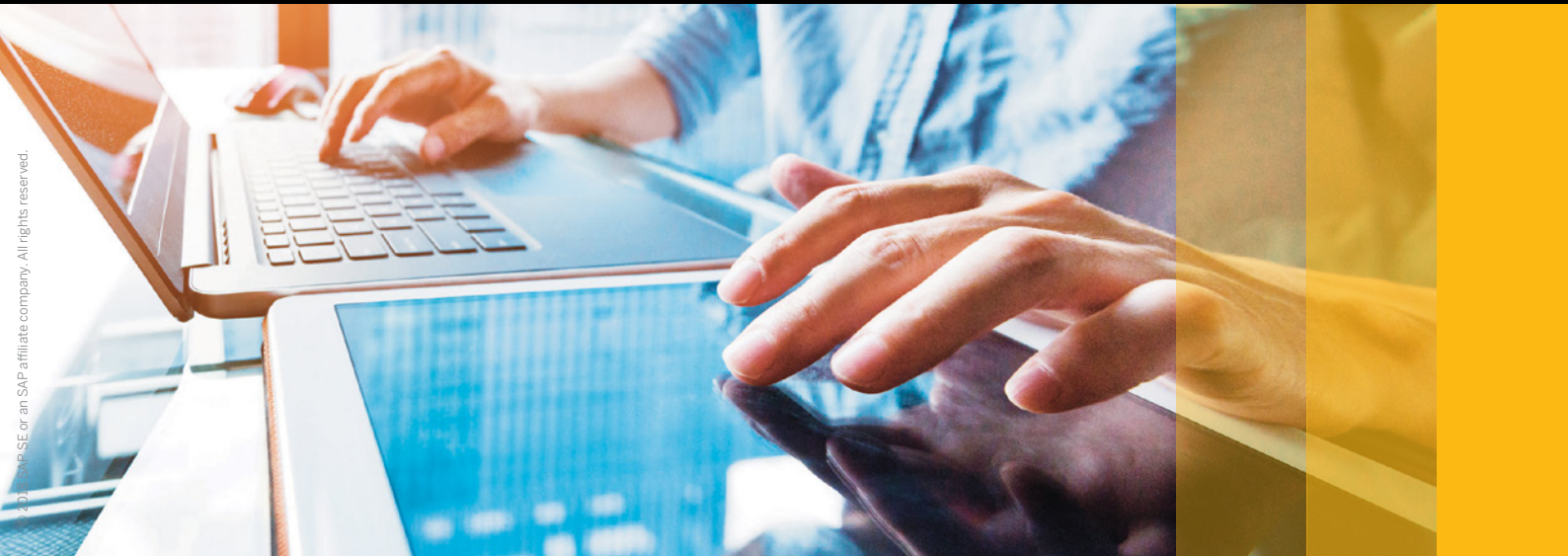


SAP Solution Brief

SAP Solution Extensions | SAP Digital Asset Management by OpenText

Create and Distribute Rich Media for **Optimized,** **Omnichannel Customer Engagement**

THE BEST RUN





Make the most of your rich media assets

Rich media, including video, audio, and animations, is vital to creating compelling, engaging marketing messages and ad campaigns. The goal is to **efficiently create, manage, and distribute these diverse assets** across all channels to reach customers and partners wherever they are, and to strengthen brand equity and grow market share.

Make the most of your rich media assets

To do this, you need a way to centrally manage digital assets when producing, controlling, and distributing assets and overseeing rights to your intellectual property. In addition, you need full visibility into marketing processes to eliminate inefficiencies that waste time, slow communications, and result in lost opportunities. And your digital marketing and commerce teams need processes that facilitate collaboration so they can jointly deliver controlled, consistent customer experiences and brand images across all channels and platforms.

With the SAP® Digital Asset Management solution by OpenText (available on premise and in the cloud), marketing and commerce teams can centrally access and manage all your digital media objects in the context of their product catalogs and provide customers with a consistent, omnichannel experience. At the same time, they can operationalize the golden rule of digital asset management: create once and reuse and repurpose anytime, anywhere, to maximize return on investments.



Access and manage all rich media from a single library

With SAP Digital Asset Management, you can organize and centrally manage all unstructured and structured product content across channels using a browser-based interface.

When combined with the SAP Commerce solution, SAP Digital Asset Management connects relevant asset metadata to the digital assets themselves. Once these linkages are made, you can use SAP

56%

Want to increase content consistency and reuse across channels*

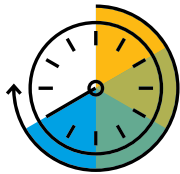
Digital Asset Management to search, manage, and reuse assets across channels, as needed. And consumers seeking information about your products can view these assets across any channel.

