

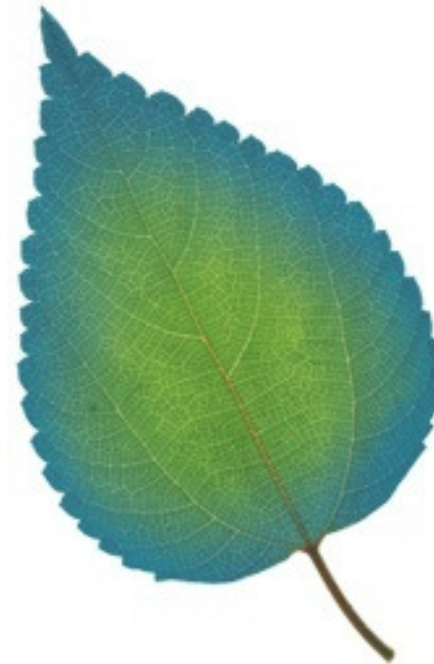


Enhancing Web Publishing with Digital Asset Management - Using Open Text Artesia DAM to enhance your Open Text WCMS (Red Dot) web sites

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Wolfgang Ruth

Agenda

- A Brief Introduction
- Customer Examples
- Artesia DAM Product Overview
- Web Content Management Integration



A Brief Introduction to the Open Text DMG



Solutions for the
Digital Ecosystem™

OPEN TEXT ECM SUITE Digital Media Solutions

for marketing, broadcasting, and publishing

Document Management



Collaboration & Community Management



Web Content Management



Records Management



Email Management



Capture and Delivery



Business Process Management



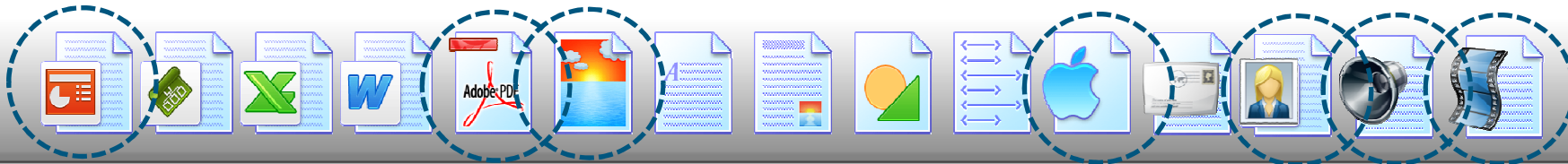
Digital Asset Management



Archiving



Content Reporting



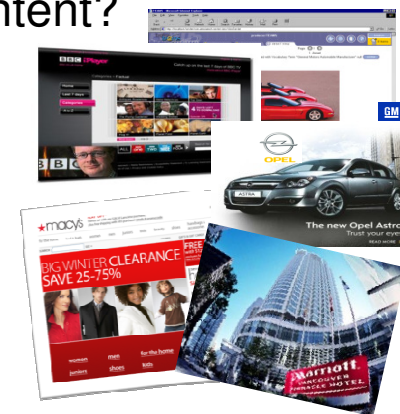
We help organisations



...their Digital Media

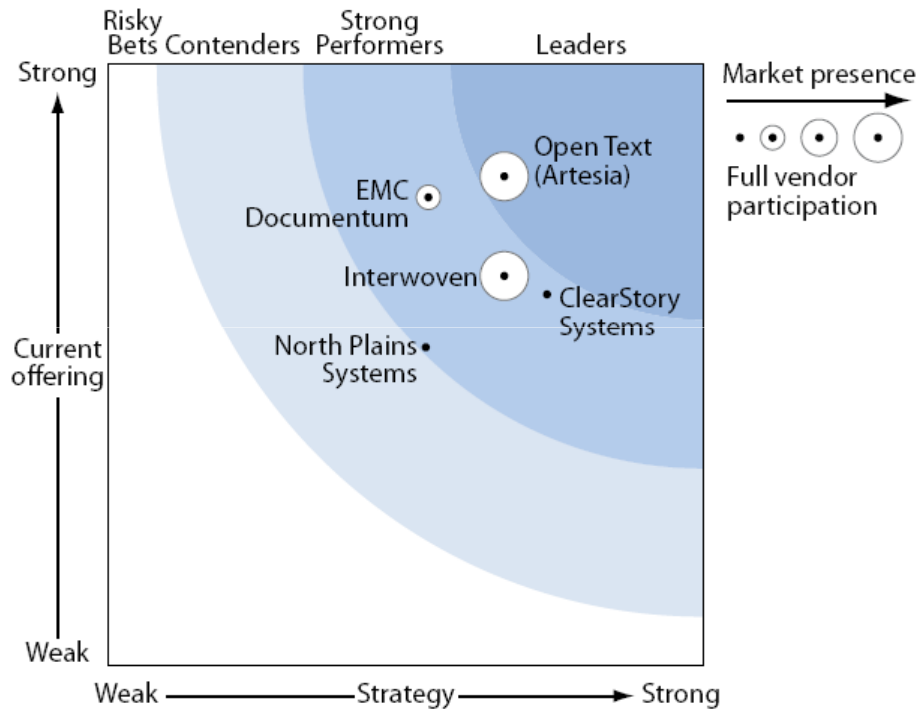
Value Proposition for DAM

- Do you have control over your inventory of rich media assets?
- Are you re-creating digital assets for new content instead of re-using existing content?
- Do you have easy access to the status of current projects and the state of their components?
- Are you effectively collaborating with your global team?
- Can you and your supply chain access the correct version of content quickly and efficiently?
- Are you effectively leveraging digital distribution mechanisms rather than relying on costly physical delivery methods?
- Do you know your legal rights to re-use and distribute your content?
- Are you representing your brand consistently across the web, print, radio and TV advertisements?



