

OpenText™ Exstream

Release 16.2

Ultra-personalized, consistent, compliant, customer communications—delivered anytime, anywhere.

With digital transformation to drive better customer experience on everyone's mind, it is easy to see the impact your customer communications strategy can have on your bottom line. Being able to design and deliver contextually-driven, ultra-personalized communications at the right time, in the right format, and for the right device can give your company a competitive advantage. Especially with millennials expected to make up more than half of the workforce by 2020, with their expectations for personalized service and instant access to information across every channel, both in their personal and professional lives.

Wouldn't it be great if you could provide real-time personalization for new channels with little to no effort? Smart companies know that their customers like multiple ways to connect with them, moving seamlessly between devices and demanding 24/7 access. You can use customer communications to create an optimal digital customer experience, grow revenue, and save money. Your bills, statements, insurance policies, and mortgage applications, contracts and proposals can actually transform your customers' perceptions of your business and generate long-lasting relationships.

OpenText 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. Designed for omnichannel customer communication management (CCM), Exstream leverages data and content you already have to transform customer communications into a highly personalized, engaging customer experience.

Exstream Overview

Exstream release 16.2 combines the best of Exstream and OpenText™ Communications Center (StreamServe and PowerDocs) into one powerful "CCM Anywhere" platform making it easy for companies of all sizes to create and deliver custom, consistent, compliant communications for the continuous customer journey.

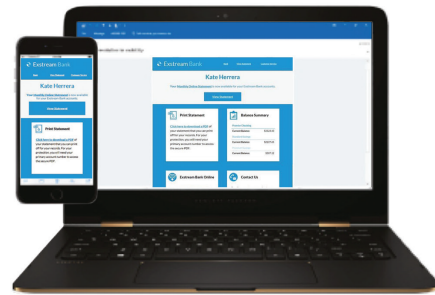
NEW IN OPENTEXT™ EXSTREAM

- *Access to both Exstream and OpenText™ Communications Center components through new common installer*
- *Simplified user authentication and management*
- *Improved design content and application management*
- *Enhanced connectivity with enterprise systems*
- *Powerful new Engine orchestration capabilities*
- *New output delivery options*
- *Productized integrations with OpenText EIM*

Web



Email



Design, preview, and deliver responsive HTML5 that displays appropriately regardless of the device or screen size.

Integrate anywhere – the enterprise solution for true digital transformation

Digital transformation is more than taking printed documents and sending them electronically. It means fundamentally rethinking how you do business and making sure the right systems and processes are in place to support the expectations of demanding consumers, employees, and business partners. Exstream lets you use content as it is, where it is, with advanced “plug and play” integration with popular business applications and ecosystems (e.g. SAP®, Salesforce®). Plus, you can take advantage of extended data and content from any application, including OpenText Enterprise Information Management (EIM) and Analytics, for ultra-personalization of communications. A CCM solution would not be complete if it didn’t seamlessly support integrated workflows so you can easily ingest and use data from print and web forms and ensure the delivery of critical communications for an end-to-end solution from design through assured delivery. Being able to reduce redundant efforts and systems helps companies manage digital and print together, making sure those channels are not disconnected.

Engage anywhere – CCM for anytime, anywhere engagement

Exstream is a market-leading CCM solution for interactive, automated, and unified communications, allowing you to transition to digital customer experiences with minimal disruption. Move from one-way, non-contextual communications to interactive engagements; from fixed formats to responsive displays on every device; and from on-demand communications to real-time messaging. Future-proof your customer communications strategy with a software solution that is reliable, trustworthy, and able to support tomorrow’s customer engagement requirements.

Deploy anywhere – “CCM your way”

Exstream is flexible in a variety of ways to allow you to do “CCM your way.” It can scale from small, departmental projects to complex enterprise-wide deployments. Choose from on-premise, cloud, or hybrid cloud deployment options depending on your needs. New and flexible pricing and purchasing options mean any size company can easily get started using Exstream.

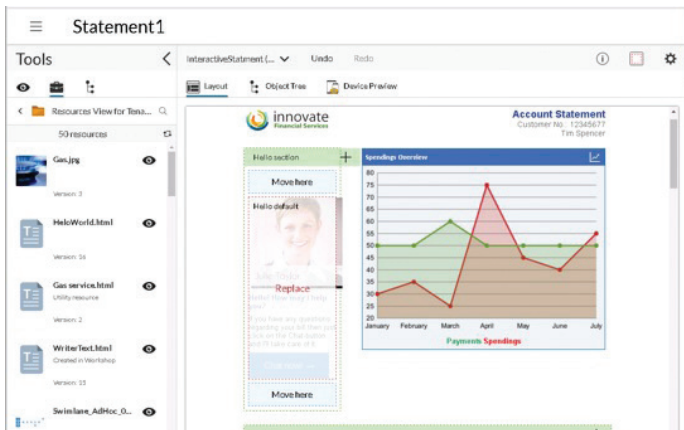
Adaptive, omnichannel communications

Customers switch channels 75 percent of the time when unsatisfied with the communication platform. And when they change channels, they expect to continue the same conversation with a familiar and continuous experience. But many enterprises find meeting this expectation difficult: 42 percent of customer service agents use multiple applications when managing voice, chat, email, and social media inquiries.¹ Use Exstream to take everything you know about your customers—like that they prefer receiving communications in Spanish or that they prefer to receive their health plan EOB in the mail, but receive copay amounts by SMS text—and transform it into personalized communications that customers access on their preferred devices.

