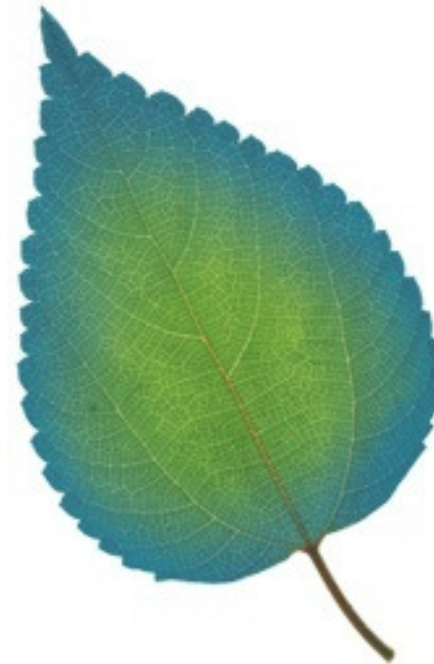# Enhancing Web Publishing with Digital Asset Management - Using Open Text Artesia DAM to enhance your Open Text WCMS (Red Dot) web sites

Lars Onasch

Wolfgang Ruth

Agenda

- A Brief Introduction

- Customer Examples

- Artesia DAM Product Overview

- Web Content Management Integration

A Brief Introduction to the Open Text DMG

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Open Text ECM Suite and Digital Media

OPEN TEXT
ECM SUITE Digital Media Solutions
for marketing, broadcasting, and publishing

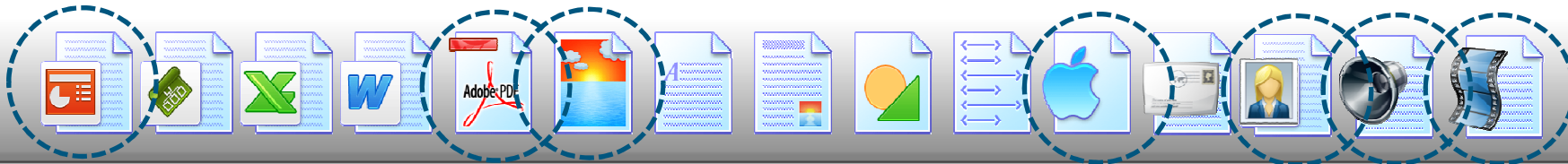|				
Document Management	Collaboration & Community Management	Web Content Management	Records Management	Email Management
Capture and Delivery	Business Process Management	Digital Asset Management	Archiving	Content Reporting

We help organisations

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The Content Experts™

| Collect | Manage | Find | Use | Distribute |

…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?
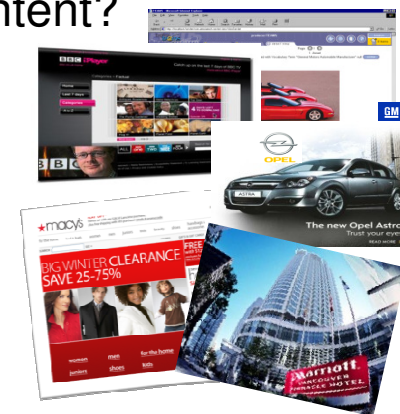
Forrester: Open Text Sole Leader in Marketing Asset Management

