

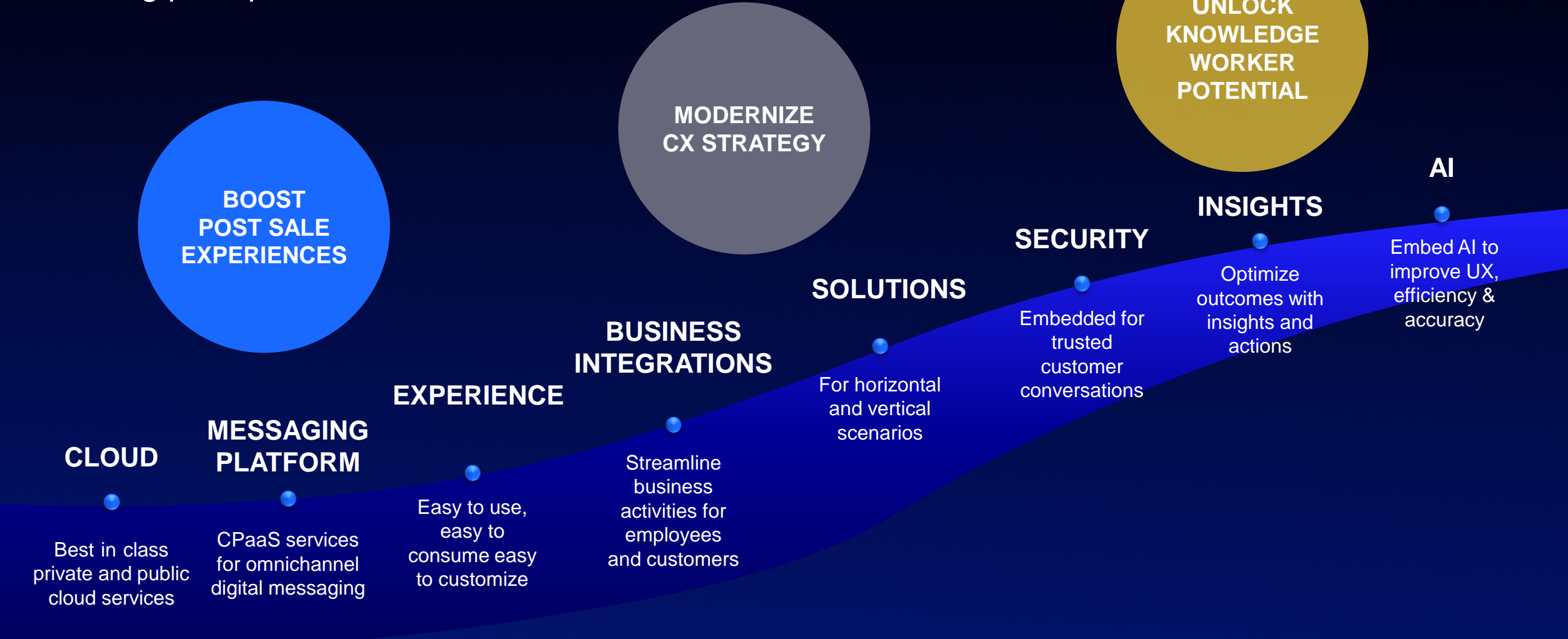
A futuristic landscape with a large planet in the sky and a large blue cross watermark. The scene is dominated by deep blues and purples, with a bright yellow and orange glow on the right side, suggesting a sunset or sunrise. The foreground shows a vast, hazy landscape with mountains and a body of water. A large, semi-transparent blue cross watermark is overlaid on the right side of the image.

OpenText Experience Cloud Innovations

CE 23.1 – CE 25.2

Experience Cloud Roadmap Themes

Guiding principles for **innovation**



**BOOST
POST SALE
EXPERIENCES**

**MODERNIZE
CX STRATEGY**

**UNLOCK
KNOWLEDGE
WORKER
POTENTIAL**

CLOUD

Best in class private and public cloud services

MESSAGING PLATFORM

CPaaS services for omnichannel digital messaging

EXPERIENCE

Easy to use, easy to consume easy to customize

BUSINESS INTEGRATIONS

Streamline business activities for employees and customers

SOLUTIONS

For horizontal and vertical scenarios

SECURITY

Embedded for trusted customer conversations

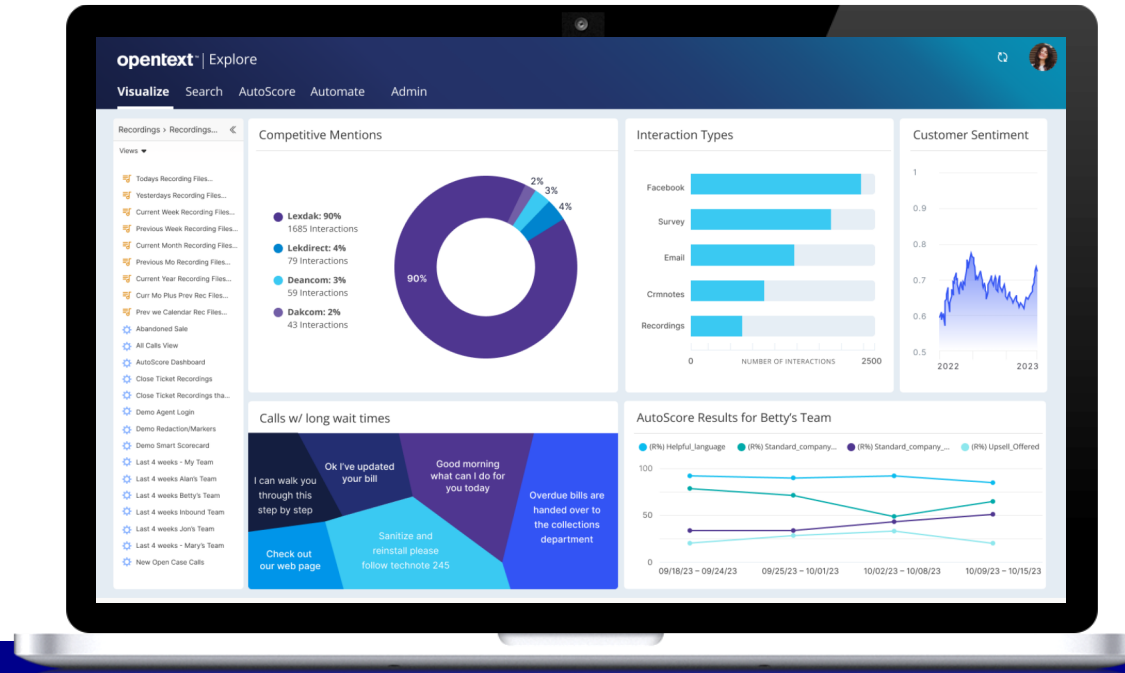
INSIGHTS

Optimize outcomes with insights and actions

AI

Embed AI to improve UX, efficiency & accuracy

Boost Total Experience with Analytics and Agent Performance capabilities for the Contact Center



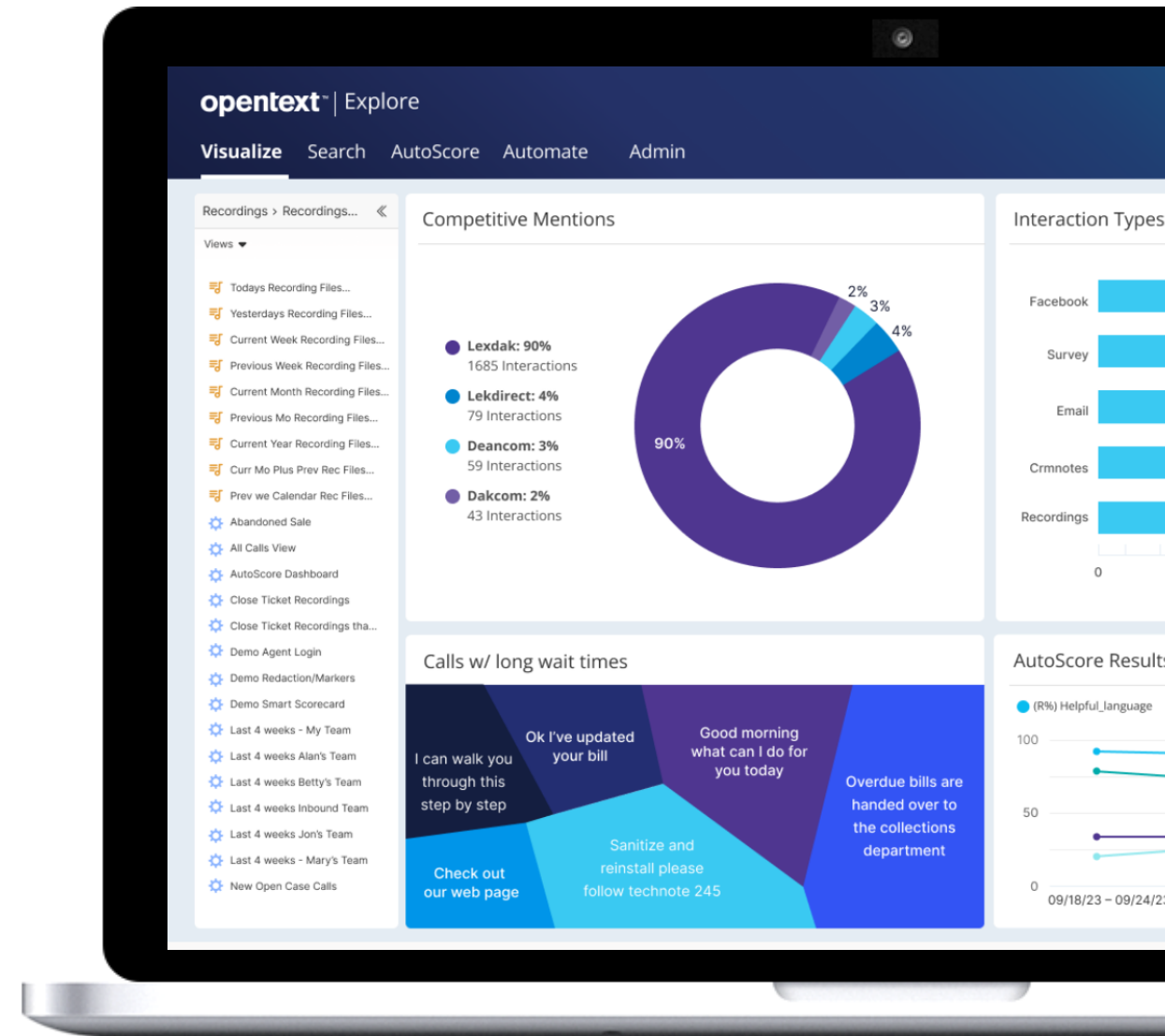
Agent Experience Management (AXM)

