opentext ™

Success story

San Jose Sharks

Industry
• Sports & Entertainment

Solutions
• OpenText Digital Asset Management for SAP Solutions

Partner
• Cortex Vertical, Inc.

Results

Accelerated creation and use of media assets with DAM system to deliver on brand value to fans

Delivered powerful SAP integration to extend media management with enterprise applications

Leveraged integration with Adobe and other applications to increase user productivity

San Jose Sharks drive fan engagement with digital media management solution

NHL hockey team accelerates access to multimedia using OpenText Digital Asset Management for SAP Solutions for high volume video production

"The OpenText DAM integration into Adobe Premiere was really a game-changer. I was looking for any way to keep my editors working in their program. In addition, I found that the OpenText platform was really diverse and had a lot of search capabilities. It was kind of a no-brainer."

Dustin Lamendola
Director, Production and Event Presentation
San Jose Sharks

Founded in 1991, the San Jose Sharks are a professional ice hockey team that competes in North America's National Hockey League (NHL). Based in San Jose, California, the Sharks play at the SAP Center arena, nicknamed the 'Shark Tank.'

At every Sharks home game, hockey fans at the Shark Tank eagerly await an iconic pre-game tradition—in the darkened arena, a giant shark head with jagged teeth and glowing red eyes is lowered slowly to the ice. One by one, Sharks players emerge from the swirling fog of the open shark mouth to take the ice. Dustin Lamendola, Director of Production and Event Presentation for the San Jose Sharks, understands well the value of the Shark Head tradition. His team, called SJSharks Productions, produces video content for everything ranging from television commercials to in-arena programming, as well as shooting video at every game. *"Ultimately, our job in Production is to entertain the fans. At the arena, that means from the moment they walk in, to the moment they leave. For the fans at home, it means delivering unique, original content. The sports world is not simply about sitting and watching a game—it's about engaging with the fans,"* he explained.

Managing digital content in today's fast-moving world of social media channels is no small task. The SJSharks Productions team realized they needed a digital asset management (DAM) system to better manage media for rapid creative production. *"With social media being a big focus of our content strategy and primary point of engagement for fans, we need to be very quick with searches. If a player announces he's retiring, that hits Twitter and, immediately, fans want to see career highlights. To be able to find a key player's footage or to be able to tell a story quickly was the main driver for looking at a digital asset management system,"* explained Lamendola.

DAM integration to improve productivity

A key requirement for the DAM system was the need to integrate with other applications, which would allow users to find assets quickly without leaving the application they're working in. With this in mind, the San Jose Sharks chose OpenText Digital Asset Management for SAP Solutions, a consolidated asset repository that integrates with enterprise applications such as Adobe Creative Cloud Suite, SAP, and Microsoft to facilitate an integrated digital media system. Lamendola commented on the OpenText solution: *"The OpenText DAM integration into Adobe Premiere was really a game-changer. I was looking for any way to keep my editors working in their program. In addition, I found that the OpenText platform was really diverse and had a lot of search capabilities. It was kind of a no-brainer."*

A trusted implementation partner in Cortex Vertical

Providing an assist with the solution rollout was implementation partner Cortex Vertical, a leader in digital asset management system integrations. William E. Hamilton, Managing Partner at Cortex Vertical, described the video-centric solution that the company has created: *"Developing an all-in-one platform for the Sports & Entertainment industry based on OpenText Digital Asset Management that natively supports Adobe Premiere has really helped teams hit the ground running with a solution that can be implemented quickly, address their high-volume video production needs, and provide a system that all groups in their organization can leverage on Day 1. Most importantly, they can implement a comprehensive solution that fits their budget."*

