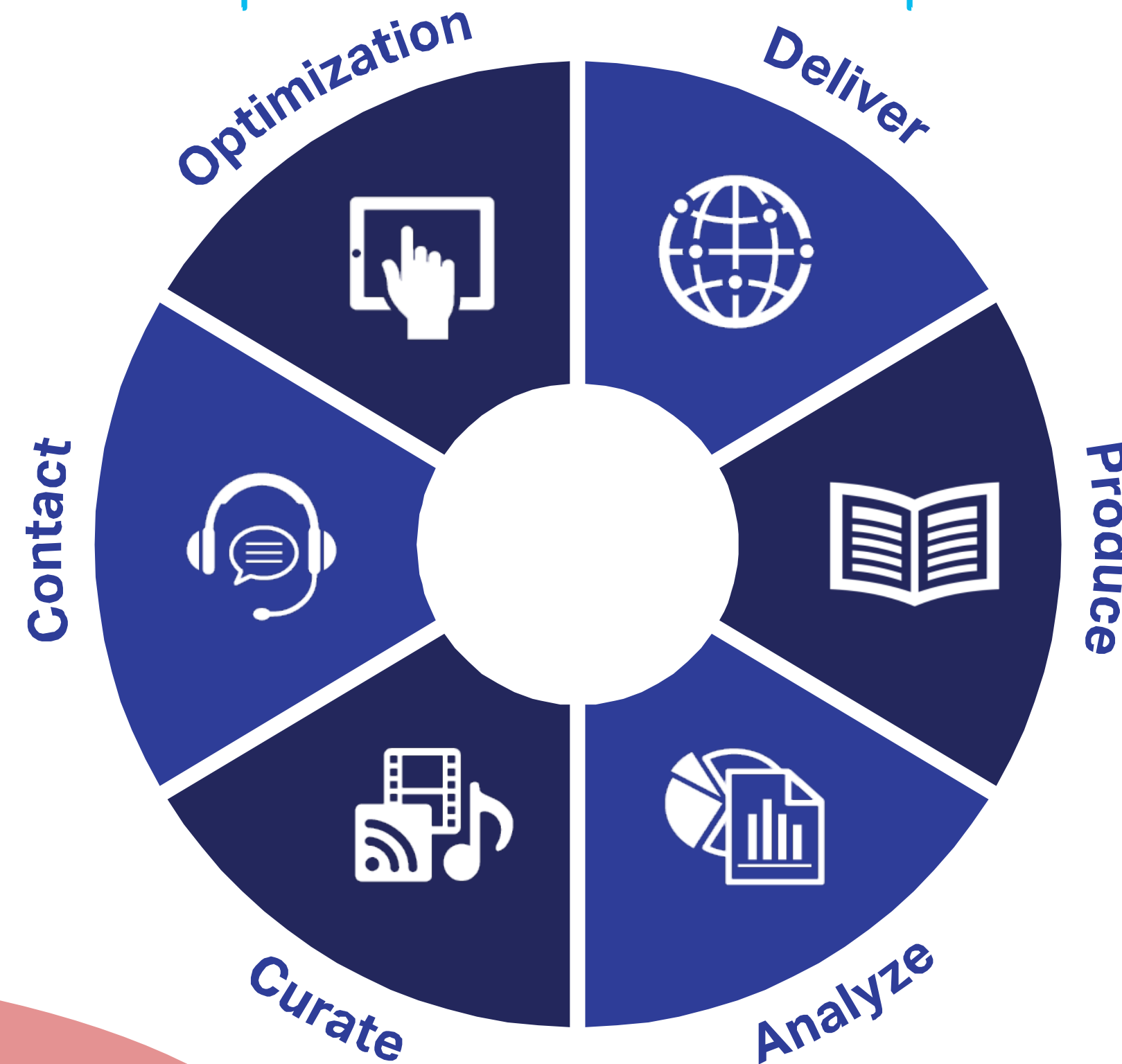
OpenText™ Explore
Voice of the Customer

OpenText™ Media Management
Digital Asset Management

OpenText™ TeamSite
Website Content Management

OpenText™ Exstream
Customer Communications
Management

OpenText™ Experience
Analytics
Business Intelligence and
Analytics



Why does anyone need a DAM?

So many challenges:

- Violation of usage rights
- Wasted time gathering assets
- Lost or difficulty finding assets
- Brand history was lost
- Limited incentives to repurpose or reuse
- Under-developed policies for creation, management, or distribution
- No common metadata and taxonomy



DAM is Foundational to a Digital Enterprise

- Marketing agility and content delivery
- Delivery of relevant targeted content
- Content as digital currency
- Accelerate the creativity and production cycle
- Create engaging experiences
- Develop deeper connections
- Content is a leading driver of brand engagement

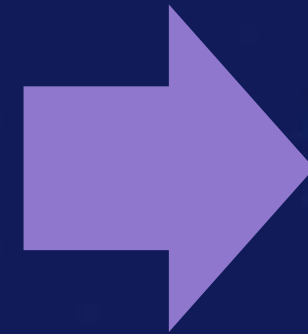


OpenText Media Management

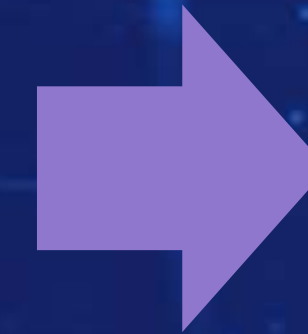
From creation to consumption
Enabling your digital world



Marketing / LoB
Production



Find/Review/Approve



Share/Distribute
/Publish

Why DAM Now?

Transformation of Digital Marketing is only possible with an Enterprise DAM solution

opentext™ | Media Management

OpenText Media Management enables customer-centric organizations to manage and use media assets to drive business, optimizing resources, efforts and budgets, and delivering assets aligned to their organization's brand promise to customers.

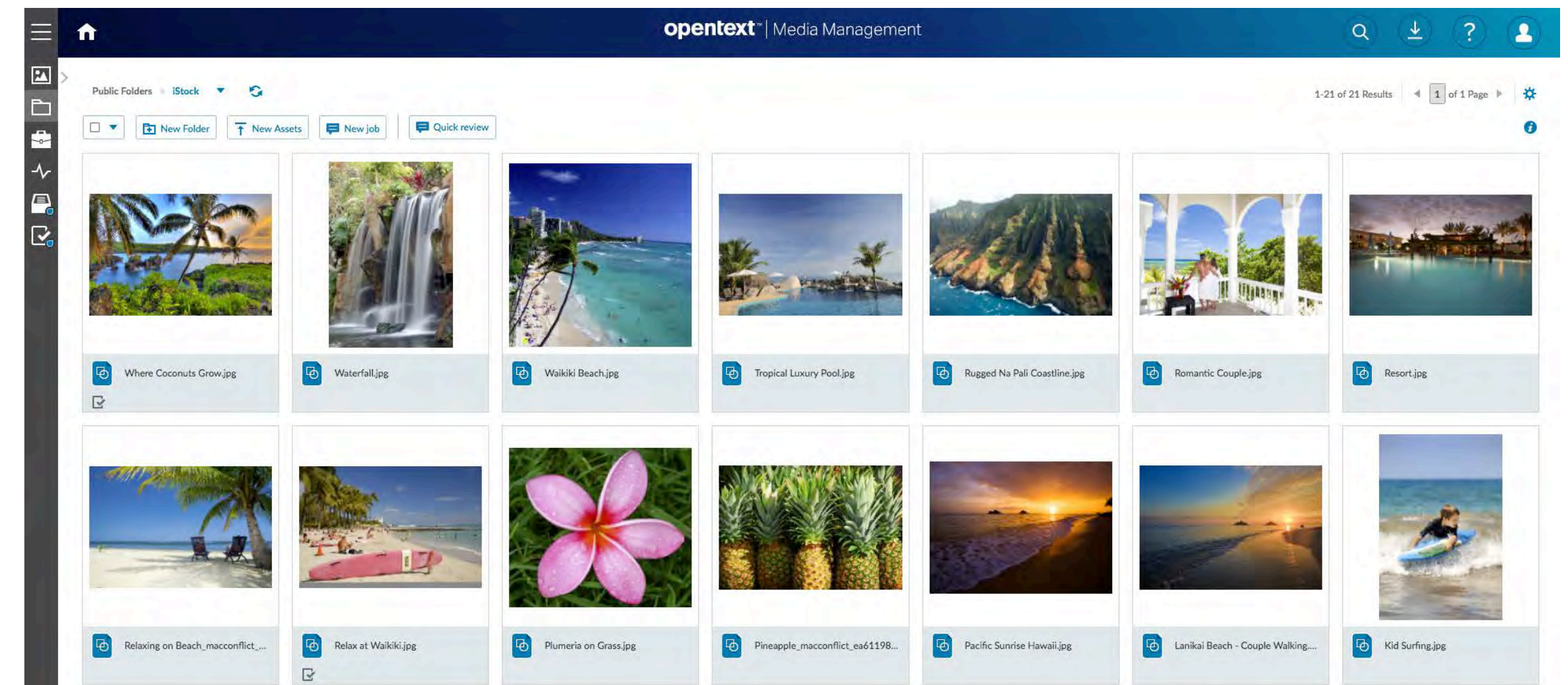
The Consistent Value of OpenText Media Management

1. Consolidate and control digital media

- Centralized repository
- Who can access, what they can do
- How and when assets can be used

2. Increase revenue

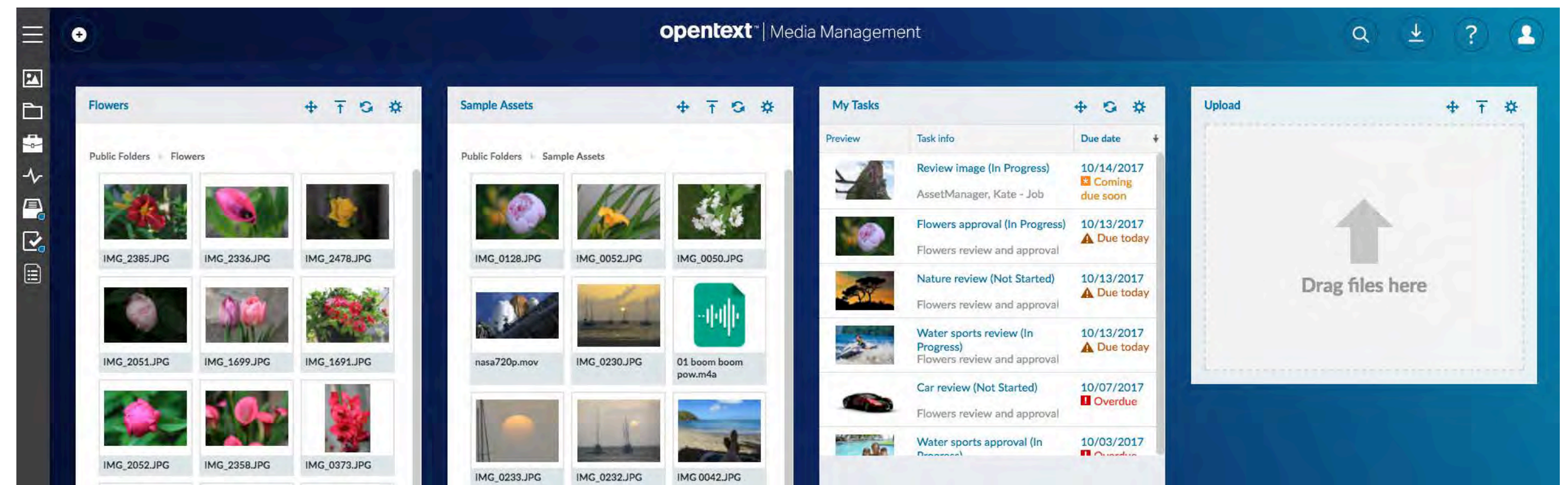
- Faster time to delivery
- Connected, consistent and engaging customer experiences
- Empower media supply chain with self-service, automated capabilities



The Proven Power of OpenText Media Management

3. Increase Productivity

- Accelerate and Simplify Marketing and Agency Collaboration.
- Provide deeply integrated DAM capabilities into the creative ecosystem used to create, manage and use digital media assets.
- Enable organizations to easily integrate the usage and publishing of assets into marketing and business applications
- WCM, CCM, CS, WEM, Hybris Commerce, Hybris Marketing, more...



