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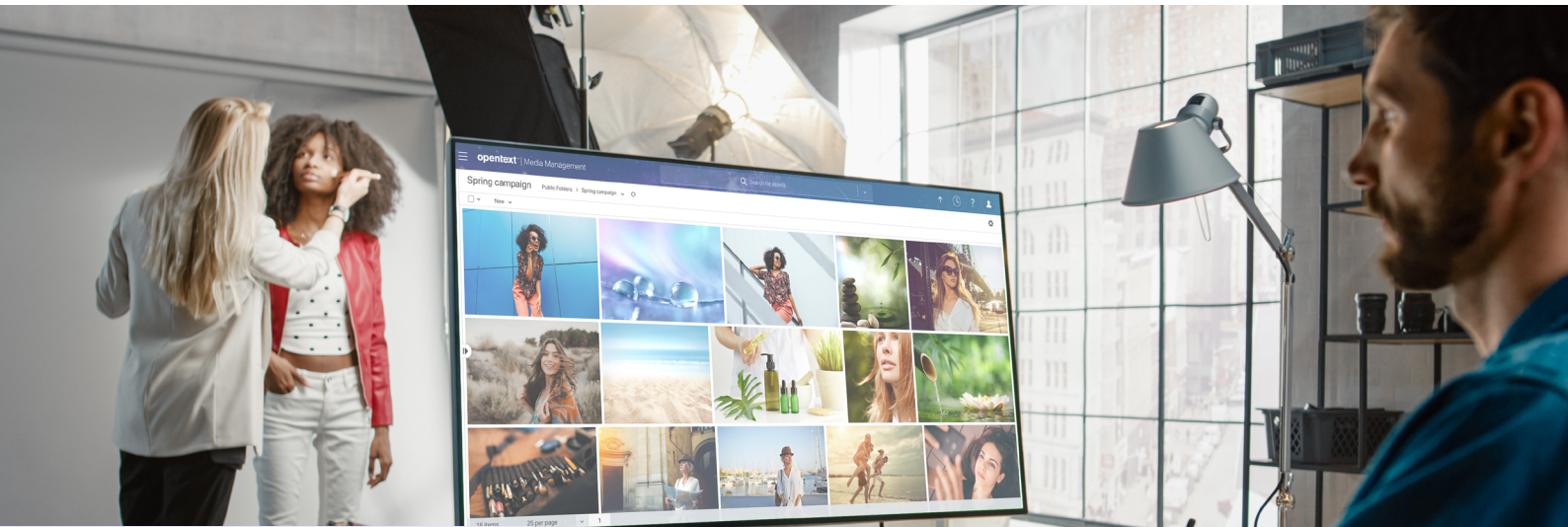
PRODUCT OVERVIEW

OpenText™ Media Management

Optimize creation, management and distribution of rich media assets for any part of your business.

Solve content overload with powerful search tools and AI assistance

Unlimited scaling to billions of assets with tailored experiences for thousands of users

Work from anywhere on a shared library using built-in collaboration

Save millions of dollars through increased productivity, lower agency costs and decreased risk

