



# OpenText™ xPresso™ for Microsoft® Word

Bring Microsoft Word documents to life

Organizations operate under tremendous competitive pressures to optimize the customer experience in an effort to attract and retain the most profitable customers, while reducing costs and improving efficiency. To do so, they must engage customers with timely, relevant, and accurate customer communications. Although the widespread use of Microsoft® Office provides users with an environment to create client-facing documents—from correspondence to proposals to contracts—it can be a challenge to personalize and customize them at scale for delivery to thousands or millions of recipients.

With OpenText™ xPresso™, organizations have a single solution to generate timely, accurate, and personalized customer communications, either on-premise or in a secure private cloud environment. xPresso consolidates disparate document generation systems and integrates fully with existing systems of record and line-of-business/departmental applications, allowing organizations to quickly and cost-effectively produce high-volume communications interactively, through workflow, batch, or on-demand. Designed for high performance and scalability, its unique capabilities empower business users with full support for multichannel communications—including print, email, web, and mobile devices. The xPresso software suite dramatically reduces operating costs and meets enterprise needs for flexibility and control, while improving the overall customer experience.

## BENEFITS

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- Produce timely, accurate, and personalized customer communications using familiar software tools
- Generate optimized output for multiple channels from a single rules-based template
- Enable business users with powerful and familiar features with minimal training required
- Streamline effort required to create and update interactive applications
- Manage and roll out business user-developed templates without IT
- Produce millions of documents per hour with a high-volume publishing engine

## One template for multiple channels

Part of the OpenText xPression software suite, xPresso for Microsoft Word allows organizations to engage more closely with customers by producing timely, accurate, and personally relevant communications for distribution through the channel of choice. xPresso for Word enables business users to add variability to new or existing Word documents, creating a single document template that enables fast and easy development of content for print, web, email, text messaging, and other channels.

xPresso for Word makes it easy for users to create business rules that specify the type of communication and mode of delivery based on activity, regulatory requirements, and customer preference, as well as produce timely and relevant offers uniquely suited to each recipient. Included in the xPresso for Word client are time-saving testing and preview capabilities to ensure accuracy of multichannel content. Within the xPresso template, business users can also control interactive data collection parameters used by external applications or systems without relying on IT. xPresso plugin technology is also available for Adobe® InDesign® to create graphically rich and highly customized frame-based documents, and Adobe® Dreamweaver® for creating highly personalized, rich HTML email and webpages.

## Business user productivity

While designing templates, business users can take advantage of Microsoft Word's familiar productivity functions—such as comprehensive styles, complex table designs, shared component gallery, auto-correction, grammar checking, language translation, revision tracking, annotation, and format painters—increasing user acceptance and productivity with minimal training. Business users can control the management and rollout of business-developed templates without relying on IT, and also share content and graphics across documents to ensure brand consistency and effectiveness.

## Key benefits

- Allow business users to design rich multichannel content, including print, email, web, and mobile device using the familiar Microsoft Word environment
- Enable multichannel publishing using a single rules-based template containing channel-specific content and optimized channel-specific formatting
- Filter and assemble content using customizable attributes, such as channel, language, or jurisdiction
- Reuse content and graphics across xPresso for Word documents to eliminate errors, ensure consistency, and increase productivity
- Provide shared content analysis across documents giving critical visibility to the impact of changes
- Create informative, easy-to-understand tables and charts using the most advanced charting engine in the industry
- Preview output within Microsoft Word using channel appropriate styling

## Now 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 30 to 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 your unique business challenges and integrate with your 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 backup and disaster recovery, support for multiple environments, including development, test, sandbox and production, a highly automated provisioning and monitoring infrastructure, and best-in-class security operations.

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