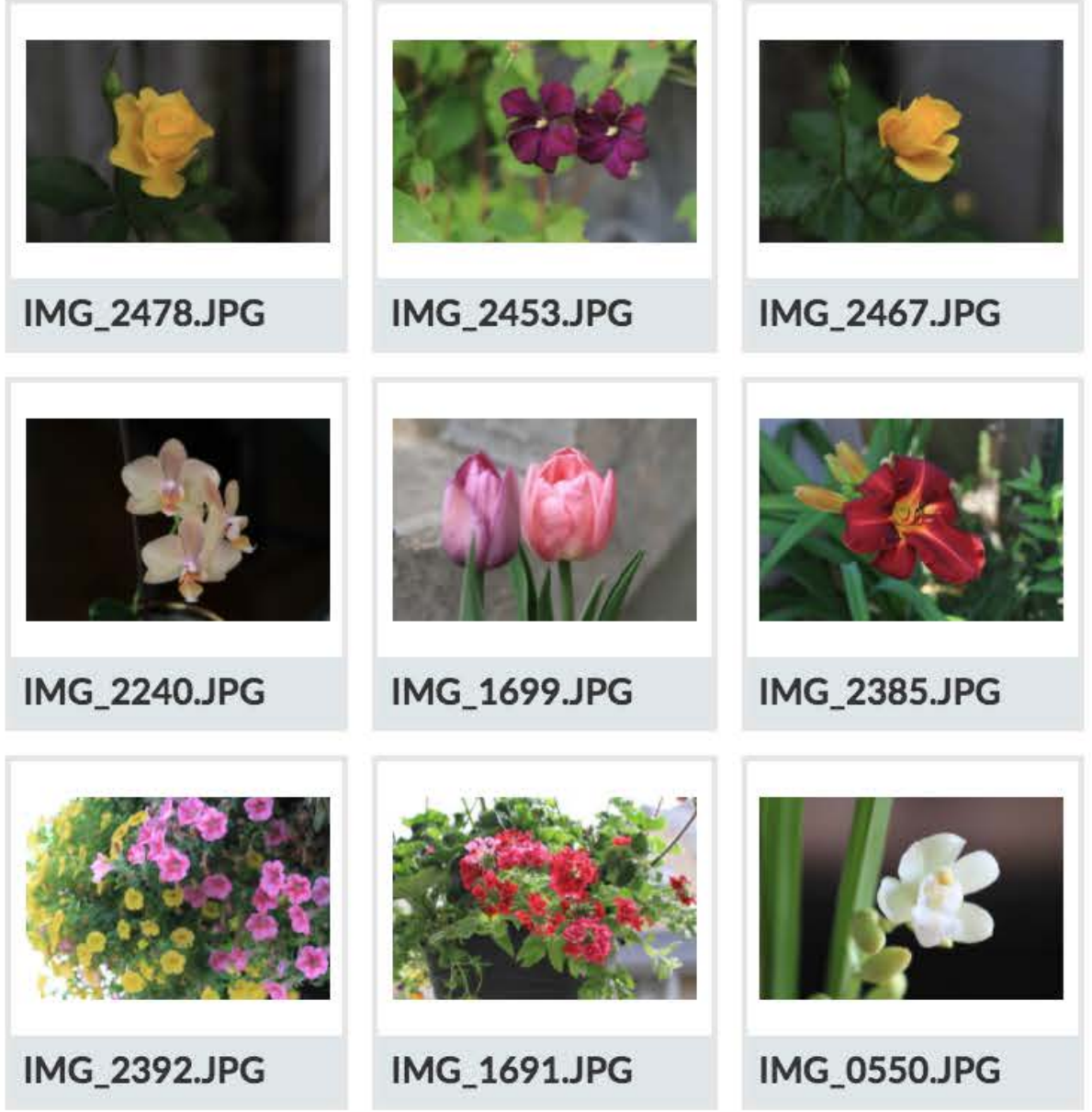
Introducing....



opentext™ | Media Mar

Spring Promo

Public Folders ▶ Spring Promo

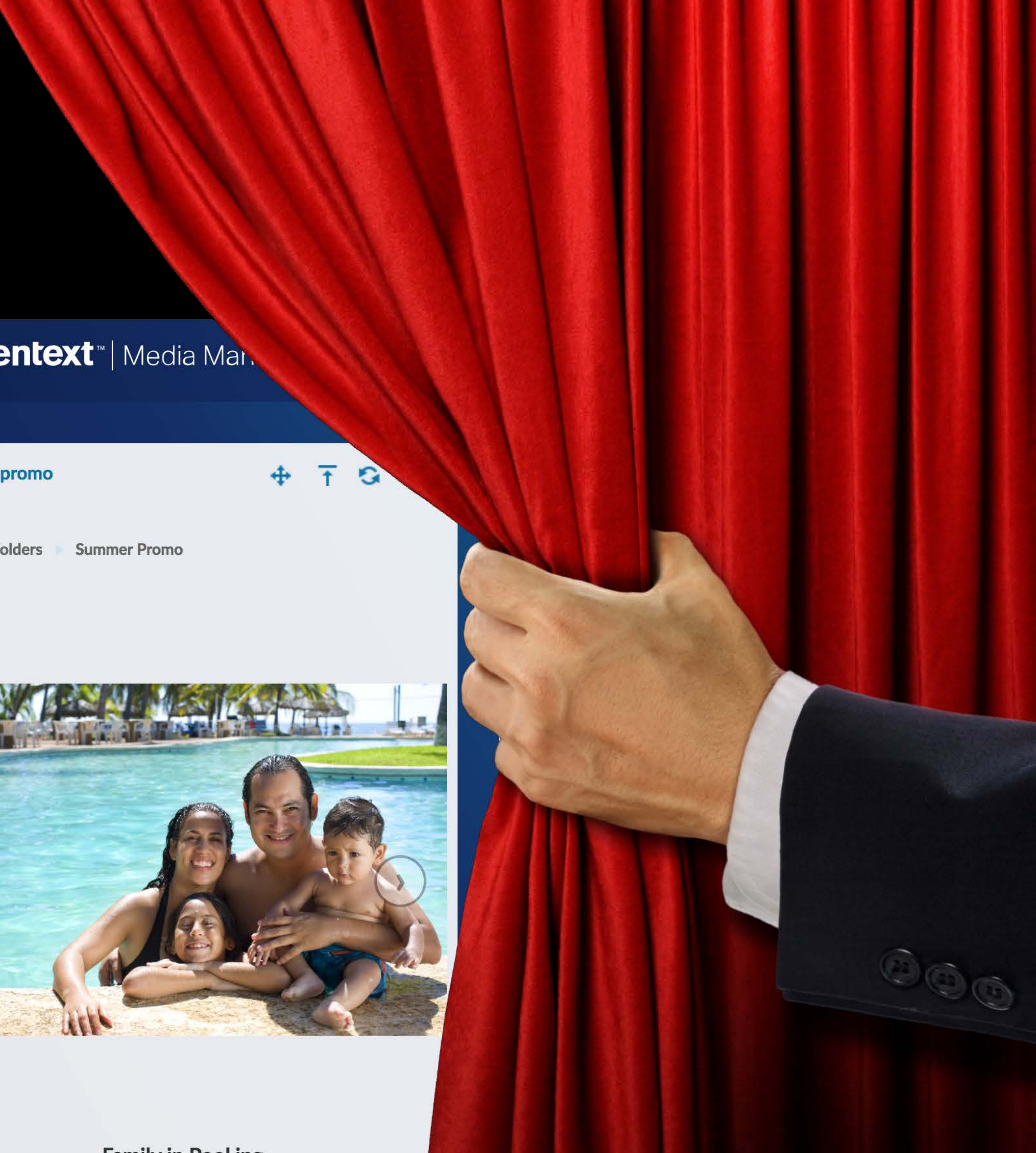


Summer promo

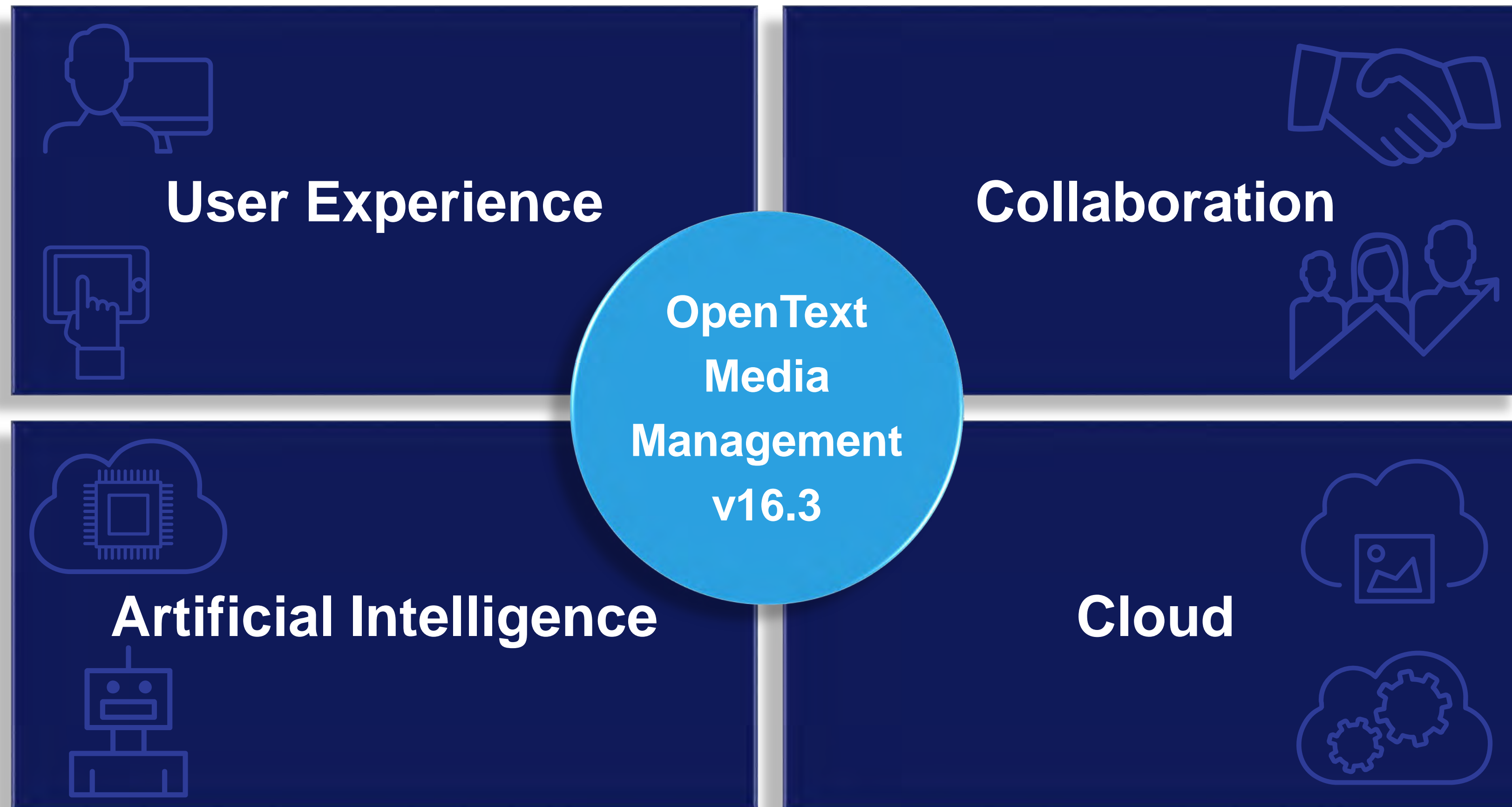
Public Folders ▶ Summer Promo



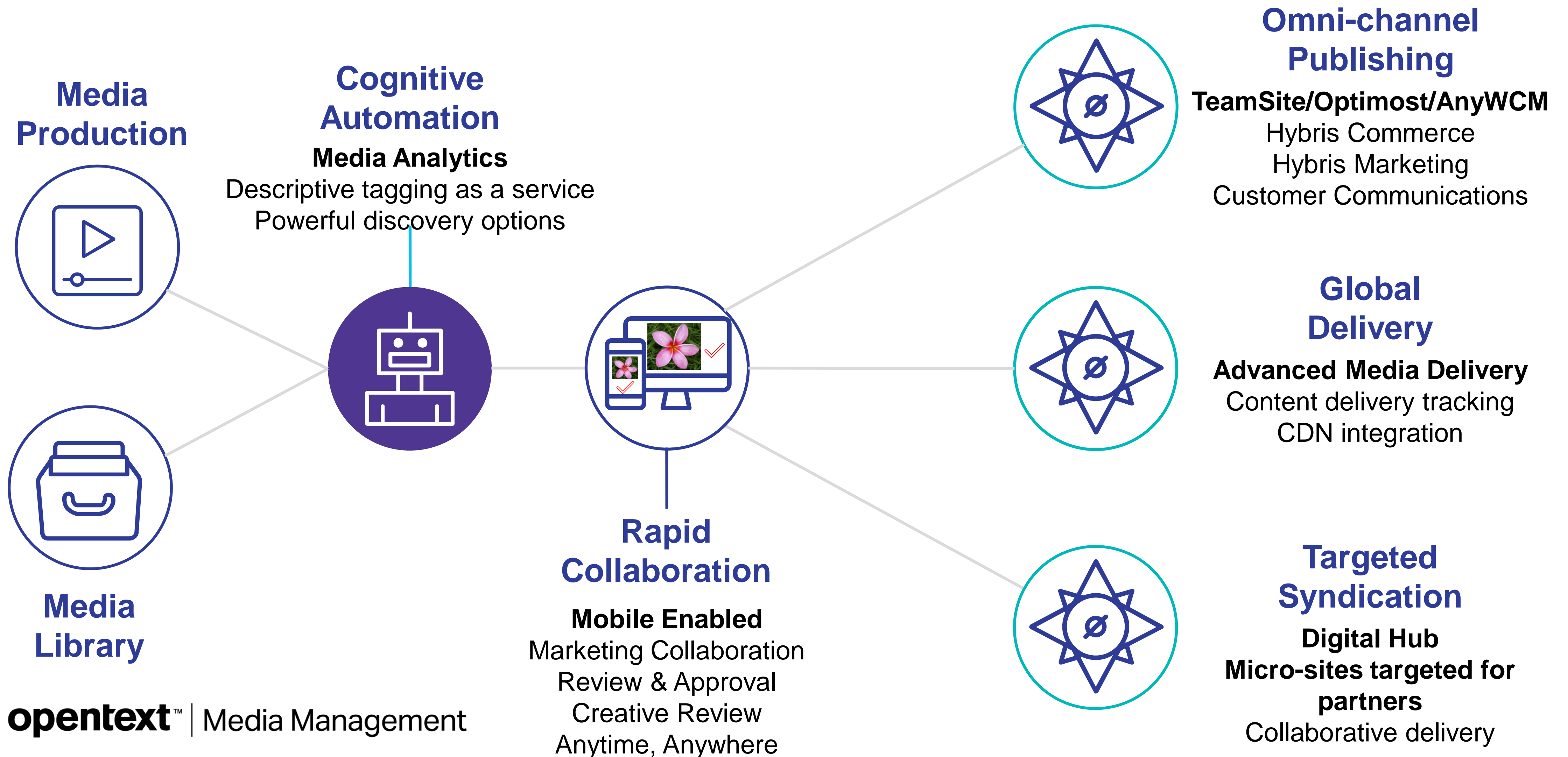
Family in Pooling



OpenText Media Management v16.3



Automation for Digital Media Supply Chain



OpenText Media Management: Why manage your media?

