**OPENTEXT**

# OpenText in Media & Entertainment: Digital Media Supply Chain

New accountability and control for media creation, management, and distribution

I n the expanding world of digital creation and the evolving complexity of the business dealings, media companies need accountability and coordination more than ever before.

OpenText Digital Media Supply Chain delivers that by linking the production environment, media management and distribution systems with each other and with back-office IT systems. It gives you:

- Complete digital media supply chain management that enables you to track individual elements and whole projects from inception through to distribution.

- Start-to-finish production accounting tied back to the business systems, so that you know how much a piece of content cost and where the budget went.

- Integrated digital rights management and oversight of contractual commitments with customers.

- Enhanced standard workflows, including leveraging cloud technology and exploiting the power of social networking for collaboration and content creation.

## Five (not so) Easy Pieces.

When you consider what actually has to happen for a media project to come to life, it's no wonder that keeping everything on track challenges even the best companies. Behind the beauty of the finished product lies a fragmented tail of contracts, rights issues, expenses, payments, media asset movement, distribution…all managed with different processes and systems.

OpenText sees this as a supply chain problem that involves business systems, media management, customer experience, asset movement and distribution, and cloud and social technology—five not so easy pieces to coordinate.

With extensive experience in helping other industries manage very complex supply chains from manufacture through to distribution, we understand how to pull together, track, manage, and lubricate workflows with many parallel moving parts.

OpenText Digital Media Supply Chain does exactly this for media companies. It links the production workflow—including cloud and social networking technologies—to existing business systems that account for projects, asset rights, and total cost of production. These include ERP, CRM, and Digital Rights back ends. It also connects the movement, distribution and management of digital media assets through high-speed transfer of files of any size and type.

## HIGHLIGHTS

OpenText Digital Media Supply Chain eliminates the traditional gap between back-office IT and world-class production environments. Acting as an umbrella orchestration layer, it enables you to:

- Fully manage projects from inception, through content creation, management, transactions and distribution.

- Automate contracts and work orders, track approval and monitor progress.

- Organize and manage the content creation process.

- Pull pricing, ownership and rights information directly from ERP and CRM.

- Access files of any size and move them at high speeds.

- Distribute content to any channel and any device.

- Securely protect high-value digital assets while allowing customers or business partners cloud-access to targeted media.

For the first time, without expensive services and custom software development, media companies can deploy a true create-manage-distribute supply chain that accurately accounts for the cost of production.

## Show Me (where) the Money (went)!

The multiple moving parts necessary to create a media property traditionally has challenged the accuracy of overall project accounting. The problem's only getting worse as media companies expand their use of vendors and technologies for production and specialized work.

Consider the hypothetical example of a short piece or commercial that references the history of a firm. It might include archival footage, artwork, animation, and a special effect portraying "the future."

Typically, you would know the overall, bundled cost of that, and maybe some higher level aggregate cost of some of the pieces. But you don't have the level of detail that would reveal efficiencies that can reduce the cost of similar or future efforts.

With OpenText Digital Media Supply Chain, the project initiation starts in your business process management systems (BPM). Standard contracts are generated, adjusted if necessary, and issued. As the project progresses, you can monitor the process to ensure the budget is appropriately applied, costs are in line with expectations, and agreements are honored.

In addition to enabling you to monitor and manage expenses during production, you can also know how much a piece of content or its parts ultimately cost, and where the money went. It brings a level of accountability rarely available till now.

## The Rights Stuff.

Some years ago, a media company designed an interactive property around the work of an iconic entertainer. Near the eve of release, they discovered that the lawyers had never secured the relevant digital rights. The entertainer's estate nixed the license, and the project had to be scrapped. It bankrupted the company.

Today, using OpenText, producers can pull pricing, ownership and rights information from their company's ERP and CRM systems, manage the securing of necessary rights, and track whether those have been granted and for what.

This also gives media companies better and more efficient management of the rights to its own properties. They can automatically generate the necessary contract and permission grants, deliver the digital content for customer use, and monitor the obligations.

## Here, There, and Everywhere.

For many projects, various digital media assets flow in and around multiple creative centers. This poses two necessities: timely, but secure, accessibility to assets and tracking the usage.

OpenText Digital Media Supply Chain provides authorized access to files and high-speed movement of them regardless of size or format. It equips media companies to maintain a firewall-protected environment for their high-value digital assets while providing customers, business partners, and others with cloud-based access to appropriate assets.

OpenText also enables you to distribute finished content in the right format through any channel for any device, including smart phones, tablets and gaming consoles.

## Summary

OpenText Digital Media Supply Chain orchestrates the entire production workflow, integrates with back-office business systems, and leverages cloud and social networking technologies. It gives media companies a true create-manage-distribute supply chain with clear, detail-level accountability for all the facets of a production or property.

By linking on-premises infrastructure with cloud-based solutions, companies can maintain the security of their high-value assets while leveraging the power of the cloud for working with third-party vendors and optimizing distribution to customers.

Bringing together business process, media management, customer experience management, managed file transfer, and social and cloud technologies, OpenText delivers a complete Enterprise Information Management solution for media companies. It provides these capabilities while leaving existing infrastructure elements untouched and able to continue to operate normally.

*OpenText links the production workflow— including cloud and social networking technologies—to existing business systems that account for projects, asset rights, and total cost of production.*

For further information, please contact your nearest OpenText representative, or visit OpenText.com.

## About OpenText

OpenText provides Enterprise Information Management software that enables companies of all sizes and industries to manage, secure and leverage their unstructured business information, either in their data center or in the cloud. Over 50,000 companies already use OpenText solutions to unleash the power of their information. To learn more about OpenText (NASDAQ: OTEX; TSX: OTC), please visit: www.opentext.com. ∎

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