



# OpenText™ Experience Analytics

Enhance your digital experience applications with embedded analytics and predictive insights

In a digital, data-driven world, organizations strive to understand their employees, customers, and partners' digital experience better. Using Big Data to understand the customer buying trends or preferences, they can provide better products and services, increase engagement, boost satisfaction, and nurture loyalty. With this insight, business is empowered to take appropriate and effective actions that deliver contextual information to the user. IT also wants to deliver high-scale, mobile-ready, self-service interactive reports and data visualizations to help end users complete important tasks quickly and on any device. OpenText Experience Analytics allows organizations to interpret a massive volume and variety of data, turning it into accurate and concise trends, insights and predictions.

## Turning Insight into Action

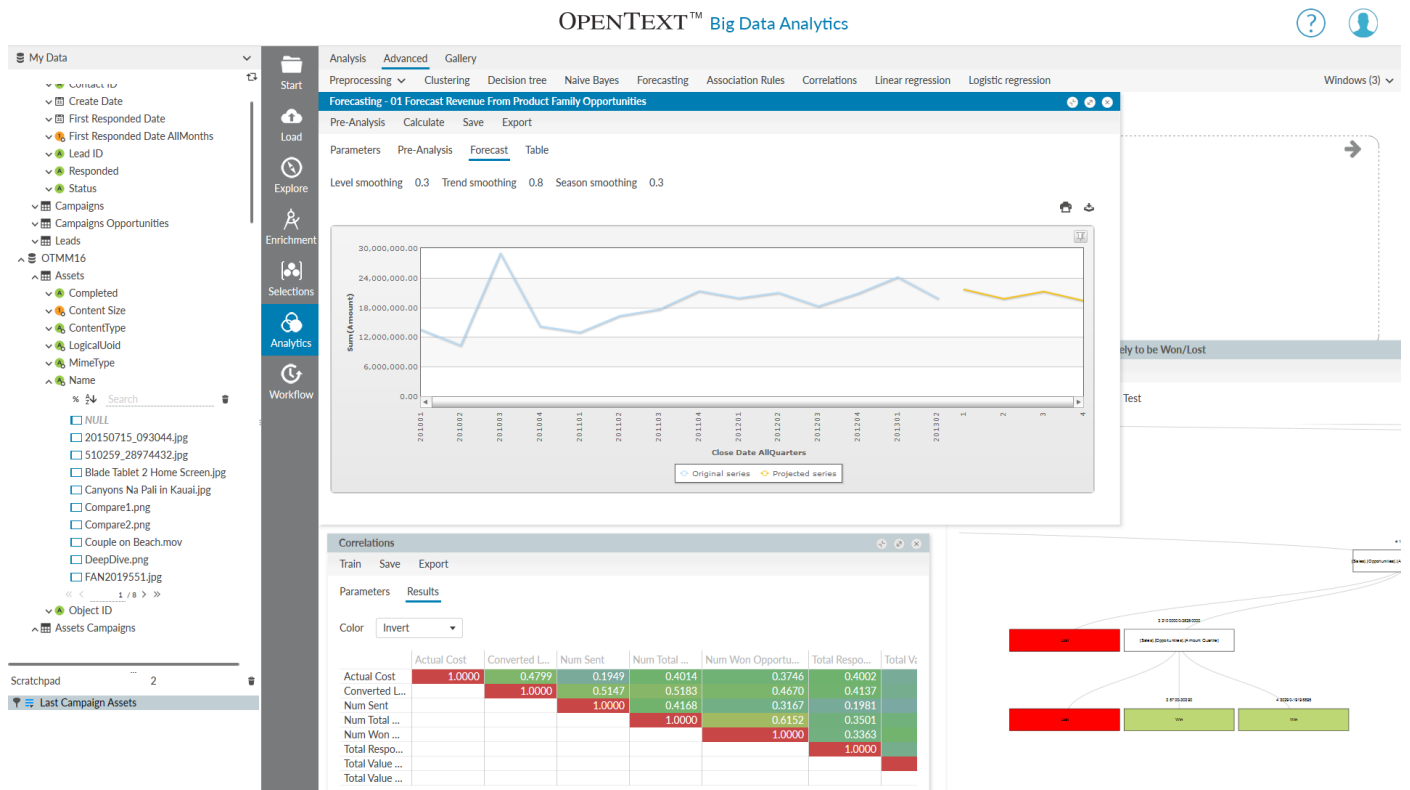
From strategic marketing to customer service, organizations have exhaustive data about their customers, including transaction histories, mobile app usage data, contact center records and other sources. But finding the business value in that data can be difficult. The data often exists in silos, and liberating it is perceived as costly and resource-intensive. Digital transformation opens up a whole new world of possibilities for strategic marketing. Successful organizations will use digital channels to discover customers, enter new markets and tap new streams of revenue. And, with big data analytics technology, marketers can improve campaign messaging, targeting ROI and customer satisfaction.