In today's customer-centric environment, managing digital media is an **imperative**. From creation to consumption, OpenText Media Management solutions help people find, share and use digital media assets to deliver beautiful experiences. OpenText Media Management makes it easy to get the right content and rich experiences to users on the platforms and devices they choose.

Everybody must manage their digital media



User Experience Improvements



Drive engagement

Enhanced rendering with lazy load of assets providing uncluttered UI. Only load what is being seen on the page by the user, thus providing a swifter experience for larger results on a page

Lazy Loading



Speed to task

Refined gallery view where many functions were being exposed thus confusing the casual users. Makes use of white space in the gallery view and refines the asset selection experience

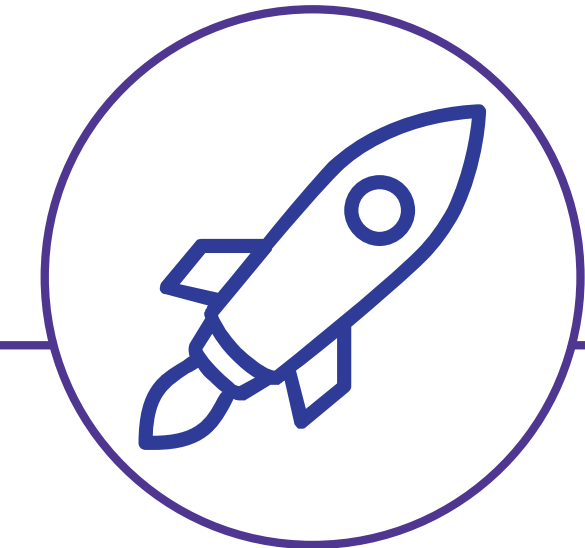
Refined Gallery View



Rapid user adoption

Cleaner layout allowing for less clutter and quicker user adoption. New side bar navigation to expose various application areas to users.

Header Enhancements

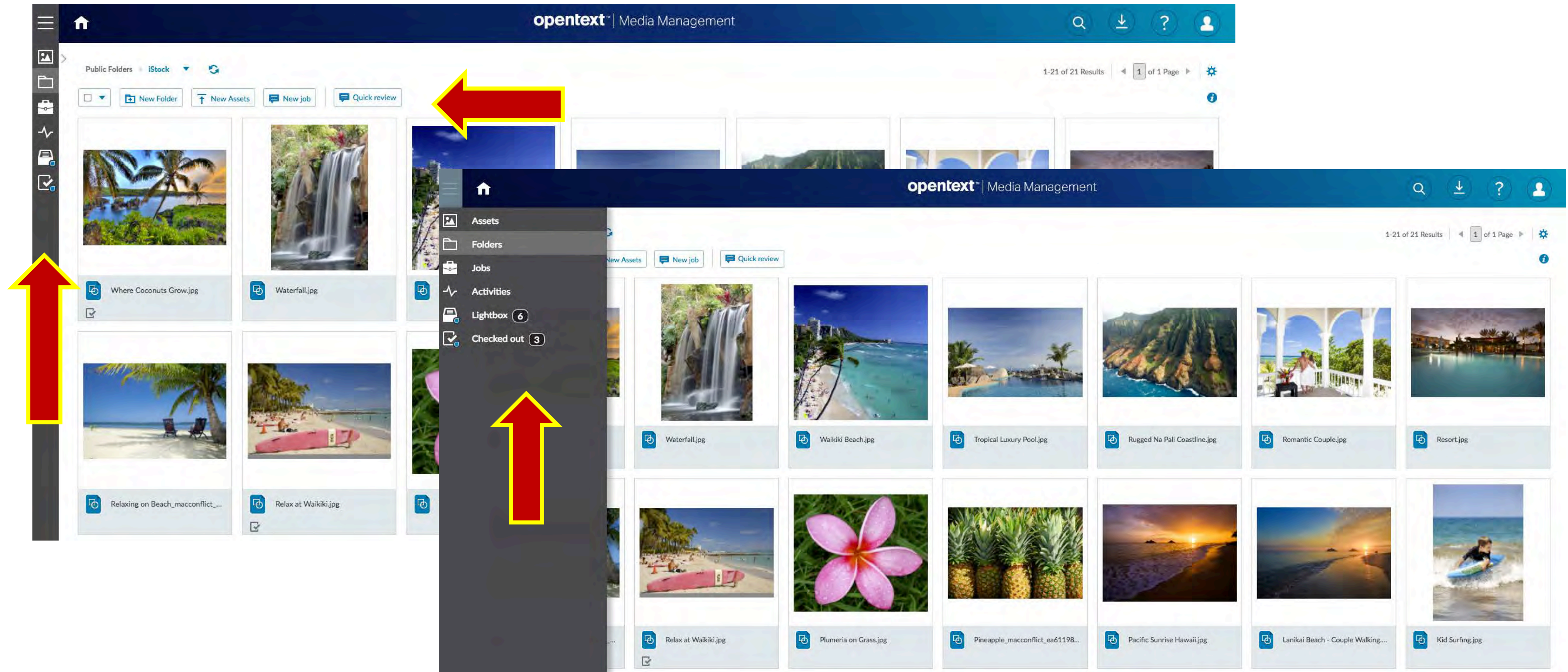


Increase productivity

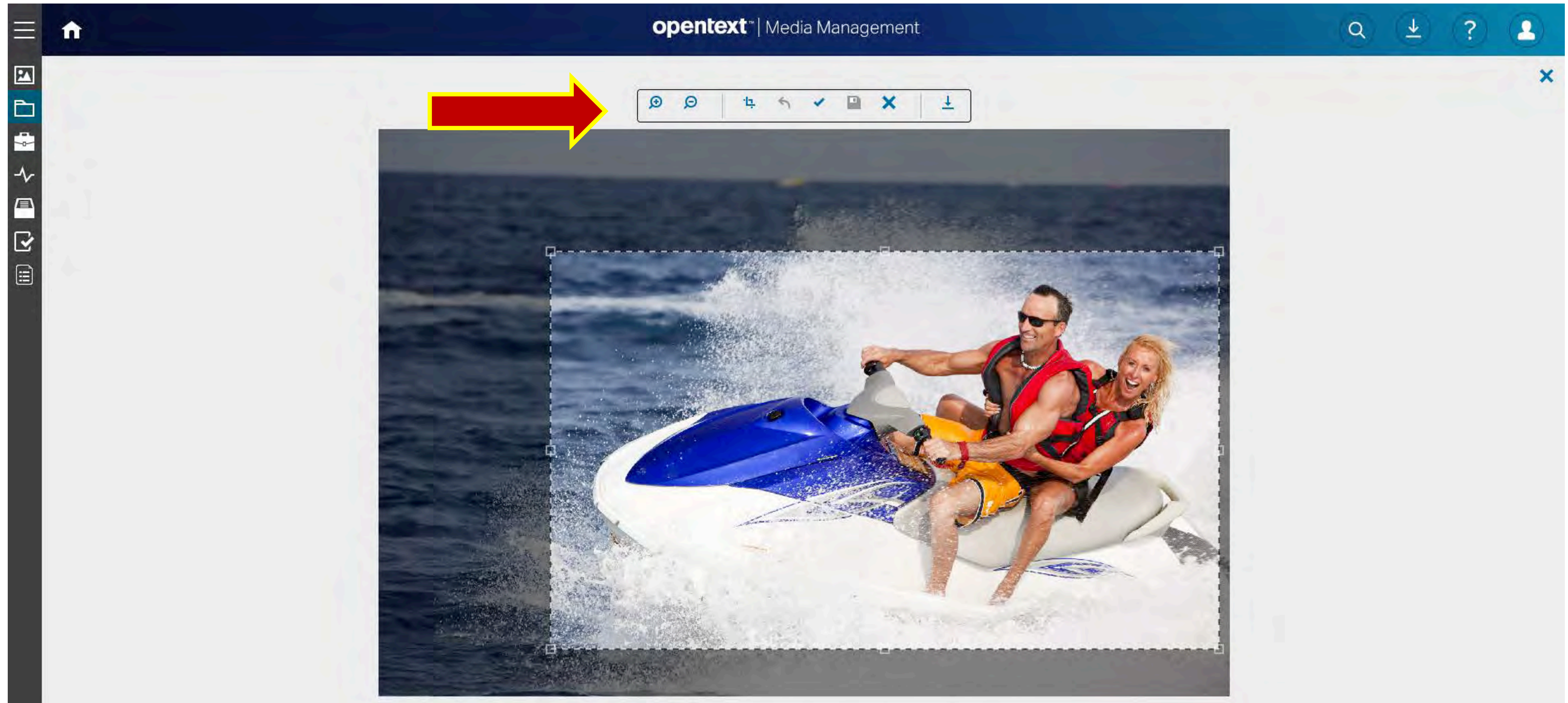
Users can zoom and crop the image, download and save back to the asset. Allowing for quick and easy reuse of assets in a variety of applications

Crop Tool

OpenText Media Management: Rapid user adoption and increased productivity

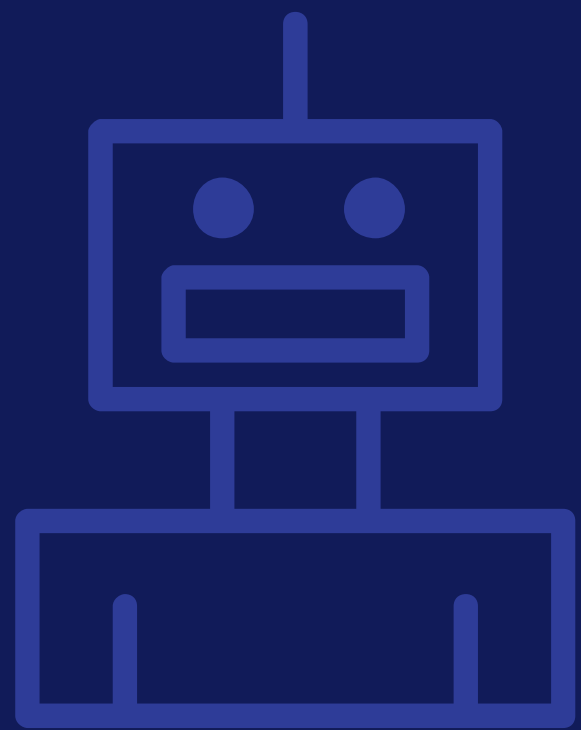


OpenText Media Management: Rapid user adoption and increased productivity

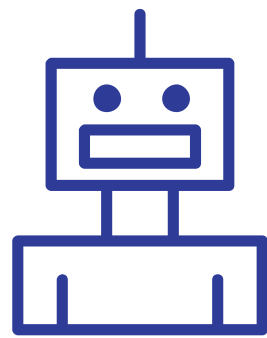


Artificial Intelligence

NEW Rich Media Analysis



Artificial Intelligence – Unlocking the potential of your assets



Rich Media Analysis

✓ Provides analysis of images stored in OpenText Media Management to enrich the search and discovery experience.

The screenshot shows the OpenText Media Management interface for a file named 'Family in Pool.jpg'. The interface includes a sidebar with navigation options, a main image area, and several analysis panels. The 'Media Analysis' panel is expanded, showing tags and categories. The 'Face Details' panel is also visible, showing age and gender information for the faces in the image.