Marketing channels, social media and other customer touchpoints are proliferating at an increasing rate and it is becoming more difficult to get the right content delivered to the right channel without losing visibility into the governance of assets and brands. All of this is happening while departments are under pressure to reduce spend.
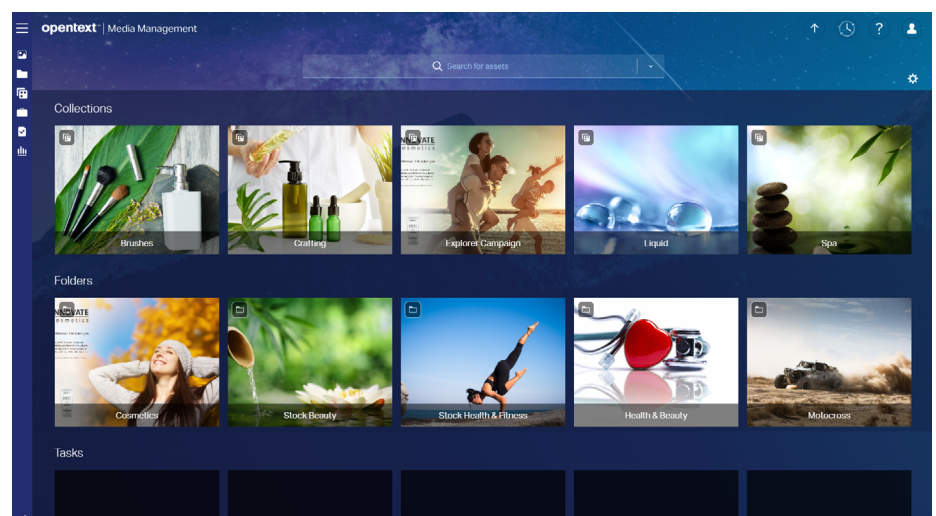
Personalized home pages show each user the assets and projects most relevant to them and display important messages that promote user engagement.

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San Jose Sharks drive fan engagement with OpenText

"The OpenText DAM integration into Adobe® Premiere® was really a game changer. I was looking for any way to keep my editors working in their program. In addition, I found that the OpenText platform was really diverse and had a lot of search capabilities. It was kind of a no-brainer."

Dustin Lamendola, Director, Production and Event Presentation, San Jose Sharks

⇥ Read the Success story

Today, every company is a media company, using images, video and other rich media to communicate with partners, customers, staff and agencies. OpenText™ Media Management is a modern Digital Asset Management solution (DAM) that equips organizations to create and use media assets, bolster marketing collaboration and empower digital media supply chains to deliver on their brand promise to customers.

With Media Management, organizations can securely manage digital media assets, brands and valuable IP to increase productivity, reduce costs and manage, repurpose and automate content publishing and delivery.
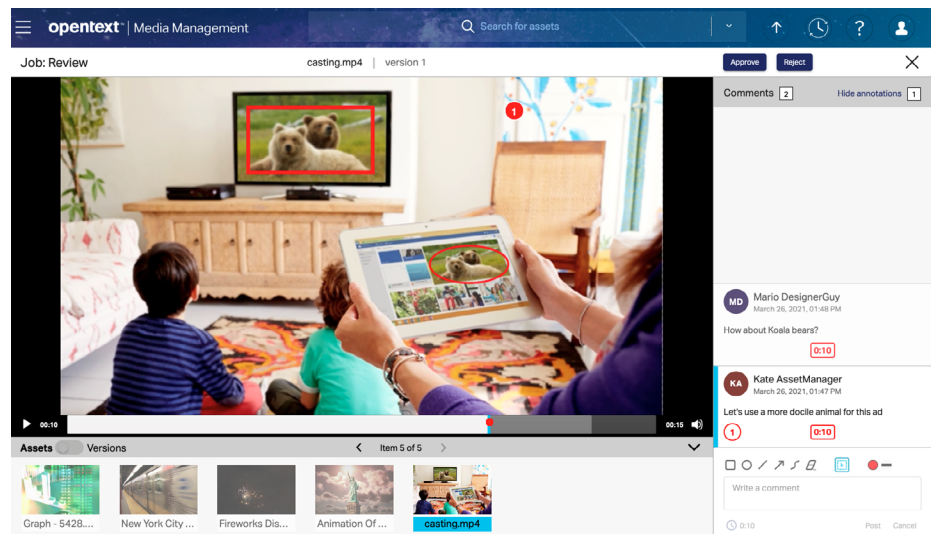
Streamline your creative process with collaborative reviews for images and video.

Solve content overload

Media Management solves content overload woes through powerful productivity optimizations. Market-leading and highly configurable search and governance tools ensure users always have the right content at their fingertips. Built-in workflow design tools and collaborative review for images and video accelerate the digital media supply chain. Integration with leading AI and machine learning tools takes things to the next level.

