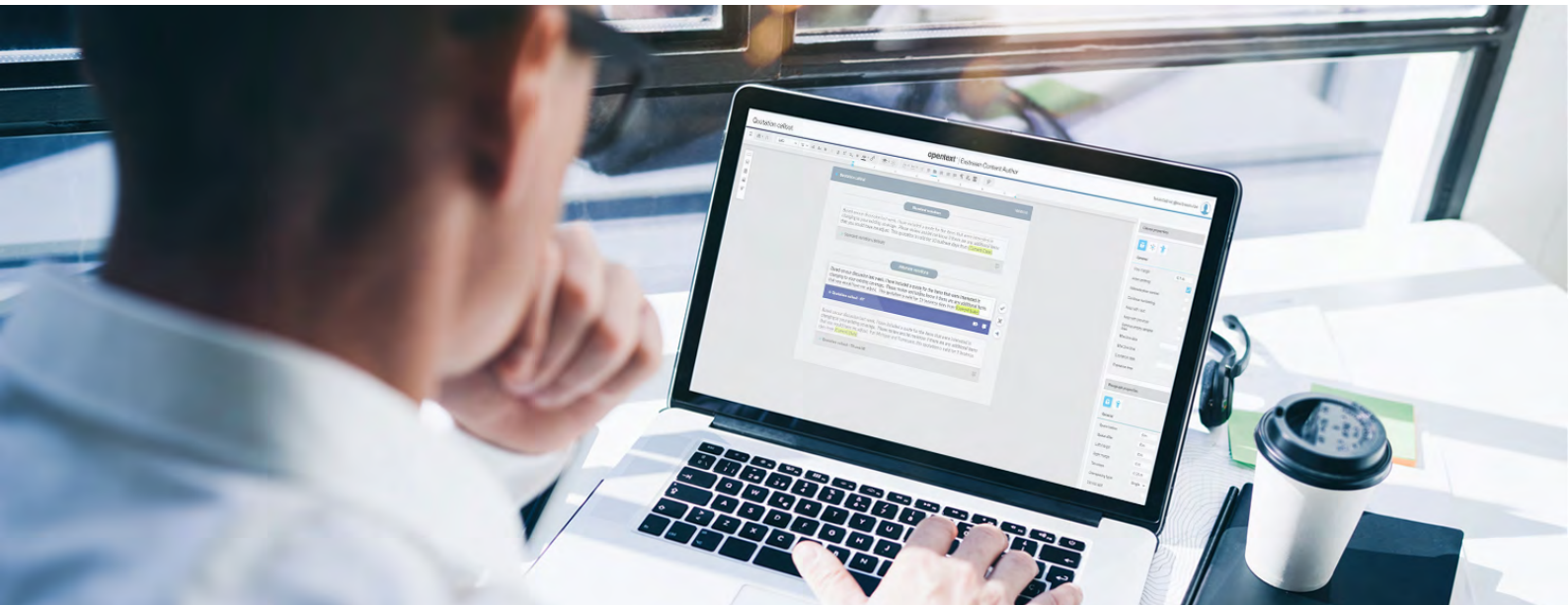


PRODUCT OVERVIEW

OpenText™ Exstream™ Cloud-Native

Modernize and facilitate digital transformation with a purpose-built, containerized version of OpenText™ Exstream™ that lets customers run anywhere



Improve customer engagement—personalized communications for all channels

To be competitive, an organization must provide frictionless, digital-first interactions throughout the customer lifecycle—from marketing and customer acquisition to onboarding to servicing. It's time to modernize and rely on proven technology built for speed and simplicity.



Increase productivity—collaborative digital communications

OpenText™ Exstream™ Cloud-Native is a purpose-built, containerized version of OpenText™ Exstream™ that lets customers run anywhere. The market-leading Customer Communications Management (CCM) solution includes new functionality and is containerized, making it easy to deploy in the cloud of your choice or on-premises.



Reduce total cost of ownership (TCO)—single, enterprise CCM in the cloud for all communications

Whether you're struggling with long IT lead times to make content changes, control over changing market regulations, too many siloed or legacy systems or the inability to produce relevant personalization, Exstream Cloud-Native can help by combining the power of enterprise CCM with the benefits of containers.

