

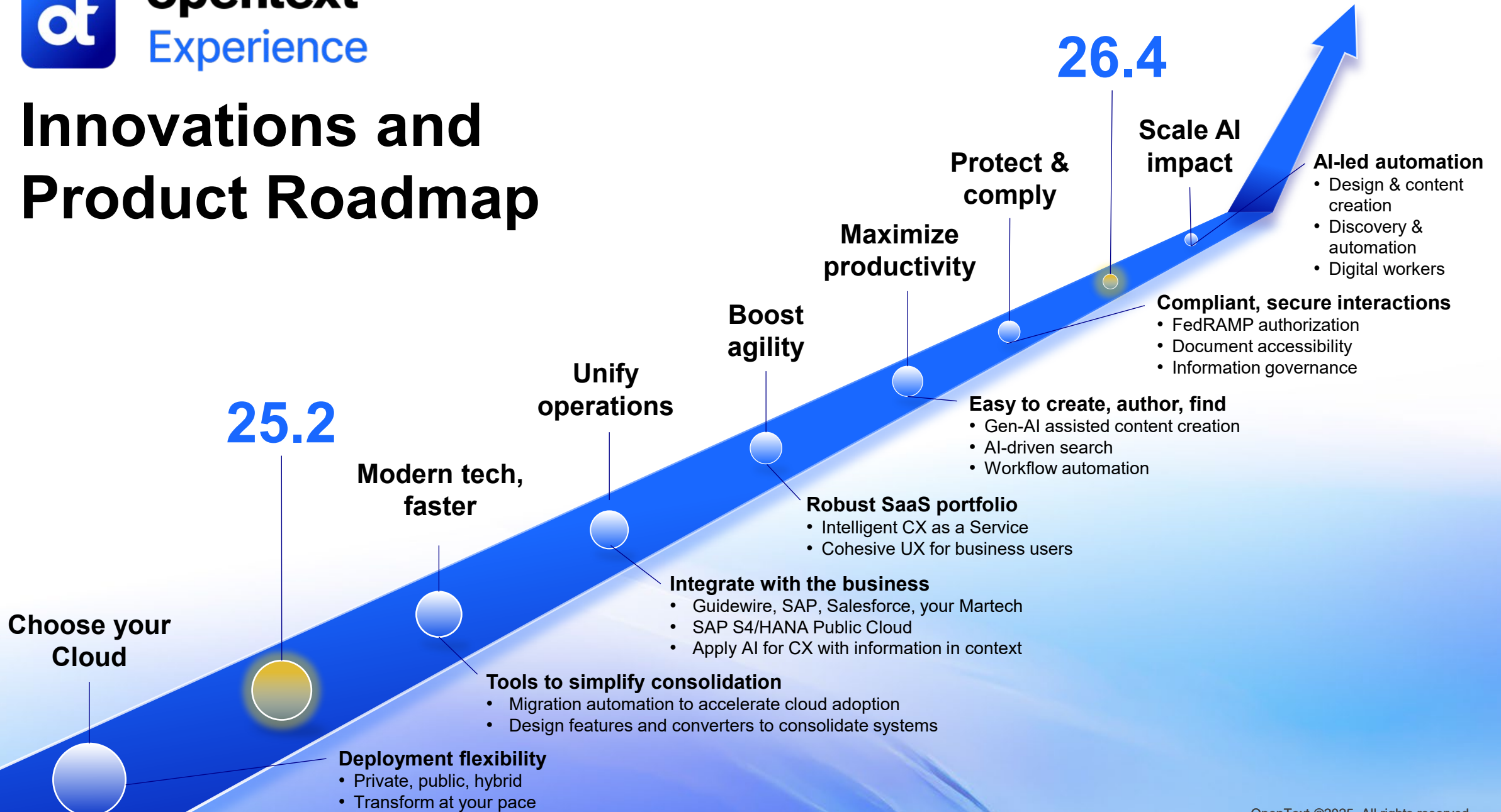


# OpenText Experience Cloud Innovations

CE 23.1 – CE 25.4

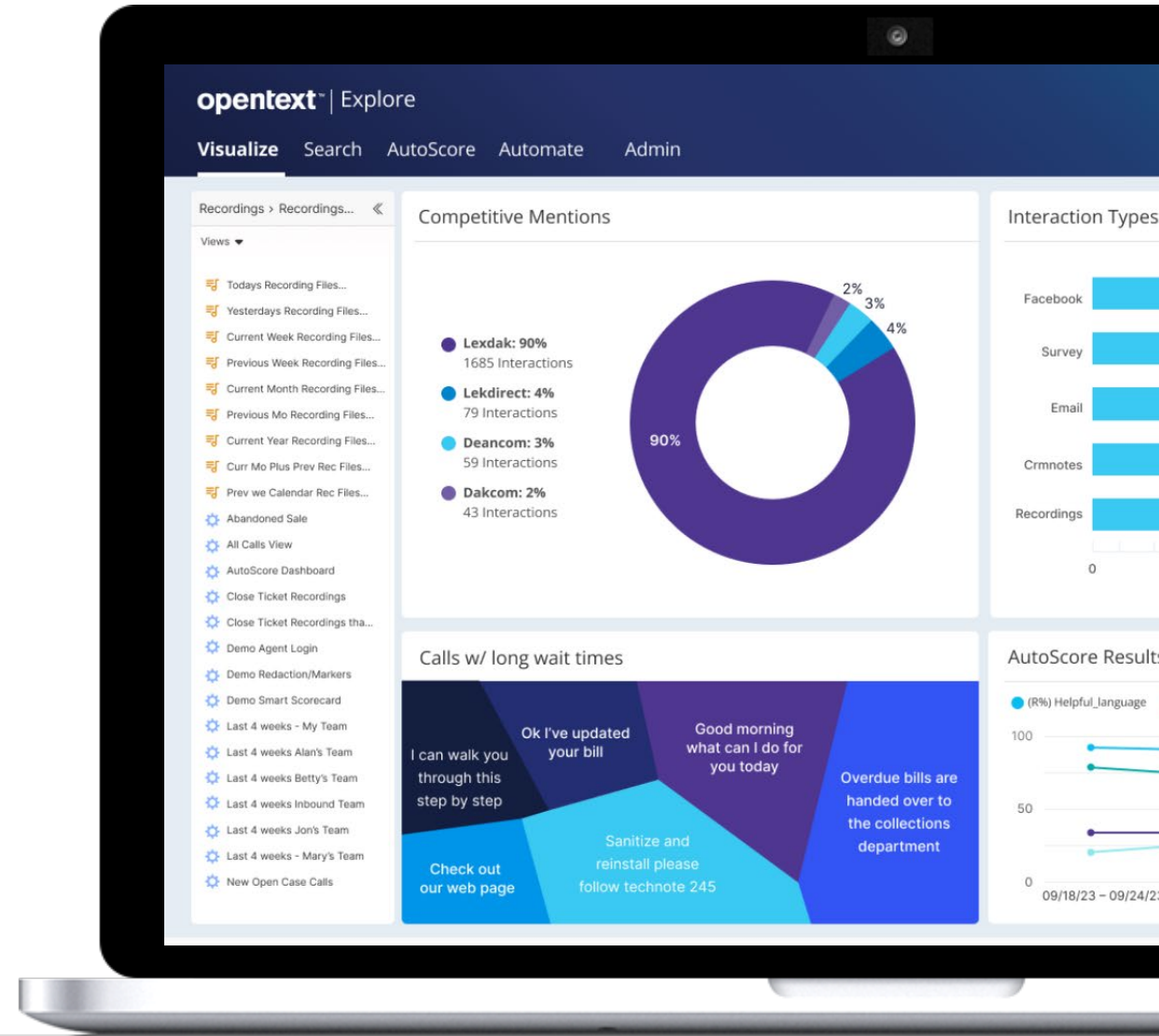


# Innovations and Product Roadmap



# 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”

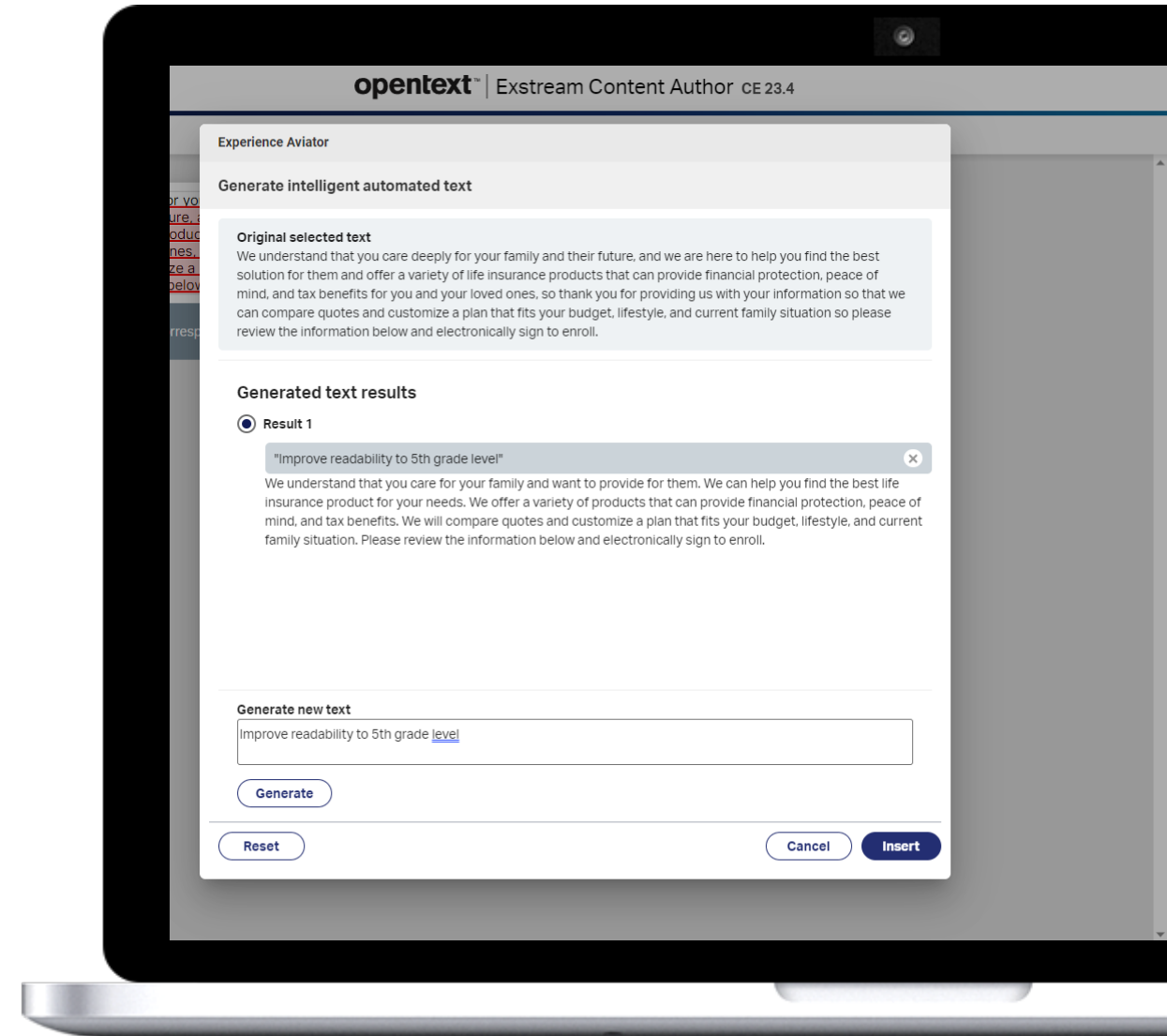
- **Simplify and save** with a single, composable and secure platform
- **Address the convergence** of digital, communication and voice experiences
- **Power employees** with the right capabilities and information when and where it’s needed through a personalized workplace
