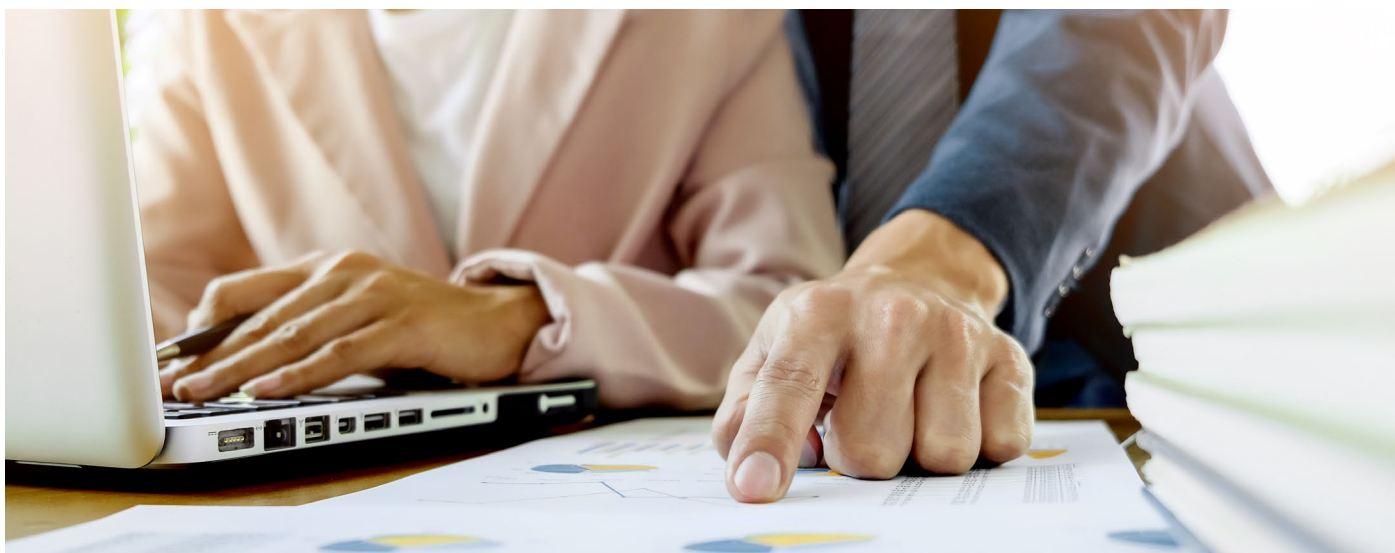


OpenText Communications (Exstream) Designer

Design dynamic and compliant client communications quickly and easily in a web-based environment



Benefits

- Simplify information access with powerful content management
- Drive productivity using intelligent automation
- Ensure comprehensive, trusted governance; privacy; and security
- Drive agility with a highly configurable and flexible platform

With so many marketing and business users regularly sending client communications, organizations are looking for customer communications management (CCM) options that enable full template control. Business users and template designers need to create customized, flexible communications that are unlimited by templates, controlled editing frames, or areas.

OpenText™ Communications Designer enables users to create responsive customer communications, including HTML email, SMS, and HTML5, as well as page-based design communications, for an omnichannel experience. Its thin, browser-based client is perfectly suited for CCM in the cloud.

OpenText Communications Designer gives designers, marketing, and other content creators full template design and layout creation capabilities. Create customized communications from scratch or an existing template using a simple drag-and-drop interface. Quickly and easily deploy new communications and release changes to existing communications without IT assistance. Onboarding users is as easy as granting access to an account and providing a connection URL.

Use cases

Customized correspondence

An insurance company using OpenText Communications to create renewal letters can now enhance them with more customized messages. For example, agents can design a communication about estate planning for clients who recently turned 50 and then send it to hundreds of customers without waiting on IT to develop the template.

Content Author integration

Portions of templates can be designated as “controlled authoring areas,” allowing other content creators to update or modify content using the OpenText Communications, Content Author interface.

Real-time opportunities

Communications professionals can find and address real-time customer issues. For example, in the utilities industry, this could mean creating a communication with customized money-saving tips targeting customers repeatedly charged extra for peak-hour energy consumption.