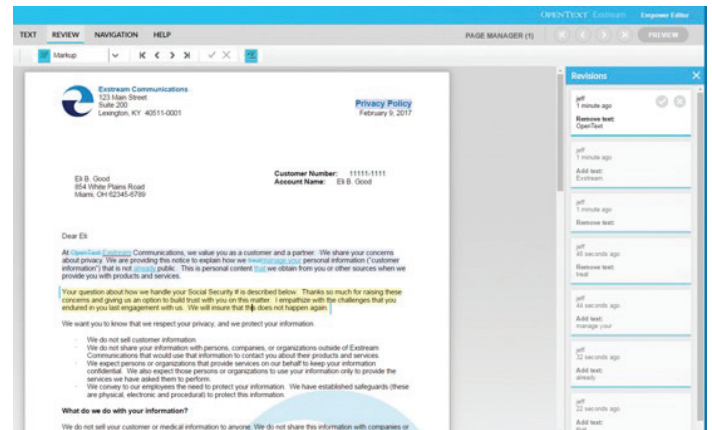
Companies have to respond to consumer preferences by sending customer communications through digital channels. Exstream helps you deliver timely, relevant, targeted messages across current and evolving formats and delivery methods. You can use Exstream to:

- Create engaging communications—including statements and bills—that include dynamic charts, videos, hyperlinks, and other rich, multimedia elements. Interactive options allow your customers to drill down on key elements, across web and mobile devices.
- Design responsive digital communications so HTML output scales and flows correctly for the device format on which it is presented, such as mobile, tablet, and desktop. Import and access cascading style sheets (CSS) directly from the design database, and easily create or update rich web content.
- Deliver accessible PDFs to your customer’s preferred electronic channel. Easily label and describe your communication’s visual elements. The PDFs comply with rigorous Web Content Accessibility Guidelines (WCAG) 2.0 standards to help you reduce legal risk, demonstrate social responsibility, and increase customer satisfaction and loyalty.
- For electronic communications, you can track delivery and respond automatically to failures or bounce-backs through an unlimited number of failover channels. Get consolidated visibility into delivery, tracking, and response information for electronic communications.

No matter whether customers get printed communications in the mail, or they get email notifications with links to statements or text message alerts, Exstream enables you to provide a consistent multichannel customer experience and reach customers just how they like it.



Storyboard - Easy to use, web-based, controlled template changes and content authoring



Empower - Market leading interactive document editing, with revision tracking

Move from One-Way to Interactive Communications for a True Dialogue with Your Customers

Deliver Better, Faster Responses to Customers

Exstream interactive documents deliver a controlled editing experience to help your customer-facing employees quickly follow up one-on-one customer interactions with highly personalized communications.

- Balance business compliance and standards with the freedom to create truly personalized, one-to-one communications in a controlled editing environment.
- Guide users through creating individual communications that leverage Exstream's unrivalled capabilities to dynamically access your data and content from multiple sources and deliver to virtually any print or electronic channel.
- Support a wide variety of interactive communications, including correspondence, long documents such as contracts, brochures, proposals, and welcome kits. Rather than using a series of web screens, the document itself is interactive, and so it remains the point of record for the entire transaction, including tracked changes and incorporation of personalized data and content.
- OpenText™ Exstream Empower Editor provides interactive document editing directly from a web browser, with no additional download or installation. Designed for business users, the intuitive interface allows authorized users inside and outside your business (e.g. agents) to personalize communications, while ensuring consistent branding and required legal and compliance language.
- Part of the Exstream software platform, StoryBoard is a web-based business content authoring tool designed to give business users the freedom to quickly and easily create, edit, and modify content to be used in customer communications through a concept called Themes. Themes allow business users to create variants of master templates defined in either

Template Engine (text processing tool) or StoryTeller design environment. StoryBoard also allows users to preview how documents will look like with different simulated input data or customer information, and test how the simulated documents are rendering in Print or Web output formats as well as various mobile device screen resolutions.

Speed Deployment and Ease Integration

Most businesses can't afford breakdowns in their document creation and delivery processes, and for some it might mean putting millions of dollars at risk—such as when statements are not sent out on time due to production errors. Administrators can use the production orchestration capabilities in Exstream 16 to quickly and easily:

- Enable automated job scheduling configured specifically around your application requirements.
- Plan, schedule, and optimize document production in nearly any production environment system, from the most basic to the very complex—even when printing is outsourced.

Support Regional Needs and Global Growth

Meet domestic requirements for providing communications in a customer's preferred language, and easily adapt document applications as the enterprise moves into new global territories.

- Get complex multi-language support in a single Unicode product, with broad support for documents that use doublebyte character sets (DBCS), bi-directional text, and complex language scripts.
- Users can easily switch between language layers in interactive documents, and language translation tasks are aided by special user-interface views.

Learn more at

www.opentext.com/exstream16

¹ An independent consumer study commissioned by TalkTo reveals consumers' frustrations with customer service phone experience.