- **Drive speed** to meet business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



# Soar to new heights with AI powered marketing

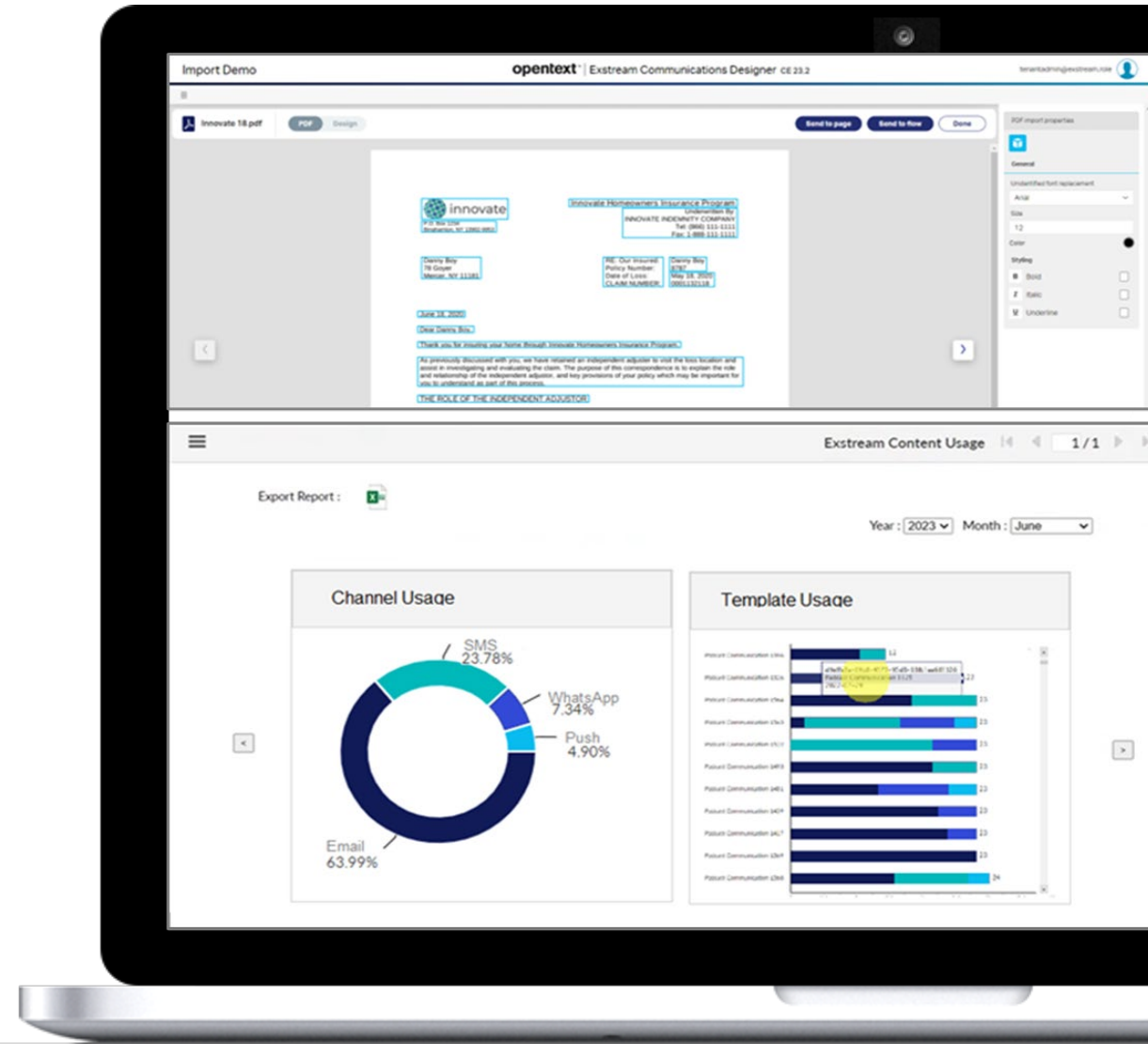
A foundation to ensure innovation and experiments are secure and governed

- **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

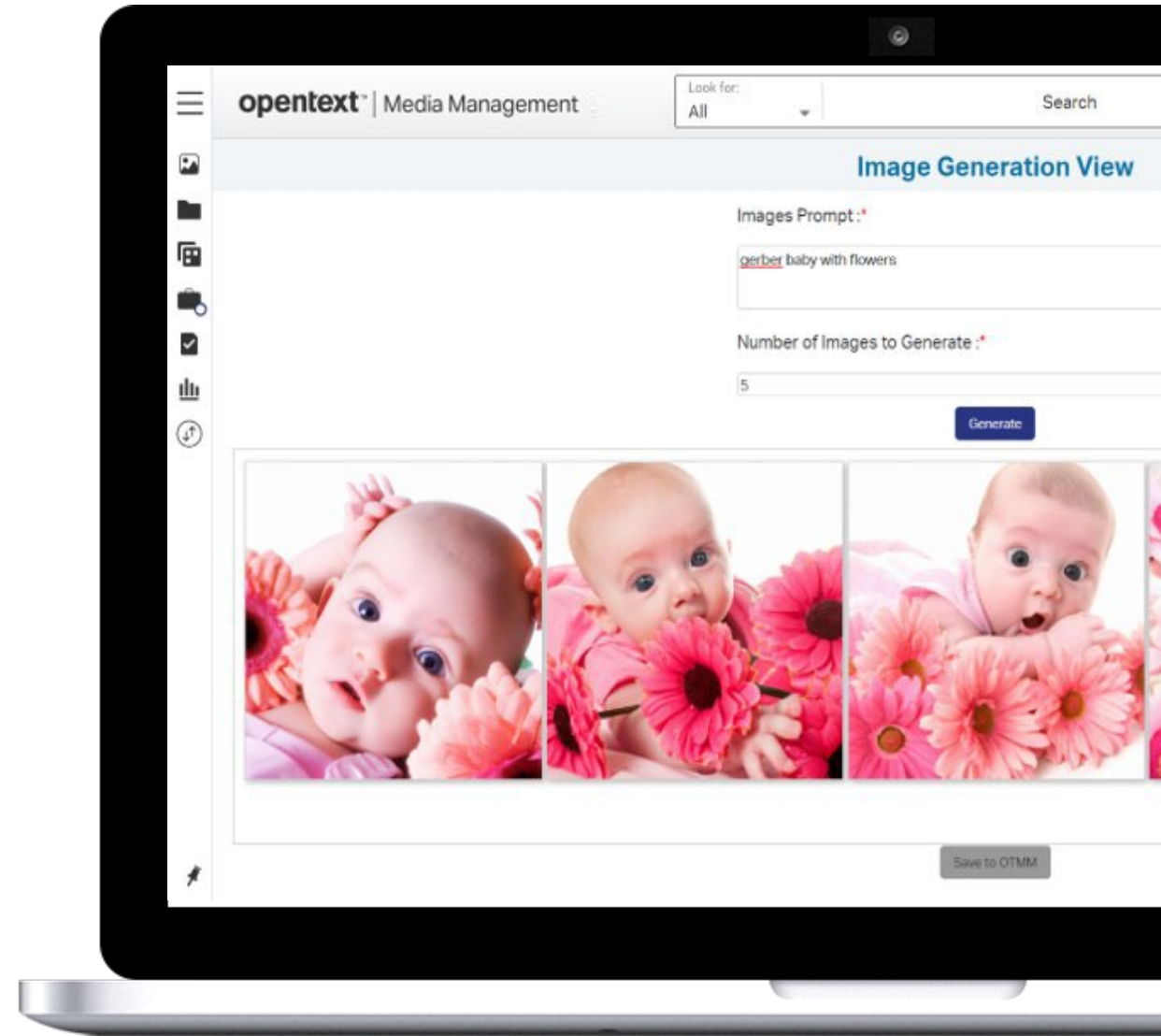
- **OpenText™ Experience Aviator:** GenAI-assisted authoring and content creation
- **HTML5** to create dynamic, personalized mobile & web experiences
- **Rationalization tools** to ease cloud migration
- **Real-time job visualization and dashboards** to accelerate decision making