Figure 8 Forrester Wave™: Marketing Asset Management, Q1 '08
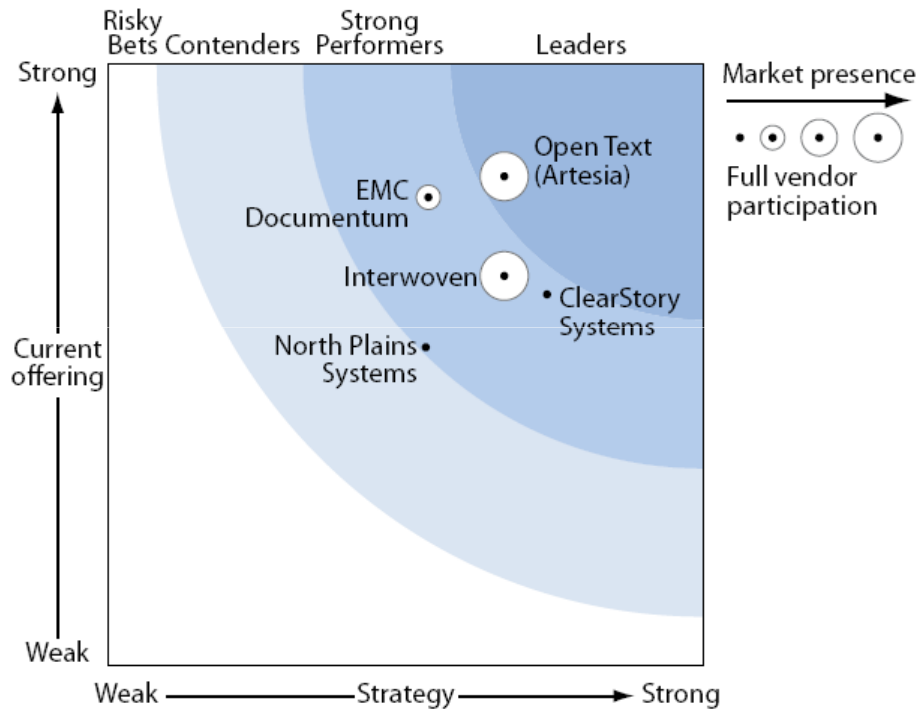
Forrester … found that Open Text's Artesia DAM established early MAM leadership thanks to its **enterprise capabilities** and **marketing data management** focus.

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

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Representative DMG Customers

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European Customers

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.

Procter & Gamble FLO

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

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 of their video programming archive to rapidly emerging non-linear digital channels.

BBC

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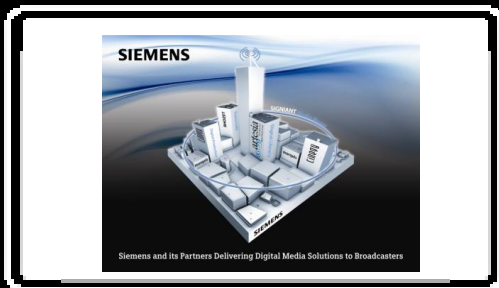
Core asset management system for the BBC's 100M £ Digital Media Initiative to remake its entire content production lifecycle from tape libraries to craft edit to digital distribution with Siemens as lead contractor.

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Artesia DAM 6.8 Overview

Collect

- Import
- Upload Wizard
- Bulk Import
- Desktop plugins

Manage

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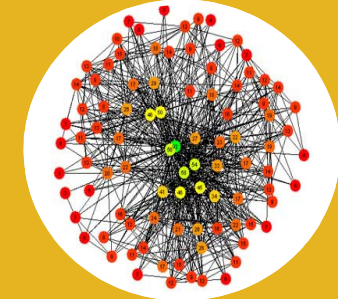- Asset Linking
- Auto-index

Find

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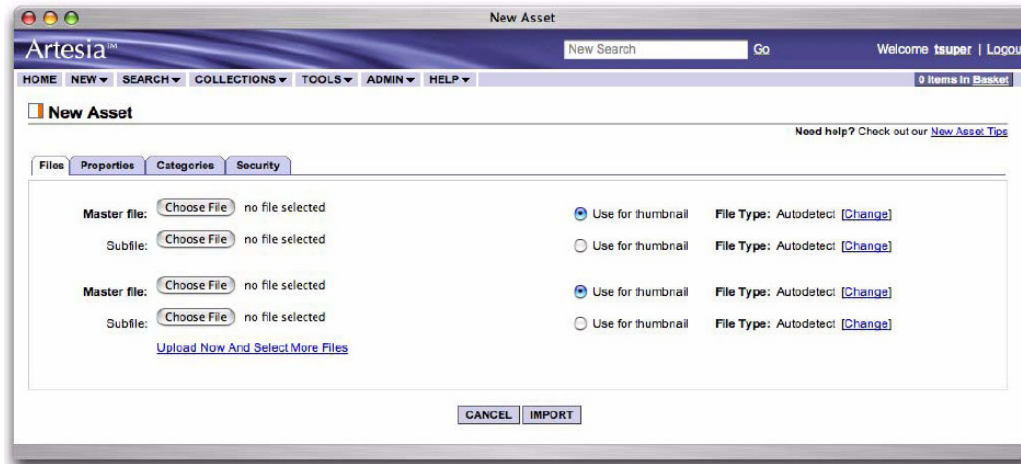- Database Query
- Category Browse