Access and manage all rich media from a single library

Enrich marketing processes while fostering collaboration

Deliver a consistent, omnichannel customer experience

[Continued on the next page](#)



Because everything is in one place, you gain a real-time understanding of asset availability, rights, and usage conditions.

**"Understanding the Challenges of Building an Integrated Digital Experience Strategy,"
A Forrester Consulting thought leadership paper commissioned by SAP, July 2014



No integrations are needed, as data models are automatically available for Web content management, cross-channel commerce, order management, and customer service.

SAP Digital Asset Management also integrates with the SAP Marketing solution and the SAP Customer Relationship Management (SAP CRM) and SAP ERP applications.

65%

Want to improve online content quality*

Using built-for-purpose interfaces, you can:

- Streamline media management for omnichannel commerce, improving time to market for product media, and deliver increased sales through a better customer experience

Access and manage all rich media from a single library

Enrich marketing processes while fostering collaboration

Deliver a consistent, omnichannel customer experience

[Continued on the next page](#)

Digital marketers want to move beyond the online catalog and transactional e-commerce, immersing a customer in the brand using brand and product media to create a desire to purchase.*



*"Understanding the Challenges of Building an Integrated Digital Experience Strategy," A Forrester Consulting thought leadership paper commissioned by SAP, July 2014



- Link product master data to rich media assets and expose and visualize digital assets within applications, media-enabling them for easier search and use
- Search for, access, and use digital media assets from within SAP Marketing to create campaigns and plans
- Manage marketing content and product content side by side, eliminate inconsistencies, and enable marketing and commerce teams to collaborate around customer experiences

These linkages enable enterprise-wide visibility, management, and use of your rich media assets. You benefit from:

- A single point of management for all content, images, and digital objects

- Tools to efficiently manage attributes, such as category, price, promotion eligibility, language, and geography
- Smooth management of data quality and consistency across markets
- Consolidated collection and distribution of content from various systems, sources, and divisions
- State-of-the-art import and integration tool and strong supplier data onboarding
- User-friendly GUI with drag-and-drop features, security, role management, and mapping of metadata to digital assets

As a result, you can better control and drive the value of your brand and swiftly respond to changing market conditions and events impacting your organization's reputation.

Access and manage all rich media from a single library

Enrich marketing processes while fostering collaboration

Deliver a consistent, omnichannel customer experience



Enrich marketing processes while fostering collaboration

With SAP Digital Asset Management, you can optimize how you access, manage, and reuse rich media assets and enhance creativity and productivity across your organization, sustaining brand integrity.

For example, using the software's secure, role-based Web access, designers and writers can access creative desktop publishing tools. Marketing professionals can control, index, categorize, and secure assets. And managers can access and view approved assets in multiple formats, as well as enforce integrated rights management and version controls to prevent unauthorized or improper use of digital content.

The software also supports real-time collaboration – complete with process steps in the SAP Marketing Cloud solution, for example – throughout asset production and utilization. For instance, campaign managers and marketers can work with in-house or external photographers, designers, and writers. Legal advisors can review product descriptions and address copyright issues. Multiple versions of assets can be tracked for transparent development processes and applied across concurrent initiatives. And managers can control multiregional or global initiatives, localizing content when possible and accounting for issues such as cultural differences early in the process – before time and resources are spent.

Access and manage all rich media from a single library

Enrich marketing processes while fostering collaboration

Deliver a consistent, omnichannel customer experience

[Continued on the next page](#)



Creative professionals can make and collect a wide range of media with functionality to import, upload, batch import, and use desktop plug-ins.



By collaborating internally and externally around the creation, management, and distribution of digital assets, your teams can efficiently drive branding and marketing initiatives. You can:

- Eliminate duplicate effort and redundant spending
- Integrate budgeting, campaign management, and marketing asset management processes
- Provide secure, Web-based access to approved sales material and collateral
- Negotiate complex workflows involving digital media files for product packaging

- Help ensure legal usage compliance and adhere to regulations for archiving promotional claims
- Reach out to consumers in a dynamic environment of increasingly advanced media and sophisticated customer practices and expectations

61%

Of companies surveyed would like to unify commerce and brand experiences into a single site*

Access and manage all rich media from a single library

Enrich marketing processes while fostering collaboration

Deliver a consistent, omnichannel customer experience

Companies need cohesive digital customer experiences, but historically, marketing and e-commerce groups operate in silos with differing objectives, leading to a fragmented and poorly integrated digital presence.*

*"Understanding the Challenges of Building an Integrated Digital Experience Strategy," A Forrester Consulting thought leadership paper commissioned by SAP, July 2014



Deliver a consistent, omnichannel customer experience

When you deploy SAP Digital Asset Management integrated with other SAP applications, your marketing and commerce teams can collaborate through a single source of media to deliver a smooth, consistent experience for customers across all channels: in-store, mobile, Web, social, and beyond. This results in a customer experience that's richer, more engaging, and visually immersive – and reinforces your brand.

