

## SERVICE OVERVIEW

# OpenText™ Exstream Managed Service

Industry leading, cloud native CCM



**Integrated  
communications**



**Mobile customer  
communications**



**Personalized  
experiences**



**Document  
automation**



**Risk management**

**Creating better customer experiences is critical to staying ahead of the competition. Exstream, the leading Customer Communications Management (CCM) software, helps organizations in a variety of regulated industries create remarkable customer experiences by designing and delivering personalized, compliant, consistent communications for any online and offline channel.**

Whether you're struggling with long lead times to make changes, little control over regulated content, error-prone manual process or inability to produce relevant personalization, Exstream can help. And now, companies can have the power of Exstream while reducing the burden of managing infrastructure and application administration. Let OpenText handle everything for you so you are up and running fast.

OpenText™ Exstream Managed Service Cloud Native 21.2 offering is delivered by OpenText as an Enterprise Managed Service (EMS), deployed in the OpenText Cloud and operated by OpenText experts. This "as a Service" delivery model includes Exstream as a transaction-based subscription license that bundles Hardware/Software/Support and Application management costs into one subscription license. This allows customers to focus on utilizing the power of the latest version of Exstream to achieve the competitive advantage they are seeking, without having to worry about the technical complexities of operating and maintaining the software themselves. Combining the power and versatility of the OpenText™ Exstream with the benefits of cloud operations reduces capital outlay, accelerates return on investment, and delivers peace of mind knowing that OpenText is engaged in every step of the journey.

Ready for a turnkey cloud CCM offering hosted and managed by OpenText? Here is what you get—Exstream Managed Service offers the following benefits and features:

Integrate with data and content from leading business applications, including enterprise resource planning (ERP) software and customer relationship management (CRM) tools, such as Salesforce.

Design and simulate responsive digital communications so that HTML outputs scale and flow correctly, regardless of the device or screen size, i.e., mobile, tablet or desktop. Import and access cascading style sheets (CSS) directly from the design database, and easily create or update rich, responsive content and communications.

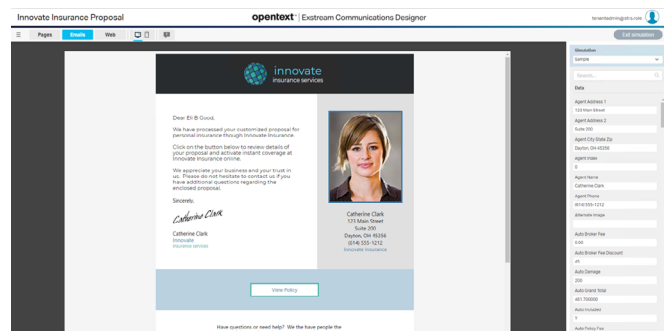
Tailor communications and content to deliver a more personalized experience that boosts customer engagement, drives revenue, increases brand loyalty and helps with brand consistency.

Automate and re-purpose dynamic templates and documents to save time, money and the need for technical resources.

Respond to regulatory changes and mandates quickly with the flexibility of editing content and templates as well as adhering to accessibility requirements.

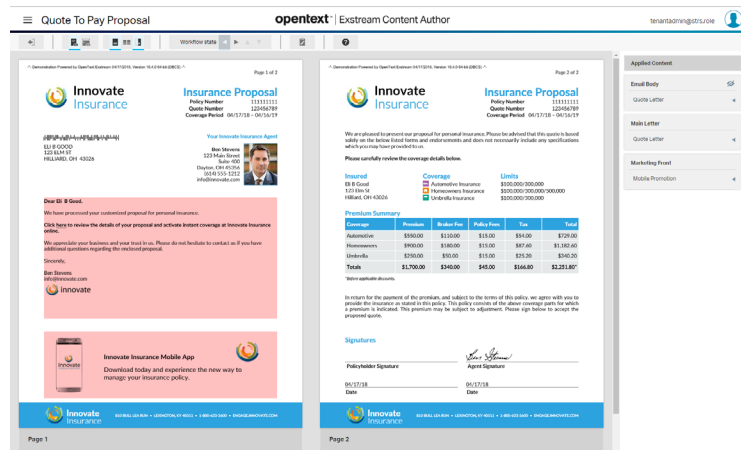
Deliver “Universally Accessible” PDFs and include dynamic charts, videos, hyperlinks and other rich, multimedia elements. Ensure customers can access content with communications that comply with Web Content Accessibility Guidelines (WCAG) 2.0 standards to adhere to Section 508, the American Disabilities Act and Accessibility for Ontarians with Disabilities Act (AODA).

Provides a browser-based designer for full template design and layout creation, enabling marketing and other content creators to design customized OpenText™ Exstream™ communications from scratch or from an existing template using a simple drag and drop interface. Content creators can quickly and easily deploy new communications and release changes to existing communications without requiring IT assistance.