Use

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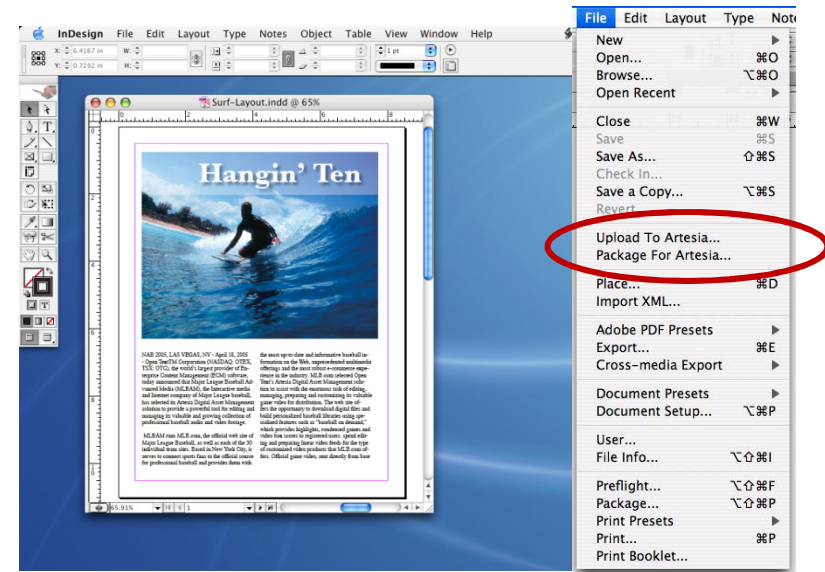- Integration with external systems
- Proxies
- FPO

Distribute

- Package
- Transcode
- Download
- FTP
- Email

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Artesia DAM
UI

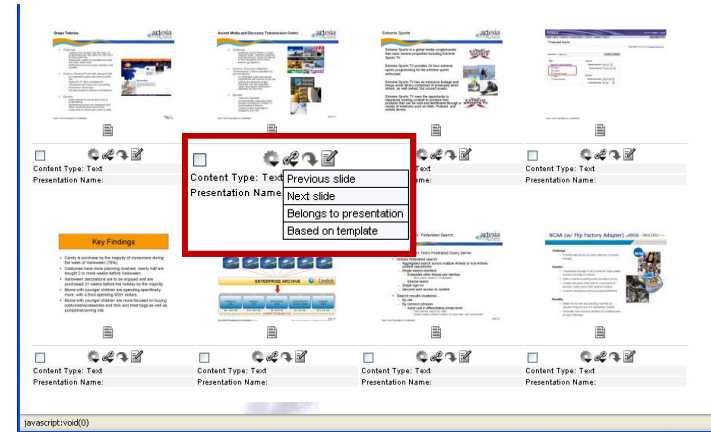Creative

Desktop
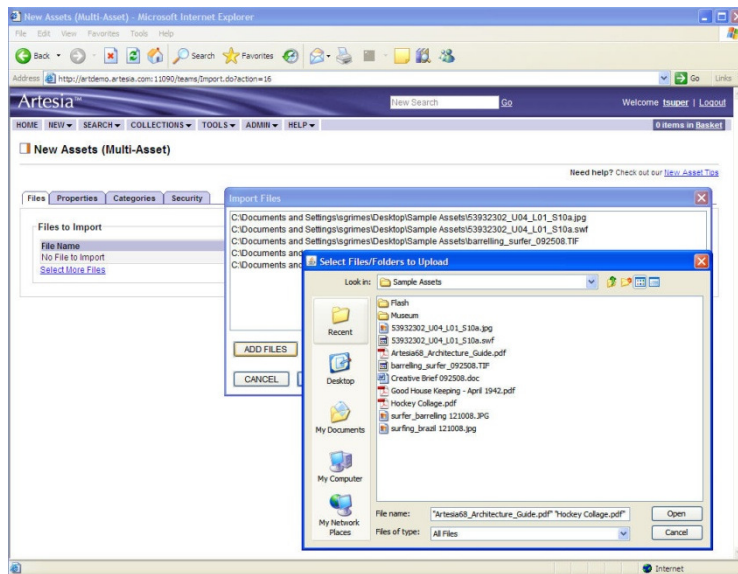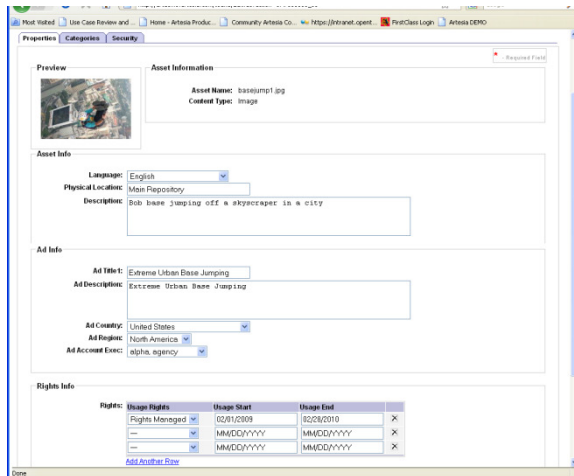
Metadata and Security

