

# OpenText™ Exstream Release 16.3

Engage—and keep—customers for life with relevant, personalized communications—delivered anytime, anywhere.

Companies that anticipate and fulfill their customers' needs—before the customers even realize they have them—create a remarkable customer experience. Being able to create and send contextually-driven, ultra-personalized communications at the right time, in the right format, and for the right device can give your company a competitive advantage. This is especially true knowing millennials are expected to make up more than half of the workforce by 2020. They expect personalized service and instant access to information across every channel, both in their personal and professional lives.

Wouldn't it be great if you could provide real-time personalization for new channels with little to no effort? Smart companies know that their customers are changing and their customer communications need to change too. Turn your company's customer communications into a competitive advantage. The bills, statements, insurance policies, mortgage applications, contracts, and proposals you send can actually transform your customers' perceptions of your business and generate long-lasting relationships.

OpenText Exstream allows business users to optimize customer engagement through the design and delivery of ultra-personalized, consistent, compliant communications for better customer experiences—delivered anytime, anywhere. Designed for omnichannel customer communication management (CCM), Exstream leverages data and content you already have to transform customer communications into a highly personalized, engaging customer experience.

## Exstream overview

Exstream 16.3 is the next version of the combined CCM Exstream platform and OpenText™ Communications Center, released in April, 2017. This release continues to simplify CCM for non-technical business users to create and deliver customized, consistent, compliant communications for individual consumers.

## ENHANCEMENTS

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- *Ability for non-technical business users to modify and publish content without IT help*
- *New integrations with OpenText™ Output Server and OpenText™ InfoArchive extend Exstream's "out-of-box" delivery capabilities*
- *Improved HTML(5) responsive design and mobile device previews*
- *Extended data integration through modern web and database formats via JSON*
- *Access to both OpenText™ Exstream and OpenText™ Communications Center components through new common installer*
- *Simplified user authentication and management*
- *Improved design content and application management*
- *Enhanced connectivity with enterprise systems*
- *Powerful, new engine orchestration capabilities*
- *New output delivery options*
- *Productized integrations with OpenText EIM*

## Integrate anywhere—the enterprise solution for true digital transformation

Digital transformation is more than taking printed documents and sending them electronically. It means fundamentally rethinking how you do business and making sure the right systems and processes are in place to support the expectations of demanding consumers, employees, and business partners. Exstream lets you use content as it is, where it is, with advanced plug-and-play integration with popular business applications and ecosystems (e.g., SAP®, Salesforce®). Plus, you can take advantage of extended data and content from any application, including OpenText Enterprise Information Management (EIM) and Analytics, to ultra-personalize communications. Exstream seamlessly supports integrated workflows so you can easily ingest and use data from print and web forms and ensure the end-to-end workflow of critical communications—from design through assured delivery. Being able to reduce redundant efforts and systems helps you manage digital and print together, making sure those channels are not disconnected.

## Engage anywhere—CCM for anytime, anywhere engagement

Exstream is a market-leading CCM solution for interactive, automated, and unified communications, allowing you to transition to digital customer experiences with minimal disruption. Move from one-way, non-contextual communications to interactive engagements; from fixed formats to responsive displays on every device; and from on-demand communications to real-time messaging. Future-proof your customer communications strategy with a software solution that is reliable, trustworthy, and able to support tomorrow's customer engagement requirements.

## Deploy anywhere—CCM your way

Exstream's flexibility allows you to do CCM your way. It can scale from small, departmental projects to complex enterprise-wide deployments. Choose from on-premises, cloud, or hybrid cloud deployment options, depending on your needs. New and flexible pricing and purchasing options mean any size of company can easily get started with Exstream.

## Adapt to customer preferences

Customers switch channels 75 percent of the time when unsatisfied with the communication platform. And when they change channels, they expect to continue the same conversation with a familiar and continuous experience. But many enterprises find meeting this expectation difficult: 42 percent of customer service agents use multiple applications when managing voice, chat, email, and social media inquiries.<sup>1</sup> Use Exstream to take everything you know about your customers—like their language preference, or their desire to receive their health plan EOB in the mail but receive copay amounts by SMS text—and transform it into personalized communications that customers access on their preferred devices.

Companies have to respond to consumer preferences by sending customer communications through digital channels. Exstream helps you deliver timely, relevant, targeted messages across current and evolving formats and delivery methods.

Use Exstream to:

- Create engaging communications—including statements and bills—that include dynamic charts, videos, hyperlinks, and other rich, multimedia elements. Interactive options allow your customers to drill down on key elements, across web and mobile devices.
- Design and simulate responsive digital communications so HTML output scales and flows correctly regardless of the device or screen size, i.e., mobile, tablet, and desktop. Import and access cascading style sheets (CSS) directly from the design database, and easily create or update rich web content.
- Deliver accessible PDFs to your customer's preferred electronic channel. Easily label and describe your communication's visual elements. The PDFs comply with rigorous Web Content Accessibility Guidelines (WCAG) 2.0 standards to help you reduce legal risk, demonstrate social responsibility, and increase customer satisfaction and loyalty.
- Track electronic communications delivery and respond automatically to failures or bounce-backs through an unlimited number of failover channels. Get consolidated visibility into delivery, tracking, and response information for electronic communications.



*Design, preview, and deliver responsive HTML5 that displays appropriately regardless of the device or screen size.*

## Deliver better, faster responses to customers

Exstream delivers a controlled editing experience to help your customer-facing employees quickly follow up one-on-one customer interactions with highly personalized communications. Exstream's interactive family of editors easily integrates with leading business systems and workflows and improves user productivity while preserving central control and compliance. It provides innovative ways to make the most of contact between clients and companies. Interactive documents can reflect the context and outcomes of customer interactions as business users capture information and rapidly create meaningful, customized communications. Exstream provides several options for creating and editing interactive documents.

## Your content. Your rules.

You need to communicate something important—like a new product or service—to your customers. You have the copy ready, but you're held up waiting on IT to make changes in the message template. By the time your communication finally goes out, that window of opportunity has passed, and your message is no longer relevant.

Exstream's business content authoring capabilities allow non-technical users to author and change text and graphics in Exstream templates—so they can get targeted messages about new products and services out to customers faster, without having to wait for IT. Choose from:

- Exstream Content Author—tightly integrated with Exstream and allows for changes to be applied without re-packaging files
- Exstream StoryBoard—a web-based authoring tool

## Speed deployment and ease integration

Most businesses can't afford breakdowns in their document creation and delivery processes. Production errors—such as statements not being sent on time—can put millions of dollars at risk. With Exstream 16.3, administrators can use the production orchestration capabilities to quickly and easily:

**OpenText is recognized by Gartner as a Magic Quadrant Leader for Customer Communications Management software.**

- Enable automated job scheduling configured specifically around application requirements
- Plan, schedule, and optimize document production in nearly any production environment system, from the most basic to the very complex—even when printing is outsourced

## Flexible cloud options

With on-premises, cloud and hybrid deployment options, Exstream scales to fit the needs of any department or complex enterprise environment. The Exstream platform, including the production engine and Communications Server for execution and management, and Common Asset Service for managing and sharing design assets, can be deployed in an OpenText Cloud environment.

Ready to take your company to the next level of customer engagement? Let Exstream help you deliver remarkable customer experiences.

Learn more at [opentext.com/exstream16](http://opentext.com/exstream16)

[www.opentext.com/contact](http://www.opentext.com/contact)