# Harness secure AI to accelerate the creative process

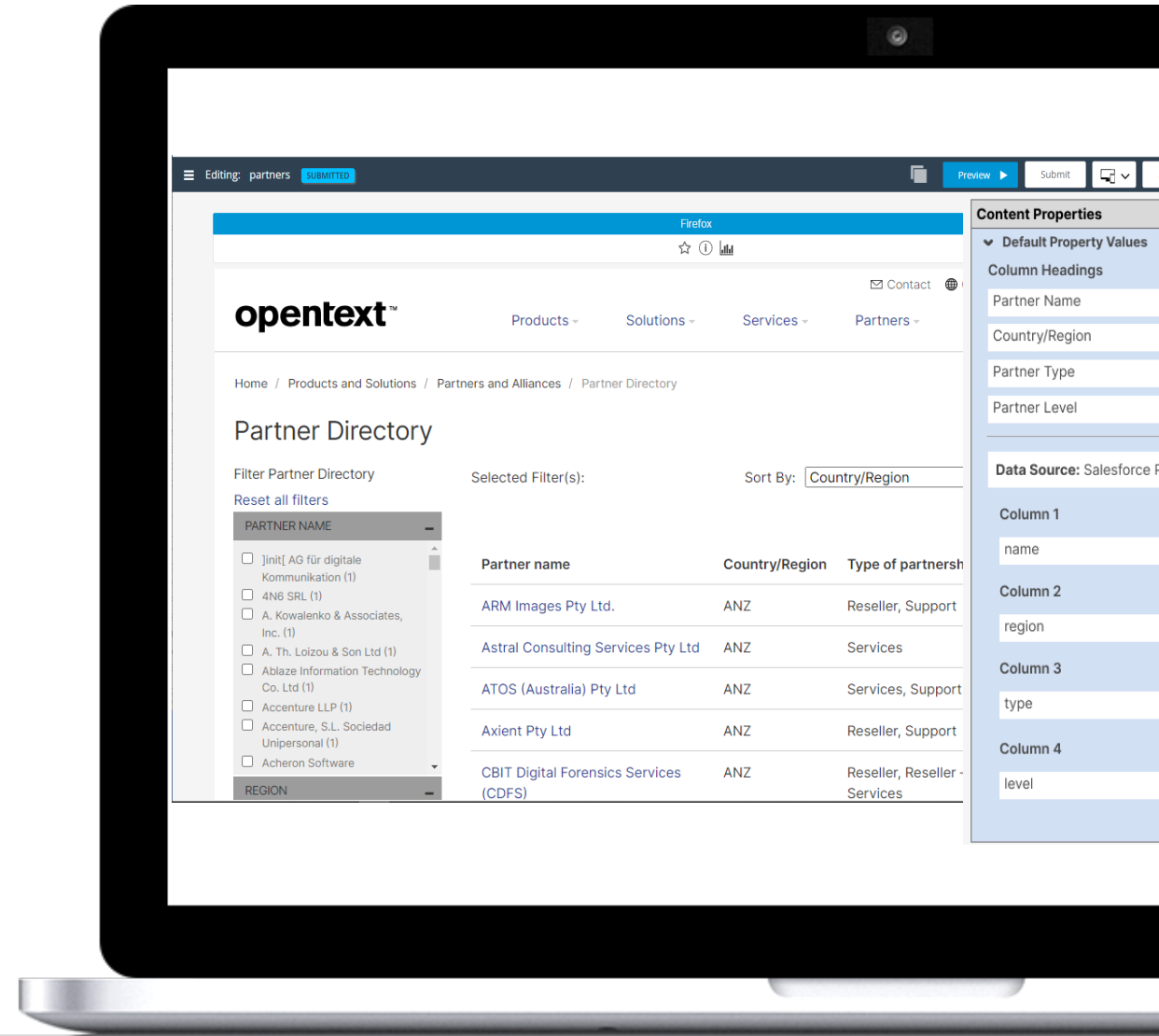
Access the power of AI for image generation and analysis

- **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

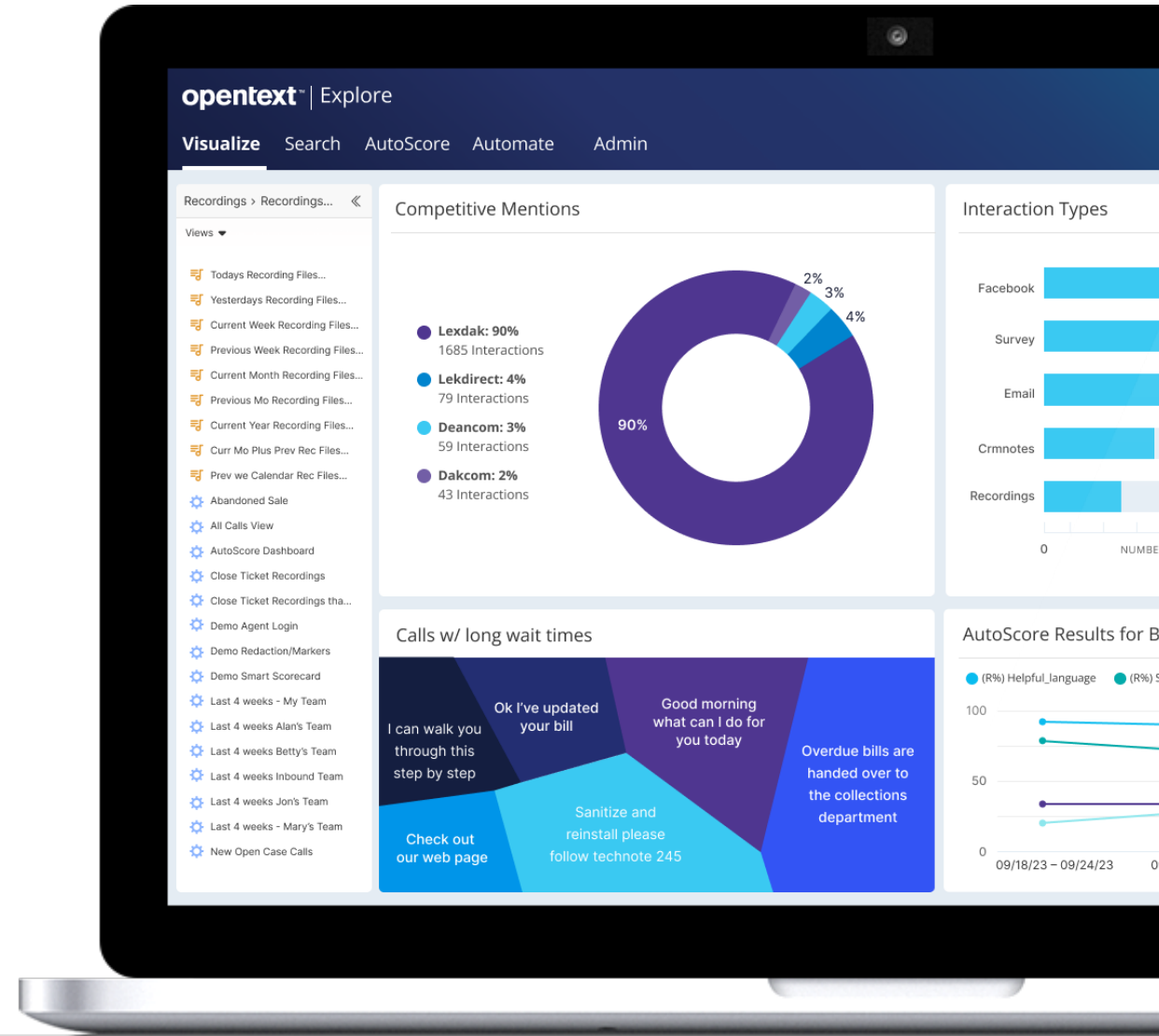
- **Eliminate the friction** of developing, managing and deploying dynamic application experiences
- **Empower marketers** to edit change variables for dynamic experiences. Bring design flexibility and creativity back into the hands of the business owner
- **Develop and deploy composable components**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





