

OpenText Solution Brief
OpenText ECM Suite for SAP
ECM for Brand Asset
Management by OpenText

Objectives

Solution

Benefits

Quick Facts



**Optimize Brand Asset
Management with
Enterprise Content
Management**

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Improved Productivity and Better Return on Marketing Investments

Successful organizations present consistent branding to the market; they continuously improve the return on their marketing investments and every year they improve their time to market with marketing material.

Marketing organisations are under more stress than ever before to interact with customers using compelling, engaging messaging over a myriad of channels and devices. The organisation has to ensure the business and product brands are properly represented, both on their own customer platforms and that of business partners. Budgets are under pressure, and marketing spend needs strong justification.

Competition today means that customer expectations are constantly rising and Marketers have to do more with less.

For marketing to be more effective the time consuming tasks need to be automated, freeing up the marketer to be more resourceful and creative.

ECM for Brand Asset Management helps advertising and marketing organizations to optimize the management of rich media assets and to reach customers with consistent brand messages that use increasingly more sophisticated mediums. It promotes productivity with ease to use search tools that make content reuse and repurposing simplicity and it eliminates time consuming processes like fielding time consuming requests with self service portals.



Single Source of the Truth

ECM for Brand Asset Management provides a secure digital asset repository for the management of media files. Media can be easily managed and located using comprehensive tagging tools and a highly visual user interface.

ECM for Brand Asset Management addresses the most time consuming activities of marketing - managing media files. Organisations can eliminate time wasted searching for media and simplify the reuse and reformatting of large media files. By managing all marketing materials such as advertising images, brand logos, videos for commercials, all in a single system, organisations ensure they can find the right materials at the right time and can reuse them quickly, achieving better time to market for marketing activities and better return on those marketing assets.

A single source of all media files enables organisations to make efficiencies by saving employee time and control marketing costs by avoiding duplication and unnecessary agency fees for repeated work.

ECM for Brand Asset Management can operate standalone but significant additional value can be obtained when the organisation deploys it in conjunction with marketing and campaign management tools such as SAP CRM, leveraging the single source of marketing assets into the product and campaign planning environment.

Single Source of the Truth

Self Service Portals

End to End Marketing
Resource Management

Automate Workflows and
Manage Risk



Self Service Portals

ECM for Brand Asset Management automates the distribution of brand material and media both within an organization and to business partners.

One of the core activities of the Marketing department is to communicate. Marketing owns the organisations Brand, their key messages, ideas and images that are needed to communicate with their customers and internal departments. Many dedicate resources to supporting internal departments, business partners and their sales channel to ensure that they can service requests in a timely manner..

These are the time- and cost-intensive manual processes and very difficult to scale across global markets, multiple channels, and the various collateral formats required.

A branded, secure, role based portal enables internal departments and business partners to self service their requests. Simple options for searching, controlled options for reformatting and a basket enable the organisation to automate the servicing of these requests, leveraging their single source of the truth and track what material is most indemand. .

Removing these manual processes results in a dramatic shift in effectiveness and gives marcom executives greater ability to focus on messaging, addressing the key performance indicators and business results.

Single Source of the Truth

Self Service Portals

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End to End Marketing Resource Management

ECM for Brand Asset Management perfectly complements SAP Customer Relationship Management to deliver a leading Marketing Resource Management environment.

Marketers, product and brand owners all have a limited budget and resources to manage. Tools such as SAP CRM enable the marketing organisation to develop a strategic marketing plan, organising all the elements required and collaborating to accelerate the process.

In many cases marketing plans and campaigns are delayed due to poor visibility of marketing asset development. Pressure to complete these activities on time leads to unapproved versions of marketing assets being used, errors in customer facing campaigns, campaign recalls and expensive reworking, not to mention copyright or legal violation costs.

The combination of SAP CRM and SAP DAM by OpenText provides marketing departments with the unique ability to coordinate activities and budgets in one environment.

Approved media is instantly available to marketing teams providing them with compelling and engaging material to use in campaigns.

