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OpenText™ Notifications

Omnichannel delivery–get the right message to the right person at the right time

- **Omnichannel delivery** via a single cloud platform

- **Enterprise-class** scalability and security

- **Rich insights** with operational analytics

- **Assured email and SMS delivery** with OpenText™ Exstream™

Businesses are looking to engage with consumers in increasingly diverse ways. The sheer number of siloed messaging services deployed for email, SMS, push, voice and fax can lead to confusion and disjointed communications creating a poor customer experience. These siloed messaging ecosystems increase costs, reduce reliability, complicate analytics and require more training to harness disparate tools.

OpenText™ Notifications is a cloud-based omnichannel messaging platform that delivers messages through email, SMS, push, voice and fax. By bringing messaging channels together into a single platform, businesses can deliver meaningful, timely messages to customers based on their preferences.

Omnichannel delivery via a single cloud platform

While some customers prefer email, others may respond better to other forms of communication. OpenText Notifications provides a set of APIs for sending and tracking messages to greatly simplify application integration. The service also provides a single secure web-based portal to configure, manage and monitor customer communications across all channels.

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Email notifications

Email is the most widely used notification service, generating the highest ROI compared to other channels. Notifications has a strong reputation in the industry, offering both dedicated and shared IP addresses on its email delivery platforms.

SMS notifications

SMS texts are opened almost immediately on receipt, making them a major asset in marketing and engagement campaigns. Delivering SMS notifications for reminders, alerts, or product information can help drive conversations.
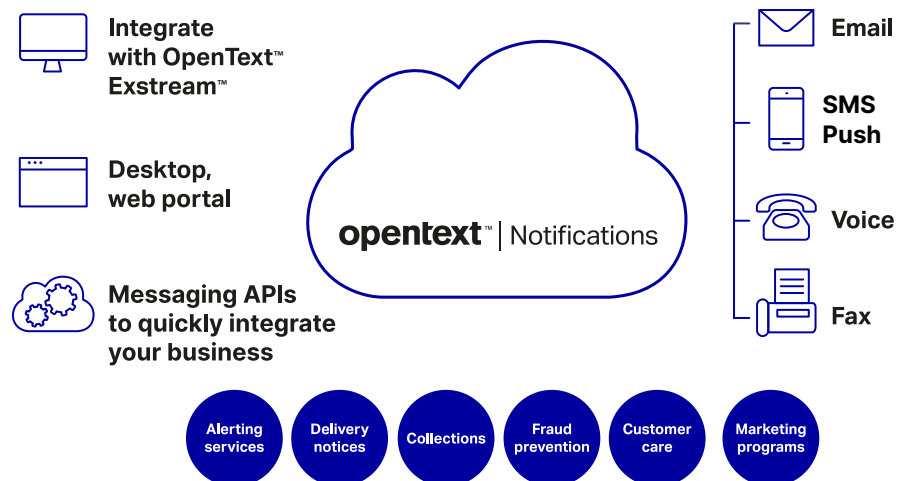
Push notifications

Push notifications are short, timely, one-way messages that pop up on a mobile device. App publishers use them to alert consumers to information that they have opted in to receive. The popularity of brand specific phone apps and the minimal cost impact of these communications to the consumer continues to drive their growth.

Voice notifications

Voice notifications allow businesses to set up call campaigns that are as simple as broadcast voice messages or as complex as transactional messages that collect data, such as a promise to pay.

Fax notifications

Fax is ideal for important updates such as rate increases and customer announcements where a legally-binding record of sending and receipt is required.

Integrate with OpenText™ Exstream™

Desktop, web portal

Messaging APIs to quickly integrate your business

opentext™ | Notifications

Email

SMS Push

Voice

Fax

Alerting services · Delivery notices · Collections · Fraud prevention · Customer care · Marketing programs

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## Enterprise-class resiliency, scalability and security

Trusted by many of the largest brands in the world, OpenText handles more than six billion messages via its messaging platform every year. With 30 years of experience serving the enterprise market, OpenText solutions are built to ensure secure and reliable transactions with failover and redundancy solutions that protect data and ensure business continuity.

