

# OpenText Business Integrations

Reduce digital friction and content sprawl by bringing relevant information into lead applications with content integrations



## Benefits

- Increase knowledge access within the business tools employees already use
- Create high-performing teams by connecting content with business processes
- Enable purposeful business collaboration by bringing order to content
- Uncover deep insights with AI content management

Plagued by application overload and ever-growing volumes of information, employees are struggling to fully benefit from the very business tools designed to support widespread productivity. And a [survey by Foundry Research](#), sponsored by OpenText, found few organizations are immune. Ninety-seven percent of employees are affected by digital friction, the unnecessary effort an employee must exert to use data or technology for work. And the No. 1 obstacle standing between employee engagement and productivity: finding solutions that integrate with existing systems and technology.<sup>1</sup>

Business integrations bring together relevant business systems to break down silos, reduce digital friction, and give employees better ways of working. With content integrations that focus on bringing content and processes together, relevant information is delivered within the systems that power daily work, such as SAP®, Microsoft 365®, Salesforce®, and other business applications, such as HR systems like SAP® SuccessFactors®.

## Extend the value of existing business tools with content integrations

Time spent switching between applications and a lack of easy access to information could be the difference between a business opportunity won or lost. Using [content integrations](#)—a key approach to business integration—

<sup>1</sup> Foundry Research, *MarketPulse Survey: Digital Friction*, September 2024

## Resources

[Content integration with Microsoft 365 ›](#)

[Salesforce content management integrations ›](#)

[SAP integrations and document management for SAP ›](#)

[Calculate the potential ROI of content integrations for Microsoft ›](#)

enable users to be connected to information within the systems that produce and consume the most information—those employees rely on every day. By bringing forth knowledge within systems that hold critical content, users have a complete view of information right within applications such as SAP, Microsoft, Salesforce, Guidewire, and Google, saving time with instant access to a single source of truth. Seamless content integrations ensure information flows between business systems, enabling data exchanges that automate routine tasks and extend the value of the data generated.

## Make information more intelligent and employees more productive

If the information within mainstream enterprise applications isn't usable and relevant, productivity declines. By using business integrations to bring content services into lead applications to create powerful content integrations, organizations deliver knowledge faster and in context, and in line with users' tasks, roles, and permissions. Improving data accessibility solves pressing information management challenges, connecting business processes to get more out of the data and support purposeful engagement and collaboration. For example, [OpenText™ Content Cloud integrations for Salesforce](#) enrich content with data from Salesforce and SAP S/4HANA® Finance, providing a 360-degree view of the customer, personalizing service and sales.

## Enable purposeful and secure collaboration

Employees rely on collaboration with other colleagues, departments, suppliers, customers, or contractors to push business initiatives forward. Users need to work within collaboration tools, such as Microsoft 365 and Microsoft Teams®, but also need a complete picture of all information within one place. Plus, that content needs to be safeguarded with proper access controls, encryptions, and policy-based protections. That's why having a central business workspace to drive productivity can meet the needs of users while mitigating information security risks and content sprawl.

For example, [OpenText Content Cloud integrations for Microsoft 365](#) enables structured project collaboration, ensuring teams work with accurate information from all relevant sources. And when the project is complete, the information, such as chat history, attachments, files, and other data, is automatically classified for long-term retention and disposition.

## Surface insights across the business

Unlocking new and better ways of working also means leveraging AI-powered productivity with GenAI. By combining intelligent [content management solutions](#) with business integrations, organizations create an information foundation for trusted AI—giving users the ability to use information in new, more powerful ways.

For example, within Salesforce, employees can use Salesforce Agentforce (integrated with [OpenText Content Aviator](#)), to gain visibility into purchasing trends and customer preferences, pulling from Salesforce data and documents in the OpenText repository. Or, within HR applications, such as SAP SuccessFactors, GenAI can surface relevant content and data summaries for complex HR queries. Regardless of the application, users can turn business data into deep understanding and actionable insights to reach new heights of productivity.