Provide comprehensive insights into all customer interactions

Increase agent efficiency and improve business processes

Drive smarter experiences for agents and customers with OpenText Qfiniti and Explore in the cloud

- **Empower agents** with meaningful data to improve their productivity and customer interactions
- **Improve experiences** by extracting insights from voice, email and chat interactions to intimately know your customers
- **Minimize call volumes** and reduce costs by identifying and addressing common customer concerns



Deliver relevant, data-driven, smart “total experiences”

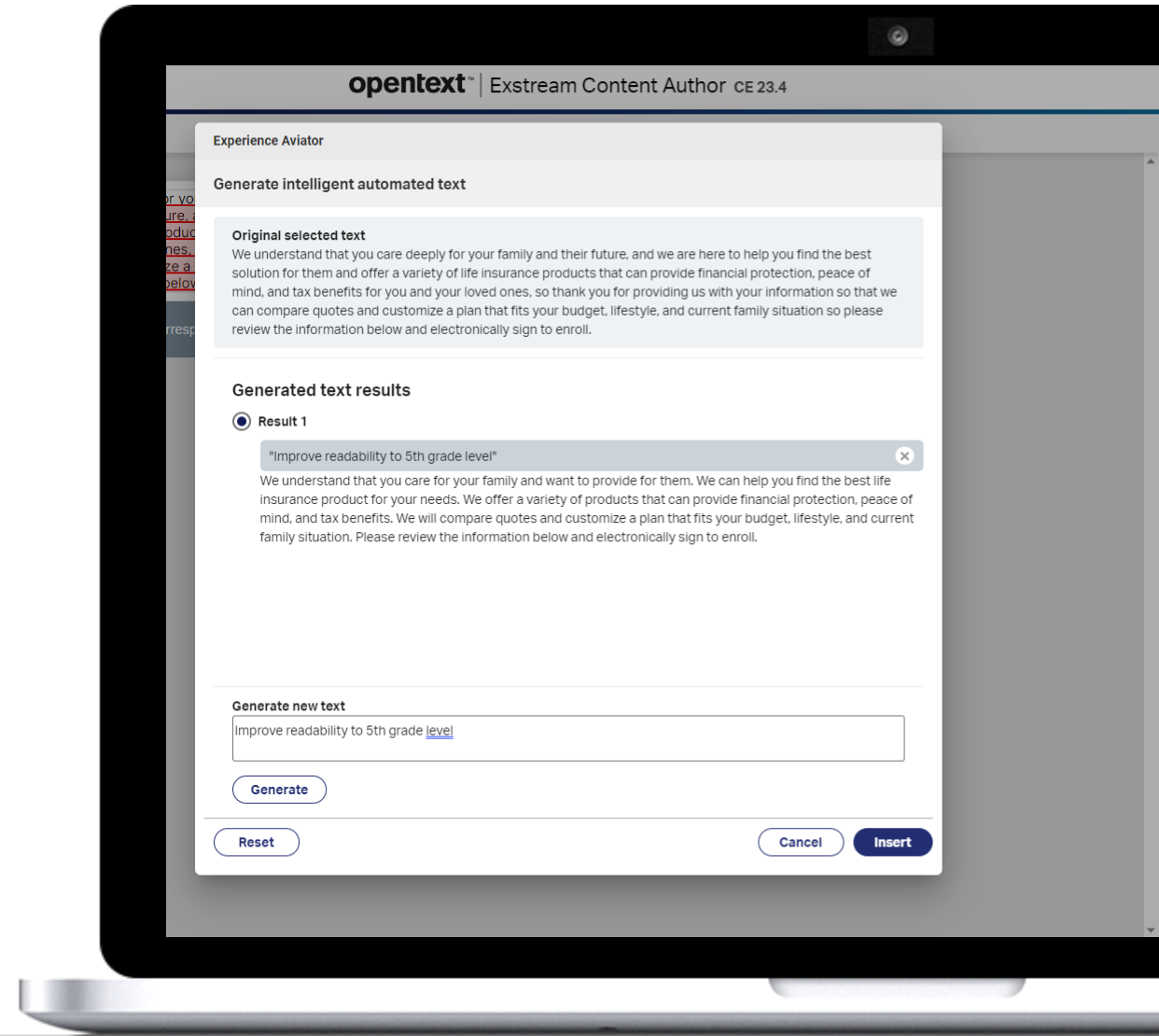
- **Simplify and save** with a single, composable and secure platform
- **Address the convergence** of digital, communication and voice experiences
- **Power employees** with the right capabilities and information when and where it’s needed through a personalized workplace
- **Drive speed** to meet business modernization needs
- **Increase experience relevancy and consistency** across all channels and journeys



Soar to new heights with AI powered marketing

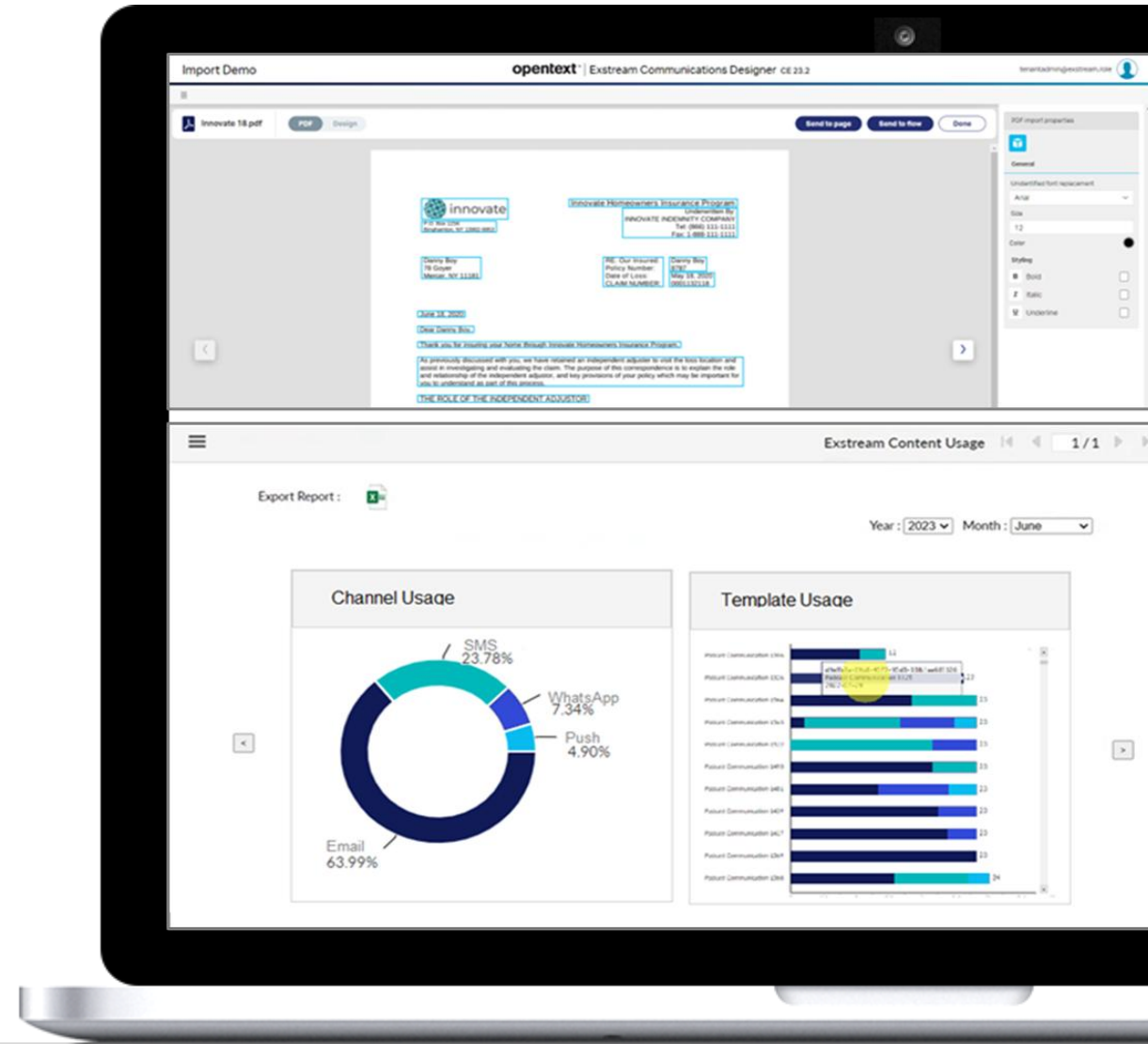
A foundation to ensure innovation and experiments are secure and governed