Forrester: Open Text Sole Leader in Marketing Asset Management

Figure 8 Forrester Wave™: Marketing Asset Management, Q1 '08



Forrester ... found that Open Text's Artesia DAM established early MAM leadership thanks to its **enterprise capabilities** and **marketing data management** focus.

Marketers' top technology priority is to improve the customer experience.

MAM should support getting content into the hands of consumers, channel partners, resellers, salespeople, and marketing services providers.

Customer Examples



Solutions for the
Digital Ecosystem™

Representative DMG Customers

OPEN TEXT
The Content Experts™



European Customers



Tide

P&G

As the world's largest CPG manufacturer, Procter and Gamble spends over \$5B/year on marketing its products – the images of which are all centrally managed along with all video advertising in Open Text Artesia DAM 6.8 serving over 10,000 users.

100 FL OZ (3.12 QT) 2.95 L

95497700


DETERGENT
DETERGENTE



CAUTION: EYE IRRITANT. HARMFUL
IF SWALLOWED. SEE CAUTION ON BACK LABEL.

PRECAUCIÓN: IRRITA LOS OJOS. DAÑINO SI
SE INGIERE. VEA LA PRECAUCIÓN EN LA ETIQUETA POSTERIOR.

Procter & Gamble FLO



Welcome [ishtiaq.a](#) | [Logout](#) | [Feedback](#)

HOME SEARCH ASSETS
HOME SEARCH ASSETS FOLDERS TOOLS ADMIN HELP OTHER LINKS
Add To Basket 0 items in Basket

Quick Search:

[Click here to discover successful searches!](#)

Your Saved Searches:

- [Expert Save test](#)
- [Saved adv search test](#)

Public Saved Searches:





- [New TV Commercials: IN THE L](#)
- [New TV Commercials: TODAY](#)
- [New Package Images: IN THE L](#)
- [New Package Images: TODAY](#)
- [More...](#)

Saved Search: New TV Commercials: IN THE LAST 7 DAYS | Filters are ON [Change Filters](#)

Need help? Check out our [Saved Search Tips](#)

DOWNLOAD EMAIL EDIT SAVE INTO VIEW

Select All | Select All On This Page | Clear All [77 Assets] Page: 1 2 3 4 5 6 <<Prev Next>>

<div style="text-align: right;">31. <input type="checkbox"/></div>  <p>Asset Type: TV File Type: video/mpeg Title: Tooth Animals Description: Asset ID: e41deb46135f3918ed46a9569cde1f3af3cfd4df GTIN/UPC/EAN: Country: THAILAND Ingestion Date: 03/31/2008</p> <p style="text-align: center;">ASSET MENU</p>	<div style="text-align: right;">32. <input type="checkbox"/></div>  <p>Asset Type: TV File Type: video/mpeg Title: Waddah Kalhout - Dentist Description: Asset ID: 3fdce6c05ac7195c8cbf215c1c1335936459114f GTIN/UPC/EAN: Country: SAUDI ARABIA Ingestion Date: 03/31/2008</p> <p style="text-align: center;">ASSET MENU</p>	<div style="text-align: right;">33. <input type="checkbox"/></div>  <p>Asset Type: TV File Type: video/mpeg Title: Iveta Had Sensitive Teeth Description: Asset ID: 4d2ca02a5484c79bbc4b95993c8046be7a94a9a8 GTIN/UPC/EAN: Country: SLOVAKIA Ingestion Date: 03/31/2008</p> <p style="text-align: center;">ASSET MENU</p>	<div style="text-align: right;">34. <input type="checkbox"/></div>  <p>Asset Type: TV File Type: video/mpeg Title: badminton team Description: Asset ID: 517615f96a4f1b5121e3233146011f6f573d923a GTIN/UPC/EAN: Country: CHINA Ingestion Date: 03/31/2008</p> <p style="text-align: center;">ASSET MENU</p>
<div style="text-align: right;">35. <input type="checkbox"/></div>	<div style="text-align: right;">36. <input type="checkbox"/></div>	<div style="text-align: right;">37. <input type="checkbox"/></div>	<div style="text-align: right;">38. <input type="checkbox"/></div>



Brand Spotlight
View

Powered by **gbs**

Done
Trusted sites



Macy's has integrated Open Text Artesia DAM 6.8 and its web services to automate the workflow and production of all rich media for Macys.com which receives over 280M visitors per year and integrates PIM data with product imagery as well as managing all media related to Macy's community and corporate initiatives.

Product Photography at Macys.com

furniture

SALE & VALUES

SOFAS & SECTIONALS

CUSTOMER FAVORITES

- Leather
- Sofas
- Sectionals
- Sleepers
- Love Seats & Apt Sofas

BEDROOM

DINING ROOM

CHAIRS & RECLINERS

ACCENT TABLES

MEDIA STORAGE

KITCHEN

HOME OFFICE

ENTRYWAY

MATTRESSES

RUGS

SHOP BY

- Room
- Style

RELATED CONTENT

- Delivery Status
- Furniture Galleries
- Furniture Care Program
- Store Locations & Hours
- Semi-Annual Furniture Catalog

Furniture > SOFAS & SECTIONALS

NO INTEREST FOR 2 YEARS & NO DOWN PAYMENT
when you use

furniture

Furniture > SOFAS & SECTIONALS > CUSTOMER FAVORITES

SALE & VALUES

NO INTEREST FOR 2 YEARS & NO DOWN PAYMENT
when you use your Macy's card! ends 2/18. su

CUSTOMER FAVORITES

- Leather
- Sofas
- Sectionals
- Sleepers
- Love Seats & Apt Sofas

BEDROOM

DINING ROOM

CHAIRS & RECLINERS

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to purcha

CUSTOMER FA




[Nemo Leather a](#)
[Microfiber Living](#)
[Furniture Collec](#)


Reg. \$299.00
3,299.00
Sale \$229.00 - 2,499.00




to purchase furniture or mattress



zoom & more views




Bella
Chocolate



Buckwheat

macy's

Tyler Velvet Living Room Furniture Collection




+

-

RESET

To pan, click and drag image.