- **Understanding customers:** integrate and analyze multiple, disparate data sources to achieve a more complete, data-driven picture of customers to create new revenue streams and improve customer retention.
- **Optimizing customer experience:** give customers access to easily examine their account information and access all of their data – or just the data they want – via customer-facing applications on any device.
- **Monitor engagement effectiveness:** Are customer success strategies working? Which initiatives are most effective? Easily track, analyze and gain visibility into which actions produce results.

## BENEFITS

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- **Better customer acquisition and engagement:** 360-customer view of data from all sources, including web navigation, CRM, transactional data, social media feeds, customer spreadsheets, call centers, demographics, etc
- **Maximize customer lifetime value:** apply association rules to determine the best product to recommend for each client
- **Optimize marketing and sales activity:** discover hidden relationships and detect up sell/cross-selling opportunities
- **Increase customer retention:** respond effectively to 'at risk' customers and nurture loyal followers
- **Better regulatory compliance:** flexible data access, seamless security integration, scalability and performance for millions of users in accordance to new accessibility mandates for customer facing online application and data protection protocols; compliance with LDAP, ACL and the Data Protection Act.



Trending Reports

**Predictive Insights**

From standard reports that show content usage and user behavior patterns to more advanced analytics and predictive intelligence, OpenText Experience Analytics offers insight into what customers did yesterday and start making decisions on what your customers are doing today or into tomorrow. Using advanced analytics built on OpenText Big Data Analytics and OpenText iHUB technologies, you will know exactly what impacts your business and make more informed decisions based on future opportunities.

**Customer-centric Decisions**

Enhanced customer engagement, loyalty and transparency are possible when customers receive intuitive, interactive, self-service access to current and historical data on their platform of choice. Website activity is only one component of an enriched customer profile. Continuously adding online and offline information from different data sources derives a better understanding of who your customers are and how you can offer more appealing and valuable products and services to them. OpenText Experience Analytics allows you to make data-driven, customer-focused business decisions across marketing, sales and customer service.

**The Solution**

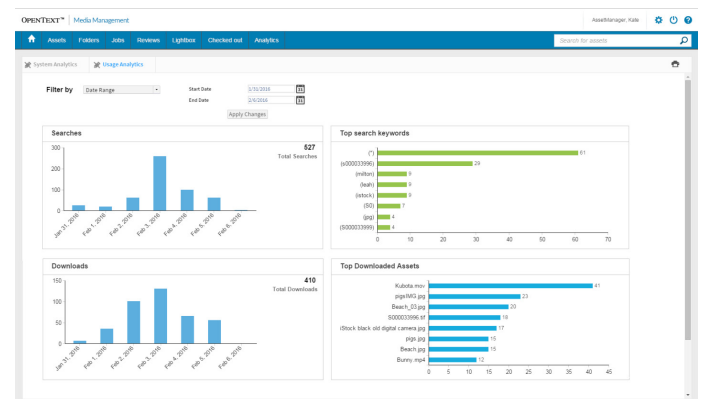
OpenText™ Experience Analytics is a scalable analytics, reporting and data visualization platform that enables teams to design, deploy, and manage secure, interactive web applications, reports, and dashboards fed by multiple data sources. It provides users with real-time information and data exploration as part of their day-to-day experiences across many data sources.

Components of the Experience Analytics modules include:

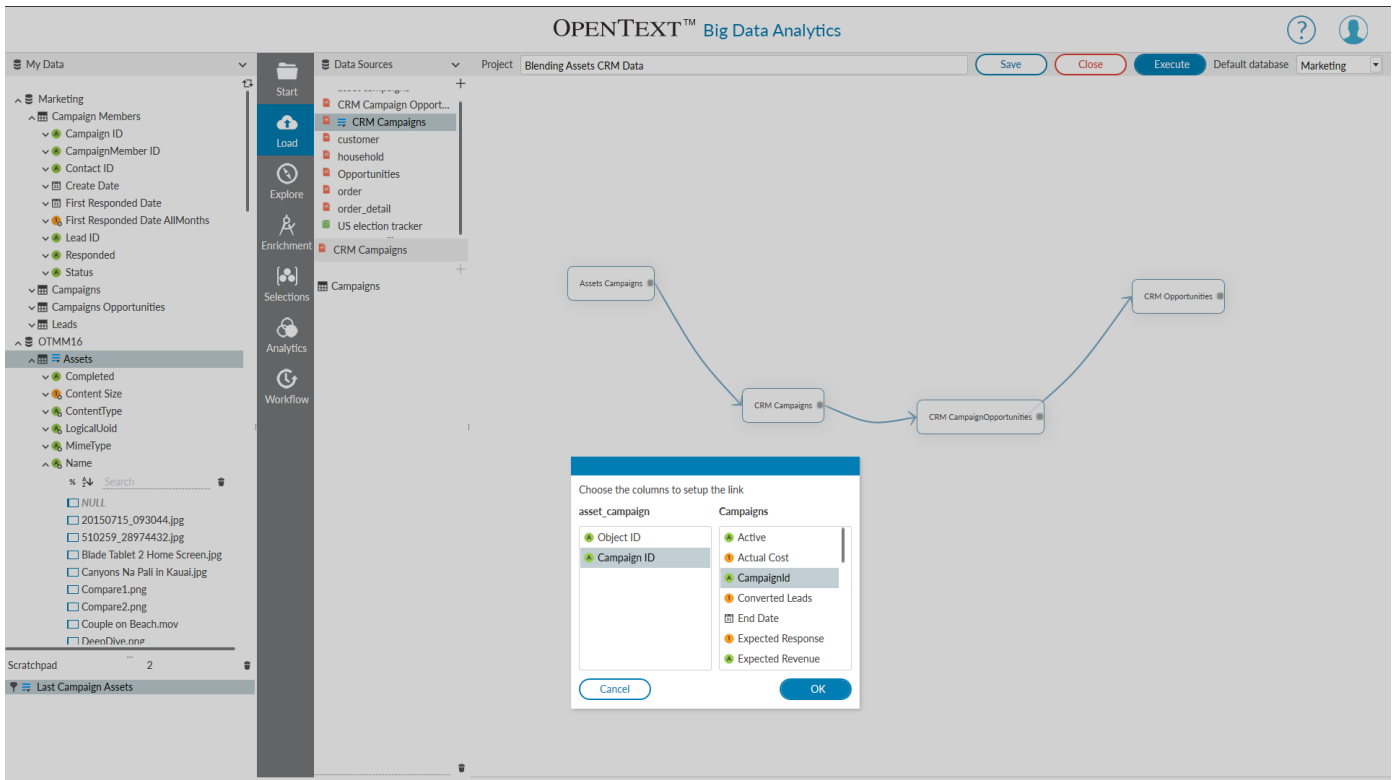
**OpenText Experience Analytics Data Collector:** Capture data events across a number of tasks, applications and workflows to feed a set of standard and customizable reports and dashboards

**OpenText Analytics Suite for CEM:** Analyze and visualize the event data captured by the Experience Analytics Data Collector or other data sources. Includes:

- **OpenText™ Information Hub (iHub):** A server that powers interactive data visualizations and reporting from any data source and embeds them in customer-facing applications on any device
- **OpenText™ Big Data Analytics:** A high-performance business analytics application and database that enables business analysts to identify cross-sell and upsell opportunities and hidden relationships and respond to those discoveries quickly



Media Usage Dashboard



*Predictive insights for CRM Campaigns*

**Quickly View Trends and Activities**

- Embedded reports and dashboards directly in OpenText Experience Suite product user interface
- Explore data with interactive capabilities (such as drill-downs, sorting, filtering, aggregating, and grouping)
- HTML5-based graphs and charts

**Share Analytics and Reporting with Everyone in Your Organization**

- Create, customize and share Dashboards – interactive web applications that aggregate activity events across multiple OpenText Experience Suite products
- Present users with data in a unified, visual, sharable environment
- Allow business users to modify and save reports based on their individual needs and preferences
- Enable self-service analytics and ad hoc reporting for business users

**Find Correlations across multiple Applications and Interactions**

- Use self-service capabilities to create and customize dashboards and reports quickly, without IT support
- Generate and deliver data in a variety of formats, including HTML5, PDF, Microsoft™ Office
- Create reports and dashboards on demand or on a preset schedule
- Deploy on premise or in the Cloud
- Global locale support and near-linear scalability