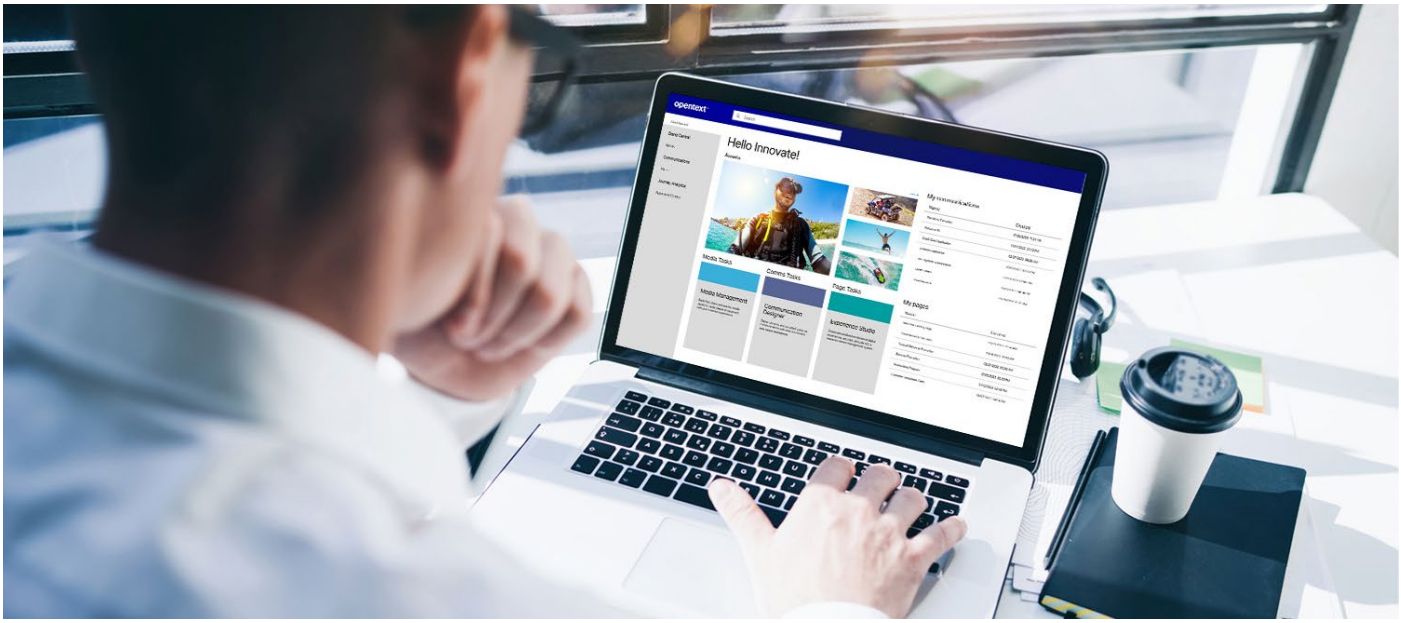
OpenText Communications

Captivate customers with ultra-personalized, compliant communications acrosss all channels



Benefits

- Engage customers with personalized communications across the entire journey
- Deliver digital-first communications across all channels and devices
- Optimize business decisions through data analytics
- Scale globally and run in the cloud, hybrid, or off-cloud

To be competitive, organizations must provide frictionless, digital-first interactions throughout the customer lifecycle—from marketing and customer acquisition to onboarding and servicing. It's time to modernize and leverage proven technology built for speed and simplicity.

OpenText™ Communications (Exstream™) is the market-leading customer communications management (CCM) solution. It enables organizations to deliver consistent customer experiences by designing ultra-personalized, compliant communications. Organizations can run anywhere and scale globally in their preferred public cloud, hybrid environment, or off-cloud.

Spark engagement with personalized communications

To hold customers' attention, brands must find the right balance of communication cadence and personalization. Too much, and customers get annoyed. Too little, and they forget the brand altogether. Add in new expectations for consistent communications across all channels—especially digital—and it becomes clear how challenging it can be to deliver experiences that exceed expectations.

