OPENTEXT™

Skip the Fuss and Fast Track Customer Engagement with OpenText™ MediaBin Cloud

Digital marketing is hard. Keeping up with your customers and competitors is harder. And creating an organization, processes, and a supporting technology stack to make success routine instead of heroic is hardest of all. Marketing leaders like you need simple, efficient ways to stay current and nimble enough to hit the moving target of your customers' expectations – and to fight for their attention.

HIGHLIGHTS

- *Replaces up-front capital expenses with monthly operational expenses*
- *Eliminates lengthy IT cycles*
- *Integrates with existing marketing applications and back-end sources of data*
- *Delivers a reliable, scalable, secure, industry-leading digital asset management platform*

Unfortunately, heavily customized legacy systems are cumbersome; they don't adapt easily to new technologies or modern, compelling digital experiences.

Changes in management or failure to hit conversion and revenue targets often trigger closer scrutiny of the customer experience. But when an organization decides to modernize its digital experiences by upgrading on-premises hardware and software, it may run into sticker shock.

Because many businesses may lack the expertise, funding, or time to implement significant technology changes, they often end up resigning themselves to using dated, aging infrastructure; abandoning best practices; and missing out on the newest available marketing tools. As a result, customer experience suffers, engagement drops, and conversions stagnate.

OpenText MediaBin Cloud offers digital asset management (DAM) that removes the operational burden of everyday run and maintenance. The initial deployment is fast and economical, and provides you with immediate access to the latest features.

Operating in the cloud frees you and your IT department to focus on key business objectives and create new campaigns quickly, without falling prey to distracting operational hassles. No more waiting in the IT queue or lobbying internally for upgrades. Updates are automatic, and high-value IT colleagues can enjoy some breathing room to pursue other strategic initiatives.

Why Move to the Cloud?

As you constantly cater to new customer expectations in a world of infinite choice and finite attention spans, you need the most current technology to keep up with the non-stop pace of change. You definitely don't want to appear dated and get left behind.

When you keep your DAM solution in the cloud, the most updated version of the application is always at your fingertips. You're fully equipped to provide refreshing, current, and dynamic rich media to drive the creation of personalized customer experiences and increase your team's productivity at the same time. By eliminating lengthy IT cycles, your team has access to the latest and greatest assets 24/7. You're able to get things done quickly, adapt to changing customer tastes, and beat the competition.

Security concerns have historically led many mature companies, especially those in highly regulated industries, to deploy digital experience management software on premises. They've preferred to store all of their data in company data centers and manage the software and hardware with internal IT resources.

Technology and market research company, Forrester, however, believes cloud is the future of digital experience management. As long as the service is secure, companies should strongly consider moving to the cloud to stay relevant and meet customer expectations. Forrester[1] says clients demand cloud delivery so they can:

- Speed up implementation and deployment times
- Support secure access for mobile devices
- Lower overall costs
- Replace up front capital expenses with monthly operational expenses

OpenText MediaBin Cloud delivers all of these requirements, and also helps you to:

- Monitor performance
- Maximize uptime
- Facilitate collaboration among employees and external users

Build a Stronger Brand

Sensory experiences drive customer engagement and tell the story of your brand. The more pictures, graphics, videos and audio you incorporate into your customer experiences, the higher the likelihood of successfully grabbing customer attention. As content marketing and omnichannel digital campaigns take center stage, it is important for your entire enterprise to store and manage the growing volume of digital assets – in an organized way. OpenText MediaBin is recognized by Forrester as a top vendor for all key DAM use cases[2].

It enables you to take control of your brand and deliver eye-catching, cohesive customer experiences through the following features:

- **Brand consistency:** Centralize control and management of your digital assets across internal and external partners.
- **Single source of truth:** Maintain brand equity and increase productivity by accessing "core" assets from a single repository.
- **Compliance and governance:** Govern where, how, and who accesses digital content to meet governance and compliance policies. Monitor, analyze, and record usage. Archive files at license expiration dates or when brand standards require changes.
- **Auto-tagging:** Automatically tag metadata to video, images, audio and other assets, and automatically extract asset details for better context, filtering, and search.
- **Search and browse:** Use innovative search that understands facial similarities and human expression. Find assets among volumes of digital content without exact keywords or a traditional folder structure.
- **Rich media workflow:** Configure/automate business processes via an integrated workflow engine to ingest, route, review, approve, email, notify, retrieve, transform, and distribute assets.
- **Targeted asset distribution:** Distribute transformed rich media content to web, social, print, or mobile with rules-based scheduling.
- **Role-based experiences:** Define user experiences based on role and permissions, e.g., casual users, business owners, librarians, and third parties.
- **Self-service access:** Access and download valuable corporate assets established on defined content permissions based on roles and usage rights without reliance on power users.
- **Integrated creative experience:** Access all rich content from familiar design, photo, and video applications.
- **Hosted rich media:** Deploy on-premises, in the cloud, or via a hybrid model.

MANAGE HIGH VOLUMES OF CONTINUOUSLY CHANGING DIGITAL ASSETS: A CASE STUDY

One of the world's largest oil and gas companies relies on MediaBin Cloud to help manage extremely high volumes of images and thousands of key claims that it uses in marketing and public communications.

The company chose MediaBin Cloud because it needed a common methodology and a single source of truth to efficiently manage assets among its many stakeholders – including 200 creative agencies it works with across the globe.

