


OpenText™ Magellan™ for Marketing


Unlock crucial market intelligence to understand customers better, cut through the noise, and improve business



 Know your customers **better**

 **Personalize** product offers

 **Enhance** segmentation

 **Optimize** sales activity

Reaching consumers who are constantly bombarded with communications vying for their attention and dollars is an ongoing challenge for today's marketing service providers. By uncovering the insight in a wide spectrum of data, marketers can gain an in-depth understanding of customers, deliver the right messages at the right time, and increase their chances of being heard.

OpenText Magellan enables marketing service providers. to connect with customers by delivering personalized experiences. It's a cost-effective, scalable solution that combines the power of Artificial Intelligence (AI), machine learning, and enterprise-grade business intelligence to glean valuable information about consumer preferences and concerns from structured and unstructured data. Easy to use even for non-technical professionals, Magellan turns masses of consumer data into accurate and concise insights, trends, and predictions.

When businesses rely on Magellan, they can also rely on a full suite of OpenText business solutions and analytics services. The OpenText Magellan Professional Services team has deep expertise with Magellan and analytics technologies coupled with extensive experience working with organizations across many industries to glean insight from their data.

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Extract crucial insight on customers

To build a relationship with customers, organizations need every bit of information they can get about them. Magellan uses AI capabilities such as text mining to tap into unstructured data – chat transcripts, social posts, emails and other non-standard information – to determine how customers feel about specific products, brands, and services. Natural language processing and understanding provides essential knowledge about customers' sentiment, emotions, and intent, giving a more complete view of the individuals and groups they're targeting.

Increase sales with enhanced customer profiling and segmentation

When it comes to segmentation, manual techniques are inherently limited by time, bias, and available resources. With Magellan's AI-powered data discovery capabilities, there's no limit to the depth and detail of customer segmentation and profiling. It allows business users to apply advanced analytics to the vast stores of available data, identifying hidden patterns and trends among billions of records.

Deliver intelligent, tailored offers

Many consumers now outright reject generic marketing offers. They've come to expect and demand customized approaches that don't waste their time. Magellan's AI-powered analysis of historic data trends and active customer data enables relevant, personalized offers at the most appropriate purchase interactions. This not only improves hit rates, but produces new data on buying behavior that can inform future product development.

Streamline operations without adding complexity

In today's environment, service providers need to be lean but agile. Magellan empowers non-technical users to apply AI-driven data discovery capabilities in their workflows with ease, generating data visualizations to get robust insights from vast amounts of data and embedding reports and dashboards capabilities in any app. With this information at their fingertips, users can detect patterns and selling opportunities without relying on IT.

The complexity and expense of assembling a stack of separate components, especially without adequate expertise in data science, can deter from a comprehensive AI deployment. With pre-integrated components, Magellan is a cohesive platform that minimizes the required effort and expertise while increasing time to value. Advanced analytics, machine learning, and enterprise-grade business intelligence are bundled into a single, flexible, extensible infrastructure. It's built on an open foundation, so organizations maintain full data ownership. And Magellan is designed to support maximum self-service in all users, so non-technical employees can extract vital insight from all types of structured and unstructured data.

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.