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OpenText Releases Independent Research Study Documenting Strong Dissatisfaction with Corporate Digital Asset Management   
  
[First Name]  
  
Recently we commissioned a study that included a response from [Company] as well responses from executives from over 150 similar companies, in an effort to reveal the state of **Management of Digital Assets** across multiple channels of marketing communication.   
  
I am writing to you, to thank your company for participating in the study and to provide an opportunity to share the results with the most appropriate executives in your organization as we promised when gathering the data.   
  
The study was designed to derive industry best practices on Digital Asset Management and provide insight into the state of technology adoption among North American corporations similar to [Company]. Some of the findings were thought provoking. For Example:

* Only 32% of the respondents are completely satisfied with their digital assets and branding driving meaningful and compelling experiences across multiple channels
* 53% of the companies were unsure of their marketing spend for re-creating or re-purchasing assets that they already created or purchased
* Only 28% of the companies feel that their brand is extremely consistently represented across web, print, radio and TV advertising

We were frankly surprised to learn that the pace of digital content creation has in some organizations outstripped the workflow processes and systems designed to manage it.   
  
I would like to share the results and conclusions as well as key insights derived from your industry peers. Please let us know if you if you would like a complimentary copy of the study. Should you find the information of interest lets plan to set aside another 15 minutes for a subject matter expert to discuss the ideas that are of particular relevance to your organization.   
  
I believe you will benefit from this body of knowledge we look forward to speaking to you.   
  
Regards,   
  
[Signature]