

Modernization Matters:

Unlock information to drive breakthrough customer experiences



Contents

Executive summary	3
Today's customer experience is complicated	4
Spoiler: Modernization is not a destination	4
What is modernization and why does it matter?	5
Action your data and content across the total experience	5
Tap into the power of up-to-date platforms	5
The ROI of modernization	7
1. Gain more satisfied customers for the long term	7
2. Give employees and partners an experience they love	7
3. Streamline your operations	7
OpenText + Google Cloud: data-driven platforms creating breakthrough experiences	8
Memorable marketing and customer acquisition	8
Outstanding onboarding and customer service	9
Off-the-charts omnichannel customer journeys	9
Better together	10
Your hassle-free path to modernization and the cloud	11
Where do you go from here?	12



Executive summary

The key to success in sales and marketing today is knowing your customers and knowing them well. That's why information is everything: it's what unlocks your competitive advantage and allows you to create frictionless, personalized journeys that attract, delight and, ultimately, create customers for life.

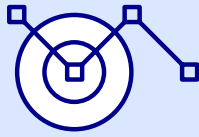
But gaining an information advantage isn't just a matter of having the right data; what matters most is your ability to gain insights from it, and then take action. Unfortunately, for many organizations, actionable data is trapped in silos, along with content and experiences. And that makes it impossible to access and harness critical business advantages.

Marketing and digital leaders have dealt with unprecedented changes in customer experience expectations over the course of the pandemic. Customers now demand next-level agility and responsiveness from the brands they interact with, and legacy technology can be one of the biggest barriers to delivering what they want.

Leaders who are having trouble measuring brand impact and creating engaging customer experiences need to think about modernization. By upgrading and consolidating legacy technology into modern solutions, you can make it easier to unlock the insights inside your data and apply them to deliver remarkable omnichannel experiences across the entire customer lifecycle. You'll also reduce the costs, security gaps, and compliance issues that can accompany on-premises products – while optimizing your IT resources.

OpenText™ and Google offer an [integrated set of customer experience solutions](#) through a connected, composable platform to help marketing and operations teams action their data in all the right ways. OpenText™ Experience Cloud and [Google Cloud](#) give today's modern organizations the freedom to make data-driven decisions and stay resilient as customer expectations inevitably change. And for organizations that worry they don't have the resources or expertise to migrate and operate in the cloud, [OpenText™ Cloud Managed Services](#) offers the knowledge, experience, and tools to support efficient migrations and ongoing management, saving time, reducing risk and optimizing results.

50%



Half of marketers say data management/analytics will be most important to their organizations and almost a third claim that **technology integration is a top marketing challenge.**

Today's customer experience is complicated

Your customers' best experiences – wherever those happen – will inevitably set the bar for every other experience.

Here's an example: Imagine you're providing commercial banking services to SMEs (small and medium enterprises). You're no longer only competing with traditional financial institutions for business. You're also up against challenger FinTech brands, super-flexible alternative lenders, and even a customer's own experiences in retail banking. In fact, **95% of commercial clients** who use digital retail banking services expect the same type of service in their business banking – slick, digital-first, heavy on self-serve opportunities, and light on red tape. They're holding you to a simple standard in their minds – they want a frictionless, personalized journey and they're willing to switch brands if they don't get it.

