

OpenText™ Experience Suite Platform

In this Age of the Customer, it is not enough to have the best products or services; organizations must now differentiate on the digital experience that accompanies traditional business processes and consumer transactions. After all, a product or service is only as valuable as the way in which its use is realized by the customers. Delivering great digital experiences begins with market awareness but continues through every interaction across sales and customer service into long-term loyalty programs. Every step along the continuous journey, the business partner or end consumer has an opportunity to experience great customer satisfaction; employees are enabled to assist and maximize the customer's lifetime value across every interaction and relationship encounter.

Digital technologies have created new touchpoints and opportunities for businesses to engage with customers. Audiences across all industries often use multiple, overlapping channels to self-educate before even speaking with a sales person. The customer journey has grown more complex and requires an omnichannel strategy that cuts across devices and technologies to ensure a rich digital experience. To be successful in the digital world, companies should connect their customers' digital journey with compelling, highly personalized and engaging experiences that also result in desirable business outcomes.

Today's fast-moving global markets disseminate digital media simultaneously across multiple outlets to reach consumers via web, mobile, social, and print, as well as co-branded content to distributors, retailers, and partners—all needing the right content at the right time. We think in pictures and images. Customer Experience Management is evolving and adapting rapidly and relies on an increasingly visual-centric approach in how information is presented, stored, and managed throughout its lifecycle.

OpenText is helping organizations to orchestrate data, media, interactions, and transactions across a digital enterprise. The complexity of managing a consistent brand presence across media, languages, cultural expectations, and governmental regulations requires a platform built for pervasive connectivity and new ways of interacting that go beyond a simple point and click.

Experience Suite Platform helps business leaders harmonize customer-centric technology applications across every department in the organization. Whether the organization's priority is to get a handle on all of the rich media (video, audio, print, imagery, etc.) or to streamline its communications, invoices, or web presence, the OpenText

Experience Suite platform offers market-leading Digital Asset Management, Web Content Management, Workforce Optimization, and Customer Communications Management capabilities to address them all in one solution.

Designed with the business user in mind, the elegant architecture of Experience Suite allows the marketer, customer service, or other line of business user to manage content separate from the delivery/publication of that item to an end user. Experience Suite provides a web experience intelligence engine to keep track of where content has been shared and published, in order to keep the destination channels (mobile, web, social, apps) up to date with changing content.

Organizations can share secure online access to draft contracts with their existing and prospective business partners for fast, effective, and complete management of the entire negotiation phase. During negotiations, all components of the proposed contract are in one place, which means multiple components of a contract are not spread across the PCs, laptops, and hard drives of multitudinous stakeholders.

Multi Channel Support

Easily address the growth of communication channels with unique format, sizing, and compatibility requirements (omnichannel, eCommerce video, mobile) and an increase in sophistication of communications and number of devices interacting with media. The customer experience must adapt to the unique context of each customer in terms of device, place, manner, and where the customer is. The Experience Suite Platform helps to realize the cross-channel synergies, for example to create a web page and repurpose it quickly into customer communications, or embed media with consistency and timeliness.

Data Insights

Analytics help to gain better insight about customers and provide greater relevance to the customer experience in the context of that customer's journey. New technologies are coming online to help organizations personalize digital experiences using all available insights—we are no longer limited to clickstream data and thinly defined profiles. Users can now share content across departments and make intelligent and rational decisions with data-driven automated workflows.

Operational Efficiency

Integration across marketing, sales, and customer support systems requires an orchestration of the creation, curation, management, publication, and analysis of the content. Companies are facing a real challenge in orchestrating their information: finding it, storing it, and sharing it with others in an efficient and contextual way. Information is sitting in a repository, not being used and likely forgotten. This may result in content getting re-created and incurring unnecessary costs for the organization. With the Experience Suite Platform, enjoy a unified, consistent customer experience across processes and activities. Get things done faster and easily find and use content.

Service-Driven Architecture

Today's high bandwidth, internet-connected world enables firms to assemble more independent software building blocks using a micro-services architecture. Omnichannel experiences require that the underlying content architecture support a separation of the content definition from the way it is presented. Together, Adaptive Content and Responsive Design concepts help drive a consistent, real-time, personalized, and right-sized asset to the end user that does not disrupt the buying process should the user switch channels mid-stream. IT can use the application services for developing apps; they help simplify the deployment and enable cross-product synergy capabilities.

Experience Suite Platform Licensing

Experience Suite Platform

Experience Suite is licensed by Production Server Licenses (PSL) limited by CPU for media delivery or transactions for interactive communications. The Experience Suite Platform contains licenses for each of the following programs:

Digital Asset Management

Leading enterprise Digital Asset Management (e-DAM) capabilities that accelerate the workflow-driven creation, collaboration, production and distribution of digital media. Provided via Media Management Application Server and OpenText™ Media Management Connector to Adobe® Creative Cloud. OpenText™ Directory Services and OpenText™ Directory Services are included.

Benefits:

- Customizable, browser-based portal
- Any number of "consumer users" to read, search, view, browse, and download
- Embedded file acceleration to transfer large files faster

Web Content Management

A modern, dynamic, and flexible platform for digital experience management that enables you to easily take control of multi-channel experiences and campaigns. It makes it easier to deliver outstanding digital experiences by simplifying the entire process of managing content across all marketing channels, including websites, mobile platforms, email, social, commerce, composite applications, collaboration sites, and portals. From a single interface, you can author, test and target content, manage rich media, design websites and mobile applications, and publish content.

Benefits:

- **Take control of your brand.** Easily author content and build experiences.
- **Personalize digital experiences.** Automatically deliver relevant information to your customers and prospects.
- **Save time and resources.** Small teams are able to manage hundreds of sites, customizing workflows, previewing and editing pages, and mobile screens, while archiving pages and meeting governance and compliance requirements.
- **Scale for the enterprise.** Move to a secure yet open, flexible platform that has the best performance to cost ratio for enterprise-level implementation and offers a smooth integration into existing environments.

Customer Communications Management

Deliver interactive and automated communications to engage companies and consumers, while reducing cost and labor by helping both B2C and B2B companies transition to digital experiences, enabling them to turn documents into dialogues. These highly interactive communications, created directly by line of business users, enrich customer experience and accelerate growth.

Benefits:

- Personalize touchpoints for one-on-one contact in high volume, mass produced documents
- Simplify and automate document handling
- Improve communication adoption rates with interactive correspondence.

Workforce Optimization

Contact Center Workforce Optimization (WFO) is growing exponentially as both a process and a technology around the rich Customer Experience Management analytics opportunities unique to customer service centers. Being able to act on insight gleaned from the massive volumes of interactions will prove to be the underpinning for any successful customer experience effort.

Benefits:

- Highly integrated workforce optimization
- Scalable to power the world's largest contact centers

Advanced Voice of Customer Insights

The Experience Suite serves as a single platform of choice for delivering continuous customer engagement. This market-leading set of capabilities addresses critical digital transformation initiatives within the realm of the customer experience. The Experience Suite platform is comprised of leading applications from market categories in Customer Communications Management, Digital Asset Management, Marketing Optimization, Voice of the Customer, Web Content Management, and Workforce Optimization along with architecture to deeply integrate into the larger OpenText Enterprise Information Management (EIM) platform.

“Digital experiences must integrate with ecosystems that support the customer lifecycle.”

DIGITAL EXPERIENCE LANDSCAPE,
FORRESTER RESEARCH INC.

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