

**opentext™**

SUCCESS STORY

**SAP**

**Industry**

- Enterprise Software

**Solution**

- OpenText Digital Asset Management for SAP® Solutions

**Results**

-  **Central marketing asset repository** for consistent branding
-  **Improved** omni-channel support
-  **Reduced** time-to-market
-  **Easy search and retrieval of assets** resulting in significant time savings
-  **Targeted**, fresh collateral
-  **Lower cost** of ownership



# SAP® extends value of enterprise marketing assets

**Market leader in enterprise application software supports enterprise-wide content-driven marketing with Digital Asset Management solution**

*“Our goal within the application layer is to look at the use cases and create efficiencies wherever we can. The solution provides a good way to tap into that application layer and build out the interface and features using core functionality. It allows flexibility to customize specific use cases around our marketing organization.”*

**Peter Chamberlain**  
Director of Marketing Content Infrastructure  
SAP Marketing

As market leader in enterprise application software, OpenText™ Digital Asset Management for SAP® symbol Solutions focuses on its vision to help the world run better. Founded in 1972 and headquartered in Germany, its applications and services are used by 261,000 customers in 180 countries. Today, SAP is recognized as one of the most valuable brands around the world. To support a consistent branding approach and boost sales and marketing, SAP plans, builds, delivers and maintains a wide array of marketing assets.

### Scattered, hidden assets

Several years ago, SAP looked to increase the usability of its own marketing assets. As a worldwide enterprise with a variety of products, programs and channels, SAP manages an array of digital assets and produces thousands of pieces of content every year. Before the Digital Asset Management (DAM) solution was in place, many of the existing assets were not visible to everybody or were often inaccessible.

***“The lack of a single source for assets made it difficult for our marketing team members to search and retrieve content and manage version control,”*** said Chamberlain, Director of Marketing Content Infrastructure at SAP Marketing. ***“It hindered the ability to make use of content that had already been developed and re-use it across the organization.”***

SAP needed a solution to centrally support the content lifecycle model across a de-centralized, global marketing organization. The goal was to provide a single source of truth for content, maintain taxonomy governance and also gain reporting transparency to track and measure content use across the company.

### The Marketing Asset Center—managing over 150,000 assets and growing

SAP now extends the value of marketing assets with OpenText™ Digital Asset Management (DAM) for SAP® Solutions, also sold by SAP itself as the SAP Digital Asset Management application by OpenText. The solution provides the organization with a single point of management and workflow integration for marketing assets as a foundation for fast time-to-market, consistent messaging and omni-channel support.

The Marketing Asset Center is the company’s title for the Digital Asset Management solution within the enterprise. As of early 2014, more than 3,000 core SAP professionals use the Marketing Asset Center to manage more than 150,000 assets through the content lifecycle. This includes multiple user roles and multiple digital asset metadata models. The primary users of the system are marketing managers, third-party agencies and those in the field marketing organization. Content producers are provided the tools necessary to manage the content lifecycle, while the rest of the field organization has the ability to search and retrieve assets.

SAP created an advanced options dashboard that includes metadata profiles, asset upload histories and expiration management along with other features. Users can use the dashboard to monitor and manage their content in one easy-to-use view. They can also take advantage of a profiles feature that allows them to set up metadata profiles based upon their role and area of interest. Up to 70 percent of the metadata is pre-populated for them, which helps save valuable time and further ensures consistency when uploading assets.



***“In a content-driven marketing organization like ours, the ability to manage the lifecycle of the content and then deliver it across a variety of channels really brings efficiencies to the company.”***

**Peter Chamberlain**

Director of Marketing Content Infrastructure  
SAP Marketing



## One central repository for omni-channel marketing content management

DAM for SAP Solutions supports SAP enterprise strategies for content aggregation. By creating a centralized repository, they have the ability to syndicate to multiple channels throughout the marketing organization, and other applications can then tap into that repository to make use and re-use of the content that's already been produced. This provides efficiencies for searching and managing content, but also helps lower the overall cost of ownership. The team is supporting one system, one infrastructure, as opposed to multiple applications that are all essentially performing the same function.

