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Exstream Cloud Edition (CE) 20.4

Modernize and facilitate digital transformation with the next generation of a cloud-native version of Exstream™
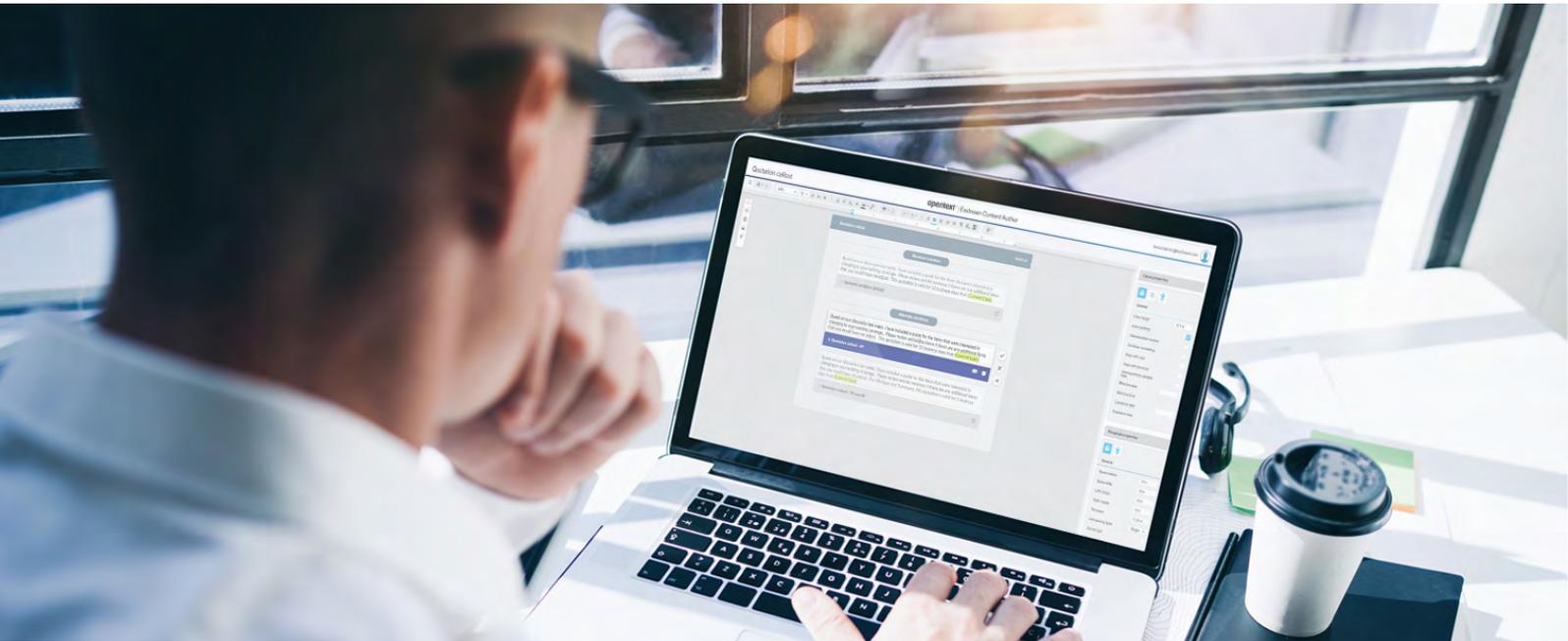
Better customer engagement – personalized communications for all channels

Increase productivity – collaborative digital communications

Reduce total cost of ownership (TCO) – single, enterprise CCM in the cloud for all communications

Creating better digital customer experiences is more important than ever today with customers now accustomed to and often preferring limited digital interactions. To be competitive you must provide frictionless, digital-first interactions throughout the customer life-cycle – from marketing and customer acquisition to onboarding to servicing. It's time to modernize and rely on proven technology built for speed and simplicity. Exstream CE is a purpose-built, cloud-native version of Exstream that lets customers run anywhere. The market-leading CCM solution includes new functionality and is containerized making it easy to deploy in the cloud of your choice (public, private, hybrid, OpenText Cloud, etc.) or on premises.

Whether you're struggling with long IT lead times to make content changes, little control over changing market regulations, too many siloed or legacy systems or the inability to produce relevant personalization, Exstream CE can help by combining the power of enterprise CCM with the benefits of being in the cloud.

OpenText Exstream CE 20.4 is designed to give organizations of all sizes the competitive advantage Exstream provides and a choice in where they deploy, while making it easier and more cost-effective to implement, maintain, and update.

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Better customer engagement

In the day-to-day battle for customer attention, brands need to find the right balance of communication cadence and level of personalization. If its too much, your customers get annoyed; too little, and they forget about you all together. Add in the new expectations for consistent communications across all channels, especially the many digital channels, and it's easy to see how challenging it can be to deliver experiences that exceed your customers' expectations.

