



Let's Solve

Case Study

Leading Hollywood Studio fast-tracks
Image Processing with Open Text
Media Management Upgrades



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Client

The client is a leading Hollywood production studio, with revenues in multibillion dollars. With a rich cinematic heritage spanning more than 100 years, the company delivers entertainment to global audiences over diverse platforms.

Challenges

- The media giant wanted to streamline its image processing capabilities by enabling easy access to archived movie collaterals, such as still images, properties and costumes.
- The existing VPA solution operated on rigid and inefficient processes, and did not fully support some workflows.
- The company wanted to deploy an image management solution that would reduce turnaround time for collateral requests submitted by diverse user groups.

LTI Solution

LTI-customized Open Text Media Management (OTMM) applications perfectly suit the business requirements of the company. Key features added were:

- Stills ArchHive application to initiate image requests, thereby reducing the dependency on PTS systems
- Powerful search functionality, easy tagging of assets' metadata and bulk content uploading and editing features
- Rest APIs and corresponding workflows for hassle-free registration of new system users
- Migration of over 10,000 assets from the legacy system to the new, standardized collateral database
- Seamless integration with third-party components like Data Tables, Google Icons, Chosen and w3 css
- OTMM event listeners to perform operations during asset upload, editing and deletion



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Business Benefits Delivered

- Approx. 75% reduction in turnaround time for multiple image requests
- Easy access to movie artwork for diverse user groups, with automatic tagging and powerful search
- Efficient execution of artwork agreements, while ensuring the availability of collaterals for all seasons, series and episodes on linear and digital channels

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