AI driven different

Traditionally assets loaded into a DAM must be manually tagged with a wide range of information dealing with content types and depictions. Media Management uses advanced AI (Microsoft® Azure® Computer Vision, Amazon Rekognition™ or Google™ Vision AI) to auto-tag images by number of people, faces, age, gender, descriptions, objects and colors. Videos are automatically tagged with time-coded speech-to-text transcripts with speaker identification and even tagging of known celebrities (based on a database of one million people). Both images and video benefit from OCR scanning of in-frame text, brand recognition and label identification.

As a result, categorization and searching of assets become far more useful while requiring less user time to set up.

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Consulting Services

Managed Services

Training and
Learning Services

Optimize Services

Cover your whole organization

DAM is no longer just for marketing departments. As the need to manage rich content expands into every aspect of the enterprise, use cases for wider DAM deployments follow. DAM can be used to manage material provided to customer service and on-site tech support (images, documents, videos), security and maintenance (video recordings, drone feeds, etc.) and production (cut guides, prototype specifications, 3D models, etc.).

Adaptable to any need

Beyond deployment in a traditional posture, Media Management excels as a headless/hybrid tool. It can integrate into the back end to seamlessly serve assets up when called upon by workflow tools and support customized user experiences for each department in an organization. That means easier access to the tools and content a given team needs, without being overwhelmed with content they don't— all while drawing from and adding to the same central DAM storage.

Room for everything

Organizations need a DAM solution that can provide assets fit for any touchpoint, including online, mobile, kiosk, print, billboards and dynamic digital signage, without restrictions. Media Management scales to encompass billions of files, thousands of users and hundreds of channels. Extremely large organizations with similarly massive digital media management needs rely on it.

Work from anywhere

The office world is changing forever. Businesses that were previously 100-percent on site are discovering the benefits of distributed staff and hybrid working arrangements. Recent events have moved many in-person activities to virtual. Media Management can be a huge asset because it puts massive stores of assets at employees' fingertips wherever they are, along with providing version control and the ability to annotate for easier collaboration. It's the perfect tool for managing rich media across a wider footprint beyond the premises.

Reduce costs

Consolidation of all digital media and video into a centrally managed and controlled repository cuts costs while accelerating marketing collaboration, publishing and distribution to required channels and devices for better customer engagement. Users save millions of dollars through increased productivity, faster time to delivery, lower agency costs and decreased risk with improved governance and security.

All-inclusive subscription pricing

Media Management is available via an all-inclusive annual cost covering software, cloud hosting, support and regular updates. This flexible user pricing model makes the full featured, enterprise-grade DAM solution more accessible to more organizations at more levels and even single departments. This "enterprise for everyone" pricing model also makes DAM economical for a wider variety of applications beyond marketing.

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Perpetual/term licenses

Other DAM options on the market have discontinued perpetual/term licensing options, however OpenText recognizes that there are still customers who prefer to purchase their software for a single upfront cost. Media Management can be purchased via license, then deployed in whatever way suits organizations' IT stance: on-premises, in the public cloud or a private cloud.

