

EXECUTIVE BRIEF

Reduce the cost and chaos of managing your agency's digital content

OpenText™ Media Management enables public sector organizations to create a single digital content hub to better engage, market, recruit and inform



There is a digital disconnect happening within the public sector. Agencies are amassing vast amounts of data, with volumes of digital content sometimes reaching the petabyte level. Yet, IBM estimates that over 80 percent of organizational data remains “dark,” or unused.¹ With digital assets—including videos, audio recordings, drone footage and 3D models—spread across various systems, organizing, searching and using content is at best a slow and tedious process.

Governments need to tap into the value of the information they have to better serve citizens, businesses, grantees and others. Agencies must also be able to communicate with citizens using the media platforms they prefer, leading to the creation and maintenance of countless YouTube™ videos, Facebook™ pages, TV and radio PSAs, Twitter™ feeds, Reddit™ posts and official government websites. Many of these communications have records retention requirements and must be appropriately stored and archived for later reference.

Does your agency struggle to maximize content value due to any of the following?

- Employees can't find information when they need it
- Limited visibility into where and when content is being used
- Inability to easily repurpose content across departments or media platforms
- Lack of intelligent, user- and asset-based controls
- Overextended internal resources creating long queues for asset development

1 Datimize, The Evolution of Dark Data and How It Makes Your Business Smarter.

What's needed is a simplified and streamlined way to manage digital assets. Leveraging a digital content ecosystem empowers staff to create, share, find and use assets to better support operations.

Drive value from digital assets and empower employees

Many Public Sector organizations are leveraging modern digital asset management (DAM) solutions to securely manage assets from creation to consumption to archive. They can then tap into those assets repeatedly, across channels, users and opportunities.

With a framework in place, agencies gain the ability to:

Organize

A centralized hub of content with the latest approved assets allows for easily storing and maintaining assets as a “single source of record” across agencies and departments—regardless of information source, size or format.

Discover

Agencies solve content overload with powerful discovery and AI-driven search capabilities, cutting search times from hours to seconds.

Use

Automation empowers more efficient digital media delivery to multiple channels, including social media and mobile devices. Users benefit from project sharing and rapid collaboration across functional and program units, with expedited content creation, review, edits and approval.

How it works

OpenText™ Media Management equips government and educational institutions with a modern, streamlined digital media foundation. Automated tagging mechanisms and default metadata easily bring assets together. Using AI, images are automatically sorted by faces, descriptions, objects and other variables, and videos are tagged with time-coded, speech-to-text transcripts. Implementation is straightforward, using an agency's pre-determined metadata management and asset-level security policies to get up and running quickly.

This established foundation drives greater control, access and visibility, allowing organizations to know what assets exist, easily locate them and put them to use—improving the efficiency of public servants and university staff to drive down cost and chaos.

Users benefit from the ability to:

- **Pull content from any repository**
Seamlessly integrate Media Management with existing marketing, case management and information management systems.
- **Maintain a single source of truth**
Media Management becomes a hub of content with controlled access to only the latest approved assets, avoiding internal misuse of outdated brands or versions.
- **Improve citizen services**
Content delivery time, including for interactive communications and omnichannel outreach, can be slashed from days to hours to improve citizen satisfaction.

- **Create once, use often**
Design once and deliver anywhere, across multiple languages and formats, such as using still photos in videos.
- **Drive more traffic to websites**
Combine AI-driven search and metadata tagging of data generated across the content lifecycle to support search engine optimization (SEO) efforts.
- **Support governance and security**
Ensure assets are managed appropriately, adhering to licenses, copyrights and other mandates, with options to expand to identify external misuse with watermarking.
- **Scale when and where needed**
Add new functionality and capacity as needed to support billions of files and thousands of users, gaining visibility into the assets you have and what you're missing.
- **Work within existing government network security policies and protocols**
OpenText has overseen Media Management global deployments in a variety of public sector settings with high security standards.

OpenText Media Management in action

More than 3,700 public sector organizations trust OpenText to help fuel innovation in content management and information governance. With Media Management, agencies create a central digital foundation to use digital assets quickly and securely. These agencies transform how they engage, inform and serve, optimizing and accelerating day-to-day operations.

Here are some examples:

PBS

America's premier public broadcast network and media enterprise elevated the management and distribution of marketing, promotional and program content for all member stations, saving valuable time and driving asset control and compliance.

[Learn more](#)

Salt River Project

This public utility, based in Phoenix, AZ, accelerated targeted content collaboration and delivery for existing assets, such as videos and photos. In the process they were able to improve and expand educational customer outreach programs.

[Learn more](#)

Media Management is also used to:

- Drive government assistance and grant programs by reaching new audiences, playing a key role in agencies' efforts to achieve equity.
- Expand recruitment efforts for public sector employees and educators.
- Drive attendance to national parks and monuments.
- Assist with university marketing efforts and donor relations.
- Support sustainability goals with just-in-time, small-batch printing strategies.

How to get started

Discover how Media Management helps government agencies and higher education institutions solve content overload and use digital assets as an advantage. Visit the [public sector industry solutions page](#) to learn more.

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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