Assets and Links
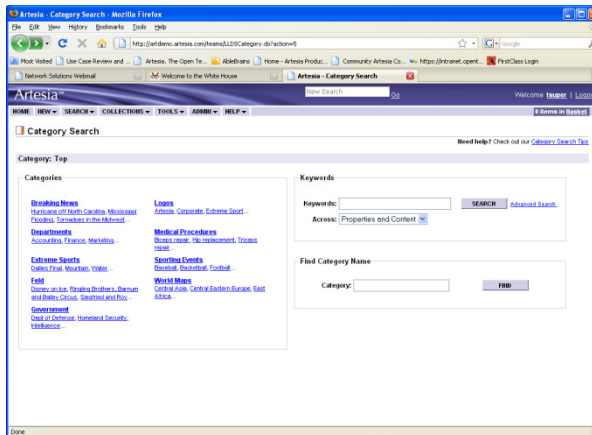
Categorisation

Version Control

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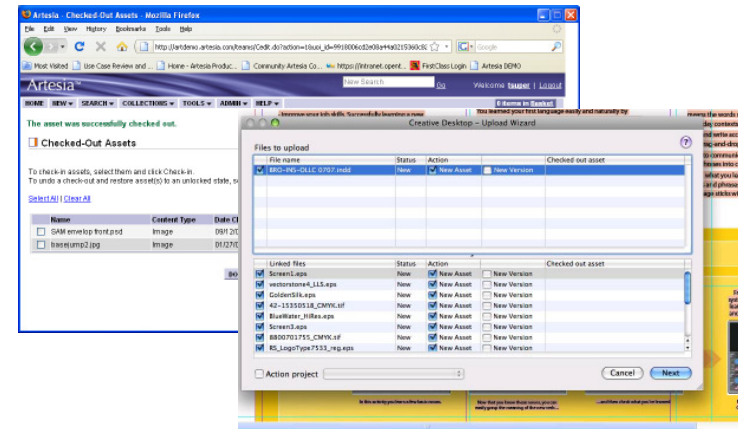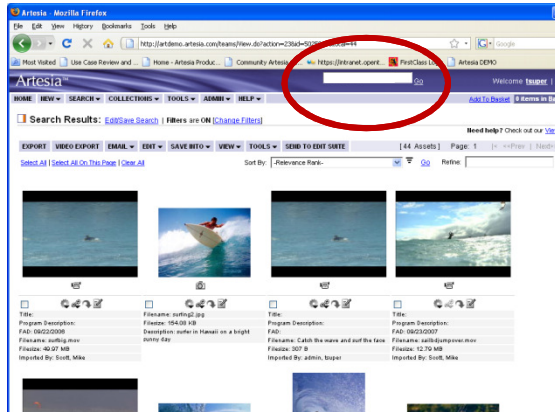
Keyword Search
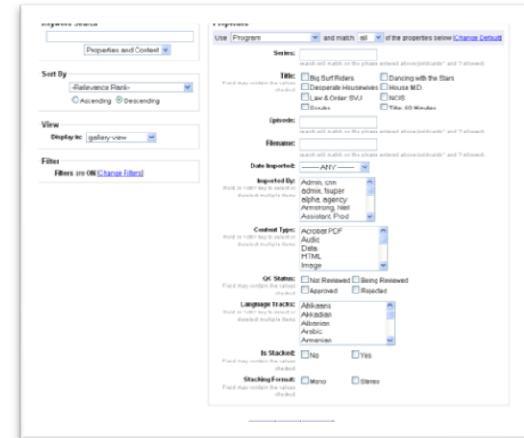
Advanced Search
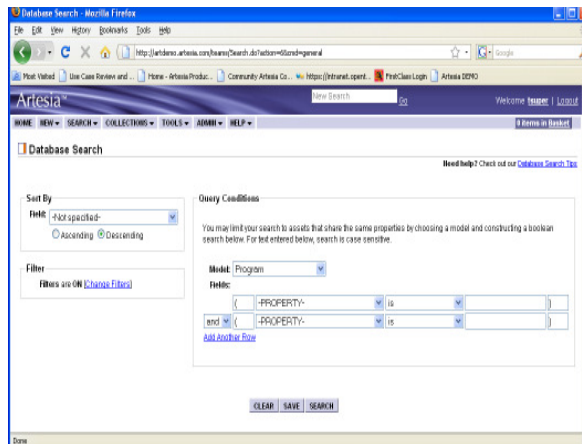
Database Search

