SAP Solution Brief
SAP for Media

SAP Digital Asset Management by OpenText

Creating, Managing, and Distributing Digital Assets

Quick Facts

Summary

The SAP® Digital Asset Management application by OpenText helps publishing, entertainment, and broadcasting organizations optimize rich media management. You can increase revenue and productivity by creating, reusing, and repackaging content for all networks and channels. This SAP solution allows increased visibility and control so you can capitalize on asset usage and manage intellectual property rights. And through automation, you can control fulfillment and syndication activities.

Business Challenges

- Generate, use, and reuse content
- Enhance multichannel delivery
- Handle high volumes of large media files
- Improve integration between creative desktop tools and enterprise software
- Manage intellectual property rights

Key Features

- **Asset creation and use** – Create content once and then reuse and repurpose it, access creative desktop tools, and facilitate creation and repurposing
- **Media management** – Connect media creation, management, and distribution processes; streamline content workflows; and facilitate review and approval processes
- **Intellectual property** – Enable rights management and compliance
- **Distribution** – Manage and automate fulfillment and syndication processes, reuse digital media in different channels, leverage metadata, and automate delivery to distribution channels

Business Benefits

- **Optimize digital asset creation and management enterprise-wide** with a flexible, automated environment
- **Reduce operating costs** with improved efficiency across a content value chain
- **Optimize creative workflows** through integration with design applications
- **Prepare for growth** with an application built on open and standardized architecture that will scale to meet your needs
- **Lower total cost of ownership** with an integrated software landscape

For More Information

Call your SAP representative, or visit us online at www.sap.com/solutions/solutionextensions.

Are you involved with publishing, entertainment, or a broadcasting organization? Do you want to create and reuse content across the enterprise? And would it be worthwhile if you could also improve productivity, enhance creativity, and boost ROI in your valuable content? You can optimize rich media asset management and more with the SAP® Digital Asset Management application by OpenText.

RICH MEDIA FOR PUBLISHING, BROADCASTING, AND ENTERTAINMENT

Fueled by innovations in communications, media, and entertainment, the powerful trend of digital convergence – the digitization and global distribution of all types of media assets – offers both opportunities and challenges for entertainment and broadcasting companies.

The amount of digital content is growing exponentially with new content creation and digitization of existing content. Rich media assets are increasingly complex and fragmented, and intellectual property rights issues are accordingly more involved. Successful broadcasting, publishing, and entertainment companies distribute digital content across multiple channels. Bandwidth is no longer an issue for most customers, and access to the Web is pervasive. Customers expect to consume media on any device, from smartphones to e-book readers to high-definition televisions.

You need the ability to create content once and package and publish assets through any channel to customers across the globe. You also need to protect the integrity and consistency of valuable content, and that content must be customizable to the constraints and protocols of different consumer devices. And as product development cycles accelerate for these devices, the ability to support them just as swiftly is crucial.

DRIVE OPERATIONAL EXCELLENCE

SAP Digital Asset Management helps your organization follow a golden rule of digital media: create content once and reuse it. The application helps you repurpose and package content for delivery to consumers anywhere – increasing productivity, efficiency, creativity, and the return on your media investments.

Working with your existing software solutions, SAP Digital Asset Management lets you connect enterprise workflows with content production and distribution and enables you to control multiregional or global initiatives.

The application facilitates real-time collaboration among all involved parties, from managers and in-house creative staff to freelancers and partners. Multiple versions of assets can be tracked for transparent development processes and to leverage resources across concurrent initiatives. By integrating creative desktop tools with enterprise solutions, and enabling you to move from tape-based to file-based production workflows, the application improves productivity and creative processes and increases visibility across the asset lifecycle.

SAP Digital Asset Management is scalable and extensible to meet your company's existing and future requirements. The application is reliable, is secure, and can be replicated and distributed to help ensure high service availability and fault tolerance.

Enhance Content Creativity

Rich metadata functionality and integration with industry-leading capture and digital transcoding packages facilitate content creation and repurposing. Integration with desktop creative tools enhances creativity and productivity. The application enables staffers to work with content and data from different environments. They can capture program data and content from traffic and scheduling systems, access work-in-progress information from video servers and editing suites, and capture assets and metadata from ingest stations that span multiple channels. The application helps speed up project completion with content production, with collaboration functionality, and through integration with other SAP enterprise solutions.

Enable Media Management

SAP Digital Asset Management connects media creation, management, and distribution processes and allows you to build extensive footage libraries for later repurposing through its integration with leading storage solutions. The application enables you to streamline content workflows for postproduction and broadcast operations and facilitates review and approval processes.

You can organize assets with flexible, controlled, and highly descriptive metadata that lets the application truly "understand" a multitude of rich media formats. End users can perform advanced searches by keyword and profiles, save and share searches across the organization, and browse asset categories or folders with frame-accurate functionality. In short, people can locate and access the materials they need when they need them.

The application lets you improve asset usage tracking and visibility into the development cycle, helping reserve the essence of content beyond the obsolescence of any particular technology or

medium. You can manage updates, derivatives, and copies of complex assets with multiple parts.

SAP Digital Asset Management enables a range of intellectual property and compliance activities. Improved visibility and control lets you view intellectual property rights for individual assets and reduce the cost of stock image licensing. Comprehensive security functionality helps control access and asset rights.

Facilitate Asset Distribution

The application helps manage and automate fulfillment and syndication processes, speeding distribution and increasing efficiency. You can reuse digital media in different publications and channels, share digital products with stakeholders and customers in real time, and leverage advanced metadata and automate delivery to new distribution channels.

Assets can be delivered to a variety of platforms with functionality that enables packaging, transcoding, downloading, and sending by file transfer protocol (FTP) or e-mail. The application can link to assets and automatically create asset indexes. You can streamline and customize the application for use by specific channels or for partners or end users focused on asset access or distribution.

THE PAYOFF

SAP Digital Asset Management helps you optimize management of your digital assets throughout the organization. The application helps you repurpose and package content for delivery to consumers anywhere across your networks and channels – opening new revenue opportunities and increasing productivity, efficiency, creativity, and the return on your media investments.

The application lets you control and automate the full cycle of fulfillment and syndication activities and manage activities throughout the asset lifecycle. You can reduce operating costs with improved efficiency across the content value chain and optimize creative workflows through integration with leading design applications. You can increase enterprise visibility into rich media assets and asset rights information, capitalize on asset usage, and align your rights compliance with rigorous intellectual property control.

SAP Digital Asset Management enables stakeholders across the organization – editors, producers, production assistants, managers, and investors – to ingest, log, access, transcode and conform, distribute, reuse, and archive digital content. From a business standpoint, this translates into improved productivity, creativity, and business innovation and the ability to capitalize on programming opportunities. You can drive operational excellence and lower the total cost of ownership of your overall software landscape.

FIND OUT MORE

To learn more about how SAP Digital Asset Management can enable rich asset management for your organization, visit www.sap.com/solutions/solutionextensions.

ABOUT SAP

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 109,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

Powerful, integrated functionality can optimize the management of digital assets and facilitate their creation, use, reuse, packaging, and distribution.

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