- Create efficiencies with Generative AI authoring and image creation
- Make content smarter with tagging, rich media analysis and suggestions
- Empower content authors in creating and improving experience content in a trusted and secure environment
- Extend to Google big data solutions



The next era for captivating digital-first customer communications

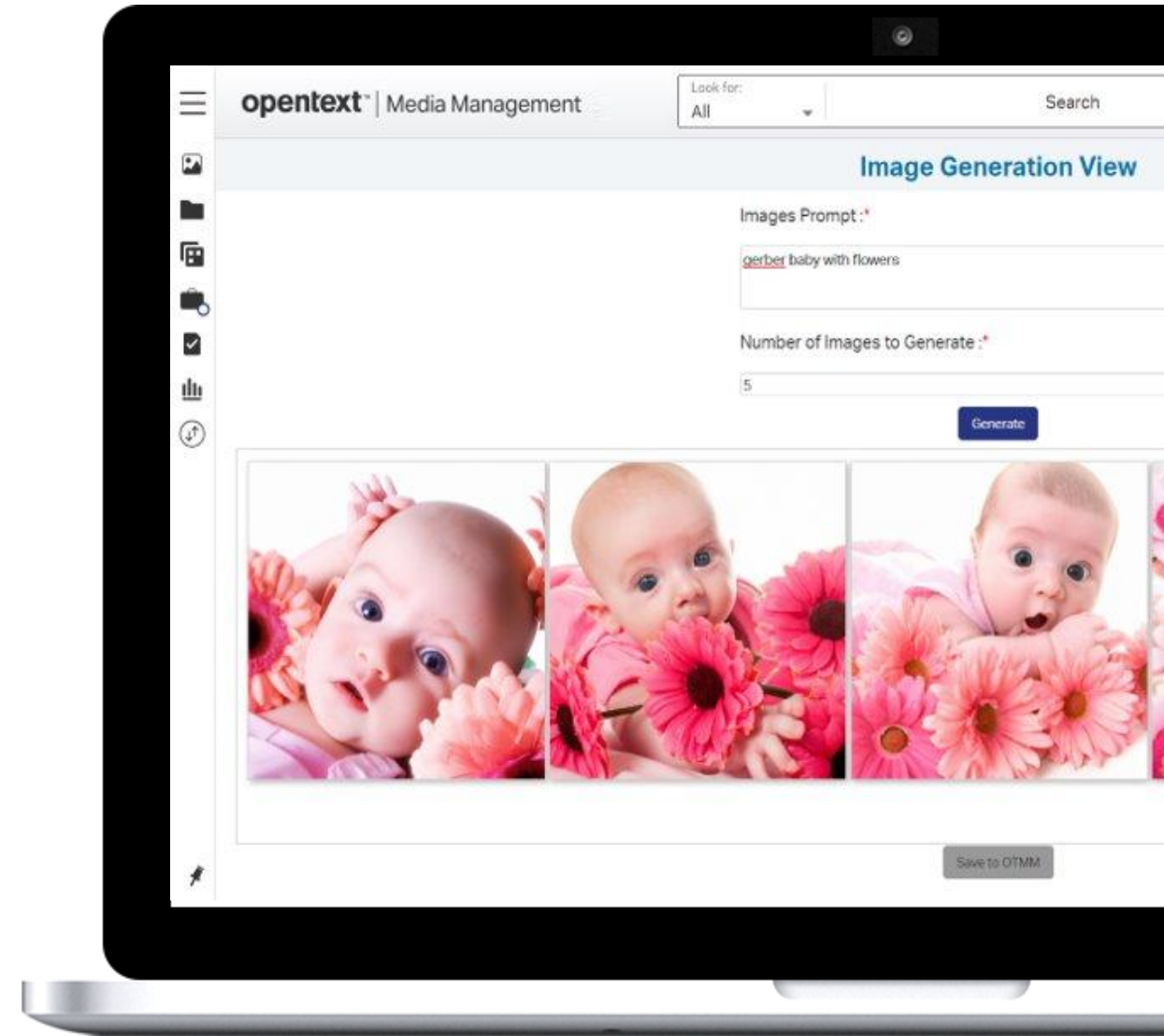
- OpenText™ Experience Aviator: GenAI-assisted authoring and content creation
- HTML5 to create dynamic, personalized mobile & web experiences
- Rationalization tools to ease cloud migration
- Real-time job visualization and dashboards to accelerate decision making



Harness secure AI to accelerate the creative process

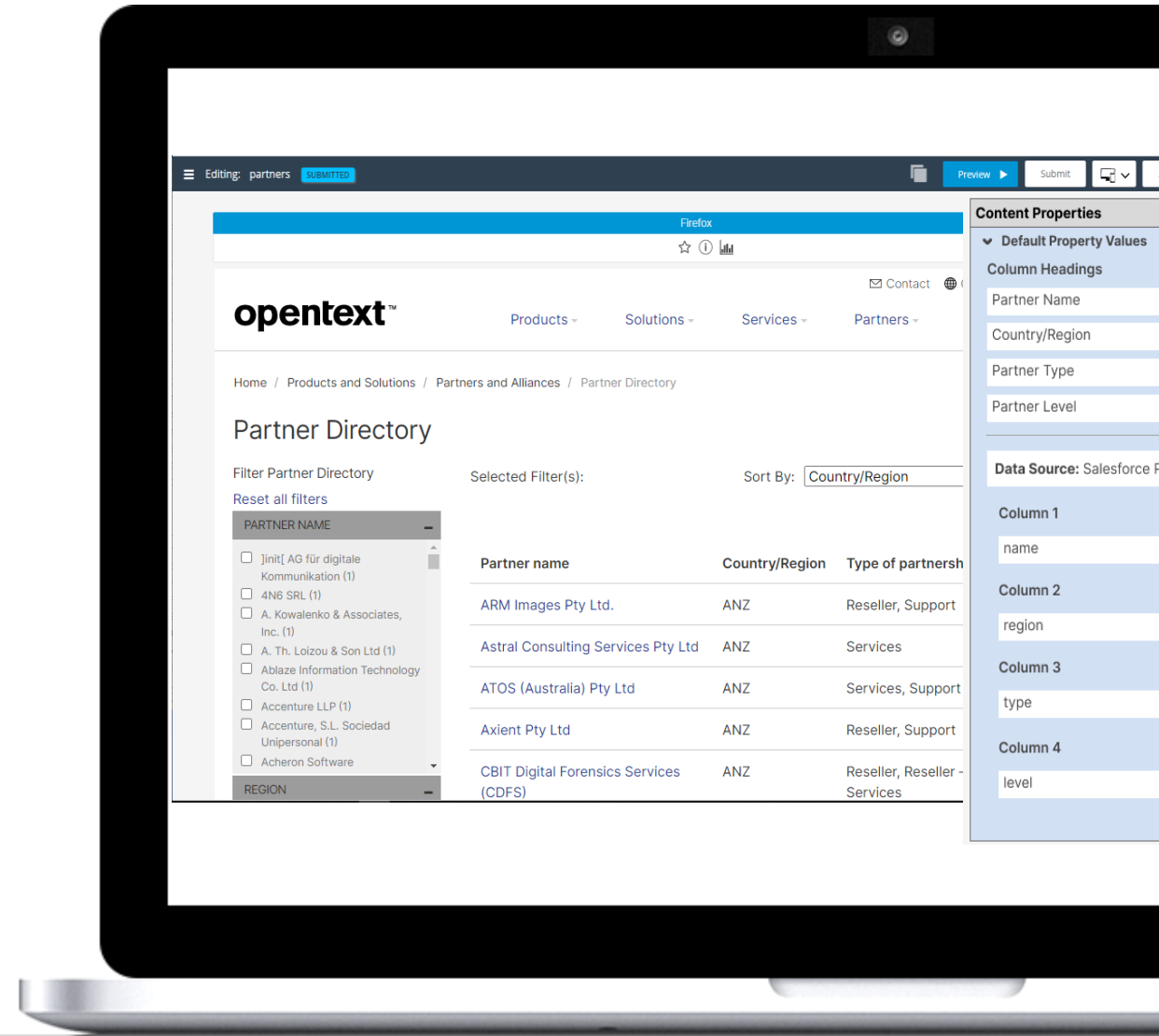
Access the power of AI for image generation and analysis

