The growth of rich media

The explosion of rich media across multiple channels demands a dramatic change in the way you manage this content in your organization. Rich media has become pervasive for every aspect of marketing, communications, information sharing, consumer reach, and online entertainment across a multitude of channels.

Now, anyone expects to be able to receive information or entertainment in a more human-friendly form such as video, audio, and other rich content using the device of their choice. These changes point to the importance of using rich media in your marketing campaigns to create an engaging customer experience.

As a natural extension to the rich media phenomenon, rich media has become a critical information resource for consumers and enterprises, increasing the complexity of streamlining the digital value chain for media assets.

“Autonomy is comprehensive and differentiated by its ability to understand the meaning of information – spanning all manner of digital assets including video. It provides marketers, media professionals, brand managers, and advertisers with a powerful, easy-to-use solution to create more engaging customer and brand experiences.”

Global director of digital media practice, leading global law firm
Unify your rich media strategy

Many organizations today try to handle the flood of content in a decentralized manner, department by department. But despite these efforts, silos of rich media build up and valuable marketing assets are spread across the organization. The reality is that each department—sales, marketing, graphics, training, and web teams—develops their own media, stored on departmental servers or local drives. This approach creates duplication and inefficient storage management. Another byproduct of this approach is that files are often lost, requiring them to be recreated, even though the file exists somewhere under a different name or on a different server. This type of resource mismanagement not only creates delays, but increases costs.

HP Autonomy’s Rich Media Management solution not only helps you manage and leverage your rich media assets in an efficient, organized way, but supports your ability to understand and effectively utilize your rich media content.

Strengthen your brand

HP Autonomy’s Rich Media Management solution helps you deliver a visually stunning and consistent customer experience across all channels—even for globally distributed organizations—by effectively managing, distributing, and publishing thousands of customer-facing digital assets used to promote messaging, products, brands, and professional content. We help you centralize the way you manage logos, copy, video, images, presentations, and virtually any rich media assets you use to make them accessible to local and remote teams located across the country or across the globe.

By centralizing the storage of rich media assets in a single repository, you can increase your agility, build brand equity, increase team productivity, and gain the security of knowing valuable corporate assets are fully leveraged and preserved for the future. And by enabling self-service access, creative personnel no longer have to spend time fulfilling content requests.

Transform rich content into intelligent assets

By leveraging HP Autonomy’s Intelligent Data Operating Layer (IDOL), a market-leading enterprise search platform, our Rich Media Management solution automatically extracts the key concepts found in rich media files.

When you can quickly find the most effective rich media asset to use in your latest campaign by searching through the repository based on concepts, keywords, and automatically-generated meta-tags, you can move faster and be more competitive. Uniquely, Autonomy delves deep within the audio and video file itself rather than relying on human-defined metadata that may not be understandable across a wide range of people. IDOL then provides a highly-detailed, time-encoded, and comprehensive range of data results that marketers can search through to find relevant content with pinpoint accuracy.
Using HP Autonomy’s Rich Media Management solution, all of your rich media can be viewed in context with other content under management, within the extended enterprise, across social networks, and across web searches. Rich media assets can be found, reused, and understood as easily as text, and can also be automatically cross-referenced with any other form of relevant information. This cuts down on time spent searching for assets, and gets your project up and running faster.

We also help you to understand the full content of your media assets, without employing add-on technologies that may only work with some of your media formats. HP Autonomy’s Rich Media Management dramatically reduces the time and cost associated with understanding traditionally cumbersome video and audio files by introducing automation into key processes such as speech-to-text, speaker ID, facial recognition, on-screen character, and logo recognition. By understanding the meaning contained within an asset, without the need for tagging, you can leverage all of your assets for maximum efficiency.

**Drive multichannel success**

HP Autonomy’s Rich Media Management solution delivers an optimal user experience for every business area. In particular, we resolve the issue of consistency over multiple channels without the need to stitch together different products from different providers. This is especially important in multichannel and multi-platform operations, where it might be more difficult to get the right assets to the right users, combine them quickly and flexibly, and publish them through the right channels.

A companion solution, Autonomy Virage MediaBin, is the core component of HP Autonomy’s Rich Media Management solution. It is an enterprise class, rich media management product that provides the infrastructure you need to ingest and deliver rich media to all communication channels, including web, mobile, print, call center, and social networks.

Virage MediaBin also enables you to access assets from any environment such as InDesign, Illustrator, Final Cut, SharePoint, and web content management systems—including Autonomy’s own TeamSite. You can also manage content that is on premise or in the cloud.
With HP Autonomy’s Rich Media Management solution, you can create engaging customer experiences, including:

• **Video, audio and image analysis** – Automatically extract concepts to enable cross-referencing with other forms of information and deliver targeted rich content to users and all multichannel outputs.

• **Single source of truth** – Create an enterprise scalable repository for a single “core” asset to be stored, managed, revisioned, searched, transformed, and distributed for all asset file types.

• **Rich media workflow** – Leverage an integrated workflow engine for configuring and automating business processes to ingest, route, review, approve, email, notify, retrieve, and distribute assets.

• **Targeted asset distribution** – Provide rule-based scheduling to distribute transformed rich content to multichannel outputs (web, social, print, or mobile).

• **Integrated creative experience** – Enable your creative users to access all rich content from the applications they work with every day.

• **Hosted rich media** – Enable self-service with permission-based access to valuable corporate assets to be leveraged, reused, and preserved for the future.

• **Compliance and license management** – Monitor, analyze, record, and archive assets, user interaction, distribution, and delivery, to govern where, when, how, and who has access while enforcing governance and license policies.

**About HP Autonomy**

HP Autonomy is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management. Please visit [autonomy.com](http://autonomy.com) to find out more.