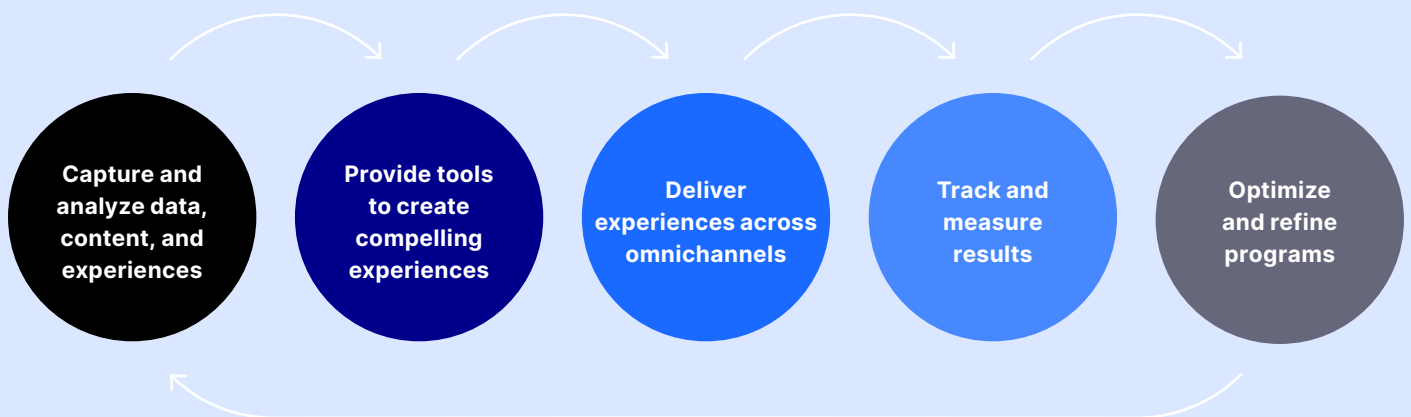
As it turns out, a lot of organizations are falling short when it comes to knowing their customers intimately. According to **Accenture**, 64% of consumers globally wish companies would respond faster to meet their changing needs, and 88% of executives think their customers are changing faster than their companies can keep up.

The truth is your teams can't build a *future* stand-out customer journey if they don't have a consolidated view of the *current* journey. This requires data, which you already have in abundance. Unfortunately, it may be locked away in silos, along with key content and experiences, making it challenging to both access and action the data.

Spoiler: Modernization is not a destination

Understanding the customer journey is not a matter of choice: it's imperative. It's also a process that involves a continuous cycle of collecting and analyzing the data, delivering experiences, measuring results, and optimizing for what you find.

Actioning the data is the other half of achieving your business objectives. This is the best way to fully understand the customer journey and keep improving your marketing efforts to meet and exceed evolving customer expectations. Modernization is the key to making it happen.



Total Experience combines the potential of employee experience (EX), customer experience (CX), user experience (UX), and multi-experience (MX) to create better shared experiences. Gartner predicts that by 2026, 60% of large enterprises will use Total Experience to transform their business models to achieve world-class customer and employee advocacy levels.¹

What is modernization and why does it matter?

The legacy products you rely on to attract, engage, and retain customers for the long term can introduce security risks and impose limitations. Modernization means upgrading to new solutions that overcome these deficiencies so you can easily get the analytics you need to understand, experiment with, and personalize the customer journey. It also means simplifying your internal processes and tech stack by consolidating and connecting disparate systems.

The benefits of modernization are clear.

Action your data and content across the Total Experience

Once you've captured the right data, you need easy access to leverage the insights buried within. This is the path to building highly relevant and personalized content for every individual that matters to your brand.

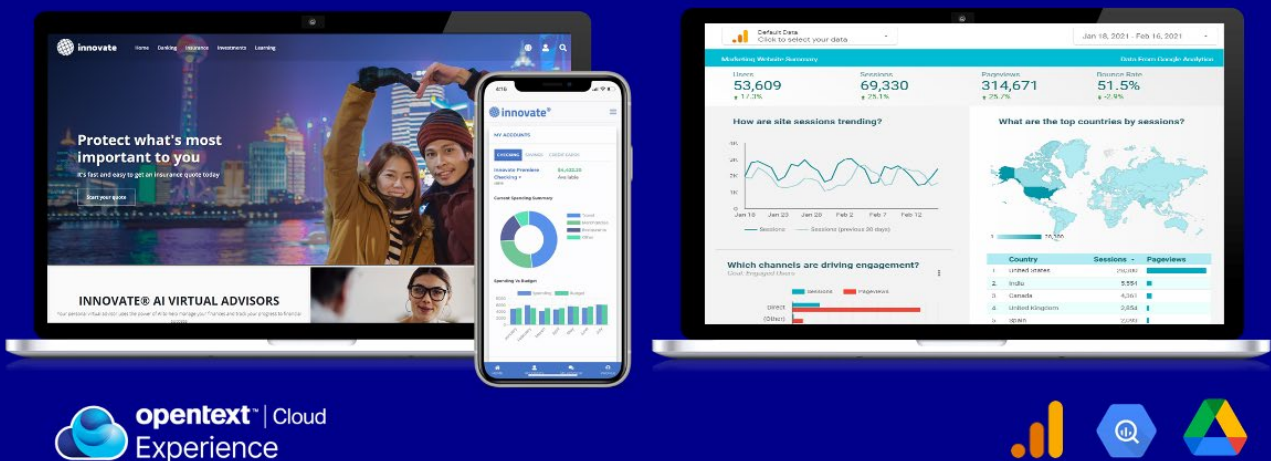
Modernization gives you the power to target diverse audiences, including your customers, partners, suppliers, and even employees. No matter their stage of the journey, or which channel they prefer, you can reach them with consistent brand messages that make sense in the moments that matter most.