Marketers and business users can use Exstream CE to leverage existing templates and data from core systems to create highly personalized, relevant, consistent customer communications for delivery across all channels. Create communications from a single platform ensuring content reflects corporate brand standards, is approved and meets compliance regulations regardless of the channel used. Consistent experiences build trust, and trust builds relationships, resulting in happy customers.

Exstream CE's AI-powered Assisted Authoring capability helps you create better content for your audience with its grammar, sentiment and reading comprehension scoring. Content owners can ensure content consistency across communications and channels as well as develop targeted content for specific customer segments.
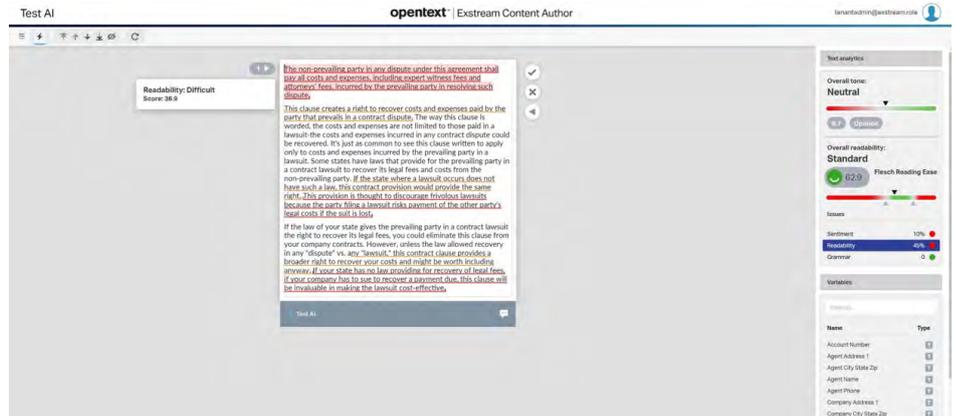
AI-powered Assisted Authoring checks the sentiment, reading comprehension level and grammar of highlighted content, enabling content producers to better target messages to specific audiences.

To provide deeper customized communications, business users and marketers have the ability to control and configure content in several ways, including using effective and expiration dates for content to ensure the right version of content is included or excluded at the right time as well as managing multiple content variations (content that is similar but may differ based on some criteria) so communications can easily be tailored by language, geography, demographic data or other segment.
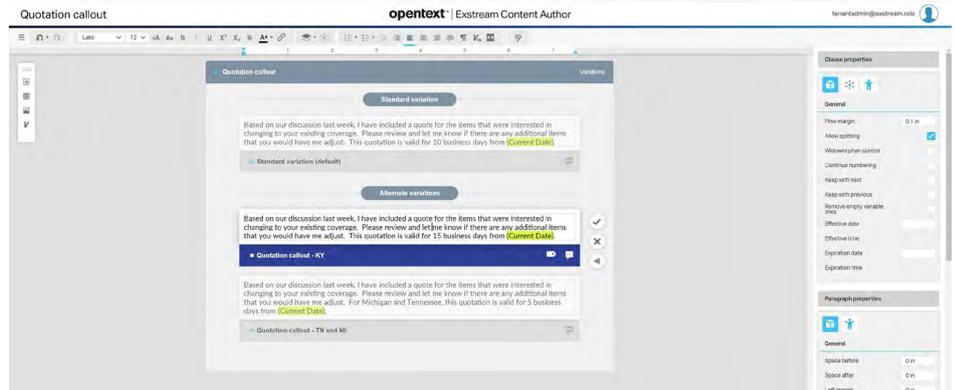
Users can easily make changes to all related variations.

Increase productivity

The "new normal" of a digital-first economy requires most organizations to re-think customer experience and deliver connected, personalized experiences with a largely remote workforce. Without the right technology in place, it can be challenging for employees to be productive instead of bottlenecks.

Collaboration

Exstream CE makes it easy for marketing, legal, compliance and other business users to collaboratively create, modify and approve customer communications whether they are in in the corporate or home office. Web-based design, authoring and interactive editing in a unified user interface means business users have the tools they need get new messages and offers to customers faster, without waiting on help from IT. With no desktop dependencies, the cloud-native, package-less design environment is much faster. Content blocks in the communication template can be locked down or editable, based on roles or personas, ensuring the right people have the right access.

Compliance, legal, and subject matter experts collaborate throughout the communication development review and approval process, streamlining workflows and providing greater control of the content. Exstream reduces compliance risk by helping manage, track, and approve regulatory language changes made in one location, and then applying those changes everywhere that is necessary.