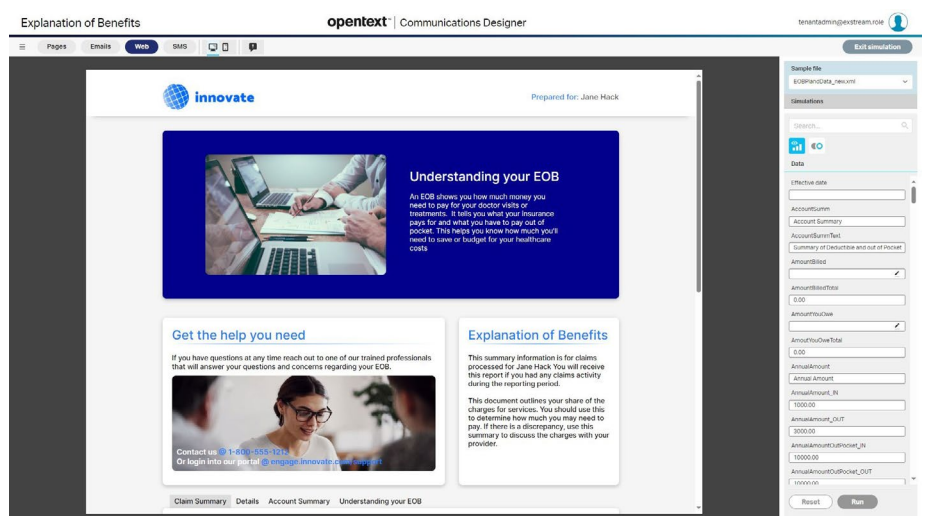
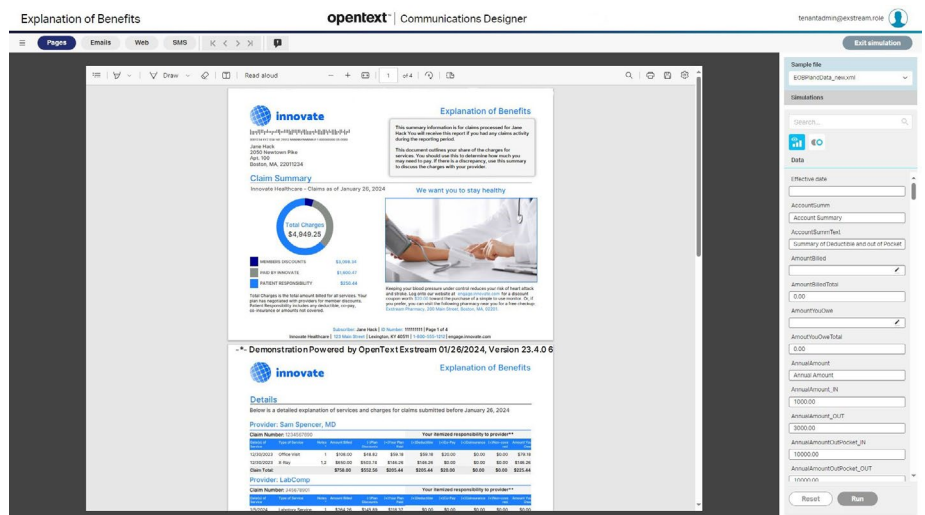
Work anywhere through flexible deployments

Easily transition template design to content creators and remote workers by extending intuitive design capabilities to any environment. Deploying CCM via the cloud also reduces the IT footprint.

Easily drop in and preview content for both mobile and desktop audiences

Creating ultra-personalized communications at the right time, in the right format, for the right device can be challenging when faced with inflexible templates. OpenText Communications Designer allows users and designers to build and lay out customized communications from scratch, including designing HTML email and SMS content for conversational-based communications.

HTML email and HTML5 web content allow users to optimize communication design for mobile and desktop applications. They can easily toggle between desktop and mobile views to see how content changes impact design and how the final communication will look to the customer. Targeted content can be optimized to suit the delivery channel.



Available services

- [Consulting Services](#)
- [Learning Services](#)
- [Managed Services](#)

Design responsive HTML emails and web content

OpenText Communications Designer makes it easy to create responsive HTML that has been designed and optimized for viewing on an individual customer's device. Intuitive HTML email designs are responsive by default. Users can adjust templates at will, easily create or modify a communication with drag-and-drop capabilities, resize frames and areas on the fly, and use the built-in simulation feature to preview and test communications before sending them out.

Why OpenText?

OpenText is continually evolving its industry-leading CCM platform. The solution extends organizational CCM capabilities to include business user-driven content creation and modification, a premier batch engine that is faster than other CCM solutions, and the ability to ingest data in any format to greatly reduce document processing time.

OpenText Communications is the No. 1 CCM solution in market share and enterprise deployments

OpenText Communications is part of the OpenText Experience Cloud Platform, which includes solutions for digital asset management and web content management to provide a complete, 360-degree customer experience across all interaction points of the customer journey. Organizations can improve customer loyalty through connected, engaging, personalized experiences that yield better, longer-lasting customer lifetime value (CLV) results.

Differentiators include:

- Experience Aviator AI and Knowledge-driven GenAI to accelerate authoring and approvals.
- Premier batch engine performance (up to 10x faster) with less investment in infrastructure and software licenses.
- Easy integration with data and content from any application, with no need to normalize data, saving hours of processing time.
- Seamless integration with leading business apps and ecosystems, such as SAP®, Salesforce®, Guidewire, Duck Creek and other OpenText solutions.
- Web-based design and authoring functionality lets non-technical users modify and publish content in OpenText Communications templates without IT help.
- Assured email and SMS delivery with OpenText Core Messaging.
- The only enterprise CCM solution integrated into a complete omnichannel CXM architecture, including messaging, customer journey and data, web and mobile experiences, digital asset management, and contact center analytics.

