



What's new in Exstream 16.3

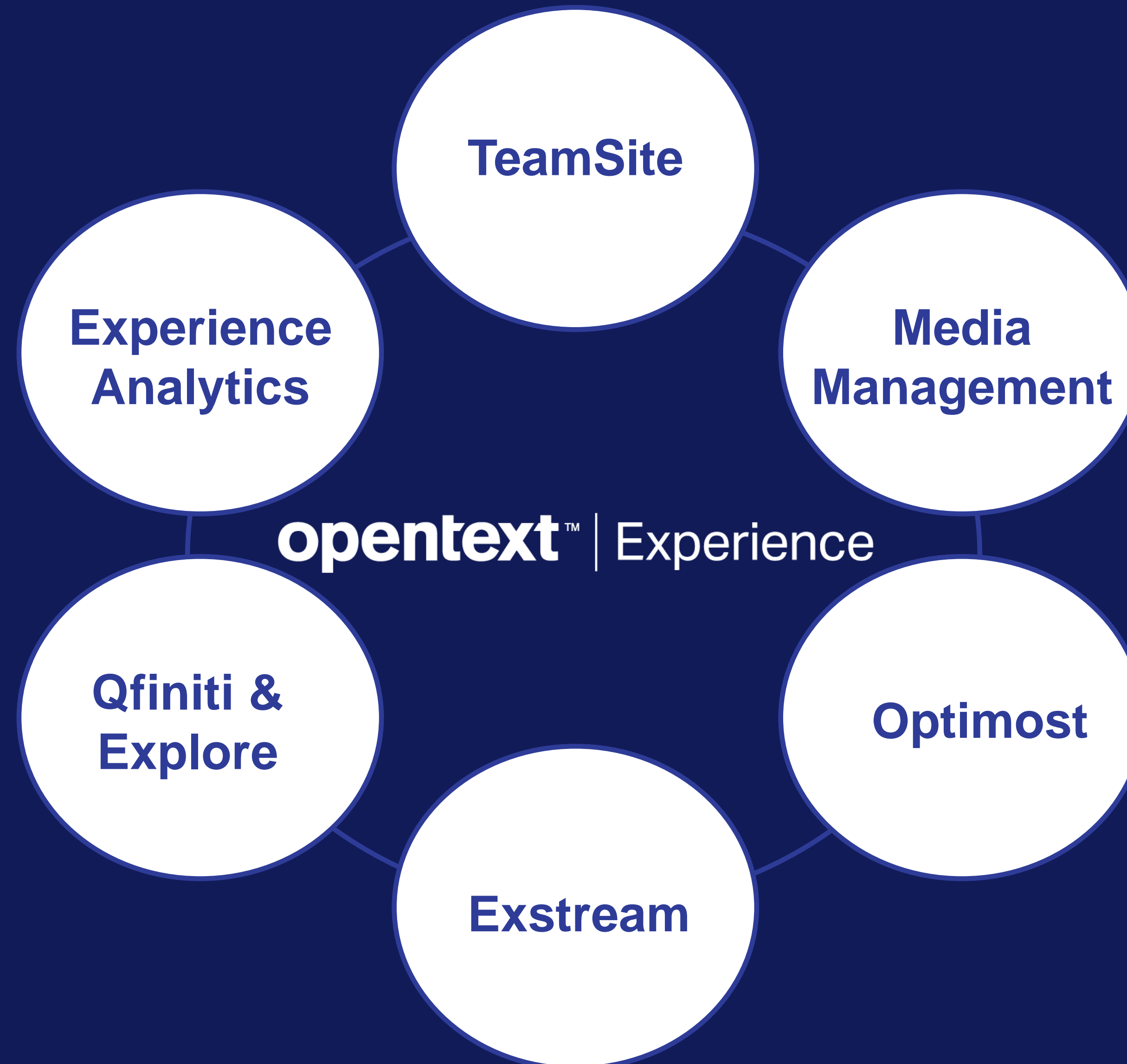
OpenText Live Customer Webinar

October 17, 2017 | Exstream Product Management and Product Marketing

Agenda

- Customer Experience Management
- Exstream 16.3 Overview
- Platform
- Interactive
- Authoring
- Value proposition

