

# OpenText Exstream Empower Editor

Browser-based, collaborative, controlled editing for  
personalized one-to-one communications



**Easy-to-use, browser-based editor interface** requires no download or installation



Enables customer-facing staff to **deliver personalized, meaningful communications**



**Ensures legal and branding compliance** through controlled editing capabilities

**Maintaining customer satisfaction and strengthening customer loyalty are chief concerns among business executives.**

**Organizations need to be able to rapidly and easily follow up customer interactions with relevant, targeted, one-to-one communications. From front-office employees, sales representatives, agents and partners to the evolving and increasingly mobile workforce, organizations need better control over one-to-one communications.**

## The challenge

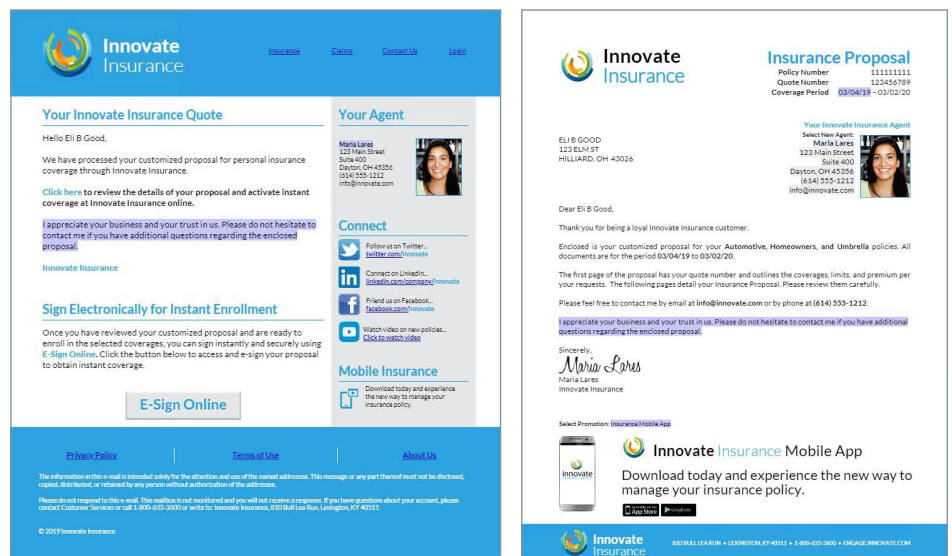
Many organizations follow up customer interactions with systems that allow for a high degree of personalization but very little compliance control, such as Microsoft® Word. Others opt for costly software applications that ensure compliance but do not provide employees with the flexibility to respond to each customer's unique situation in a meaningful way.

Businesses need a solution that allows users inside and outside the business to personalize communications while maintaining consistent branding and the required legal and compliance language.

