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Leveraging Media with SAP® CRM

OpenText Digital Asset Management Connector for SAP® CRM

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OpenText Digital Asset Management Connector for SAP® CRM is an integral component of the Customer Experience Management (CEM) suite that OpenText offers to help organizations execute on comprehensive Enterprise Information Management strategies. CEM is a set of technologies that organizations can take advantage of to exceed customer expectations, reach new markets, and provide superior experiences across all digital channels.

Executive Summary

OpenText Media Manager is the market-leading solution in enterprise Digital Asset Management (DAM). The OpenText Digital Media Group's core product, OpenText Media Manager, enables organizations to capture, manage, and dynamically re-express valuable rich-media assets like video, audio, images, graphics, and text and leverage them to exploit new business opportunities requiring targeted delivery of rich media.

SAP® and OpenText share a successful strategic relationship which now includes DAM solutions. SAP resells the OpenText enterprise DAM solution as SAP Digital Asset Management by OpenText. This allows SAP to resell the industry's leading DAM solution with emphasis on enterprise marketing departments and on the media industry, including publishing houses, entertainment firms, and broadcasters.

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The Unique Proposition with SAP CRM

With SAP CRM, marketers gain the essential business insights needed to make intelligent decisions, sharpen their focus on customers to drive demand and increase customer retention, and better manage marketing resources to do more with less.

In today's business landscape, marketers are faced with a mountain of challenges to ensure they can deliver more campaigns over an increasingly diverse number of channels to capture their target audience. In order to do so, these marketers are under pressure to make their campaigns and product launches more attractive and leverage the capabilities of customer's devices. Historically, marketers and brand owners worked together to tackle this challenge, but the pressure to do more with less budget—to be faster and cheaper—means that marketers need to adapt and acquire the skills that their brand managers and creative counterparts have often used.

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Value Proposition

The combination of SAP CRM which includes Marketing Resource Management and SAP Digital Asset Management by OpenText provides marketing departments with the unique ability to coordinate activities and budgets in one environment. Approved media is instantly available to marketing teams, providing them with compelling and engaging material to use in campaigns. Costs can be monitored all the way from planning to delivery and reporting on campaign effectiveness helps marketers and creative designers understand which content engages their audience most, ultimately increasing the effectiveness of campaigns.

The recognized benefits of a DAM system integrated into SAP CRM include:

- Reduced user search time by having an intuitive brand-centric taxonomy
- Eliminated costly and needless reproduction and inconsistencies by reusing digital assets
- Strengthened brand awareness through easy access to digital assets for internal and external users
- Decreased misuse and illegal use of digital assets through secure web access to legally approved digital assets

All of these benefits are closely aligned to the concepts of increased marketing efficiency and improved marketing effectiveness that SAP CRM addresses for Marketing Resource Management, which is just one component of the SAP CRM solution.

MARKETING EFFICIENCY Focus on operational excellence	MARKETING EFFECTIVENESS Focus on customer conversions
PRODUCTIVITY GAINS AND COST REDUCTIONS	BUILD LONG-TERM CUSTOMER RELATIONSHIPS
<ul style="list-style-type: none">▪ Deliver on results with fewer resources	<ul style="list-style-type: none">▪ Drive customer demand
<ul style="list-style-type: none">▪ React quickly to dynamic market conditions	<ul style="list-style-type: none">▪ Identify and grow high-value customers
<ul style="list-style-type: none">▪ Understand marketing spend and its effectiveness	<ul style="list-style-type: none">▪ Connect with target customers
<ul style="list-style-type: none">▪ Integrated enterprise marketing processes	<ul style="list-style-type: none">▪ Improve sales and marketing coordination
	<ul style="list-style-type: none">▪ Increase customer loyalty



