



# OpenText™ Communications Center CRM

## Powerful document generation in the cloud

OpenText Communications Center CRM (CC CRM) is a cloud-based solution for generating quotes, proposals, contracts, service documents, written follow-ups to phone inquiries, and other high-quality, personalized customer correspondence.

Whether an organization needs to produce a single customer service email or millions of personalized sales letters, CC CRM helps rapidly synthesize relevant business data and content into compelling written communications, all from within your familiar customer relationship management (CRM) or enterprise resource planning (ERP) environment. A cloud-based solution, CC CRM provides enterprise-class customer correspondence functionality without any enterprise-scale IT challenges. Organizations can focus on the customers while CC CRM powers the back end, deploying in just minutes.

### Features

#### Fast implementation

CC CRM integrates with Salesforce®, Oracle® Fusion, or another system. And it only takes a few minutes to set up the software. After deployment, organizations are ready to create new data-driven correspondence directly from its CRM. To map custom objects or fields, simply select them from the pick lists in CC CRM. No programming is required.

#### Superior data retrieval

CC CRM features out-of-the-box integration with popular business systems such as Salesforce, Oracle Fusion, Oracle® Siebel, SugarCRM™, SQL Server® databases, Microsoft® Excel®, and other systems with web service interfaces.

Unique among correspondence solutions, CC CRM is able to retrieve, manipulate, and populate data from objects that are linked via a plurality of relations. Quickly set up relations within the intuitive point-and-click interface. No programming is required.

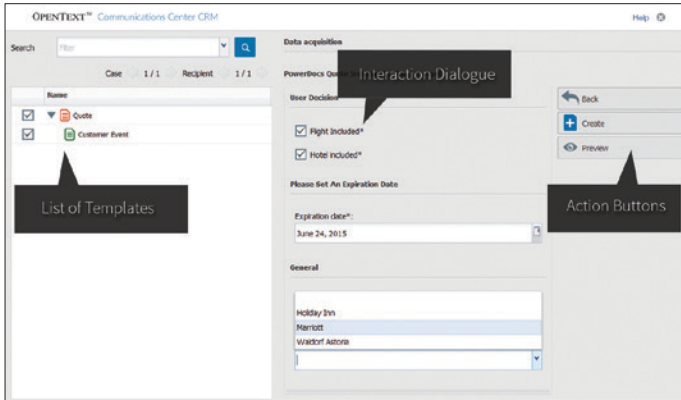
#### Sophisticated rule engine

The CC CRM rule engine gives organizations the power of flexibility. By embedding conditional statements in correspondence templates, companies have the ability to link document structure and content selection to the data that CC CRM retrieves from the source system. In other words, CC CRM can dynamically adapt each piece of correspondence according to individual customer information and produce highly personalized content. Whenever a user initiates a new piece of correspondence, CC CRM executes the

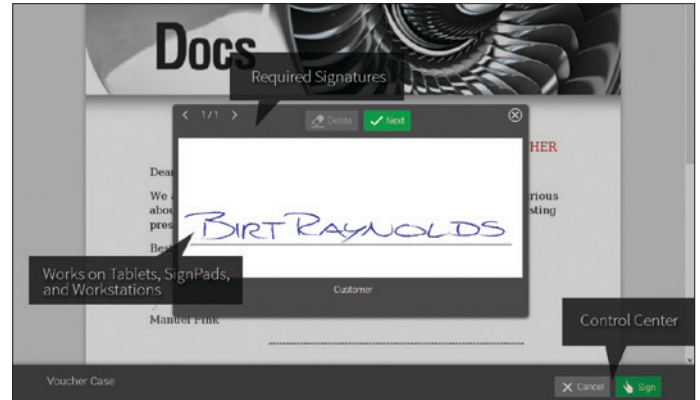
### FEATURES

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- *Fast set-up in mere minutes.*
- *Turnkey integration with Salesforce®, Oracle® Fusion, and other popular systems.*
- *No need to purchase and maintain expensive IT infrastructure.*
- *24/7 access to cloud-based Customer Communications Management (CCM) computing resources capable of producing high-volume correspondence.*
- *Ability to generate highly personalized correspondence thanks to built-in rule engine.*
- *Global business focus—more than 10 languages supported.*
- *Instant customer sign-off with built-in electronic signatures.*



OpenText CC CRM Interview Mode



OpenText CC CRM eSignature

applicable template rules. The rules often require the user to enter additional information via dropdown menus or text fields before dispatching the completed document. This final information gathering process is called Interview Mode.

**Easy document editing**

Organizations can also manually edit any correspondence that is generated from a CC CRM template. If light editing is required, CC CRM can be accessed via a browser window where changes can be made quickly. The editor employs HTML5 technology so users can access it from any device (e.g., laptop, tablet, mobile). No local installation is required. For more extensive changes to a piece of correspondence, users can use Microsoft® Word, the de facto world standard for word processing.

**Multi-channel delivery**

CC CRM can dispatch correspondence to multiple customer channels simultaneously: email, print, text message, fax, FTP fileserver, CMIS-enabled content management systems, and more. Output document formats and channel selection can be left to the users’ discretion or made conditional on customer data. Rules can be set up for how correspondence is dispatched.

**Unmatched language support**

With more than 10 supported languages, CC CRM offers tremendous value to local and global companies alike.

**Workflow and process integration**

CC CRM can map workflows and approval processes, as well as all CRUD operations in the Salesforce system.

**Electronic signatures**

CC CRM comes with a platform-independent, mobile-ready signature module that allows customers to sign digital forms. No third-party software is required.

**Technical specifications**

**Client side**

- **Operating Systems**— Microsoft® Windows, Mac OS X, iOS™, Android™.
- **Browsers**— Internet Explorer® 8 up, Firefox® 3.0 up, Chrome™, Safari®.
- **Optional**— Office Software like MS Word 2007, Microsoft Word 2010/2013 (32 Bit).