

# Real Estate Company Speeds Promotion with Centralized Brand Repository

DDR Corp. enables immediate, convenient access to marketing collateral with OpenText™ Media Management

DDR professionals needed to replace labor-intensive routes for obtaining marketing collateral with timely, easy access that matches the competitive marketplace of high-quality retail assets. It turned to a trusted provider, OpenText.

## Accessing the Right Content at the Right Time

Marketing managers for DDR, a publicly traded real estate investment trust, advertise power centers—large retail properties that house big box stores alongside smaller retailers. For each property, the DDR marketing professionals create and manage photos, site plans, aerials and more for use across multiple channels, from DDR's web site to social media outlets.

DDR operates with a decentralized marketing staff to manage hundreds of locations representing more than 100 million square feet. Designers and directors supply collateral from the corporate headquarters in Ohio while property marketing managers work from regional offices across the United States and Puerto Rico.

We were looking to expose our media to everyone... our marketing staff needs that content," says Kim Scharf, Vice President of IT Enterprise Services for DDR. Multiple requests for approved collateral pulled headquarter professionals away from core tasks. The lack of easy access to content meant marketing managers in the field would often need to wait weeks for material, delaying promotional processes and financial returns.

Furthermore, multiple versions of assets led to higher storage requirements than necessary and outdated collateral.

## Integrating a Centralized Repository

DDR investigated options for a centralized system to manage digital assets. From an integrated, corporate view, OpenText Media Management was the clear choice. "When I think of a centralized repository, I think of OpenText because we have our primary infrastructure repository in OpenText Content Suite," Scharf explains.

## INDUSTRY

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*Real Estate*

## CUSTOMER

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*DDR Corp.*

## CHALLENGES

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- *Fast-paced industry*
- *Limited, delayed access to collateral*
- *Overworked office personnel*
- *Disconnected mobile workforce*

## SOLUTIONS

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- *OpenText™ Media Management*

## BENEFITS

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- *Immediate, easy access to digital assets*
- *Agile marketing operations*
- *Reduced toll on managers, re-focus on high-value tasks*
- *'Fun,' efficient creative process, from anywhere*

## “Finding things faster, publishing things faster ... from a user experience perspective, OpenText Media Management is actually fun.”

KIM SCHARF, VICE PRESIDENT OF IT ENTERPRISE SERVICES, DDR CORP.

DDR relies on the OpenText enterprise content management system to handle content and workflow related to acquisition, management of leasing documents, invoicing and disposition. The OpenText™ Content Suite Platform serves as a single source of truth for DDR, also supporting a technology commitment to re-use and re-purpose content for added efficiency.

Another technology principle at DDR calls for leveraging full value from its investments, especially when the technology serves the company well. “Because we already had the infrastructure with Content Suite, we were able to show our designers and other managers the benefit of going with the OpenText tool for digital asset management,” Scharf says.

### *OpenText Media Management at DDR*

Connecting people, processes and content, Media Management empowers marketing for DDR’s power centers from creation to consumption. DDR managers are impressed by the ease of searching, use of metadata and other capabilities from Media Management. Designers and marketing directors have recognized further proficiencies with workflow and task management.

Driven by flexible rules, automated workflows move projects forward, notifying users of tasks, coordinating collaboration, approvals and controlling user permissions. For instance, only DDR designers access promotional material during the creation phase; once complete, reviewers are granted access to the files. “Until a piece of collateral is marked as official, no one else can use it,” Scharf notes.

Following a structured approval process, digital assets are consolidated in a single, secure media library. One, high-quality finalized version of each asset is then ready for use, re-use and re-purposing across multiple channels and applications. Media Management automatically generates renditions in the right size and format, and, using the browser-based interface, Media Management can be accessed from a desktop or iPad®. DDR professionals maintain easy access to content from any location to download and share, helping to promote their properties.

Other features of Media Management add convenience and security to asset use, including:

- Dynamic content – custom-branded home pages may be tailored and personalized to meet different needs of user groups.

- Intuitive search – faceted search allows users to drill down to quickly discover the asset they need.
- Folder browse – Quickly browse the assets in a folder and create alerts to be notified when new assets are added or changed.

### **Driving Sales with Agility, Efficiency**

Marketing managers now obtain content with ease and publish immediately with confidence. “They’re very pleased to have a portal for all that technology,” Scharf says. The team has integrated access with Salesforce®, DDR’s CRM system. “We were able to give them a single click to the Media Management system so they can find their content very easily.”

For example, when marketing managers need ad campaigns to post on Facebook, they simply click on Media Management to locate and upload material to social media sites, knowing the content is approved and ready for use.

Marketing directors at the home office also benefit. “When we need to add new content to our website, we just go to Media Management, find the hero shot we need and expose it to the DDR web site,” Scharf says.

DDR’s integrated handling of assets through Media Management returns notable benefits for the corporation and the individual:

#### *Agility*


Promotional material is published faster on the corporate website and property outlets via multiple channels. DDR marketing professionals respond to opportunities with speed and relevancy by accessing assets with a few swipes on an iPad.

Mobile access to current, targeted collateral supports high-speed business for DDR professionals. Timely turnaround encourages a shorter sales process and hastens financial returns.

#### *Productivity*

“With Media Management, we have dramatically reduced the amount of requests for collateral directed to the marketing team in our home office,” Scharf says. Fewer requests mean more time for designers and directors who can then focus on higher priority tasks, including production of value-added material.

Property managers also realize an increase in productivity as they handle marketing tasks on the spot with convenient devices. Easy access even supports talent recruitment and retention, as DDR is becoming known for its integrated technology that fosters an enjoyable creative process. “Finding things faster, publishing things faster ... from a user experience perspective OpenText Media Management is actually fun,” Scharf says.



**“Understanding that we have a technology base that allows us to provide creative, innovative solutions to our business, it's what makes you wake up and want to come to work every day.”**

KIM SCHARF, VICE PRESIDENT OF IT ENTERPRISE SERVICES, DDR CORP.

WATCH THE VIDEO\*



*\*To play this video, you will need to have Adobe® Acrobat® **version 9** or higher **installed** and a live internet connection.*

#### Quality

Media Management ensures material meets a consistent standard, guaranteed to be the latest versions. By eliminating repetitive copies and multiple versions in file servers and inboxes all over the company, Media Management supports DDR promotional needs with minimal storage.

Scharf and her team will maintain a close connection with OpenText for DDR's enterprise content strategy. “Just coming to work and understanding we have a technology base that allows us to provide creative, innovative solutions to our business, it's what makes you wake up and want to come to work every day.”

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