Creating, Using, and Distributing Rich Media Assets

Quick Facts

Summary

The SAP® Digital Asset Management application by OpenText helps advertising and marketing organizations such as yours optimize the management of rich media assets. You can create and reuse content across the enterprise, improving productivity, enhancing creativity, and boosting ROI in your marketing content.

Business Challenges

- The need to generate, use, and reuse content through all channels across the enterprise
- The expense and difficulty of creating and using digital assets
- Empowered customers with more choices and the ability to influence perceptions of brand and reputation

Key Features

- **Digital asset management** – Create content once, reuse and repurpose throughout the enterprise
- **Access and control** – Benefit from real-time collaboration to create content and work with creative departments
- **Process integration** – Integrate budgeting, campaign management, customer relationship management, and marketing processes
- **Visibility** – Gain a real-time understanding of asset availability, rights, and usage conditions
- **Rights management** – Avoid improper use of content with rights management and version-control functionality

Business Benefits

- **Enhanced brand control** with global access to approved content
- **Reduced operating costs** with streamlined processes
- **Optimization of creative workflows** through integration with leading design applications
- **Rapid review and approval** with centralized access and collaboration functionality
- **Faster time to market** thanks to improved distribution and efficiency
- **Legal compliance** thanks to rights management and version-control functionality

For More Information

Contact your SAP representative, or visit us online at www.sap.com/solutions/solutionextensions.

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The Best-Run Businesses Run SAP™

Rich media assets are important tools for creating compelling, engaging marketing messages and advertising campaigns. Companies like yours need to manage their digital media so that they can quickly, consistently, and effectively communicate with customers and partners around the world. With video clips, audio files, animations, and much more, you can market products and services, sustain and build brand equity, and grow market share using a range of communication channels.

While the potential value of digital assets is tremendous, they can be expensive, complex, and time consuming to produce, manage, and distribute. And today's dynamic business environment presents additional challenges. Customers have sophisticated tools and technology at their fingertips, from product review sites and social networks to convergence engines that deliver personalized experiences from multiple content sources.

At the same time, companies need to speed processes and improve flexibility to support, maintain, and deliver a consistent brand image to an explosion of channels and platforms. And increasing efficiency, cutting costs, and streamlining operations are crucial in a business where razor-thin margins are the norm.

What these companies need is a leading-edge solution to help them manage digital assets across the enterprise. With sophisticated support for unstructured rich media content, and integration with the SAP® Customer Relationship Management application, the SAP Digital Asset Management application by OpenText facilitates the creation, use, and distribution of your digital assets.

THE CHALLENGES OF RICH MEDIA

Stated simply, the overriding goal for effective digital asset management is the ability to generate, use, and reuse content through all communication channels across the enterprise. But the details of this challenge are, of course, complex. Companies often have insufficient visibility into their digital assets and marketing processes and lack operational flexibility. This leads to inefficient processes and duplication and recreation of assets – wasting enterprise resources. Many digital asset management systems just aren't up to the task, making it hard for users to know what's available and how to find what they want. Slow communications during a marketing initiative can lead to unnecessary delays resulting in missed opportunities.

Managing legal rights for intellectual property can be time consuming and expensive as well. Inconsistent messaging is a problem if you can't localize your campaigns for different markets and regions. And a lack of brand control can damage the perceived quality of your products and services – and the organization's reputation.

In short, companies like yours need a digital asset management application that can address these issues and that employs the creative tools and workflows that fit the needs of your users.

ENRICH YOUR MARKETING PROCESSES

SAP Digital Asset Management provides sophisticated functionality that enables your organization to optimize access to and management of rich media assets. You can adhere to the golden rule of digital asset management: create once, and reuse and repurpose anytime and anywhere throughout the enterprise. This way, you can increase the return on your marketing investments.

The application helps enhance creativity and productivity across the organization. Secure, role-based Web access gives business users the tools they need. Designers and writers can access creative software. Marketing can control, index, categorize, and secure assets with a "power user" interface. Managers can access and view approved assets in multiple formats. Meanwhile, the application enables companies to prevent unauthorized or improper use of content with rights management and version-control functionality.