Progressive adoption to a continuous customer journey



opentext™ | Experience

OpenText™ Optimost
Marketing Optimization

OpenText™ Qfiniti
Workforce Optimization

OpenText™ Explore
Voice of the Customer

OpenText™ Media Management
Digital Asset Management

opentext™



OpenText™ TeamSite
Website Content Management

OpenText™ Exstream
Customer Communications
Management

OpenText™ Experience
Analytics
Business Intelligence and
Analytics

OpenText Exstream

Value proposition

Exstream allows business users to optimize **customer** engagement through the design and delivery of **ultra-personalized, consistent, compliant**, communications -- delivered **anytime, anywhere**.

Exstream 16.3 Overview

OpenText CCM

OpenText is positioned to be the market leader in Customer Communications. Moving forward as a single CCM platform, **Exstream release 16.3** will deliver unified interactive and automated communications to engage companies and consumers, while reducing cost and labor.

- OpenText is creating the **CCM solution of the future** - Exstream is the CCM offering for the Experience Suite Platform. It combined former PowerDocs, StreamServe and Exstream technologies into one integrated solution.
- CCE's (StreamServe) transactional processing model and integration strengths, combined with Exstream's high-throughput engine and interactive capabilities leverages accelerated benefits to each customer base
- Communications Center (StreamServe) and Exstream customers can **upgrade to a single platform**, with minimal disruption, and utilize the design and production environments of their choice

Vision

INTEGRATE
anywhere

ENGAGE anywhere

DEPLOY anywhere

- Integrate anywhere – Exstream as integrated and extended arm of an expanded set of ecosystems and business platforms, EIM and ERP.
- Engage anywhere – Contextual and data driven omni-channel engagement across any touchpoint as CCM transitions to CX.
- Deploy anywhere – Singular, rapidly deployable platform, for On-premise, Cloud or Hybrid deployments. Customers can transition across any deployment model.

Exstream Platform

Through Document Presentation for SAP Solutions

Duck Creek

SAP

Oracle

SF.com

Infor

Guidewire



Analytics & Monitoring



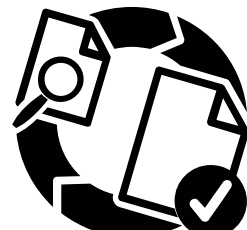
CONNECT

- Event Triggered
- Data Integration
- On-demand
- Batch



DESIGN

- Template Authoring
- Template Design



Orchestration, Execution & Management



PRODUCE

- Interactive Editing
- Generation



DELIVER

- Staging
- Bundling & Sorting
- Multi-Channel Delivery

Business Network Notifications

High Volume Email (SparkPost)

Output Server



SHARED PLATFORM SERVICES

Common Asset Service (CAS)

Identity Management (OTDS)

- | | | | | | | | | |
|----------|------|------|----------------|----------------|--------------|--------------|-----------|---------------|
| TEAMSITE | OTMM | CORE | CONTENT SERVER | ARCHIVE SERVER | INFO ARCHIVE | TELEFORM L/O | ANALYTICS | PROCESS SUITE |
|----------|------|------|----------------|----------------|--------------|--------------|-----------|---------------|

Platform structuring & concepts

Exstream 16.3 can be conceptualized through the main components

- Platform (Base)

- Base platform for any CCM Batch and on-demand use cases
- Exstream Design & Production
- Communications Server (StreamServe & PowerDocs base technology)

- Authoring

- Line of Business user targeted template changes and content control
 - Available now for any Engine technology with introduction of **Exstream Content Author**.

