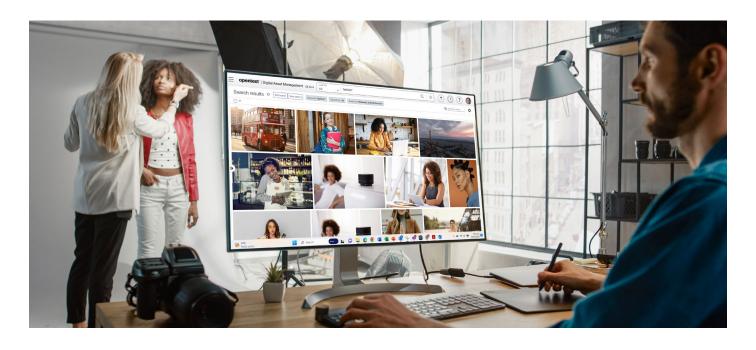# OpenText Digital Asset Management
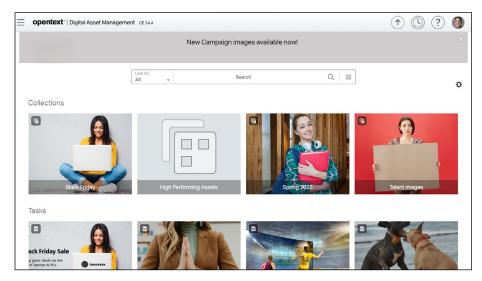
Optimize creation, management, and distribution of rich media assets for any part of the business

Benefits

- Solve content overload with powerful search tools and AI assistance
- Take advantage of unlimited scaling to billions of assets with tailored experiences for thousands of users
- Work from anywhere on a shared library using built-in collaboration
- Save millions of dollars through increased productivity, lower agency costs, and decreased risk

Marketing channels, social media, and other customer touchpoints are proliferating at an increasing rate. It is becoming more difficult to get the right content delivered to the right channel without losing visibility into the governance of assets and brands. All of this is happening while departments are under pressure to reduce spend.

Personalized homepages show each user the assets and projects most relevant to them and display important messages that promote user engagement.
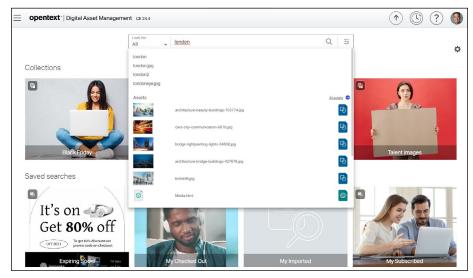
San Jose Sharks drive fan engagement with OpenText

"The OpenText DAM integration into Adobe® Premiere® was really a game changer. I was looking for any way to keep my editors working in their program. In addition, I found that the OpenText platform was really diverse and had a lot of search capabilities. It was kind of a no-brainer."

Dustin Lamendola,
Director,
Creative and
Entertainment,
San Jose Sharks

Read the Success story ›

Today, every company is a media company, using images, video, and other rich media to communicate with partners, customers, staff, and agencies. OpenText™ Digital Asset Management (DAM) is a modern solution that equips organizations to create and use media assets, bolster marketing collaboration, and empower digital media supply chains to deliver on their brand promise to customers.

With OpenText Digital Asset Management, organizations can securely manage rich media assets, brands, and valuable IP to increase productivity; reduce costs and manage, repurpose, and automate content publishing and delivery. The IT landscape of modern organizations is complex and diverse, so OpenText Digital Asset Management includes the capability to rapidly integrate with any other application.

Streamline the creative process with collaborative reviews for images and video.

Solve content overload

OpenText Digital Asset Management solves content overload woes through powerful productivity optimizations. Market-leading and highly configurable search and governance tools ensure users always have the right content at their fingertips. Built-in workflow design tools and collaborative review for images and video accelerate the digital media supply chain.

Automatic image and video analysis

Traditionally, assets loaded into a DAM must be manually tagged with a wide range of information dealing with content types and depictions. OpenText Digital Asset Management uses advanced AI (Microsoft® Azure® Computer Vision, Amazon Rekognition™, Google™ Vision AI, or OpenText Knowledge Discovery Visual Analytics) to auto-tag images by number of people, faces, age, gender, descriptions, objects, and colors.