Media Management offers the perfect balance of technology flexibility and extensibility into corporate IT applications and MarTech ecosystems, with proven enterprise performance relied upon by some of the world's most powerful businesses. Throughout this history of excellence and reliability, Media Management has maintained exceptional adaptability and versatility, allowing a single DAM to be many things to many people within the same organization. As a result, efficiency and accessibility can be greatly increased.
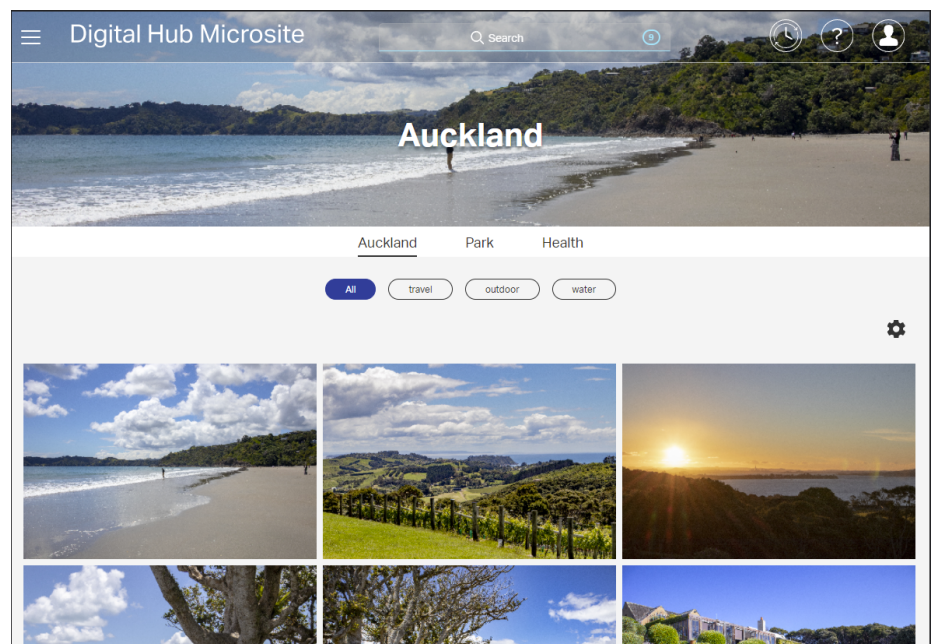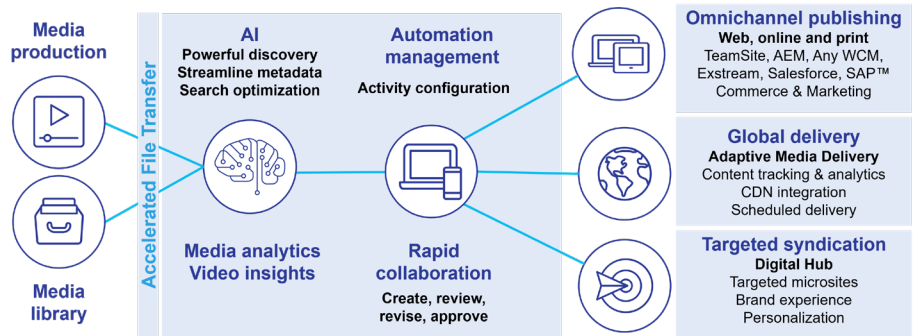
Publish asset collections to occasional and external users with a simplified user experience.

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Features and options	Benefits
Centralized, global repository	Drive consistency and efficiency throughout asset acquisition, sharing, repurposing, disposition and retirement for marketing, heritage preservation, commerce and media distribution
Engineered for scalability	Right-size for your current needs, with limitless room to grow with your organization
As-a-Service or full control	Available as a managed service in the OpenText™ Experience Cloud or to install in any data center or public cloud
Secure access for all users	Licensing, subscription, syndication; portals for partner and franchise networks, offshore packaging, localization and omnichannel distribution
Creative production workflow	Streamline the creation, revision, review and approval for internal and agency projects with mark-up and collaborative comments on images and video
Extensive metadata management	Includes 150 pre-defined metadata fields with automatic metadata extraction (XMP, IPTC, EXIF) and unlimited additional field creation with common taxonomy terms
Hierarchical metadata	Configurable by business users for inheritance, global visibility, tagging, compound/bulk ingest and edit, entity extraction, text indexing, standards and plug-ins for a variety of mappable standards for user-configured file types
AI rich media analysis	Auto-tagging images by number of people, faces, age, gender, descriptions, objects, colors and OCR of captions. Included connector for Microsoft Azure Computer Vision, AWS Rekognition and Google Vision AI
AI video insights	Tags video assets with time-coded, speech-to-text, on-screen OCR, speaker identification and known celebrities from the video based on a database of one million celebrities
Search experience	Simple keyword search for tags, metadata and file content, supported by dynamic filters including image colors so users can quickly find what they need
	Powerful multi-term search for advanced users. Save frequent searches to create dynamic collections and share saved searches with selected other users
Digital rights	Digital rights and usage restrictions for any digital asset through security, metadata or rules-logic for multiple channels
Intelligent storage management	Seamlessly connect to public cloud or other storage to move content and reduce storage costs
Rendition management	Dynamically create and store multi-page assets, thumbnails, preview and proxies based on configurable specs for size, format, color, aspect ratio, compression and bitrate
	Renditions can be generated on the fly and delivered to multichannel, PIM, CRM, MRM and WCM
Smart compose	Automatically, dynamically and intelligently crop assets for any use
Activity management	Easily streamline and automate many common marketing requests with an easy-to-use automation configuration tool for marketers
Multi-device usability	Responsive user interface for tablets, laptops and larger screens
	Mobile UI optimized for phones

