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PRODUCT OVERVIEW

OpenText Exstream Communications Designer

The fast and easy way to design dynamic and compliant client communications from scratch, in a modern, web-based environment

Leverage browser-based designer built for cloud and on-premises deployment

Drop in and preview content easily for both mobile and desktop screens

Create responsive HTML emails that adjust automatically to a customer's viewing device

Manage design variations based on business requirements

Increasingly, business users and content creators must create customized and flexible communications that are not limited by templates or controlled editing frames or areas. And, with so many marketing and business users regularly sending client communications, organizations are looking for customer communications management (CCM) options that do not require IT resources for layout and design or content updates.

OpenText™ Exstream™ Communications Designer enables less- technical users to design responsive customer communications, including HTML5 email, for a variety of screen sizes and device types, without help from IT.

Communications Designer is 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. With its web-based, thin-client design, onboarding new users is easy. Organizations simply need to grant access to the new user's account and provide a connection URL.

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Use cases:

Marketing templates

With OpenText™ Exstream™ Communications Designer, marketing professionals can build new layouts and templates when the content is ready and the time is right, without waiting for IT support or jeopardizing timelines.

Customized correspondence

An insurance company that uses OpenText™ Exstream™ to create renewal letters can now enhance those letters with more customized messages. For example, an agent can use Communications Designer to design a new communication about estate planning for clients who recently turned 50 and send it to hundreds of customers without waiting on IT to develop the template.

Content Author integration

Portions of Communications Designer templates can be designated as "controlled authoring areas," allowing other content creators to update or modify content using the Exstream Content Author interface.

Realtime opportunities

A communication professional can find and address realtime customer issues. In the utilities industry, this could mean creating a new communication with customized money-saving tips for customers who are repeatedly charged extra for peak-hour energy consumption.
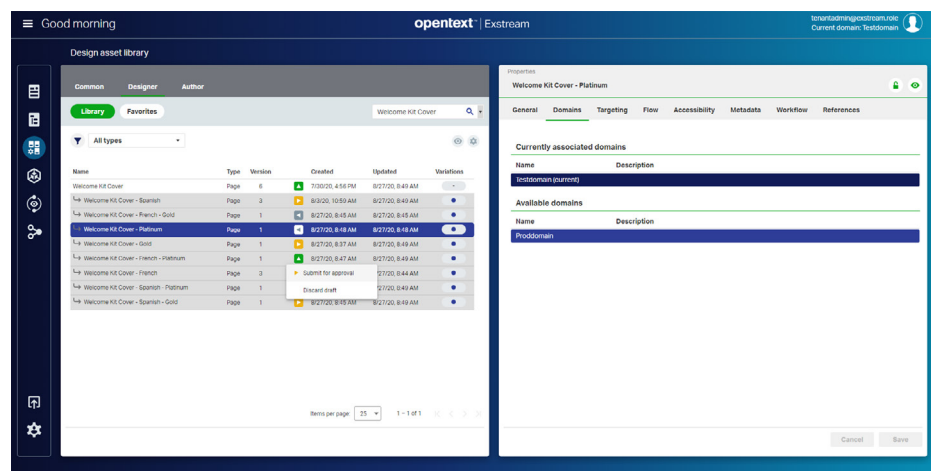
Leverage flexible deployments

Communications Designer enables organizations to easily move template design to content creators and remote workers by extending intuitive design capabilities through a browser-based user interface to the cloud. Deploying CCM cloud options also keeps the IT footprint down.
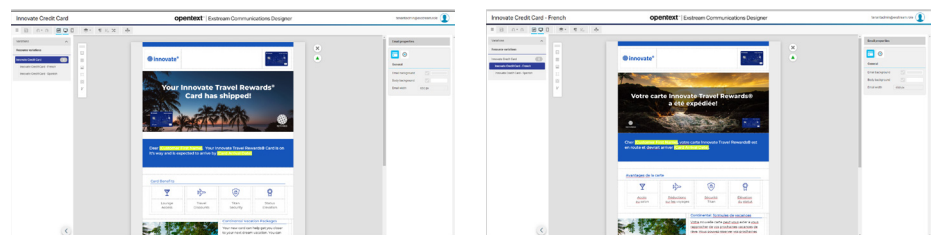
Enable flexible, self-service communication design and layout creation for business users

Creating ultra-personalized communications at the right time, in the right format and for the right device can be challenging when faced with inflexible templates. Communications Designer allows non-technical marketing and business users to create, build and lay out customized communications from scratch, including designing HTML5 content for delivery to mobile applications or web portals.

Designers can easily manage design variations based on business requirements such as legal, marketing and geographical differences. The user interfaces organizes and displays variations for easy management, but each one has its own life cycle.

Asset Management view shows all variations

Email variation in both English and Spanish

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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)

Design responsive HTML emails

Communications Designer makes it easy to create responsive emails, designed and optimized for viewing on an individual customer's device to get the best results. Intuitive HTML email designs are responsive by default and significantly reduce the number of steps required to create a communication. Users can adjust templates at will, easily create or modify a communication with drag and drop capabilities, resize frames and areas on the fly and use the built-in simulation feature to preview and test communications before sending them out.
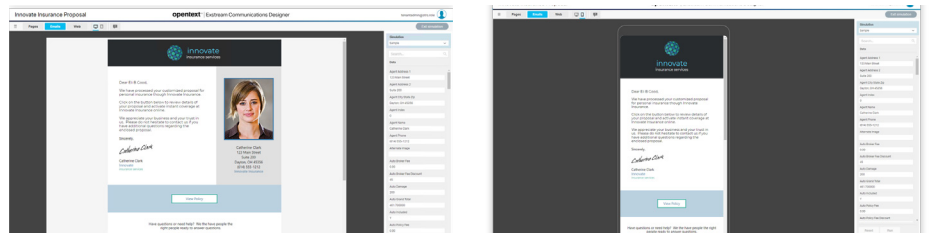

Figure 1-2: View composed output for both desktop and mobile screen

Deployment options

Exstream Communications Designer is available as part of the Exstream Platform and as a containerized version with Exstream CE.

Why OpenText?

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 the ability to ingest data in any format, greatly reducing document processing time.

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).

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, saves hours of processing time.
- Strongest integration with business apps and ecosystems, such as SAP Salesforce and OpenText EIM solutions.
- Design and authoring functionality that lets non-technical users modify and publish content in Exstream templates, without IT help.

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Exstream Communication Designer features:	
Manage variations	Create and manage customized variations of design content, allows more flexibility while reducing redundancies
Advanced rule support	Control design and personalized content, enables more complex communications as well as other types
Zero-install, thin-client design	Content creators can quickly and easily access Communications Designer on the web without downloading anything or requiring IT support
Full template design and layout	Flexible design functionality includes automated tables and flowing documents that dynamically adjust to create an optimal user experience
Responsive HTML email design	Responsive design templates, drag and drop support for template adjustments and simulation support for preview and testing enable content creators to easily build communications that focus on user experience
Re-usable components and omni-channel delivery	Save time by leveraging re-usable text, tables and image components for omnichannel communications delivery
Reduced package file dependency	Deploy communications quickly without package file dependency
"Born digital" design	Digital design features, such as responsive templates, drag and drop functionality and preview simulation support, make it simple to design communications for any channel
Share design objects across email and page designs	Linked, reusable design components allow for one unified message to be delivered to any device without compromising on-page design layouts
Design for Content Author	Full design template creation with frame support controls authoring areas within a communication, yet gives content creators more design flexibility than ever
Mobile view editing and simulation	Drop in and preview content for mobile and desktop screens

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