Videos are automatically tagged with time-coded speech-to-text transcripts with speaker identification and even tagging of known celebrities (based on a database of one million people). Both images and video benefit from optical character recognition (OCR) scanning of in-frame text, brand recognition, and label identification. As a result, categorization and searching of assets become far more useful while requiring less user time to set up.

AI-accelerated content creation

Safely and securely harness the power of generative AI to optimize the creative briefing process with OpenText™ Experience Aviator. GenAI powered by Google Vertex AI™ Imagen is embedded into the creative request workflow to improve the accuracy of briefing and reduce approval cycles.

Cover the whole organization

DAM is no longer just for marketing departments. As the need to manage rich content expands into every aspect of the enterprise, use cases for wider DAM deployments follow. DAM can be used to manage material provided to customer service and on-site tech support (images, documents, videos), security and maintenance (video recordings, drone feeds etc.), and production (cut guides, prototype specifications, 3D models etc.).

Adaptable to any need

Beyond deployment in a traditional posture, OpenText Digital Asset Management excels as a headless/hybrid tool. It can integrate into the back end to seamlessly serve up assets when called upon by workflow tools and support customized user experiences for each department in an organization. That means easier access to the tools and content a given team needs, without being overwhelmed with content they do not—all while drawing from and adding to the same central DAM storage.

Room for everything

Organizations need a DAM solution that can provide assets fit for any touchpoint, including online, mobile, kiosk, print, billboards, and dynamic digital signage, without restrictions. OpenText Digital Asset Management scales to encompass billions of files, thousands of users, and hundreds of channels. Extremely large organizations with similarly massive digital media management needs rely on it.

Work from anywhere

OpenText Digital Asset Management puts large stores of assets at employees' fingertips whether they are working on-site, in the field, or from home, along with providing version control and the ability to annotate for easier collaboration. It's the perfect tool for managing rich media across a wider footprint beyond the premises.

Reduce costs

Consolidation of all digital media and video into a centrally managed and controlled repository cuts costs while accelerating marketing collaboration, publishing, and distribution to required channels and devices for better customer engagement. Users save millions of dollars through increased productivity, faster time to delivery, lower agency costs, and decreased risk with improved governance and security.
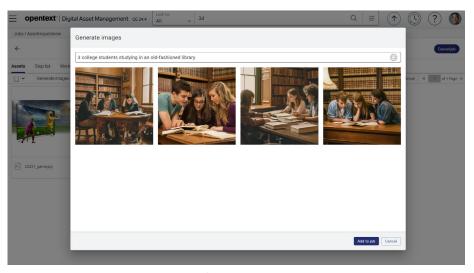
All-inclusive subscription pricing

OpenText Digital Asset Management is available via an all-inclusive annual cost covering software, cloud hosting, support, and regular updates. This flexible user pricing model makes the full featured, enterprise-grade DAM solution more accessible to more organizations at more levels and even single departments. This "enterprise for everyone" pricing model also makes DAM economical for a wider variety of applications beyond marketing.
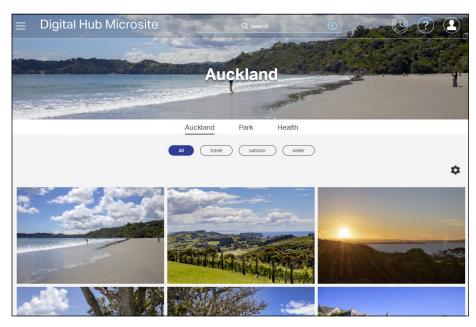
Perpetual/Term licenses

Other DAM options on the market have discontinued perpetual/term licensing options, however OpenText recognizes some customers prefer to purchase their software for a single upfront cost. OpenText Digital Asset Management can be purchased via license, then deployed in whatever way suits an organization's IT stance: on-premises, in the public cloud, or a private cloud.

OpenText Digital Asset Management offers the perfect balance of technology flexibility and extensibility into corporate IT applications and MarTech ecosystems, with proven enterprise performance relied upon by some of the world's most powerful businesses. Throughout its history of excellence and reliability, OpenText Digital Asset Management has maintained exceptional adaptability and versatility, allowing a single DAM to be many things to many people within the same organization, greatly increasing efficiency and accessibility.

Use generative AI to create a gallery of images to inspire creative teams in the right direction.

Publish asset collections to occasional and external users with a simplified user experience.