Communications Designer features: Summary list

Communications Designer features: Overview

Zero-install, thin-client design	Content creators can quickly and easily access Communications Designer on the web without downloading it or requiring IT support.
Full template design and layout	Flexible design functionality includes automated tables and flowing documents that dynamically adjust to create an optimal user experience.
Responsive email and web content designs	Includes responsive design templates, drag-and-drop support for template adjustments, and simulation support for preview and testing. Content creators are equipped to easily build communications that focus on user experience.
Reusable components and omnichannel delivery	Save time by leveraging reusable text, tables, and images for omnichannel communications delivery.
No package file dependency	Deploy communications quickly without package file dependency.
“Born digital” design	Digital design features, such as responsive templates, drag-and-drop functionality, and preview simulation support, make it simple to design communications for any channel.
Shareable objects with email, web, and page designs	Linked, reusable design components allow for one unified message to be delivered to any device without compromising on-page design layouts.
Design for Content Author	Full design template creation with frame support controls authoring areas within a communication while still giving content creators more design flexibility than ever.
Design for Empower	Enables interactive editing areas and lists, font control for interactive editing, interactive buttons, and logic events (radio, check, and action buttons). Improve fulfillment, interview pages, and interactive views.
Mobile view editing and simulation	Drop in and preview content for mobile and desktop screens.
SMS Designs	Communications Designer includes full design capabilities and workflow for SMS and micro-message communications.
Workflow	All database design objects within Communications CE support base workflow capabilities. Workflows can be simplified or increased to a multiple-step workflow process, and this is all configurable at the domain level.
Output channels	Communications can be generated for the following output formats. PDF/ PDF/A, AFP, Postscript, DOCX, HTML5, HTML email, SMS(Messaging), ZPL label printing, Interactive documents
High volume printing	Communications CE supports the composition of Communications that suit high-volume printing requirements. Sorting and Bundling, Inserter objects, Bin controls, etc have been added to support high-volume printing.

Communications Designer features: Summary list

Communications Designer features: Data dictionary

Sources for mapping driver, reference, and report data	Supports data sources in JSON and XML that can be used to generate communications as well as a browser-native mapping environment.
Data segments	Data segments provide additional ways to manage design content that needs to be repeated based on data structures. Data segments can be mapped within both driver and reference data sources.
Variable management	Variable types supported: string, integer, boolean, float, date, currency, placeholder and cross reference. Placeholder types supported: PDF, EPS, JPEG, PNG, TIFF (b&w and color) DOCX, and SVG (For Web Designs only).
Metadata	Metadata objects can assign static and variable values to design objects. Supported objects are communications, documents, designs (pages, email, etc.), components, design objects, and output queues.
Selection lists	Simplify rules and prevent error handling by providing a static list of values for a given variable. This will be used with variations in both Content Author and Communications Designer.
User-friendly names	Specify a user-friendly name for non-technical designers and Content Author business users.
Languages	Create and manage data as well as designs for specific languages used within communications.
Locales	Manage currency, date, and other variable formats based on the targeted audience's locale or region.
Data sections/segments	Users can map data sections within thin data mapping. Note: This has been relabeled data segments for Communications CE Cloud-Native.
Variations	Design variations provide an intuitive way to manage design resources by allowing users to specify categories and attributes. This allows users to group design variants and protect redundancy and repository bloat.
Library events	Variables and calculations can be coded using events. Users can save events as library events for better management of business logic.
Library rules	Rules can be saved to the library for better management of control and quicker application of business logic.
Rules overlay	Rule overlays allow users to see where rules have been applied to a design. This provides better management of complex designs.

Communications Designer features: Summary list

Communications Designer features: Design layouts

Design layouts for Page-based designs	Organizations often use page layouts when they have corporate design standards they must regulate and meet. Page layouts simplify document creation by presetting common design elements that are used for many page designs, such as logos or letterhead. They also improve life cycle management when changes are required and ensure consistent design across multiple uses.
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Communications Designer features: Communication object properties

Logic events	Communications Designer uses JavaScript-based coding editing for logic events. This allows users to do calculations, functions, and variable assignments based on business logic. Event timings include initialization, customer, post-customer, and completion of a run.
Logic functions	Users can not create JavaScript functions and routines that can be used within JavaScript events. This allows for repeating code elements to be created and stored as separate functions for more efficient design and logic utilization.
Multiple data sources for simulation	Users can specify multiple data files to be assigned to a communication for testing and output validation.
Default view for Empower	Users can specify a default view (either page or email) for interactive documents created by the template.
Activated fonts for Empower	Fonts can be activated for interactive documents created from the template. Users can control what fonts are available in the editing session in Empower.
Document assembly variable	Documents can now be included and reordered during engine composition. Users can specify an array variable that will contain the list of the documents and what order they should appear for a given customer.
Recipients and recipient profiles	Documents can now be configured to repeat based on recipients and recipient profiles. This allows for advanced delivery of documents to meet regulatory and compliance requirements.

Communications Designer features: Document object properties

Documents	Design documents are logical containers for design templates. Documents provide grouping that can be targeted based on business logic or touch points. This allows for increased flexibility in managing and controlling what design content is generated during composition.
PDF placeholder documents	Documents can be specified as PDF placeholder documents, allowing for external PDFs to be part of a communication.
Page numbering management	System-level page numbers can be restarted based on a document within a communication.
ID for bookmarks	PDF bookmarks can be created at a document level for better management within PDF-generated output.

Communications Designer features: Summary list

Communications Designer features: Document object properties

Inclusion rules	Communications Designer supports JavaScript-based inclusion rules for managing business logical requirements. Rules can be executed during normal engine processing or at the end of processing the customer record.
Duplex page counting method	Users can specify how the Communications CE Engine will manage page counts for duplex outputs.
Duplex combinations properties	Users can specify how the Communications CE Engine combines simplex page designs into duplex-based output. Example: This design page must start on the front of a sheet, etc.
Combining documents	Documents can be combined during engine composition. The documents must use a common flow. The documents can be combined to create on continuous flow in the generated communication.
Page order management	A page within a document can now be configured to have unique behavior during engine composition. A page can be specified to be the last flow page, repeat a specific number of times, etc.