- Interactive

- Interactive editing of individual communications

OpenText CCM Roadmap

Today
EP2 – April 2017

Main theme:

Combined multi-tenant platform

- **Single installer**
- Multiple design and composition engine support to **preserve existing applications**
- Common connectors, input, output for **Ecosystem integration with LOB**
- Shared CEM service layer for common **rich media and content**
- Leading responsive, **dynamic multichannel HTML(5)**
- Best in class **interactive personalization**
- **Central** monitoring, control, and **analytics of production processes**
- **Cloud for managed service**

Exstream 16
EP3 – October 2017

Main theme:

Thin client business authoring

- **Business content authoring and thin client template content editing for Exstream Designer and Engine**
- Approval management and domain isolation for thin client managed content and publication
- Improved HTML(5) responsive design and mobile device simulation
- Integrations: OTOS and InfoArchive
- Orchestration and assured delivery improvements
- Empower role based editing
- JSON data files and improved REST support
- **Cloud to on-Premise delivery**

Exstream 16
EP4 – April 2018

Main theme:

Exstream Cloud

- **Exstream Multi-tenant PaaS**
- Enhanced thin client business content authoring
- Content Server **SmartUI** integration
- First steps to **simple, thin client communication flow modelling**
- Expanded Common Asset Service for Media Management and TeamSite