6 Benefits of SAP CRM and DAM integration

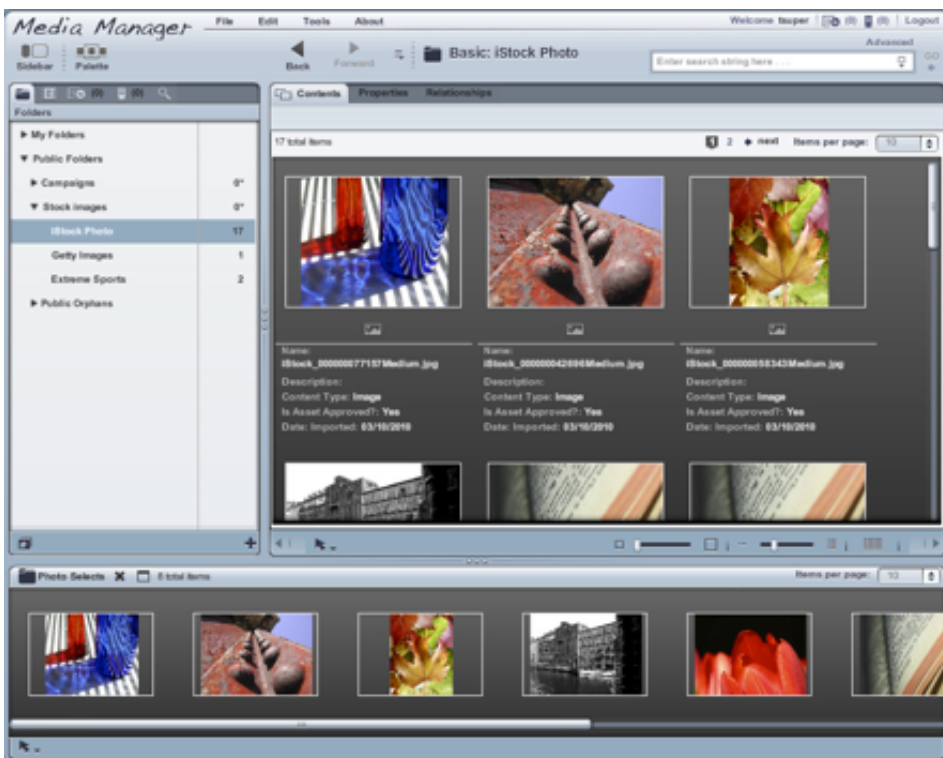
Generally, vendors integrate products to leverage or share functionality from different applications, ideally bringing together capabilities from best-of-breed applications. The integration of SAP CRM and OpenText Digital Asset Management solutions goes beyond this to the extent that the sum of the parts yields much greater benefits than just simple integration.

To explain, CRM is all about focusing in on and identifying a customer. DAM, on the other hand, is all about controlling rich content, its lifecycle, and usage. Bringing these two disciplines together enables the marketer to bring a much richer message to the customer. This inevitable union between CRM and DAM delivers a set of mandatory capabilities in today's multi-channel world.

Content

In order to make messaging more compelling, companies need a simple way to manage all the media that they want to publish over multiple channels. The solution here is either to employ a media expert or deploy a media management system that can cater for your needs now and in the future. A good media management system will make it easy for users to find media yielding massive improvements in efficiency and optimize the reuse of media.

Bringing CRM and DAM together enables the marketer to bring a much richer message to the customer.



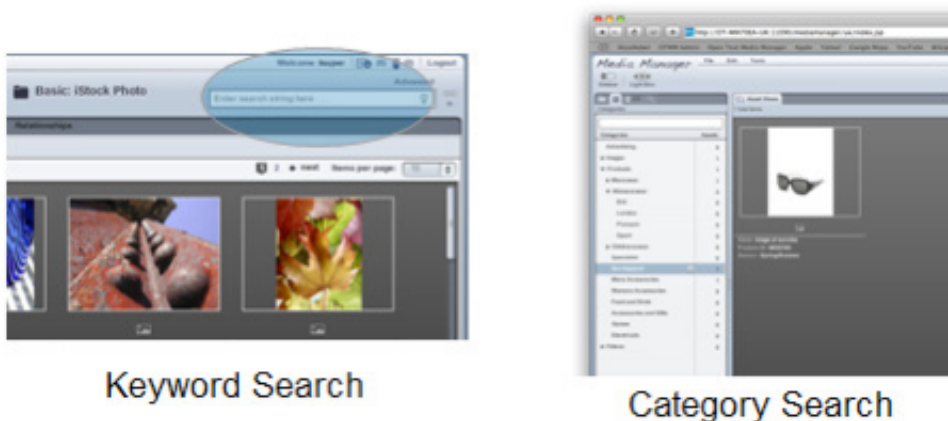
Compliance

Having a central repository of media is simply not enough; the media needs to be managed through defined processes to ensure brand consistency. Old versions of material need to be archived and the latest approved versions have to demonstrate their approval workflows for auditing.



