



PRODUCT OVERVIEW


OpenText Core Digital Asset Management


Accelerate creation and time-to-market for rich media content with a cloud-native, AI-powered solution



 **Streamline** content creation and distribution

 **Build** brand recognition and trusted relationships

 **Add** the most advanced AI to processes without introducing risk

 **Seamlessly scale** up as your team grows

The public has an insatiable appetite for rich media, and the teams creating content must operate rapidly to feed that need. Whether for omnichannel marketing, customer support, or employee engagement, organizations must develop engaging, on-brand visuals and distribute them at short notice. Maintaining consistency and creativity under this pressure is difficult, particularly for teams using legacy technology.

OpenText™ Core Digital Asset Management (DAM) combines more than 25 years of market-leading DAM experience with the latest capabilities in AI and cloud computing. Designed for rapid onboarding and intuitive usability, Core DAM gets teams up and running quickly without days of training. With seamless scalability and instant access to new features, the application will never hold back growth.

Streamline content creation and distribution

Core DAM is integrated with business applications from Adobe®, Microsoft®, Google®, and OpenText for creative design, collaboration, personalization, and publishing. Submitting creative requests is easy and includes the option to use generative AI from OpenText Aviator to create inspirational images for the designer, shortening approval cycles.

Build brand recognition and trusted relationships

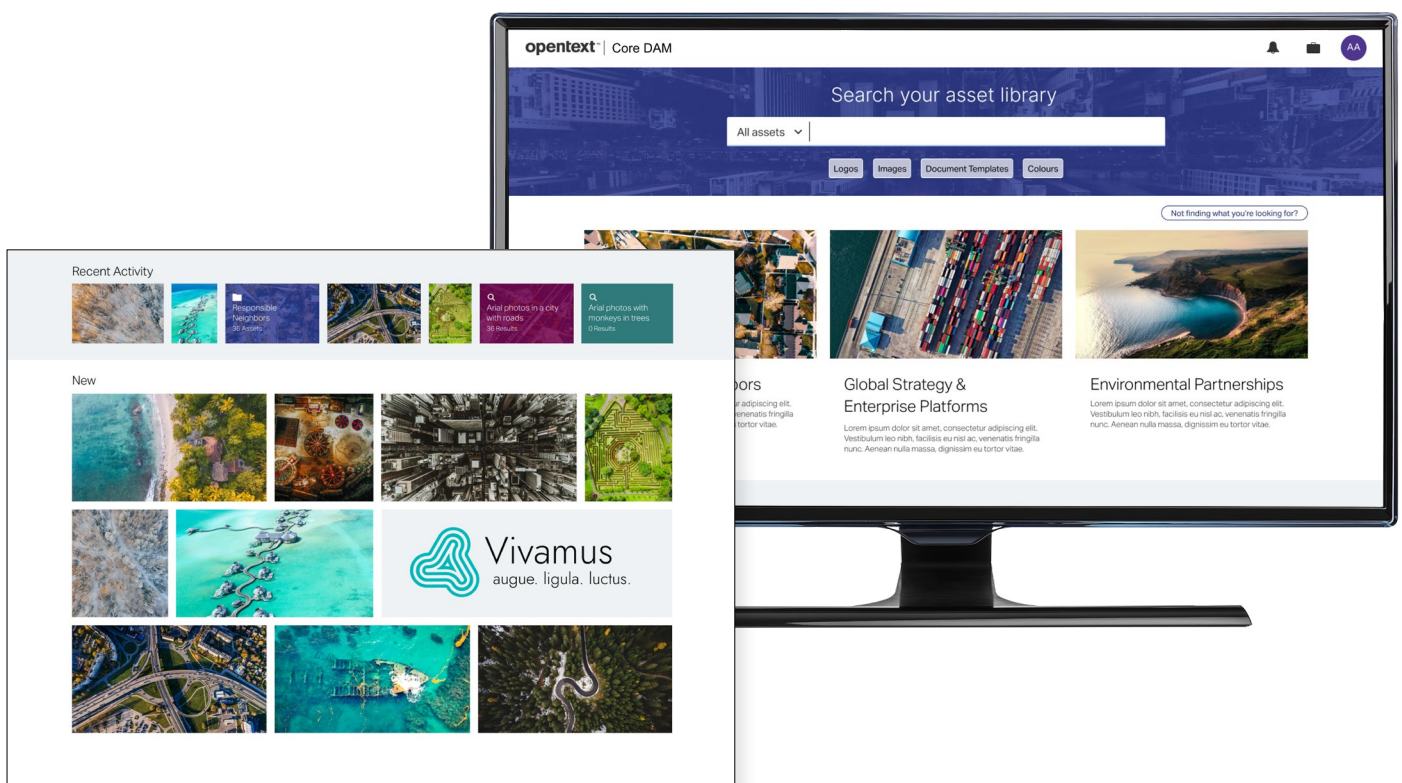
Centralize your asset library and maintain control over the latest approved brand collateral. As the single source of truth for rich media, Core DAM ensures your organization presents a consistent face. Brand consistency facilitates all post-purchase and service interactions. Customers and colleagues can instantly recognize the brand and trust the values it represents.

Add the most advanced AI to processes without introducing risk

OpenText Aviator and AI Media Analysis accelerate key business processes, such as new asset requests, categorizing imported assets and helping users find the assets they need. OpenText's enormous experience in security and governance means you have all the tools available to control usage of AI-generated content.

Seamlessly scale up as your team grows

Using the latest in cloud technology, Core DAM automatically scales up as your needs increase. All the latest innovations are immediately accessible to ensure you stay ahead of the competition.



OpenText has applied more than two decades of experience in the digital asset management market to developing OpenText Core DAM. Built on the proven foundation of the OpenText Cloud Platform (OCP), and part of the OpenText Core portfolio, this new application offers exceptional security, value, stability, and scalability. With the addition of leading-edge AI from OpenText Aviator, Core DAM is the ideal solution for marketing and communications departments facing modern challenges like engaging with customers across more channels, onboarding new team members, and rapidly responding to competitors.

- Strategy and Advisory Services
- Software Consulting and Implementation
- User Adoption Services

Feature	Benefit
Intuitive experience	Modern user experience for searching and discovering assets
Rich media file format support	Wide support for rich media and document file formats
Shared collaboration spaces	Create and manage workspaces for easy collaboration
Prebuilt metadata and workspaces	Rapid onboarding for all users
Granular access control	Manage access to confidential assets to eliminate leaks
Dynamic search	Easily find assets with keyword, featured, and trending searches
Organization in folders	Improve discoverability with taxonomy management
Share, export, and publish assets	Send links to other Core DAM users or export files to other systems
Custom user interfaces	Apply custom theming, multi-lingual UI, and personalized homepages
Convert and transform files	Create and deliver assets in your choice of formats
Add and manage metadata	Enrich assets with metadata for discoverability, categorization, usage restrictions, and administration
High-resolution asset previews	View images and video without downloading
Microsoft Teams™ integration	Collaborate on projects in popular business applications
Seamless scalability	Add more users and files without losing performance
Creative toolset integration ¹	Open images in Adobe® Creative Cloud apps and save files back into Core DAM
Inspiration from OpenText Aviator ²	Creative requests empowered with generative AI from OpenText Aviator
AI metadata from Media Analysis ²	Automatically add description, text extraction, face identification, and other metadata using class-leading AI/ML
OpenText™ Exstream integration ²	Use rich media in personalized communications authored in OpenText Exstream
Content delivery ²	Generate urls to assets that can be added to websites, emails, and applications for high-speed content delivery

¹ Available from 24.4

² Optional feature

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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.

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