Communications Designer features: Page object properties

Paper type	Different paper types are allowed for page-based designs based on template requirements.
Page orientation	Users can now specify a page's orientation. Users can specify design pages to be either portrait or landscape.
Design layers	Design objects can be added to a design layer within a page design. This allows users to target objects for specific output types, watermarking, etc. Users can also use business logic to group liked objects within a page design for easy maintenance without having to apply similar rules on multiple objects by using design layers. When design layers are applied to a page design, users can toggle the visibility of each design layer, as well as the page content itself, to see all objects that belong to a particular layer.
Flow design	Pages can use galley flow design capabilities for improved user experiences and better management of flow lists.
Flow	Flow can be managed at the page-based level. Pages can flow to a designated flow page, copy itself for flow, or ignore for flow.
Inclusion rules	Communications Designer supports JavaScript-based inclusion rules for managing business logical requirements.
Accessibility	Designers can set accessibility options at the page level for communications. Define whether screen readers will read the object, what language, and alternative text.

Communications Designer features: Summary list

Communications Designer features: Page object properties

Hyperlink for PDF	Hyperlinks can be applied to design objects and text. This also can be used for PDF navigation internal links as well as external content. Both static and variable values are supported.
Style and style sheet support	Corporate branding can be restricted via styles and style sheet implementation, ensuring that users adhere to the required guidelines.
Dynamic style sheets	Style sheets allow for alternate styling that will be updated dynamically based on business rules and logic. This provides a convenient method of white labeling content and displaying communications for different branding.
Empower interview page support	Create and manage Empower interview pages.
Variations	Create variations of page designs that are based on an unrestricted amount of variable content.
Cross references	Cross-reference variables can be used to have in-line content refer to another area within the document composed by the engine.
Page breaks with flow objects	Objects within a flow list row can be configured to start a new page during engine composition.
Footnote support	Objects within a page can be configured to display footnotes. This provides the capability to show additional information that is composed within the page for content reference.

Communications Designer features: Email object properties

Delivery preferences	Designers can define variable management for email delivery properties including to, from, CC, and BCC email addresses. Subject lines can be defined using both variable and static content.
Mobile editing	Users can interactively switch the design template to a mobile device view for editing as well as hide and show content based on different mobile views.
Background color	Specify colors for email background level and email body definition.
Cell padding	Designers can define padding for container cells to satisfy design requirements.
Cell alignment	Designers can manage how objects align within grid cell containers using nine different options within email cells.
Hyperlink support	Users can direct links to external hyperlinks for both text and design objects. Users can apply custom styling within the HTML design for text hyperlinks.
Empower support	Objects and text can be used for interactive features with Empower output.

Communications Designer features: Summary list

Communications Designer features: Email object properties

HTML object ID	Designers can apply HTML-specific ID to help integrate with existing style sheets and post-process requirements.
Style and style sheet support	Corporate branding can be restricted via styles and style sheet implementation, ensuring that users adhere to the required guidelines.
Dynamic style sheets	Style sheets now allow for alternate styling that will be updated dynamically based on business rules and logic. This provides a convenient method of white labeling content and displaying communications for different branding.
Link tracking	Through integration with OpenText™ Core Messaging users can track hyperlink activity within email designs.
Variations	Users can create variations of page designs that are based on an unrestricted amount of variable content.
Cascading style sheets	Designers can write their own CSS or reference an external CSS for their HTML email and HTML5 web content designs. Custom CSS allows them to use styling options that extend beyond capabilities within the editor. This also allows for overriding specific styling to meet the design requirements for HTML email or HTML5 web content designs. Using external CSS enables organizations to enforce corporate formatting shared with external HTML sources.
Object level styling	Designers can apply custom CSS directly to objects within the design environment. This allows for further customization of design content, specifically for HTML-based output. The Communications CE Engine includes the ability for communication designers to place custom CSS directly on table rows, table columns, and table cell objects within the editor.
Class attributes	Metadata objects can be used to add class attributes to design objects for HTML-based outputs. Users can add custom class attributes without using metadata library objects. Metadata objects can be used to increase re-usability, however, for design requirements that are specific to a single design, users can create custom classes. Adding to the object when creating both HTML email and HTML web-based outputs class attributes allows better application of customer CSS and post-composition integration.

Communications Designer features: Web content object properties

Width definition	Users can specify pixel width for HTML5 templates.
Improved container design	A simpler container design improves the editing user experience and design productivity.
JavaScript charts	Designers can create JavaScript-responsive pie, line, and bar charts.
Background color	Specify colors for the HTML5 background level and HTML5 body definition.