Close 

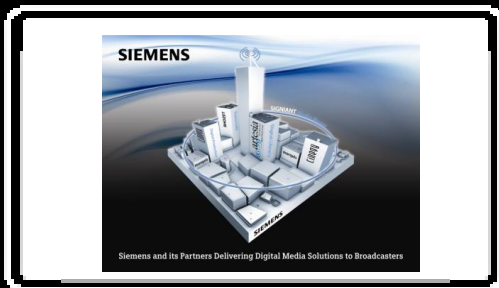


HIT Entertainment chose Artesia DAM to first manage the brand licensing for such famous names as Barney the Dinosaur, Angelina Ballerina, and of course Bob the Builder and second to enable digital delivery of their video programming archive to rapidly emerging non-linear digital channels.

B

B

C



Core asset management system for the BBC's 100M £ Digital Media Initiative to remake its entire content production lifecycle from tape libraries to craft edit to digital distribution with Siemens as lead contractor.

Artesia DAM Product Overview



Artesia DAM 6.8 Overview



Collect

- Import
- Upload Wizard
- Bulk Import
- Desktop plugins



Manage

- Metadata
- Security
- Categories
- Versioning
- Asset Linking
- Auto-index



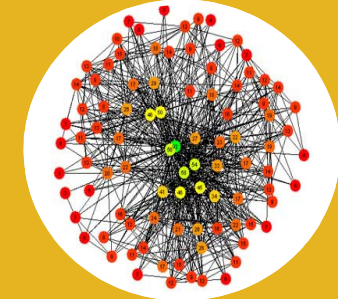
Find

- Full Text Indexing
- Keyword Search
- Advanced Search
- Database Query
- Category Browse



Use

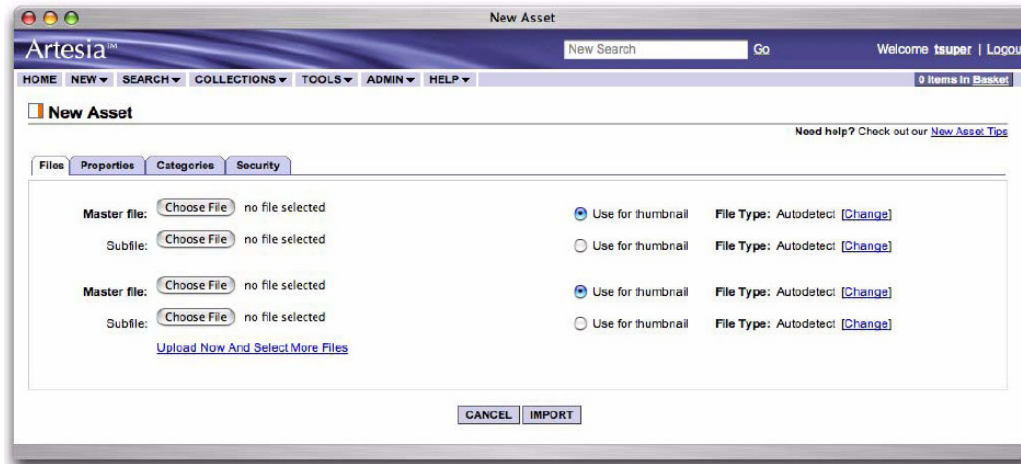
- Projects
- Collaboration
- Integration with media tools
- Integration with external systems
- Proxies
- FPO



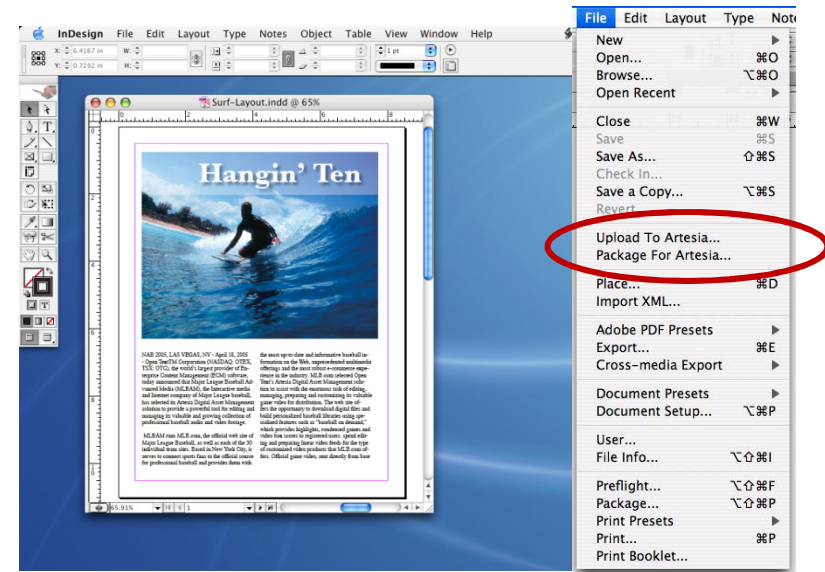
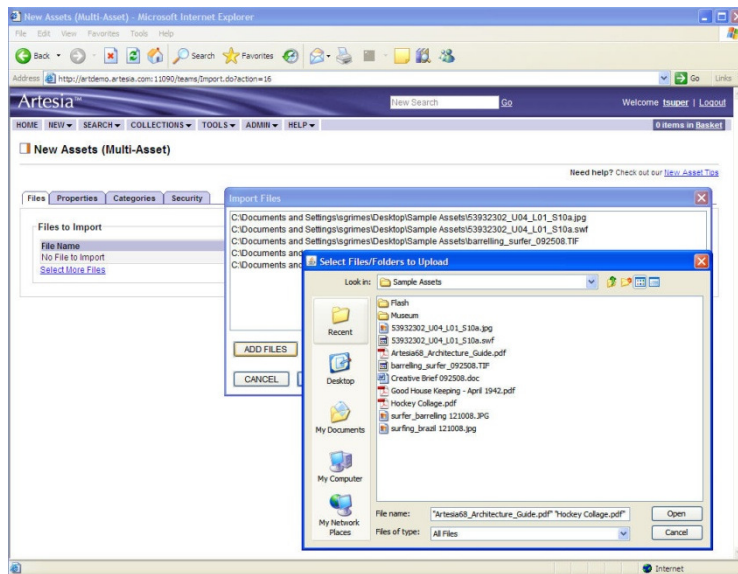
Distribute

