

OpenText™ Exstream Command Center

Intelligently and efficiently manage complex production and delivery systems for all of your communications across the enterprise

OpenText Exstream multichannel customer communications management (CCM) software is proven to enhance the customer experience and make interactions more profitable. Designed for companies and organizations that thrive on strong customer relationships, Exstream gives business users the power to make the most of every touch point. Create insightful, impactful, real-time communications that strengthen customer engagement and loyalty to fuel profitable business growth.

Part of the Exstream integrated software platform, Exstream Command Center provides a central location to implement and manage production and delivery tasks.

Ease Exstream Adoption

Enterprises need a speedy and seamless transition when implementing a new or updated communication production solution. Any downtime is costly, and for some businesses, it means putting millions of dollars at risk. Command Center helps you quickly and easily deploy Exstream by letting administrators set delivery parameters for nearly any production environment—even when printing is outsourced.

Streamline Production

Exstream Command Center enables automated job scheduling configured specifically around your Exstream application requirements. It lets administrators plan, schedule, and optimize communication production and supports any production environment system, from the most basic to the very complex.

For all of your Exstream interactive, on-demand and high-volume applications, Command Center provides a deadline-driven production and job management system. It lets you create reusable jobs with interchangeable phases that can be prioritized and optimized in order to meet service level agreements (SLAs). It also features production job monitoring and administration; automatic event notification; error tracking, logging and auditing; production accounting statistics; and advanced user management with access control.

FEATURES

- Plan, schedule and optimize application production
- Intelligently and efficiently manage complex production and delivery systems for all of your communications across the enterprise

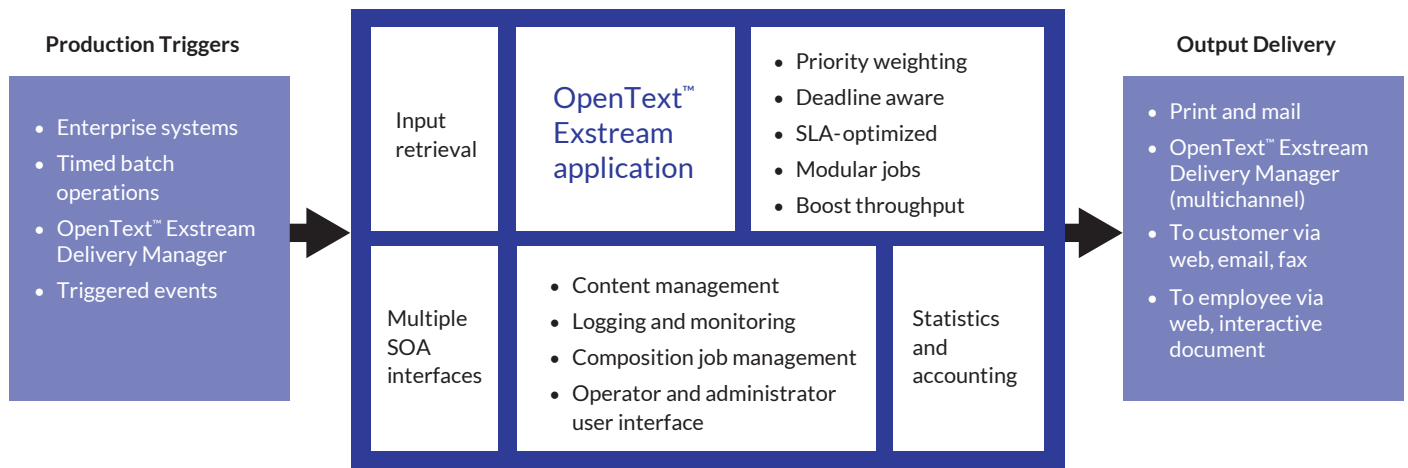
WHY OPENTEXT?

OpenText has developed and implemented customer communications solutions in hundreds of Fortune 500 enterprises around the world. In addition, OpenText offers a wide range of training, consulting, and technical support services to maximize your investment in our products.

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Rely on Seamless Integration

Intelligently monitor and interpret production triggers and efficiently use output resources. This production management tool provides an open architecture for easy extension and customization.

The diagram above shows communication automation broken down into three areas:

Production triggers

Events occurring within Exstream or other integrated enterprise systems. These events may include time-specific batch events, the arrival of specific data files, a customer service representative’s request for a communication, or end-customer activity on a web portal.

Exstream Command Center

The management hub that can make sense of these complex systems and their interrelationships. It helps organizations monitor and control production triggers, output delivery and integrations with other enterprise systems from a central location.

Output delivery

The final production of the communication. Traditionally, this meant printing and mailing. But increasingly, the final step is delivering a communication to a customer or front office employee via web, email, text message (SMS), mobile push notification or fax. It could even be delivery of an interactive communication to a portal, a workflow tool, or a content management system.

Maximize Your Return on Investment

Efficiently manage Exstream output production from a central location. Designed to work “out of the box” with the Exstream platform, Command Center can help businesses avoid or even eliminate high maintenance costs related to creating and maintaining custom scripts and code. And real-time status reporting across the enterprise helps administrators ensure efficient resource management.

Cut costs further by minimizing the effort associated with integrating communication applications, especially when compared to the expense of outsourced integration services. Best of all, there is no need to purchase, install, and maintain expensive third-party job scheduling systems to manage Exstream communication processes.

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