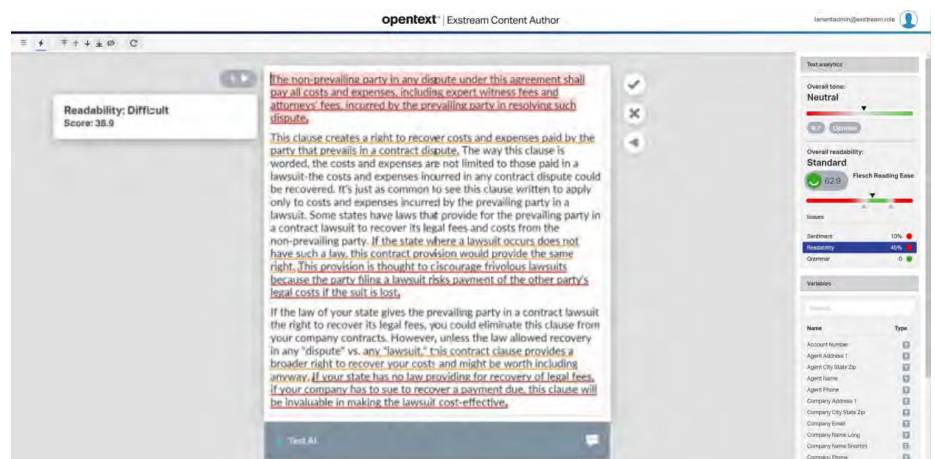
Exstream Cloud-Native is designed to give organizations of all sizes the competitive advantage that Exstream provides and a choice in where they deploy, while simplifying and reducing the cost of implementation, maintenance and updates.

Improve customer engagement

In the daily battle for customer attention, brands need to find the right balance of communication cadence and level of personalization. If it's too much, your customers get annoyed; too little, and they forget about you altogether. Add in the new expectations for consistent communications across all channels, especially the many digital channels, and it's easy to see how challenging it can be to deliver experiences that exceed your customers' expectations.

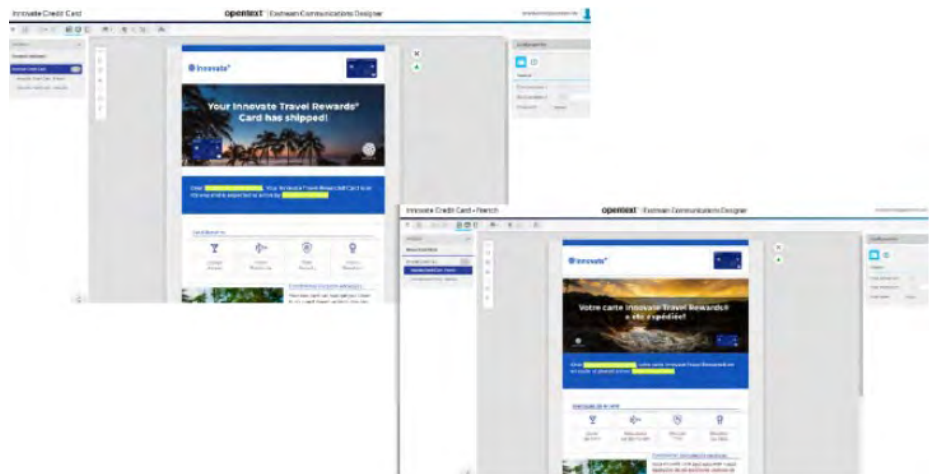
Marketers and business users can use Exstream Cloud-Native to leverage existing templates and data from core systems to create highly personalized, relevant, consistent customer communications for delivery across all channels. They can develop communications from a single platform, ensuring content reflects corporate brand standards, is approved and meets compliance regulations, regardless of the channel used. Consistent experiences build trust, and trust builds relationships, resulting in happy customers.

Exstream Cloud-Native's AI-powered Assisted Authoring capability helps users create better content through grammar, sentiment and reading comprehension scores. Content owners can ensure consistency across communications and channels and develop targeted content for specific customer segments.



AI-powered Assisted Authoring checks the sentiment, reading comprehension level and grammar of highlighted content, enabling content producers to better target messages to specific audiences.

Business users can control and configure content in several ways to provide more profound customized communications, including using effective expiration dates for content to ensure the correct version of content is included or excluded at the right time. Management of multiple content variations (content that is similar but may differ based on some criteria) ensures communications can easily be tailored by language, geography, demographic data or other segments.



Users can easily make changes to all related variations.

Increase productivity and accelerate time to market

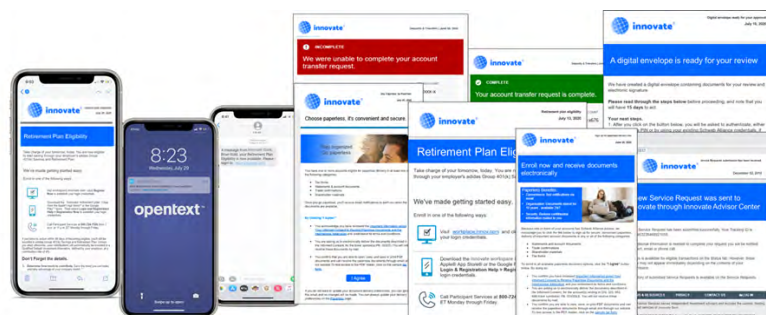
The “new normal” of a digital-first economy requires most organizations to re-think customer experience and deliver connected, personalized experiences with a largely remote workforce. Lack of the right technology hampers employee productivity.

Collaboration

Exstream Cloud-Native makes it easy for marketing, legal, compliance and other business users to collaboratively create, modify and approve customer communications in the corporate or home office. Web-based design, authoring and interactive editing in a unified user interface mean business users have the tools they need to get new messages and offers to customers faster, without waiting on help from IT. The cloud-native, package-less design environment is much faster with no desktop dependencies. Content blocks in the communication template can be locked down or editable based on roles or personas, ensuring the right people have the proper access.