Category Search

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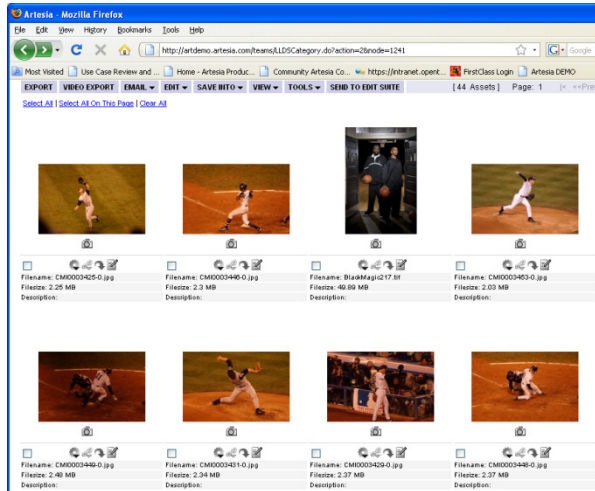
Gallery View
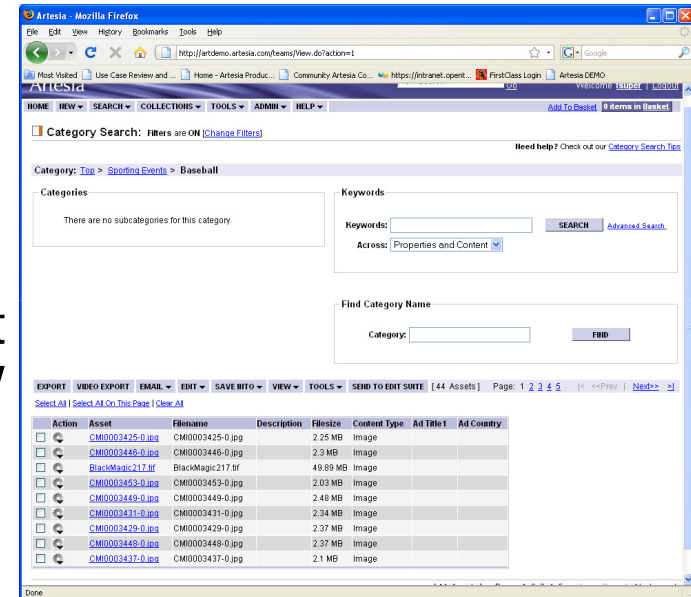
Spreadsheet View

Detail Asset View

Projects
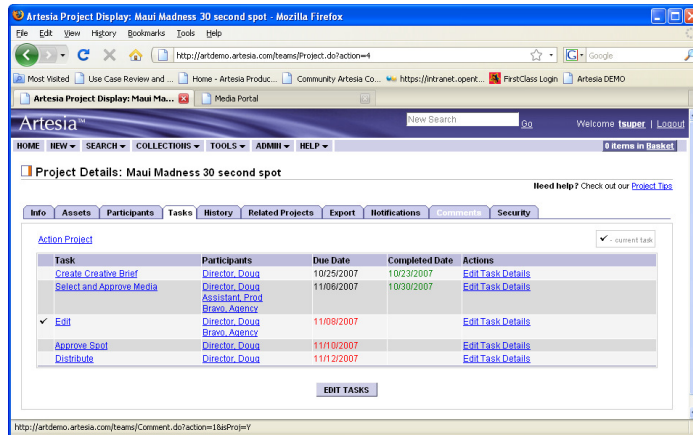
Integration with
Creative Desktop Tools

