OpenText Web CMS

Streamline web content management with a scalable, extensible architecture to create personalized, omnichannel digital experiences



Benefits

- Streamline publishing: Create once, instantly use anywhere
- Deliver outstanding omnichannel experiences
- Get targeting and personalization at scale
- Drive innovation and optimization with knowledge-driven GenAI

Choosing a web content management system (CMS) is a complex decision. What was once primarily a tool for managing web pages is now a strategic system that powers digital experiences, personalization, GenAI-powered content, and omnichannel delivery. As a result, selecting the right platform carries long-term business implications.

The business challenge lies in selecting a web CMS that balances flexibility, usability, integration depth, governance, scalability, and cost—while supporting the organization's long-term digital experience strategy in an increasingly fast-moving and AI-driven environment.

OpenText™ Web CMS brings technical flexibility and business simplicity together in one platform. Developers get a hybrid headless environment built around their preferred tools, while marketers benefit from intuitive authoring, editing, and publishing, all within a single platform. Every team can create rich, data-driven digital journeys without switching systems.

Organizations can easily manage content across websites, mobile, email, social, composite applications, and a variety of portals—including onboarding and self-service. The OpenText Web CMS enterprise architecture is flexible enough to accommodate the specific needs of any organization. Users can

> **"With OpenText Web eight people manage 18,000 pages in 15 different languages for 20 different vacation clubs and member audiences with segmentation and personalization.**
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> **That's an absurd amount of leverage to gain from a content management platform."**
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> **Ed O'Connor**
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> Director of Global Ecommerce and Digital Marketing, Wyndham Destination Network

author, test, and target content and localize and manage translations through a single interface. They're equipped to incorporate rich media, build interactive applications, and manage the full lifecycle from design to publishing.

Streamline publishing: Create once, instantly use anywhere

Design and publish digital experiences independently with intuitive drag-and-drop tools and in-context editing—accelerating time to market, reducing reliance on IT, and streamlining collaboration.

OpenText Web CMS delivers hybrid headless capabilities, empowering organizations to manage content centrally while publishing seamlessly across channels. Save time, maximize efficiency, and maintain brand consistency at scale by automatically adapting and optimizing content for each destination, including websites, mobile apps, social platforms, and emerging digital touchpoints.

Deliver outstanding omnichannel experiences

Leverage built-in digital asset management and low-code tools for creating engaging, interactive experiences. Easily create, edit, and manage rich media—including images, video, and HTML5 applications—all within a unified environment.

Real-time preview capabilities allow teams to see exactly how content will render across devices, from mobile screens to in-store displays, before publishing. This view enables precise adjustments, ensuring every experience is optimized for its intended channel prior to launch.

Targeting and personalization at scale

OpenText Web CMS and OpenText™ Experience CDP integrate with both native and third-party systems to unify and analyze customer data. This includes CRM profile details, geographic location, clickstream behavior, referral sources, and transaction history—creating a comprehensive, real-time customer view.

By connecting Web CMS with other OpenText solutions, organizations gain deeper insight into customer intent and behavior, enabling them to deliver highly contextual, personalized content. This intelligence powers more relevant offers, dynamic microsites, related content recommendations, and precision targeting—driving stronger engagement and measurable revenue growth.

Drive innovation and optimization with knowledge-driven GenAI

Unified customer data is foundational to orchestrating meaningful, personalized journeys. OpenText Web CMS enables organizations to activate data and AI across their digital ecosystem by connecting authoring experiences to multiple data sources. Teams can leverage audience segments, behavioral insights, and generative AI directly within content editors to create more relevant, data-informed experiences.

Rapidly create, refine, and scale rich web experiences using built-in GenAI, reducing manual effort and accelerating innovation. Instantly turn images, prompts, and ideas into fully functional pages, templates, forms, data sources, and visual components. In addition, automated rich media analysis enhances asset metadata with accurate, consistent tagging—improving discoverability and ensuring content is readily available for targeted marketing and personalization initiatives.

OpenText Web CMS features	
Feature	**Benefit**
Web authoring and publishing	Accelerate the create-to-publish cycle with GenAI-assisted web authoring, intuitive WYSIWYG editing, drag-and-drop components, and seamless deployment of interactive applications.
Web applications	Deliver dynamic, data-driven experiences—such as calculators, interactive maps, and guided wizards—using web application code and integrated data services. A unified platform bridges the gap between developers and business users, enabling faster collaboration and innovation.
Journey orchestration and multichannel insights	Design end-to-end customer journeys with real-time event tracking and triggered actions in OpenText™ Core Journey. Combined with Google Analytics integration, organizations gain a comprehensive view of user behavior to continuously refine and optimize experiences.
Dynamic experiences	Reduce the gap between developer and page author. Developers can rapidly build and deploy rich experiences using their preferred frameworks while giving authors greater flexibility and control.
Embedded targeting, testing, and personalization	Use built-in optimization tools and customer data to design, test, and deliver highly personalized experiences. Scale personalization efforts with integrations to Google BigQuery and other enterprise data sources.
Flexible hybrid and headless options	Delivers flexible content creation and publishing with coupled, headless, and hybrid options, decoupling content from presentation to accelerate omnichannel delivery, increase reuse, and maintain centralized control.
Scalable, extensible architecture	Rely on an open, flexible, and enterprise-grade architecture designed to support security, compliance, seamless integrations, and high performance at scale.
Design template uploads	Break the design-to-experience cycle by directly uploading Figma designs into OpenText Web CMS to create web pages that can be leveraged as foundational brand templates without coding required.
Intelligent asset creation with GenAI	Instantly transform images, prompts, and concepts into fully functional pages, templates, forms, data sources, and visuals. Using GenAI, teams can build, enhance, and scale rich web experiences without manual effort.

Resources

Top 9 reasons to modernize your web content management system

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