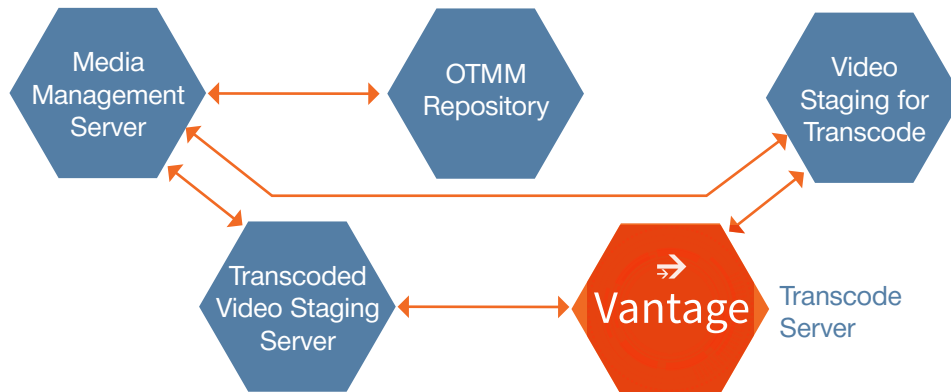


OpenText™ DAM and Vantage Integration

Solution Brief



Integrated Telestream Transcode for OpenText™ DAM

Video content is growing at an exponential rate and viewers are getting their content from countless distribution channels and watching on myriad number of devices. Telestream and OpenText Media Management handle the complexity of format parameters to seamlessly transform your video content and deliver your story and message to viewers on the platforms and devices they choose.

Overview

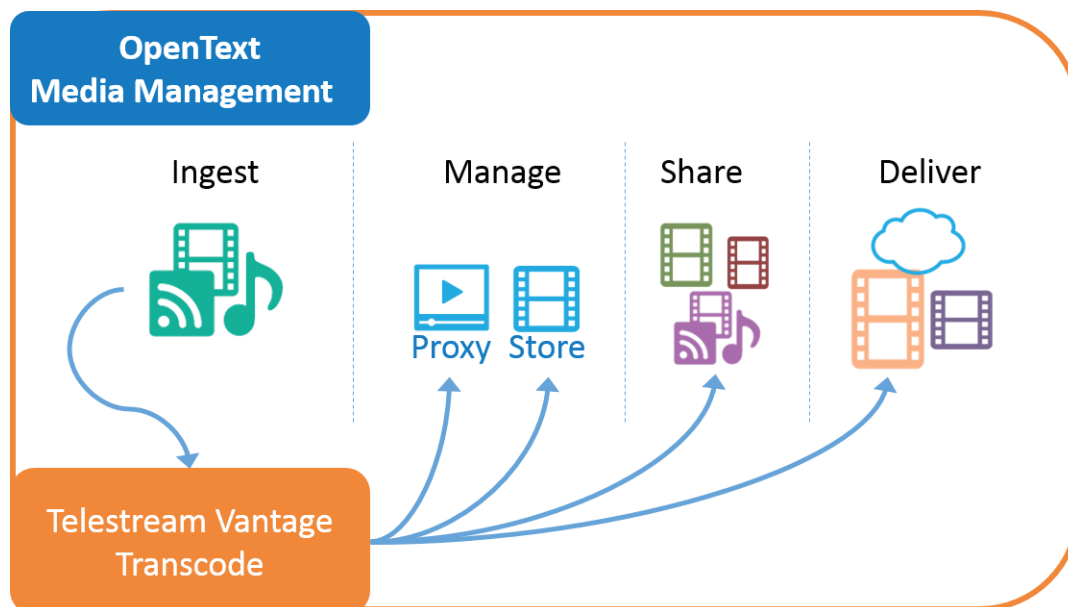
Everybody wants more video. Broadcasters, producers, marketing executives, creative teams, campaign and brand managers, web producers, ecommerce executives, content managers, sales, corporate communications - we all want to engage our staff, partners, customers, viewers and market with relevant and meaningful information and video that lets us connect in deeper and more compelling experiences.

The process to make, manage and move video is very involved. In the real-time, always on, always connected digital age, the supporting technologies to create, distribute and view video content have evolved into very complex ecosystems. Integrated systems, working together to streamline and accelerate the video workflows are necessary for timely delivery of your intended video experience to your targeted viewers.

The Problem with this Video Landscape

The proliferation of video formats, for web, streaming, download and broadcast in various resolutions, bit rates and aspect ratios makes it critically important that the transcoding process is accurate and supports all the different formats. With the volume of video streamlined, automated workflows are mandatory, and it is not just about broadcast. Video is now essential in marketing, brand management, mobile and social applications. More video, more formats, more storage, more to get done.

This explosion of video means your customers, viewers and audience have many more choices. They won't wait for you and expect you to get it right the first time. If you can't deliver your video in the best experience possible they will move on and you lose the chance to connect and engage.



OpenText Media Management and Telestream Vantage Transcode

How does OpenText integrated with Vantage help?

OpenText Media Management is the leading Enterprise Digital Asset Management solution supporting major media companies, iconic global brands and large digital asset repositories around the world. Integrated with Telestream Vantage for all video transcoding on import and export provides organizations with a worry-free solution to make sure video content is exactly what is expected. Vantage media processing allows automated, rules based encode, decode and transforms, for work in progress production, collaboration, review, final prep and packaging for dynamic, multi-channel delivery. Whether a brand manager in the marketing department or a big producer, you can search, view and browse video content and metadata confident that it will get to all your customers and viewers on the platforms and devices they choose.

Telestream Vantage protects your investment by always maintaining the latest codecs without added costs for new transcoders. OpenText Media Management gives you control of your media assets so adding more delivery channels for your videos doesn't add costs.

Example

Most of the major production studios use Telestream and Media Management. Delivering video promos and programs to global outlets requires a dynamic transform engine for automating conversion from Master to numerous versions for global distribution. These companies are seeing a significant return on investment with a faster turn-around time and the ability to onboard new outlets and channels quickly.