

OpenText Digital Asset Management (DAM)

COURSE CONTENT

GET IN TOUCH



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About Multisoft

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About Course

OpenText Digital Asset Management (DAM) Training provides practical knowledge for managing enterprise digital assets throughout their lifecycle. The course covers repository management, metadata, taxonomy, workflow automation, rights management, search optimization, publishing, enterprise integrations, administration, and governance. Through practical implementation exercises and real-world business scenarios, participants gain the skills required to manage secure, scalable, and efficient digital asset management environments.

Module 1: Introduction to OpenText Digital Asset Management

- ✓ Digital Asset Management Fundamentals
- ✓ OpenText DAM Overview
- ✓ Enterprise Content Management Concepts
- ✓ Business Benefits
- ✓ Digital Asset Lifecycle
- ✓ Industry Use Cases
- ✓ Platform Features

Module 2: OpenText DAM Architecture and Platform Overview

- ✓ Platform Architecture
- ✓ Repository Structure
- ✓ Core Components
- ✓ Storage Architecture
- ✓ Deployment Models
- ✓ User Interface
- ✓ Platform Navigation
- ✓ System Overview

Module 3: Digital Asset Ingestion and Metadata Management

- ✓ Asset Upload Methods

- ✓ Metadata Configuration
- ✓ Metadata Templates
- ✓ Asset Classification
- ✓ Metadata Standards
- ✓ Content Organization
- ✓ Bulk Asset Import
- ✓ Metadata Best Practices

Module 4: Asset Lifecycle Management and Version Control

- ✓ Asset Lifecycle
- ✓ Version Management
- ✓ Asset Check-In and Check-Out
- ✓ Content Revision
- ✓ Asset Expiration
- ✓ Archiving
- ✓ Content Retention
- ✓ Lifecycle Policies

Module 5: Taxonomy, Search, and Content Discovery

- ✓ Taxonomy Design
- ✓ Categories
- ✓ Keywords
- ✓ Intelligent Search
- ✓ Metadata Search
- ✓ Content Discovery

- ✓ Search Filters
- ✓ Search Optimization

Module 6: Workflow Automation and Collaboration

- ✓ Workflow Configuration
- ✓ Review Processes
- ✓ Approval Workflows
- ✓ Task Assignment
- ✓ Collaboration Features
- ✓ Notifications
- ✓ Content Routing
- ✓ Workflow Optimization

Module 7: Asset Publishing and Brand Management

- ✓ Digital Publishing
- ✓ Brand Asset Management
- ✓ Content Distribution
- ✓ Multi-Channel Publishing
- ✓ Asset Sharing
- ✓ Content Delivery
- ✓ Brand Consistency
- ✓ Publishing Best Practices

Module 8: Security, User Management, and Governance

- ✓ User Administration
- ✓ Role-Based Access Control
- ✓ Permissions
- ✓ Authentication
- ✓ Authorization
- ✓ Governance Policies
- ✓ Audit Trail
- ✓ Compliance Management

Module 9: Enterprise Integration and APIs

- ✓ OpenText Integration
- ✓ Enterprise CMS Integration
- ✓ API Concepts
- ✓ Adobe Creative Cloud Integration
- ✓ Microsoft Integration
- ✓ Third-Party Applications
- ✓ Import and Export Services
- ✓ Integration Best Practices

Module 10: Administration, Monitoring, and Performance Optimization

- ✓ Platform Administration
- ✓ Configuration Management

- ✓ Performance Monitoring
- ✓ Storage Management
- ✓ Usage Analytics
- ✓ Backup and Recovery
- ✓ Troubleshooting
- ✓ Operational Best Practices

Module 11: End-to-End OpenText DAM Implementation Project

- ✓ Business Requirement Analysis
- ✓ Repository Configuration
- ✓ Metadata Design
- ✓ Taxonomy Configuration
- ✓ Workflow Development
- ✓ Security Configuration
- ✓ Publishing Setup
- ✓ Integration Configuration
- ✓ Performance Validation
- ✓ Final Enterprise DAM Project