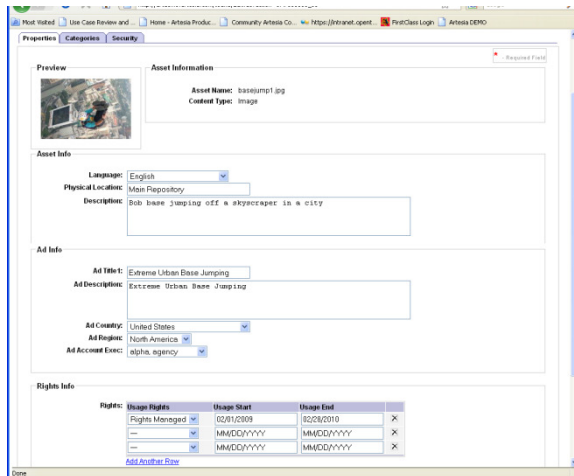
- Package
- Transcode
- Download
- FTP
- Email

Artesia DAM
UI

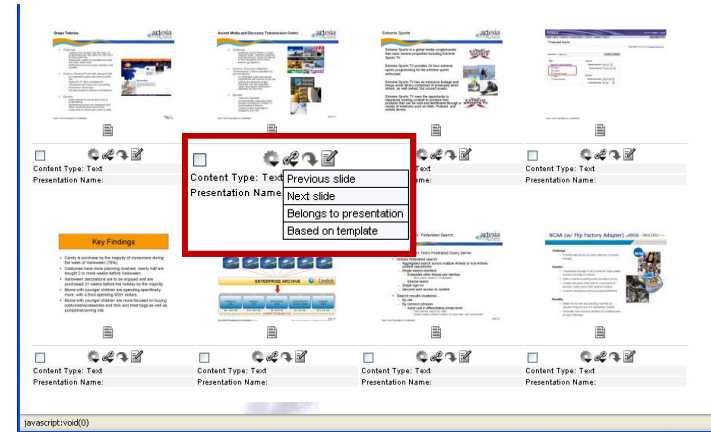


Creative
Desktop

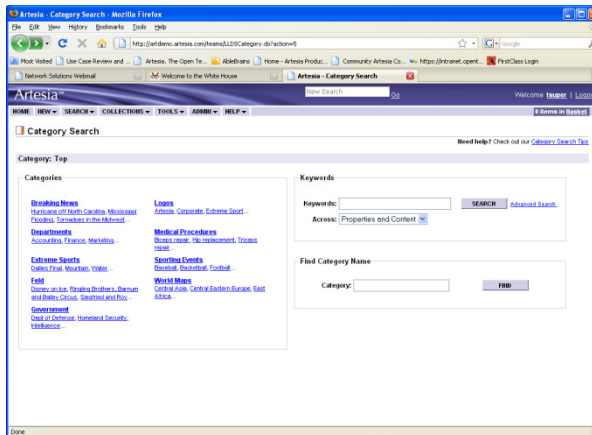




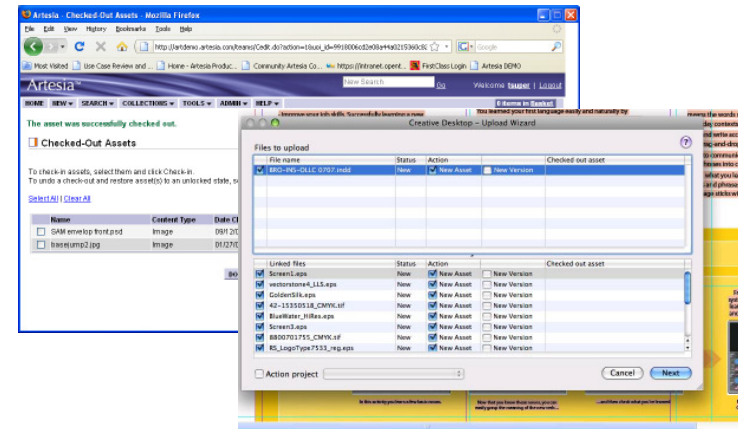
Metadata and Security



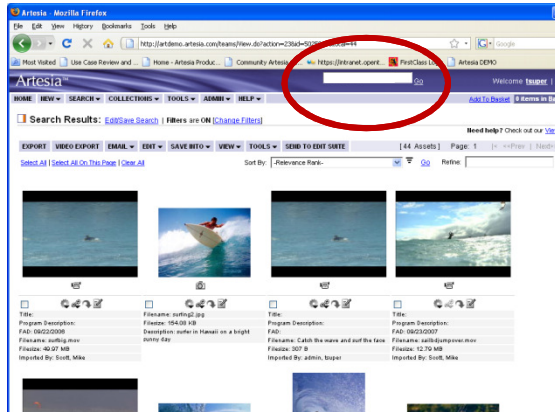
Assets and Links



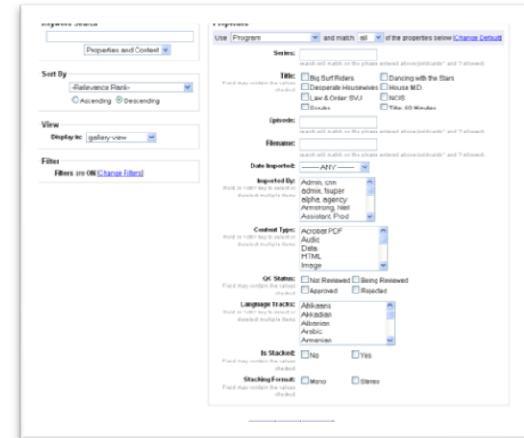
