OpenText™ Exstream Delivery Manager

Confidently deliver electronic communications

How much are you spending to alienate your customers?

Your customers—especially millennials, the fastest-growing customer group—demand digital channels for every communication, and it's hard to ignore how much you could save by reducing print and mail costs. But for critical communications, many businesses have been hesitant to adopt electronic delivery channels because of the associated risks around security, privacy, compliance, and delivery.

Adapt to New Channels

The 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. Design and deliver insightful, personalized customer communications that strengthen engagement and loyalty to fuel profitable business growth.

These communications can be targeted and meaningful in on-demand, real-time, or batch environments and can be delivered to virtually any print and electronic channel—including the web, content repositories, SMS, email, push notifications, and social networking sites—from a single design or template.

Exstream Delivery Manager gives you the peace of mind to confidently deliver critical, electronic customer communications created with Exstream. This means you can take advantage of the benefits of emerging electronic channels without compromising your stringent delivery requirements. And you can easily integrate with email service providers (ESP) and mail transfer agents (MTA) for "end-to-end" design to delivery customer communications.

"The power of OpenText™ Exstream is that it has allowed us to build a platform for our entire customer communications management, and create a center of excellence around it."

– ASHEEM DUBEY, ECM MANAGER
PEMCO INSURANCE

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www.opentext.com/exstream16

Promote Customer Choice

Encourage customers to choose electronic communications over paper. You'll save print and postage costs while minimizing risk.

Exstream Delivery Manager works with ESPs and MTAs—including an out-of-the-box integration with SparkPost®, the ESP industry leader—to help ensure delivery. Should a primary delivery method fail, it automatically sends through secondary print or electronic channels. You can even configure the solution to repeat delivery attempts until a message is delivered, as long as a communication can be tracked.

Because your communications are integrated, you can add targeted messages to the failover communications, indicating the nature of the failure of the primary communication and what the consumer can do about it. For example, if the consumer had requested email notifications but provided an incorrect email address, the additional message may request for them to visit a website to update their information. Exstream Delivery Manager also logs all delivery activity, enabling you to track whether or not messages were opened or were reported as spam.

Assure Multichannel Delivery

Because Exstream Delivery Manager is integrated with the Exstream platform, you can confidently design communications for multichannel use while avoiding the risks and inefficiencies in disparate, disconnected point solutions. Design one communication—such as a direct marketing offer, invoice/bill, or account summary statement—and then choose which content elements to include based on the delivery channel. For example, create a customer statement in the Exstream design environment and output the entire design to PDF for print, a subset in HTML for email, and only the account balance to SMS—all from a single design and source for data and dynamic content.
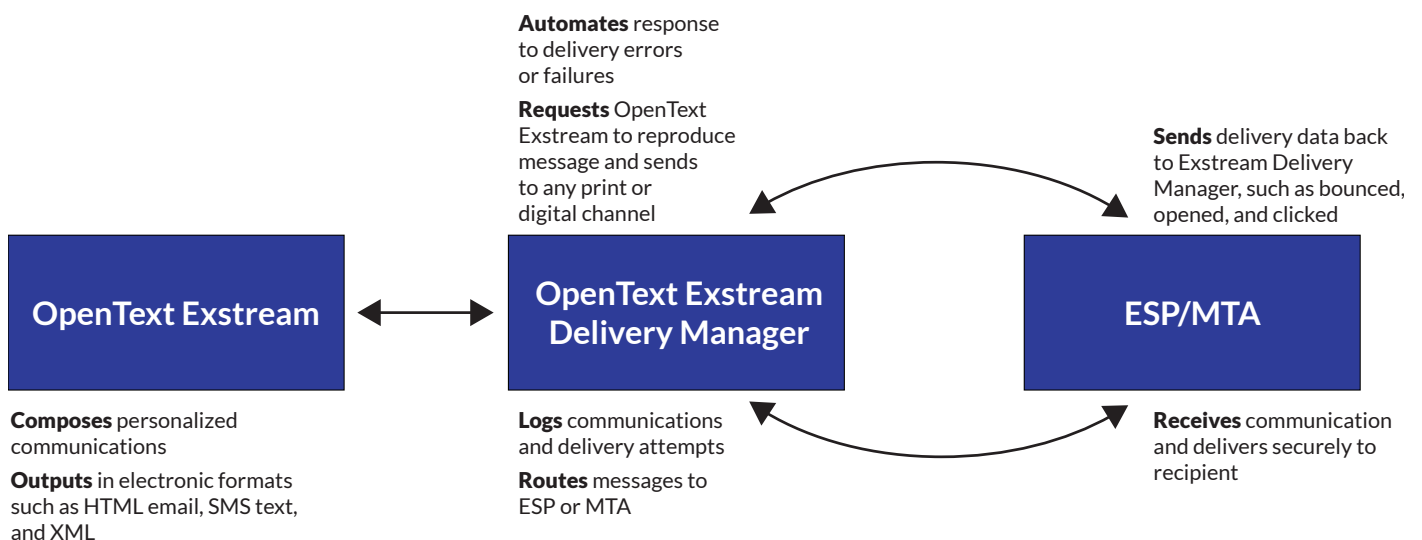
Create Custom Delivery Channels

Do you already have a messaging solution? Exstream Delivery Manager can access an API set for any external solution. This lets you use your existing messaging solution and still reap the benefits of assured delivery, while accessing additional data, such as clicks, opens, or bounces. This additional data can be inserted into Exstream Delivery Manager logs and reported to give a comprehensive view of all communications.

Close the Loop

Imagine that a customer opts for email communications only, but then provides an invalid email address. The following week, customer statements are produced as part of a batch process. When Exstream Delivery Manager attempts to deliver the email and receives a failure notification from the email server, it automatically responds by triggering Exstream to produce and deliver a printed document. Not only does the customer receive the printed communication, but it contains a targeted message alerting the customer to the email failure and advising that the email address should be updated at the company's website.

Exstream Delivery Manager gives businesses the confidence to take full advantage of electronic delivery channels. A strategic CCM solution, Exstream is designed to break down silos of information and combine operational efficiency with increased revenue opportunities for more profitable business growth.

Automates response to delivery errors or failures

Requests OpenText Exstream to reproduce message and sends to any print or digital channel

Sends delivery data back to Exstream Delivery Manager, such as bounced, opened, and clicked

| **OpenText Exstream** | ← → | **OpenText Exstream Delivery Manager** | | **ESP/MTA** |

Composes personalized communications

Outputs in electronic formats such as HTML email, SMS text, and XML

Logs communications and delivery attempts

Routes messages to ESP or MTA

Receives communication and delivers securely to recipient

www.opentext.com/contact