

# Perfectly Personalized Communications Deserve Powerful Delivery

Many companies have implemented OpenText™ Exstream to exploit the potential for driving additional business through customer-facing communications and reducing their cost. These communications, the data that feeds them, and the exchanges between company and customer are critical assets for strengthening relationships and fueling sales. Now you can automatically tailor each customer's correspondence (e.g., bills, statements, notifications etc.) with personally relevant information, even at high volume and high speed.

With better operational efficiency and direct control over content, business managers can react faster to market conditions and opportunities to increase loyalty and revenue. Informing and engaging customers with every communication deepens that relationship. This improves the top line through greater share of wallet and the bottom line through more efficient processes and lower costs.

## **The Trap: Multiple, Fragmented Vendors for Communications Delivery**

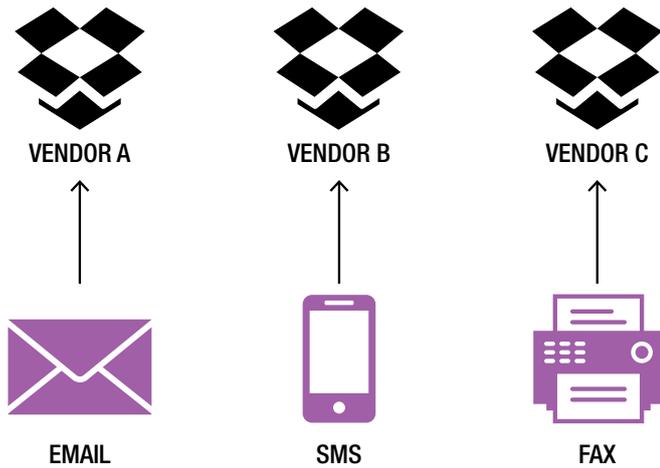
OpenText Exstream has paved the way for organizations to create customer-centric communications. Exstream is a complete solution for creating, controlling, producing and using customer communications. But how do you deliver those perfectly personalized communications at the right time in the right format to the right customer?

The delivery of customer communications come in many forms – including email, SMS text, and fax. Some organizations fall into the trap of choosing single point solutions for each of these communications: Vendor A delivers email, Vendor B delivers SMS text, Vendor C delivers fax. This scenario creates an environment of fragmented, unconnected vendors, adding unnecessary complexity and disruption.

## **SOLUTION SUMMARY**

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*OpenText™ Exstream combined with OpenText™ Notifications strengthens the document creation and delivery process. The result is a powerful communications tool that makes business correspondence more productive and cost effective – with a single vendor. The integrated offering takes end-to-end document creation and delivery to the next level by automating the delivery of ad hoc and high-volume outbound notifications in the channel your customers prefer and will respond to – email, SMS, and fax.*



**The Trap: Multiple, fragmented vendors are difficult to manage and maintain and add unnecessary complexity to an implementation**

Using a single vendor for each distinct communication method causes several potential business problems:

- Multiple vendors to manage and maintain
- Fragmented messaging platforms
- Limited visibility into transmission success/failure within Exstream
- Lack of pre-built integration with Exstream
- Limited tracking and capturing customer responses
- Managing multiple opt-out lists
- User training for multiple platforms
- Multiple vendors to contact for support

**Avoiding the Trap: Choose a Single, Integrated Solution**

Exstream combined with OpenText™ Notifications strengthens the document creation and delivery process. The result is a powerful communications tool that makes business correspondence more productive and cost effective – with a single vendor. The integrated offering takes end-to-end document creation and

delivery to the next level by automating the delivery of ad hoc and high-volume outbound notifications in the channel your customers prefer and will respond to – email, SMS, and fax.

**Single, Unified Solution with Multi-Modal Delivery**

With a pre-built integration from OpenText between Exstream and Notifications, you can manage and maintain the creation and delivery of customer-centric messages through a single, unified solution that supports a unified communications strategy, which connects you to all of your stakeholders. With improved workflow process control, integrating Exstream and Notifications facilitates the productive use of existing IT and enterprise resource planning through increased efficiency and throughput.

And a single vendor provides a single point of contact for any customer support or product related questions.

**Leverage the Power of the OpenText Cloud**

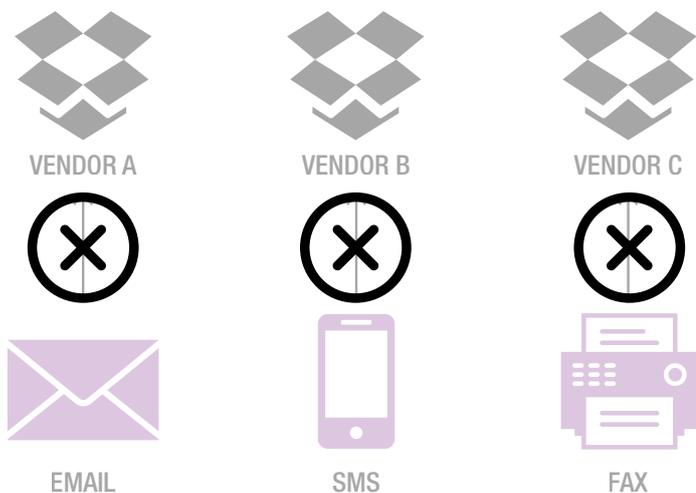
Notifications is a completely outsourced, cloud-based solution that eliminates IT infrastructure costs, administrative and customer service delays. With access to a cloud-based, enterprise-level notifications solution with robust features and global network coverage, you can speed up cycle times and improve customer service, creating a decisive competitive advantage in your markets.

With two data centers in the US and two in the European Union, global organizations can manage notifications mediums in all geographies and languages.

**End-to-End Message Creation and Delivery**

In today's digitized world, your customers expect to be instantly notified of key events in the format they prefer most. Whether using email, SMS, or fax, you need to reach your stakeholders in ways to which they're most likely to respond.

Exstream and Notifications provide an integrated technology solution that gives you the ability to create and deliver customized documents end to end. Through a dedicated set of connections you can build email, SMS, or fax messages before clearly specifying their output destination. This pre-built integration provides the highest level of visibility across the entire customer communications continuum.



**Avoiding the Trap: A single, integrated vendor for a complete end-to-end solution for customer communication creation and delivery**

### **Fast Turnaround of Key Business Processes**

Regardless of the process you're engaging in, for example communicating with suppliers to trigger order fulfillment or facilitate payment, Exstream and Notifications work in unison to eliminate most, if not all, costly and error prone manual handling that negatively affects your business cycles.

### **Respond Faster to Customer Opportunities**

Looking to be more agile and respond faster to opportunities? Quickly and easily creating and delivering personalized offers and capitalizing on upsell opportunities is an easy way to find faster routes to increased revenue and strengthening your relationship with your customers.

### **Higher Stakeholder Loyalty**

Give your customers, partners, vendors, and employees what they're asking for – efficient, high quality correspondence in the format they prefer. It will strengthen your stakeholder bond in many ways.

### **Easy to Use**

Exstream adds extensive in-house capabilities for defining, producing and interacting with enterprise documents. Notifications provides a convenient web portal that makes it easy to manage outbound message distribution from any browser. Also, you can use the API to integrate notification communications directly into your back-end systems. Mix and match your strategies at will to drive more effective customer, partner and supplier relationships.

### **Lower Costs**

With Exstream and Notifications, you can eliminate infrastructure and maintenance, upgrades, and other recurring IT expenses.

### **Governance and Compliance**

A combined Exstream and Notifications offering helps you comply with privacy and record-keeping mandates by turning multi-modal messaging into digital workflows that can be tracked, audited, and archived.

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