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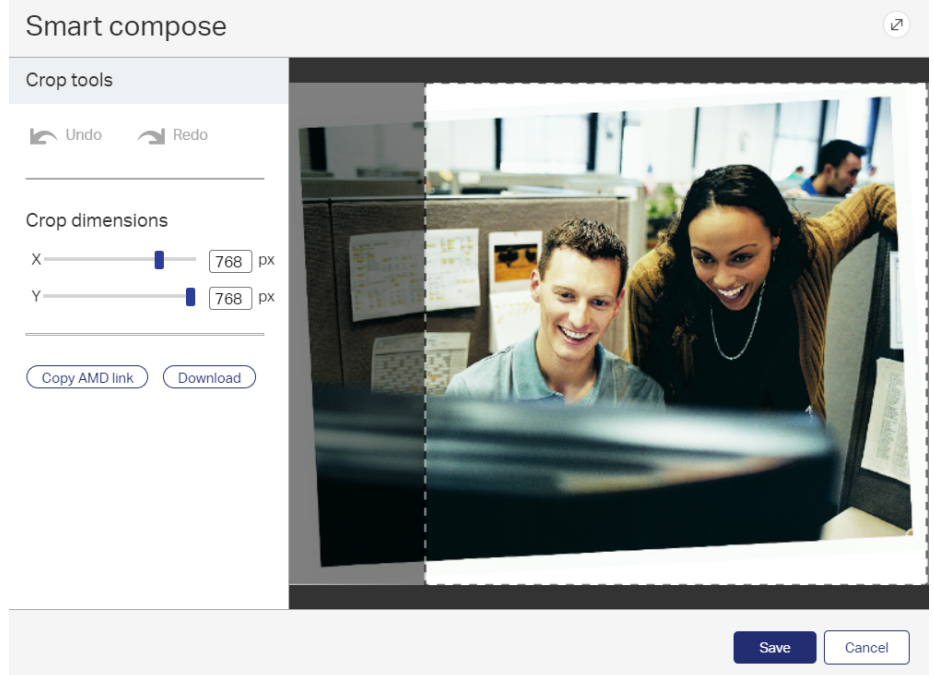| Features and options	Benefits
Security	Three-part security architecture, ensuring the authenticity of users, controlled access to client functionality/ metadata and security of all assets
	OpenText™ Directory Services' SSO supports LDAP, ADS, Sun OpenDS and SAML 2.0
Localization	UX is internationalized for English, French, Spanish, Portuguese, Italian, German, Arabic, Simplified Chinese and Japanese
	Store metadata in multiple languages to ensure correct usage around the globe
	Allow local teams to enrich content for the local market
Extensive file support	Supports all common file types used for image, creative and video projects
	Supports popular and open 3D formats, including PLY, FBX, STL, 3DS, DAE and OBJ, allowing users to rotate, pose and zoom 3D models without requiring specialized desktop software
	Supports the preview and rotation of 360° Spin Sets to allow review of the animation before publishing
OpenText™ Media Management Reports	Provides reporting and data visualization for user activity and asset usage, with web-based design tools for creating custom reports and dashboards
Web content management (WCM) integration	Integrates natively with OpenText™ TeamSite™, OpenText™ Web Experience Management and OpenText™ Web Site Management. Connector available for Adobe® Experience Manager
	Full-featured REST API, SDK and accelerators for integrating with all major web content management systems
CDN integration	Built to be integrated to any CDN and comes with templates for Azure CDN and Amazon CloudFront™
Commerce	Preferred DAM for SAP® Commerce, SAP® Business and SAP® Marketing
Integration	Integrates with many workflow, design, marketing, sales enablement, e-learning and information management products to deliver seamless cross-system business processes
	Ships with REST API, a Java SDK and a complete Programmers Guide
Digital asset delivery	Nonlinear packaging and distribution workflows allow media assets to be syndicated to commercial and proprietary video platforms, e.g., iTunes®, YouTube™, content delivery networks, etc.
Scheduled media delivery	Automate media delivery through an easy-to-use UI to schedule folders and search criteria to be delivered to various channels
	Deliver only asset changes or approved assets and replicate folder hierarchies
Integration with Microsoft® 365®	Source assets within Media Management from an add-in panel within Microsoft® PowerPoint® or Microsoft® Word® and place them in documents or presentations
Shutterstock® Library integration	Connect to Shutterstock Enterprise with Media Management to govern the licensing and management of stock images
	Search the Shutterstock library using Media Management and save assets and metadata directly into the DAM

