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OpenText™ Web Experience Management

Easy to use web solution with straightforward integration of external and internal (micro) services and systems

Websites are not only the view within your organization; they are windows for customers too, and can help increase customer loyalty and product or service quality. Experience is the sum of all engagements a customer has with your brand throughout the customer lifecycle. It is not just one moment in time; it is all moments combined.

Historically, website visitors practised a self-serve approach to educate themselves on the latest news and products, and only engaged when they were ready. Today, however, users expect their web experience to include a higher level of engagement and sophistication. These elevated expectations have led to a more contextual, meaningful, and compelling conversation between website, brand, and user–across multiple devices and platforms.

Balancing the role of technology with a customer-centric approach to acquiring and retaining customers, partners, suppliers, and employees is a growing concern.

Content value driven by engineered serendipity helps marketers anticipate a customer's next activity and proactively, almost magically, recommend the next best action to take.

This expectation shouldn't mean that the technology powering your website is difficult to use. Creating campaign microsites, posting, or updating content on your website shouldn't be a daunting task that requires extensive IT involvement or specialized skills. The key is to invest in a Web Content Management (WCM) solution that allows your lines of business to execute on their strategic digital vision, while empowering non-technical users and content owners to deliver compelling online experiences 24x7.

Modern consumer experiences have also reshaped employee expectations. Rather than replacing an existing HR system, consider incorporating modern tools to collaborate, share, and interact with traditional employee information and processes. Top talent may leave an organization if leaders are too slow to address their digital needs. After all, employees are internal consumers, and behave that way.

WHY OPENTEXT™ WEB EXPERIENCE MANAGEMENT?

Create a loyal, repeat customer base by satisfying users with predictive and mobile conversations filled with media-rich experiences that cater to each consumer.

- *Personalized segmentation and targeting increase revenue by satisfying users with engaging and meaningful conversations tailored to the format, device, and location with which the consumer wants to engage*

- *Identifying behaviors and agility enables organizations to define rules for the right action and the right rich media for omnichannel delivery*

- *Cloud-readiness and seamless integrated cloud solutions enable organizations to create a scalable, enterprise-grade, web experience management architecture that supports high-volume impressions and transactional based websites that cater to everyday business functions*

> *OpenText Web Experience Management is an OpenText™ Experience Suite product extension for Customer Experience Management (CEM), which helps organizations execute on comprehensive Enterprise Information Management strategies.*
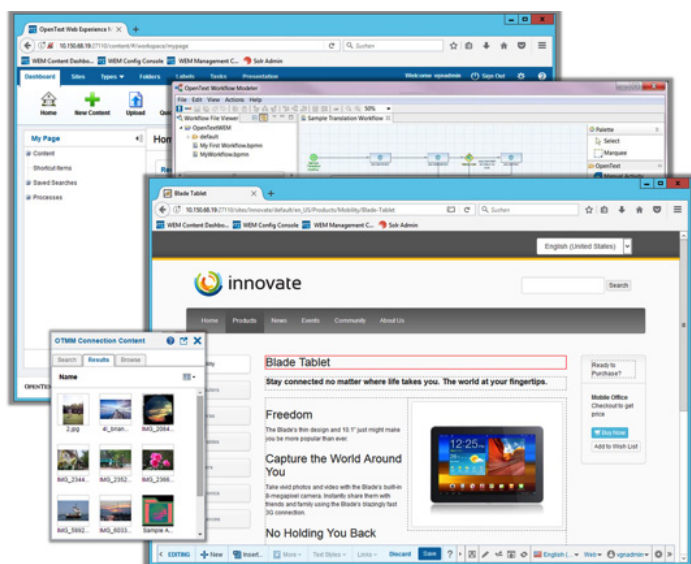
OpenText Web Experience Management: Easy In-Context content editing with integrated view for external Data provider

Businesses can provide compelling, responsive experiences, across omnichannel touch points that support many enterprise information platforms, languages, devices, social and rich media requirements. They can empower online marketers to capture audience attention, engage buyers throughout the transaction, and encourage life-long loyal brand advocates with exceptional self-service.

OpenText Web Experience Management

OpenText Web Experience Management is the enterprise-grade solution for creating and managing compelling web content across all organizational, customer-centric touch points–intranet or extranet, public or private. Enterprises understand the importance of standardizing on a transaction-oriented solution that is robust enough to scale across the organization but is also responsive to the business requirements of most content marketers—especially with the high demands in mobile, social, and video today.