Communications Designer features: Summary list

Communications Designer features: Web content object properties

Cell padding	Designers can define padding for container cells to satisfy design requirements.
Cell alignment	Designers can manage how objects align within grid cell containers using nine different options within email cells.
Hyperlink support	Users can direct links to external hyperlinks for both text and design objects. Users can apply custom styling within the HTML design for text hyperlinks.
HTML pass-through variables	HTML pass-through variables allow users to pass external HTML through for better management of digital communications.
Style and style sheet supports	Corporate branding can be restricted via styles and style sheet implementation, ensuring that users adhere to the required guidelines.
Dynamic style sheets	Style sheets allow for alternate styling that will be updated dynamically based on business rules and logic. This provides a convenient method of white labeling content and displaying communications for different branding.
Variations	Users can create variations of HTML5 designs based on an unrestricted amount of variable content.
HTML design object	Users can create their own HTML design objects within Communications CE that can be used within HTML5 web content designs. An HTML composer allows the user to upload or write their own HTML widgets. These widgets will not be rendered during the design editing session but composed with the Communications CE web content design at runtime. For security, designers can write their own CSS or reference an external CSS for their HTML email and HTML5 web content designs. Custom CSS will enable a designer to use styling options that extend beyond the design capabilities within the editor. This also allows for overriding specific styling to meet the design requirements for HTML email or HTML5 web content designs. Using external CSS will also enable your organization to enforce corporate formatting shared with external HTML sources.
Cascading style sheets	Designers can write their own CSS or reference an external CSS for their HTML email and HTML5 web content designs. Custom CSS will enable a designer to use styling options that extend beyond the design capabilities within the editor. This also allows for overriding specific styling to meet the design requirements for HTML email or HTML5 web content designs. Using external CSS will also enable your organization to enforce corporate formatting shared with external HTML sources.
Object level styling	Designers can now apply custom CSS directly to objects within the design environment. This allows for further customization of design content for HTML-based output. The Communications CE Engine includes the ability for communication designers to place custom CSS directly on table rows, table columns, and table cell objects within the editor.

Communications Designer features: Summary list

Communications Designer features: Web content object properties

Collapsing containers	Designers can add collapsing HTML widgets within HTML5 web content designs. This allows for a better presentation of content in HTML5-generated communications. Designers can add any HTML5-supported object within a collapsing container cell and manage complex container structures.
Container tabs	Designers can add HTML tabs to a web content design. This will allow for an enhanced representation of content for composed HTML5 web content design. Designers can add vertical or horizontal tabs, as well as control content dynamically with business logic and rules. All HTML5 design objects can be placed within the tab container cells. In addition, nested and complex HTML container structures are supported.
Carousel containers	Carousel containers are available for designers when creating HTML5 web content designs. Carousels can help enhance communications by displaying multiple products or services at once, as well as improve space management by grouping relative content. Users can add any supported HTML5 design object within a carousel slide as well as create nested container structures. Business logic and rules can be applied to further customize what slides will be displayed per communication.

Communications Designer features: SMS object properties

Text editing	Designers can use a combination of both text and variable messaging.
Delivery properties	A simpler container design improves the editing user experience and design productivity.
Inclusion rules	Communications Designer supports JavaScript-based inclusion rules for managing business logical requirements.
Text rules	SMS users can apply text rules within the design contents of an SMS message.
Variables	Variables can be placed with SMS messages for better management of dynamic communications.
Variations	Create variations of SMS designs that are based on an unrestricted amount of variable content.

Communications Designer features: Section and clause support

Sections	Section objects allow organizing and grouping clauses, as well as nested sections, into logical groups. This can help with the organization of content as well as provide a convenient method to drive similar or grouped content based on business rules and requirements.
Clauses	A clause is a paragraph-based object that can be included within flowing text. Communications Designer allows users to insert and manage flowing text with a clause-based object.

Communications Designer features: Summary list

Communications Designer features: Section and clause support

Targeted flow	Sections can be configured to flow to targeted frames. Frames can be created that only allow content with a specific flow target. Sections now can be configured to fill only frames with a matching flow target.
Style and style sheet support for sections and clauses	Corporate branding can be restricted via styles and style sheet implementation, ensuring that users adhere to the required guidelines. Users can assign a style sheet to a section, enabling new clauses to inherit the desired style sheet when created. Style sheets can be changed or removed per clause object.
Dynamic style sheet	Style sheets now allow for alternate styling that will be updated dynamically based on business rules and logic. This provides a convenient method of white labeling content and displaying communications for different branding.
Split and merge clauses	While editing clauses within section objects, designers can combine multiple clauses into a single clause and split a single clause into two separate clauses. This functionality aids with optimizing content following migration from a separate system but can be used with all Communications Designer sections and clauses.

Communications Designer features: Text box object

General text box content	Both static and variable content can be applied to a text box design object.
Inclusion rules	Inclusion rules can be applied to meet business rule requirements.
Margins	Users can define a design margin to meet design requirements.
Background colors	Designers can apply background colors for text box designs.
Conditional colors	Designers can apply conditional colors to text formatting and text box background fill based on business logic and variable values.
Borders	Borders can be applied to text boxes. Users can specify what sides of the text box the border should be applied to, styling, width, and color.
Empty variable lines	Empty paragraphs can be automatically removed at engine runtime based on designers' requirements.
Metadata	Metadata objects can be applied for text boxes within HTML and page-based designs. The metadata can be both static and variable.
Accessibility	Accessibility is supported for PDF, HTML email, and HTML5 designs.
Autosize	Text box objects can grow dynamically based on variable content, paragraph rules, and text rule requirements.
Text rotation	Text rotation is support for both static and flow text boxes. Rotated text can be used to control specific design requirements such as watermarking, print controls, and advanced design requirements.

Communications Designer features: Summary list

Communications Designer features: Text box object

Minimum height	Users can now specify a minimum height for auto-size text box objects. Previously users were required to use padding or a specific line height for text box objects to display a minimum height. Now user can define a specific minimum.
Orphan lines	Text box objects can now be configured whether or not to orphan lines when flowing between two pages. This works for flowing and splitting text boxes. Users can now specify how many paragraph lines can be orphaned on a page when the text box splits between two pages.
Autofit text	Text box objects can now be configured to auto-scale text to fit during engine composition. This allows for fixed-sized objects to properly display dynamic text content that may grow larger or smaller than the design. Upscaling the font and downscaling the font are both supported.