Categorisation



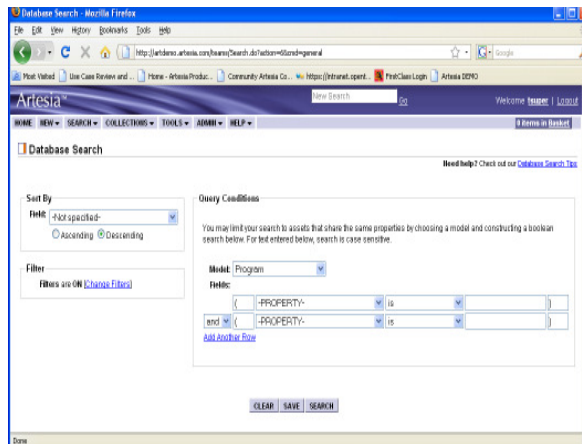
Version Control



Keyword Search



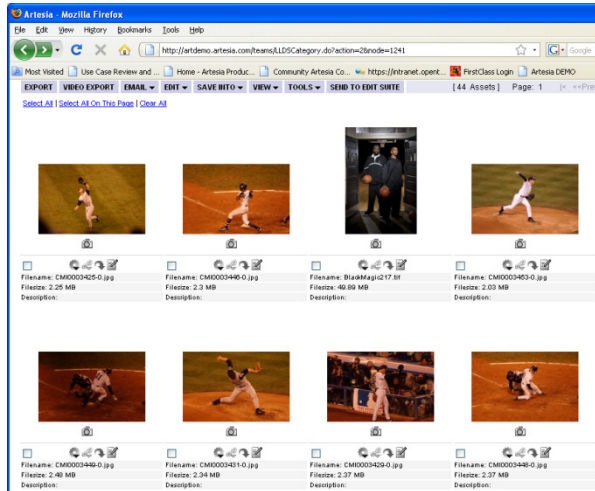
Advanced Search



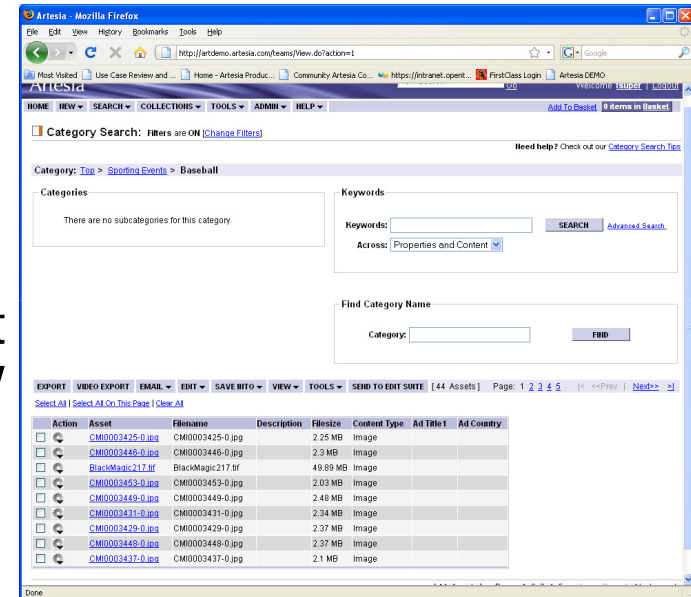
Database Search



Category Search



Gallery View

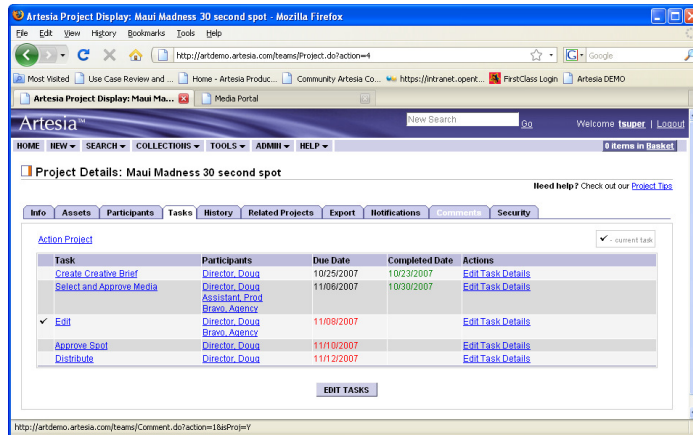


Spreadsheet View

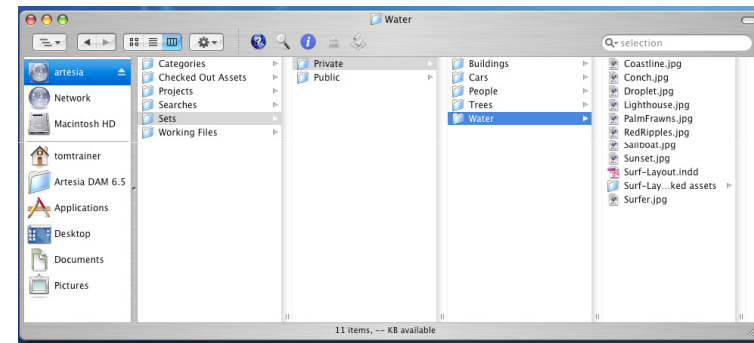


