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Product overview

OpenText™ Exstream™

Connected experiences. All channels. One solution.

- Allows for **simplified content creation** for non-technical users without help from IT

- **Improves orchestration** of next best action at every touchpoint

- Provides web-based editor for **fast, personalized one-to-one communications**

- **Enables agility** with cloud editions

Companies that anticipate and fulfill their customers' needs, before the customers even realize they have them, create a remarkable customer experience. Being able to create and send contextually-driven, ultra-personalized communications at the right time, in the right format and for the right device gives companies a competitive advantage. This is especially true for targeting millennials, who expect personalized service and instant access to information across every channel in their personal and professional lives.

Smart companies know their customers are changing and their customer communications need to change too. Most businesses generate a variety of critical business documents every day. Whether for communicating with customers and suppliers, triggering internal processes or facilitating payment and revenue, documents keep business transactions flowing and the organization healthy. Companies can turn these documents and customer communications into a competitive advantage. Bills, insurance policies, mortgage applications, contracts and proposals can actually transform customers' perceptions of a business and generate long-lasting relationships.

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Exstream is an omni-channel Customer Communications Management (CCM) solution that enables organizations to create connected customer journeys and meaningful customer conversations by helping them understand, serve and react to customers using the delivery formats and channels they prefer, including email, web and mobile. With on-premises and cloud deployment options, Exstream is scalable to fit the needs of any department or complex enterprise environment and accelerator packages allow for easy integration with core systems to speed key business processes.

Simplified personalized communications driven by business users

Exstream provides next-generation content creation and editing for non-technical users, with reduced dependence on IT for a faster time to market with new offers and messages. Marketing and business users can easily create and manage content and messages that can be used in multiple communications.

Easily add or update relevant messages and offers to drive action

Web-based controlled editing

Exstream Empower Editor is a zero-install, controlled editing solution that allows users to deeply personalize a communication based on an interaction with a customer. It now includes role-based editing and provides the ability to paste tables from Microsoft® Word and paste images from clipboard into editable areas.

Exstream Empower Editor allows for different areas to be available for editing depending on the user's role

> *"After looking at other communication packages on the market, we chose OpenText Exstream because it allows us to effectively communicate with our customers, and gives us a competitive advantage."*
>
> **Matt Connor**
> Technical Consultant
> E.ON
>
> ↗ Read the full Success story

Better orchestration of communications

Improved execution of communications with orchestration for automated tracking, analysis and response facilitates engaging conversations and helps determine the next best action at every touch point.

Cloud-based deployment

OpenText can manage CCM operations, infrastructure and applications in the cloud and easily integrate with business applications to deliver the speed today's organizations need.

A complete customer engagement solution

Exstream is part of the OpenText™ Experience platform, which combines best-in-class software solutions that address all interaction points on the customer journey for better customer engagement. Only OpenText provides customer communication integration with analytics, web content management, rich media and digital asset management, output management, intelligent forms and call center optimization.

Customer engagement by the numbers

- **75%** of consumers expect a consistent experience on web, social, mobile and in person.[1]

- It costs **7x more** to attract a new customer than to keep an existing customer.[2]

- Real-time welcome emails see **10X higher** transaction rates and revenue per email over batched welcome mailings.[3]

- Digital communications accounted for **two-thirds** of customer communications in 2017. That number is expected to reach **three-quarters** by 2022.[4]

New features in Exstream 16.4:	
Extended REST APIs	• New APIs for state and approval control, migration (export and import from CAS) and updated Swagger documentation
Communications-enabled Content Services	• SmartUI integration for Exstream is part of OpenText™ Content Server templates
Content authoring capabilties	• Support for paragraphs, better approval workflow support, correspondence self-service and digital authoring
Improved OpenText™ Media Management integration	• Allows users to easily include images and rich media
Analytics for email delivery	• Assured delivery and tracking for SparkPost and OpenText Notifications
End-to-end tracking, communications flow (job) visualization	• Graphical visualization of communications jobs and processes
More integration points with OpenText™ Output Server	• Ensures critical documents, such as passenger manifests, shipping instructions, pick lists and more are successfully delivered to their printer destination
Integration with OpenText™ InfoArchive	• Allows for creation, compliance and preservation of customer correspondence and support for regulatory compliance, as well as customer-facing and internal business processes
	• Solves critical challenges for highly regulated industries and for compliance with the GDPR or other privacy regulations

Graphical visualization of communications jobs and processes

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.

1 Salesforce. 14 Customer Experience Stats That Just Might Blow Your Mind (May 2017) https://www.salesforce.com/blog/2017/05/14-retail-customer-experience-stats.html
2 Forbes. Exceptional Customer Service Is Key To E-Commerce Growth (August 2017) https://www.forbes.com/sites/jiawertz/2017/08/18/exceptional-customer-service-is-key-to-e-commerce-growth/#793143833dc6
3 Experian Marketing Services. Welcome emails: Best practices guide. http://www.experian.com/assets/marketing-services/reports/welcome-best-practices-guide.pdf
4 Keypoint Intelligence-InfoTrends. The Value of Customer Communications Delivery: North America Market Sizing & Forecast 2017-2022 (Feb 2018)

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