opentext

PRODUCT OVERVIEW

OpenText Exstream Empower Editor

Browser-based, collaborative, controlled editing for personalized one-to-one communications



Easy-to-use, browser-based editor interface requires no download or installation

> Enables customerfacing staff to deliver personalized, meaningful communications

000

Ensures legal and branding compliance through controlled editing capabilities Maintaining customer satisfaction and strengthening customer loyalty are chief concerns among business executives. Organizations need to be able to rapidly and easily follow up customer interactions with relevant, targeted, onetoone communications. From front-office employees, sales representatives, agents and partners to the evolving and increasingly mobile workforce, organizations need better control over one-to-one communications.

The challenge

Many organizations follow up customer interactions with systems that allow for a high degree of personalization but very little compliance control, such as Microsoft[®] Word. Others opt for costly software applications that ensure compliance but do not provide employees with the flexibility to respond to each customer's unique situation in a meaningful way.

Businesses need a solution that allows users inside and outside the business to personalize communications while maintaining consistent branding and the required legal and compliance language.

The solution

Part of the OpenText[™] Exstream[™] Customer Communications Management (CCM) platform, Exstream Empower Editor enables customer-facing staff, such as agents and customer service representatives (CSRs), to create personalized correspondence, emails and quotes, using a thin-client, controlled editing environment.

opentext

Using a standard web browser, without any additional download or installation, Exstream Empower Editor lets users personalize communications in a controlled environment. It responds to user input by automatically populating communications with approved content. Since the editor is part of OpenText™ Exstream™, it can access business, legal and marketing data and content from multiple sources to deliver communications to virtually any print or electronic channel.

V Insurance		S Insurance	Policy Number 11111111 Quote Number 122456781 Coverage Period 03/04/19 03/02/20		
Your Innovate Insurance Quote	Your Agent		Your Innovate Insurance Agen		
Hello Eli B Good, We have processed your customized proposal for personal insurance coverage through innovate insurance. Cick here to review the details of your proposal and activate instant	123 Mar Sovert Suite 400 Dayson, CH-45356 (5/4) 555-122 infs@incourse.com	ELIB GOOD 123 ELM 97 HILLIARD, 0H 43026	Searct we have in the search of the search o		
coverage at Innovate Insurance online.		Dear Eli & Good,			
I appreciate your business and your trust in us. Please do not hesitate to contact me if you have additional questions regarding the enclosed	Connect	Thank you for being a loyal Innovate Insurance cur	Thank you for being a loyal Innovate Insurance customer.		
proposal,	Follow us on Twitter. twitter.com/innovate	Enclosed is your customized proposal for your documents are for the period 03/04/19 to 03/02/	Automotive, Homeowners, and Umbrella policies, Al		
Innovate Insurance	Connect on Linkedin.	to be presented as the second debug test	ber and outlines the coverages, limits, and premium per		
Sign Electronically for Instant Enrollment	Friend us on Facebook.	Please feel free to contact me by email at info@ine	iovate.com or by phone at (614) 555-1212		
Once you have reviewed your customized proposal and are ready to once you have reviewed your customized proposal and are ready to reviewed to the proposal of the proposal of the proposal of the proposal to obtain instant coverage.	Mobile Insurance	oursations regarding the enclosed proposal. Sincarely, Manual Lanus Manual Lanus	ase do not hesitate to contact me if you have additional		
E-Sign Online	Download today and experience the new way to manage your insurance policy.	Innovate Insurance.			
		Salect Promotion: Insurance Mobile Adp			
Privacy Policy Terms of Use	AboutUs	👘 🎱 Innovate In	nsurance Mobile App		
he information in this e-mail is intended solely for the attention and use of the named addresses. This m pixel, distributed, or retained by any person without authorization of the addresses.	essage or any part thereof must not be disclosed.	Innovate Download today manage your insu	and experience the new way to irance policy.		
Nexes do not respond to this e-muil. This mailbox is not monitored and you will not receive a response. If ordact Clustomer Services or cull 1.800.633.3600 or write to: Innovate Insurance.810 Bull Las Ran. Le	you have questions about your account, please violation 307 40751	Tangarie			

Personalize print and email communications. Areas that are enabled for editing by the communication designer are clearly identified. Areas with white background are locked down and cannot be changed by the business user.

ile Edit View Text	Review Navigation Help	Pag	ge Manager (2) 🛛 🔧 🚺 🔪 🔪
	Select 1 Piece(s) of Content to	Insert	
ELI B. GOOD 854 WHITE F MIAM, OH 6	Available Healthcare Saving Accounts Healthcare Saving Accounts Extrema Health makes healthcare saving accounts easy for duri integrated debit card gives members convenient access to their funds. Group Health Insurance Group Medicare Proscription Diog Benefito	Inserted Prescription Drug Benefits Prescription Drug Benefits. Exstream Health pharmacy benefits manage employer costs through innovative plan designs emphasizing cost transparency and choice.	thcare Agent
Eli, I value our	Clear add this package to your other insur- relationship and look forward to con a information, I will be glad to assist y	tinuing to serve you. If you have any	

Use OpenText Exstream Empower Editor's content selection to prompt users to select from pre-formatted content.

opentext[™]