Compliance, legal and subject matter experts collaborate throughout the communication development, review and approval process, streamlining workflows and providing greater content control. Exstream Cloud-Native reduces compliance risk by helping manage, track and approve regulatory language changes made in one location and then applying those changes everywhere necessary.

Exstream Cloud-Native can significantly improve productivity with its ability to process high-volume batch transactional communications in the cloud that are not limited by production engine capabilities. Exstream Cloud-Native is fully featured and easily supports high-volume batch communications, known for its sub-second processing speed.



OpenText offers Consulting Services, Managed Services and Learning Services to support customers with digital transformation and optimize their investment in OpenText software and solutions. Passionate about customer experience, OpenText brings together the world's largest certified team of OpenText solution professionals to help customers build and execute on their digital strategy.

Consulting services include:

- Change enablement and adoption
- Experience Advisory Services
- Implementation Services
- Integration Services
- Modernization
- On-Premises, Cloud and Hybrid Managed Services
- Success Packages
- Training (classroom, virtual, certification)

Reduce total cost of ownership (TCO)—single, enterprise CCM in the cloud

Exstream Cloud-Native delivers enterprise communications without enterprise complexity or cost. Exstream Cloud-Native simplifies the transition to the cloud, providing the benefits of cloud CCM, eliminating in-house operational and maintenance costs, complicated upgrades and elastic scaling so that users only pay for what they use.

Designed to handle all types of customer communications for all delivery channels, Exstream Cloud-Native allows users to consolidate into one CCM solution and eliminate expensive-to-maintain departmental point solutions. Because it is deployed in containers, Exstream Cloud-Native gives users the freedom to choose the cloud platform (AWS, Microsoft® Azure®, GPC, private or hybrid).

On-Demand Deployment takes elastic scaling further, reducing operational costs by allowing users to run Exstream only when they need it. Spin the production engine up or down or turn it off entirely when it's not required for even more cost-efficiency.

Simplified migration and rationalization

Technology moves so quickly that not having the newest version of a chosen solution can hinder your organization. However, for many IT professionals and line of business owners, upgrading a business system can seem like more trouble than it's worth.

Whether running an older version of any OpenText CCM technology or using a competitive CCM solution, the OpenText Exstream Rationalizer can help reduce the scope, time and cost of moving to Exstream Cloud-Native. Available through the OpenText Professional Services team, this patented rationalization technology helps companies move to Exstream faster and with less cost and eliminates aging or legacy applications and consolidates them into Exstream, reducing overall maintenance costs.

Exstream is OpenText's strategic, innovative and continually evolving CCM platform. The solution extends organizational CCM capabilities to include business user-driven content creation and modification, a premier batch engine that is faster than other CCM solutions and ingest data in any format, significantly reducing document processing time.

Let Exstream Cloud-Native help you exceed customer expectations with personalized, connected experiences.

Exstream is the No. 1 CCM solution in market share and enterprise deployments.

Exstream is part of the OpenText™ Experience Suite Platform, which includes solutions for digital asset management, web content management and more to provide a complete, 360-degree customer experience across all interaction points of the customer journey. The Experience Suite Platform enables organizations to improve customer loyalty and create connected, engaging, personalized experiences that yield better, longer-lasting results related to customer lifetime value (CLV).

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Exstream differentiators include:

- Premier batch engine performance with less investment in infrastructure and software licenses.
- Easy integration with data and content from any application, with no need to normalize data, saving hours of processing time.
- Strongest integration with business apps and ecosystems, such as SAP®, Salesforce® and OpenText EIM solutions.
- Web-based design and authoring functionality lets non-technical users modify and publish content in Exstream templates without IT help.

Cloud-optimized deployment options

Exstream Cloud-Native is available as part of the Digital Experience Platform, as a managed service on the OpenText™ Cloud, and as a Docker container that supports any cloud (private, public, hybrid) and on-premises deployment.

| Feature | Benefits |
|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| New cloud input and omnichannel output | Integration with OpenText® Notifications provides cloud-based email communication delivery, reporting and tracking. Integration with OpenText® Core Experience Insights provides analytics on each communication touchpoint in the customer journey. |
| Streamlined UX | Unified, cloud-based user interface for communication design, authoring and orchestration. |
| Easy installation and deployment | Get up and running in minutes, whether running on-premises or in the cloud. |
| Simplified data mapping for business users | Manage standard data sets and mapping for all communications and efficiently manage changes and revision of data configurations. |
| Omnichannel design | Design for any channel in the browser with mobile design and see a real-time communication simulation in mobile, web, email and print. |
| Drag n' Drop Communication Flow Modeling | Centrally manage all communication flows and approvals in a web-based environment. |
| Optimized for cloud | Any cloud of choice also runs on-premises, as long as the customer runs Kubernetes. |

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://www.opentext.com).

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