With OpenText DAM on the roster, the SJSharks Productions team quickly drops their assets into the repository with the appropriate metadata needed to find and share those files quickly. Lamendola
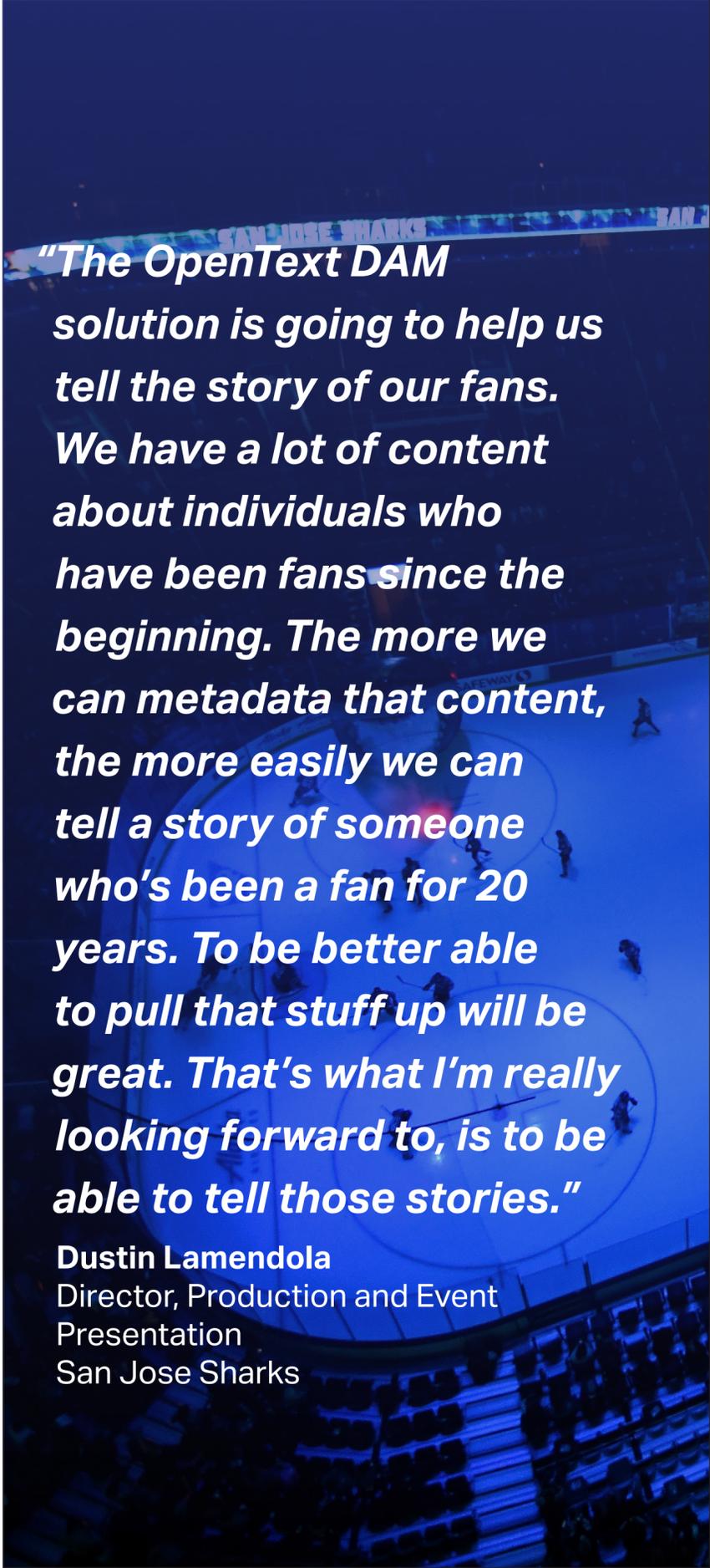
"The OpenText DAM solution is going to help us tell the story of our fans. We have a lot of content about individuals who have been fans since the beginning. The more we can metadata that content, the more easily we can tell a story of someone who's been a fan for 20 years. To be better able to pull that stuff up will be great. That's what I'm really looking forward to, is to be able to tell those stories."

Dustin Lamendola
Director, Production and Event Presentation
San Jose Sharks

explained the process during games: *"We will take game footage straight from the glass or from the concourse at the intermission. We run in, we drop whatever we shot into the OpenText DAM repository, and then we head back out. We use simple metadata on the first pass, such as opponent, game date, and jersey color. The next day, we have staff start logging the footage. That second pass is more detail-oriented, with metadata such as player names and actions that happened on the ice or in the crowd."*

Media agility to drive fan engagement

The new solution helps meet the needs of Sharks fans who are socially networked, knowledgeable, and eager for information. The SJSharks Productions team can respond to requests and finish projects faster with improved productivity and collaboration. Lamendola explained, *"It's often about being able to keep up with the conversation that's happening online. Our social team is constantly responding and talking with fans. For example, if someone says something online about Joe Thornton, our people in social can reach out and say, 'Hey, do you guys happen to have this one goal that he had, and could you get it to us in five minutes?'"*

The DAM solution streamlines production to quickly complete video projects that build brand value. Lamendola reported, *"The OpenText DAM solution is going to help us tell the story of our fans. We have a lot of content about individuals who have been fans since the beginning. The more we can add metadata to that content, the more easily we can tell a story of someone who's been a fan for 20 years. That's what I'm really looking forward to, is to be able to tell those stories."*