Shot List
Editor

Distribute

Download &
Export

Email

Open Text Web Content Management Integration

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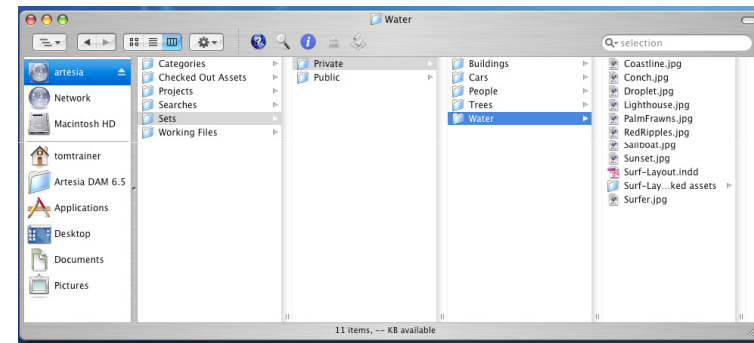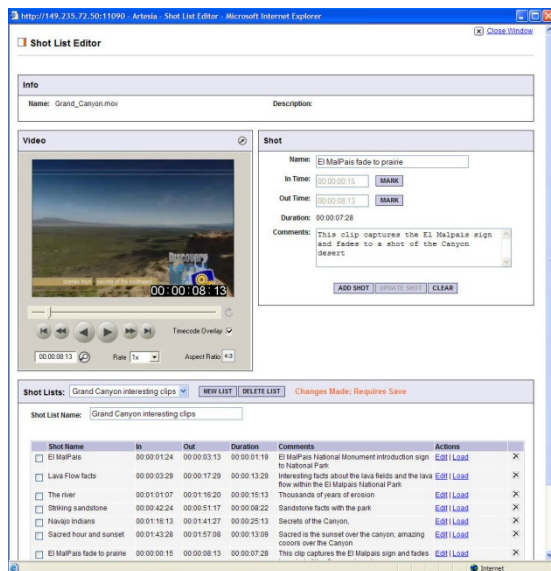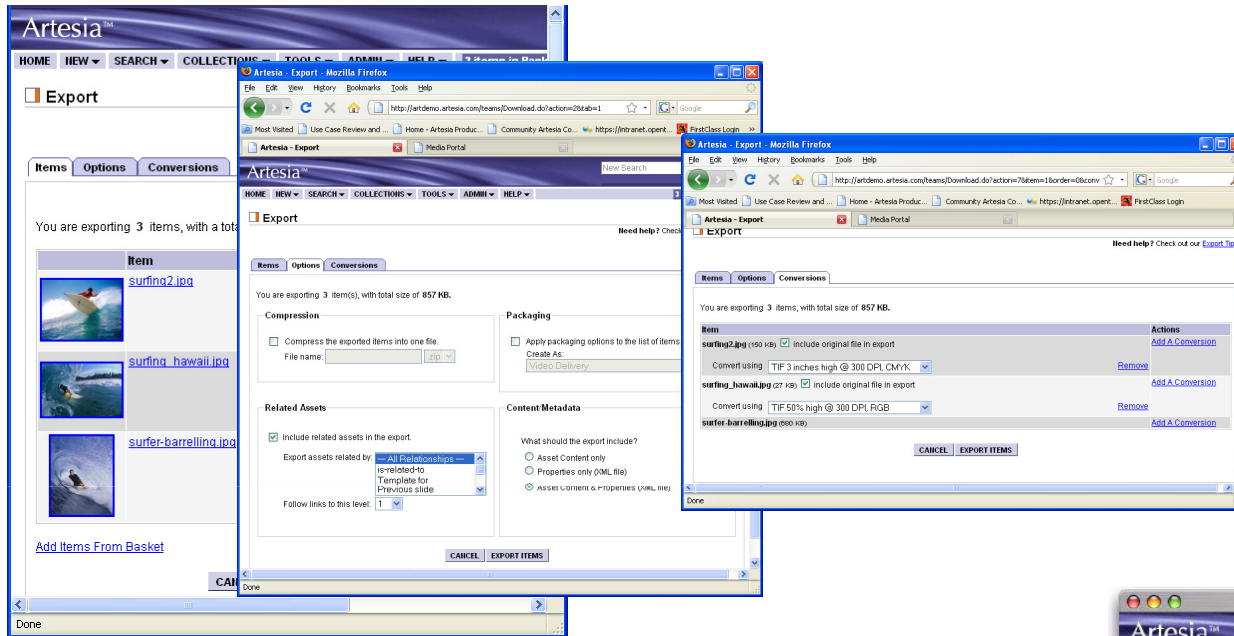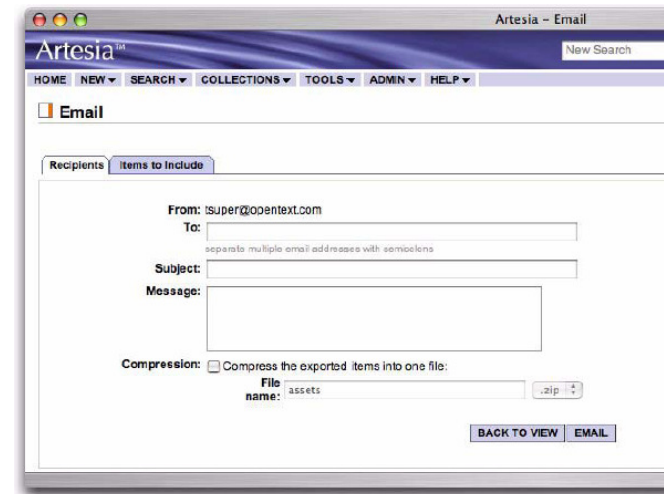
As ONE Solution