Media Analysis

Tags

Tag Name	Tag Confidence
water	99
person	99
outdoor	99
young	85
pool	65
swimsuit	53
swimming	31

Categories

Category Name	Category Confidence
people_swimming	94

Faces Count: 4

Face Details

Person Age	Person Age Confidence	Gender	Gender Confidence
39	100	Male	100
34	100	Female	100
19	100	Female	100
1	100	Male	100

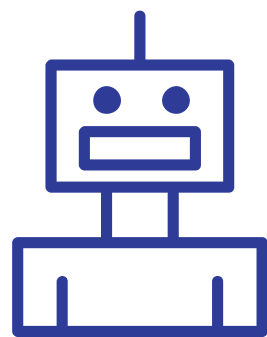
Tag Confidence

99
99
99
85
65
53
31

Gender

Gender	Gender Confidence
Male	100
Female	100
Female	100
Male	100

Rich Media Analysis – tagging with confidence



Curated results

The screenshot displays the OpenText Media Management interface. On the left, a sidebar shows search filters for 'Category Name' (plant_flower, plant_leaves, plant_tree, undefined) and 'Tag Name' (flower, plant, green, outdoor, close). The main area shows search results for 'Keyword: flowers', including a grid of image thumbnails. A detailed view of 'IMG_0188.JPG' is shown on the right, featuring a large image of a pink peony flower. Below the image is a 'Media Analysis' section with two tables:

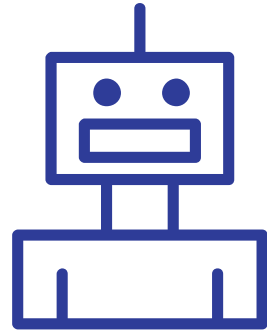
Tag Name	Tag Confidence
plant	95
flower	89
pink	65
rose	38
close	34

Category Name	Category Confidence
plant_flower	99

Below these tables, there are sections for 'Faces Count' (0), 'Face Details' (Person Age, Person Age Confidence, Gender, Gender Confidence), 'Safe Content' (Safe Content Type, Content Confidence), and 'Colors'.

- ✓ Confidence scoring is assigned to each concept as applicable
- ✓ OTMM provides curation of concepts and scores using single or bulk edits.

Rapid discovery of opaque content

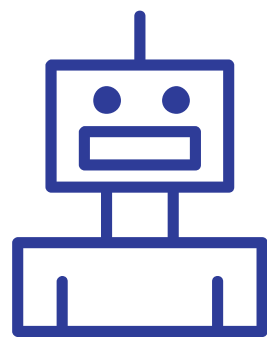


Rich Media Analysis

- ✓ Use of keyword, advanced and faceted searching will enable users to quickly identify images by faces, age, gender, color, descriptions, and captions.

The screenshot displays the 'Advanced search' interface in the OpenText Media Management system. On the left, there is a 'Look For' dropdown set to 'Assets' and an 'In language' dropdown set to 'English (United States)'. Below this is a list of fields to search, including 'Caption Text [Captions]', 'Color [Colors]', and 'Tag Name [Tags]'. On the right, the search criteria are built using a visual builder. The criteria are: 'Caption Text [Captions] contains close up', 'Color [Colors] contains green', and 'Tag Name [Tags] contains flower'. The criteria are connected by 'AND' operators. A 'Search' button is visible at the bottom right of the interface.

Processing new assets through workflow for media analysis



Media Analysis

opentext | Media Management

Back to [My Activities](#)

Activity details

Name	Status	Start time	End time
Additional images for summer promo	Completed	10/16/2017 at 12:18:54	10/16/2017 at 12:18:57

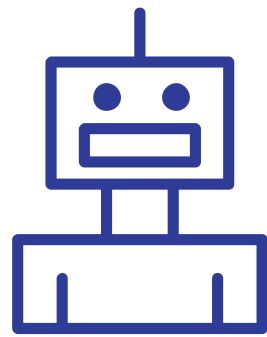
Assets Workflow

Step Name	Status	Start time	End time
checkContentStagedStep		2:18:55	10/16/2017 at 12:18:55
processImportStep		2:18:55	10/16/2017 at 12:18:57
collectTranscodeAssetsStep		2:18:57	10/16/2017 at 12:18:57
lockAssetsStep			
subJobStep	Not Executed		
mediaAnalysisStep	Completed	10/16/2017 at 12:18:57	10/16/2017 at 12:18:57

✓ Automatically improving productivity and findability

✓ OpenText Media Management can be configured to automatically process new incoming assets

Rich Media Analysis – Turn on the lights in your DAM!



Media Analysis:
Automated asset
backlog processing

✓ Set it and Forget it!
Built-in scheduler processes the backlog.

Edit Media Analysis Schedule

Name: Daily Processing from folder

Definition (Saved Search): Image Process

Status: Active

* Start Date: 09/25/2017

* Scheduled Time: 15:00:00

Recurrence: Run once (Don't repeat)

Daily

Weekly on

Monthly on day

WeekDays

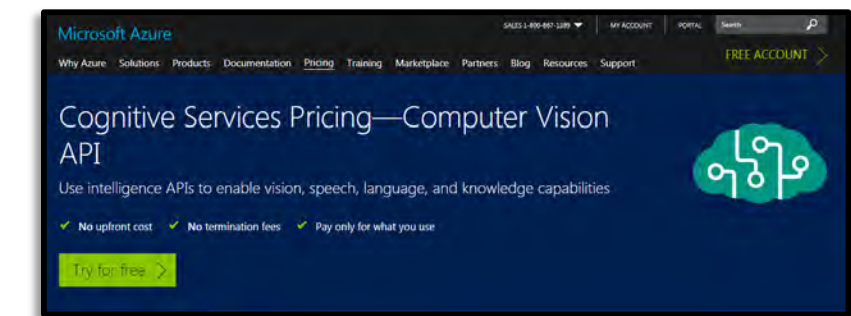
End Date: Any Date

Save

Cancel

Use your direct relationship with Microsoft Azure pricing for Computer Vision Rich Media Analysis

- New **Transactional** model – pricing is based on # of transactions with the Computer Vision service billed to your account with Microsoft.
- Azure pricing: No upfront costs. Only pay for what you use



TIER	FEATURES	PRICE (1 TRANSACTION = 1 IMAGE PROCESSED)
	Computer Vision API—free (20 transactions/minute)	5,000 transactions free per month
S1—Up to 10 transactions per second for these features:	Tag, Face, GetThumbnail Color, and Image Type	0-1M transactions — \$1 per 1,000 transactions 1M-5M transactions — \$0.80 per 1,000 transactions 5M+ transactions — \$0.65 per 1,000 transactions

Details: <https://azure.microsoft.com/en-us/pricing/details/cognitive-services/computer-vision/>

Collaboration



Accelerate and simplify all collaboration efforts

In version 16.2, we introduced NEW Marketing Collaboration features:

- Streamlined creation, revision, review and approval for internal and agency projects and campaigns.



We introduced Jobs and Tasks, allowing you to:

- **Assign and monitor jobs and tasks** in Media Management to direct internal and external creative teams
- **Manage review and approve processes** for agency-created content and store finished assets in Media Management repository.

Marketing and Agency Collaboration made simpler...



Jobs and Tasks

Job Details
Fall Promo - Initial Review

Job status: In Progress
Due date: 10/13/2017
Priority: Low
Start date: 10/06/2017

Initiator: AssetManager, Kate
Review type: Enhanced
Review mode: Strict

Assets: image5.png, image6.png, image7.png, image8.png, image9.png

My Tasks

Preview	Name	Type	Priority	Status	Due date	Review Job
	Water sports approval	Approve Assets	High	In Progress	10/02/2017	Flowers review and approval
	Car review	Review Assets	High	Not Started	10/06/2017	Flowers review and approval
	Flowers approval	Approve Assets	High	In Progress	10/12/2017	Flowers review and approval
	Nature review	Review Assets	High	Not Started	10/12/2017	Flowers review and approval
	Water sports review	Review Assets	High	In Progress	10/12/2017	Flowers review and approval
	Review image	Review Assets	High	Not Started	10/13/2017	AssetManager, Kate - Job

Job Details
Fall Promo - Initial Review

Job status: In Progress
Due date: 10/13/2017
Priority: Low
Start date: 10/06/2017

Initiator: AssetManager, Kate
Review type: Enhanced
Review mode: Strict
Description: Project for fall promo assets

Person	Role	Tasks remaining	Tasks completed	Actions
<input type="checkbox"/> AssetManager, Kate	Job Manager	1	0	Edit
<input type="checkbox"/> Designerguy, Mario	Content Provider	0	0	Edit
<input type="checkbox"/> Jobowner, Barb	Approver	0	0	Edit
<input type="checkbox"/> Marketing, Kevin	Reviewer	0	0	Edit

- Assign and monitor jobs and tasks to direct internal and external creative teams.
- Manage review and approve processes for agency-created content and store finished assets.

Collaboration – Duplicate Jobs

In version 16.3, we've continued that progress to make your lives easier:



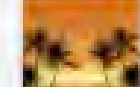


- **Duplicate Job** - Job managers can quickly create and reuse jobs thus spending less time on the Job setup and more time on the job execution and management.

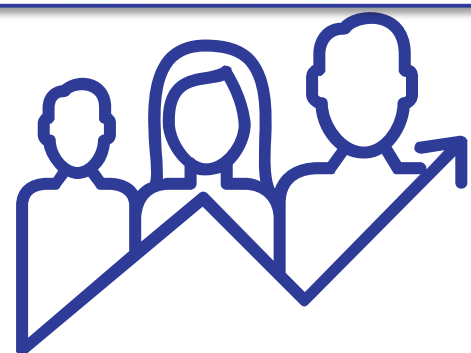
A screenshot of a software dialog box titled "Duplicate job". The dialog contains several input fields and checkboxes. The "Job name" field is highlighted with a green border and contains the text "Copy - Summer Promo". The "Job manager" field contains "User, Kate". The "Job type" dropdown is set to "Initial Review". The "Review type" dropdown is set to "Enhanced". The "Due date" field shows "10/31/2017" with a calendar icon. The "Priority" dropdown is set to "Low". There is a "Description" text area which is currently empty. Below the description is a "Folder" section showing "Summer Promo" with a close icon and a "Change folder" button. At the bottom, there are three checked checkboxes: "Duplicate tasks", "Duplicate team", and "Duplicate settings". At the very bottom right, there are two buttons: "Duplicate job" and "Cancel".

Collaboration – Jobs – Task Preview

Task Status Preview:

- Now Job managers can quickly glance at tasks for a particular job under My Jobs. Job manager can see priority, status, assignee, and thumbnail for tasks

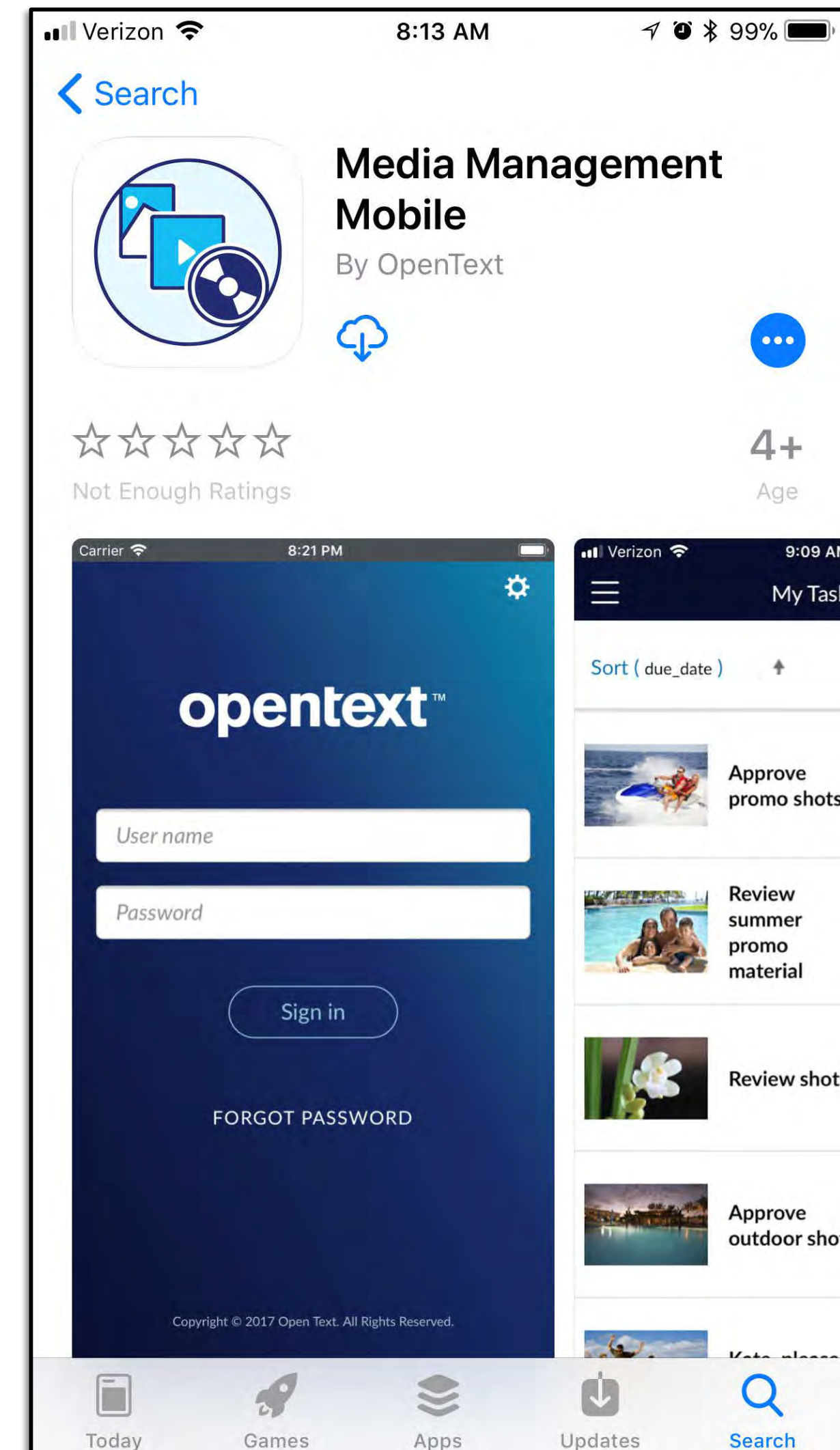
Preview	Name	Type	Priority	Status	Start Date	Due Date	Assignee	Folder Name	Actions	Tasks
	Summer Promo	Initial Review	📌	🔄	10/12/2017	10/31/2017	User, Kate	Summer Promo		0 3 0
	Approve Honeymoon promo shots	Approve Assets	📌	⊖	10/12/2017	10/19/2017	User, Kate	Summer Promo		
	Approve outside shots	Approve Assets	📌	🔄	10/12/2017	10/19/2017	User, Kate	Summer Promo		
	Review summer fun assets	Approve Assets	📌	🔄	10/12/2017	10/19/2017	User, Kate	Summer Promo		
	Review summer fun promo beach shots	Approve Assets	📌	🔄	10/12/2017	10/19/2017	User, Kate	Summer Promo		