- Gain smarter images with AI analysis and metadata. OpenText™ Aviator powered by OpenText™ Knowledge Discovery (IDOL) delivers secure, trainable image analysis and metadata
- Control where and how images are analyzed, ensuring security and confidentiality
- Improve the quality of creative briefs using inspiration from Google Imagen
- Track, manage and watermark the use of AI-generated artwork. Schedule and automate key business workflows



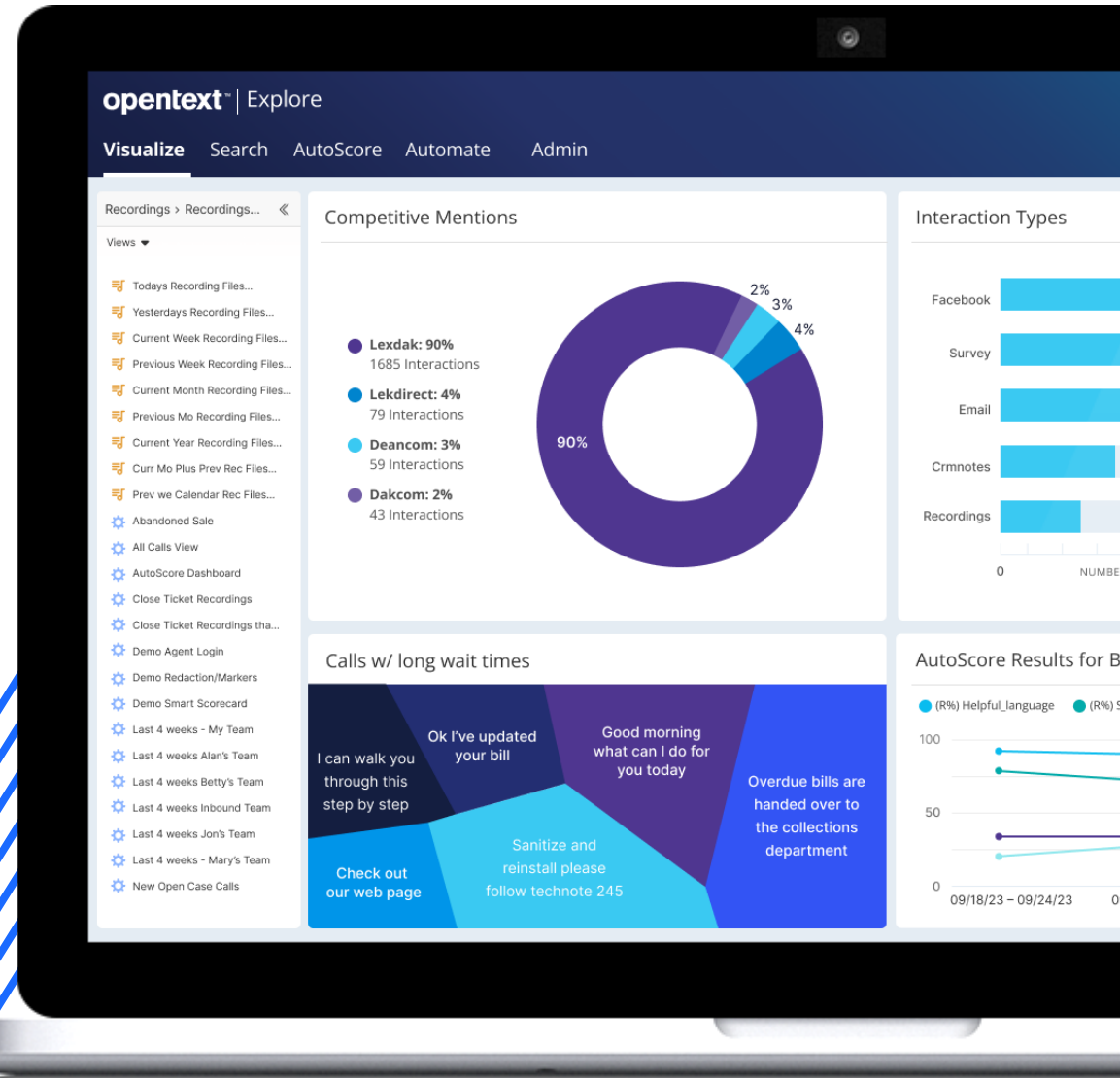
Free-up marketing and developers to innovate with digital-app experiences

- Eliminate the friction of developing, managing and deploying dynamic application experiences
- Empower marketers to edit change variables for dynamic experiences. Bring design flexibility and creativity back into the hands of the business owner
- Develop and deploy composable components with flexible data sources and developer choice of tools
- Make it easier to deploy and manage hybrid headless options



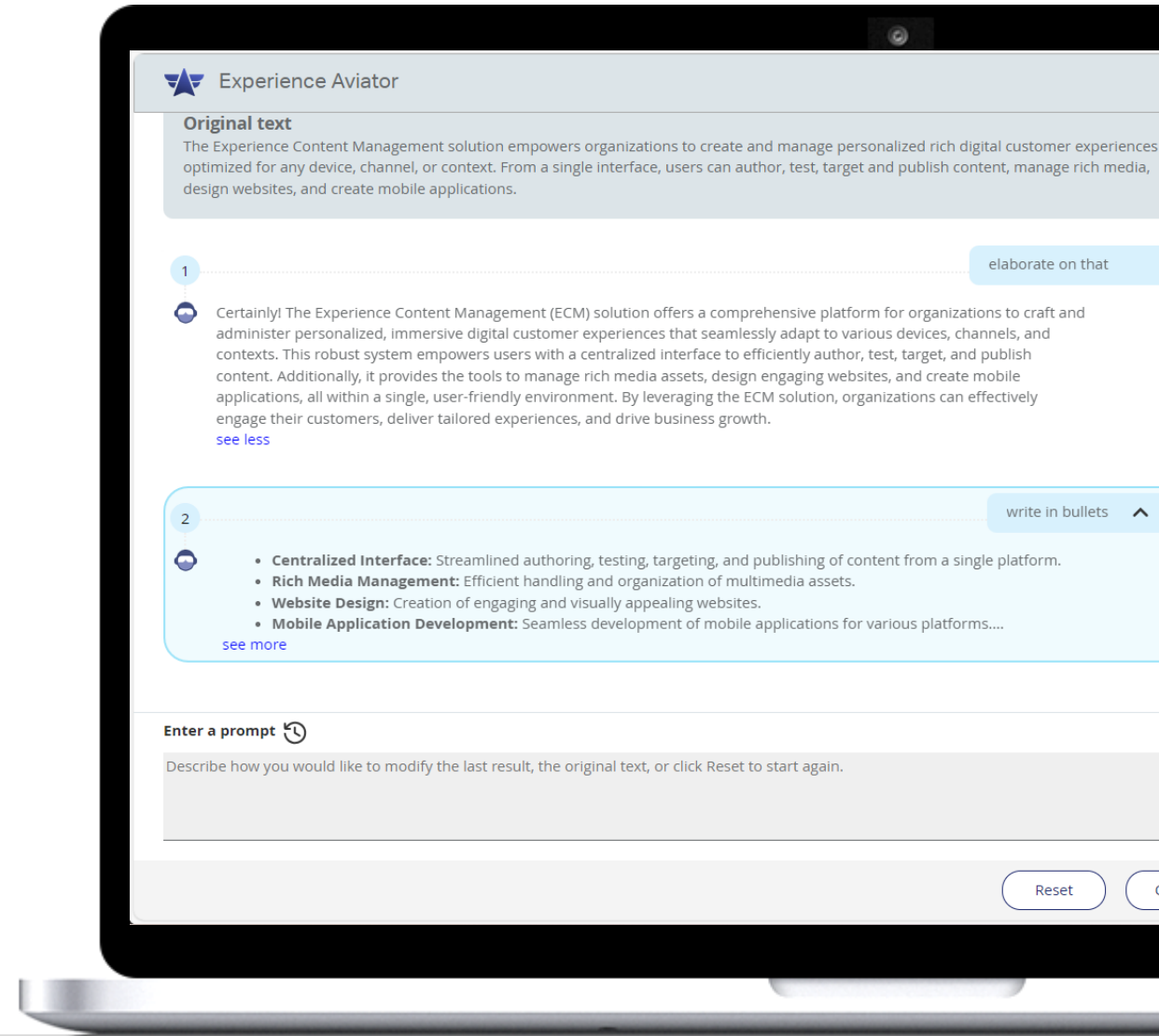
Empower Contact Centers with Intelligent Autoscore Analytics and Sinch CCaaS integration

- Simplify Contact Center as a Service with advanced analytics for tracking, measuring, and optimizing performance
- Elevate contact center efficiency by automatically scoring agent performance and customer satisfaction
- Gain interaction insights from a 360 view for Sinch CCaaS customers