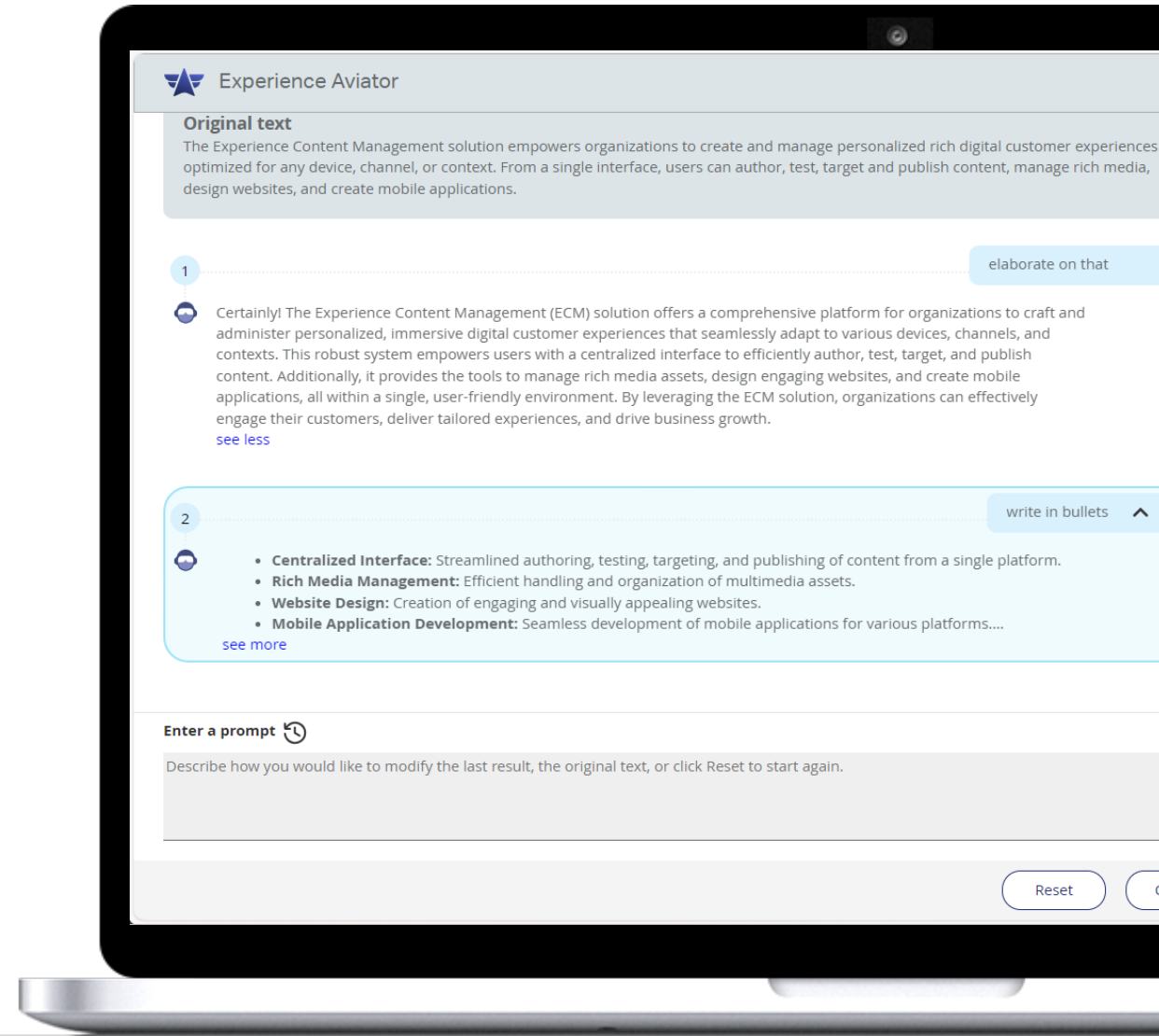
# Empower contact centers with intelligent autoscore analytics and Sinch CCaaS integration

- **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



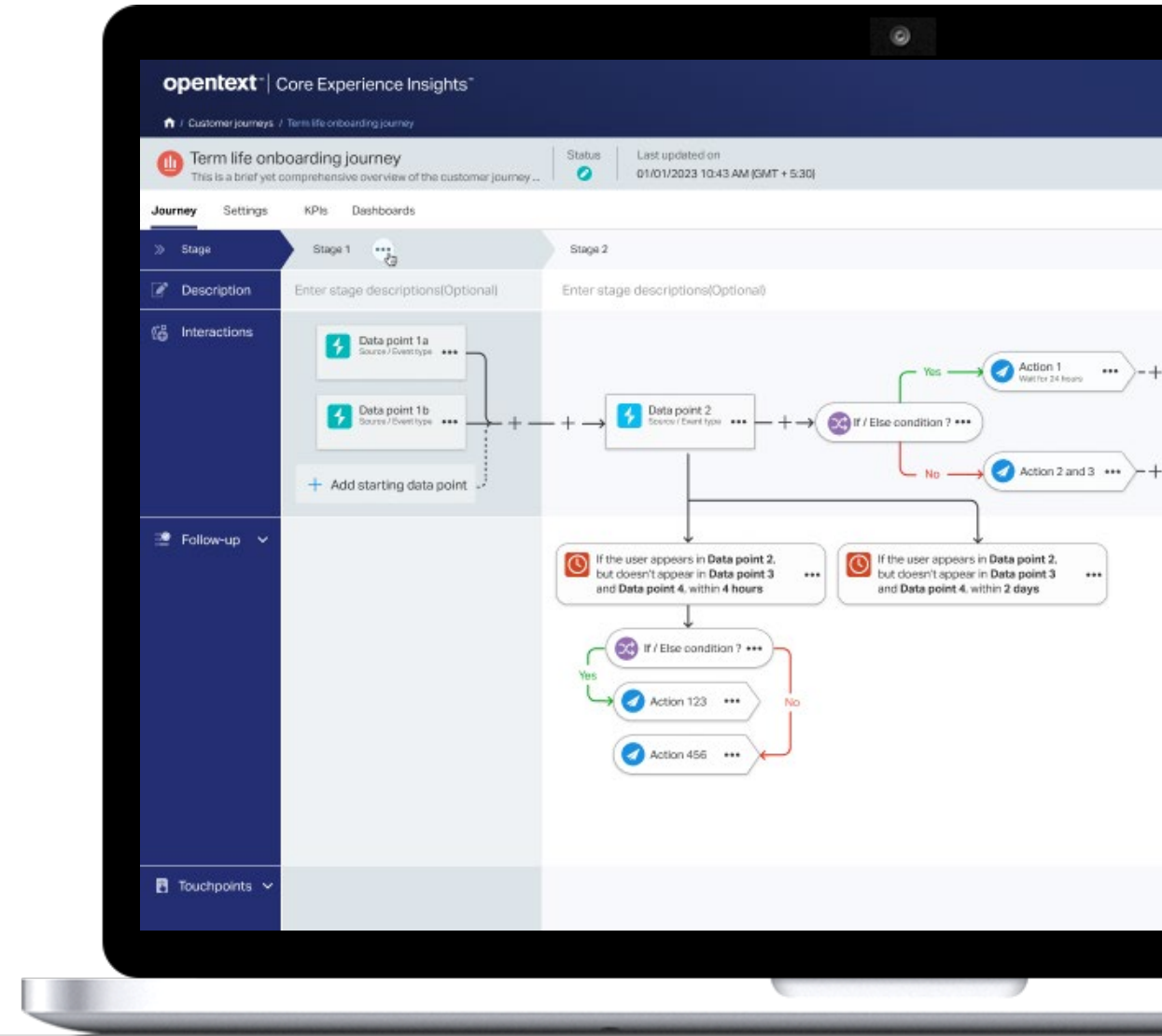
# Multiple channels and experiences powered by unified Experience Aviator

