OPENTEXT™

OpenText™ Experience Analytics

OpenText Experience Analytics is a scalable analytics, reporting, and data visualization platform that enables teams to design, deploy, and manage secure, interactive web applications, reports, and dashboards fed by multiple data sources. It provides users with real-time information and data exploration as part of their day-to-day experiences across many data sources.

Components of the Experience Analytics modules include:

Experience Analytics Data Collector: Capture data events across a number of tasks, applications, and workflows to feed a set of standard and customizable reports and dashboards.

OpenText™ Analytics Suite for CEM: Analyze and visualize the event data captured by the Experience Analytics Data Collector or other data sources. Includes:

- **OpenText™ Information Hub (iHub):** A server that powers interactive data visualizations and reporting from any data source and embeds them in customer-facing applications on any device

- **OpenText™ Big Data Analytics (BDA):** A high-performance business analytics application and database that enables business analysts to identify cross-sell and upsell opportunities and hidden relationships and respond to those discoveries quickly

- **OpenText™ Analytics Designer (Formerly BIRT Designer Pro):** Allows developers to design and create dynamic reports with embedded analytics, data visualizations, interactive web applications, and customizable dashboards for personalized insights and better end user experiences.

The Experience Analytics platform leverages iHub, the enterprise-grade deployment server for secure interactive analytic applications, which are the foundation for deploying standalone and embedded analytics. With iHub, you can deploy data-driven applications securely to everyone in an organization with user and role-based security and enterprise-class scalability and manageability. iHub enables organizations to display all analytic content on any device, including browsers, tablets, and smartphones, via web and standalone applications, and supports exporting of content in many formats.

The OpenText Analytics Platform

Experience Analytics has many capabilities that make it ideally suited for analytic applications serving large, global enterprises. It can generate and deliver data in a variety of formats, including HTML5, PDF, and Microsoft® Office. Content can be created on demand and/or according to preset schedules. Application data is protected by layered,

BENEFITS FOR BUSINESS

- *Personalize and share customized reports, dashboards, and data visualizations*

- *Explore data using interactive features (such as drill-downs, sorting, filtering, aggregating and grouping) and HTML5-based graphics and charts*

- *Use self-service capabilities to create and customize dashboards and reports quickly, without IT support*

BENEFITS FOR TECHNOLOGY TEAMS

- *Create easy-to-use, interactive, self-service applications*

- *Embed analytics in your existing applications seamlessly*

- *Deploy content to all devices from a single application*

- *Improve user adoption and application time to market*

- *Connect and combine multiple data sources and formats*

- *Remove burden of creating and maintaining infrastructure*

OPENTEXT™
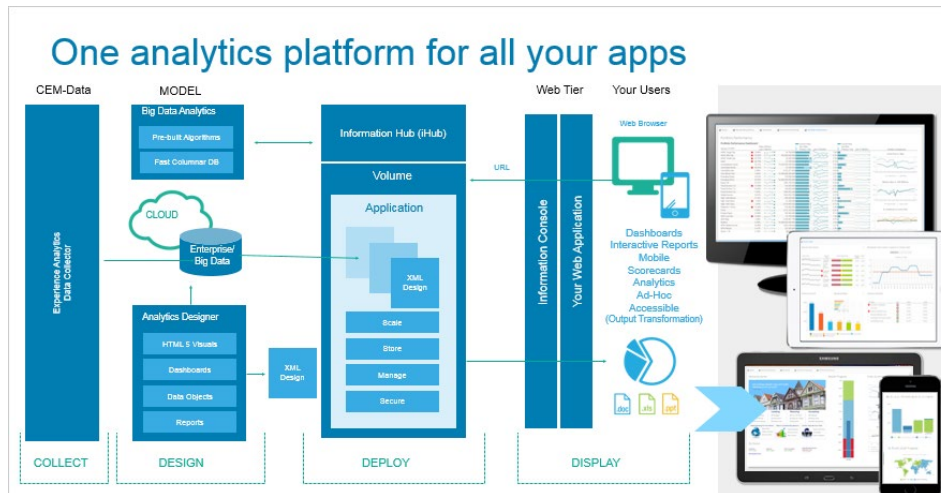
built-in security, or IT teams can use their existing security infrastructure to secure Experience Analytics content via API integration.

Applications created with Experience Analytics are benchmarked to have near-linear scalability and proven to meet the needs of millions of users.

Content created with Experience Analytics is automatically configured for any locale and can support global audiences.

Experience Analytics can be deployed on-premises or in the cloud, and the content it generates can appear in any application and on any device. It is engineered for high availability, reliability, and performance, and offers optional capabilities for multi-tenancy, page-level security, and Big Data Analytics.

Experience Analytics offers many ways to share analytic content securely with both internal and external audiences. IT leaders and their teams can create Dashboards – interactive web applications that aggregate multiple data sources and present users with data in a unified, visual, sharable environment – which users can customize and share. The Interactive Viewer tool enables business users to modify and save reports based on their individual needs and preferences.
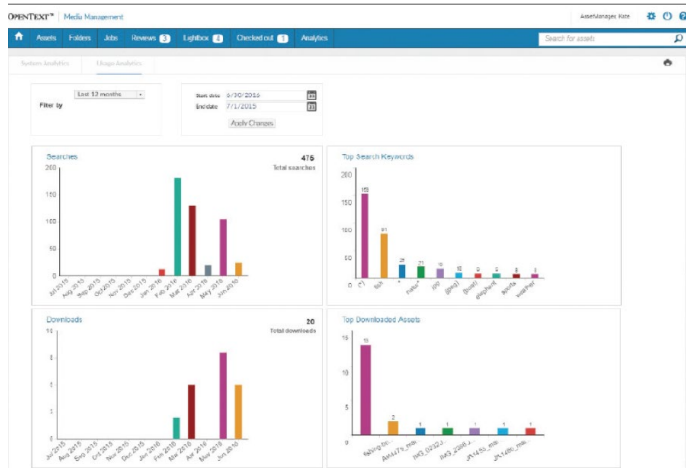
Sample dashboard showing media usage statistics in OpenText™ Media Management.
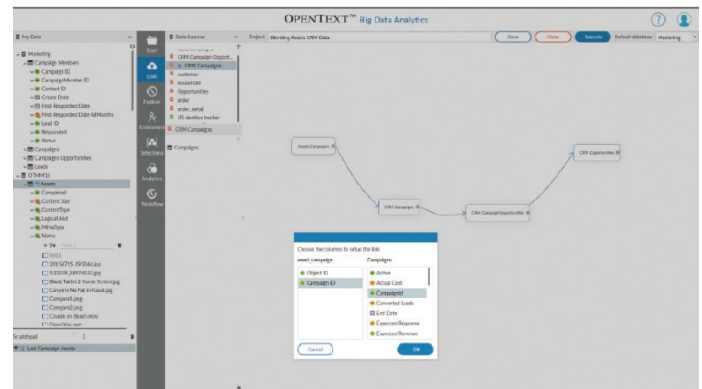
Using data to enable predictive analytics of a CRM Campaign

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