Features and options	Benefits
Centralized, global repository	Drive consistency and efficiency throughout asset acquisition, sharing, repurposing, disposition and retirement for marketing, heritage preservation, commerce and media distribution.
Engineered for scalability	Right-size for current needs, with limitless room to grow with the organization.
As-a-Service or full control	Available as a managed service in the OpenText™ Experience Cloud or to install in any data center or public cloud.
Secure access for all users	Licensing, subscription, syndication; portals for partner and franchise networks, offshore packaging, localization and omnichannel distribution.
Creative production workflow	Streamline the creation, revision, review and approval for internal and agency projects with mark-up and collaborative comments on images and video.
Extensive metadata management	Includes 150 pre-defined metadata fields with automatic metadata extraction (XMP, IPTC, EXIF) and unlimited additional field creation with common taxonomy terms.
Hierarchical metadata	Configurable by business users for inheritance, global visibility, tagging, compound/bulk ingest and edit, entity extraction, text indexing, standards and plug-ins for a variety of mappable standards for user-configured file types.
Integration Services	Integrates with many workflow, design, marketing, sales enablement, Product Information Management (PIM), e-learning and information management products to deliver seamless cross-system business processes. Includes a modern, cloud-friendly framework using best practice enterprise integration patterns for the rapid development and deployment of connectors. Also includes a REST API, a Java SDK, and a complete Programmer's Guide.
OpenText Experience Aviator	Use generative AI to improve the quality of creative briefs by generating images to inspire the design team. Requires Google Vertex Imagen account.
AI-rich media analysis	Auto-tags images by number of people, faces, age, gender, descriptions, objects, colors and OCR of captions. Included connector for Microsoft Azure Computer Vision, AWS Rekognition, OpenText Knowledge Discovery Visual Analytics, and Google Vision AI.
AI video insights	Tags video assets with time-coded, speech-to-text, on-screen OCR, speaker identification and known celebrities from the video based on a database of one million celebrities.
Search experience	Simple keyword search for tags, metadata and file content, supported by dynamic filters, including image colors so users can quickly find what they need. Powerful multi-term search for advanced users. Save frequent searches to create dynamic collections and share saved searches with selected other users.
Digital rights	Digital rights and usage restrictions for any digital asset through security, metadata or rules-logic for multiple channels.

Features and options	Benefits
Intelligent storage management	Seamlessly connect to the public cloud or other storage to move content and reduce storage costs.
Rendition management	Dynamically create and store multi-page assets, thumbnails, preview and proxies based on configurable specs for size, format, color, aspect ratio, compression and bitrate. Renditions can be generated on the fly and delivered to multichannel, PIM, CRM, MRM and WCM.
Smart compose	Automatically, dynamically and intelligently crop assets for any use.
Project and task management	Easily streamline and automate many common marketing requests with an easy-to-use automation configuration tool for marketers or use the provided workflow models to optimize the creative process.
Multi-device usability	Responsive user interface for tablets, laptops and larger screens. Mobile UI optimized for phones.
Security	Three-part security architecture, ensuring the authenticity of users, controlled access to client functionality/metadata and security of all assets. OpenText™ Directory Services' SSO supports LDAP, ADS, ADFS, Sun OpenDS, OAuth2 and SAML 2.0.
Localization	UX is internationalized for English, French, Spanish, Portuguese, Italian, German, Arabic, Simplified Chinese and Japanese. Store metadata in multiple languages to ensure correct usage around the globe. Allow local teams to enrich content for the local market.
Extensive file support	Supports all common file types used for image, creative and video projects. Supports popular and open 3D formats, including PLY, FBX, STL, 3DS, DAE and OBJ, allowing users to rotate, pose and zoom 3D models without requiring specialized desktop software. Supports the preview and rotation of 360° Spin Sets to allow review of the animation before publishing.
OpenText™ Digital Asset Management Reports	Provides reporting and data visualization for user activity and asset usage, with web-based design tools for creating custom reports and dashboards.
Web content management (WCM) integration	Integrates natively with OpenText™ Web. Connector available for Adobe® Experience Manager. Full-featured REST API, SDK, accelerators and frameworks for integrating with all major web content management systems.
Commerce	Preferred DAM for SAP® Commerce, SAP® Business and SAP® Marketing
Digital media publishing	Manual or automatic publishing to video platforms and Content Delivery Networks. Included connectors for YouTube™ and Vidyard®. Built to be integrated to any CDN and comes with templates for Azure CDN and Amazon CloudFront™