Tap into the power of up-to-date platforms

Modernization means having a common data framework that brings together experiences, campaigns, and omnichannel delivery techniques. It means having access to predictive models that help you optimize web, online, and business communications. And it means having a connected, composable platform that helps you action customer data in the right way.

Think of it like this. Your current technology and data limitations obscure your 360-degree customer view and force you to send out generic mass offers that aren't tailored to the demographics, interests, and preferences of your audiences. Modernizing aligns your organization with your customers' expectations. In turn, that alignment becomes a source of sustainable competitive advantage.

Tapping into the combined power of OpenText Experience Cloud and Google Cloud gives you the capability to anticipate customer needs and leverage new insights to delight customers – whether it's your first touch or your 50th.



1. Gartner® Top Strategic Technology Trends for 2022: 12 Trends Shaping the Future of Digital Business, David Groombridge, 2021.



Customer experience maturity is a continuum

Your organization is unique. Your customer experience maturity journey is too. It's completely normal to be quite far along one aspect of maturity and just getting started on another. Here are five aspects to consider when assessing your maturity:

- 1. Data maturity** relates to how you're using data with your experiences.
- 2. Operations and infrastructure** maturity relates to how much legacy tech you have, how siloed your operations are, your progress with cloud adoption, and more.
- 3. Content maturity** refers to moving from siloed to intelligent content management.
- 4. Process maturity** refers to enabling things like self-service and process orchestration.
- 5. User experience maturity** refers to the shift from legacy, non-responsive models to real-time, connected and composable.

Need help assessing where your organization rests on the maturity continuum? [Contact the Digital Experience Solutions Consulting team](#) to learn more about our customer experience assessments.

- Get a tailored, meaningful assessment of CX enhancement opportunities to increase brand equity and customer lifetime value (CLV).
- Take advantage of Customer Journey Mapping and Voice of Customer analysis.



The ROI of modernization

Modernization helps your organization stand out and innovate in the experience economy. There are some key benefits associated with upgrading legacy tech in favor of modern solutions that give you easy access to the data you need to hyper-personalize customer experiences.

1. Gain more satisfied customers for the long term

According to McKinsey, 71% of consumers expect companies to deliver personalized interactions and 76% get frustrated when this doesn't happen. McKinsey also found that personalization is especially effective at driving both repeat purchases (78%) and referrals (78%).

- Personalization has shifted from nice-to-have to must-have.
- Organizations handcuffed by legacy solutions that limit their ability to get analytics, personalize, and experiment will fall behind those that are leveraging robust data capabilities to pinpoint opportunities, activate, and optimize at scale.
- Only a modern platform can unlock customer value. If you aren't doing it, the reality is that your competitors are.

2. Give employees and partners an experience they love

Modernizing also eases the load on your internal teams:

- Moving on-premises solutions to the cloud lifts the burden of application management and support off your IT team, so they can focus on higher-value activities.
- Giving your marketing and digital teams a clearer picture of your customer journey lets them focus on the things they love, like experimenting with how segmentation, A/B testing, and personalization can affect conversions.
- Increasing team agility clears the way for a whole new level of collaboration, quality, and accuracy that builds a strong brand for the long term.

