


PRODUCT OVERVIEW

OpenText™ Exstream™

Modernize customer engagement with intelligent, personalized communications



 **Provide** flexible, browser-based designs for power users

 **Create** compliant, personalized communications driven by business users

 **View** and control communication flows

 **A complete** customer engagement solution

The COVID-19 pandemic has led to a surge in online interactions, exposing consumers to the personalization practices of e-commerce leaders—and raising the bar for everyone else. Consumers now view personalization as the default standard for engagement, whether for web, mobile or in-person interactions.

And if consumers do not like the experience, it is easier than ever to choose something different. Three-quarters of consumers have switched to a new store, product or buying method during the pandemic.¹

Consumers do not just want personalization, they demand it. With product loyalty more elusive, getting it right matters. Leaders in personalization achieve outcomes by tailoring offerings and outreach to the right individual at the right moment with the right experiences.

OpenText™ Exstream™ is a market-leading Customer Communications Management (CCM) solution that enables organizations to create consistent and connected customer experiences through the design and delivery of ultra-personalized and compliant communications—delivered anytime, anywhere. Exstream scales to fit the needs of any department or complex enterprise environment. Whether the user is a content producer, marketer, front-office worker, process owner or technical user, Exstream enables better customer engagement across multiple touchpoints in the customer lifecycle. Exstream truly brings design, content authoring and editing into the hands of the people who know the content best.

Provide flexible, browser-based designs for power users

Exstream's web-based designer allows power users to design engaging communication templates for any channel, from scratch. Users can easily adhere to branding guidelines and corporate look and feel when creating responsive emails.

1 McKinsey & Company, The value of getting personalization right—or wrong—is multiplying (2021)

An expert no longer needs to create a customized template for every device or screen or go to the IT department each time a change is made.

Create compliant, personalized communications driven by business users

Content producers can easily create, design, personalize and update text when necessary, always seeing modifications displayed within the context of the overall design. They can also create, access and repurpose existing content, resulting in a much faster time to market for new products and services. The user interface is friendly for non-technical users and the simulation view tests multiple variables, ensuring all options are just right before ever leaving the design stage.

Exstream's content authoring capability allows line of business users to change content and messages based on what the designer has produced. Communications can be personalized for one-on-one interactions, with the controlled interactive editing capability, which allows agents, brokers and other customer-facing representatives to update quotes, letters, proposals and more, on the fly.

Front-office business users can quickly and easily personalize a communication based on an interaction with a customer while ensuring branding, legal and regulatory compliance. The ability to enforce corporate style sheets ensures branding, from font size through styling, remains consistent.

View and control communication flows

The process owner can improve the execution of communications with orchestration for automated tracking, analysis and responses to determine the following best action at every touchpoint. Process owners define the communication journey in a visual model of all processes, including subprocesses of even broader customer journeys and channels. By viewing a simple visual overview, they can review and approve all communication processes before completion. Analytics can inform and inspire future communication flows and content for better results.

A complete customer engagement solution

Exstream augments current systems to intelligently create, personalize and deliver authentic omnichannel experiences at scale. Exstream helps business and marketing users work faster and wiser so they can focus on their first priority—customers.

Exstream is part of the OpenText™ Experience Platform, which combines best-in-class software solutions that address all interaction points on the customer journey for better customer engagement. Only OpenText provides customer communication integration with analytics, web content management, rich media and digital asset management, output management, intelligent forms and call center optimization.

Why OpenText™ Exstream™?

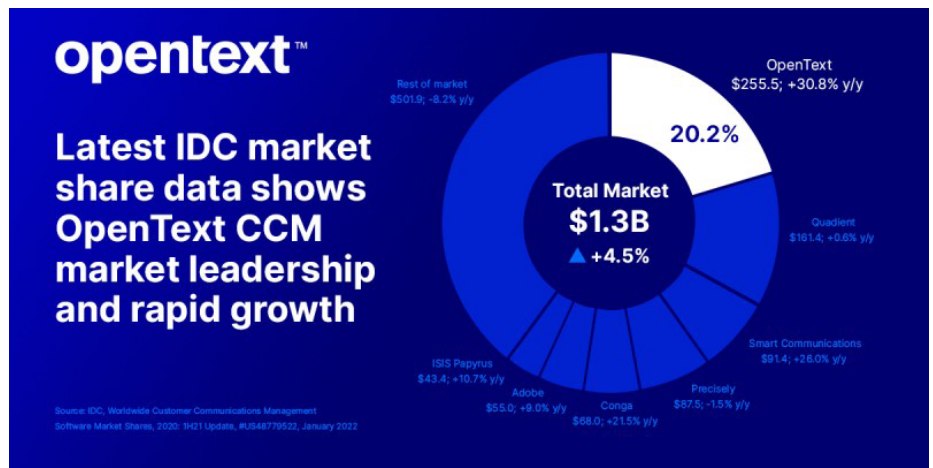
- Exstream is the only enterprise CCM solution integrated into a complete omnichannel CXM architecture, including CMS, DAM, Contact Center, CDP and message delivery.
- Exstream delivers proven, enterprise-class performance for high-volume and on-demand communications via a containerized, cloud-native, microservices architecture.

"With the Exstream platform, we can make changes in a very efficient way. We don't have to completely redesign the communication."

Robert Krugman
Broadridge Chief Digital Officer

[Read the Success story](#)

- Exstream's persona-driven communication design, authoring, editing and orchestration capabilities address the end-to-end customer journey for global enterprises.
- OpenText strategy for customer journey goes beyond mapping to holistic journey management, comprehensive journey analytics, orchestration, content creation (design, authoring, production) and delivery on all customer channels.
- Journey management enables the business to optimize customer journeys from end to end.



Why OpenText?

- No. 1 CCM vendor in terms of market share and number of enterprise deployments
- Winner, Xplor Technology of the Year Award, 2021
- Premier batch engine performance (up to 10x faster) with less investment in infrastructure and software licenses
- Easy integration with data and content from any application—no need to normalize data—saves hours of processing time
- Strongest integration with business apps and ecosystems (i.e., SAP®, Salesforce®) and other OpenText platforms, such as Enterprise Information Management
- Non-technical business users can modify and publish content in Exstream templates without IT help

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: [opentext.com](https://www.opentext.com).

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