

# OpenText™ xPression™

Empowering users with interactive correspondence



Empowers users to **easily generate relevant customer correspondence** without IT



Enables **customization of standard correspondence** with optional, pre-approved content for specific areas in the document



Allows users to **produce personalized and timely communications** distributed via the recipient's channel of choice

**Personalization, customization and multichannel delivery can be major differentiators in customer satisfaction and loyalty. But it is a challenge to create correspondence that can be delivered in electronic and print formats that engages the individual customer and offers relevant content tailored to specific interests. Moreover, manual text changes and approval processes, inconsistent messaging and inaccurate customer data affect response times and productivity. Organizations must also meet regulatory, legal and branding standards in their customer correspondence.**

OpenText xPression software suite helps organizations automate their manual, paper-based processes while significantly improving their customer communications.

## **Maximum flexibility, faster response**

xPression helps organizations create, manage and distribute timely, accurate and personally relevant communications via the recipient's channel of choice. This unique set of capabilities—including document design using industry-standard tools from Microsoft® and Adobe®, integration with other enterprise systems of record and the ability to distribute multichannel communications—provides internal users with the flexibility and control they require, while ensuring a consistent, high-quality customer experience.

With OpenText™ xDesign Online Editor, business users can easily edit correspondence interactively, without needing to install and maintain traditional desktop software or plug-ins. The browser-based WYSIWYG user experience provides the ability to control editing of existing content and selection of optional content, while protecting content from unauthorized changes. The xDesign Online Editor provides full formatting capabilities, including style and formatting selections, spell check and form fields.

The xEditor is a good choice for users familiar with Microsoft® Word who require additional editing functionality, such as revision tracking. xEditor provides a controlled, Word-based environment in which selections and variables can be locked down using Word's read-only protection mechanism. This interactive editor is deployed as a plug-in from the web browser. Once edited, users can automatically route the resulting correspondence for review. Upon approval, it can be generated and distributed immediately or added to a scheduled batch process using xPression's robust multichannel publishing capabilities. Delivery options include print, email, web, fax and mobile devices.

## Integration with line-of-business systems

Using the application programmers interface (API), developers can cost-effectively integrate the rules-based assembly, interactive editing and document output capabilities of xDesign and xEditor with line-of-business systems. Embedding this functionality within enterprise applications puts document creation and editing capabilities in the hands of employees who have direct contact with customers. As a result, document creation aligns with underlying business processes, while customers receive high-quality, relevant, customized correspondence, delivered quickly through their preferred channels.

## Key benefits

Interactive correspondence with xPression provides organizations with many benefits, including improved efficiency, compliance and customer experience.

### Efficiency

- Reduce production time and eliminate duplication of content with predefined document templates for the most common requests
- Enable non-technical business users to easily generate relevant customer correspondence with familiar authoring environments, without installing and maintaining traditional desktop software or plug-ins
- Create and reuse centrally controlled content that has been approved internally by legal reviewers and subject matter experts

### Compliance

- Shorten approval processes and improve accuracy by automatically routing documents to legal, compliance and other departments for review and approval
- Automate record archiving management and implementation of retention policies through out-of-the-box integration with leading Enterprise Content Management systems, such as OpenText™ Documentum™ and a variety of archiving systems

### Customer experience

- Customize standard correspondence by quickly adding optional, pre-approved content to specific areas in a document, such as a customer-relevant promotional offer or message
- Generate multichannel correspondence based on each customer's preference—print, email, web, fax or mobile device.

## Take it to the cloud

For organizations seeking increased IT agility, lower total cost of ownership and accelerated time to market, the xPression software suite is also available via OpenText™ Documentum™ as a Service (DaaS) as a private cloud-based, managed service. Built and maintained by OpenText experts, DaaS delivers optimal application performance while lowering TCO by as much as 60 percent. DaaS leverages a highly optimized hardware and software stack and industry best practices, offering the highest level of security and providing the ability to customize applications to address unique business challenges and integrate with existing systems and applications.

Organizations can accelerate time-to-value by eliminating IT infrastructure expenses, as well as delays in acquiring hardware and installing software, with OpenText experts maintaining and optimizing system performance. DaaS also offers a highly automated provisioning and monitoring infrastructure, back-up and disaster recovery and support for multiple environments, including development, test, sandbox and production.