Imagine being able to control the visualizations customers see across every channel and touch point from a single console. You can select the right size, format, and resolution of the same asset as it's cascaded across different channels and touch points. For example, for mobile sites, you want lower-resolution images that display quickly. And to optimize the desktop experience, where people are using larger screens and download speeds are fast, you want more detailed, larger images.

Access and manage all rich media from a single library

Enrich marketing processes while fostering collaboration

Deliver a consistent, omnichannel customer experience

Digital marketers gain tools to immerse customers in their brand experience – and content to tell stories and turn customers into brand advocates.





Realize the benefits of managing rich media across channels

SAP Digital Asset Management is scalable and extensible to meet your company's current and future requirements. With the software, you benefit from:

- Enhanced brand control with global access to approved content
- Reduced operating costs with streamlined processes

- Optimization of creative workflows through integration with leading design applications
- Rapid review and approval, with centralized access and collaboration functionality
- Faster time to market, thanks to improved distribution and efficiency
- Legal compliance, thanks to rights management and version-control functionality

Realize the benefits of managing rich media across channels



SAP Digital Asset Management is reliable and secure and can be replicated and distributed to help ensure high service availability and fault tolerance.



Summary

The SAP® Digital Asset Management solution by OpenText helps advertising, marketing, and commerce organizations optimize management of rich media assets. You can efficiently create, centrally manage, and reuse content across your enterprise – and all channels – by creating linkages between digital assets and your product and customer data within enterprise applications. The result is greater productivity and creativity, better brand and messaging control across channels, lower costs, and higher returns on digital assets.

Objectives

- Generate, use, and reuse content across all channels
- Reduce the cost and effort of creating and using digital assets
- Empower customers with more choices and market influence

Solution

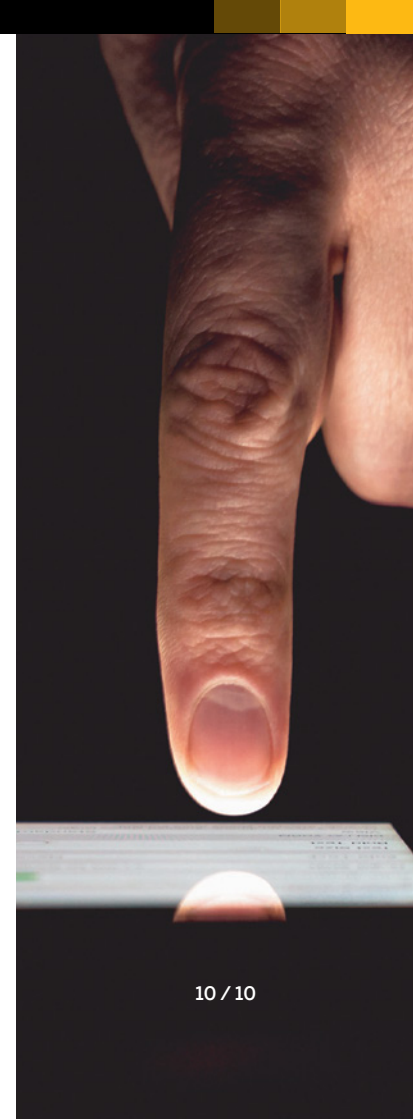
- Support for content creation, reuse, and distribution
- Real-time collaboration around content creation
- Support for integrated budgeting, campaign management, customer relationship management, and marketing processes
- Visibility into asset availability, rights, and usage conditions
- Rights management and version-control functionality

Benefits

- Enhanced brand control
- Reduced operating costs
- More-efficient creative workflows
- Rapid review and approval cycles
- Faster time to market
- Better compliance through rights management and version controls

Learn more

For more information, visit us [online](#).



SAP® Customer Experience

Follow us



www.sap.com/contactsap

Studio SAP | 33584enUS (18/08)

© 2018 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See <https://www.sap.com/copyright> for additional trademark information and notices.

THE BEST RUN 