OpenText™ Experience Aviator™ for Communications

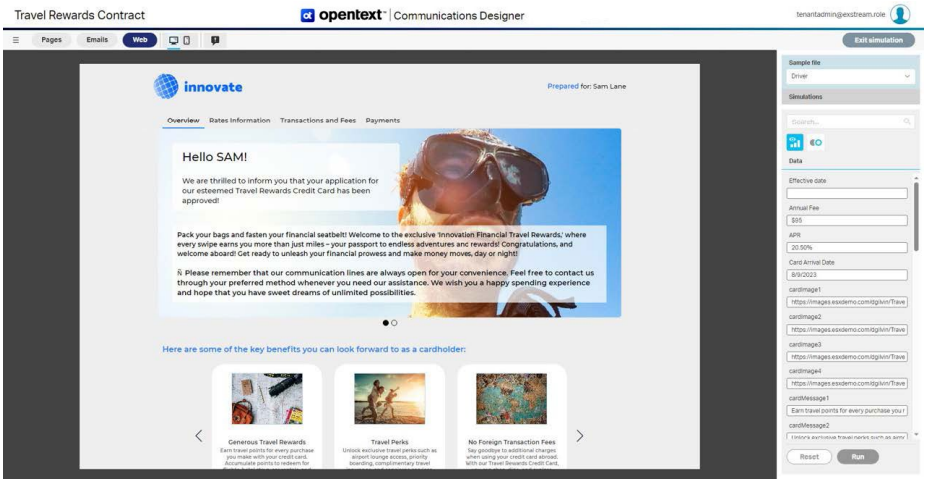
First knowledge-driven GenAI to easily tap into trusted company content for secure GenAI usage.

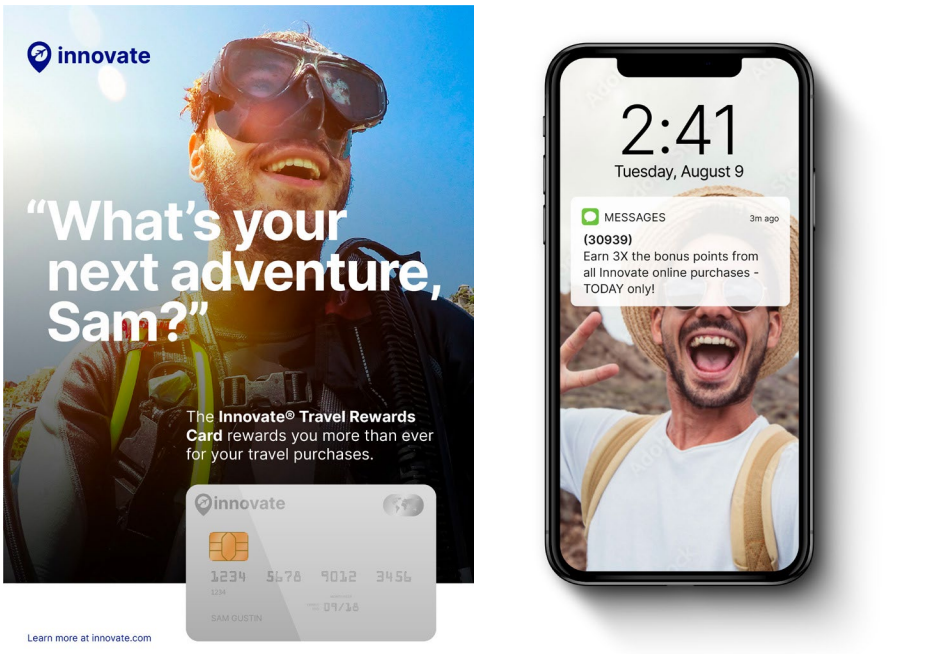
Learn more ›

Unleash creativity with HTML5 design

For the visionary digital leader and forward-thinking CMO, OpenText created a groundbreaking solution that redefines the landscape of digital communication: low or even no-code HTML5 design. This innovation empowers users to craft captivating, digital-first communications without the need for complex coding expertise.