With Web Experience Management, organizations can provide compelling, responsive experiences across omnichannel touch points that support many enterprise information platforms, languages, devices, social and rich media requirements. Our solution is an advanced platform, leveraging the latest in web technologies, such as HTML5 and REST APIs, to easily support integration with several enterprise systems. With integrated media controls, drag-and-drop and easy-to-use interface, businesses can create a web presence that draws on images, video, text, and documents within the principles of responsive design to deliver the most optimized, social, non-disruptive experience possible. Equipped with business intelligence tools, real-time customer insights, analytics, and process automation tools, you can quantify and analyze the results of your online marketing campaigns and initiatives by using key performance indicators.

Responsive design: Look your best every time

Responsive design is the answer to enhanced consumer web experiences, as well as reclamation of web developers' time. By equipping your website to adjust to various browser sizes, you can ensure that consumers are viewing your website the way it is meant to be seen–no matter which device or platform they are using. With responsive design, your website can support different screen sizes, adaptive layouts and navigation, be search engine-friendly, and provide selective content experiences by device.

Simplify cloud and micro services

Moving to the cloud is an important step for most organizations. And while users have a reason to be suspicious, the benefits of using a secure and compliant platform for Customer Experience Management solutions are more than unlimited storage or CPU power. Enterprise organizations can increase efficiency, be more robust, and save money compared to maintaining hardware and

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OpenText Web Experience Management is a responsive platform for internal and external consumers with personalized content enriched by social media components across company borders.

software. Web Experience Management is the only provider of integrated, seamless, and borderless business processes and helps organizations create an integrated cloud infrastructure. OpenText provides an experienced data platform for various micro services, which enable organizations to optimize their business services across the business network.

Omnichannel touch points: Broader visibility and exposure

Rather than simply pushing static content to web properties, businesses need to exceed customer expectations with tools that dynamically deliver adaptive and content-centric experiences across omnichannel touch points. A bi-directional flow runs from consumer to the organization and back again. Web Content Management is no longer a single-point solution for website management because businesses are looking to integrate other enterprise systems to bring greater value to their web content. Integration into these touch points allows for a greater 360-degree view and three-dimensional understanding of your customers.

Omnichannel touch points also take into consideration multilingual content, translation services and engines, and translation dashboards, which ensures that content pages are translated and localized for global visitors.

Bring the right action in the right context with core capabilities for identifying the right audience, testing the right message or value proposition and targeting the right device or channel by geo-location or similar end-user characteristics. Web Experience Management enables WCM users to create, manage, and deliver a contextual and personalized experience with identity and audience management for optimized dynamic segmentation and targeting.

Compelling experiences: Adaptive content tailored and designed for personalized usage

Website management has transformed from a static publishing process to a highly engaging web experience that compels audiences to interact and engage. As businesses try to find balance between outbound and inbound marketing, the website is still at the forefront of every conversation with the customer. Using your website to create fresh, relevant, targeted content specifically designed to reach distinct audience segments is key. Web Experience Management enables organizations to collect end user and device characteristics (geo-locations, times, viewports). Inbound marketing, while significantly less expensive, includes strategies, such as social media marketing, blogging and content marketing, podcasts, white papers, eBooks, infographics, etc., and can be used to personalize customers' experience, engage with them, and let your brand shine. Web Experience Management is a responsive platform for internal and external consumers with personalized content enriched by social media components across company borders.

Dynamic segmentation, targeting, and audience management: Understand your customer

Seamless integrated solutions enable organizations to gather a lot of data–big data approach–to use the right data and take the right action at the right time. Web Experience Management provides services that help web developers, marketers, or creative teams to define rules and actions for dedicated audiences. It provides optimized panels for efficient content usage, sharing, and monitoring.

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Gaining insight: Understanding what attracts and keeps consumers happy

With Web Experience Management, digital-first enterprises can report and analyze usage of pages, content, and other relevant objects to increase the visibility of any information delivered in a personalized way. With the new Audience Manager and the integration of OpenText™ Optimost™ A/B/N testing capabilities marketers, creative teams or web developers are able to prepare, test, and analyze various presentations and optimize targeting and dynamic segmentation. This will contribute to a higher customer lifecycle value and increase upsell revenue.

Using Web Experience Management

- Stable and proven system and technology stack with a high performance personalization model for real-time, online, and omnichannel experience solutions

- Marketing departments that once provided their own Web Content Management solutions are now partnering with IT to enable larger, enterprise-wide, intranet and extranet initiatives.

- Internal departments can use existing models, content, and any other information gathering for internal or external channels to optimize their requirements (e.g. employee and talent management in HR department).

- Enterprises use Web Experience Management as a strategic architecture platform and as part of a larger customer experience management solution.

- Start smart and extend step-by-step new business solutions. Solutions can be applied in corporate design through several channels to reduce time to market and become vital for the position of an enterprise.

- Web Experience Management brings additional value to your web content by supporting integrations to the broader information management ecosystem. It is the only solution to provide enterprise security, scalability, robustness, and a distributed architecture.

- Web Experience Management helps manage web content in an easy, more productive process.

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