- **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



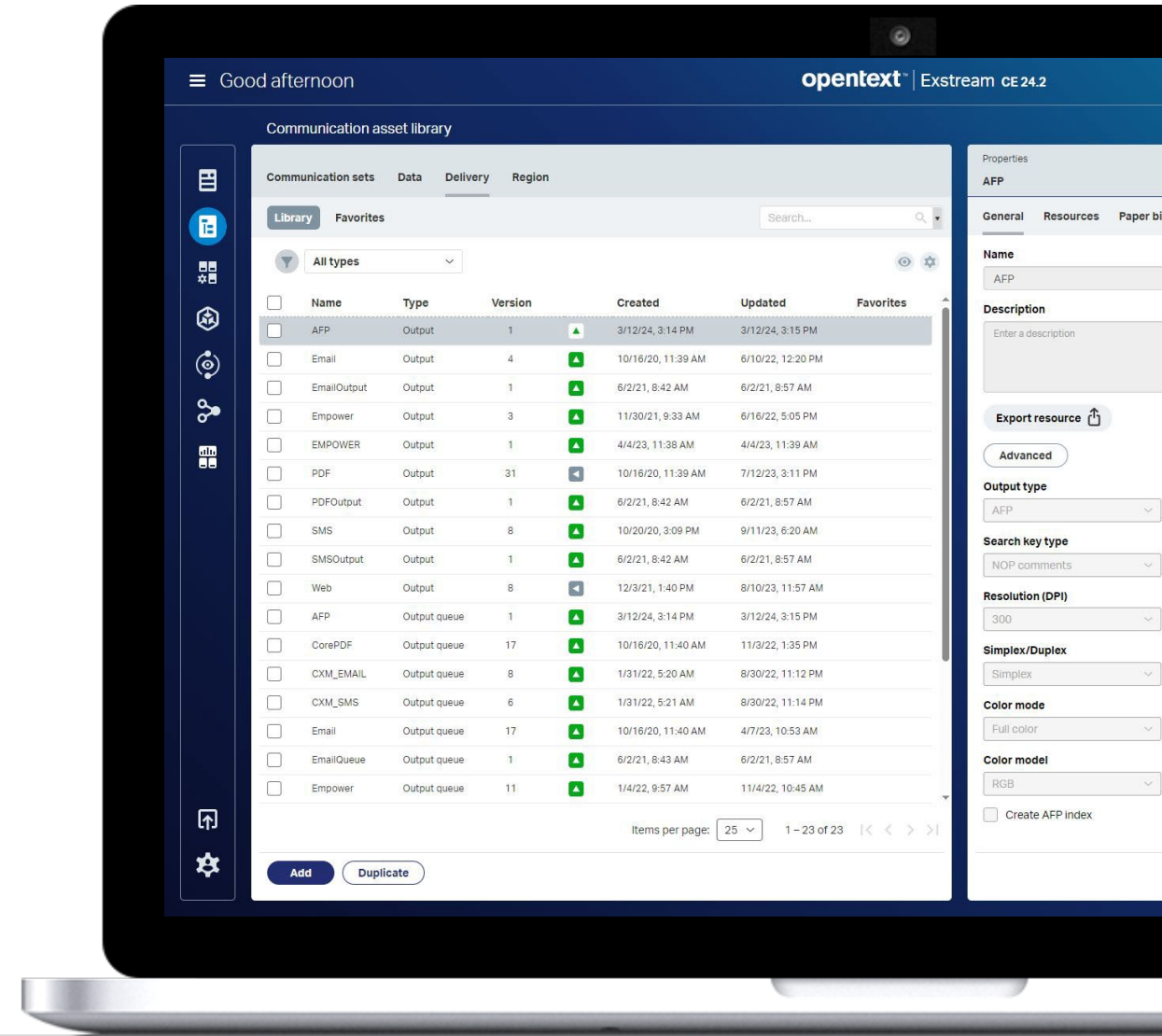
## New easy to use customer journey orchestration and management

- **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.



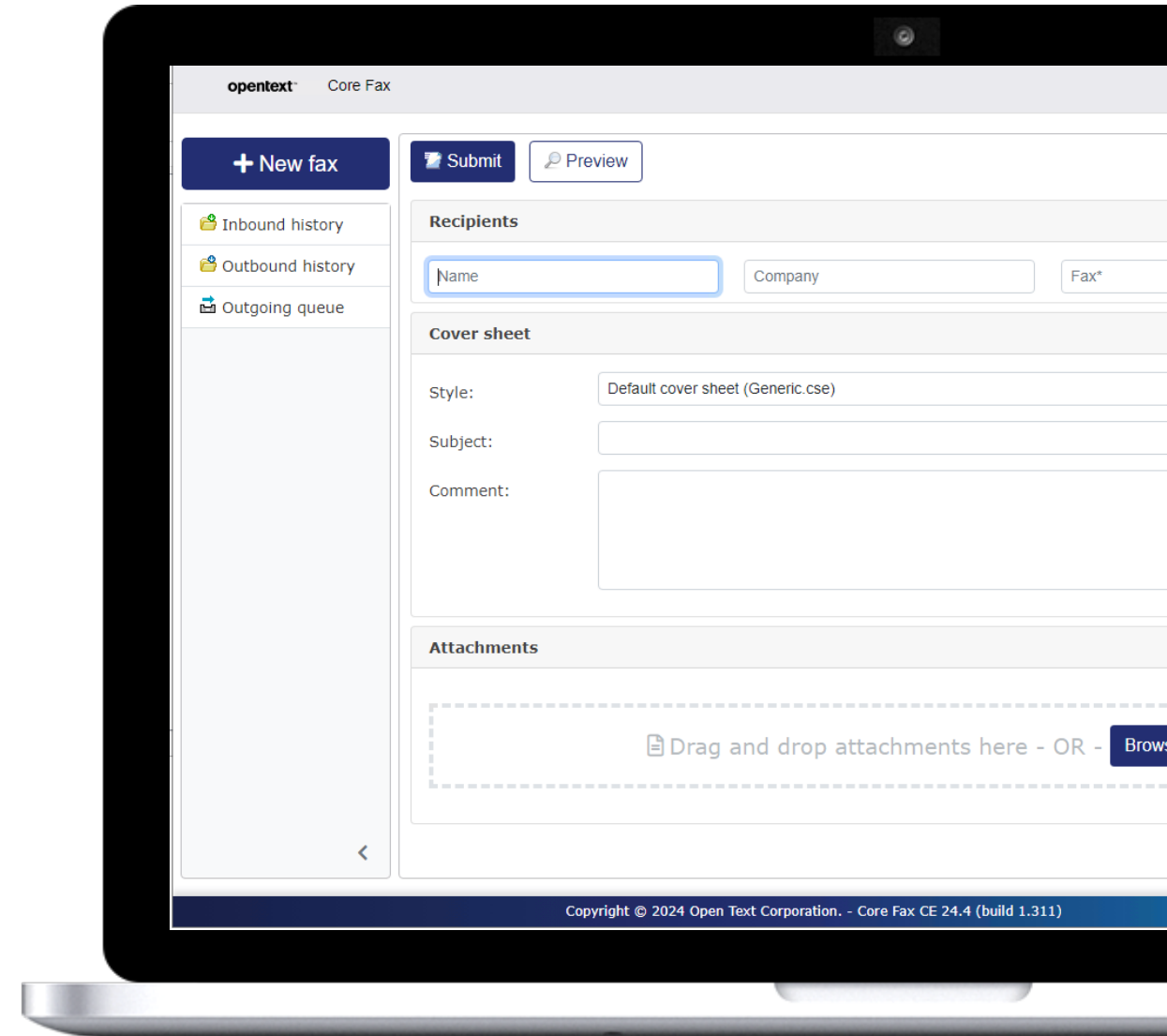
# Omnichannel communications continues to innovate with high volume print output

- **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.



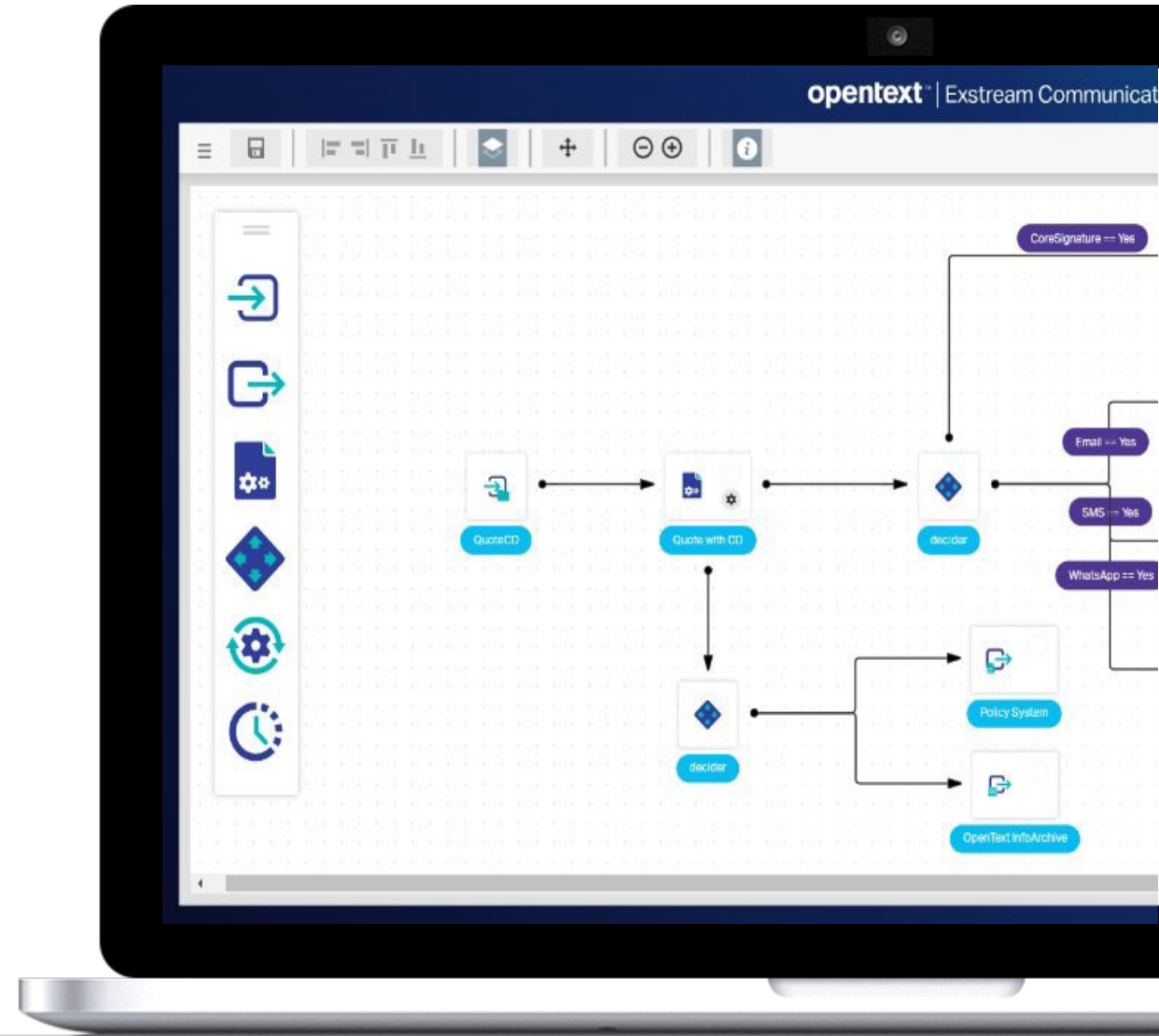
## Fax reimaged—options for both public and private cloud fax