While organizations of all sizes use OpenText DAM out-of-the-box, the enterprise solution will also mold to fit and serve operations as preferred. At SAP, this means serving as core functionality with open architecture and the flexibility to develop the application layer for customization. ***"Our goal within the application layer is to look at the use cases and create efficiencies wherever we can,"*** said Chamberlain. ***"The solution provides a good way to tap into that application layer and build out the interface and features using core functionality. It allows flexibility to customize specific use cases around our marketing organization."***

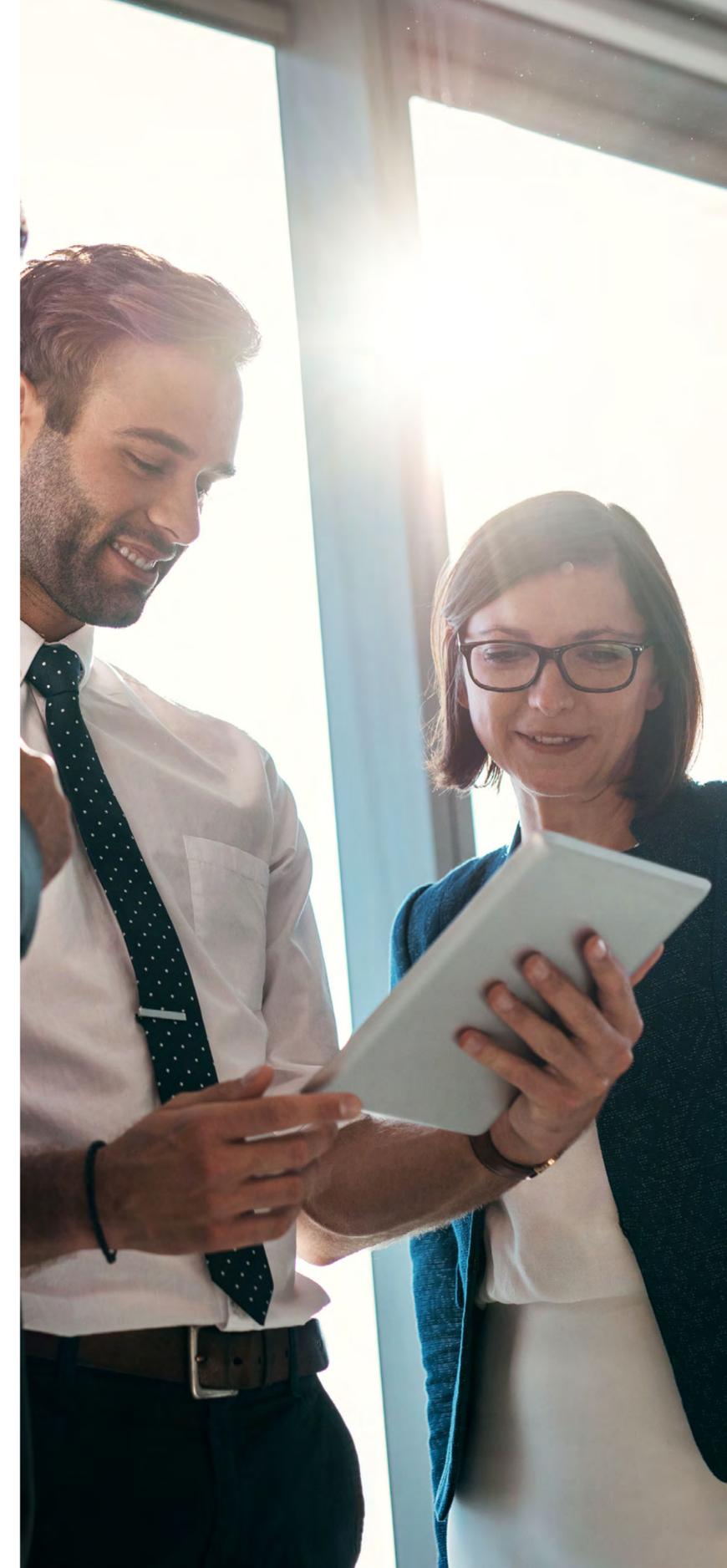
## Content-usage transparency

SAP also integrated OpenText DAM technology with SAP Crystal Reports® software to offer transparency on asset usage and the ability to run simple reports for the user community and administrators.

***"We will be able to look at things like downloads across the organization so we know where a particular asset is being used within the marketing team,"*** added Chamberlain.

