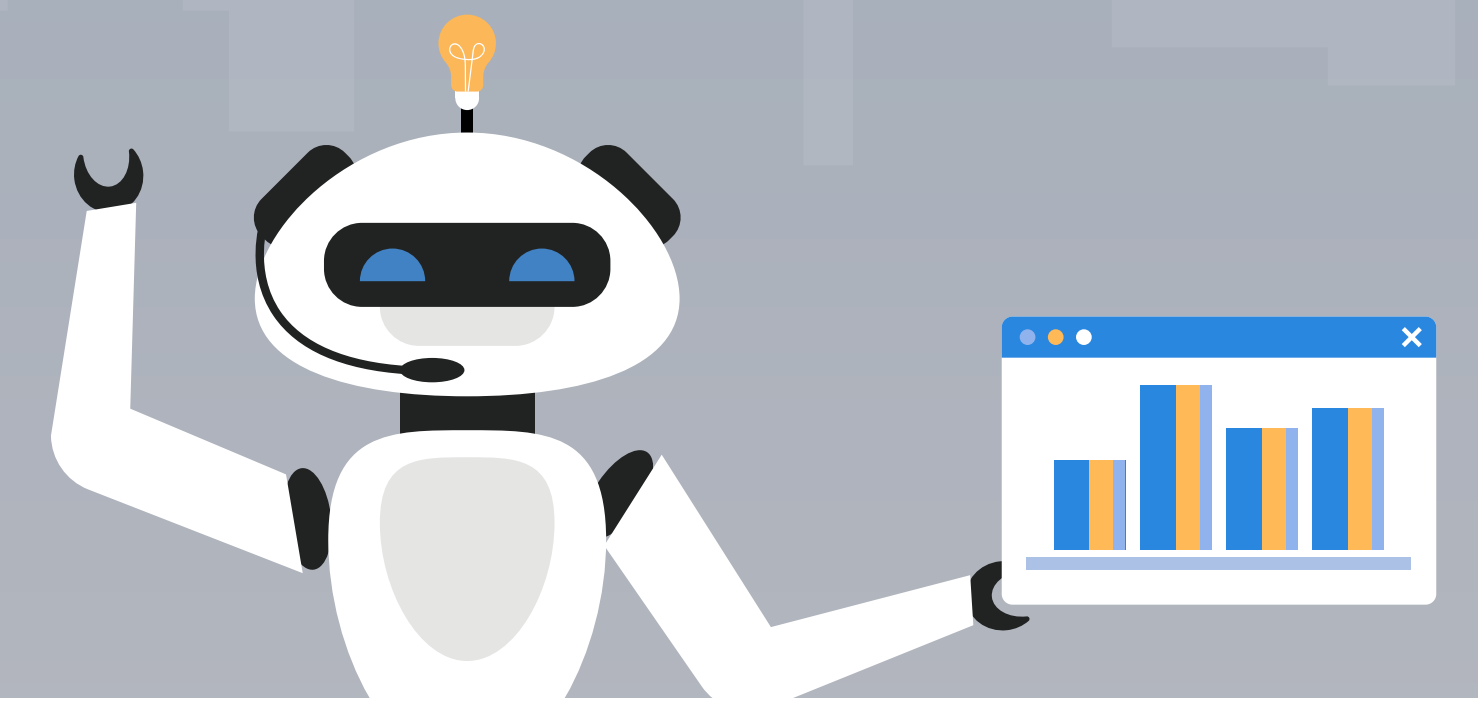


Enhanced Content Capabilities That Power Modern Work



47%

of digital workers struggle to find information or data needed to effectively perform their jobs¹



20%

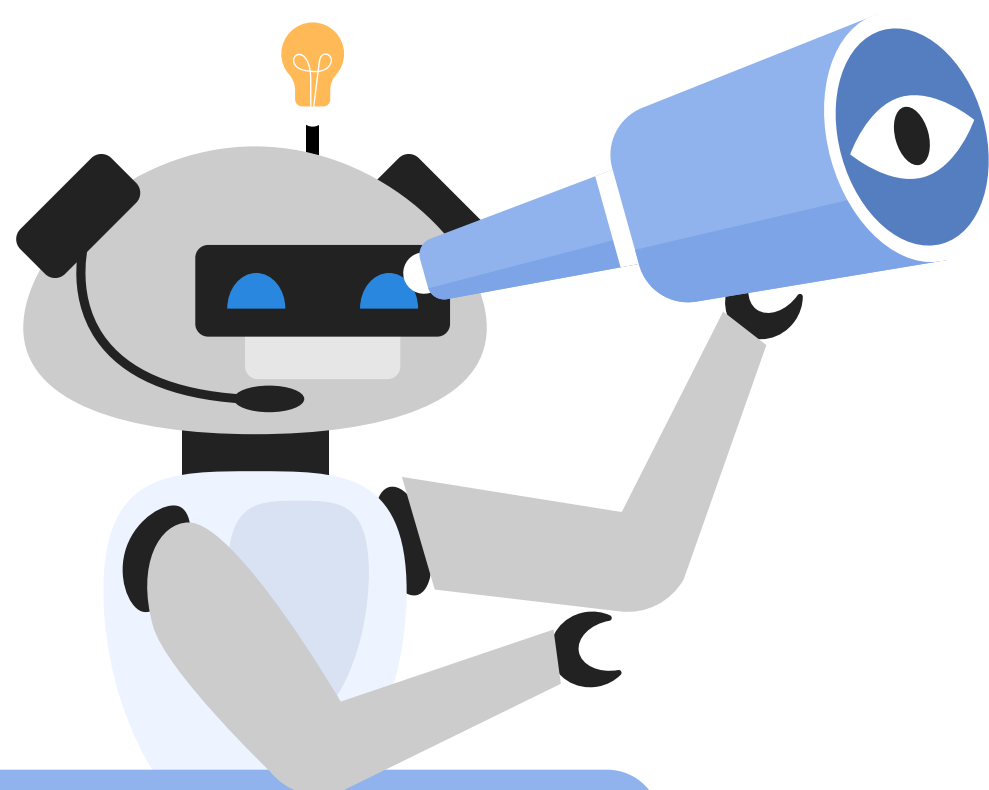
of employee time is spent searching for content they need²

Making content available for everyone when they need it, where they need it, and how they need it is instrumental to frictionless business collaboration.



Introducing: OpenText Core for Google Workspace

Transform digital employee experiences for smarter collaboration. OpenText™ Core provides the central hub to link Google Workspace with key enterprise systems like Salesforce and SAP.



Rapid Planning and Faster Execution Powered by Gen AI

Marketing Use Case

- Campaign needs to be in market a month sooner than expected
- Down two team members
- Get planning from 8 weeks down to 2 weeks



- 1 Pull prospect list from Salesforce into a Google Sheet and score it in OpenText Core workspace for centralized management.
- 2 Review top-performing campaigns in Core and pull samples and information into files stored on Google Drive.
- 3 Copy the samples into OpenText Content Aviator to quickly create personalized emails for prospects.
- 4 Update team action items and timelines in a Google Sheet.
- 5 Store the final plan in OpenText Core for centralized access when ready to execute.

Learn more about Core for Google Workspace



¹ Gartner® Press Release, Gartner Survey Reveals 47% of Digital Workers Struggle to Find the Information Needed to Effectively Perform Their Jobs, May 10, 2023. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

² McKinsey