Another project in the queue is the story of the Shark Head. Using metadata to tag footage of the players' entrances through the Shark Head will allow the Production team to more easily leverage that content. *"If you're looking to tell a story of the San Jose Sharks, the Shark Head has a big role. It's still the original Shark Head from the beginning, and we want to do a story about that for the team's 30th anniversary. Taking the ice through the Shark Head is a lot different than the other two times the players take the ice, when it's between the benches and without all the lights and glamor. We're going to get tons of entrances from every year and put that in the OpenText DAM,"* said Lamendola.

Working remotely to entertain fans

When the COVID-19 pandemic shut down the NHL, the SJSharks Productions team was able to quickly transition to working from home. With no games on the schedule, staff accessed the OpenText solution remotely to catch up on game footage that had not yet been logged and to produce new pieces to keep fans engaged. *"We've had everybody using the web-based side of the OpenText platform, and we're logging video,"* said Lamendola. *"We've also been doing here-and-now pieces and what our players are up to. Fans want to know where the players are and what they're doing right now."*

Shut down or not, connecting with fans and maintaining their engagement with the Sharks continues to be the goal. The OpenText DAM solution will assist the team in responding quickly to demands for content. Looking ahead, Lamendola stated, *"My future roadmap is to put anything we can into the OpenText DAM. I want everything to be in there, whether it's audio or video, even some stills and graphics. I definitely see in the future that it all comes together on one platform."*
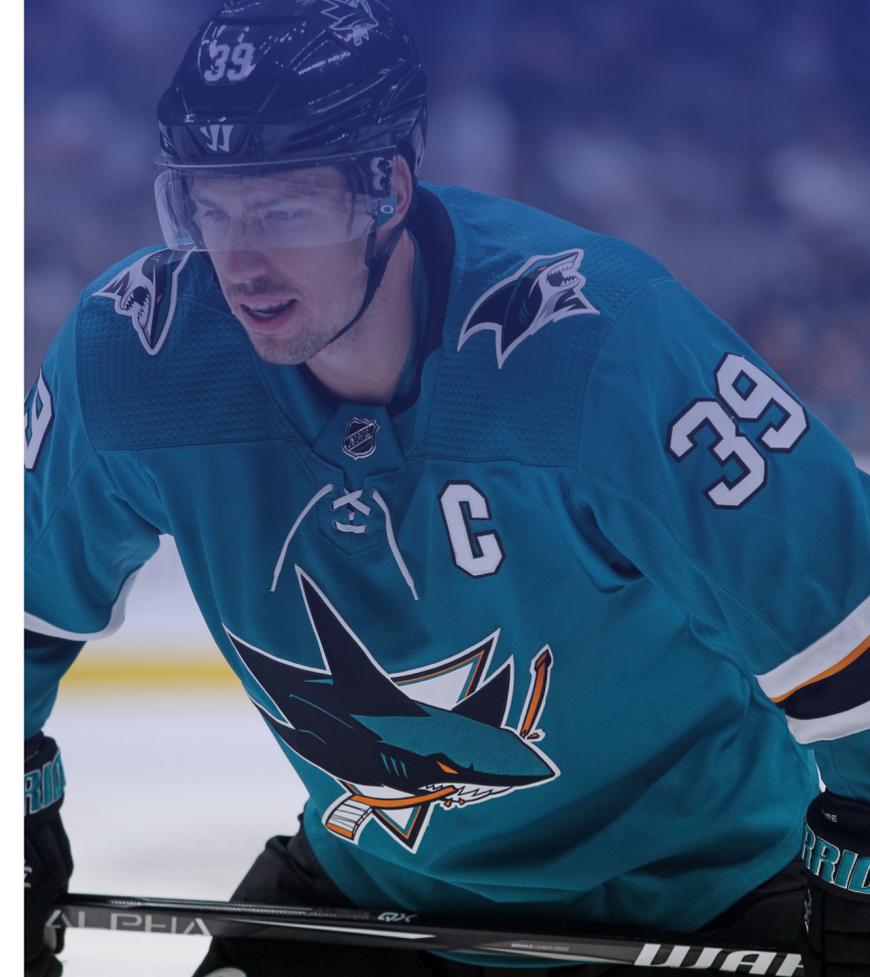
About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

Customer stories ↗

opentext.com/contact

Twitter | LinkedIn