Find; don't search

Studies show that, on average, a good DAM solution will save about 75 percent of the time that users waste looking for media. This is a huge number, and when you consider that most media files have cryptic file names and, often, in order to tell what they are, users must open the file, it really does make sense. DAM solutions provide rich metadata to enable users to find what they are looking for instead of aimlessly browsing. They also make it far easier to search by presenting the user with thumbnails of the content, removing the need to download and open each file as you search.



Now think of how much better this efficiency could be when users have to search across two systems—seamlessly linking media from one system to the other completely removes the search requirement as the media is already associated with business data.

Product: CP-5500, Cell Phone 5500

Save | Cancel | View | Send to ERP

Product Details Edit

General Data

General Data		Status
Product ID:	CP-5500	Current Status:
Product:	Cell Phone 5500	New Status:
Base Category:	MAT_RAWA	Trading goods
Base Unit:	P1	Price

Processing Data

Processing Data		Configurable
Item Category Group:	M-CRM	Configurable: <input type="checkbox"/>
Sales Item		

Digital Assets Add

Actions	Thumbnail	Digital Asset Title	Digital Asset Type	File Format	Version	Link to Highest Version
View Asset		ENTERPAD01.DOCX.PT	ATT	DOC	1.0	

Reporting

Besides the standard requirement for keeping track of marketing operations, brand owners and creative departments can create media as much as they want, but do you really know how successful that material is—does it justify its production cost? Once material is linked to the CRM campaign or product objects, it is possible to generate “where used” reports to understand media effectiveness and usage.

Digital Asset: Where-Used List

Select All | Deselect All | Remove Digital Asset | Assign New Digital Asset | Replace Digital Asset

Digital Asset - Where-used-list

Digital Asset Title: 24_june_product_demo

Create List | Clear

Products

Product ID	Product Description	Product Type	Base Category
200005 P1	200005 P1	Material	Waste
CRF10015	Macadamia Nut Cookies 12 oz Box	Material	Finished product
P1 150009	150009	Material	Waste

Marketing Plans

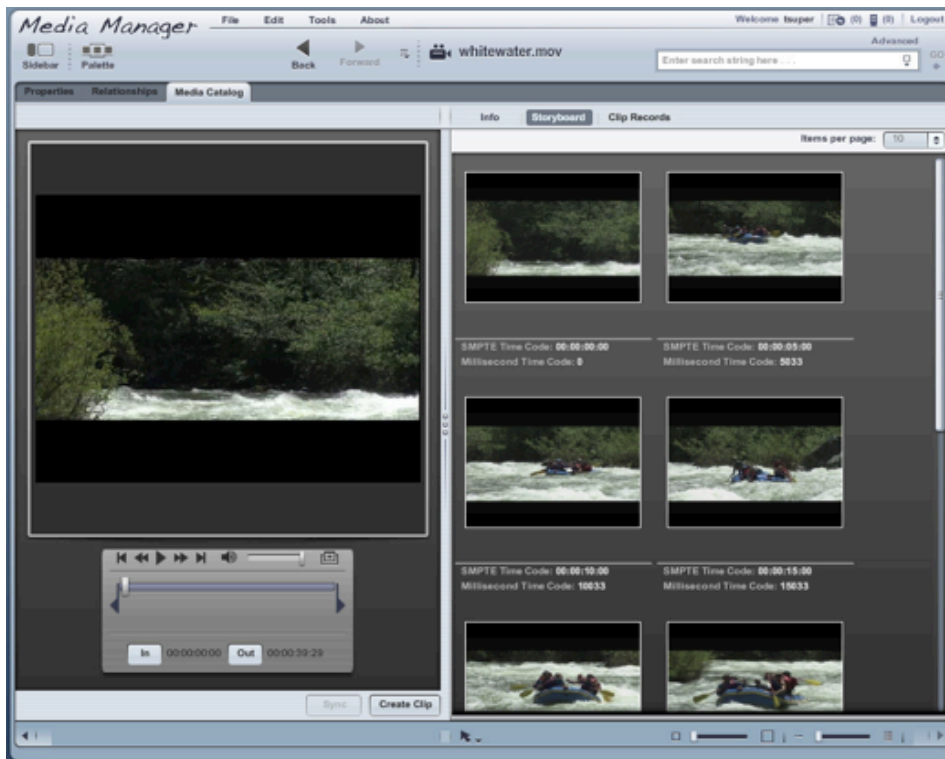
Marketing Plan ID	Marketing Plan Description	Planned Start Date	Planned End Date	Employee Responsible	Status
M-0000-028-8	M-0000-028-8 DAM				Created, in planning
M-0000-030-5	DAM				Created, in planning

