

## PRODUCT OVERVIEW

# OpenText TeamSite

Create individualized omnichannel digital experiences securely at scale with a future-proof, headless web content management system



**Drive loyalty** with individualized and optimized digital experiences



**Improve productivity and collaboration** with AI and machine learning



**Integrate with any software**, including marketing automation and analytics



**Securely deploy in the cloud** and ensure compliance

**Delivering meaningful digital content to customers on their device of choice is no longer nice to have, it is expected. With digital teams collaborating on the business and technical sides of an organization to generate these relevant experiences, users require the right tool to easily execute tasks.**

OpenText™ TeamSite™ enables non-technical users to easily contribute to page and content creation, allowing developers to prioritize high-value IT projects. Its sophisticated architecture is flexible enough to accommodate the specific needs of any organization. TeamSite simplifies the process of managing content across all marketing channels, including websites, mobile platforms, email, social, eCommerce, composite applications, collaboration sites and portals. From a single interface, users can author, test and target content, localize, manage rich media, design websites and mobile applications and publish content.

### Streamline publishing

With drag-and-drop tools and in-context editing, users can create and publish digital experiences without IT assistance, reducing time to market for new campaigns. Organized by projects, Experience Studio, TeamSite's user interface, enables users to collaborate throughout the creation and publishing process and configure the workflow to suit each team's needs. This ensures all content meets business standards before it goes live.

***"With OpenText TeamSite, eight people manage 18,000 pages in 15 different languages for 20 different vacation clubs and member audiences with segmentation and personalization. That's an absurd amount of leverage to gain from a content management platform."***

Ed O'Connor  
Director of Global Ecommerce  
and Digital Marketing  
Wyndham Destination Network

## Create once, instantly use anywhere

TeamSite is headless, allowing users to work on a single platform to publish content optimized for individual channels, including mobile devices, wearables, webpages, social networks and more. TeamSite offers organizations content items to automatically repurpose content for any platform, saving time and resources and ensuring brand consistency.

## Deliver outstanding omnichannel experiences

Users can see how the content will appear on a range of devices, from mobile phones to in-store digital displays, before it goes live and customize it on-the-glass. TeamSite detects the type of mobile device being used and only delivers the content appropriate to it.

## Provide personalization at scale

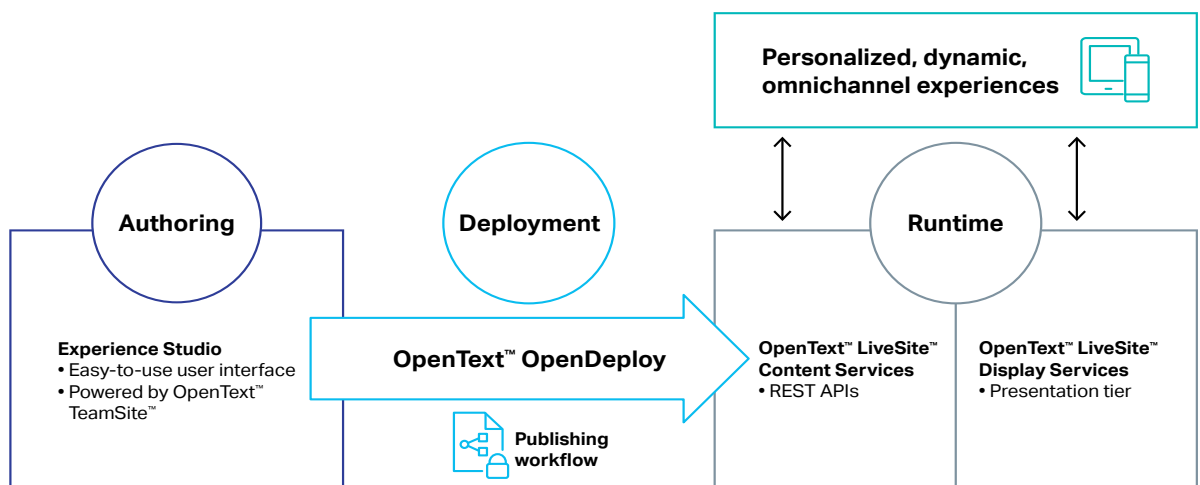
TeamSite and OpenText Experience CDP connects to native and third-party systems to analyze customer data, such as profile information from a CRM, geographic location, clickstream data, referral URL and transaction history. Combining TeamSite with other OpenText solutions, businesses can understand customer behavior to provide realtime, personalized content in context, including offers, related topics and microsites, and enable targeting to create better experiences and drive revenue.

## Create content intelligently

The solution allows users to edit content quickly, repurpose existing assets and deliver information to audiences faster with artificial intelligence and machine learning. Users can build pages faster with relevant content suggestions and leverage OpenText™ Magellan™ to summarize longform content and customize it on-the-glass before publication. TeamSite also enriches information (metadata) about media assets using rich media analysis (AI/ML) for accurate and consistent tags, saving time and ensuring content can be easily identified for use in targeted marketing and personalization activities.

## Optimize online experiences based on visitor behavior

Integrated with OpenText™ Optimost™ and OpenText™ Magellan™ Data Discovery, users can improve segmentation and targeting. Test combinations of copy, offers, layouts and more to determine the best design to quickly adapt to changes in visitor preferences.