3. Streamline your operations

Moving to the cloud doesn't necessarily remove costs, but it does let you run your operations smarter.

- **Smarter spending.** Dollars locked into capital expenditures (CapEx) are less fluid than those earmarked for operating expenditures (OpEx). It's much more difficult to shift dollars to match demand in a CapEx model.
- **Smarter security.** On-premises and legacy applications can put you at risk for compliance violations. Automatic upgrades and patches in the cloud mean you're always working with the latest version of software.
- **Smarter ideas.** Freeing your operations team from managing systems opens up potential for innovation. For example, the shift from maintenance to strategy can give your IT or ops decision-makers more time to focus on the EX/CX roadmap and related KPIs. From there, they can measure the current status and map out a desired future state with a modernized infrastructure.

OpenText on Google Cloud

- OpenText-managed cloud
- Single vendor relationship

SLA-based management	Customer-specific business solutions
	Managed service
	OpenText applications
	OpenText platform
	Google Cloud resold by OpenText

OpenText + Google Cloud: data-driven platforms creating breakthrough experiences

OpenText Experience Cloud provides the solutions it takes to connect entire customer journeys, across all critical touchpoints. It delivers everything marketing and business users need to intelligently create, personalize, and deliver true omnichannel experiences at scale through an interoperable, composable platform. Running OpenText solutions on Google Cloud unlocks even more opportunities for agility, innovation, cost savings, and resilience.

Let's look at a few use cases showcasing how OpenText Experience Cloud and Google Cloud work together to improve customer experience, optimize operations, and enable new business models in real-world scenarios.

Memorable marketing and customer acquisition

[CMO Survey found](#) that the average marketing budget accounts for close to 12% of overall budget. Organizations are spending that budget trying to capture the attention of customers who have more power than ever to ignore brands – whether it's scrolling past posts in their social feeds, installing ad blockers, or unsubscribing from unwanted emails.

The case for a highly personalized customer experience has never been stronger.

Traditional journey powered by disconnected legacy tech	Modern journey powered by OpenText + Google Cloud
<p>Every website visitor gets the same experience, regardless of who they are or how many times they've visited your website.</p>	<ul style="list-style-type: none"> • The marketing team tracks customer behaviour across omnichannels, using OpenText™ Experience CDP and predictive models such as Google BigQuery, and Google AI. • A returning visitor receives customized experiences and content recommendations based on previous actions.





Outstanding onboarding and customer service

Once you successfully gain a new customer, keeping them is the next hurdle. It doesn't take long for a business to fail when the cost to acquire customers (CAC) exceeds the ability to monetize those customers for the long term (LTV). OpenText and Google Cloud work together to connect the data and insights you need to design programs that make customers feel that your brand knows and cares about them.

Traditional journey powered by disconnected legacy tech	Modern journey powered by OpenText + Google Cloud
<p>One-size-fits-all onboarding treats every customer the same, no matter which products they've purchased or how they intend to use them.</p>	<ul style="list-style-type: none"> • The marketing team can leverage OpenText™ Experience CDP, OpenText™ TeamSite™ and OpenText™ Optimost™ to execute a personalized onboarding experience that feels just right and tailored to each customer's unique situation. • Once a customer is onboarded, it's easy to offer them self-service options and personalized, authenticated omnichannel experiences.

Off-the-charts omnichannel customer journeys

In a world where the number of communication channels grows by the day, accurately mapping customer journeys is increasingly complex. Modernizing on OpenText Experience Cloud and Google Cloud turns invisible behaviors visible and gives your teams insights they can action to provide holistically pleasing customer journeys.

Traditional journey powered by disconnected legacy tech	Modern journey powered by OpenText + Google Cloud
<p>Every website visitor gets the same experience, regardless of who they are or how many times they've visited your website.</p>	<ul style="list-style-type: none"> • A contact center professional uses OpenText Qfiniti™ Explore to see a customer's full multi-channel interaction history, to provide relevant and informed guidance or support. • With the help of Experience CDP and OpenText™ Exstream™, the marketing team tailors messaging so that the customer continues to make new purchases, explore additional journeys and enjoy ever-green experiences.