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Features and options	Benefits
Embeddable media selector	Easily integrate Media Management with web-based authoring systems using the Media Widget
	Search, browse and place media assets in web, app, document and communication designs
OpenText Accelerated File Transfer for Media Management	Designed to manage the efficient and rapid upload and download of large files
OpenText™ Media Management Connector to Adobe® Creative Cloud®	Provides seamless browsing of Media Management digital content from inside Adobe® Photoshop®, Adobe® InDesign® and Adobe® Illustrator®
	Designers can easily monitor jobs and tasks, search, view and check out assets, work on them locally and check in assets
Adaptive Media Delivery Server (AMD)	Streamline delivery of finished marketing content with automated URL-based delivery of renditions for omnichannel marketing and content delivery networks
	Easily deliver intelligently and automatically cropped images based on device size, such as mobile tablet, desktop, etc.
OpenText™ Media Management Digital Hub	Publish public or secure microsites for the distribution of asset collections
	Create a simplified experience for occasional or external users in which they can search and browse a curated selection of media assets
OpenText™ Media Management Connector for Salesforce	Salesforce Marketing Cloud® and Salesforce Sales and Service Cloud® integration allows direct access to assets in Media Management from within Content Builder and Records for promoting reuse of content, saving time and removing duplication of effort
Powerful SAP® ecosystem integrations	Available in OpenText™ Digital Asset Management for SAP® Solutions. Extends Media Management, integrating with SAP Business Suite, SAP Marketing Cloud and SAP Commerce Cloud
Rights Cloud™ by FADEL® for OpenText™ Media Management	Delivers a single rights and clearance source across agreements, talent and assets—arming organizations with content governance and compliance and smart insights for advertising content
Mediawide Asset Builder Web-2-Print Solutions for OpenText™ Media Management	Brings the efficiency of "create-once, use-many" to repurpose, re-express, reuse and recreate print and digital assets, directly inside Media Management, without incurring expensive and time-consuming interaction between media agencies and distributed marketing teams
OpenText Marketing and Media Management by Acheron	Optimize the digital media supply chain with powerful and configurable workflow tools
OpenText™ Media Management Connector to Adobe® Experience Manager	Integrates with Adobe Experience Manager, adding the Media Management menu and allowing for secure access to assets, keyword search directly in Media Management and easy asset placement with drag and drop

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Smart compose

Crop tools

Undo   Redo

Crop dimensions

X   768 px
Y   768 px

Copy AMD link   Download

Save   Cancel

Use smart compose to automatically, dynamically and intelligently crop assets for channel use with Adaptive Media Delivery service.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: **opentext.com**.

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