In addition to U.S. hosting, OpenText Notifications European data centers ensure data sovereignty compliance with laws like GDPR. Additionally, security settings can be used to keep information safe for easier compliance with privacy requirements. Notifications also offers immediate document deletion and encrypted archiving.

Rich insights with operational analytics

Centralizing all messaging channels under a single solution dramatically simplifies data availability for insightful analytics. Staff no longer have to check the email solution, then the SMS solution, the voice solution and finally the fax solution, pulling all the numbers together to try to get a complete picture of your communications.

OpenText™ Notifications Analytics provides data intelligence and delivery trends that help in achieving operational efficiencies and driving company profitability. With a comprehensive view of system performance across channels, users can quickly and easily make data-driven decisions based on rea time and historical performance indicators.
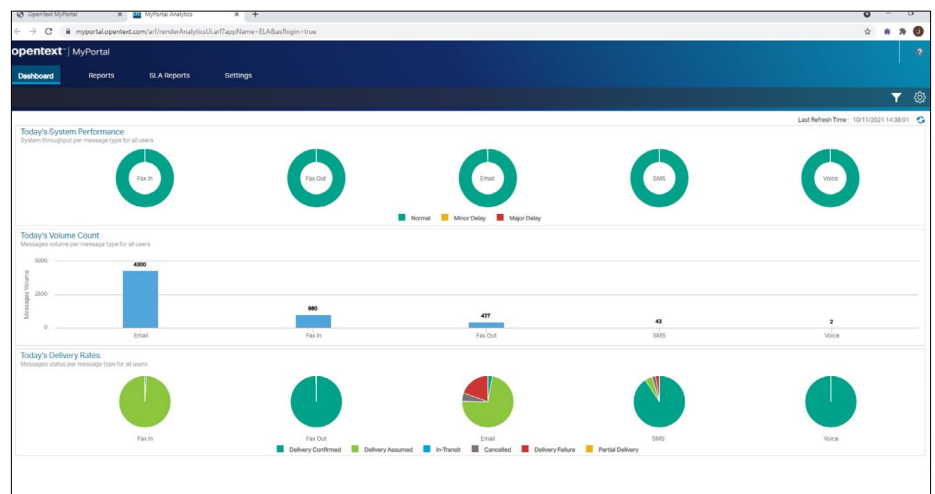
Dashboard: A simple, intuitive interface provides users a quick-view summary and allows them to drill down into any one of the available reports.

Assured email and SMS delivery with OpenText™ Exstream™

Pre-built integrations between OpenText Exstream and Notifications offer end-to-end document creation and delivery for targeted and personalized messages. When these two products are combined, the result is the only Customer Communications Management solution with out of the box failover capabilities, minimizing the business risk of non-delivered email and SMS messages.

Assured message delivery means that email and SMS delivery status is reported back to Exstream via Notifications, with the system automatically sending the failed communication again through an alternate delivery method based on preferences recorded in each customer record.

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	Feature	Description
Critical to business leaders	Multiple channels in a single platform	Supports email, SMS, push, voice and fax via a single provider, with a common set of APIs and reporting tools
	Email	Email delivery platform with scalable architecture to deliver high volumes of email on both shared and dedicated IP ranges
	SMS	Support for bi-directional SMS notifications
	Push	Submit and track messages to individual users and groups of an iOS or Android app
	Voice	Support for text to speech conversion in multiple languages and pre-recorded audio files; user editable interactive scripts; data collection
	Fax	Secure, reliable fax receipt and delivery
	Scalable messaging	Ability to deliver one to millions of customized messages
Critical to IT	Operational analytics	Rich, visual representation of key metrics: messaging volume, system performance and message deliverability
	Messaging APIs	Modern REST APIs allow for integration with a wide range of back-end systems including CRM and customer communications tools. Supports OAUTH 2.0, the industry-standard protocol for authorization.
	Compliance	Privacy settings as well as immediate document deletion and encrypted archiving
	Security	Two-factor authentication and encryption both at rest and in transit
	Hosted in the OpenText Cloud	Enterprise-class uptime, global network for failovers and 24X7 monitoring

▶ Watch the video

💬 OpenText Exstream and OpenText Notifications

⤷ Learn more

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**.

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