- **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



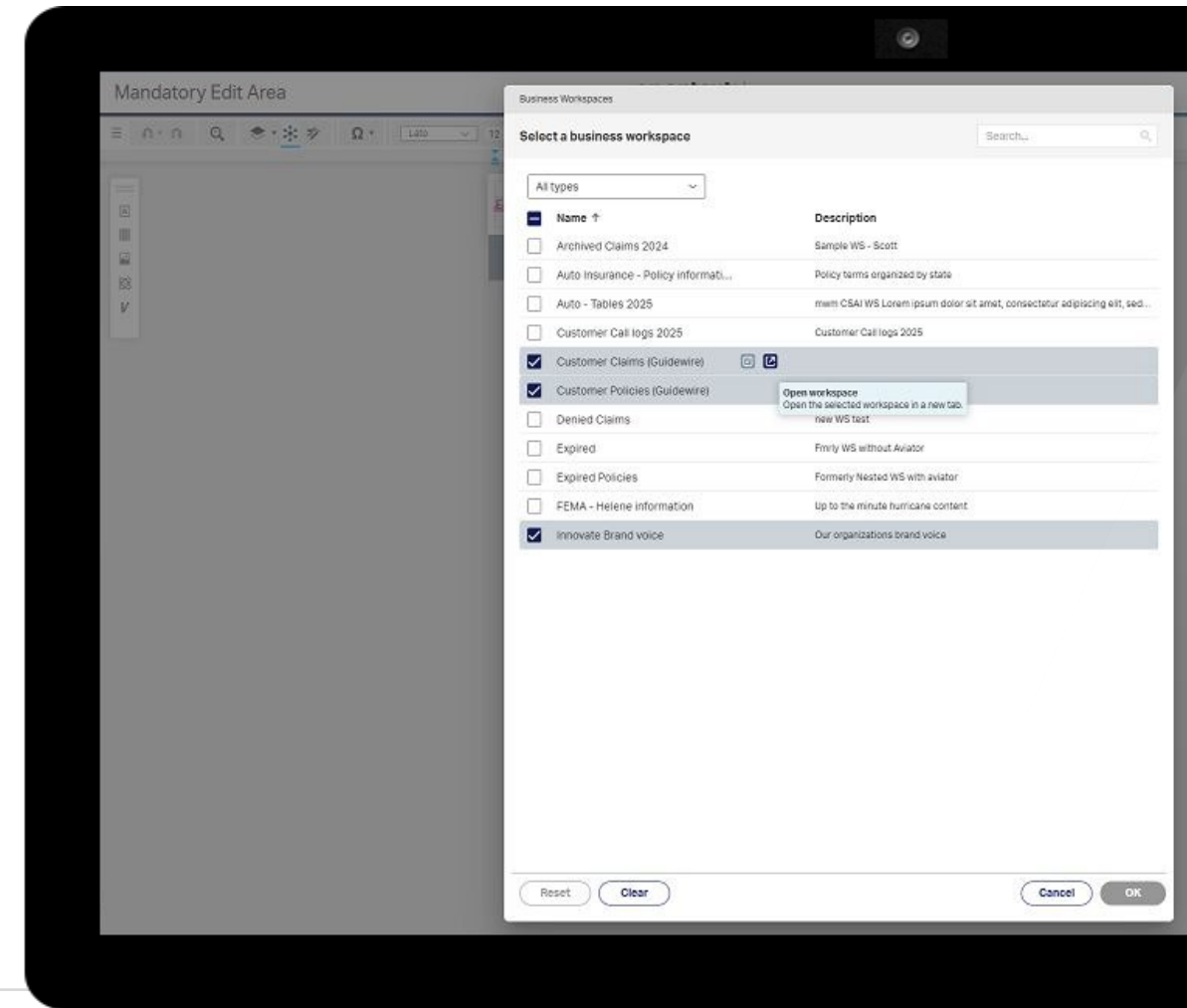
## OpenText Experience Cloud unifies experiences and rapidly adapts to changing customer preferences

- **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



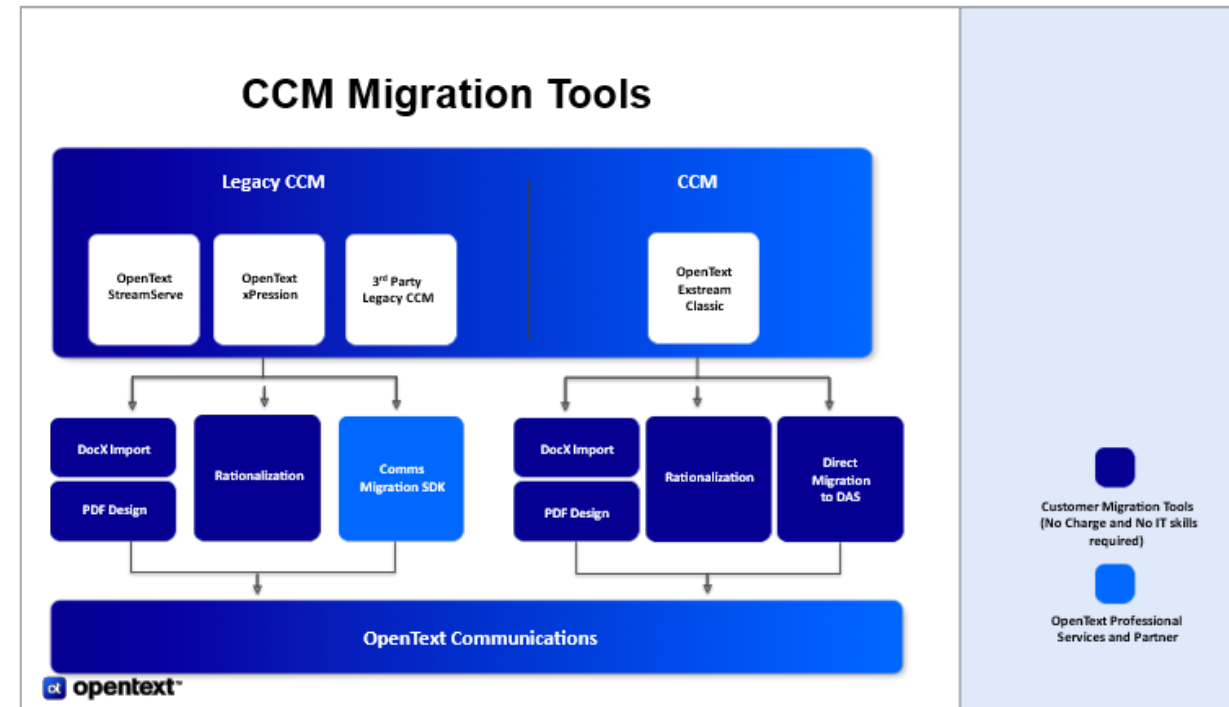
# Unleash knowledge-driven GenAI to accelerate authoring and approvals

