

OpenText Web Experience Management is an integral component of the Customer Experience Management (CEM) suite that OpenText offers to help organizations execute on comprehensive Enterprise Information Management strategies. CEM is a set of technologies that organizations can take advantage of to exceed customer expectations, reach new markets, and provide superior experiences across all digital channels.

Driven to meet customer requirements

In today's environment, building and maintaining a world-class website has become a highly complex activity. But it doesn't mean that the technology on which your website is built has to be difficult to use. Posting or updating content on the website shouldn't be a daunting task that requires IT involvement or specialized skills.

If your online presence leverages OpenText Web Experience Management, your business users can be in control. It is all about the customer experience—both for the day-to-day authors and the online audience. Building on more than two decades of research and development in the field of Web Content Management (WCM), OpenText delivers the technology foundation web developers require to create advanced web applications as well as the usability to accommodate non-technical users. Online marketers have the ability to capture audience attention and transform random site visitors into loyal brand advocates.

Enhanced content management and presentation services

Web Experience Management provides rich editing capabilities with quick access to common tasks. Even casual content contributors can make simple changes to a site without having to involve IT resources. Boost productivity of your online marketing organization with easy ways to repurpose content across multiple channels. New faceted content browsing helps users find content quickly and identify publishing history and status. Managing web pages with the new in-context page management gives business users more flexibility to create and manage site design. Web Experience Management helps manage web content in an easy, more productive process.

Search engine optimization

Empower business users even more with web optimization features like metadata management and page features which allow content to be easily instrumented for search, analytics, and recommendations.

BENEFITS OF OPENTEXT WEB EXPERIENCE MANAGEMENT INCLUDE:

- Rich media management. Enables compelling web experiences with integrated web media management.
- Multi-channel delivery. Allows distribution of content across multiple channels and devices.
- Business-user friendly. Empowers marketing pros to take control of the online message with easy-to-use inline editing and search tools.
- CEM suite integration. Integrates with OpenText Social Communities, enabling social applications that provide interactive experiences for targeted audiences.
- Search engine optimization.
 Semantic navigation and SEO metadata management provides optimized web experiences.

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With the semantic footprint feature, Web Experience Management provides content authors and interactive marketers with the ability to highlight keywords and phrases, enabling customers with easy search experience.

Integrated media controls

Rich media is considered by some the crown jewel of online content, whether it's digital images, streaming video, or flash banners. Web Experience Management allows creative content to be an integral part of the online customer experience. Enable any user to easily access rich media files and publish instantly across multiple online channels and devices. OpenText helps empower your marketing organization to consistently deliver visually enticing online experiences that evoke a powerful brand message to captivate your audience.

Optimized web experiences

WCM has transformed from a static publishing process to a highly engaging web experience that compels audiences to interact

and engage. Web Experience Management helps you optimize the experience with integrated features like semantic navigation, social communities, and web and social analytics that enable you to close the loop of the entire online marketing process. Create, publish, and measure online audience behavior against your key performance indicators.

With integrated optimization tools, Web Experience Management gives you the power to help drive a measurable ROI and maximize the value of your web content. As the customer experience becomes more pivotal in the online channel, marketers must have the best technology to reach and convert audiences into loyal customers. Web Experience Management gives you the capacity to deliver compelling web experiences that transform searches into visits and visits into actionable engagements.

Engage with your customers using Web Experience Management and let your brand shine.

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