Detail Asset View

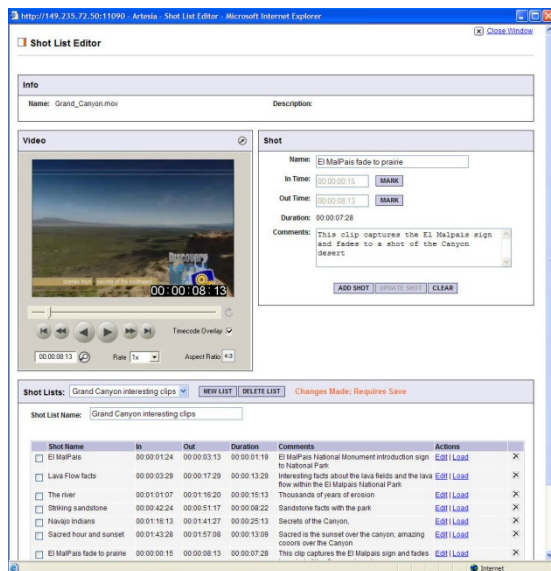
Projects

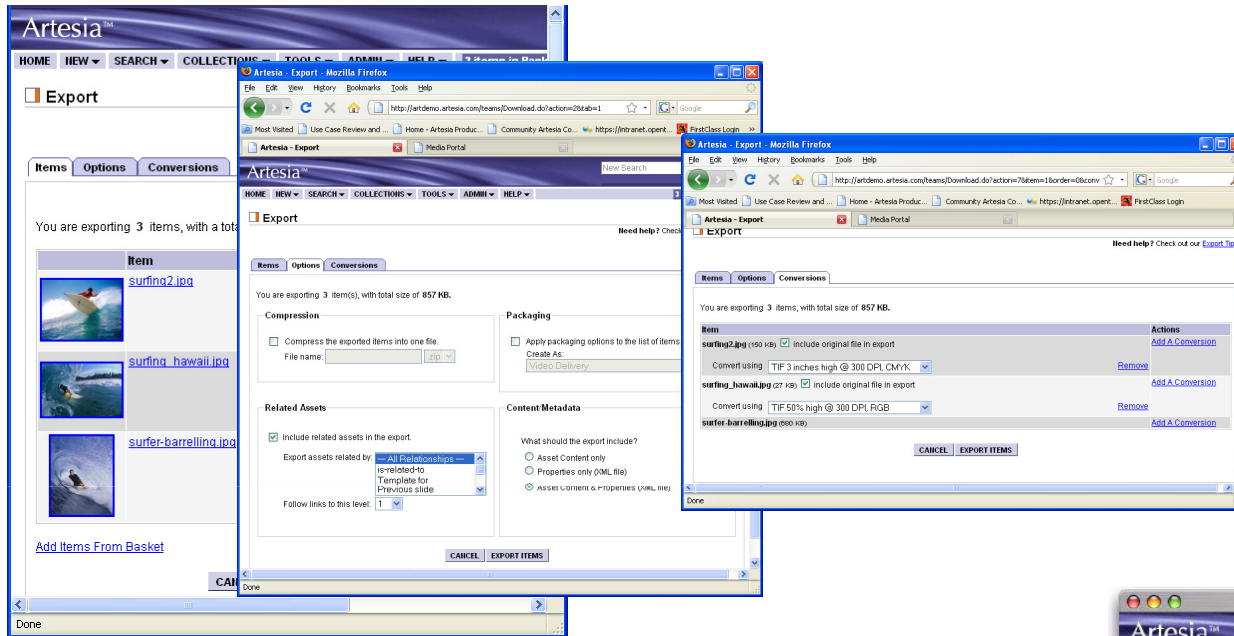


Integration with Creative Desktop Tools



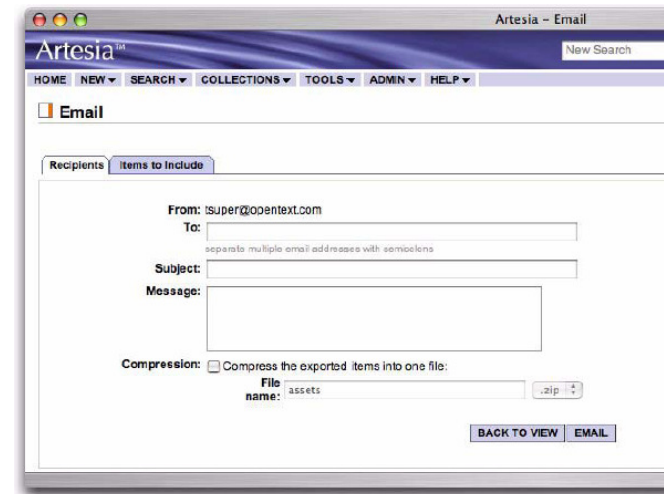
Shot List Editor





Download & Export


Email





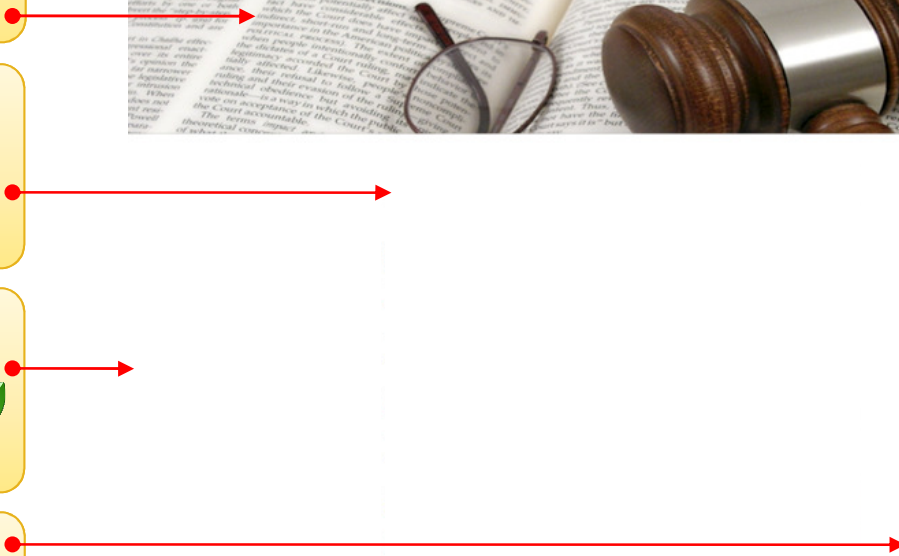
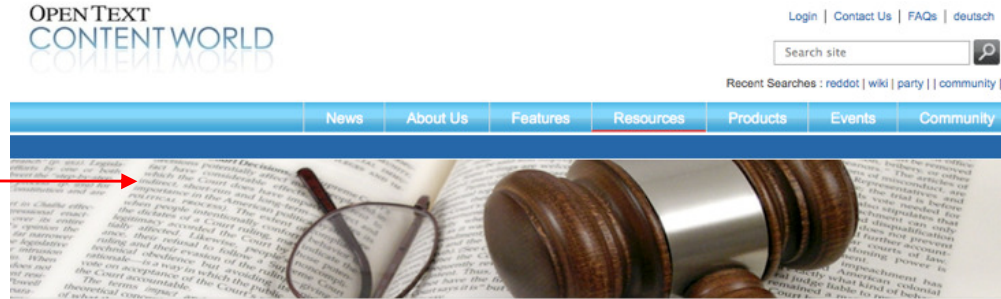
As ONE Solution