- **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

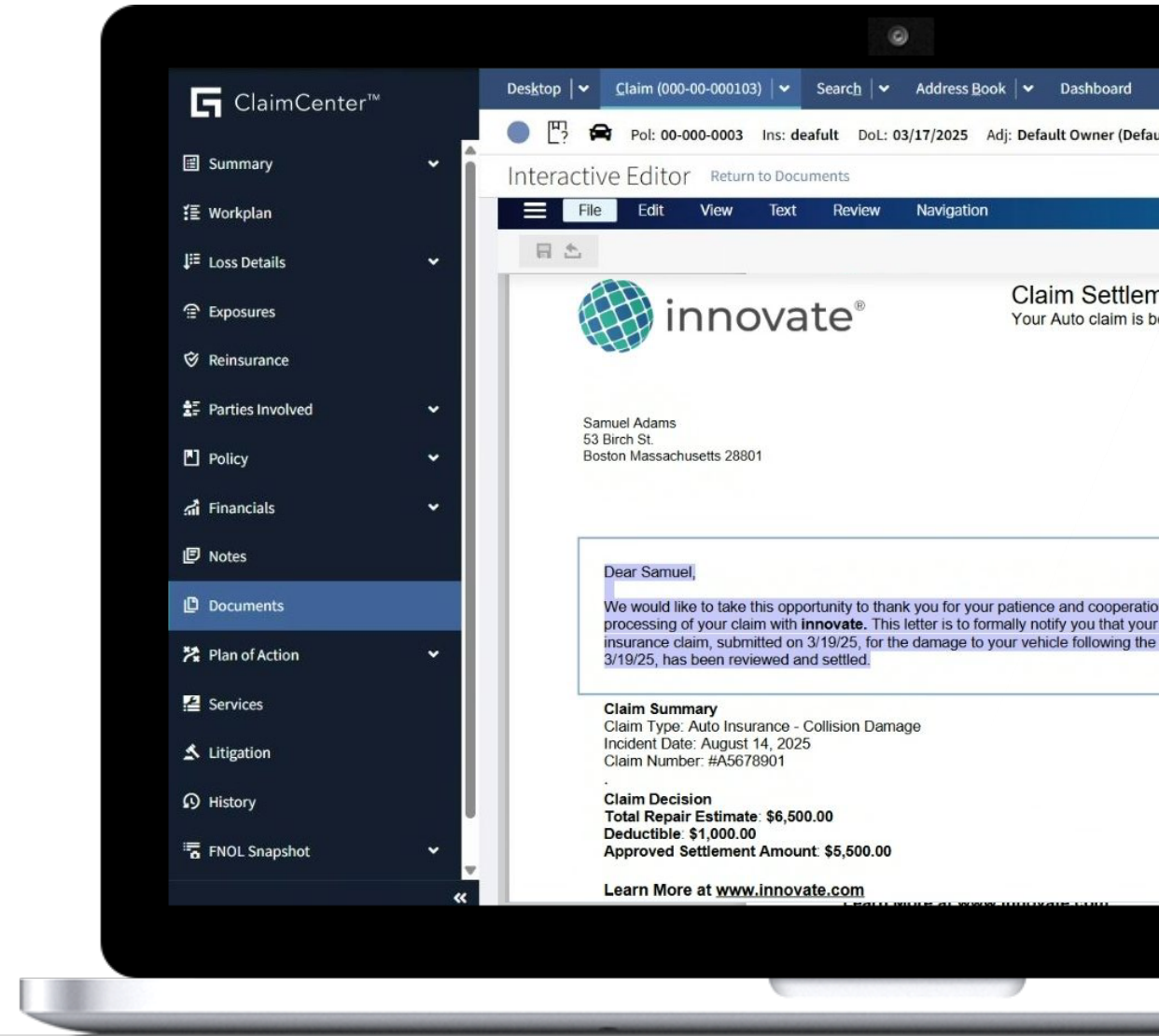
- Migration solutions **transform structured data formats** and uses existing Communication APIs to migrate designs from legacy CCM platforms
- xDesign Convertor **streamlines the communications modernization journey** with up to 95% functional migration mapping to OpenText Communications
- OpenText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





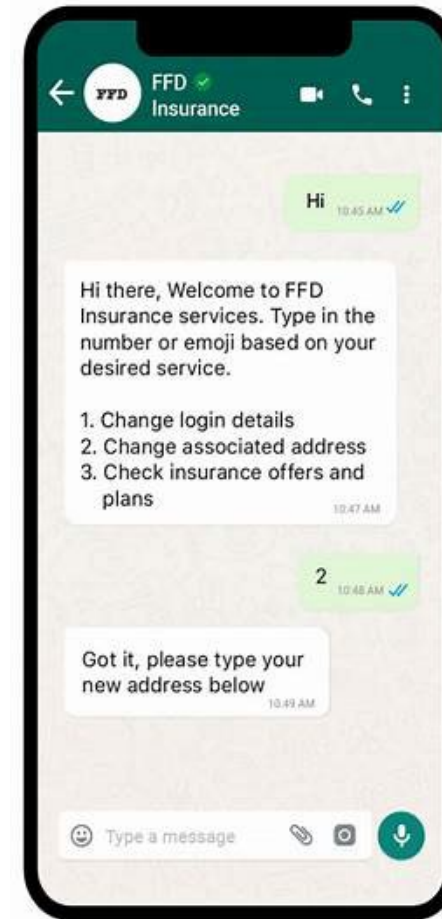
# Streamline the creation of compliant communications from Guidewire ClaimCenter Cloud for the Insurance Industry

- 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**

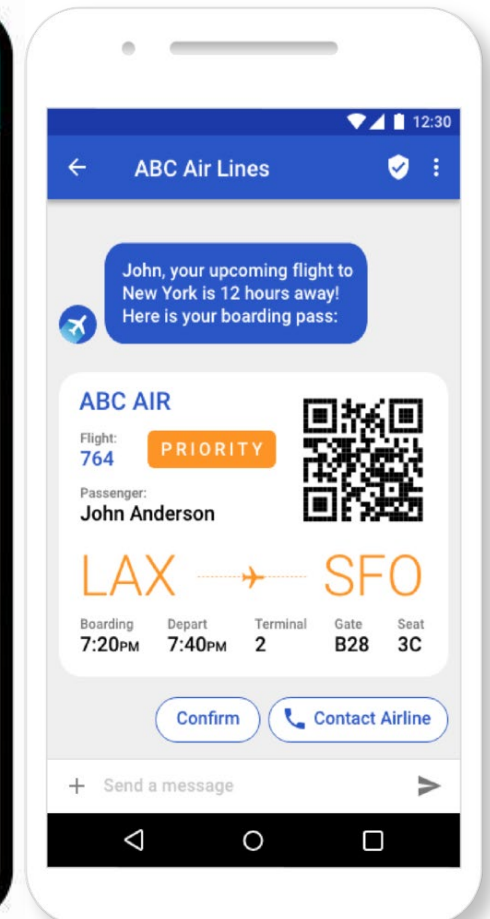


# Power next-gen customer conversations with WhatsApp & RCS APIs

- 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**.