Web Content
Management

Document
Management

Collaboration
& Community
Management

Digital Asset
Management

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Login | Contact Us | FAQs | deutsch

Search site

Recent Searches : reddot | wiki | party | | community |

News   About Us   Features   Resources   Products   Events   Community

As ONE Solution

- 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)
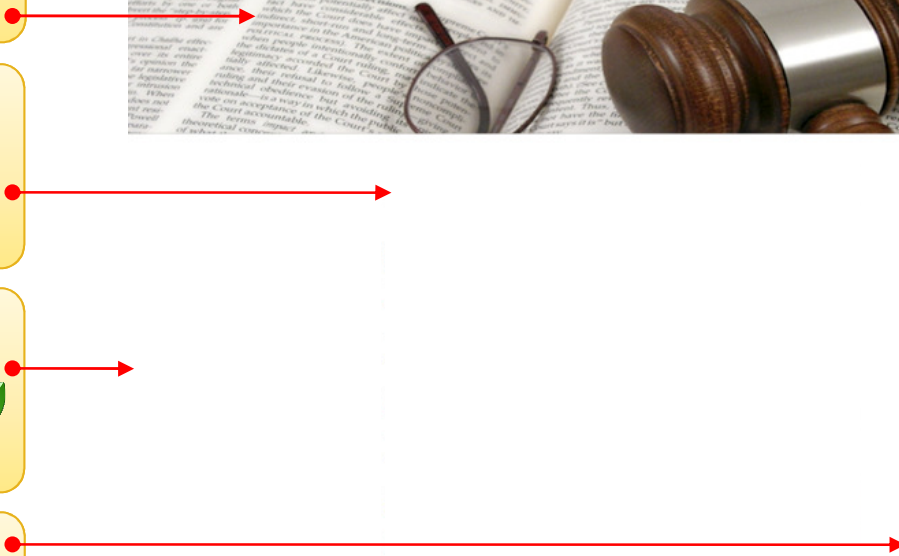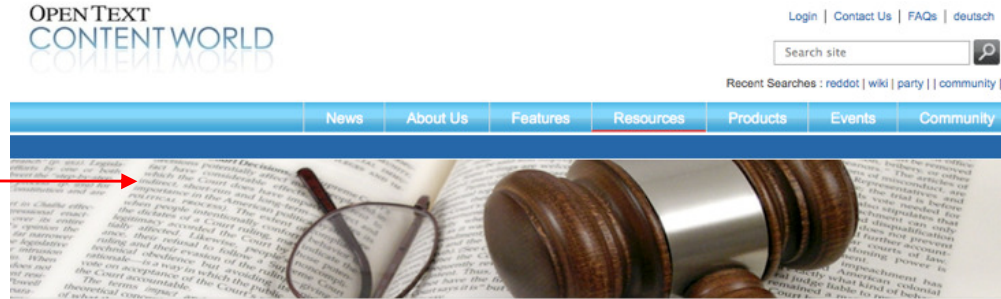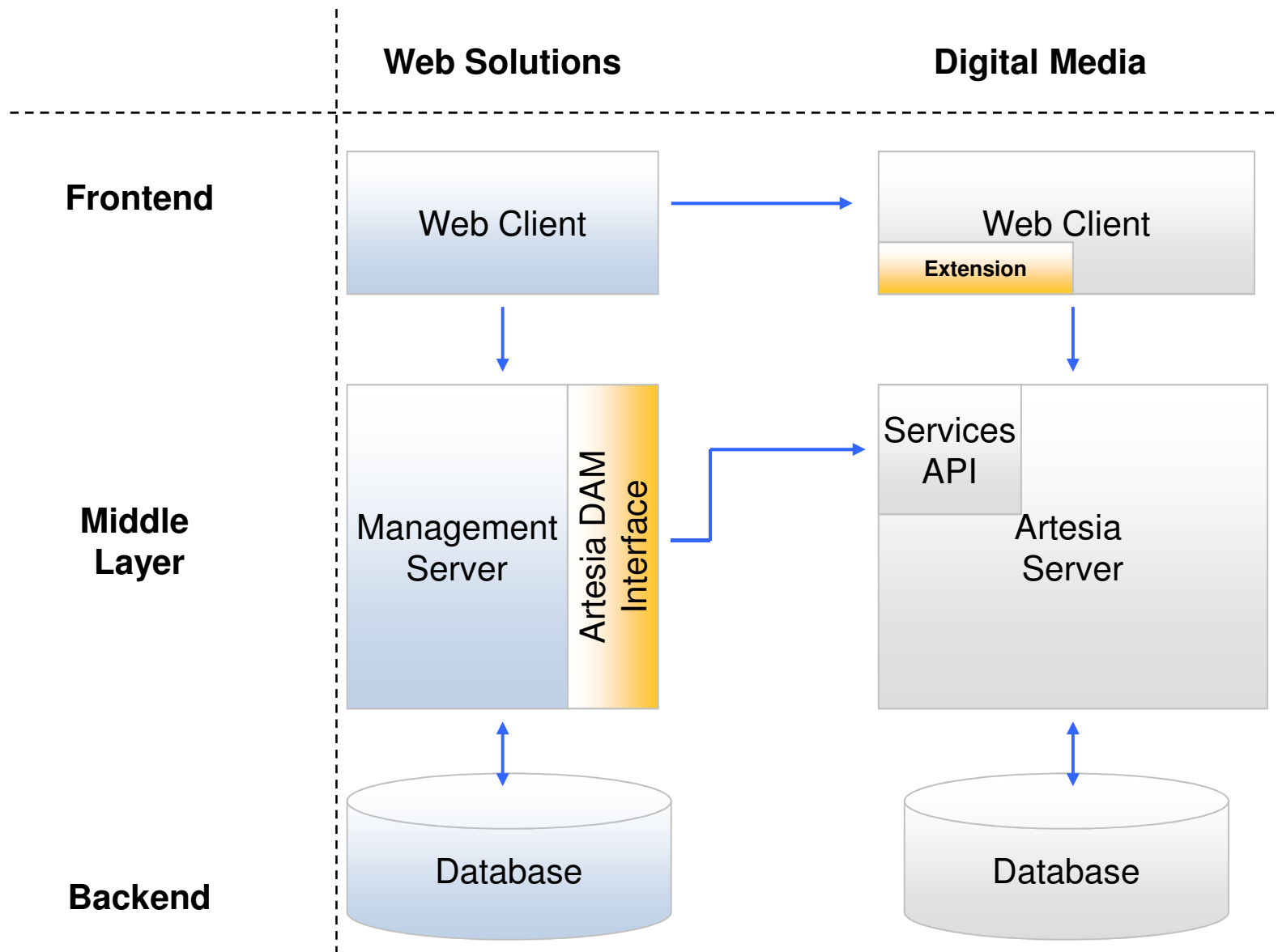 - Frame accurate video editing

- 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

Web Solutions

Digital Media

Frontend

Web Client

Web Client

Extension

Middle Layer

Management Server

Artesia DAM Interface

Services API

Artesia Server

Backend

Database

Database

Quick Access to Media Assets

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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

In-context Inclusion of Assets

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

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

Types of Usage

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

Business Benefits

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What You can Do

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

What You can Do

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

Future Developments

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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

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Thank You