

OpenText™ Experience

Connecting experiences to drive engagement



Delivers 20 petabytes of media in a single system



Accommodates 60,000 agents on one platform



Enables production of 1M+ communications a month



Saves \$1 million in paper and postage a year

Customer experience leaders are often challenged to deliver intelligent and connected experiences that span different teams and information silos. From market awareness to every interaction across sales and customer service to long-term loyalty programs, organizations look to connect data, media, interactions and transactions across an intelligent digital enterprise. The complexity of managing a consistent brand presence across media, languages, cultural expectations and governmental regulations requires a platform built for pervasive connectivity and new ways of interacting that go beyond simple point and click.

OpenText Experience helps business leaders harmonize customer-centric technology applications across every department in the organization. Whether getting a handle on rogue rich media (video, audio, print, imagery) or streamlining communications, invoices or web presence, the OpenText Experience platform offers market-leading capabilities in Digital Asset Management, Web Content Management, Workforce Optimization, Intelligent Forms Automation and Customer Communications Management to address all your priorities in one solution.

Along every step of the continuous journey with OpenText Experience, the business partner or end consumer has an opportunity to experience customer satisfaction and employees are enabled to assist and maximize the customer's lifetime value across every interaction and relationship encounter.

Intelligent insights

Analytics help organizations gain better insight into customers and provide greater relevance to the customer experience in the context of that customer's journey. New technologies help organizations personalize digital experiences using all available insights, which are no longer limited to clickstream data and thinly defined profiles. Users can now share content across departments and make intelligent and rational decisions with data-driven automated workflows.

Operational efficiency

Companies are facing a real challenge in organizing their information: finding it, storing it and sharing it in an efficient and contextual way. Integration across marketing, sales and customer support systems requires an orchestration of the creation, curation, management, publication and analysis of the content. In many cases, information is sitting in a repository, not being used and likely forgotten, resulting in re-creating content and incurring unnecessary costs for the organization. OpenText Experience delivers a unified, consistent experience across processes and activities that enable employees to easily find and use content and increase productivity.

Service-driven architecture

Today's high bandwidth, internet-connected world enables firms to assemble more independent software building blocks using a micro-services architecture. Providing omnichannel experiences requires that the underlying content architecture support a separation of the content definition from the way it is presented. Together, adaptive content and responsive design concepts help drive a consistent, real-time, personalized and right-sized asset to the end user that does not disrupt the buying process should the user switch channels mid-stream. IT can also use the application services for developing apps, as they help simplify deployment and enable cross-product synergy capabilities.

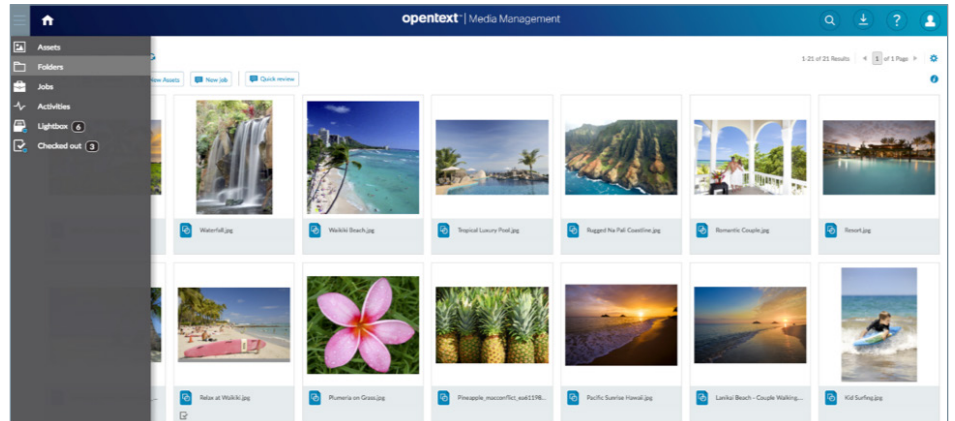
The OpenText Experience platform contains licenses for each of the following programs:

Customer Communications Management	Deliver highly personalized interactive correspondence, automated communications and batch documents to multiple destinations, including print, email, SMS and fax
Digital Asset Management	Accelerate the workflow-driven creation, reuse and collaboration of rich media content from images to video in one system
Digital Experience Optimization	Author, test and target content for multiple experiences, including designing websites and mobile applications and publishing content to social, commerce and authenticated sites
Workforce Engagement	Gain highly integrated workforce optimization and glean voice of the customer insights from the massive volumes of interactions from the contact center to online chat or social interactions
Intelligent Forms Automation	Create electronic forms for data capture across the enterprise, route documents and data for review and approval and automate complex business processes for improved efficiency and control

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Digital technologies have created new touch points and opportunities for businesses to engage with customers. As the customer journey has grown more complex, organizations require an omnichannel strategy that cuts across devices and technologies to ensure a rich digital experience. OpenText Experience helps organizations connect the customers' digital journey. It makes it easier than ever to create, publish and manage content to deliver highly personalized and engaging customer experiences that also drive desired business outcomes.



Part of the Experience platform, OpenText™ Media Management serves the entire enterprise by extending business processes with digital media workflows and Digital Asset Management services for secure, controlled access to digital media assets.