Exstream CE can significantly impact productivity with its ability to process high-volume batch transactional communications in the cloud that are not limited by production engine capabiltiies. Known for its sub-second processing speed, Exstream CE is full featured and supports high-volume batch communications with ease.
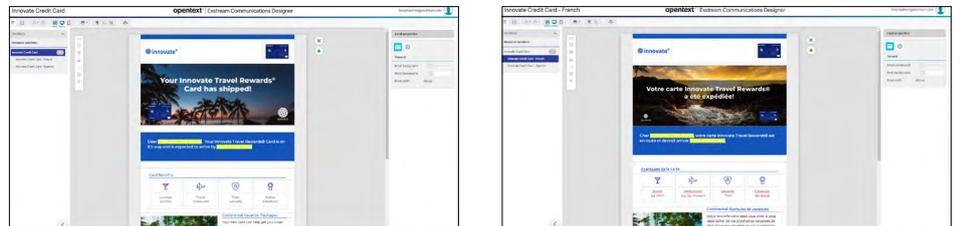
Reduce total cost of ownership (TCO) – single, enterprise CCM in the cloud

With Exstream CE you get enterprise communications without enterprise complexity or cost. Exstream CE simplifies the transition to cloud so you can leverage the benefits of cloud CCM like no in-house operational and maintenance costs, elastic scaling so you only pay for what you use and no more complicated upgrades.

Designed to handle all types of customer communications for all kinds of delivery channels, Exstream CE allows you to consolidate into one CCM solution and eliminate expensive to maintain departmental point solutions. Because it is deployed in Docker containers, Exstream CE gives you the freedom to choose the cloud platform (AWS, Azure, GPC, private or hybrid) that best suits your requirements and budget.

On Demand Deployment takes elastic scaling a step further and further reduces operational costs by allowing you to only run your Exstream instance when you need it. Spin the production engine up or down or turn it off completely when its not needed for even more cost efficiency.

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OpenText offers Consulting Services, Managed Services and Learning Services to support customers with digital transformation and optimize their investment in OpenText software and solutions. Passionate about Customer Experience, OpenText brings together the world's largest certified team of OpenText solution professionals to help customers build and execute on their digital strategy.

Consulting services include:

- Change enablement and adoption
- Experience Advisory Services
- Implementation Services
- Integration Services
- Modernization
- On-Premises, Cloud and Hybrid Managed Services
- Success Packages
- Training (classroom, virtual, certification)

Simplified migration and rationalization

Technology moves so quickly that not having the newest version of your chosen solution can be a disadvantage for your organization. However, for many IT professionals and line of business owners, upgrading a business system can seem like more trouble than it's worth.

Whether you are running an older version of any OpenText CCM technology, or using a competitive CCM solution, the OpenText Exstream Rationalizer can help reduce the scope, time and cost of moving to Exstream CE. Available through the OpenText Professional Services team, this patented Rationalization technology helps companies move to Exstream faster and with less cost, eliminates aging/legacy applications and consolidates them into Exstream, reducing overall maintenance costs.

Let Exstream CE help you exceed customer expectations with personalized, connected experiences.

Exstream is OpenText's strategic, innovative and continually evolving CCM platform. The solution extends organizational CCM capabilities to include business user-driven content creation and modification, a premier batch engine that is faster than other CCM solutions and the ability to ingest data in any format, greatly reducing document processing time.

Exstream is the No. 1 CCM solution in market share and enterprise deployments.

Exstream is part of the OpenText™ Experience Suite Platform, which includes solutions for digital asset management, web content management and more to provide a complete, 360-degree customer experience across all interaction points of the customer journey. The Experience Suite Platform enables organizations to improve customer loyalty and create connected, engaging, personalized experiences that yield better, longer-lasting results related to customer lifetime value (CLV).

Exstream differentiators include:

- Premier batch engine performance with less investment in infrastructure and software licenses.

- Easy integration with data and content from any application, with no need to normalize data, saves hours of processing time.

- Strongest integration with business apps and ecosystems, such as SAP Salesforce and OpenText EIM solutions.

- Web-based design and authoring functionality that lets non-technical users modify and publish content in Exstream templates, without IT help.

Deployment options

Exstream CE is available as part of the Digital Experience Platform, as a Managed Service on the OpenText cloud, and as a Docker container that supports any cloud (private, public, hybrid) and on premises deployment.

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Feature	Benefit
New cloud input and omnichannel output	New integration with OpenText Notifications provides cloud-based email communication delivery, reporting and tracking and integration with OpenText Core Experience Insights provides analytics on each communication touchpoint in the customer journey
Streamlined UX	Unified, cloud-based user interface for communication design, authoring and orchestration
Simple to install and deploy	Get up and running in minutes whether running on prem or cloud
Simplified data mapping for business users	Manage common data sets and mapping for all communications and easily manage changes and revision of data configurations
Omnichannel design	Design for any channel in the browser with mobile design and see real-time simulation of communication in mobile, web, email and print
Drag n' Drop Communication Flow Modeling	Centrally manage all communication flows and approvals in web-based environment
Optimized for Cloud	Any cloud Multi-tenant, but also runs on premise, as long as customer runs Kubernetes

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.

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