

OpenText™ TeamSite™

Get results with modern, personalized, digital experiences



Author content and build experiences without IT help



Deliver relevant information to customers and prospects automatically



Manage hundreds of sites with a small team by customizing workflows and previewing and editing pages and mobile screens on the glass



Move to a secure yet open, flexible platform

Improving customer experience is a priority for most companies—regardless of the type or size of the business. In fact, almost 90 percent of businesses expect to compete primarily on customer experience, as opposed to 36 percent four years ago.¹ The ability to deliver personalized, relevant experiences across all communication channels is now a “must-have.”

OpenText TeamSite is a modern, dynamic and flexible platform for digital experience management that enables users to easily take control of omni-channel experiences and campaigns for both prospects and customers (post-login). It simplifies the entire process of managing content across all marketing channels, including websites, mobile platforms, email, social, commerce, composite applications, collaboration sites and portals. From a single interface, users can author, test and target content, manage rich media, design websites and mobile applications and publish content.

Streamline the publishing process

TeamSite offers an interface tailored to different user roles and makes it easy to create and publish compelling digital experiences without IT assistance, reducing time to market for new campaigns. Project-based organization enables users to collaborate throughout the creation and publishing process to configure the publishing workflow to suit their team's needs and ensure that all content meets business standards before it goes live.

Create once, instantly use anywhere

TeamSite allows users to use a single platform to publish content optimized for individual channel, including mobile devices, email, print, webpages, social networks, eCommerce engines and campaign management and call center systems. New technologies, such as augmented reality and the IoT are changing the ways customers engage with brands. Using TeamSite templates, organizations can preserve brand consistency and integrated messaging to automatically repurpose content for any platform, saving time and resources.

Deliver more satisfying mobile experiences

With TeamSite, users can maintain content to a range of mobile devices all from an intuitive interface. As they build content, they can see exactly how a website will look on each device before it goes live. Once a mobile user visits a site, TeamSite detects the type of mobile device being used and only delivers the content appropriate to that device.

Address customers individually

TeamSite 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 OpenText Customer Experience Management solutions, businesses can understand customer behaviour to provide real-time, personalized content in context, including offers and related topics and microsites and enable dynamic targeting. By presenting related content in response to the visitor's actions in real time, businesses create better experiences and drive more revenue opportunities.

Give customers the information they need

With TeamSite, organizations directing customers to the right information—before they search on a site—results are based on concepts and ideas instead of just keyword matching. This enables customers to find what they need without using a precise search phrase. The search module uses past and real-time customer behavior to return personalized results and recommends conceptually-related content.

Optimize online experiences based on visitor behavior

Integrated with OpenText™ Optimost™ and OpenText™ Big Data Analytics, TeamSite users can significantly improve segmentation and targeting. They can test virtually limitless combinations of copy, offers, layouts and other factors to determine the best design to quickly adapt to changes in online visitor preferences and capitalize on opportunities.

Keep your audiences tuned in

TeamSite and OpenText Customer Experience Management solutions help businesses:

- Build dynamic experiences for an event, campaign or product launch that integrate social discussion, influencers, UGC, live blogs and original content.
- Use data analytics to understand what content is resonating with audiences and capture their information in order to build a relationship.
- Use big data analytics to understand how to fine tune audience segments to achieve better engagement.
- Keep the audience engaged on digital channels.

Do more with rich media assets

The TeamSite and OpenText™ Media Management integration allows users to import, reference and publish approved, compliant, digital assets to take advantage of adaptive media delivery, as well as asset performance tracking across channels.

Reuse content for email campaigns

The TeamSite-Marketo® integration allows users to store all campaign-ready digital content in one place and then easily incorporate it in customer-facing emails.

Manage content more efficiently

TeamSite provides a robust set of dependency management services so that asset relationships can be tracked. When the “master” asset is updated, it will automatically alert the owners of the “local variations” to update their asset through a workflow that allows them to choose an automated translation service or translate the content manually using in-house language authors.

Enhance security and save money

Web versioning with TeamSite lets businesses archive copies of individual assets and entire sites so they can compare, track or roll back any part of a website to remain compliant with industry regulations. Workflow automation also streamlines archiving—a process that can be extremely labor-intensive.

Become more agile with the cloud

TeamSite Cloud offers digital experience management that removes 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 high-value IT colleagues can pursue more strategic initiatives.

Rely on a solution that delivers results

TeamSite powers more than 10,000 websites across the globe at some of the world’s most successful companies. OpenText Customer Experience Management 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 loyalty using the diverse and growing volume of information powering today’s world.

Features	Benefits
Modern graphical interface	Rely on an intuitive interface built with the latest UI technologies and UX concepts, designed for marketers and business users
Project-based organization of information	Gain a multi-site and multi-project-based view of content, templates, websites and resources to promote collaboration and reuse of assets
Search, sort and filter	<ul style="list-style-type: none"> • Use pre-built widgets and connectors to enable indexing and crawling the website to support sophisticated website search capabilities, including faceted search and search-based recommendations. • Break away from navigating folders and just type a search keyword to get a context-sensitive listing of assets, filtered in real time • Results show tile-based image previews of sites, pages and assets for easy recognition.
Template-driven content creation	<ul style="list-style-type: none"> • Design pages more easily with a new approach to WYSIWYG editing and design, based on predefined templates • Automatically componentize and convert HTML from creative agencies into TeamSite templates
Mobile-first approach	Use a template design that is mobile-ready by default with responsive design out of the box
Mobile app creation	<ul style="list-style-type: none"> • Create and design pages/screens for hybrid apps and automatically generate the mobile app from TeamSite • Publish content updates to an app without having to republish

Features	Benefits
Asset management	Access digital assets from Media Management or OpenText™ MediaBin or drag and drop assets from the desktop
Centralized management	Manage all content from a single location and instantly deliver it to any display
Personalization	Target visitors across any touch point to provide a more intimate, relevant customer experience
Pre-built functionality	Choose from a comprehensive library to quickly build sophisticated website capabilities, such as lead generation forms, site search, dynamic hyperlinking and targeted promotions
Cross-channel orchestration	Coordinate campaigns across multiple channels through a single interface
Social capabilities	Integrate external content (such as RSS feeds) and social tools (such as ratings, polls, forums and social-sharing widgets) into websites
Metadata management	Analyze to automatically extract metadata and organize content, including keyword suggestions to support website search, dynamic personalization and SEO
Website search	Use pre-built widgets and connectors to enable indexing and crawling the website to support sophisticated website search capabilities, including faceted search and search-based recommendations.

[Learn more](#)

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.

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