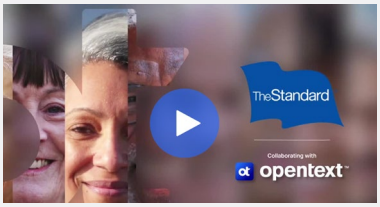
Imagine bringing your boldest ideas to life with stunning personalized web communications. This game-changing approach accelerates your time-to-market and fosters seamless collaboration between design and development teams. Unleash your creativity and transform your brand's online presence into an immersive, visually striking experience that delights and converts while keeping pace with the dynamic demands of the digital age.





Ensure consistency and content personalization across communications and channels.

Real stories from cloud-native communications leaders



The Standard delivers compliant, personalized communications at scale.

Watch the video ›



Nationwide Building Society accelerates content workflows by 83%.

Read the story ›

Business users can configure content in multiple ways to provide more compelling, customized communications, including using effective expiration dates to ensure the correct version is delivered at the right time. Content variant management ensures communications can easily be tailored by language, geography, demographic data, or other segments.

Ensure compliance in every communication

OpenText Communications makes it easy for marketing, legal, compliance, and other business users to collaboratively create, modify, and approve customer communications while in the office or working remotely. Design, authoring, and interactive editing are done via a web-based, unified user interface. The cloud-native, package-less design environment is lightning fast, with no desktop dependencies. Content blocks within the communication template can be locked down or made editable based on roles or personas, ensuring the right people have the proper access. Business users have the tools they need to get new messages and offers to customers faster, without waiting on help from IT.

OpenText Communications mitigates compliance risks by tracking and managing the approval of regulatory language changes made in one location and then applying those changes everywhere they're needed. Compliance, legal and subject matter experts can collaborate throughout the communication development, review, and approval process to streamline workflows and provide greater content control.

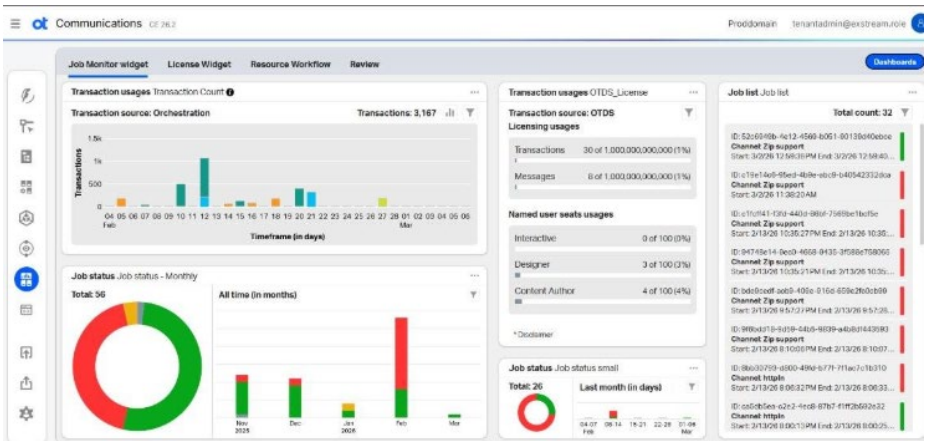
OpenText Communications can also process high-volume batch transactional communications in the cloud, unlimited by production engine capabilities, to improve productivity. The solution easily supports high-volume batch communications with sub-second processing speeds.

Gain insights with built-in orchestration

Organizations face growing challenges in managing high-volume, multichannel customer communications due to fragmented systems with limited visibility into communication workflows. These issues often result in inconsistent messaging, delayed delivery, increased operational costs, and difficulty meeting regulatory requirements.

OpenText™ Communications, with its built-in advanced orchestration capabilities, addresses these challenges by providing a centralized platform to design, automate, and monitor communication flows. It enables organizations to automate document generation, manage communication channels, and orchestrate end-to-end messaging workflows.

Learn more about OpenText Communications Orchestration.