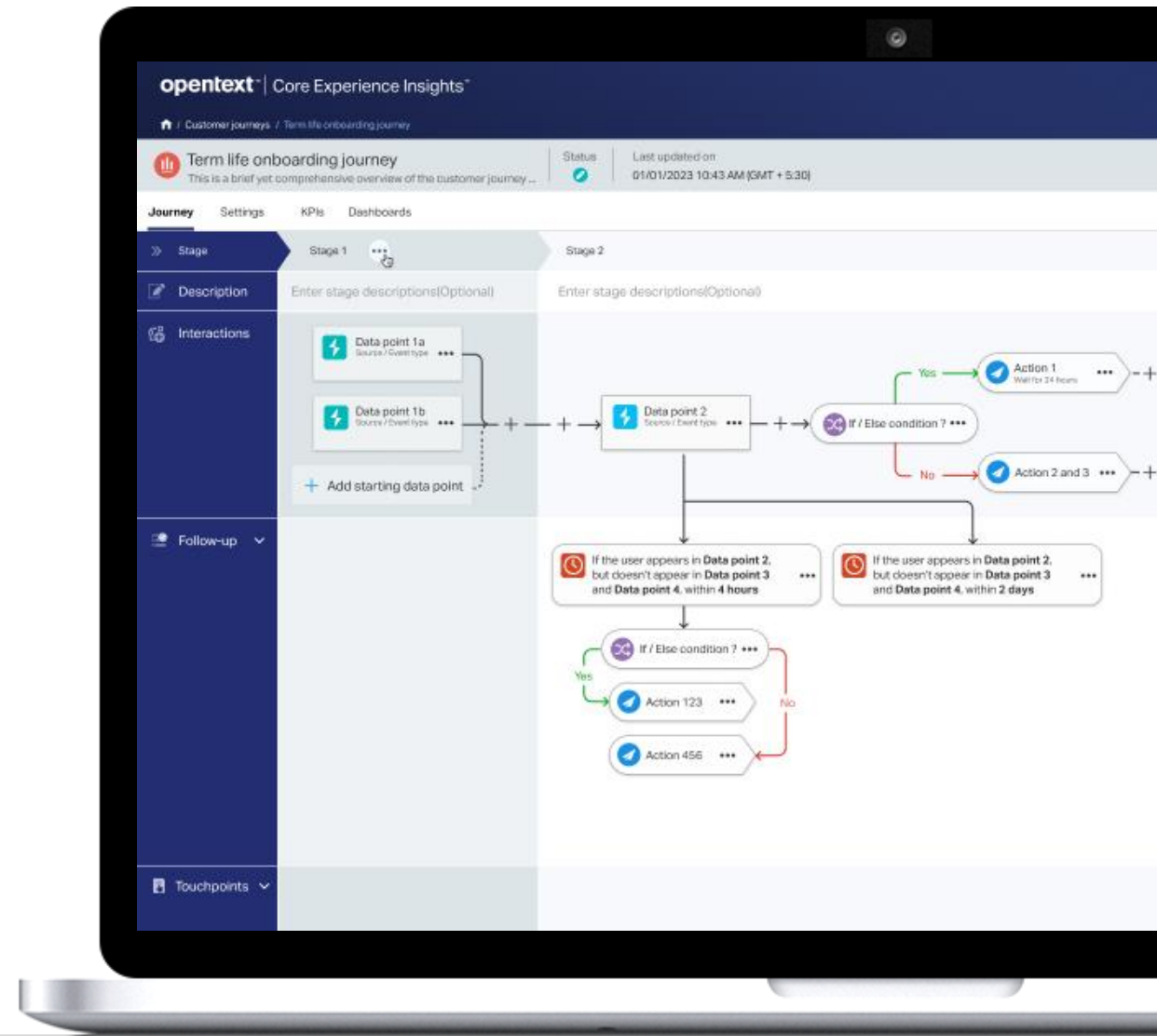
Multiple channels and experiences powered by unified Experience Aviator

- **Expanded GenAI capabilities** to more authoring environments and channels, including the different Communications editors and adding Web GenAI
- **Leverage unified foundation services** that provide AI capabilities across the different applications and a common SKUs for ease of purchase and usage
- **Extend AI across the Experience Cloud** by powering process automation, content authoring, and journey optimization with a unified approach and innovation for AI



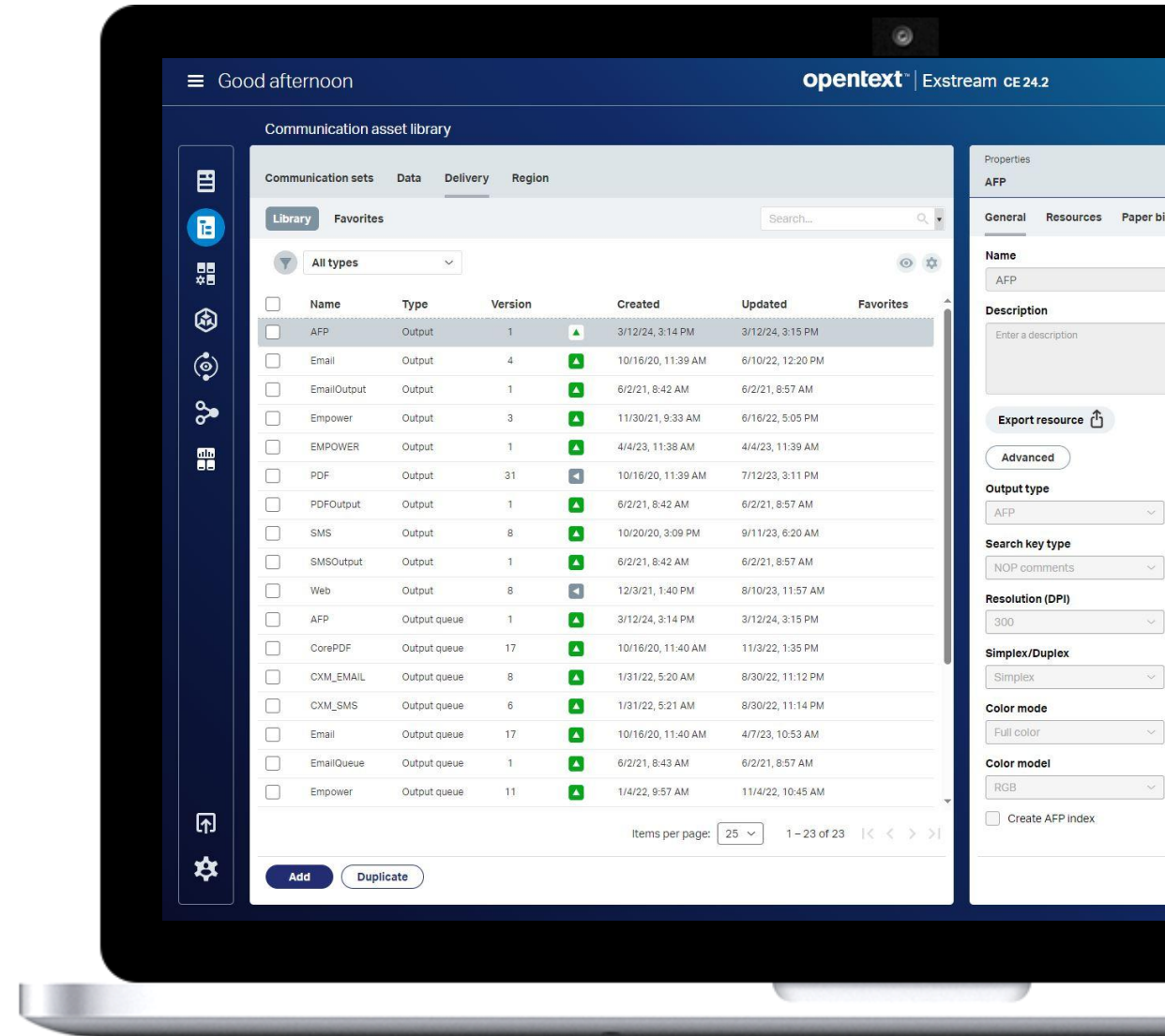
New easy to use customer journey orchestration and management

- **Empower business users** and technical teams to work together with a highly graphical user interface that is easy to use while advanced functionality is at your fingertips when needed
- **Design journeys** with open APIs and out of the box capabilities that bring together the different elements for powerful journeys: data, controls for creating journey conditions and actions, and key integration points
- **Manage journeys** across the OpenText™ Experience Cloud: communications, messaging, web and the contact center where follow-up actions react to customer's previous behavior or status.