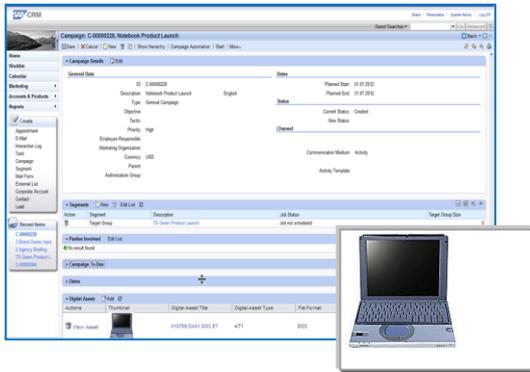
Costs can be monitored all the way from planning to delivery and reporting on campaign effectiveness helps marketers and creative designers understand which content engages their audience most, ultimately increasing the effectiveness of campaigns.

Single Source of the Truth

Self Service Portals

End to End Marketing Resource Management

Automate Workflows and Manage Risk



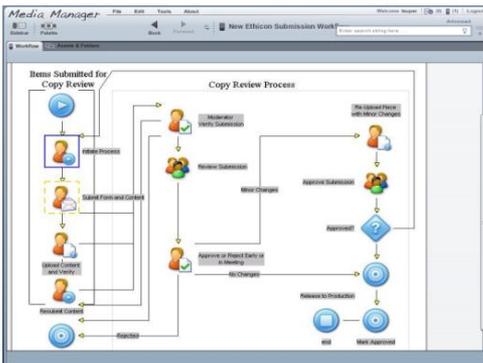
Automate workflows and Manage Risk

Single Source of the Truth

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ECM for Brand Asset Management provides Marketers with a visual environment for managing media files and the business with process control to ensure compliance and control.

Marketing operations are constantly under pressure of tight deadlines; making fast decisions to avoid delays in time to market. Frequently, key tasks such as checking material has been approved or checking the rights to a stock image are often overlooked in order to meet deadlines..

These can be costly mistakes. Using unapproved material could at best result in poor messaging. Violating copyright or licensing could result in a lawsuit.

Collateral could need to be recalled, campaigns could have to be repeated, costing double the amount originally planned, plus all of the legal fees involved.

To meet these demanding conditions ECM for Brand Asset Management provides not only a single source of the truth for media files but also extensive tagging data to reflect the rights; security to ensure that only approved assets are used and workflows such as complex approval processes presented in an easy to follow visual way.

ECM for Brand Asset Management also tracks all user interactions with the media assets providing valuable reporting data to understand usage metrics and audit capabilities to better understand where marketing assets are used..



Creating Shareholder Value with ECM for SAP

ECM for Brand Asset Management provides Marketing with benefits for cost control, increasing productivity, managing risk and exploiting new opportunities.

ECM for Brand Asset Management creates a single source of the truth for all marketing assets in an organisation. Managing versions, security and data about the assets, it increases productivity and avoids duplication.

Self service portals elevate the pressure on organisations to scale their marcomm support eliminating time consuming manual processes by giving business partners the opportunity to use digital fulfilment methods and potentially be first to market. .

In conjunction with SAP CRM, ECM for Brand Asset Management provides an extensive solution across all aspects of Marketing Resource Management. Business users in the SAP Suite can be confident that they are leveraging approved marketing assets when they plan their marketing plans and campaigns.

Rights data, security, usage data and audit trails ensure that all .

As a result, ECM for Brand Asset Management provides an essential component of marketing operations. It delivers increased productivity, replacing laborious manual tasks and provides significant cost savings.

Creating Shareholder Value with ECM for SAP

“ On average, companies spend 6.47% of their revenues on marketing. Best run companies spend their marketing budget more effectively.

”

7.83% Top Performer

6.47% Median

3.48% Bottom

Budget for marketing as a percentage of revenue*

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Summary

ECM for Brand Asset Management helps customers to manage complex rich media, integrate it into their marketing processes including seamless integration with SAP CRM. It provides comprehensive control of marketing assets both internally and with external business partners yielding significant productivity and cost benefits.

Objectives

- Efficient management of marketing assets and related data such as rights.
- Easy collaboration with marketing information (marketing plans, campaigns and products) in SAP CRM.
- Eliminates manual tasks, reduces agency fees and avoid duplication.

Key Capabilities

- Single source of all media content
- Visual user interface inside and outside SAP enabling decision making and collaboration
- Extensive asset data and tagging
- Seamless integration in SAP CRM
- Secure valuable assets and support for complex lifecycles

Benefits

- Improved employee productivity
- Improved Brand consistency
- Faster time to market for marketing
- Exploit new opportunities
- Better return on marketing investments
- Reduces risk of copyright violations

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