Communications Designer features: Table object

General table cell content	Both static and variable content can be applied in a table cell.
Inclusion rules	Inclusion rules can be applied to meet business rule requirements.
Cell margins	Users can define a design margin to meet design requirements.
Background colors	Designers can apply background colors for table cells to meet design requirements.
Conditional colors	Designers can apply conditional colors to text formatting and table cell background fill based on business logic and variable values.
Table borders	Borders can be applied to text boxes. Users can specify what sides of the text box the border should be applied to, styling, width, and color.
Row borders	Users can specify what sides of the text box the border should be applied to, styling, width, and color.
Column borders	Borders can be applied to text boxes. Users can specify what sides of the text box the border should be applied to, styling, width, and color.
Remove empty variable lines within cells	Empty paragraphs can be automatically removed at engine runtime based on designers' requirements.
Metadata	Static and variable metadata objects can be applied for table objects within HTML and page-based designs.
Accessibility	Accessibility is supported for both PDF, HTML email, and HTML5 designs.
Autosize row height	Table rows can grow dynamically based on variable content, paragraph rules, and text rule requirements.

Communications Designer features: Summary list

Communications Designer features: Table object

Specific row height	Users can specify a required static row height for design requirements.
Automated rows	Rows can repeat dynamically during engine composition. Rows can be set to repeated based on a fixed number or repeated based on the number of elements in an array.
Sorting automated rows	Automated rows based on array data can now be sorted in an ascending or descending order during the engine composition. A new property has been added to rows that allow users to specify a row sort without having to use a logic event.
Multi-column fill order	Automated rows can be configured to manage arrays so that arrays can be populated across columns or repeated based on design requirements.
Grouped rows	Rows can be grouped with automated rows to better manage data requirements with an automated table.
Automated columns	Columns can repeat dynamically during engine composition. Columns can be set to repeated based on a fixed number or repeated based on the number of elements in an array.
Table headers	Header rows can be used for automated tables. This includes a standard table header, repeating headers, and repeating headers except for first page headers.
Column headers	Header columns can be used for automated tables. This includes a standard table header, repeating headers, and repeating headers except for first page headers.
Table footers	Footer rows can be used for automated tables. This includes a standard table footer, repeating footers, and repeating footers except for last page headers.
Column footers	Footer columns can be used for automated tables. This includes a standard table footer, repeating footers, and repeating footers except for last page headers.
Merge and unmerge cells.	Cells within a row can be merged and unmerged based on design requirements.
Duplicate rows	Table rows can be duplicated for design and editing purposes.
Duplicate columns	Table columns can be duplicated for design and editing purposes.
Minimum height	Users can now specify a minimum height for auto-size rows within table objects. Previously users were required to use padding or a specific line height for table cells within a row objects to display a minimum height. Now user can define a specific minimum height.
Row rules	Inclusion rules can be applied for rows based on data requirements.

Communications Designer features: Summary list

Communications Designer features: Table object

Column rules	Inclusion rules can be applied for columns based on data requirements.
Section/segment based rows	Header and automated rows can be repeated based on section data. Note: Sections have been relabeled segments in Communications CE.
After all data section/segment based rows	Header and automated rows can be set to compose after all data segments for late composition timing. Note: Sections have been relabeled segments in Communications CE.
Splitting rows	For flowing tables, rows can be allowed to split across flow limits and frames.
Table levels with data segments	Table levels are available for segment-driven tables within Communications Designer. You can add levels to table segment-driven headers to create divisions similar to sub-tables of subheadings in a document. Levels allow you to create table headings that repeat over multiple segments within the table design.
Orphan lines	Table cells can now be configured whether or not to orphan lines when flowing between pages. This works for flowing tables and splitting rows. Users can now specify how many paragraphs can be orphaned on a page when the row splits between pages.
Autofit text	Table cells can now be configured to auto-scale text to fit during engine composition. This allows for fixed-sized objects to properly display dynamic text content that may grow larger or smaller than the design. Upscaling the font and downscaling the font are both supported.
Table totals	Table can now automatically calculate array totals used with repeating rows. The table totals can be used to display current running totals, totals on each page, from previous pages, and more.

Communications Designer features: Barcodes within page and email designs

Communication set and pack-based design templates	Users can create barcodes for both Communication Set-based and pack-based design templates in the following formats: • Code 128 • EAN 128 • Data Matrix • QR • Swiss QR • 4-State: USPS Intelligent Mail • PDF-417 • UPC • OMR
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Communications Designer features: Summary list

Communications Designer features: Image object

Images from DAS	Images can be uploaded, approved, and have life cycle versions within the DAS repository.
Placeholder	Designers can apply placeholder variables to make an image within the design dynamic.
OTMM Integration	Images can be directly inserted from OpenText™ Media Management.
Preserving aspect ratio	Users can lock the aspect ratio for images while resizing them based on design requirements.
Inclusion rules	Inclusion rules can be applied to image objects.
Borders	Borders can be applied to images with designers able to determine the color, width, and style.
Rotation	Images can now be rotated based on 90 degrees. Users can configure images to appear in the final output with a 90, 180, or 270-degree rotation.
Metadata	Both static and variable metadata objects can be applied to image objects.
Accessibility	Accessibility is supported for both PDF, HTML email, and HTML5 designs.