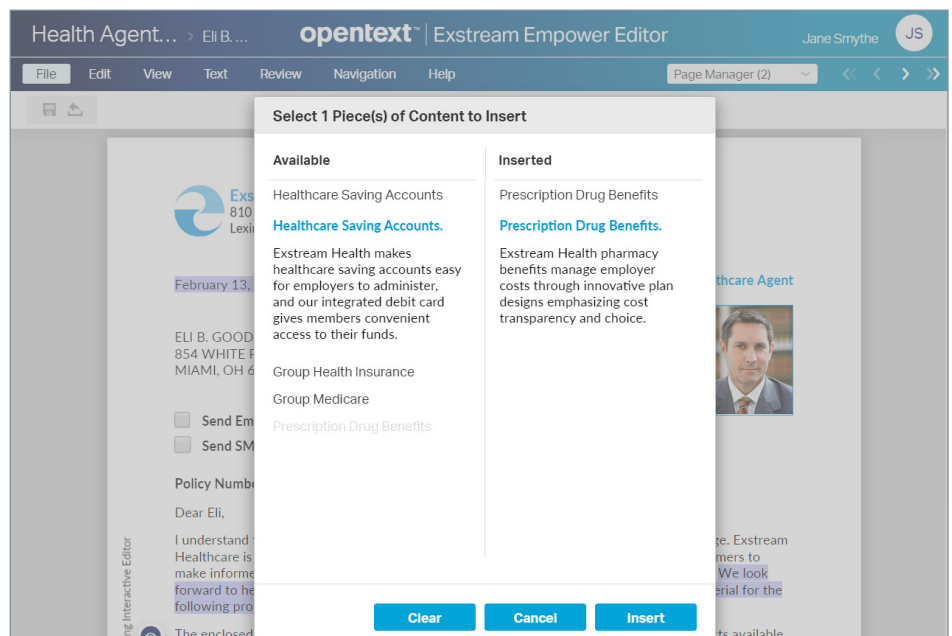
## The solution

Part of the OpenText™ Exstream™ Customer Communications Management (CCM) platform, Exstream Empower Editor enables customer-facing staff, such as agents and customer service representatives (CSRs), to create personalized correspondence, emails and quotes, using a thin-client, controlled editing environment.

Using a standard web browser, without any additional download or installation, Exstream Empower Editor lets users personalize communications in a controlled environment. It responds to user input by automatically populating communications with approved content. Since the editor is part of OpenText™ Exstream™, it can access business, legal and marketing data and content from multiple sources to deliver communications to virtually any print or electronic channel.



Personalize print and email communications. Areas that are enabled for editing by the communication designer are clearly identified. Areas with white background are locked down and cannot be changed by the business user.



Use OpenText Exstream Empower Editor's content selection to prompt users to select from pre-formatted content.

## What's new in Exstream Empower Editor?

### Improvements

- Integration with SAP business processes, including embedded interactive document creation in SAP S/4 HANA® and SAP Fiori®
- Edit interactive documents from within Salesforce®
- Automatically execute functions on document open and save
- More robust table support with section driven tables
- Add/remove/duplicate table rows during the edit session
- Create more graphical communications with new line and shape support
- Style sheets applied in OpenText™ Exstream™ Designer can now be enforced and made available to Exstream Empower Editor users
- Show/hide functionality extended to include text paragraphs in text boxes
- External web service calls extended from XML now include JSON support
- Enforce required edit area changes through the JavaScript API
- Select from pre-designed formatted paragraph or text paragraph content using show/hide selection groups
- Exstream Empower Editor toolbar now accessible by keyboard navigation

### Web-based connected design, authoring and editing

- Design interactive content for Exstream Empower Editor in OpenText™ Exstream™ Communications Designer
- Author interactive clauses for Exstream Empower Editor in OpenText™ Exstream™ Content Author

### Customized appearance

- New hosted mode enables seamless integration with business applications
- Customize the appearance of the Exstream Empower Editor interface for end users, including adjusting the color scheme and replacing the logo to match corporate branding

### Cloud optimized offering

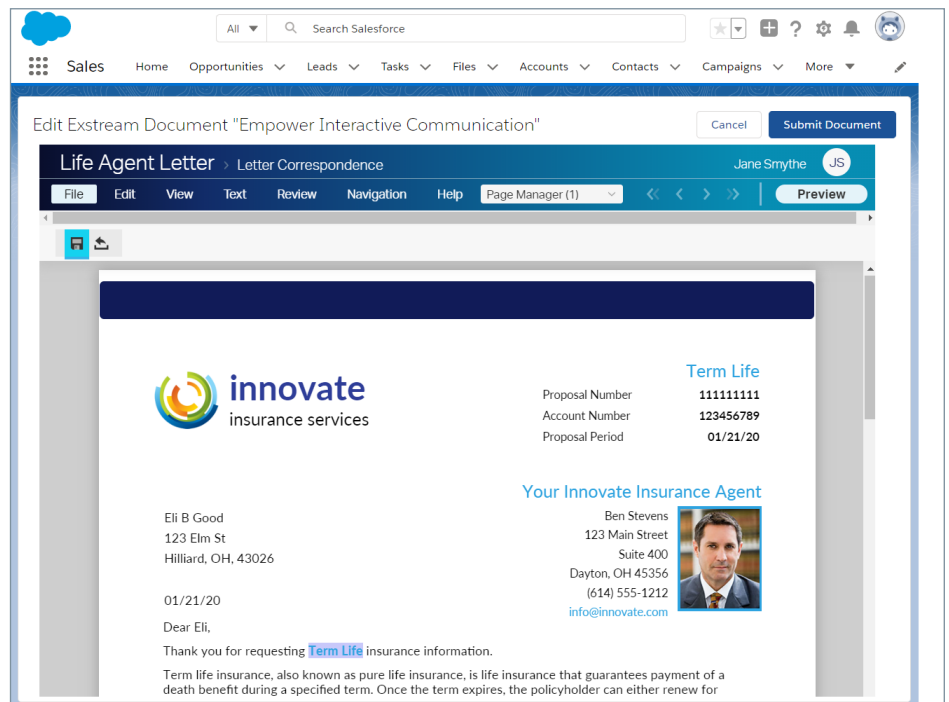
- Fully containerized solution, optimized for cloud deployment
- Multi-tenant enabled
- RDS database support