SAP Digital Asset Management is scalable and extensible to meet your company's current and future requirements. The application is reliable and secure and can be replicated and distributed to help ensure high service availability and fault tolerance. It provides comprehensive functionality to enable the creation, management, and distribution of digital assets to drive your branding and marketing initiatives. You can:
- Eliminate duplicate effort and redundant spending
- Integrate budgeting, campaign management, and marketing asset management processes
- Provide secure, Web-based access of approved sales material and collateral to sales teams, international distribution and dealer networks, and retail supply-chain partners
- Negotiate complex workflows involving digital media files for product packaging
- Help ensure legal usage compliance, and adhere to regulations for archiving promotional claims for specified amounts of time, across multiple formats

- Reach out to consumers in a dynamic environment of increasingly advanced media and sophisticated customer practices and expectations

Improve Visibility and Organization

You can gain a real-time understanding of asset availability, rights, and usage conditions. Integrated with your other enterprise software solutions, the application increases visibility into available assets. It enhances internal and external communication and facilitates supply chain and distribution processes. You can better control and drive the value of your brand and react and adjust to market conditions and events that can affect brand equity and reputation.

SAP Digital Asset Management helps you organize assets with flexible, controlled, and highly descriptive metadata that lets the application truly "understand" a multitude of rich media formats. So business users can find what they're looking for when they need it – with full-text indexing, keyword search, advanced search, database query, and category-browse functionality.

Facilitate Communication and Collaboration

With real-time collaboration among all parties involved in asset production, campaign managers and marketers can work with in-house or external photographers, designers, and writers. Legal advisors can review product descriptions or copyright issues. Multiple versions of assets can be tracked for transparent development processes and to leverage resources across concurrent initiatives. You can control multiregional or global initiatives, localizing content when possible and accounting for issues such as cultural differences early in the process – before time and resources are spent.

The application helps you finish projects faster with integrated media tools and collaboration functionality and through integration with your other SAP enterprise solutions. For example you can optimize processes and content workflows with Adobe Flash–based administration functionality that lets you drag and drop metadata configurations.

Deliver assets to a variety of platforms with functionality that enables packaging, transcoding, downloading, and sending by file transfer protocol (FTP) or e-mail. Link to assets and automatically create asset indexes. Understand where assets are being used – so you can prevent them from being overused. The application can be streamlined and customized for use by specific channels or for partners or end users focused primarily on asset access or distribution.

Enable Creative Processes

The application integrates with desktop tools such as Adobe InDesign, Adobe Illustrator, and QuarkXPress – for Microsoft Windows or Macintosh. Creative professionals can make and collect a wide range of media with functionality that lets them import, upload, batch import, and use desktop plug-ins.
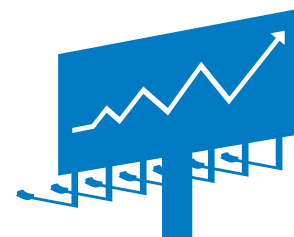
THE HOOK: WHAT'S IN IT FOR YOU

Use digital assets more efficiently and effectively across the enterprise with an application that works with your overall content ecosystem and IT infrastructure and allows you to communicate with global customers and partners. You can:

- Enhance brand control with global access to approved and updated content, and support consistency in brand imaging and messaging
- Reduce operating costs with streamlined processes
- Optimize creative workflows through integration with leading design applications
- Enable rapid review and approval processes with centralized access and collaboration functionality
- Improve return on investment by optimizing the value of creative assets and reducing waste due to asset duplication or recreation
- Speed time to market by improving the productivity and efficiency of content distribution
- Reduce legal risks and enable compliance by avoiding improper or unauthorized use of licensed content with rights management and version control functionality

FIND OUT MORE

To learn more about how SAP Digital Asset Management can enable rich asset management for your organization, visit www.sap.com/solutions/solutionextensions.

SAP Digital Asset Management enables you to adhere to the golden rule of digital asset management: create once, and reuse and repurpose anytime and anywhere throughout the enterprise.

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