Communications Designer features: Paragraph properties (tables and text boxes)

Line spacing	Paragraphs can be either single or exactly spaced based on design requirements.
Spacing	Designers can apply spacing requirements for both before and after the paragraph within a text box or table cell.
Margins	Left or right margins can be applied to a paragraph within a text box or table cell.
Tab stops	Individual paragraphs can have defined tab stops.
Inclusion rules	Business rules can be applied to paragraphs to better manage content and data requirements.
Accessibility	Accessibility is supported for both PDF, HTML email, and HTML5 designs.

Communications Designer features: Table of Contents object

Paragraph tagging	Paragraphs within a page design can be tagged for a table of content entries. Users can determine on what level they should appear.
Type of TOC	A table of contents can be composed across all design objects or specified to document specific.

Communications Designer features: Summary list

Communications Designer features: Table of Contents object

Levels	Users can specify the number of levels they want to allow for a table of contents.
Tab size per level	Tab definition is supported for individual levels within a table of contents.
Column width	Allow for column width definition between the table of contents entry and the respective page number.
Leader strings	Leader strings can be applied and styled to display the TOC entry and the respected page number entry.
Accessibility	Accessibility is supported for both PDF, HTM email and HTML5 designs.
Hyperlink	Hyperlinks can be applied for internal navigation within PDF output formats.

Communications Designer features: Dynamic charting (Used with page and web content designs)

Pie chart	Standard pie chart functionality with dynamic responsive features within HTML5.
Bar chart	Standard bar chart functionality supporting both vertical and horizontal configurations. Stacked bar configuration is supported. HTML5 dynamic responsive features.
Line chart	Standard line chart functionality. HTML5 dynamic responsive features.
Accessibility	Accessibility is supported for pie, line, and bar charts.
Metadata	Both static and variable metadata objects can be applied to pie, line, and bar charts.

Communications Designer features: Empower interactive controls

Empower check box control	Show or hide content with check box controls. Logic events can be triggered with check box controls.
Empower radio box control	Make selections and include content within an Empower editing session. Logic events can be triggered with check box controls.
Empower button control	Show or hide content within an Empower editing session. Logic events can be triggered with check box controls.

Communications Designer features: Core Signature integration

Standard signature	Users can use dynamic or static signatures with OpenText™ Core Signature for an esignature solution.
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Communications Designer features: Summary list

Communications Designer features: Core Signature integration

Date	Users can use dynamic or static dates with OpenText Core Signature for an esignature solution.
Text	Users can use dynamic or static text controls with OpenText Core Signature for an esignature solution.
Check box	Users can use dynamic or static check box controls with OpenText Core Signature for an esignature solution.

Communications Designer features: Components

Supported object types	Images, text boxes, tables, charts, interactive buttons, and Core Signature items can all be saved as reusable components.
Editing	Editing a component in the context of a design is not required.
HTML rendition	Components can be resized specifically for both HTML Email and HTML5.
Style and style sheet separation	Components can contain styles that are focused independently for HTML5 based outputs or page outputs.
Locking	Components can be user-locked to prevent editing.
Approval states	Approval states are applied individually to component objects. This allows for direct updates that can be moved into production without modifying design objects (pages, emails, HTML5)

Communications Designer features: Frames

Flow frames	General flow frames can be used for flow as well as defined to accept Content Author sections and clauses.
Text message frames	Text message frames can be defined for Content Author integration.
Graphic message frames	Graphic message frames can be defined for Content Author integration.
Table of contents frames	Frames for a table of contents allow for multiple-page requirements.

Communications Designer features: Corporate branding

Text styles	Text styles can be used to apply a specific font formatting for template design.
Paragraph styles	Paragraph styles can be used to apply a specific paragraph formatting for template design.
Style sheets	Style sheets are a collection of approved styles that will restrict formatting to the required guidelines.

Communications Designer features: Summary list

Communications Designer features: Corporate branding

Dynamic style sheets	Style sheets now allow for alternate styling that will be updated dynamically based on business rules and logic. This provides a convenient method of white labeling content and displaying communications for different branding.
HTML and page definitions	Paragraph and text styles can be configured to appear differently between HTML and page outputs.
Color	A color is a defined color that is used within the design as approved branding.
Dynamic Color	Color objects can have their assigned color dynamically changed based on business logic requirements through variable values. This allows for individual colors to change per branding requirements without having to duplicate content.
Color families	A color family is a collection of colors used within the design for approved branding.

Communications Designer features: Design object management within DAS

Approval states	All DAS objects support approval states of “draft, submitted for approval, rejected for approval, approved.”
Object version management	Once an approved object is moved into a draft state, a new version of the object is created.
Object version promotion	Archived versions of an object can be promoted to the latest version.
Object version delete	Archived object versions can be deleted and removed from DAS.
Object effective date	Users can specify an effective date for design objects, allowing them to determine for what period of time the object will be effective in a communication.
Object workflow history	Workflow history can be viewed, including the steps, comments, and the user during the approval steps.
Object reference	Both “used by” and “uses” references can be viewed on the object properties.
Object hide/unhide	DAS objects can be hidden to prevent their continued use for new references. Old designs will continue to use the hidden object until removed.
Object domain sharing	Specific objects and their versions can be directly shared within a tenant’s domains.
Object tagging	Communications, documents, designs, and components allow for tagging to improve organization and search requirements.