Omnichannel communications continues to innovate with high volume print output

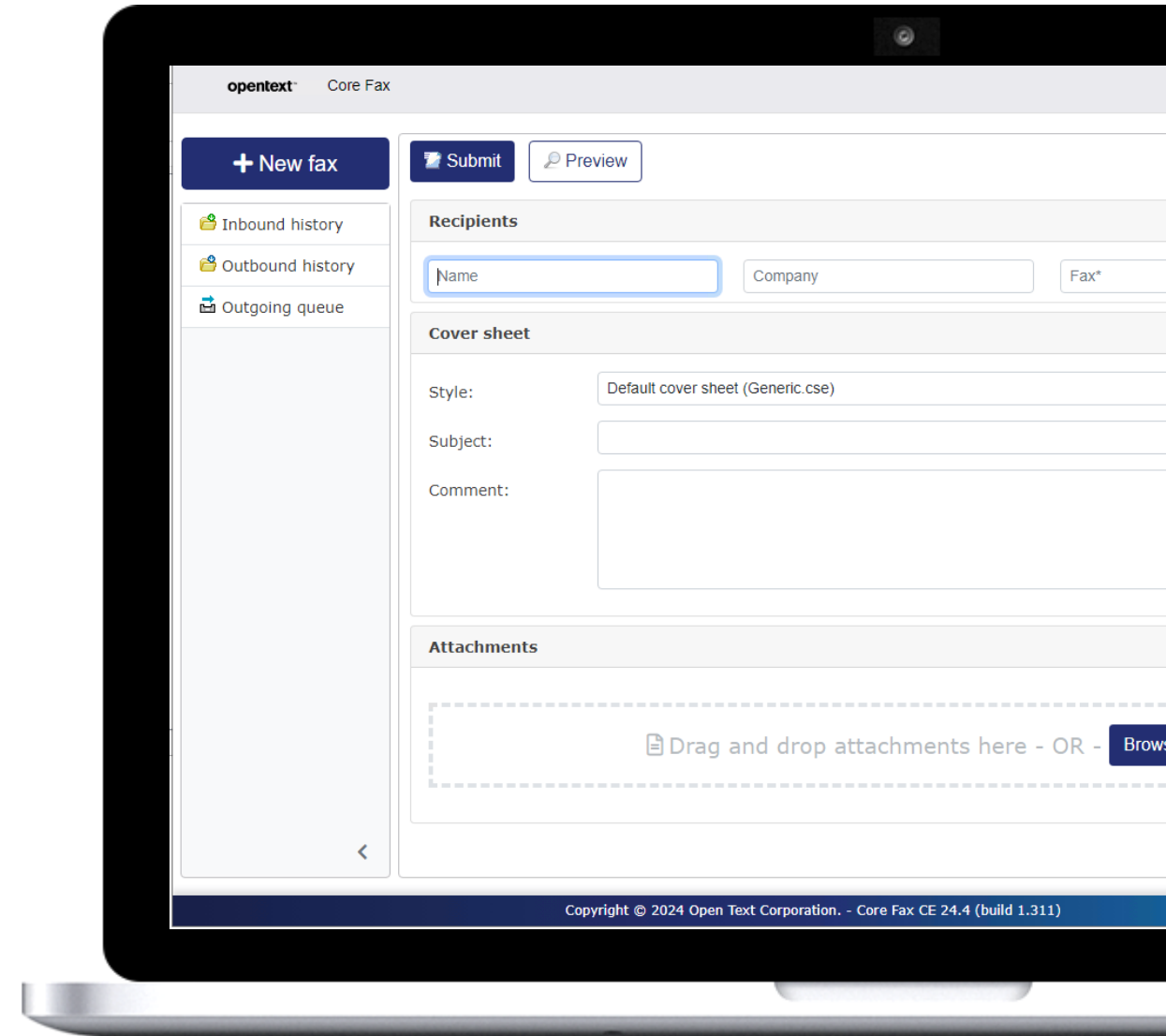
- **Optimize high volume printing** - take advantage of producing complex documents at speeds up to 10 million pages per hour for personalized statements, letters, bills, and messages -- now many more formats.
- **Accelerate modernization to OpenText Communications (Exstream) Cloud Native** - with critical advanced print features required for high fidelity outputs that are personalized, graphical, accurate and manages page control.
- **Improve customer engagement** - whether customers prefer printed communications, or through new digital mobile channels, OpenText Exstream Cloud-Native provides a consistent omnichannel customer experience from a single unified interface.



Fax reimaged

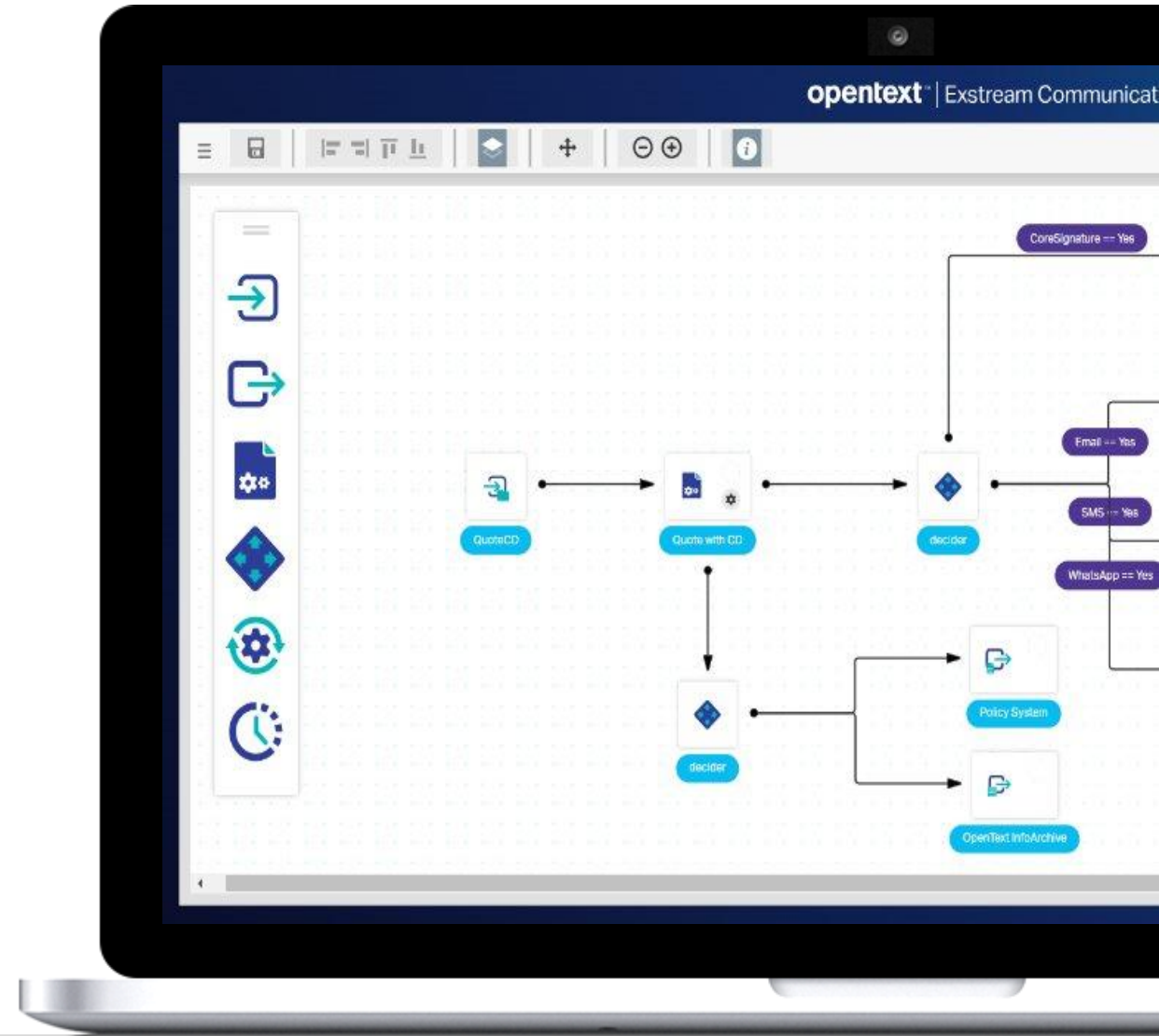
Options for both public and private cloud fax

- **Effortlessly transition to cloud fax** for enhanced scalability, reliability, and modern interfaces without extensive IT management
- **Maintain your existing OpenText™ Fax (RightFax) integrations** while enjoying cloud fax benefits with no need for retraining
- **Fits any cloud fax strategy** whether you need private cloud integration or a public cloud, all with a trusted market leader
- **Simplify and modernize cloud fax** with seamless integration into MFPs, EMRs and platforms like Webex and MS Teams making document transmission easier than ever