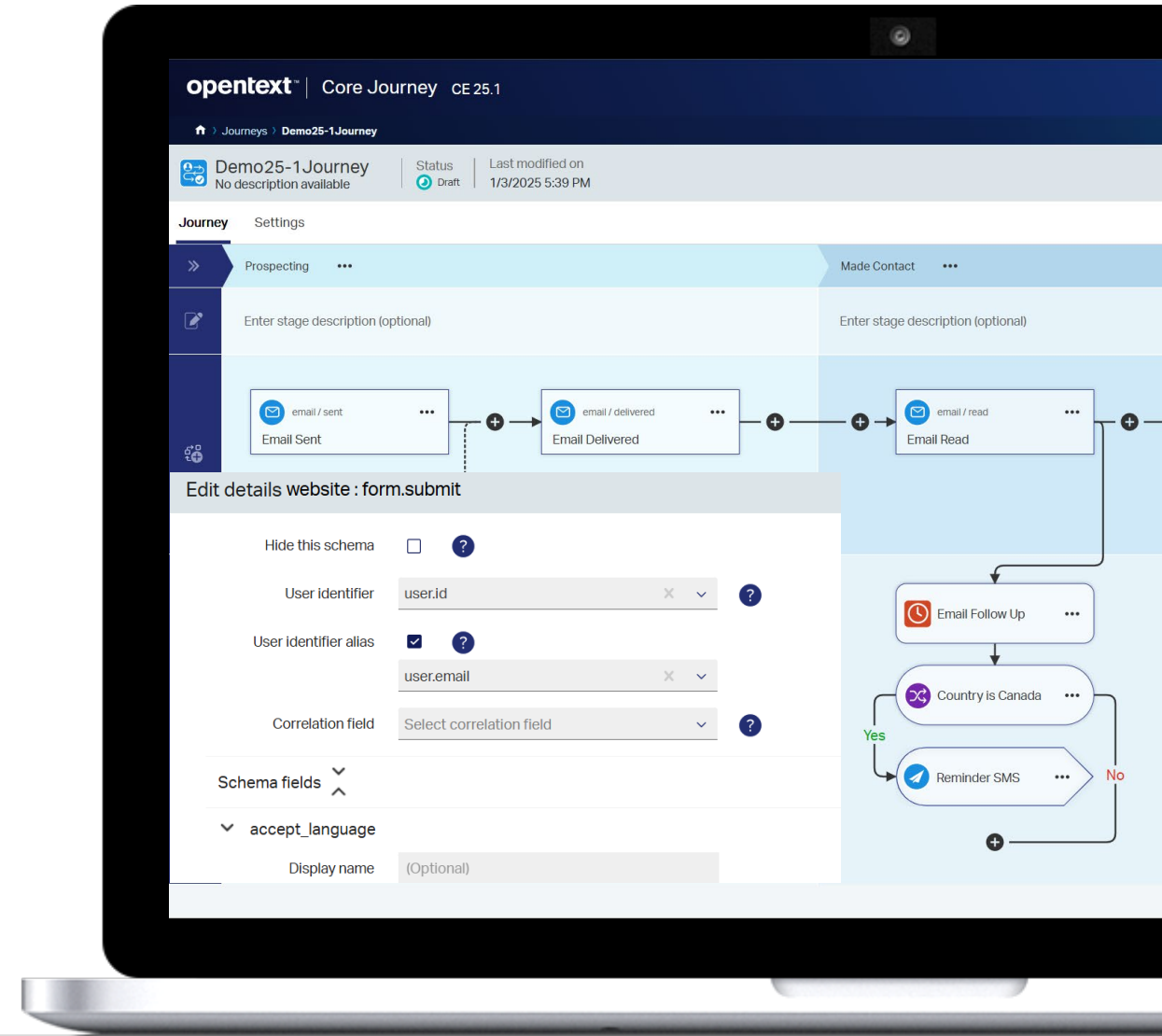
 WhatsApp



 RCS

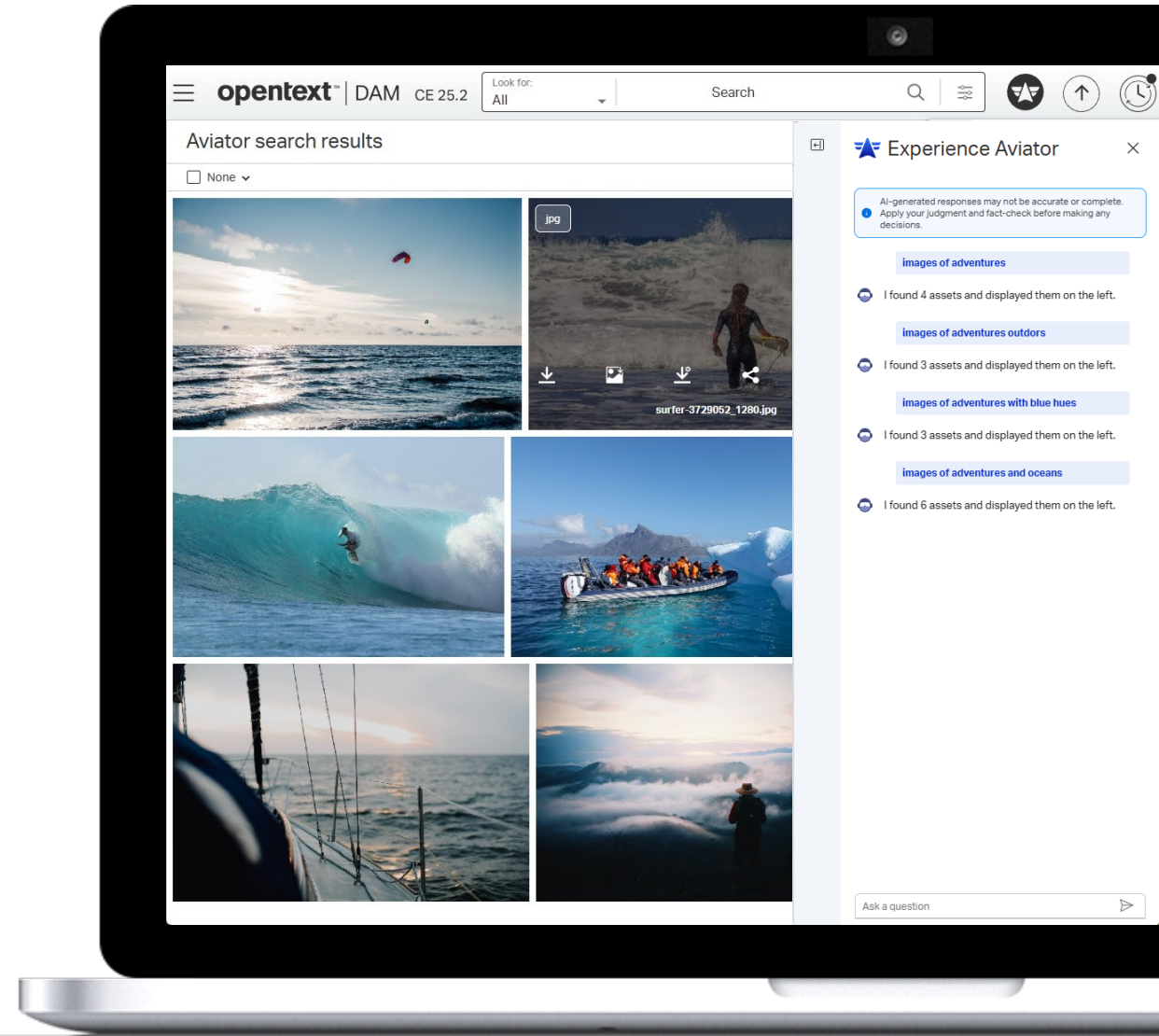
# Unify customer identities, drive better engagement, and elevate digital experiences

- 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.



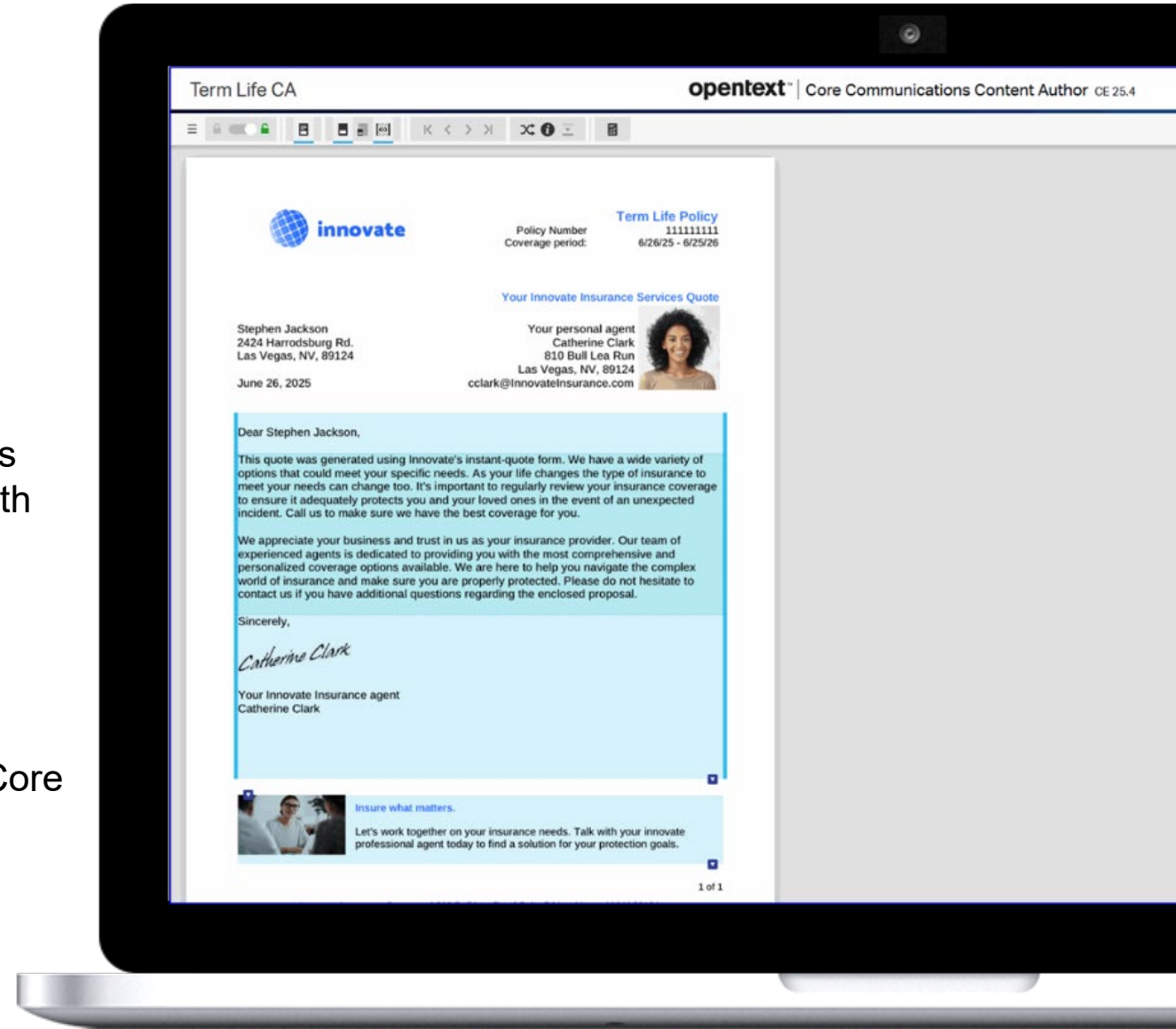
# Discover hidden value in your rich media library with AI-powered search

- 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



# Turn every communication into a lasting customer connection

- **Ignite conversations** by delivering personalized messages on customers' preferred channels –from email to SMS – with new OpenText Core Messaging integration.
- **Uncover insights** through integration with OpenText Core Journey to drive proactive customer actions to increase engagement and loyalty.
- **Ensure brand consistency** with integration to OpenText Core DAM.



# Faxing made smarter. Simplify workflows, save time, and boost productivity with AI.

- **Unlock AI** help for mastering the fax application.
- **Route and summarize** so faxes land in the right place and insights come fast.
- **Extract and act** with workflows that turn fax data into business value.

