

# OpenText™ Notifications Analytics

Providing rich insights into messaging operations, allowing for greater visibility and insights into system performance

In a digital, data-driven world, the flow of information is vital as a means of communicating with customers, suppliers, and business partners. Businesses require analytics-powered applications that deliver insights and contextual information about application performance. With these applications, companies can stay competitive by better monitoring the flow of secure messages with their customers, so they can provide higher levels of service, increase engagement, boost satisfaction, and nurture loyalty. One way is to become empowered with deeper insights into messaging operations and information exchange to take appropriate and effective actions.

Because notifications remain such a vital and important method of communicating via email, SMS, voice, and fax, organizations need visibility into the performance of message deliverability, volumes, and system performance to manage the seamless flow of information to and from their organization. In an age of digital disruption across the enterprise, organizations must maintain full visibility to the transactions that fuel their business.

With critical secure messaging, if deliverability errors occur or system performance struggles for any reason, exceptions need to be monitored and managed closely to ensure messages are flowing at optimal efficiency. This requires a solution that enables organizations and administrators to analyze traffic flowing across the OpenText Cloud network.

## Applying Analytics to Messaging Operations

Today's organizations are truly global in nature and need to support secure information exchange around the world. Applying analytics to OpenText™ Notifications delivers transactional data intelligence and visibility into volume trends needed to improve operational efficiencies and drive company profitability.

## SUMMARY

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*OpenText Notifications Analytics provides a comprehensive view of transactions on the OpenText Cloud network, which enables companies to easily access, analyze, and identify system performance, volume statistics, and delivery information.*

## BENEFITS

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- *Make better business decisions with deeper insights into transactions and performance trends*
- *Identify exceptions earlier, allowing corrective action to be taken sooner and to prevent messaging delays*
- *Collaborate more closely with key stakeholders on user and application messaging performance*

With a comprehensive view of system performance, quickly and easily identify and isolate operational issues, make data-driven decisions based on current and historical performance indicators.

With easy access to data, quickly evaluate the state of messaging activity that allows you to:

- Monitor and investigate messaging activity for mission-critical applications
- Understand enterprise use and trends for cloud messaging
- Identify and react to messaging bottlenecks
- Observe and respond to unacceptable message delivery rates

Analytics for messaging operations provides a rich stream of data that can be mined for communication trends and allow administrators to answer questions such as:

- How many messages are being sent daily, weekly, monthly?
- Which method of communication is being used the most (email, SMS, voice, and fax)?
- What are the peak times for sending messages?
- Are there any delays in message delivery?
- How many messages are currently in transit?
- Why aren't I hitting my deliverability targets?
- If a message failed to deliver, what was the reason?

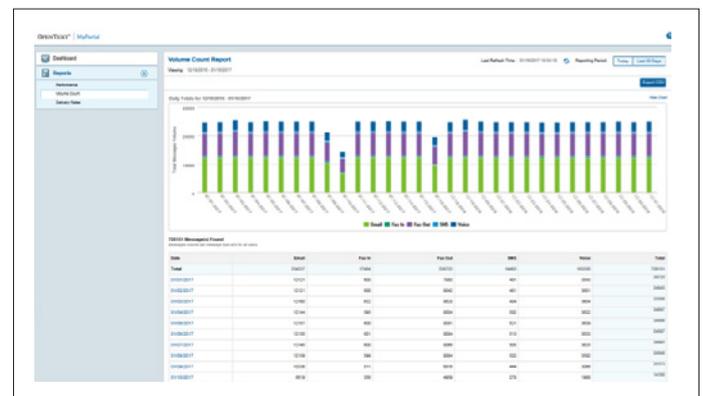
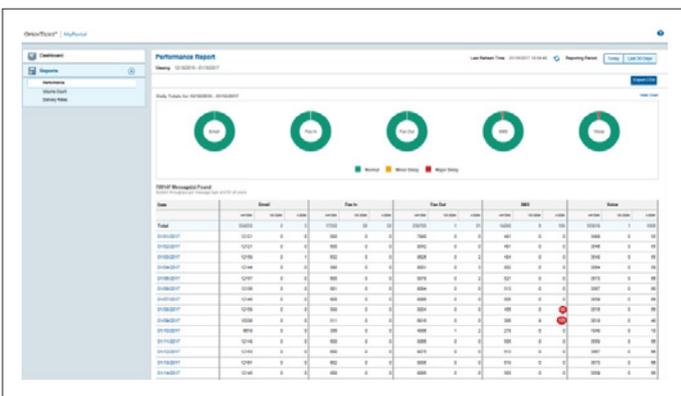
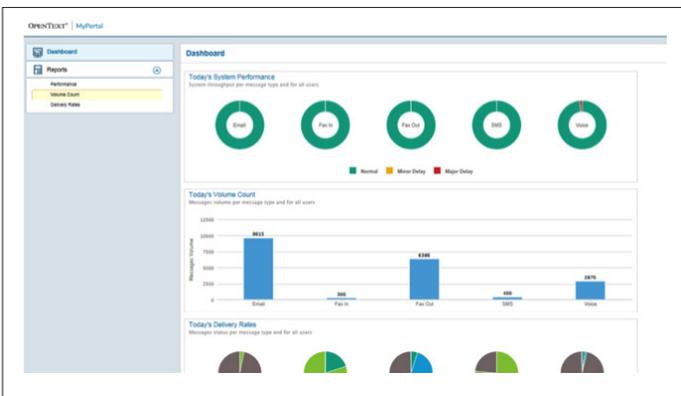
Notifications Analytics improves your engagement with stakeholders and creates a culture of performance-driven outcomes with greater visibility into volume, performance, and deliverability metrics.

## Notifications Analytics

Notifications Analytics provides access to both summarized and detailed information for the transactions and delivery of messages for users and applications. Through the application of sophisticated data visualization tools, instantly and easily assess the current state or view up to one year of detailed history for three key performance indicators: Messaging Volume, System Performance and Message Deliverability.

Available through OpenText™ MyPortal, Notifications Analytics provides a quick-view dashboard that visually conveys the current day's performance in all three categories with the ability to view data for each of these for the past month, by day, or down to the individual message and allows users to export data for further investigation:

- **Dashboard:** Leverages embedded analytics technology from OpenText™ Analytics best of breed intelligence capabilities. The main dashboard home page provides a simple and intuitive user interface to provide users a quick-view summary and allows users to drill down into any one of the available reports.
- **Message Volume Reports:** Summarizes counts by month, day, or hour for messages delivered to and from an organization.
- **System Performance Reports:** Displays the average or specific time messages take to be processed by the OpenText Cloud network.
- **Delivery Reports:** Show the average and detailed success, failure and status information for a customer's messages with detailed information the disposition of each message.



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