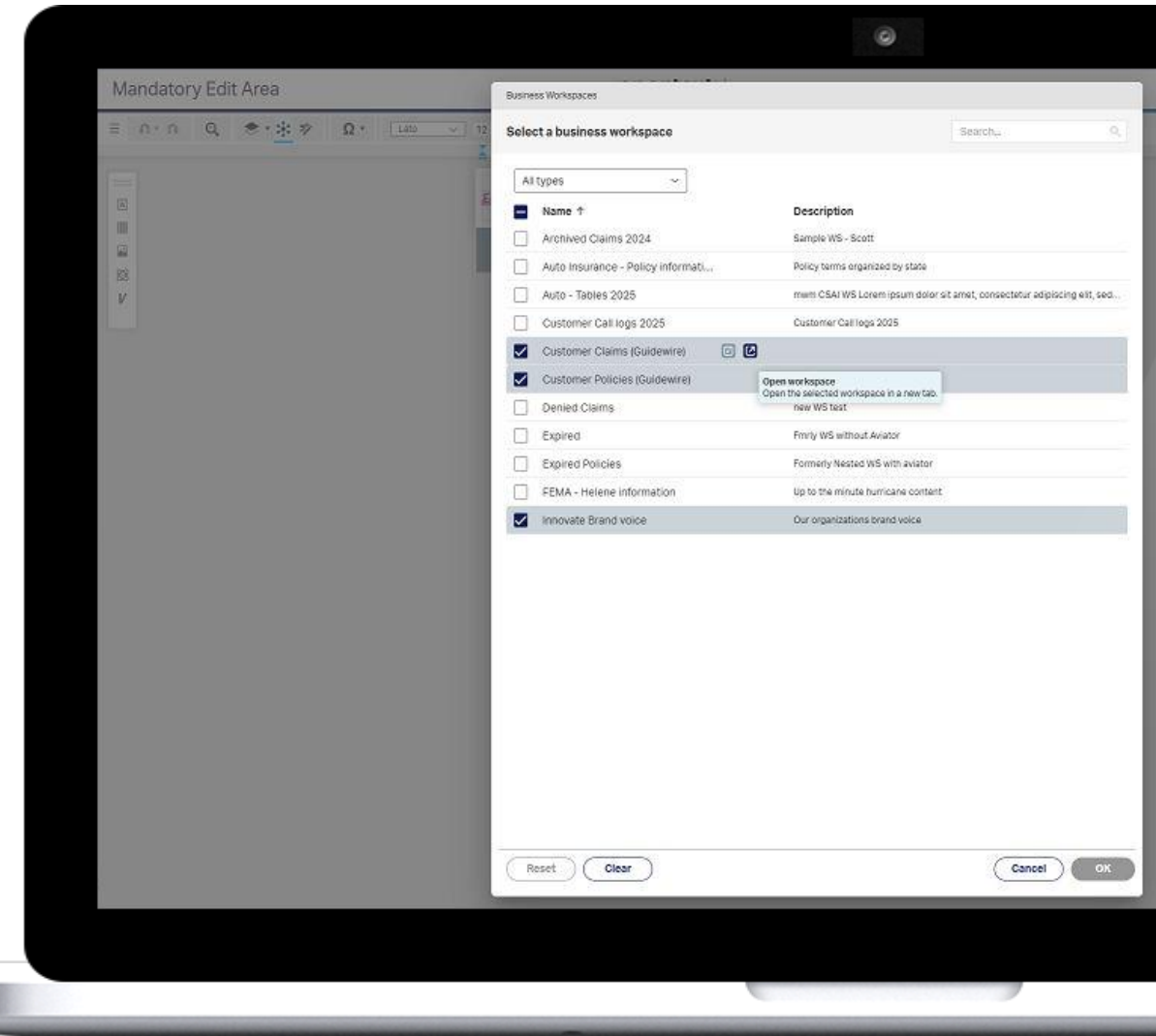
OpenText Experience Cloud unifies experiences and rapidly adapts to changing customer preferences

- **Connect and expand to new channels** with new messaging capabilities for RCS and WhatsApp. Ensure and full set of new omni-channels are managed across communications, web, messaging and many more digital experiences.
- **Manage unified customer data** across experiences with real-time profile and preference management
- **Utilize data and orchestrate customer journeys** throughout the customer experience lifecycle
- **Gain operational efficiency faster when moving to the cloud** with digital AND print communications from a single platform



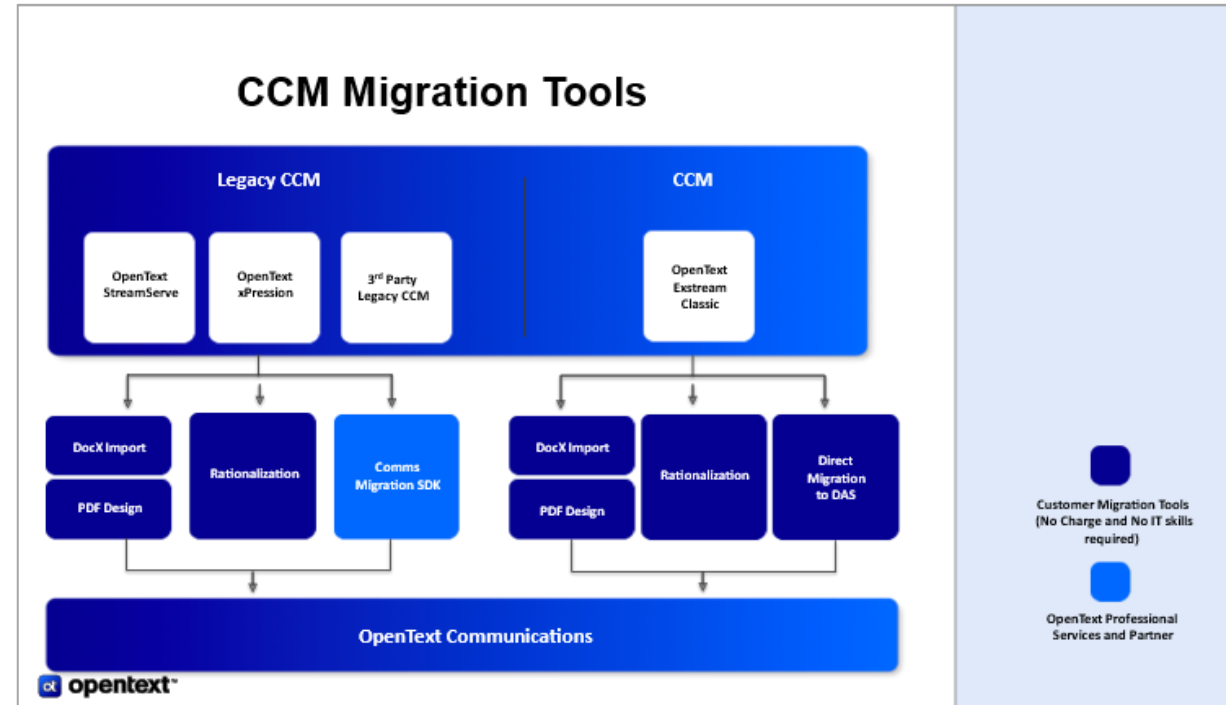
Unleash knowledge-driven GenAI to accelerate authoring and approvals

- **Speed up content authoring** by leveraging specific knowledge and information through Experience Aviator and Content Aviator
- Easily tap into **your trusted knowledge** ensuring GenAI draws from reliable, up-to-date sources
- **Accelerate approvals** by leveraging approved content that reflects your brand's voice and customer communications standards



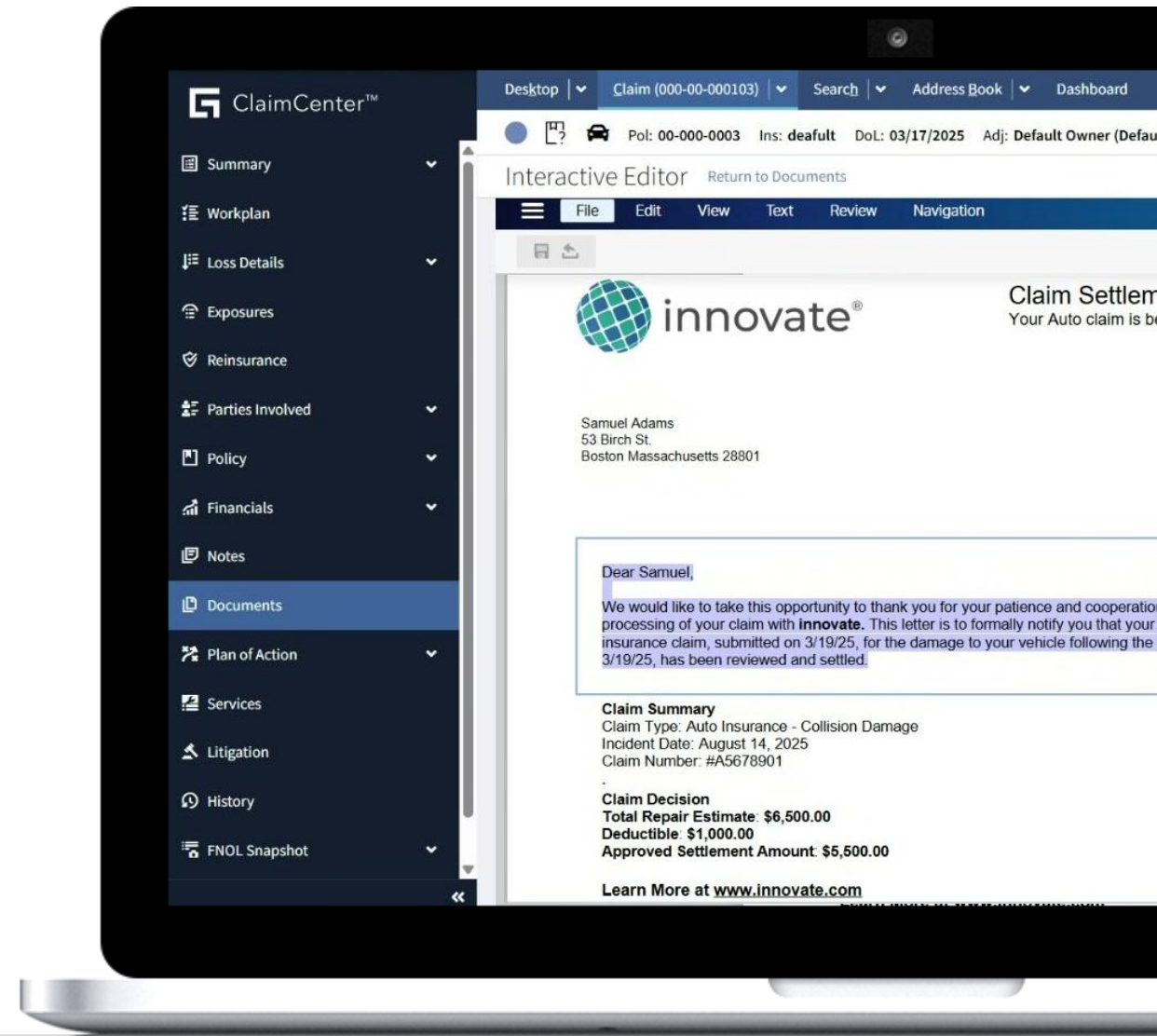
Automate migration for xPression and StreamServe customers