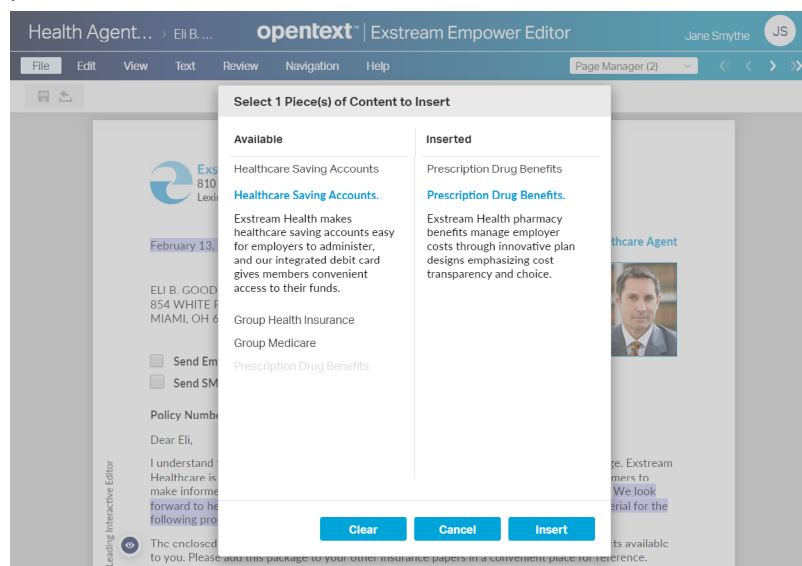
## Exstream Content Author Cloud Native

Enables business content authoring by allowing non-technical users to create and change text and graphic messages in Exstream templates, without waiting on IT. Users have control of crafting, editing and personalizing content, and can create content and business rules as needed.



## Exstream Empower Cloud Native

Enables interactive editing, leveraging web-based, controlled editing for fast, personalized, one-to-one communications.



Additional users and transactions can be added as necessary.

## OpenText Enterprise Managed Services

The OpenText Enterprise Managed Service (EMS) program is a standardized program methodology based on OpenText's breadth of experience and the fundamentals of the ITIL framework of best practices for IT service management.

Customer solutions deployed under Enterprise Managed Services are designed with multiple levels of redundancy and failover. This cloud infrastructure is optimized for business continuity and disaster recovery. Every server, network device and storage unit is fully redundant. Should one data center fail, its operations pass onto others on the OpenText Cloud.





OpenText also offers pre-defined and best-in-class Recovery Point Objective (RPO) and Recovery Time Objective (RTO) commitments for customers to inform their business continuity planning and set clear expectations for service restoration and data recovery in case of a disaster.

OpenText's 24x7 global support team, Enterprise Managed Services includes comprehensive processes to monitor availability, performance, and, most importantly, proactively detect and escalate performance incidents and service disruptions.

OpenText Cloud Service agreements with customers define the Service Level Agreement (SLA) commitments for application availability, incident response and service restoration. We understand that availability is critical for businesses and provide strong service level commitments that match the business needs of each enterprise. OpenText Cloud operations are designed to maximize system and data availability, and provide maximum uptime - 7 days a week, 24 hours a day. Our SLA is designed to protect customers against unscheduled outages and ensure that appropriate measures are taken in the event a commitment is not met. Typical Experience Platform solution deployments have an application availability of SLA of 99.999%, measured monthly and exclusive of scheduled maintenance conducted during approved maintenance windows. For mission-critical runtime environments a custom SLA can be agreed upon.

### Performance monitoring and optimization

Extending beyond the incident response capabilities of OpenText's 24x7 global support team, Enterprise Managed Services includes comprehensive processes to monitor availability, performance, and, most importantly, proactively detect and escalate performance incidents and service disruptions. It involves a comprehensive incident management policy that is part of an ISO global information security framework. Support services are collaborative and delivered in partnership with each organization to combine OpenText's EIM managed service expertise with the organization's understanding of its business and processes.

### Service Tiers

EMS provides three pre-defined service tier options ("Service Tiers") from which a customer can select. Each tier ascribes key service characteristics, designed to meet the operational needs of our customers.



### Standard Tier

Designed for customers looking for a departmental service, where cost is a key concern and high availability is not a burning requirement. Key service features include:

- Availability SLA = 99.5%
- Recoverability (RTO = 7 days / RPO = 24 hours)
- Service Management Contact = Shared Service Management Desk

### Enhanced Tier

Adapted for customers looking for an enterprise level solution, where high availability is a fundamental concern. Key service features include:

- Availability SLA = 99.9%
- Recoverability (RTO = 8 hours / RPO = 8 hours)
- Service Management Contact = Named Service Manager

### Premium Tier

Designed for customers whose needs are not met by either of the above tiers, the Premium tier allows OpenText to create a tailored service offering to meet specific requirements.

## Enterprise Managed Service Tiers

Choose the managed service that best fits your business needs and budget

Required Services	Standard	Enhanced	Premium
Application Admin Service Requests	Up to 140	Up to 300	As Required
Application instances	2 (Pre-PROD), PROD)	2 (Pre-PROD), PROD)	3 (2x Pre-PROD), PROD)
Application Customizations* (includes Custom Integrations)	0	Up to 2	Unlimited
Support for Application* Customizations	Configuration changes only, subject to a separate quote	OpenText produced customizations only, subject to a separate quote	OpenText or third party produced customizations, subject to a separate quote
Application Release Cycles**	1 (Annual)	Up to 2 (Annual)	Up to 4 (Annual)
Perform Updates and Upgrades	✓	✓	✓
Encryption at Rest	✓	✓	✓
Compliance Certifications***	✓	✓	✓

### About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: [opentext.com](https://opentext.com).

### Connect with us:

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\* Customer developed functional enhancements are excluded from SLA; support service includes troubleshooting, data collection, service restart

\*\* Deployment of functional updates to the managed Application

\*\*\* for Private and Public Clouds: ISO 27001, 27002; SOC 1, 2 Type II; FedRAMP (in process)