OpenText TeamSite overview

## OpenText TeamSite features

<b>Intuitive user interface</b>	Experience Studio includes drag-and-drop tools and on-the-glass (WYSIWYG) editing capabilities
<b>Centralized management</b>	Manage content from a single location and instantly deliver it to any display
<b>Multi-channel forms</b>	Drag-and-drop form creation for internal content creation and external site content collection
<b>Multi-channel presentation</b>	Preview content as it will appear on nearly any device, edit images and text on-the-glass to customize content by device and create custom groups to test content on common devices prior to going live with the mobile emulator
<b>Mobile-first approach</b>	Use a template design that is mobile-ready with responsive design out-of-the-box, create and design content for hybrid apps and automatically generate a mobile app and publish updates without having to republish and generate app notifications
<b>Intelligent content creation</b>	Leverage artificial intelligence to repurpose longform content, receive relevant content suggestions with indexing and metadata analysis and automatically tag rich media assets upon upload or on-demand
<b>Translation automation</b>	Localize content and view realtime translations from Google Translate; workflow connects with in-house or third-party approvers
<b>Asset management</b>	Built-in asset management; drag and drop assets from a desktop and apply permissions to control access; deliver high performing rich media experiences by using adaptive media delivery
<b>Social and campaign management</b>	Curate campaign-ready content to incorporate in customer-facing communications; utilize campaign management capabilities for Twitter and email
<b>Personalization</b>	Target visitors with relevant customer experiences; automatically extract metadata and organize content, including keyword suggestions, for website search, dynamic personalization and SEO
<b>Optimization</b>	Build and manage different versions of the same page to generate the most effective user experiences via A/B and multivariate testing; target Cloud Segments with OpenText™ Optimost™ integration
<b>Event tracking</b>	Track events anywhere on the page for customer journey mapping; integrates with OpenText™ Core Experience Insights to view and analyze data
<b>Content source framework</b>	Create and collaborate in a preferred content source platform or enterprise content management solution; Google Team Drive and OpenText™ Content Server connections are available out-of-the-box
<b>URL Management</b>	Assign a permalink (vanity URL) to pages and items; localize URLs to match audience's language and improve region-specific SEO
<b>Template-driven content creation</b>	Design pages easily with WYSIWYG editing and predefined templates; automatically componentize and convert HTML from creative agencies into TeamSite templates
<b>Project-based organization of information</b>	Gain a multi-site and multi-project-based view of content, templates, websites and resources to promote collaboration and reuse of assets
<b>Search, sort and filter</b>	Use pre-built widgets and connectors to enable website indexing and crawling to support website search capabilities, including faceted search and recommendations

## OpenText TeamSite features

<b>Pre-built functionality</b>	Choose from a comprehensive library to quickly build lead generation forms, site search, dynamic hyperlinking and targeted promotions; out-of-the-box tools include video, image and content item lists
<b>Total compliance</b>	Rollback to previous versions on-demand; robust tracking for regulated industries out-of-the-box
<b>Containerization for the cloud</b>	Scale production instances with Docker containers; patch or upgrade instances without losing data, content and customizations

### Connect to any software

TeamSite can be configured for seamless integration with software, connecting an entire MarTech stack, including preferred analytics, campaign management and targeting tools, to protect existing software investments and simplify the learning curve for CMS users. When paired with a Single Sign-On solution, such as OpenText™ Directory Services, Experience Studio becomes a dashboard to launch integrations, saving time and simplifying the user experience.

### Do more with rich media assets

In addition to built-in asset management capabilities, TeamSite also integrates with OpenText™ Media Management for more robust requirements. This allows users to import, reference and publish approved, compliant digital assets to take advantage of adaptive media delivery, as well as asset performance tracking.

### Manage content more efficiently

TeamSite provides a robust set of dependency management services to track asset relationships. Updating the master asset automatically alerts the owners of the local variations to update the asset through a workflow, allowing users to choose an automated translation service or translate it manually using in-house language authors.

### Enhance security and authentication and save money

TeamSite's proprietary web versioning technology archives copies of individual assets and entire sites so users can compare, track or rollback any part of a website to remain compliant with industry regulations. Workflow automation also streamlines labor-intensive archiving. OpenText provides its customers with a free enterprise grade Single Sign On (SSO) solution, providing two-factor authentication for users to log in easily across all their enterprise products.

### Become more agile with the cloud

OpenText™ TeamSite™ Cloud offers digital experience management to remove the burden of everyday operation and maintenance. The fast and economical deployment provides immediate access to the latest tools for content authoring and management, testing, optimization and analytics. Updates are automatic and IT colleagues can pursue more strategic initiatives. OpenText™ Managed Services offers a fully managed, subscription service delivering improved performance and availability for TeamSite Cloud.

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## Rely on a solution that delivers results

TeamSite powers more than 10,000 websites across the globe for some of the world's most successful companies. OpenText CEM solutions empower organizations to understand and engage audiences, reach new customer segments and deliver dynamic and personal experiences across every channel. With a portfolio of industry-leading products, OpenText helps businesses increase revenue, conversion rates and customer satisfaction.

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### Associated service options available

- OpenText™ Consulting Services
- OpenText™ Managed Services
- OpenText™ Learning Services

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TeamSite helps organizations future-proof their digital presence. With minimal financial investment, it establishes a strong foundation for an entire customer experience platform. As a connected, headless CMS, TeamSite delivers a strong user experience for internal users and customized interactions on any device for external visitors. Recognized by analysts and customers for its superior authentication abilities, scalability and security, TeamSite continues to be trusted worldwide.

## 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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