Campaigns

Campaign ID	Campaign Description	Communication Medium	Planned Start Date	Planned End Date	Status
C0000-731-9	C0000-731-9 DAM				Created

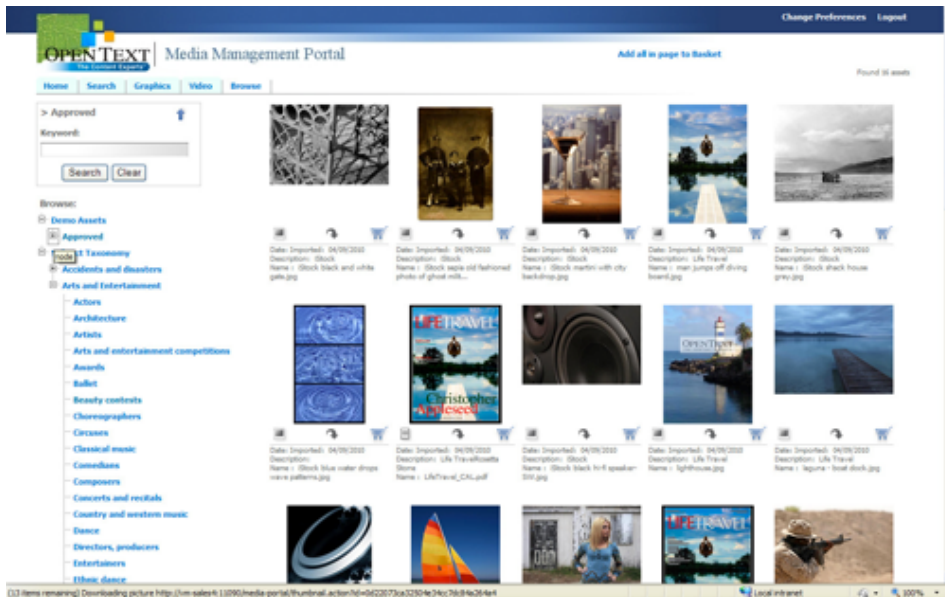
Simplify media management

Multi-channel distribution and the diversity of devices that marketers want to embrace have lead to an explosion in the need to create compelling media in the form of video. Traditionally, marketers have looked to creative agencies to help them edit and repurpose such material for multiple channels. Marketers can leverage advanced features to manipulate these complex assets without the costs and delays in dealing with external agencies.



Partner and customer distribution

Successfully managing brand media is just one aspect of ensuring that brands are consistently represented.



Any business that relies on partners also needs a simple but secure mechanism to ensure distribution of marketing material within time and within budget.

Historically, this is a very intensive manual process, answering partner's requests and delivering material in an ad-hoc and manual fashion. To ensure competitiveness, companies need to give their partners access to a secure portal to enable them to browse and obtain approved assets immediately after they are approved for use. This delivers both improvements in efficiency for the marketing communications group but also for the partners who are often in competition between themselves to promote branded materials. ■

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