What's new in Exstream Empower E	ditor?
Improvements	 Domain support added, allowing you to manage and restrict content by user groups across multiple domains
	 Automatically execute functions after making list control selections
	 Integration with SAP business processes, including embedded interactive document creation in SAP S/4 HANA[®] and SAP Fiori[®]
	 Edit interactive documents from within Salesforce[®]
	 Automatically execute functions on document open and save
	 More robust table support with section driven tables
	 Add/remove/duplicate table rows during the edit session
	 Create more graphical communications with new line and shape support
	 Style sheets applied in OpenText[®] Exstream[®] Designer can now be enforced and made available to Exstream Empower Editor users
	 Enforce required edit area changes through the JavaScript API
	 Select from pre-designed formatted paragraph or text paragraph content using show/hide selection groups
	• Exstream Empower Editor toolbar now accessible by keyboard navigation
Web-based connected design, authoring and editing	 Design interactive content for Exstream Empower Editor in OpenText[®] Exstream[®] Communications Designer
	 Author interactive clauses for Exstream Empower Editor in OpenText[™] Exstream[™] Content Author
Customized appearance	New hosted mode enables seamless integration with business applications
	 Customize the appearance of the Exstream Empower Editor interface for end users, including adjusting the color scheme and replacing the logo to match corporate branding
Customized appearance	Fully containerized solution, optimized for cloud deployment
	Multi-tenant and domain enabled
	RDS database support

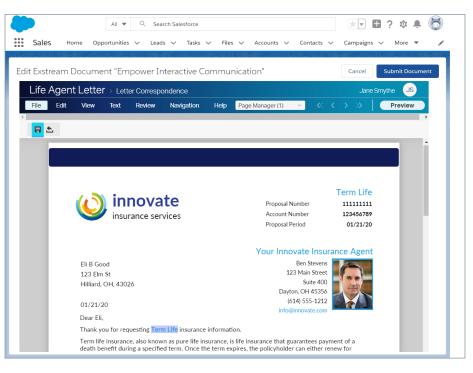
Integration with Salesforce

Organizations can maximize their investment in Salesforce[®] by enabling document generation from within the industry-leading customer relationship management (CRM) solution through OpenText[™] Exstream[™] for Salesforce[®]. Whether producing a single customer service email or millions of personalized sales letters, Exstream for Salesforce helps to rapidly synthesize relevant business data and content into compelling written communications—all from within the familiar CRM environment.

Users can also:

- Generate highly personalized correspondence via a built-in rules engine
- Retrospectively discover and view generated content from within the Salesforce interface
- Align all corporate templates to stay on message

opentext[™]



Create personalized interactive documents, such as quotes, contracts and proposals, from anywhere within Salesforce

Exstream provides a single design environment to create structured, on-demand and interactive applications for use with desktop or browser-based clients. Design objects and variable rules can be created once and reused in multiple applications for multichannel delivery, significantly reducing time to market for interactive communications.

Customers can re-brand the OpenText Exstream Empower Editor with their own corporate logo and colors or use the default branding.

ile Edit View	Text Review	Navigation Help	Page Manager (1)	~	Preview
efault bra	anding				
craunt bro	anang				

Custom branding

Bringing interactive editing and authoring together

Exstream Empower includes tighter integration with Exstream's business content authoring capability (Exstream Content Author) and the new browser-based designer (Exstream Communications Designer). All three are built on the same code base and greatly extend authoring capabilities for a variety of users. Business users working with Content Author to create or modify chunks of content can be marked as "show" or "hide," so that customerfacing staff have an option to edit in Empower. Rules, fonts and variables can originate in the thin-client environment (Communications Designer) further eliminating reliance on a thick client designer. Exstream is the only CCM solution to offer a modern, sleek, easyto- use complete "design to interactive editing to authoring" web-based experience. This is a unique differentiator to consider for organizations looking for CCM solutions and enabling business and customer-facing staff to work from anywhere.



√ Keep up to date

∃ Learn more

Close the deal

Without the proper customer communication solutions, sales opportunities can be lost and your agents, brokers and sales representatives can struggle to create the communications that will help acquire new customers or finalize a sale. With Exstream Empower Editor, users can easily initiate or follow up customer interactions with on-brand, compliant correspondence in the desired communication format without leaving their Exstream,

Salesforce or SAP environment. At the close of a conversation, communications can be sent immediately to customers using the channels they prefer—print, electronic or both. The business benefits by reducing abandoned transactions and enabling a speedier, more streamlined process. Customer satisfaction increases without sacrificing back-end business processes that support customer touch points.

Build customer loyalty

In any business, retaining customers is critical to long-lasting success. When direct customer contact becomes necessary, communicating with the right message, in the right way is vital to building and maintaining trust.

Personalized and relevant communications provide a feeling of individual attention that can help strengthen customer loyalty. But, managing personalization while maintaining branding and compliant messaging can be challenging. With Exstream Empower Editor, users are only able to access areas they are permitted to edit, ensuring the message is maintained and communications are compliant.

Exstream Empower Editor provides a browser-based, controlled editing solution for correspondence. It can help reduce deployment and maintenance time and expenses by:

- Controlling editable areas based on user role or responsibility within a single communication
- Allowing flexibility across the user community to support multiple devices, browsers and environments
- Working with existing Exstream back-end processing for creating and managing communications
- Letting users design and develop interactive documents in the same environment as other Exstream communications while reusing existing interactive application designs

For more information please visit: www.opentext.com/exstream16.

Deployment options

Exstream Empower is available as part of the Exstream Platform and as a containerized version with Exstream Release CE.

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

opentext.com/contact