## Community support

In opposition to what he often encounters with peers, Chamberlain feels effective DAM systems are not a build-it-and-they-will-come branded piece of software. ***"It is not enough just to build the application,"*** he noted. ***"We have an entire enablement process and structure in place for everything from training the users to change management to communications."*** For its purposes and to match to company processes, SAP built a community around its DAM system. ***"We put a framework in place where my team is actually on the front line in fielding any requests, a support model so that we can better serve the user community by being more responsive and adaptive to their needs,"*** said Chamberlain.



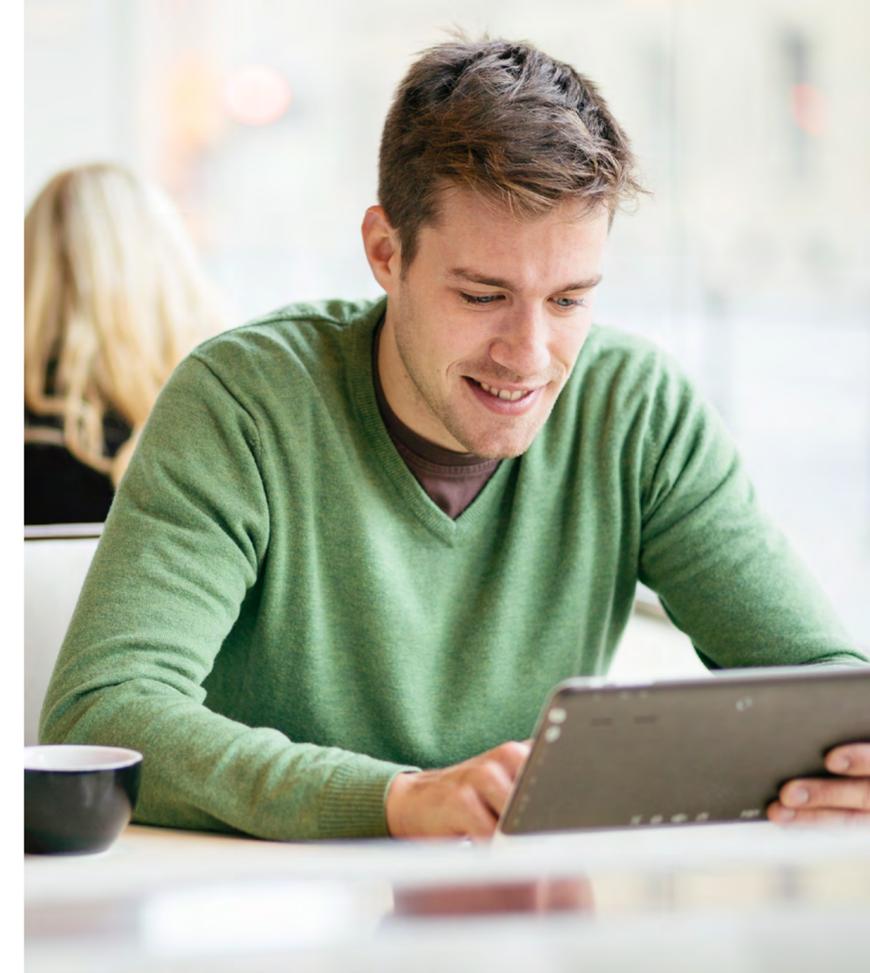
## Efficient content marketing and protecting a world-class brand

SAP is positioned to streamline overall marketing operations with control, speed and efficiency that supports fresh, targeted collateral and returns a lower cost-of-ownership around managing content.

***“In a content-driven marketing organization like ours, the ability to manage the lifecycle of the content and then deliver it across a variety of channels really brings efficiencies to the company,”*** said Chamberlain.

With the Digital Asset Management solution, users can easily search and retrieve assets from the system, and content producers have all the tools necessary to manage the content lifecycle. Assets can be re-used for other purposes and the simple search functionality provides significant time savings.

***“Having a central repository like our Marketing Asset Center can drastically reduce the investment of time in finding the right marketing asset. For an organization of our size, if you multiply that by the thousands of searches that take place per year, you can start to see that there’s a significant amount of time—savings and productivity improvement with this solution in place,”*** said Chamberlain. The ability to re-use assets throughout their globally dispersed marketing organization helps marketing personnel save time and costs, but also helps ensure consistent use of the SAP brand, recently ranked as one of the top 20 most valuable brands in the world. ***“With the Digital Asset Management solution in place, we provide consistency in the use of marketing assets by making them easily accessible through multiple channels across the global organization.”*** concluded Chamberlain.



### 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](https://www.opentext.com).

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