Communications Designer features: Summary list

Communications Designer features: Communication set (no dependency on Design Manager)

Data dictionary	Driver data source, user variables for formulas, and system variables.
Output management	PDF, PDF/A, AFP, PostScript, DOCX, HTML email, HTML5, SMS, and Empower outputs.
Content Author	Specify what variables to expose to Content Author users. Additional options include style sheet management, variation management, library components, library rules, etc.
Empower fulfillment	Users can generate and fulfill Empower documents to the supported output drivers without a dependency from Design Manager

Communications Designer features: Design simulation

Variable testing	Run simulations with sample data and change variable values to see the effects on composition.
Variation testing	Allows designers to test and validate variations as they are composed.
Customer sample files	Upload multiple iterations of a data simulation to allow for testing different business and data requirements.
Mobile view for HTML	Users can switch to mobile view to see how HTML designs will preview on smaller device screens.
Dynamic style sheets	Users can modify selection list variables that will allow for dynamic styles to switch to alternate style sheets in simulation.
Dynamic colors	Users can modify selection list variables that will allow for dynamic colors to switch to alternate style sheets in simulation.

Communications Designer features: High-volume print

AFP output	Users can create AFP print output with Communication Set-based designs, including specifying AFP as a desired output type. The engine will only produce AFP output with OpenType font format. Users will be able to reference fonts or embed them directly into the output. In addition, advanced color management architecture will be used automatically by the Communications Engine.
PostScript output	Users can create PostScript print output with Communication Set-based designs, including specifying PostScript as a desired output type. The engine will only produce PostScript output with Type 1 and Type 1 subset font management. Users will be able to reference fonts or embed them directly into the output.

Communications Designer features: Summary list

Communications Designer features: High-volume print

Output queues inserter objects	Inserters allow for barcodes to control bin selections so that an intended insert will go into an envelope. Inserter objects are also a good method for adding general barcode management. A designer can manage the barcode placement that is required on the front, back, or every page of a duplex printed output
Search keys	Search keys allow designers to add data to print streams for both electronic and traditional print. Users can add comments, searchable tags, and print instructions to the output generated from the Communications Engine. They can be saved as reusable objects, allowing them to be used across several communications.
Output queue reports	Queue reports allow designers to generate queue-specific information rather than customer-level data, and can be generated in both an XML or JSON format. Designers will create a queue report layout data source within the communication asset library. Report data source layouts with an I/O timing of “completion of customers” or “queue break and end of queue” can be used as queue reports.
CMYK color space	CMYK color is used widely with high-quality printed output. Designers can use CMYK color within design content and text formats. A user can configure the desired default color space between RGB and CMYK with tenant management configuration.
Device selection preview	Users can modify selection list variables that will allow for dynamic colors to switch to alternate style sheets in simulation. Users can select a specific PDF output device from the ones that are available within the current working domain. This allows designers to preview specific options such as duplex output, and black and white printing. A default PDF device is used for simulation. A designer now can switch from the default device during the simulation process, allowing them to preview page-based output with a specific output configuration.
Paper bins	Paper bins can be configured to manage and control tray commands for high-volume printing.
MICR Fonts	Fonts can be configured within Cloud-Native to use MICR Fonts for AFP printing.

Communications Designer features: DOCX output support

DOCX support with Design Packs	DOCX output is supported with both Communications Designer and Content Author communications that use design packs. The package file must contain a DOCX output device created within Design Manager. When outputting DOCX output there are design considerations that must be taken into account for the best output results. Please refer to both Design Manager and Communications Designer product documentation when designing for DOCX output.
DOCX support with Communication Set	DOCX output is supported with both Communications Designer and Content Author communications that use design packs. The package file must contain a DOCX output device created within Design Manager. When outputting DOCX output there are design considerations that must be taken into account for the best output results. Please refer to both Design Manager and Communications Designer product documentation when designing for DOCX output.

Communications Designer features: Summary list

Communications Designer features: OpenText™ Experience Customer Data Platform

Audiences	Create variations based on Google Marketing, Google Big Query, and additional audience providers to create ultra-personalized content.
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Communications Designer features: OpenText™ Experience Aviator

Experience Aviator Assisted Authoring	Designers can now leverage Experience Aviator's generative AI capabilities to automatically create and refine text to improve tone, readability, empathy, and other content metrics. Users can create prompts with the help of hints, which are especially useful for refining existing text.
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Experience Aviator Assisted Scripting	Designers can now leverage Experience Aviator's generative AI capabilities to automatically create and optimize JavaScript code when working with Complex rules and Events within Communications Designer.
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Communications Designer features: Migration options

PDF design import	External PDFs can be leveraged to create content within Communications Designer. Users can select what objects and content within the PDF editor they would like to leverage as design content.
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DOCX conversion	To expedite migrating content from an external CCM system, designers can import DOCX files to use as the basis for a Communications Designer design. When using a DOCX file to create Communications Designer content, the process will automatically create the following design artifacts: • Documents for each section break in the DOCX file pages and flow pages • Sections and clauses Conversion from DOCX supports the creation of formatted text, variables, tables, and images.
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Design Manager	Users can convert Design and Production library component objects, pages, paper types, sections/paragraphs, simple library rules, and page templates to Communications CE. The migrated content can be used with configurations that are using Communication Sets.
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