Media Management Enhancements

Media Management Mobile App (Beta)

- Included with OTMM v16.3
- Available in App Store & Google Play as:
 - Media Management Mobile (BETA)
- Seeking limited distribution feedback

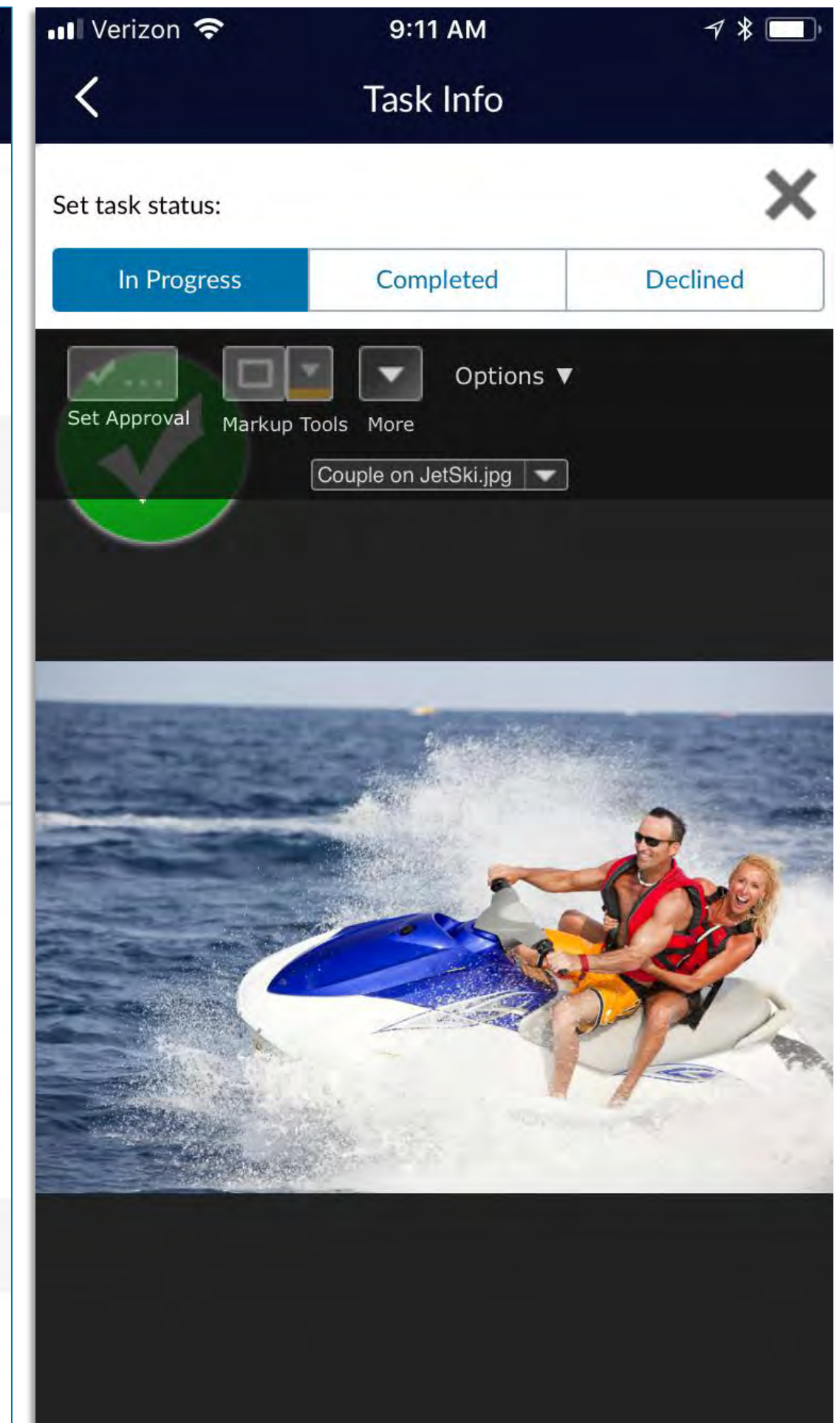
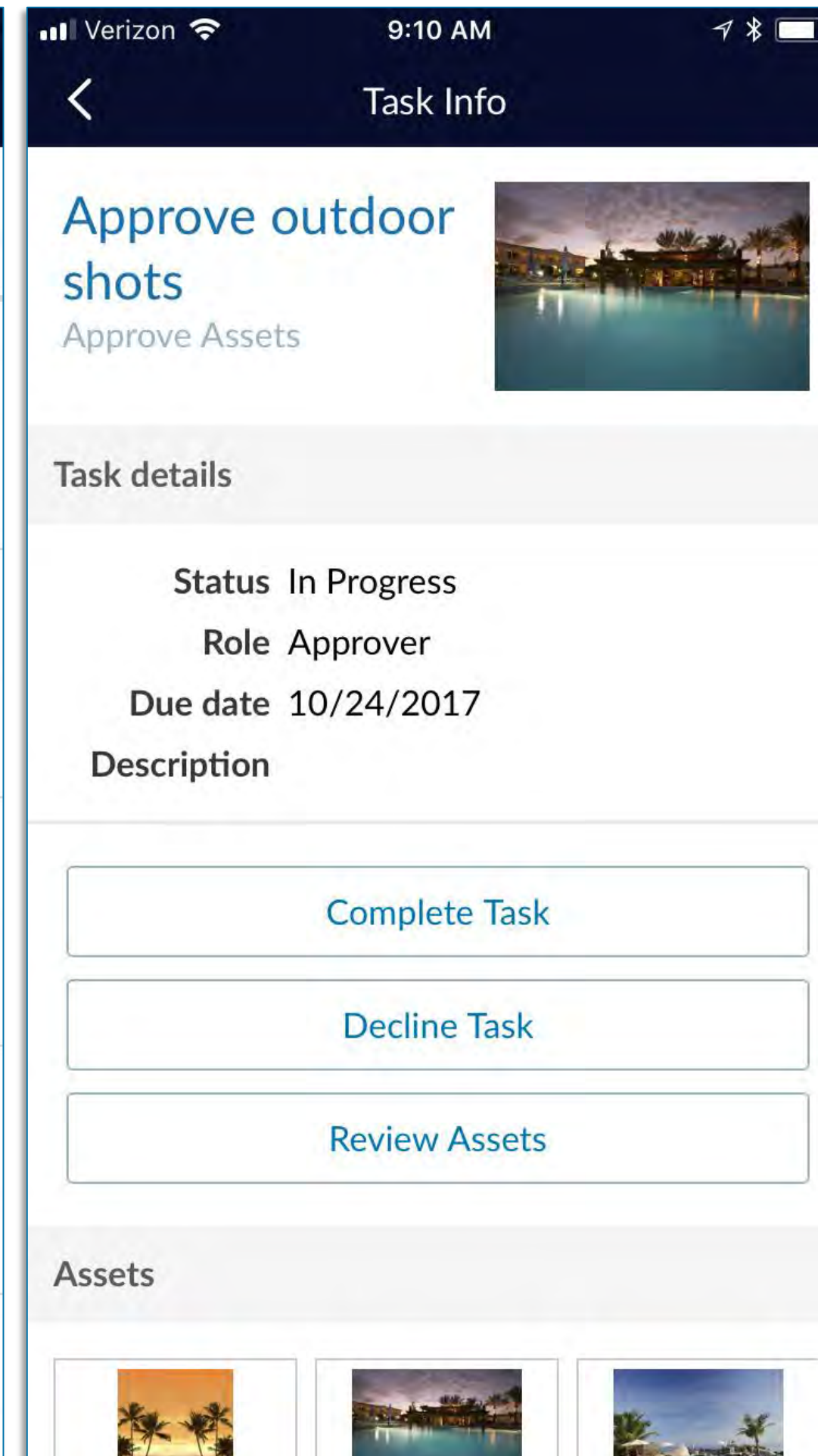
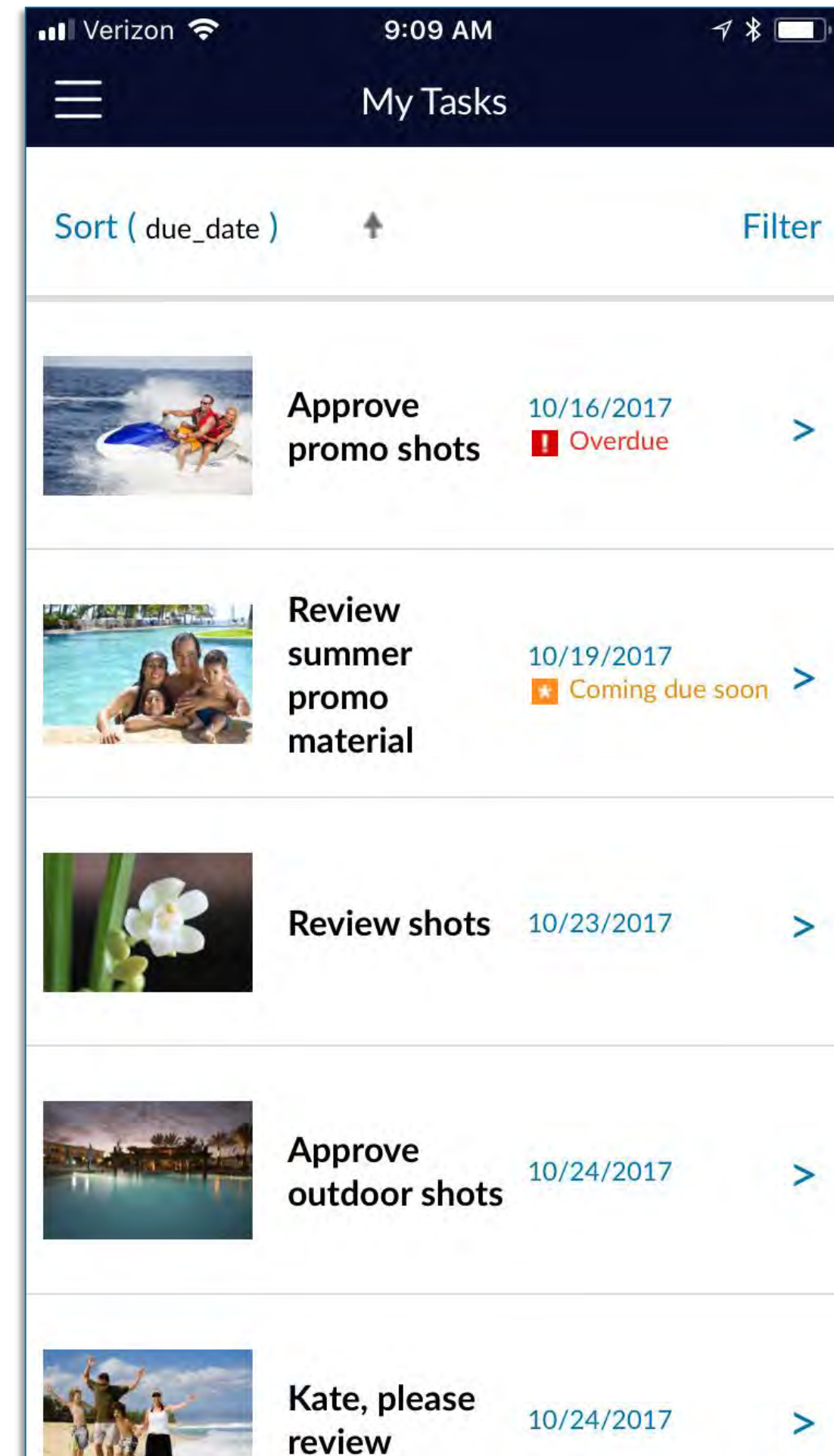


OpenText Media Management Mobile App (BETA)

– Anytime, Anywhere Collaboration

Review and approval on-the-go

- **Busy executives** can approve content on their mobile phone with just a few taps, or mark-up the content for changes without being tied to the office.
- **Responsive Creative Review** allows for real-time collaboration.
- **Support for Simple reviews** Review, comment and approve or reject



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Digital Hub



NEW Optional Add-On

opentext™ | Media Management
Digital Hub

opentext™ | Media Management Digital Hub

In today's transformative digital businesses, managing digital media is an imperative. Every company is facing the challenges of an expanding volume of digital assets to manage and distribute in a timely routine.