## Integration with Salesforce

Organizations can maximize their investment in Salesforce® by enabling document generation from within the industry-leading customer relationship management (CRM) solution through OpenText™ Exstream™ for Salesforce®. Whether producing a single customer service email or millions of personalized sales letters, Exstream for Salesforce helps to rapidly synthesize relevant business data and content into compelling written communications— all from within the familiar CRM environment.

Users can also:

- Generate highly personalized correspondence via a built-in rules engine
- Retrospectively discover and view generated content from within the Salesforce interface
- Align all corporate templates to stay on message



Create personalized interactive documents, such as quotes, contracts and proposals, from anywhere within Salesforce

Exstream provides a single design environment to create structured, on-demand and interactive applications for use with desktop or browser-based clients. Design objects and variable rules can be created once and reused in multiple applications for multichannel delivery, significantly reducing time to market for interactive communications.

**Customers can re-brand the OpenText Exstream Empower Editor with their own corporate logo and colors or use the default branding.**



Default branding



Custom branding

## Bringing interactive editing and authoring together

Exstream Empower includes tighter integration with Exstream's business content authoring capability (Exstream Content Author) and the new browser-based designer (Exstream Communications Designer). All three are built on the same code base and greatly extend authoring capabilities for a variety of users. Business users working with Content Author to create or modify chunks of content can be marked as "show" or "hide," so that customer-facing staff have an option to edit in Empower.

## Close the deal

Without the proper customer communication solutions, sales opportunities can be lost and your agents, brokers and sales representatives can struggle to create the communications that will help acquire new customers or finalize a sale. With Exstream Empower Editor, users can easily initiate or follow up customer interactions with on-brand, compliant correspondence in the desired communication format without leaving their Exstream, Salesforce or SAP environment.

 Join the conversation

 Keep up to date

 Learn more

At the close of a conversation, communications can be sent immediately to customers using the channels they prefer—print, electronic or both. The business benefits by reducing abandoned transactions and enabling a speedier, more streamlined process. Customer satisfaction increases without sacrificing back-end business processes that support customer touch points.

With many companies moving to digital communications, customer correspondence is no longer limited to traditional printed formats. Instead, digital channels, such as email and SMS have become the priority. Designing for these digital formats is critical to business success.

Leveraging the Exstream Design environment to design alternative layouts for both print and digital channels, Exstream Empower Editor allows business users to see communications in multiple views. For instance, if the communication is going to be delivered as an email, the business user can select a previously defined email view to make in-context changes to the communication. By making modifications in the format in which the communication will be delivered, users can offer a better end user experience.

## Build customer loyalty

In any business, retaining customers is critical to long-lasting success. When direct customer contact becomes necessary, communicating with the right message, in the right way is vital to building and maintaining trust.

Personalized and relevant communications provide a feeling of individual attention that can help strengthen customer loyalty. But, managing personalization while maintaining branding and compliant messaging can be challenging. With Exstream Empower Editor, users are only able to access areas they are permitted to edit, ensuring the message is maintained and communications are compliant.

Exstream Empower Editor provides a browser-based, controlled editing solution for correspondence. It can help reduce deployment and maintenance time and expenses by:

- Controlling editable areas based on user role or responsibility within a single communication
- Allowing flexibility across the user community to support multiple devices, browsers and environments
- Working with existing Exstream back-end processing for creating and managing communications
- Letting users design and develop interactive documents in the same environment as other Exstream communications while reusing existing interactive application designs

For more information please visit: [www.opentext.com/exstream16](http://www.opentext.com/exstream16).

## Deployment options

Exstream Empower is available as part of the Exstream Platform and as a containerized version with Exstream Release CE.

## 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](http://opentext.com).