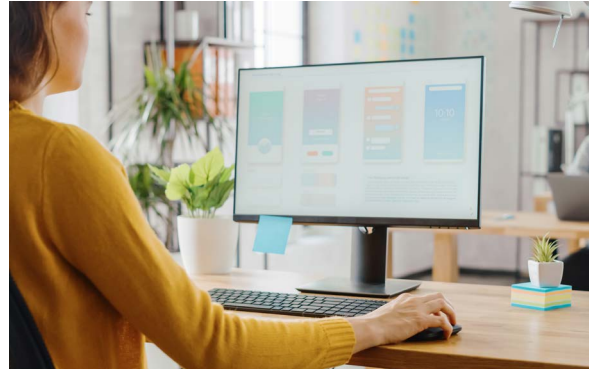


# Top 7 reasons to modernize with OpenText Communications



Ready to stop settling for the status quo and start creating customer experiences that are anything but ordinary? Legacy CCM systems and disconnected customer journeys aren't just annoying—they're holding you back from creating the kind of personalized magic that turns regular customers into loyal advocates.

But what if you could flip the script? Here are seven reasons to embrace OpenText™ Communications:

- 1 **Make trusted GenAI your competitive advantage:** Easily deliver personalized content at scale using generative AI to create relevant communications that cut through the clutter. Speed up with trusted content workspaces and hit the market faster.
- 2 **Harness HTML5 without the headaches:** Create stunning digital-first communications with low-code HTML5 design tools that don't require a computer science degree. Finally, captivating content for non-technical creators!
- 3 **Compliance in every communication:** Take control with multiple approval workflows for bulletproof regulatory compliance and fewer errors. Watch everything happening in real time with operational dashboards that keep you in the know. Built-in assured delivery reduces the risk of undelivered email and SMS messages, which is especially important for regulated industries.
- 4 **Customer journeys that go somewhere:** The fresh new UX lets you create, monitor, and analyze diverse customer journeys while generating insights based on previous behavior. Set up smart follow-ups with [OpenText™ Core Journey with Engagements](#) that feel like you're reading your customers' minds.
- 5 **Power communications with SAP, Salesforce, and Guidewire:** Connect OpenText Communications with platforms like SAP, Salesforce, and Guidewire to reduce manual work and keep communications aligned with core business data. Generate and deliver communications using real-time information from the systems your teams already rely on, helping improve accuracy, consistency, and speed across high-volume workflows.

## Create captivating customer experiences with OpenText Communications

[Upgrade now >](#)

## Upgrade with a customer communications leader

### CCM leader

Named a CCM leader 8 years in a row on the Aspire Leaderboard.<sup>1</sup>

### Data sheet:

[OpenText Communications Orchestration >](#)

### Video:

[Accelerate your CCM migration, worry-free >](#)

### Blog:

[What's new in OpenText Communications >](#)

### Customer story:

[Nationwide Building Society accelerates content workflows by 83% >](#)  
[The Standard delivers compliant, personalized communications at scale >](#)

<sup>1</sup> Aspire Leaderboard

6

**Make a commitment to inclusion and accessibility:**

Create communications that are easier to make accessible as part of the design and delivery process. Support accessible output generation without relying on separate manual steps, manage accessibility tagging more effectively, and address accessibility requirements while reducing the overhead of storing and maintaining multiple document versions.

7

**Grow customer intimacy with OpenText™ Experience Cloud:**

The only enterprise CCM solution integrated into a complete omnichannel CXM architecture, including messaging, customer journey and data, web and mobile experiences, and digital asset management.

**Hear from our clients:**

**83% of OpenText Communications users realized measurable ROI within 6–12 months or less.**