

SOLUTION OVERVIEW

OpenText™ Experience DXM

Accelerate digital transformation, maximize customer engagement and improve customer experience at every touchpoint in the journey



Create data-driven, highly personalized, rich media experiences



Easily achieve true omnichannel communication



Leverage OpenText's partnership with Google for expanded cloud platform, big data and analytics



Scale from departmental use to enterprise-wide, across all brands and geographies

Organizations are rapidly adapting to demand for new digital experiences as part of the next normal after two pandemic years. Enhancing customer experience and improving employee productivity are top of mind. But many organizations maintain older, disparate systems for web content management, digital asset management, data and analytics. Modernization is a long-term strategy, but many organizations need an approach with short-term agility to easily turn on technology to meet their digital experience management (DXM) needs across web and mobile experiences.

Organizations can rely on OpenText™ Experience DXM to accelerate digital transformation and maximize customer engagement at every touchpoint in their journey. The solution also extends to customer experience management (CXM) and provides a connected experiences to customer communications and customer service.

Experience DXM seamlessly integrates key digital experience technologies, including web content management, portals, digital asset management, personalization, customer data and journey insights and analytics.

Out-of-the-box components help customers get started quickly and are easily extended with APIs, direct navigation and identity and access management for a composable approach. Experience DXM composability is based on a unified, cohesive environment, including modular capabilities from OpenText™ TeamSite™, OpenText™ Media Management, OpenText™ Optimost™, OpenText™ Experience CDP and OpenText™ Customer Experience Insights (CXI).

Relevance

Relevance is a marketer's ticket to standing out amid content overload and digital fatigue. First-party data, coupled with big data and machine learning, such as Google Audience data, enables ultra-personalization at scale, which has the power to increase engagement and conversion rates.

Intelligence

Intelligence removes friction from the customer journey by ensuring automated next best offers, next best actions and next best channels are ready to continue them down the path.

Consistency

Consistency can be achieved with an omnichannel approach, a 360-degree view of the customer and journey insights across departments, from marketing to communications to customer service – with brand and compliance ensured. Responsiveness helps marketers be event-driven.

Efficiency

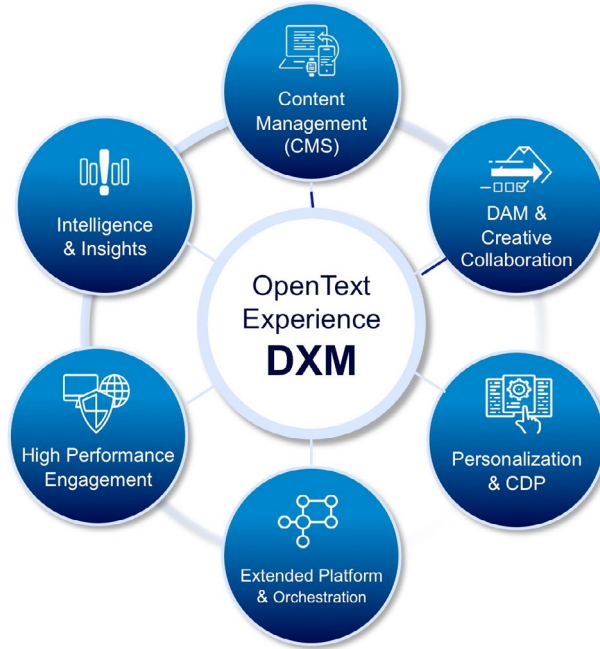
Experience DXM reduces repetitive work and allows for the easy sharing of content, data and targeting, helping teams work more efficiently. The right tools enable a superior employee experience, which leads to a better customer experience.

Organizations have become better at gathering a wealth of first-party data. But the challenge is using it effectively. First-party data is the most accurate data to use to inform decision-making, since it comes straight from your audience.

Customer data platforms (CDPs) help unify customer data from different sources to allow a company to enable modeling and optimize the timing and targeting of messages to its customers. Customer data is actioned in your business user applications when building web experiences, communications and rich media assets. And content is made more intelligent with artificial intelligence (AI) and machine learning (ML) technologies.

Part of the Experience DXM solution, OpenText™ Experience CDP unifies customer data to enable organizations to deliver the right interaction at the right time, in the right place and in the right context. It provides a common view of customer profile and audience data across various touchpoints. The common data can be used in multiple OpenText products, including TeamSite, Media Management and Optimost and even extended to customer communications with OpenText™ Exstream™. Other data sources can be used with Experience Cloud Foundational services to gain greater content intelligence.

DXM evolved and expanded



Product	Description
Content management TeamSite	Content management solution to create and manage personalized digital customer experiences
Media management and collaboration Media Management	Innovative, scalable digital asset management (DAM) solution that manages media assets through creation, distribution and retirement
Personalization and customer data OpenText Experience CDP	Unifies customer data to enable organizations to deliver the right message at the right time
Intelligence and Insights OpenText Core Experience Insights	Works with the Experience CDP to gain insights on customer journeys and activities, and OpenText artificial intelligence helps deliver rich insights into your content
High performance engagement TeamSite	A headless CMS and hybrid options provide a highly scalable environment to manage omnichannel engagement
Extendibility Experience Cloud Foundation services	Composable and integrated platform solution to extend DXM with other enterprise systems, data sources and processes
Archiving and compliance OpenText® InfoArchive	Modern archive solution that provides scalable, economical and compliant archiving of structured and unstructured data

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](https://www.opentext.com).

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