opentext™

Success story

Rosetta Stone

Industry
• Educational programs

Solution
• OpenText™ Media Management

Results

Content harnessed in central, controlled environment

Flexible versioning, rights assurance bolsters creativity, confidence

Immediate, relevant content drives product creation

Rosetta Stone harnesses content

Global language learning enterprise leverages digital assets for creative development with OpenText™ Media Management

"If you are able to harness content, relocate it and reuse it, you are at a completely different scalable level of work."

Donna Bible
Senior Digital Asset Manager
Rosetta Stone

"All companies are information companies," stated Donna Bible, senior digital asset manager for Rosetta Stone, a leader in language learning and literacy programs. This declarative statement is formed by experience for Bible. She manages more than a million images, videos, and audio components used by professionals across the world to develop interactive lessons. *"We specialize in learning,"* Bible noted. *"Everything that we create and all of our marketing efforts pivot around content."*

While subjects vary, every organization maintains information, data, and media supporting business interactions. They need a way to maximize those assets, Bible related. *"Media management is a major require-ment for our company and I think for all companies right now… deliv-ering different solutions to different people, especially when you're a global organization, is very important."*

A library with room to grow

Rosetta Stone provides cloud-based learning for more than 30 languages in close to 150 countries. It serves schools, businesses, governments, and millions of individual learners across the globe. Upon acquisitions of Lexia literacy and Fit Brains cognitive training programs, the company deepened its offerings in education technology.

Across services, everything at Rosetta Stone starts with content. Bible works to empower program designers and developers. *"My role is to use the right system to collect all that content, catalog it, and enable the creative services teams who make videos for our end users, as well as the product and the images within it."*

When Bible joined Rosetta Stone, she immediately recognized the need for a digital asset library. *"The company had millions of assets across different servers and on various sites,"* Bible noted. She joined other

Rosetta Stone managers to find a long-term solution. *"We worked on a selection process for an enterprise level system that could support the many areas of growth we anticipated."*

Timely access to the latest content

In 2007, Rosetta Stone equipped professionals across multiple offices with OpenText Media Management. Still relying on the solution several years later, Rosetta Stone centrally manages all intellectual property and easily mines assets with assurance of permission and relevancy.

"We work with our creative and legal teams to harness the most recent videos and licensed imagery," Bible stated. *"With Media Management, I am able to gather the latest versions and final published documents and ensure that people see something that is out to press or published on the web and approved."*

Media Management enlivens creativity and productivity, according to Bible. *"If you are able to harness content, relocate it and reuse it, you are at a completely different scalable level of work,"* she said. *"You save your creative team time and you save the legal team time from having to contest rights."*

Media Management meets the company's expanding needs while maintaining a rich collection for its growth across borders. *"Having a consistent vision of retaining knowledge and content … and inte-grating the different departments has brought and kept a lot of people together,"* Bible stated. *"It's also allowed us to on-board people more easily by giving them insight … Media Management has become more than just a work tool. It's really an archive of history for the company."*

Management, control, and insight

While Rosetta Stone is based in Virginia, Media Management serves as a shared workspace for professionals in the United States, Asia, Europe,