- **Migration solutions** transform structured data formats and uses existing Communication APIs to migrate designs from legacy CCM platforms
- xDesign Convertor streamlines the communications modernization journey with up to **95% functional migration mapping** to OpenText Communications
- OpenText Professional Services and Partners offer **proven customer starter convertors** to streamline your CCM migration



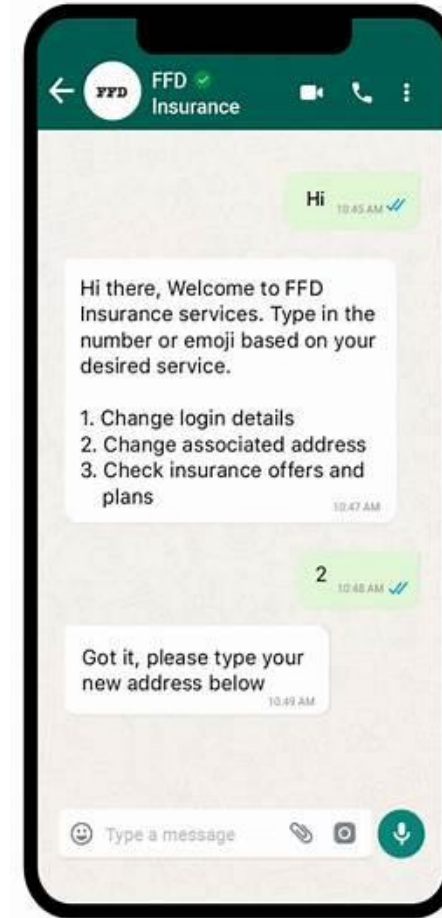
Streamline the creation of compliant communications from Guidewire ClaimCenter Cloud for the Insurance Industry

- OpenText Communications **now integrates** into Guidewire ClaimCenter Cloud application
- **Automate the design and delivery** of highly personalized policyholder communications such as quotes and proposals
- Provides clear, timely, and consistent communication **throughout the claims process**
- Available from the **Guidewire Marketplace**

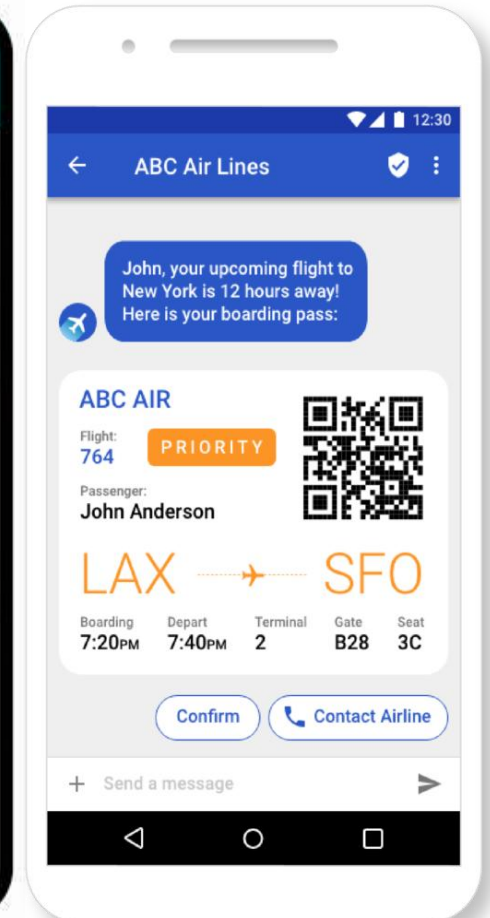


Power next-gen customer conversations with WhatsApp & RCS APIs

- Provides **real-time, two-way messaging** with **approved templates** for compliance and engagement.
- **Enhances interactions with rich media** like text, images, videos, buttons, and location sharing.
- Strengthens **trust and security** with verified sender registration, message tracking, and **compliance measures**.



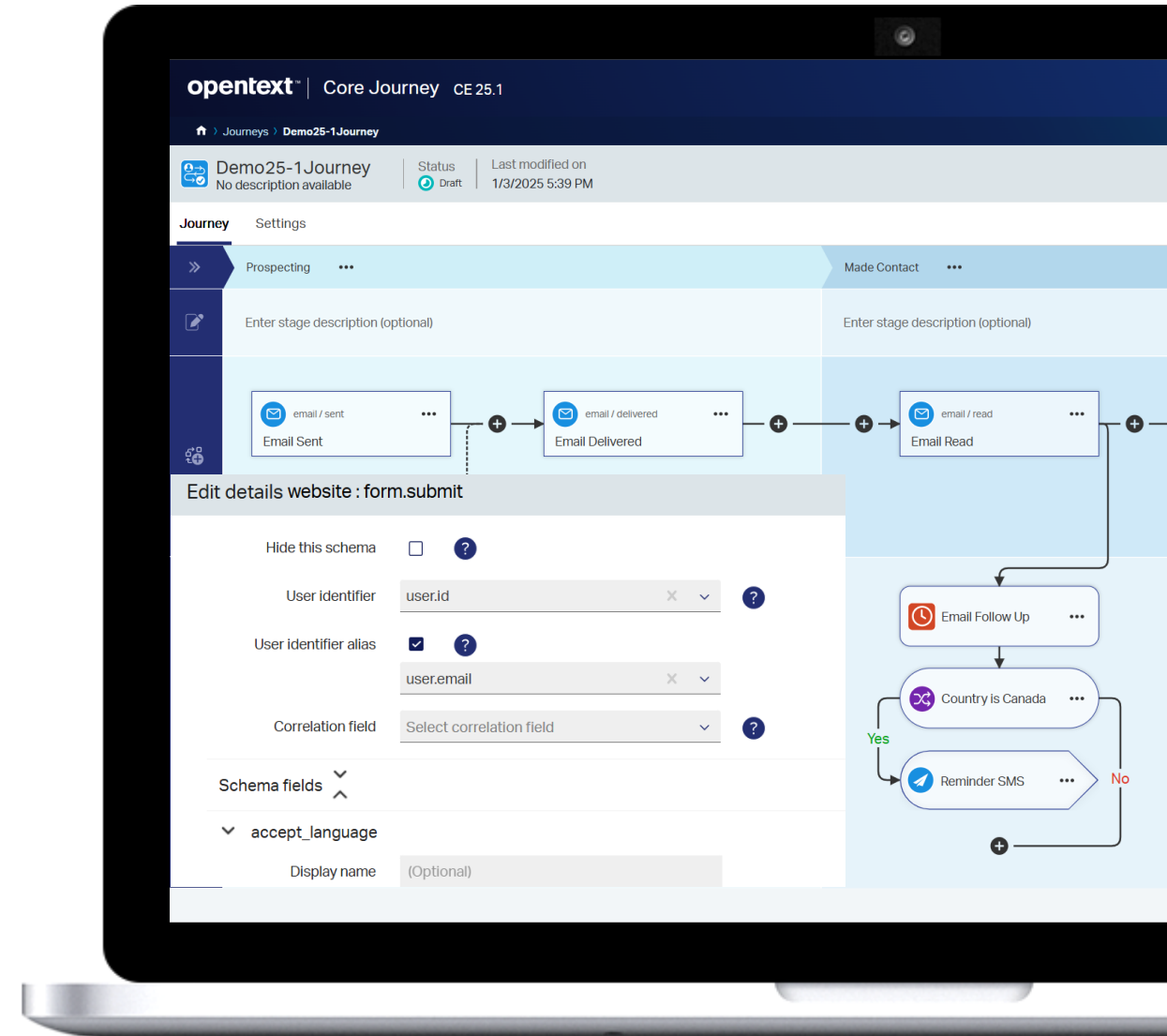
 WhatsApp



 RCS

Unify customer identities, drive better engagement, and elevate digital experiences

- Ensures **accurate tracking** across touchpoints, reducing inconsistencies in user journeys.
- Enables **dual user identification**, linking multiple identifiers into a unified profile.
- Improves **personalization** efforts by maintaining a **single source of truth** for customer identity.



Discover hidden value in your rich media library with AI-powered search

- Empower users to find assets using a reference image with **reverse image search**
- Find assets quickly **using your own words** with natural language search
- **Increase asset reuse** to reduce cost and improve consistency
- Uses **private, secure AI** from OpenText Knowledge Discovery
- Make large **libraries more accessible** to new and casual users

