

# OpenText™ Exstream Content Author

Easily add or update relevant messages and offers to drive action. Respond to your customers' needs faster with OpenText™ Exstream Content Author

You need to communicate something important—like a new product or service—to your customers, you have the copy ready, but you're held up waiting on IT to make changes in the message template. When your communication finally goes out, that perfectly timed window of opportunity has passed, and your message has lost relevance.

## Your content. Your rules.

Simplify customer communication processes and make it easy to create, change, and personalize messages with the new Content Author capability in Exstream 16.3. OpenText Exstream Content Author gives you complete control of crafting, editing, and personalizing messages, letting you create content and business rules as needed—without having to wait on IT.

Designed for non-technical business users, its tight integration with Exstream allows content changes to be applied without re-packaging. Through Exstream 16.3's repository for managing all content design assets, users can share content they create—text and graphic messages, leverage other content already stored, and keep track of versions. You can easily preview your changes and edits in real time to see how your message will look in the context of the communication, allowing even faster time to market with new messages and offers. Other content authoring interfaces require content management activities to take place in a cloud environment and include additional steps to bring the content back on-premises for production—adding complexity and slowing time to market.

Exstream Content Author helps you react to market changes and competitive offers faster by deploying relevant targeted messages designed to change customer behavior and make insightful decisions.

Exstream Content Author empowers you to respond to customer needs faster with the ability to:

- **React to competitive changes in real time**—solidifying your place as a market leader
- **Communicate new product offerings faster**—staying relevant to your customers' needs
- **Get the job done, and give IT their time back**—making you the company hero

## SUMMARY

*OpenText™ Exstream Content Author allows you to make changes to customer communications without engaging IT so that you can respond to competitive changes in real time, communicate new offerings instantly, and act on opportunity.*

## HIGHLIGHTS

- *Update communications without engaging IT*
- *Deliver relevant and timely content and messages*
- *Quickly modify and publish content*
- *Go from development to production in minutes*
- *Drive personalization and preview changes before publishing*
- *Define when and how content gets used*

## Did you know?

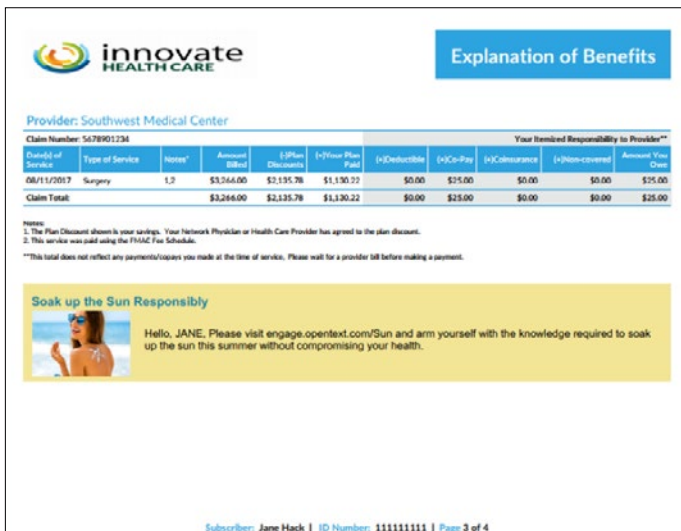
Millennials are expected to make up more than half the workforce by 2020. Your company can gain a competitive advantage by having the ability to design and deliver contextually-driven, personalized communications at the right time, in the right format, and for the right device.

With Exstream Content Author, it's as simple as:

1. Pulling up a communication template
2. Selecting an area to edit and adding pre-approved or free form text and images
3. Publishing the relevant messages to your customers



Highlighted message frames make it easy to identify areas you can edit



Easily add or update relevant messages and offers to drive action

## Your customers change. Your customer communications should too.

Your customers don't stay the same. Not only are they moving to digital communications on a variety of devices, they also start families, take vacations, buy boats, and grow older—all of these events can provide an opportunity to engage them with relevant

messages and offers. With Exstream Content Author, your marketing team can edit messages in customer statements or account summaries—and update that content on their own timelines.

### Marketing messages

Let's say you're a marketing professional who controls a message on customer statements. Every two weeks, you have a new message to appear in three spots on the right-hand side of the statement. Before Exstream Content Author, you would need to engage IT, which would often impact your timelines. With Exstream Content Author, you can update the content independent of IT, controlling your own messaging and timelines.

### Legalese

Or maybe you're a legal professional who needs to update the legal disclaimer at the footer of customer bills. Now, you can update, edit, and preview the content in real time—ensuring legal compliance without costly delays.

### Real-time opportunities

Perhaps a utilities customer is continually charged extra for their high usage during peak hours. As a marketing professional, you can edit their statement and let them know about a demand conservation program that could help save them money.

### Relevant promotion

Or let's say a customer's insurance policy is up for renewal. Your organization just launched a new promotion geared towards this customer's demographic and situation. You have an existing policy renewal email template, but it doesn't list this promotion. With Exstream Content Author, you can simply edit the existing template—without having to engage IT—saving you time, responding to opportunities in the moment, and helping your customer make a smart and timely decision.

### OpenText Exstream

Exstream Content Author is a new capability for the Exstream platform. Exstream is a market-leading customer communication management (CCM) solution for interactive, automated, and unified communications. Exstream allows business users to optimize customer engagement through the design and delivery of ultra-personalized, consistent, compliant communications for better customer experiences—delivered anytime, anywhere, and on any device. Learn more at: [opentext.com/exstream16](http://opentext.com/exstream16).

### About OpenText

OpenText enables the digital world, creating a better way for organizations to work with information, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX), visit [opentext.com](http://opentext.com).

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