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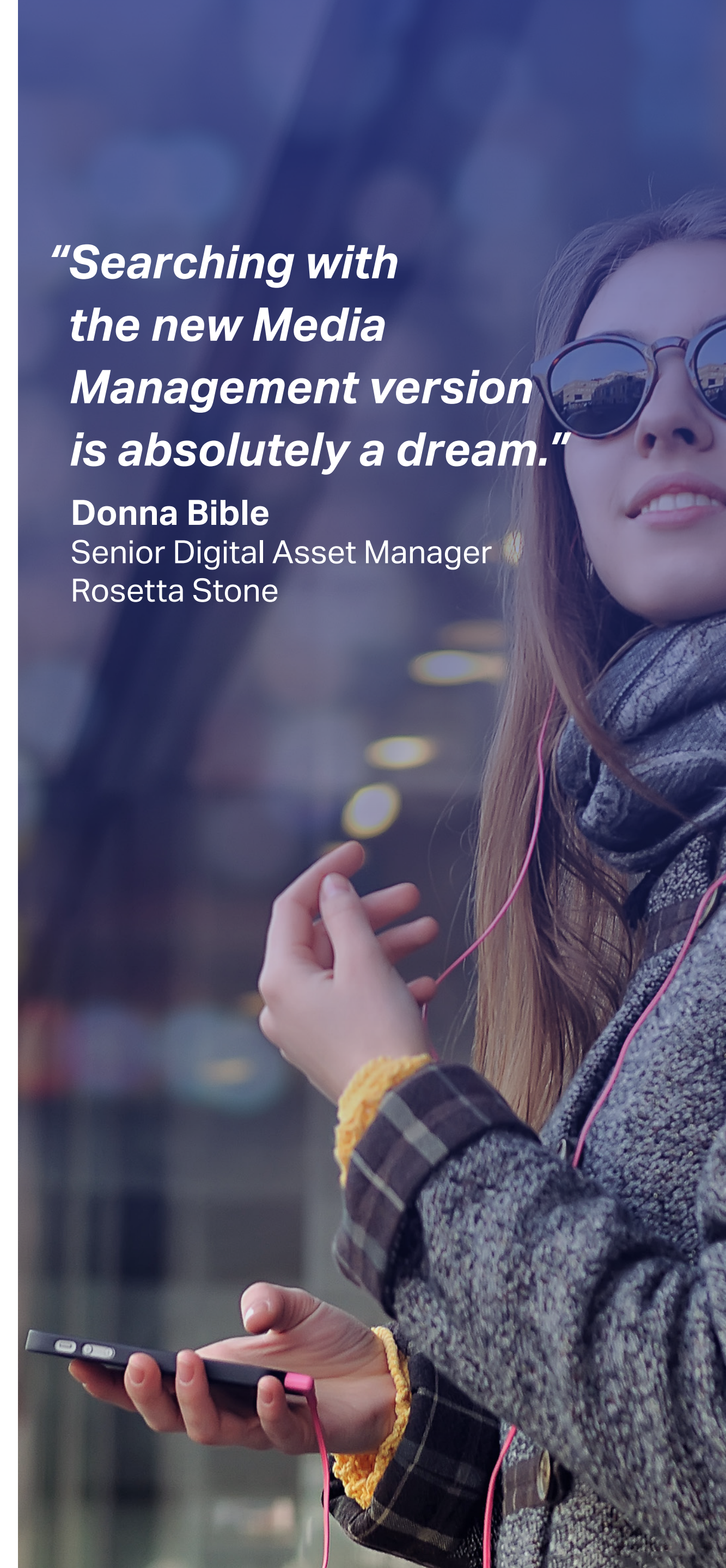
and South America. Bible consistently receives expressions of gratitude, especially from remote users.

Among other capabilities, Bible references features within Media Management that Rosetta Stone professionals find especially useful:

Rights management

Some material is licensed for a specific time period or number of participants. Other assets carry additional use or security parameters. Rosetta Stone must ensure all usage requirements are met. *"The most important part of Media Management is the granular level at which we can manage distribution of items. And it is done at a level that none of our file shares or other systems were able to granulate,"* Bible said, explaining rights management is a major part of any organization's creative or marketing initiatives.

Rosetta Stone developers know if they see it, they can use it. In addition to rights assurance, all displayed content is reviewed and approved before upload to the repository. *"It's critical for them to feel confident that when they publish something, it has gone through a review process,"* Bible noted.

Version control

Media Management offers impressive versioning capability, according to Bible. Depending on their preferences, users can view only the most recent version or all versions of an asset. *"Then, in one simple screenshot they have all the varieties or even the evolution of the product in front of them,"* Bible said. *"Depending on their roles and their understanding of what the content needs, they're able to finesse their searches."*

Audit insight

Bible runs queries through Media Management to assess who is using the digital asset management tool and which items they are exporting.

The reports help her ensure all users are receiving the right kind of access to the materials they need.

"I run queries regularly to know who I need to reach out to and also to affirm the work we've done is utilized," Bible said. Reports demonstrate the efficiency of Rosetta Stone's system and—most importantly—track and encourage efforts that go into delivering Rosetta Stone products.

Upgraded searching and reliability

After several years of use and tremendous cataloging, Rosetta Stone upgraded to OpenText Media Management 10.5. Among other enhanced capabilities, *"searching with the new Media Management version is absolutely a dream,"* Bible related. New templates enable permissions assigned by group and a variety of filters assist users in finding precise assets, such as royalty-free content or material that relates to specific industry verticals. Media Management 10.5 speeds the discovery process. *"It's pretty remarkable actually,"* Bible said. *"It's the fastest search that I've been able to see."*

Media Management 10.5 is also highly reliable, according to Bible. *"Now, I feel more creative and productive,"* she said. *"I can focus on the content and structure of data instead of back-end data management."* Bible is also looking forward to Media Management Release 16 with capabilities to embed metadata upon export and customize integrations.

For organizations implementing digital asset management, Bible offers advice: *"At first, involve as many people as you can,"* she said. *"Then, when you implement, focus on one group: get that right and use it as a service model."* Results compound quickly, Bible noted. *"Trust that there is a snowball effect of value you're building. After some years, it can be very satisfying."*

About OpenText

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