

SOLUTION OVERVIEW

OpenText™ Notifications Analytics

Providing greater visibility into messaging operations and system performance



✓ Make **better** business decisions

⌚ **Prevent** messaging delays

👍 **Increase** business agility and respond faster to market trends

The flow of information is vital to communicating with customers, suppliers, and business partners. Businesses require analytics-powered applications that deliver insights and contextual information about performance. With these applications, companies can stay competitive by better monitoring the flow of secure messages with their customers, so they can provide higher levels of service, increase engagement, boost satisfaction, and nurture loyalty. One way is to become empowered with deeper insights into messaging operations and information exchange to take appropriate and effective actions.

Organizations need visibility into the performance of their email, SMS, voice, and fax communications. Keeping an eye on message deliver success rates, communication volume, and system performance facilitates the seamless flow of information.

Exceptions need to be monitored and managed closely to ensure messages are flowing at optimal efficiency. This requires a solution that enables organizations and administrators to analyze traffic flowing across the OpenText Cloud network.

OpenText Notifications Analytics provides a comprehensive view of transactions on the OpenText Cloud network. It enables companies to easily access, analyze, and identify system performance, volume statistics, and delivery information.

Applying analytics to OpenText™ Notifications delivers transactional data intelligence and visibility into volume trends needed to improve operational efficiencies and drive company profitability.

Quickly evaluate the state of messaging activity

- Monitor and investigate messaging activity for mission-critical applications
- Understand enterprise use and trends for cloud messaging
- Identify and react to messaging bottlenecks
- Observe and respond to unacceptable message delivery rates

Discover communication trends

- How many messages are being sent daily, weekly, monthly?
- Which method of communication is being used the most (email, SMS, voice, and fax)?
- What are the peak times for sending messages?
- Are there any delays in message delivery?
- How many messages are currently in transit?
- Why aren't I hitting my deliverability targets?
- If a message failed to deliver, what was the reason?

Ease visibility and reporting

Through the application of sophisticated data visualization tools, instantly and easily assess the current state or view up to one year of history for three key performance indicators: Messaging Volume, System Performance and Message Deliverability.

Available through OpenText™ MyPortal, Notifications Analytics provides a quick-view dashboard that visually conveys the current day's performance in all three categories with the ability to view data for each of these for the past month, by day, or down to the individual message and allows users to export data for further investigation

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Figure 1. Dashboard: A simple, intuitive interface provides users a quick-view summary and allows them to drill down into any one of the available reports

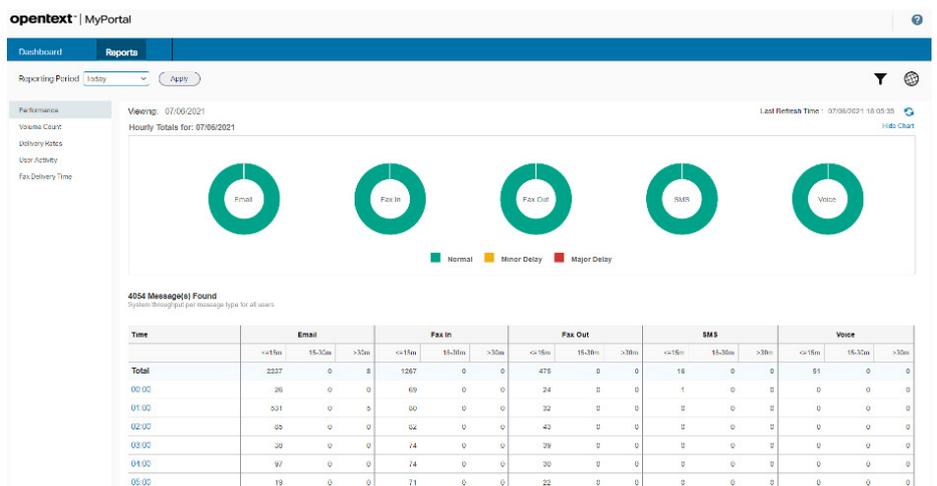


Figure 2. System Performance Reports: Displays the average or specific time messages take to be processed by the OpenText Cloud network

