

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.

"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](#)

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.




Explanation of Benefits

Provider: Southwest Medical Center

Claim Number: 5678901234

| Date(s) of Service | Type of Service | Notes* | Amount Billed | (-)Plan Discounts | (*)Your Plan Paid | (+)Deductible | (+)Co-Pay | (+)Coinsurance | (+)Non-covered | Amount You Owe |
|---------------------|-----------------|--------|-------------------|-------------------|-------------------|---------------|----------------|----------------|----------------|----------------|
| 08/11/2017 | Surgery | 1,2 | \$3,266.00 | \$2,135.78 | \$1,130.22 | \$0.00 | \$25.00 | \$0.00 | \$0.00 | \$25.00 |
| Claim Total: | | | \$3,266.00 | \$2,135.78 | \$1,130.22 | \$0.00 | \$25.00 | \$0.00 | \$0.00 | \$25.00 |

Notes:
1. The Plan Discount shown is your savings. Your Network Physician or Health Care Provider has agreed to the plan discount.
2. This service was paid using the F/MAC Fee Schedule.
**This total does not reflect any payments/copays you made at the time of service. Please wait for a provider bill before making a payment.



Soak up the Sun Responsibly

Hello, JANE, Please visit engage.opentext.com/Sun and arm yourself with the knowledge required to soak up the sun this summer without compromising your health.

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.

Life_Agent_Letter / Life Agent Letter Cover_Empower

opentext™ | Exstream Empower Editor

File Edit View Text Review Navigation Help

Font Size AA Ab B I U [Icons] X1 X2 [Icons] Page Manager (1) [Icons] Preview



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1-800-625-5600

April 16, 2018

ELI B. GOOD
854 WHITE PLAINS ROAD
MIAMI, OH 42345-6789

☐ Send Email?
☐ Send SMS?

Policy Number: XXX-XX-12-11

Dear Eli,

Thank you for expressing an interest in the life insurance services offered by Exstream Insurance. As your agent, my goal is to provide you with a custom-built policy that perfectly suits your needs. One of the best things about life insurance is the way that it offers something that is very hard to find: peace of mind.

I am providing some information regarding ~~edit~~ insurance coverage. As a national provider of a variety of products, our goal is to help each client achieve a lifetime of financial security. We look forward to hearing back from you and hope you find the provided Product Information material for the following products informative and appealing to your needs.

Use **Select Product Information** button above to include Product Information Material.

The enclosed information has been organized to facilitate your understanding of the products available to you.

Your Exstream Insurance Agent:

Select New Agent

Ben Stevens

123 Main Street
Suite 400
Dayton, OH 45356
Phone: (614) 555-1212

Select Product Information

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

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

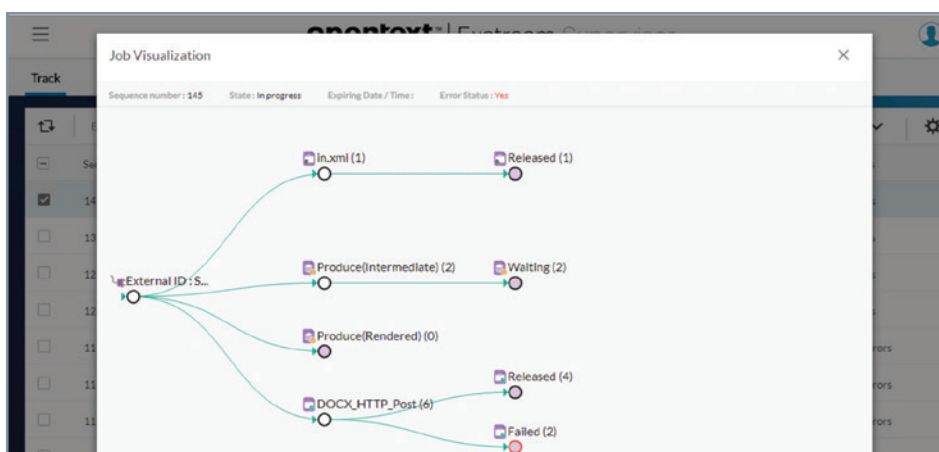
New features in Exstream 16.4:

| | |
|--|---|
| Extended REST APIs | <ul style="list-style-type: none"> • New APIs for state and approval control, migration (export and import from CAS) and updated Swagger documentation |
| Communications-enabled Content Services | <ul style="list-style-type: none"> • SmartUI integration for Exstream is part of OpenText™ Content Server templates |
| Content authoring capabilities | <ul style="list-style-type: none"> • Support for paragraphs, better approval workflow support, correspondence self-service and digital authoring |
| Improved OpenText™ Media Management integration | <ul style="list-style-type: none"> • Allows users to easily include images and rich media |
| Analytics for email delivery | <ul style="list-style-type: none"> • Assured delivery and tracking for SparkPost and OpenText Notifications |
| End-to-end tracking, communications flow (job) visualization | <ul style="list-style-type: none"> • Graphical visualization of communications jobs and processes |
| More integration points with OpenText™ Output Server | <ul style="list-style-type: none"> • Ensures critical documents, such as passenger manifests, shipping instructions, pick lists and more are successfully delivered to their printer destination |
| Integration with OpenText™ InfoArchive | <ul style="list-style-type: none"> • 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 |

See the demo

Join the conversation

Keep up to date



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](https://www.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)