Web Content Management 

Document Management 

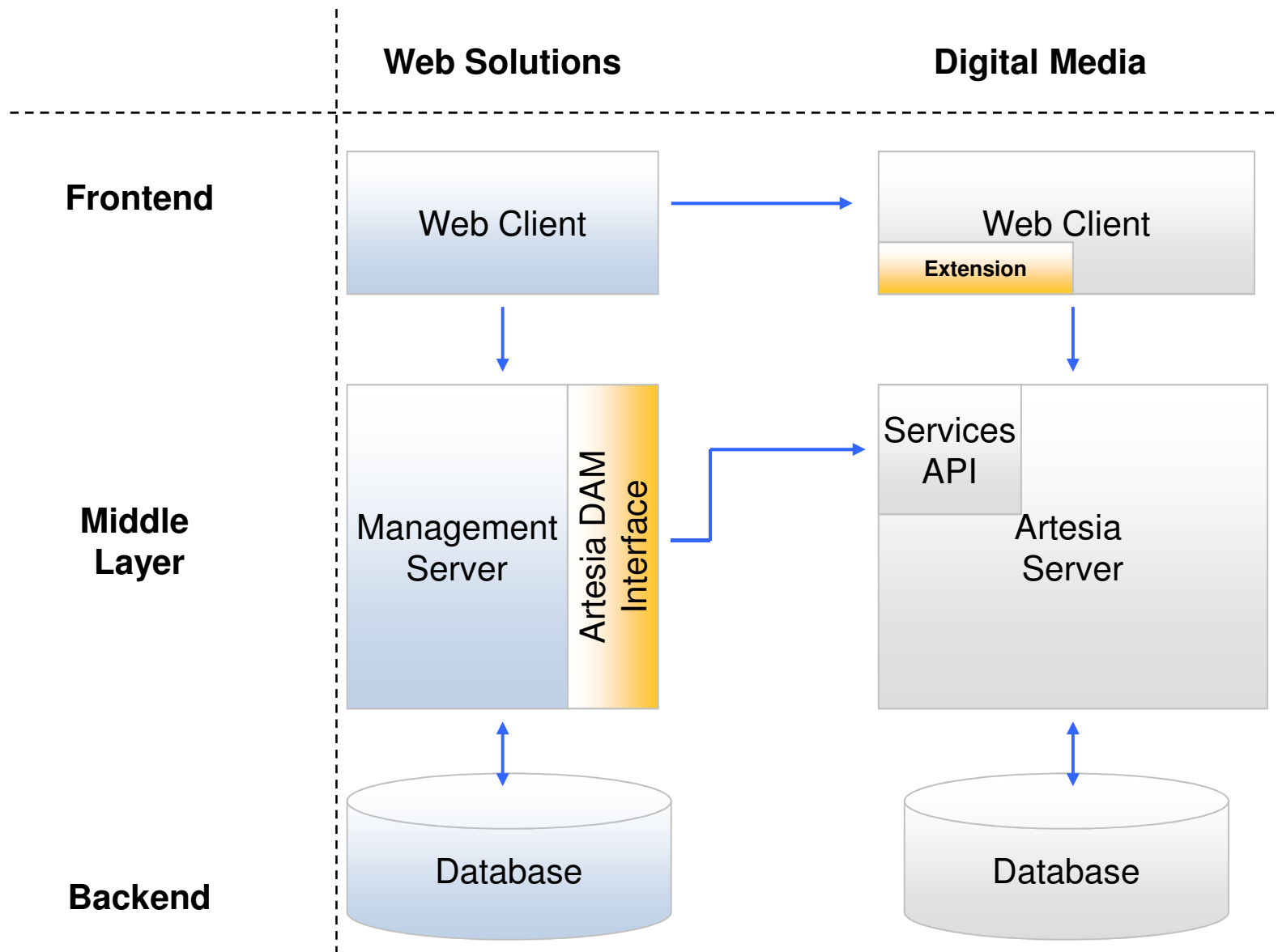
Collaboration & Community Management 

Digital Asset Management 



- Manage all forms of Media – creative editing, controlled release and repurposing
- Store with flexible metadata and categories to reflect inventories
 - Supported formats: over 350 different formats including video and audio formats, layout, CAD formats, etc.
 - Folder structure: Multilevel subfolder structures possible
 - Image editing: in the workflow or outside Artesia
 - Complex metadata structures possible
 - Highly optimized search functions
 - Video streaming (any streaming server can be integrated)
 - Frame accurate video editing
- Seamlessly manage content-to-content and content-to-visitor relationships
- Aggregate and assemble content from all repositories to deliver information in an easily understood and digestible format
- Integrate the Web experience to orchestrate content, observe behavior and optimize experience for specific audiences