Managing your media is an imperative



Easy to use

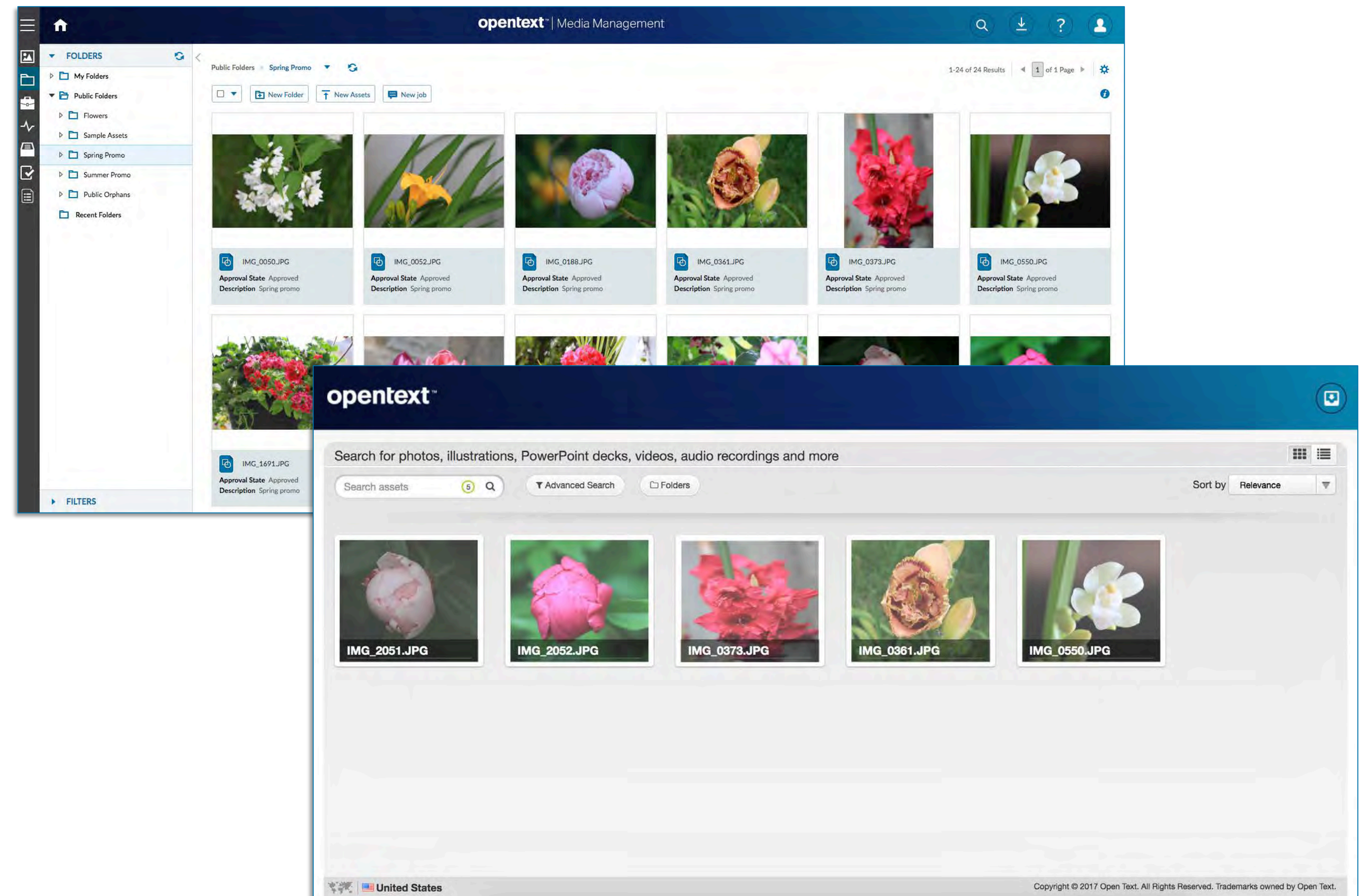
- accelerated asset distribution

Branded Micro-sites

- Allows for multiple micro-sites with a tailored brand experience exposing assets from OpenText Media Management based on folder and metadata filtering, and user permissions.

Easy Configuration – No IT!

- Authorized users can easily create micro-sites, populate with assets, schedule the launch, and their expiration.



Easily Configured Micro-sites – No IT assistance!

The image displays two overlapping screenshots of the opentext user interface. The top screenshot shows the 'Root folder' configuration page, where a red arrow points to the 'Flowers' folder. The bottom screenshot shows the 'Microsites' management page, where a red arrow points to the 'Add microsite' button. Below the 'Add microsite' button is a table with the following content:

Name	Friendly URL	Status	Actions
flowers	http://vm12-devcem163.lab.opentext.com:18080/media/microsite/1/flowers	Enabled	Edit Clone Delete

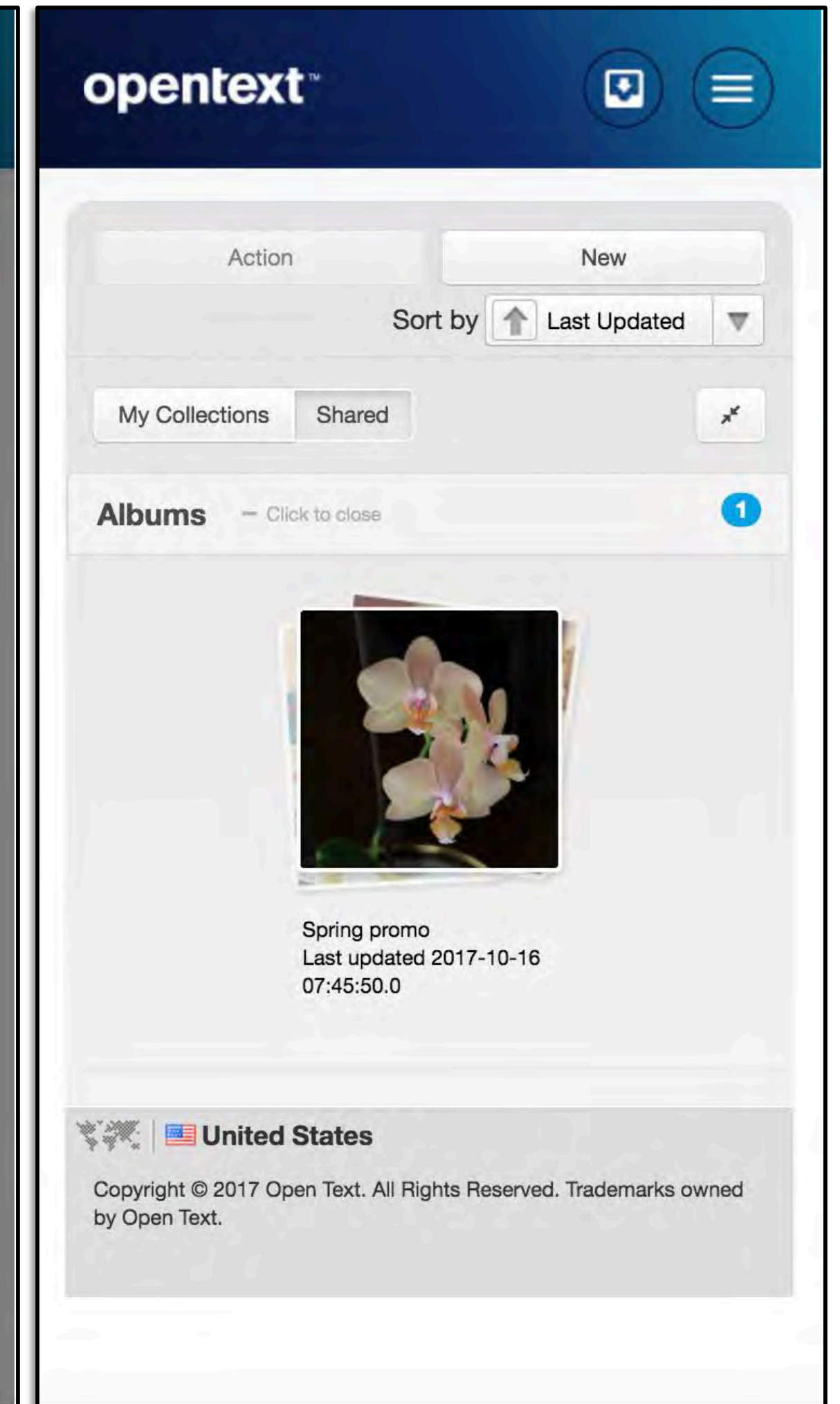
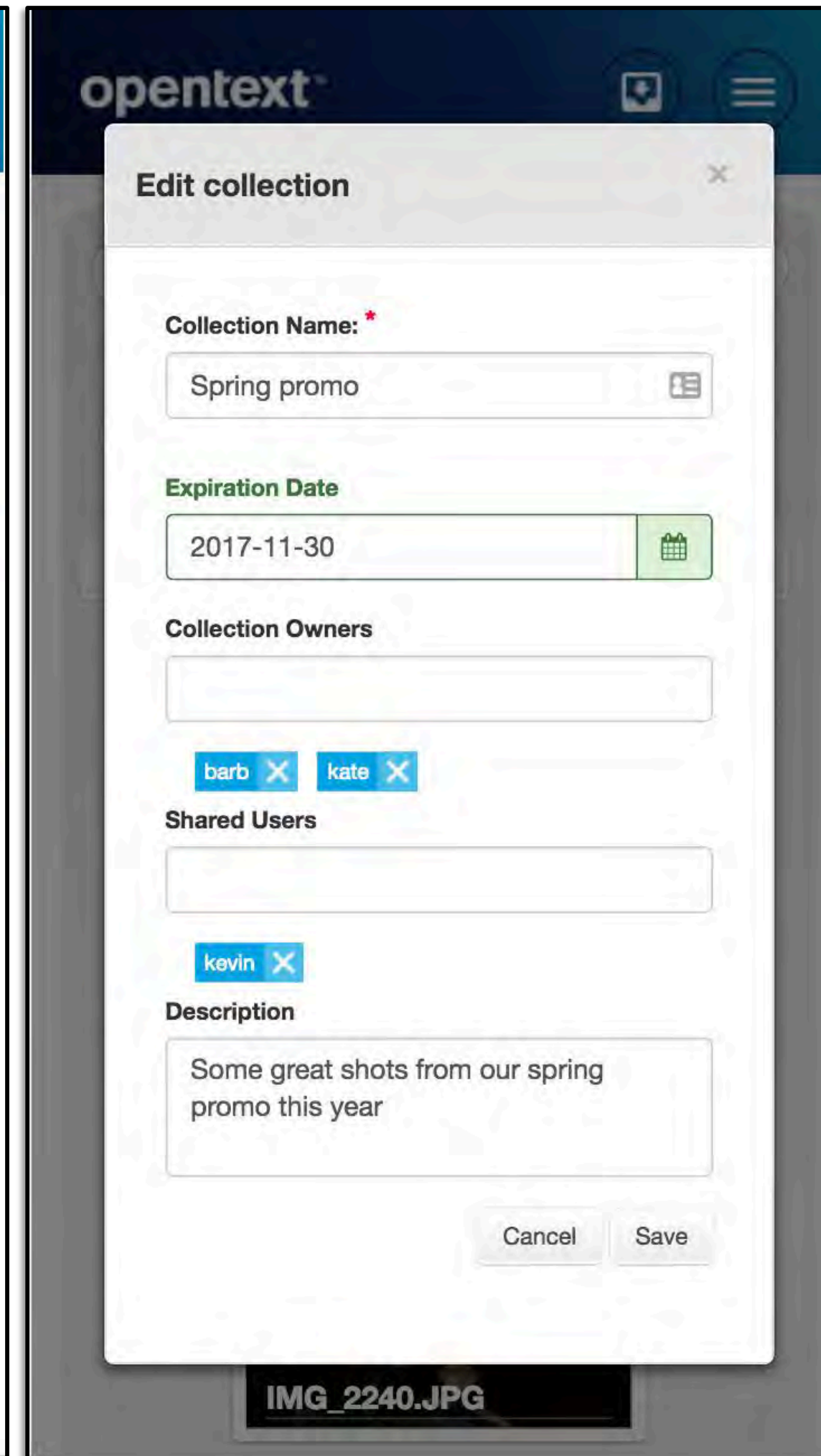
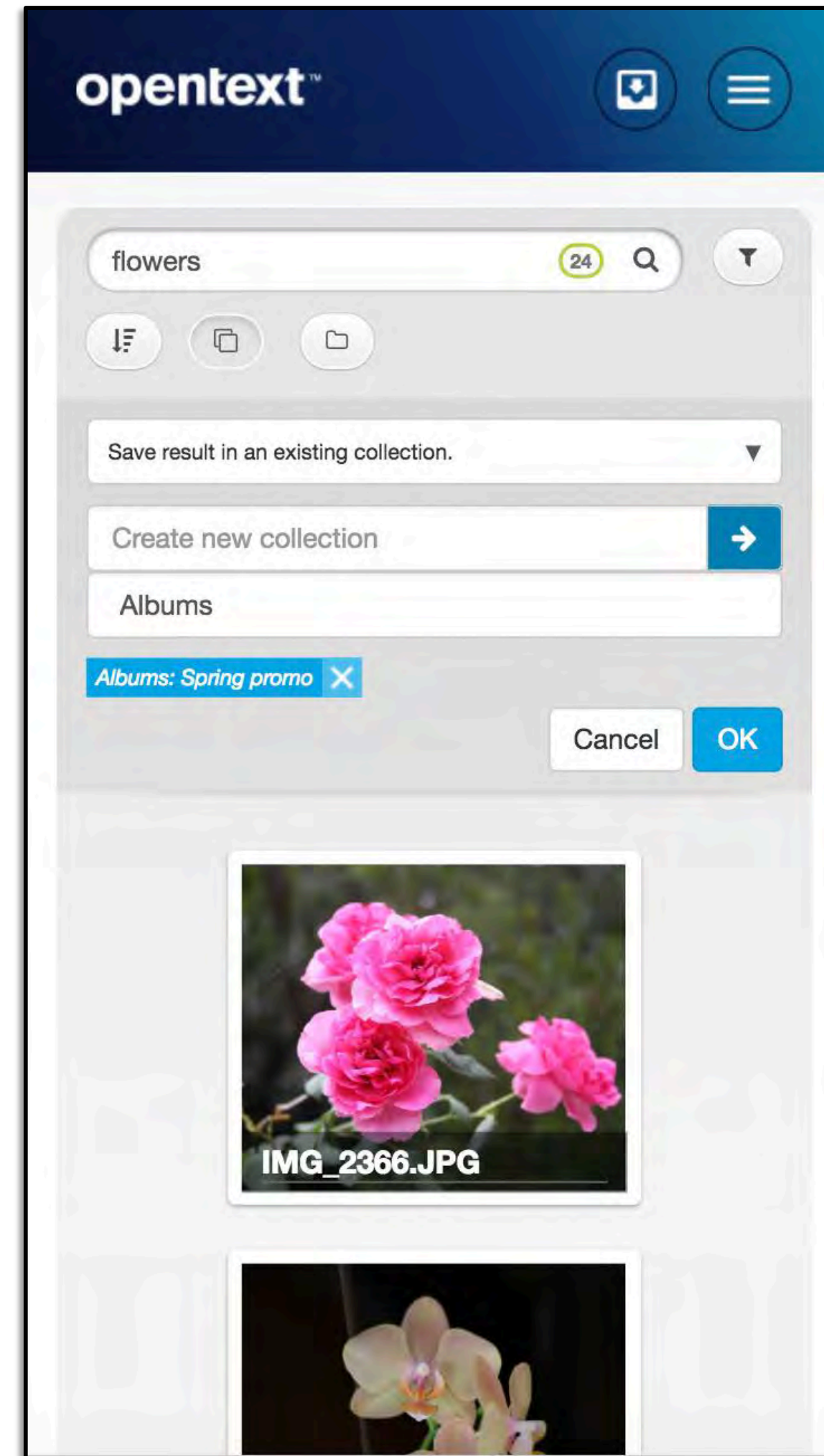
Responsive Collaboration – anytime, anywhere