Features and options	Benefits
Scheduled media delivery	Automate media delivery through an easy-to-use UI to schedule folders and search criteria to be delivered to various channels. Deliver only asset changes or approved assets and replicate folder hierarchies.
Integration with Microsoft 365®	Source assets within OpenText Digital Asset Management from an add-in panel within Microsoft® PowerPoint® or Microsoft® Word and place them in documents or presentations.
Shutterstock® Library integration	Connect to Shutterstock Enterprise with OpenText Digital Asset Management to govern the licensing and management of stock images. Search the Shutterstock library using OpenText Digital Asset Management and save assets and metadata directly into the DAM.
Hootsuite® app for OpenText Digital Asset Management	Search, browse and filter approved OpenText Digital Asset Management assets directly from the organization's social stream with the free app available in Hootsuite.
Embeddable media selector	Easily integrate OpenText Digital Asset Management with web-based authoring systems using the Media Widget. Search, browse and place media assets in web, app, document and communication designs.
OpenText Accelerated File Transfer for Media Management	Designed to manage the efficient and rapid upload and download of large files.
OpenText™ Digital Asset Management Connector to Adobe® Creative Cloud®	Provides seamless browsing of OpenText Digital Asset Management digital content from inside Adobe® Photoshop®, Adobe® InDesign® and Adobe® Illustrator®. Designers can easily monitor jobs and tasks, search, view and check out assets, work on them locally and check in assets.
Adaptive Media Delivery Server (AMD)	Streamline delivery of finished marketing content with automated URL-based delivery of renditions for omnichannel marketing and content delivery networks. Easily deliver intelligently and automatically cropped images based on device size, such as mobile tablet, desktop etc.
OpenText™ Digital Asset Management Digital Hub	Publish public or secure microsites for the distribution of asset collections. Create a simplified experience for occasional or external users in which they can search and browse a curated selection of media assets.
OpenText™ Digital Asset Management Connector for Salesforce®	Salesforce Marketing Cloud® and Salesforce Sales and Service Cloud® integration allows direct access to assets in OpenText Digital Asset Management from within Content Builder and Records for promoting reuse of content, saving time and removing duplication of effort.
Powerful SAP® ecosystem integrations	Available in OpenText™ Digital Asset Management for SAP® Solutions. Extends OpenText Digital Asset Management, integrating with SAP Business Suite, SAP Marketing Cloud and SAP Commerce Cloud.
Rights Cloud™ by FADEL® for OpenText™ Digital Asset Management	Delivers a single rights and clearance source across agreements, talent and assets—arming organizations with content governance and compliance and smart insights for advertising content.

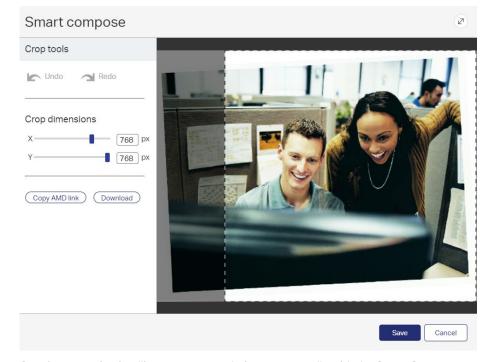| Features and options	Benefits
Mediawide Asset Builder Web-2-Print Solutions for OpenText™ Digital Asset Management	Brings the efficiency of "create-once, use-many" to repurpose, re-express, reuse and recreate print and digital assets, directly inside OpenText Digital Asset Management, without incurring expensive and time-consuming interaction between media agencies and distributed marketing teams.
OpenText Marketing and Digital Asset Management by Acheron	Optimize the digital media supply chain with powerful and configurable workflow tools.
OpenText™ Digital Asset Management Connector to Adobe® Experience Manager	Integrates with Adobe Experience Manager, adding the OpenText Digital Asset Management menu and allowing for secure access to assets, keyword search directly in the system and easy asset placement with drag and drop.
OpenText™ Digital Asset Management Connector to Salsify PXM	Connect to Salsify's leading Product Information Management (PIM) system and improve the management of product images and associated content. The integration automates the synchronization of product data and assets between DAM and PIM in both directions.

Resources

[OpenText Digital Asset Management ›](#)

OpenText Digital Asset Management Overview

[Watch the video ›](#)

5 Key Considerations When Starting Your DAM Journey

[Read the white paper ›](#)

Crop images using intelligent recommendations or manually with the Smart Compose feature in Adaptive Media Delivery (AMD).

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