Technical Architecture



Quick Access to Media Assets

Using red dots to get access on the media repository

Assets can be used for publication to any target (like an internet, intranet, portal or mobile device)

URLs that link to the original location and access meta data from there

Select videos and other media files to enrich your web site

The screenshot shows the Open Text WebSolutions interface. At the top, it displays the user 'Sonja Högemann (Server Manager)' and the project 'UAA2 (Administrator, English)'. Below this is a navigation bar with tabs for 'Properties', 'Actions', 'Linking', and 'Keywords'. The main content area is titled 'Home / Magazine' and features a sidebar with navigation links: 'News', 'Magazine', 'Countries', 'Hotels', 'Shop', and 'Community'. The main content area contains a section titled 'Magazine' with a sub-section 'Exploring the Country of the Aztecs'. This section includes a red dot icon, a thumbnail image of a pyramid, and a text block describing the Aztec civilization. Below the text, there are several red dot icons with labels: '[Upload Asset from Artesia]', '[Align]', '[Tooltip]', '[Edit Text]', '[Edit Artesia Download URL]', and '[Edit Artesia Video]'. To the right of the main content area, there are three 'Open Teaser' boxes for 'Italy', 'Mexico', and 'Shop', each with a thumbnail image and a brief description. At the bottom of the interface, there is a language dropdown set to 'English', a 'Log Off' button, and a '100%' zoom level indicator.

In-context Inclusion of Assets

The screenshot shows the Open Text WebSolutions editor interface. At the top, it indicates the user is editing the page 'Mexico' with page ID 110. Below this, there are navigation tabs for Properties, Actions, Linking, and Keywords. The main content area shows a search results page from the Artesia DAM. The search results are displayed in a grid of four asset thumbnails. A context menu is open over the third asset, 'mays_temple'. The menu items include: Open Asset Details, Asset Menu, Edit Comments, Show Related Projects, Show Version History, Download, Check-out, Show Security Policies, Public Link, Secured Link, Current Snapshot, and Current Snapshot (Thumbnail). A blue arrow points from the text 'Using red dots to get access on the Artesia DAM' to the search results area. Another blue arrow points from the text 'Editor uses the original client and can select assets for the publication in different ways' to the context menu.

Using red dots to get access on the Artesia DAM

Editor uses the original client and can select assets for the publication in different ways

Perfecting the Images for the Web

The screenshot displays the Artesia web editor interface within a Windows Internet Explorer browser window. The interface is divided into several sections:

- Top Navigation:** Includes a search bar, user information (Welcome sonia | Logout), and a menu with options like HOME, NEW, SEARCH, COLLECTIONS, TOOLS, ADMIN, and HELP.
- Asset Information Panel (Left):** Shows a preview of a Maya temple image, the asset name 'maya_temple.jpg', content type 'Image', and an 'Asset Description' field containing 'Mexico: HiRes picture of a maya temple'. There are 'SAVE' and 'CANCEL' buttons at the bottom.
- Main Content Area (Right):** Displays a page titled 'Mexico' with an article 'Exploring the Country of the Aztecs'. The article text includes: 'More than 3000 years ago, there emerged a highly sophisticated civilisation, the Mayas, in the diverse landscape of what is now Guatemala, Belize, western Honduras and part of El Salvador, as well as the Mexican states of Yucatán, Quintana Roo, Campeche, Chiapas and Tabasco. The variety of landscape is matched by the abundance of flora and fauna, unrivalled anywhere else in the continent. Birdlife, especially, seems to abound, including toucans, parrots and macaws, hummingbirds and others. The lowland rainforest of Chiapas, Campeche and Quintana Roo is home to such exotic wildlife as ocelots, margays, whitetail deer, anteaters, peccaries, tapirs, howler and spider monkeys and jaguars, the largest wildcats in the Americas.' Below the text is a video player showing a landscape with a lake and buildings.
- Right Sidebar:** Contains sections for 'Open Teaser', 'Mexico' (with a small image of a tent), and 'Shop' (with a small image of a tent).

Blue circles and lines highlight the image in the preview panel, the image in the main content area, and the asset description text in both the left panel and the main content area, demonstrating how the same asset is used across different parts of the site.

Images can be automatically scaled and converted in the right format and size

Changes within the repository (like new versions, meta data, etc.) will also be used within the editorial environment

A typical scenario for public faced websites

- Current Snapshot - cached copy at the Web tier
- Current Snapshot – Thumbnail
- Public Link - direct link to repository with a predefined user

Used in secured environments

- Secured Link - authenticated access to local asset
- High Resolution Streaming Link
- Screen Resolution Streaming Link



Solutions for the
Digital Ecosystem™

Manage efficient Web project access to digital assets

- Enrich your editorial content with assets to **inspire your target audience**
- Publish to multiple sites: internet, intranet, extranet or mobile device
- Reach out to new target groups

Enrich public Web sites with policy driven assets

- Make sure that assets or documents will be published as a **standard request**
- Evaluate each specific access right of an asset
- Use meta data to describe, classify and publish media

Deliver personalized and contextual assets directly and securely

- Find instead of search: **reduce costs** and deliver assets upon request
- **Match your target group** with the right assets
- Make sure that the latest or the right asset will be used for the publication

Trusted publishing of various media formats to the Web and online channels

- Deliver different formats **fit to the requirements** of each channel whether it is print, mobile device or the Web
- Combine print and Web projects by using the same assets
- **Quick publication** into a web channel



Solutions for the
Digital Ecosystem™

Future Development

Phase II: Dynamic Integration (Delivery Server)

- Reference List
- Dynamic Access on the DAM repository

Phase III: Enhancement of Management Server Integration

- Upload assets to the DAM repository
- Image editing
- Saved Search (Content Element)
- Push-Mechanism
- Copy & Go
- License Check

European Customers





Thank You