Now, it is able to:

- *Keep more than 2,000 key phrases and claims about its products and operations up to date*
- *Reduce complexity by effectively automating business processes via an integrated workflow engine*
- *Ensure compliance with license agreements for distributors, partners and other third parties*
- *Achieve brand consistency throughout its operations and customer-facing content*

1 "DAM Faces An Overcast Future Without Cloud," Forrester blog (http://blogs.forrester.com/anjali_yakkundi/15-08-13-dam_faces_an_overcast_future_without_cloud)
2 Forrester Vendor Landscape: Digital Asset Management, 2016 by Anjali Yakkundi

> *MediaBin Cloud is a monthly subscription-based, software-as-a-service solution that provides access to all features of MediaBin. It saves the business money by replacing a high initial capital investment with a lower-price, monthly operational expense.*

Why Choose OpenText MediaBin Cloud?

OpenText MediaBin Cloud provides quick access to the latest digital asset management capabilities, so you can keep up with customer demand for consistent, innovative, and attention-grabbing experiences—remain agile enough to meet changing customer tastes.

MediaBin Cloud is a monthly subscription-based, software-as-a-service solution that provides access to all features of MediaBin. It saves the business money by replacing a high initial capital investment with a lower-price, monthly operational expense.

Eliminate headaches for your IT department by choosing MediaBin Cloud; staff will no longer spend their days and nights on time-consuming tasks related to: deployment, administration, configuration, development, monitoring, upgrades, scheduled backups, and maintenance.

Quickly adapt to changing marketing technology

Keeping up with the latest marketing technology and tech strategies can be overwhelming when you're under time pressure to execute new programs and campaigns. Frustration with slow-moving internal procurement processes and bottlenecks in the IT queue often push your department to create workarounds and quick-fix solutions to get things done. Short-term expediency leads to long-term complexity and inflexibility, such as brand inconsistency, disparate content repositories, over-dependence on expensive agencies, missteps regarding compliance and digital usage rights, and stalled strategic initiatives.

The growth of digital marketing vendors and technologies is clear, with 3,500 vendors selling more than 3,800 marketing technology solutions as of 2016, according to chiefmartec.com[3]. That's incredible growth from the estimated 2,000 vendors in 2015, and the estimated 150 vendors in 2011. As options keep multiplying, it's critical that your digital asset management solution remains up to date, ties in appropriately to all backend systems, and stays future-proof for new technologies.

MediaBin Cloud offers open APIs that make it easy to integrate with existing and future applications, allowing you to construct insightful, rich, and visual experiences that cultivate engaged and loyal customers for the long run. The ability to use all your technology together empowers you to make more impactful, personalized experiences, improve retention rates, and build loyalty—because you understand each customer better.

Speed up deployment and upgrade to the latest releases automatically

OpenText MediaBin Cloud deploys quickly to accelerate time to market for new, engaging, omnichannel experiences. And just as important, routine updates keep you and your team automatically current with the latest market capabilities and technologies, so you're not at the mercy of a product version that becomes obsolete.

There is no time-consuming upgrade approval process or resource-intensive software and hardware process, computer-to-computer or server-to-server. MediaBin Cloud commits to service levels and support is always accessible – 24 hours a day, every day. Things just work—without IT involvement.

Cut back total cost of ownership

Every business wants to deliver the best possible customer experiences, but at times, budget realities can slow progress. With MediaBin Cloud, the ROI is a no-brainer. Simply put, cloud is less expensive. IT no longer has to house and maintain physical hardware or spend time and resources working through software implementation, upgrades, patches and other issues that arise.

MediaBin Cloud alleviates the anxieties that budget owners may have about high initial investments on a given solution because there are no up-front capital costs. Instead, organizations can move to a smaller, predictable operational cost each month.

ACHIEVE EFFICIENCY WITH A SINGLE SOURCE OF TRUTH: A CASE STUDY

A global financial services technology company needed a way to share the latest, updated marketing collateral with more than 500 sales representatives. After careful consideration, the company chose MediaBin Cloud, which helps it:

- *Centralize digital assets to share across marketing, sales, and other departments*
- *Increase reuse of assets for various publications*
- *Streamline the content publishing cycle by reducing the number of handoffs*

Using digital asset management in the cloud also helped the business increase productivity for the IT department and ease budget concerns with more predictable costs.

3 "Marketing Technology Landscape Supergraphic (2016)," chiefmartec.com (http://chiefmartec.com/2016/03/marketing-technology-landscape-supergraphic-2016/)

Mitigate risks and support a secure, private environment

MediaBin is a secure DAM platform that has been implemented by thousands of highly demanding, large enterprises over the last 16 years. With MediaBin Cloud, your company can rely on the power of OpenText for everyday management of the software and related systems. OpenText commits to contractually agreed service levels and ensures delivery of quality experiences to prospects, customers, partners, and internal users.

MediaBin Cloud client data is protected by world-class security. Our data centers adhere to many compliance programs, including the Payment Card Industry Data Security Standard (PCI DSS), International Organization for Standardization (ISO), the Health Insurance Portability and Accountability Act (HIPAA), FedRAMP, and more.

Deliver superior, dynamic experiences

MediaBin Cloud provides a centralized, straight-forward way to manage digital assets across departments, partners and creative agencies – all through a monthly, subscription-based service. Offloading everyday management of MediaBin helps IT focus on more strategic projects, while keeping you equipped with the latest tools to stay current and reach more customers with exciting, consistent, experiences across all channels.

Overall, the business will benefit from accelerated time-to-market, lowered TCO, improved conversion rates, and increased productivity.

Learn more about MediaBin at
engage.opentext.com/products/mediabin

www.opentext.com/contact