Better together

Google Cloud is the OpenText-preferred public cloud platform, offering greater flexibility for deployment – including hybrid cloud. OpenText solutions deployed on Google Cloud significantly expand your options to support technical integration, data sovereignty, and compliance requirements in the public cloud. You can supercharge your customer journeys with unrivaled OpenText Experience Cloud solutions powered by best-in-class security and scalability.

Flexible integrations

Enable the effective integration of OpenText Information Management (IM) solutions with other leading applications in your enterprise such as ERP, CRM, HR, or financial systems, many of which are SaaS applications operating outside of the corporate firewall and difficult to integrate in an on-premises environment. In addition, you will have the option to more deeply leverage Google Cloud with integrations to Google BigQuery's Artificial Intelligence (AI), Machine Learning (ML) and analytics, data visualization and BI tools for a 360-degree view to drive smarter business decisions.

OpenText Experience Cloud	Google
<p>No other organization rivals OpenText's digital experience skills or track record.</p> <ul style="list-style-type: none">• More than 25 years of successful information management solution delivery.• More than 12,800 full-time information management professionals – the world's largest pool of information management experts.• More than 1,800 customer service experts.• 24x7 global support across four continents.	<ul style="list-style-type: none">• One of the largest privately managed networks – 22 cloud regions, 67 zones, and 140 network edge locations, available in more than 200 countries and territories.• Industry-leading security, third-party audits, and certifications, including ISO 27001, SOC 2/3 and PCI DSS 3.0.• High availability and disaster recovery ensured by dedicated site reliability teams.• Flexibility to deploy hybrid applications across cloud and on-premises environments with Google Anthos.• Named a leader among data security portfolio vendors.

Your hassle-free path to modernization and the cloud

If you're wondering what in-house resources or experience it takes to deploy OpenText Experience Cloud applications on Google Cloud, rest assured that you don't have to do it alone or overnight. You can run anywhere with OpenText and choose the pace that makes sense for your business goals. Get a partner for every step of your cloud journey through OpenText Cloud Managed Services.

- **Stay focused:** The OpenText Managed Services team will handle the daily operations of specialized applications, freeing up your IT resources to focus on business growth and innovation.
- **Stay secure:** OpenText security experts and compliance certifications keep you fully compliant with ever-evolving guidelines and policies.
- **Stay up to date:** OpenText makes sure you're always running on the latest version of OpenText Experience Cloud solutions, so your users stay happy, and unsanctioned workarounds are a thing of the past.
- **Stay streamlined:** OpenText has years of experience simplifying business processes and provides a complete incident management policy that shuts down disruptions, fast. Plus, OpenText Cloud Managed Services manages your platform and infrastructure on Google Cloud under a single Service Level Agreement (SLA), so you can shift IT resources from day-to-day technology management to focusing on innovation.



Resource links[➔ Innovate at scale with OpenText on Google Cloud](#)[➔ OpenText Experience DXM](#)[➔ OpenText Experience CXM](#)[➔ Modernize for data-driven marketing](#)[➔ Create communication-centric experiences](#)[➔ Contact us](#)**Where do you go from here?**

Modernization is not an end-state: it's a continuous journey. The ROI of modernization is indisputable, leading to more satisfied customers with higher lifetime value (LTV), increased team agility, and more streamlined operations. In fact, Gartner² predicts that by 2024 organizations providing a total experience will outperform competitors by 25% in satisfaction metrics for both customer and employee experience.

If you're a marketing or digital leader tasked with measuring your brand's impact and creating engaging customer experiences you need to be thinking about modernization.

Visit opentext.com/googlecloud to learn more about the combined power of OpenText Experience Cloud and Google Cloud.

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.

Connect with us:

- [OpenText CEO Mark Barrenechea's blog](#)
- [Twitter](#) | [LinkedIn](#)

2. Gartner® The Total Experience Strategy for Better Retail Digital Interactions (Webinar), Don Scheibenreif, Michelle Duerst.