Responsive Design

- Enabling mobile phone use for **on-the-go** users who require the most up to date assets at their fingertips.

Sharing

- Allows users to collect assets into collections and take action on those collections such as sharing to other users or exporting.





Every company is a media company today, using rich media, images and video to communicate with partners, customers, staff and other constituents.

Every company is a media company

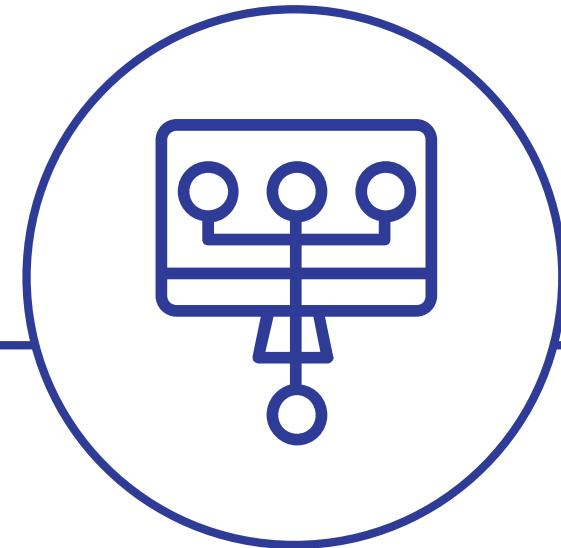
Ecosystem, Cloud & infrastructure enhancements

Ecosystem enhancements



Telestream Vantage 7 support

Support for the latest Vantage transcoder



SQL Server 2016 support + Enterprise TDE

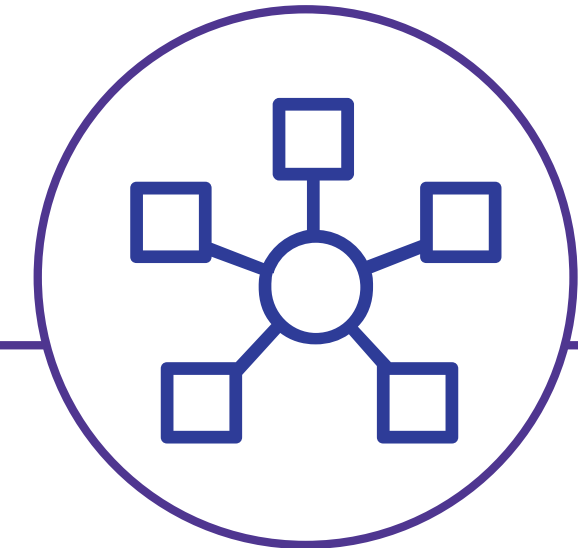
Support for the latest SQL Server and encryption at rest



Single Sign On (SSO) for Adobe Creative Cloud Connector

Enabling enterprise SSO integration via OTDS.

Adding unified SSO capabilities between the UX and CC Connector.



Secure MFT 2016 support

Enabling High Availability (HA) for the transfer of assets. HA allows for increased throughput for the transfer service.

NEW Optional Add-On for Active : Active

Cloud & infrastructure enhancements



sFTP delivery support

Securely distribute content from the DAM to a secure FTP



Adaptive Media Delivery support for non-image assets

Enhance the supply chain by allowing other non-image content such as Videos and PDFs to be delivered



Chef scripts for installation automation

Rapidly install and deploy OpenText Media Management Recipe for repeatable process



Intelligent Storage Updates

Cloud storage indicators for easy identification of content stored in the cloud

Architecture Changes in 16.3

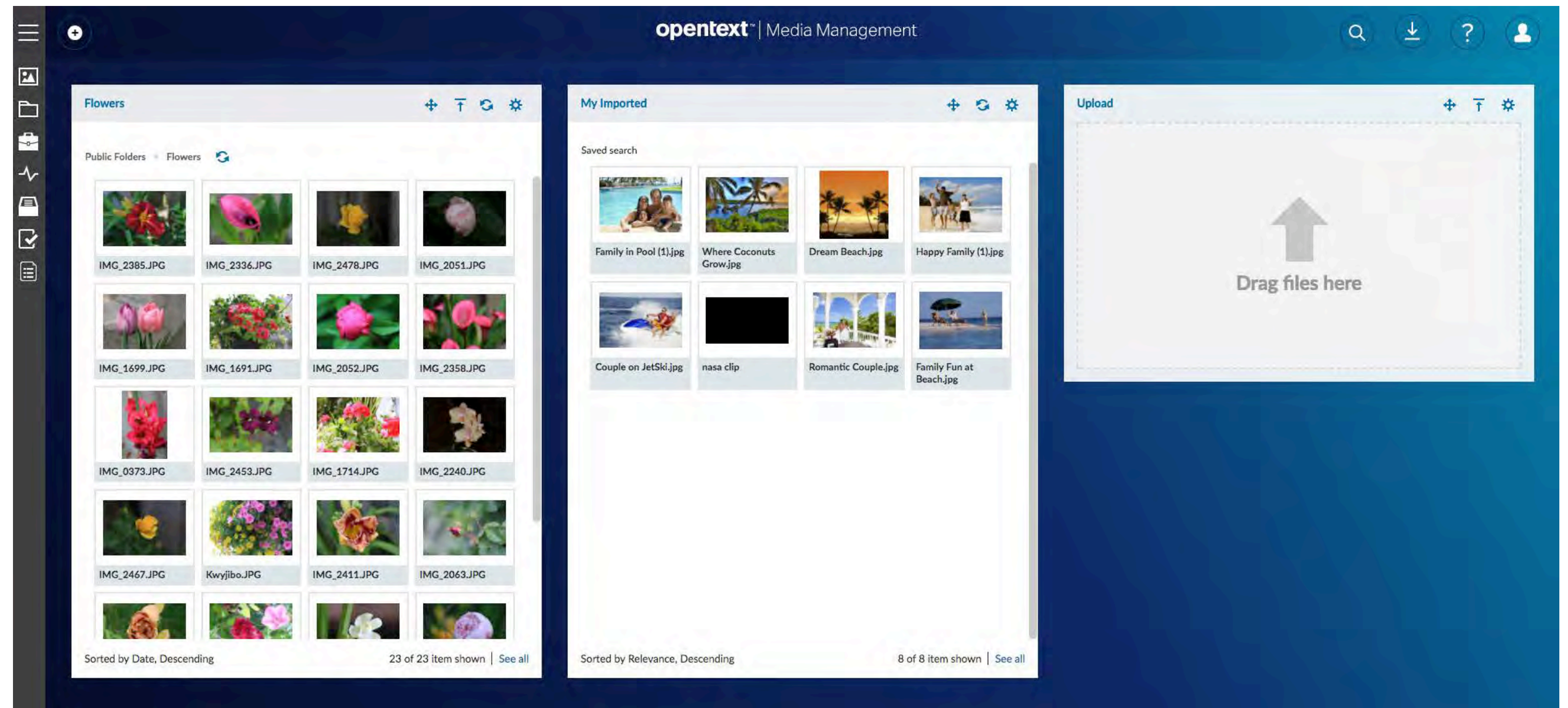
- **Architecture changes**
 - SQL Server 2014 and 2016 support (2012 removed)
 - SAP HANA 1.0 SPS 12 support added in 16.2.1 (for SAP DAM deployments)
 - Vantage 7 support (6.3 removed)
 - Postgres 9.6 support
- **Deprecated items in 16.3**
 - Telestream Flip Factory
 - Console mode installer on Linux



Upgrading to 16.3

- **Upgrading**

- Upgrade direct from 16.2
- For customers on 10.5 or 16.0, can upgrade to 16.2 directly, then to 16.3
- Customers on 6.x or 7.x, see Upgrade Central on My Support



OTMM 16.2.1 - June, 2017

- Adobe CC Connector
 - Support for Adobe Illustrator
- Duplicate Asset Checker
 - Warn user when attempting to create a new folder or import an asset where the asset name already exists in the system.
 - Can be checked on folder or system level