Gain operational insights with dashboards.

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

Based on a survey of 100 OpenText users.

Among OpenText Communications users:

- **71% deliver customer communications faster**
- **75% cite performance as the top differentiator**

Hear more from our customers.

Reduce total cost of ownership (TCO) with a single, enterprise CCM in the cloud

OpenText Communications delivers enterprise communications without enterprise complexity or cost. Cloud CCM eliminates in-house operational and maintenance costs, sidesteps complicated upgrades, and offers elastic scaling so users only pay for what they use.

Designed to handle all types of customer communications for all delivery channels, OpenText Communications allows users to consolidate into one CCM solution and eliminate expensive-to-maintain departmental point solutions. Because it is deployed in containers, OpenText Communications gives users the freedom to choose the cloud platform that suits their needs (AWS, Microsoft® Azure®, GCP, private, or hybrid).

On-Demand Deployment takes elastic scaling further, reducing operational costs by allowing users to run OpenText Communications only when they need it. Spin the production engine up or down, or turn it off entirely when it is not required for greater cost efficiency.

Simplified migration and rationalization

Technology moves so quickly that not having the newest version of a chosen solution can hold organizations back. For many IT professionals and line of business owners, however, upgrading a business system can seem to be more trouble than it's worth.

Whether running an older version of OpenText CCM technology or using a competitive CCM solution, our PDF Design and DocX Import Tools, along with Rationalization can reduce the scope, time, and cost of moving to the cloud.

OpenText Communications differentiators include:

- No.1 CCM vendor in software capability strength and market presence
- Premier batch engine performance with less investment in infrastructure and software licenses
- First knowledge-driven GenAI to easily tap into trusted company content for GenAI usage
- Easy integration with data and content from any application, with no need to normalize data, saving hours of processing time
- Seamless integration with leading business apps and ecosystems, such as SAP®, Salesforce®, Guidewire, Duck Creek and other OpenText solutions
- Web-based design and authoring functionality lets non-technical users modify and publish content in OpenText Communications templates without IT help
- Assured email and SMS delivery with OpenText Core Messaging
- 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.

Resources

Modernize your CCM worry-free with OpenText

Watch the video ›

OpenText Communications

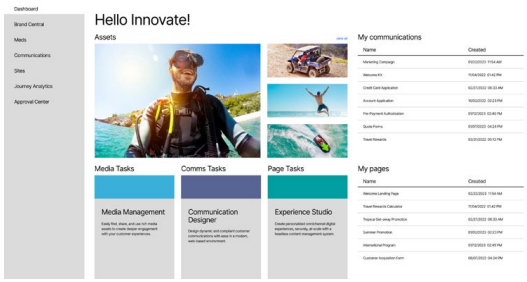
Learn more ›

What's new in OpenText Communications (Exstream)

See what's new ›

Choose the deployment model that fits your needs

OpenText Communications is available as part of the Experience Cloud platform as a managed service on the OpenText™ Cloud, and as a Docker or Kubernetes container that supports any cloud (private, public, hybrid), and on-premises deployment.

Feature	Benefits
Cloud input and multi-channel output	Integration with OpenText™ Core Messaging provides cloud-based email and SMS communication delivery, reporting, and tracking. Integration with OpenText™ Core Journey with Engagements provides analytics on each communication touchpoint in the customer journey.
Unified UX	Unified, cloud-based user interface for communication design, authoring, and orchestration. 
Generative AI	Utilize Experience Aviator for GenAI-assisted authoring and trusted content creation.
Easy installation and deployment	Get up and running in minutes, whether on-premises or in the cloud.
HTML5 design	Create dynamic, personalized mobile and web experiences.
Simplified data mapping for business users	Manage standard data sets and mapping for all communications. Efficiently manage changes and revision of data configurations.
Drag-and-drop communication flow modeling	Centrally manage all communication flows and approvals in a web-based environment.
Optimized for cloud	Deploy in your cloud of choice, as well as on-premises, as long as the customer runs Kubernetes.

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