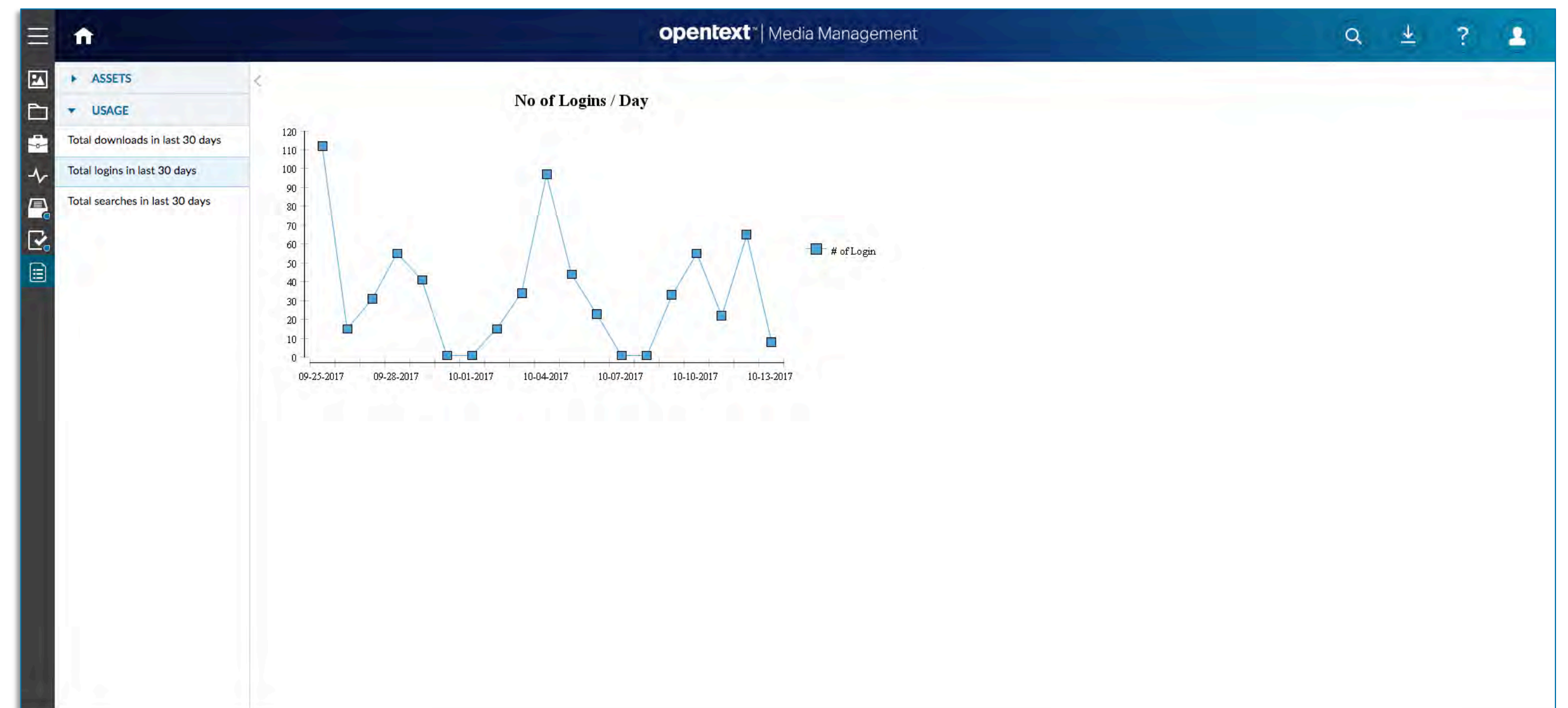


OpenText Media Management 16.2.1

- System Reports for Media Management

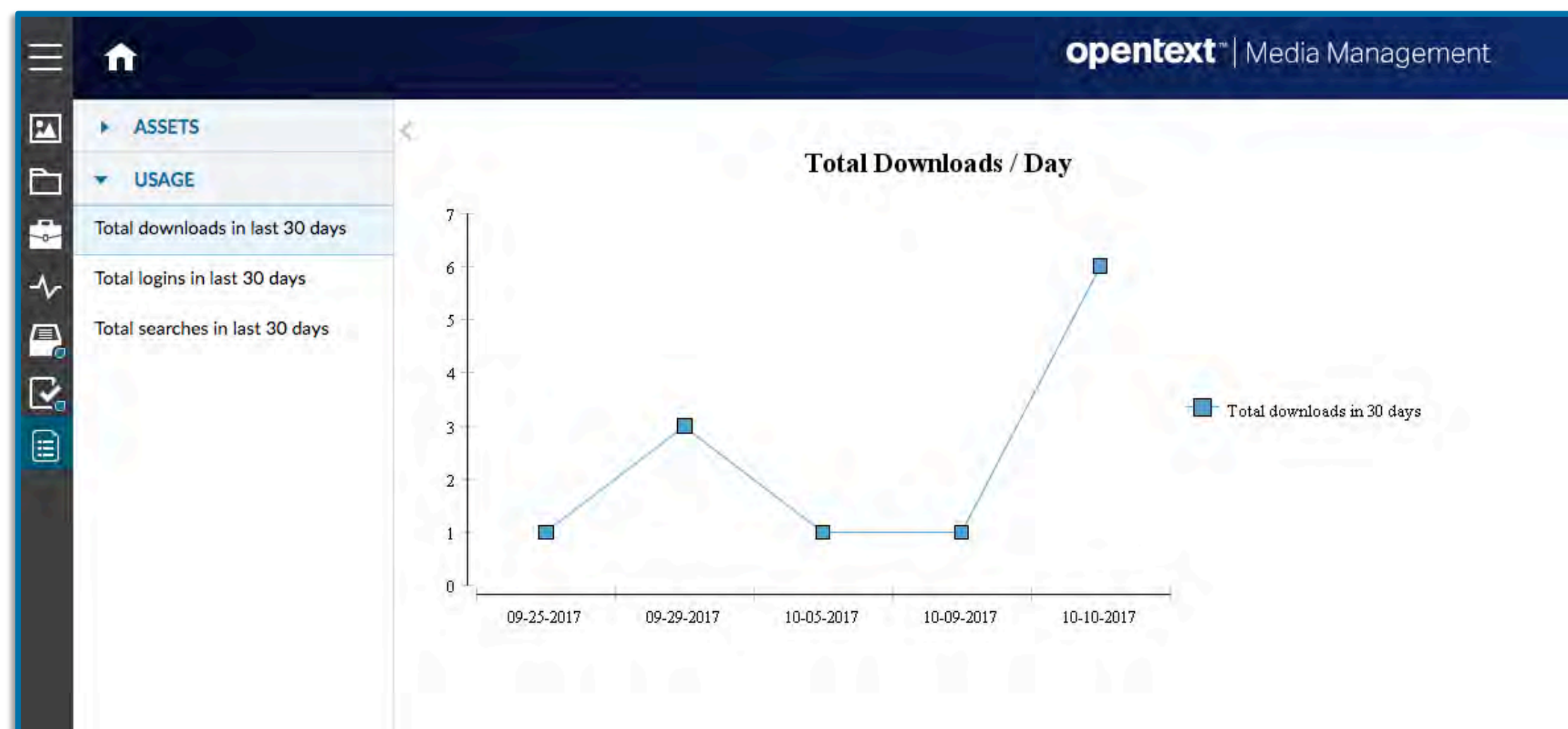
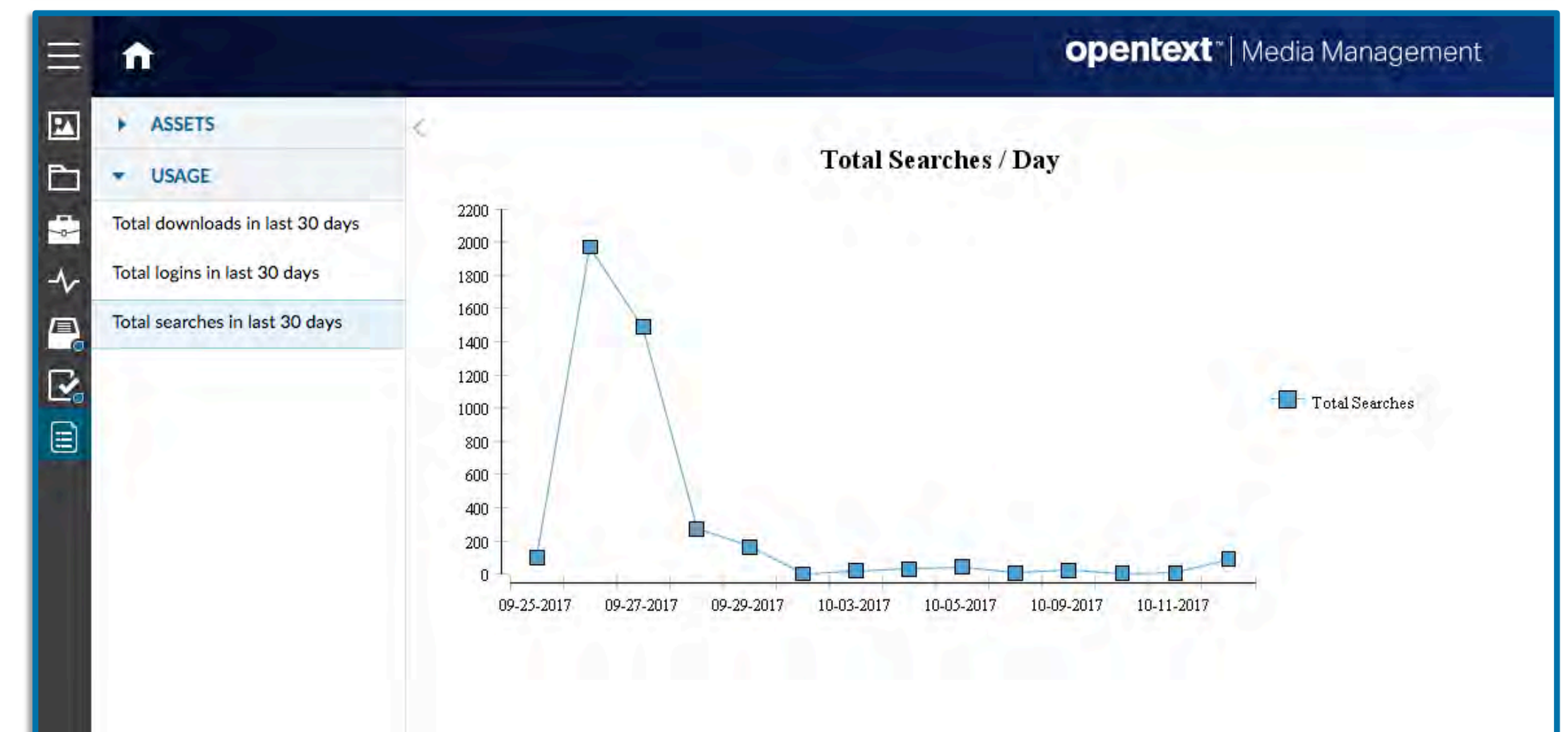
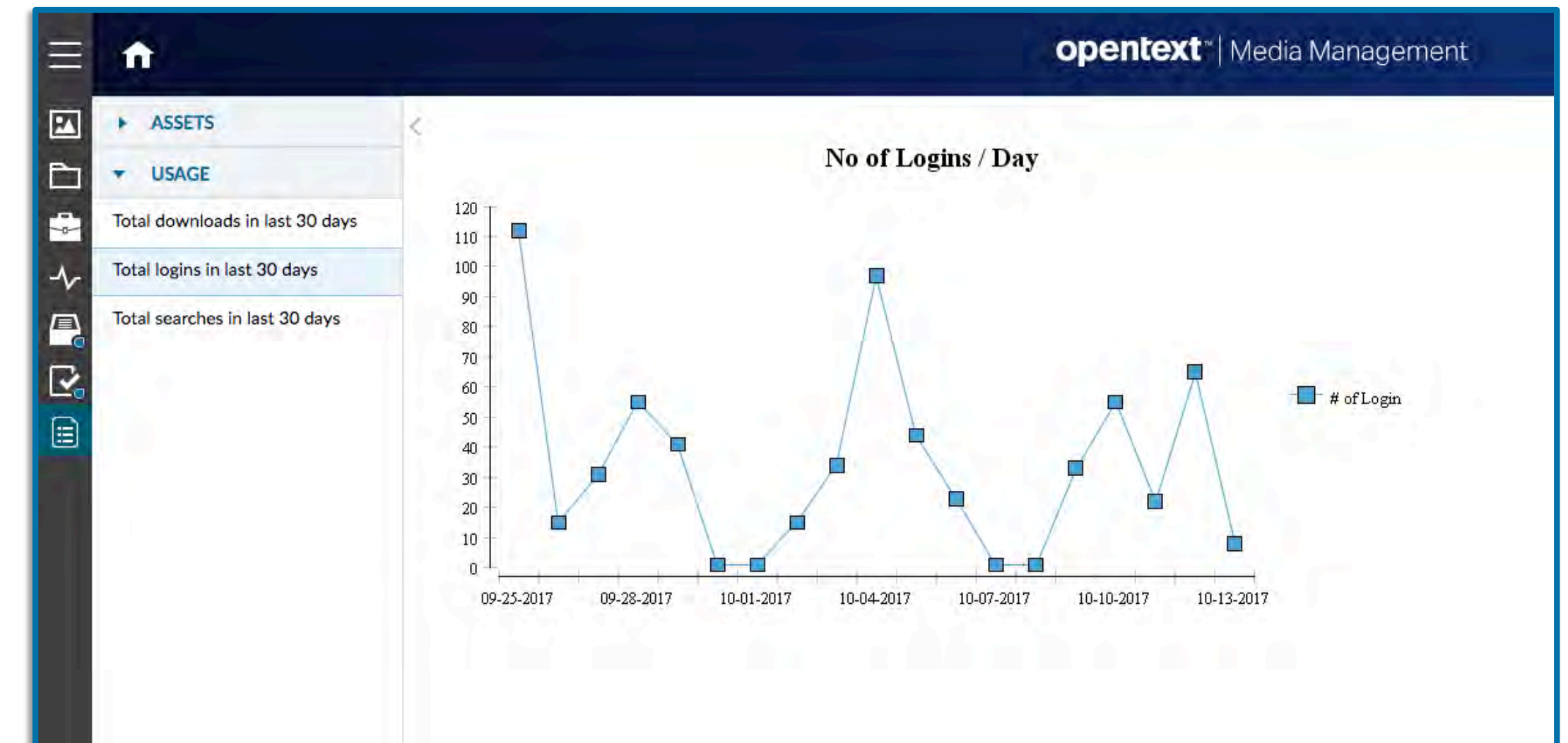
Analytics – **Out of the box included reports**

- A set of system reports that are delivered with OTMM that will enable asset owners and system administrators to visualize critical business and current system metrics within the DAM.
 - Assets imported by content type
 - Assets imported by user group
 - Total assets by content type
 - Total downloads in last 30 days
 - Total searches in last 30 days
 - Total logins in last 30 days



OpenText Media Management System Reports

- User Logins/Day
- Total Searches/Day
- Total Downloads/Day



OpenText Media Management: **You are a media company**



Every company is a media company today, using rich media, images and video to communicate with partners, customers, staff and other constituents. Whether studios, retail, insurance, finance, banking, energy, manufacturing or other enterprise you have information to share, a story to tell and something to sell. OpenText can help securely manage your digital media assets, brands and valuable IP to increase productivity, reduce costs, manage, repurpose and automate content publishing and delivery, enabling new ways to communicate and generate new revenue streams.

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