Future

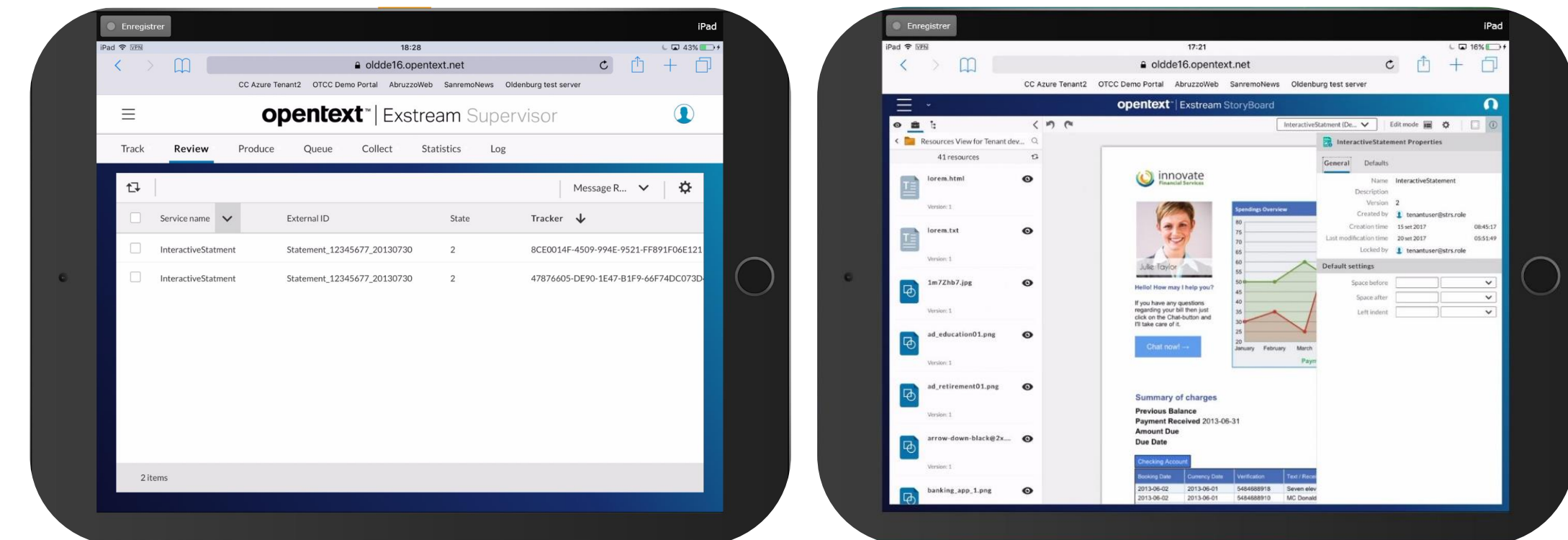
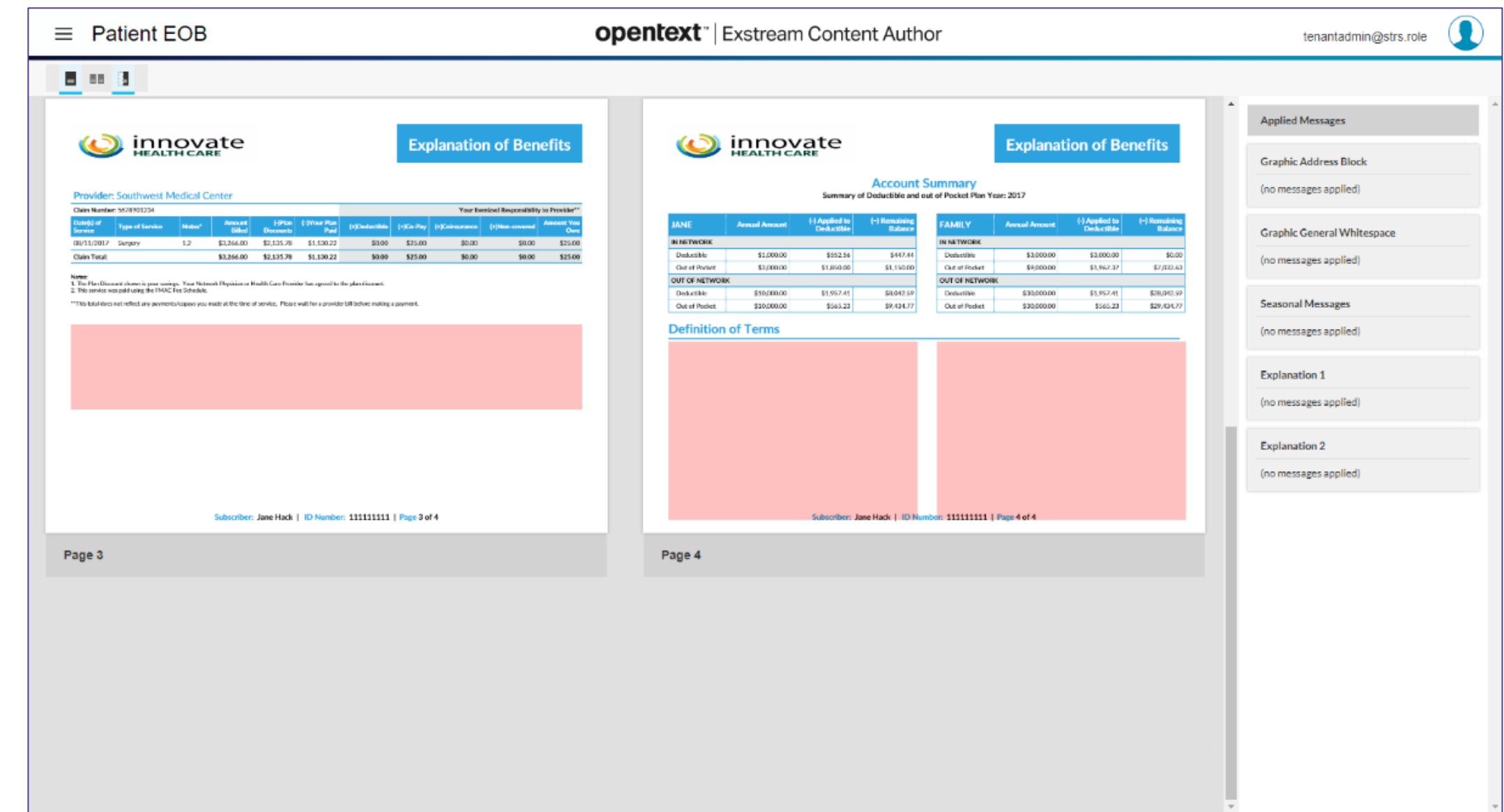
- Customer Journey Mapping for CEM
- MicroServices and expanded SaaS solutions

Updates and Maintenance

Exstream 16.3 Overview

Next level of enabling LoB and Marketing users

- **Business Authoring**
NEW: Content Author, for Exstream Designer and Engine
 - StoryBoard, properties, groups and UX enhancements
- **Rapid deployment of content changes in seconds**
 - Approval management and domain isolation for thin client managed content and publication through CAS/Workshop
- **Delivery and archiving**
 - Output Server integration
 - InfoArchive
 - Collector (fast, native, near line storage)
- **Orchestration**
 - Simplify failover delivery
 - Engine On Demand
 - Cloud to on-Premise delivery



Exstream Platform

Design and Production improvements

Device Preview

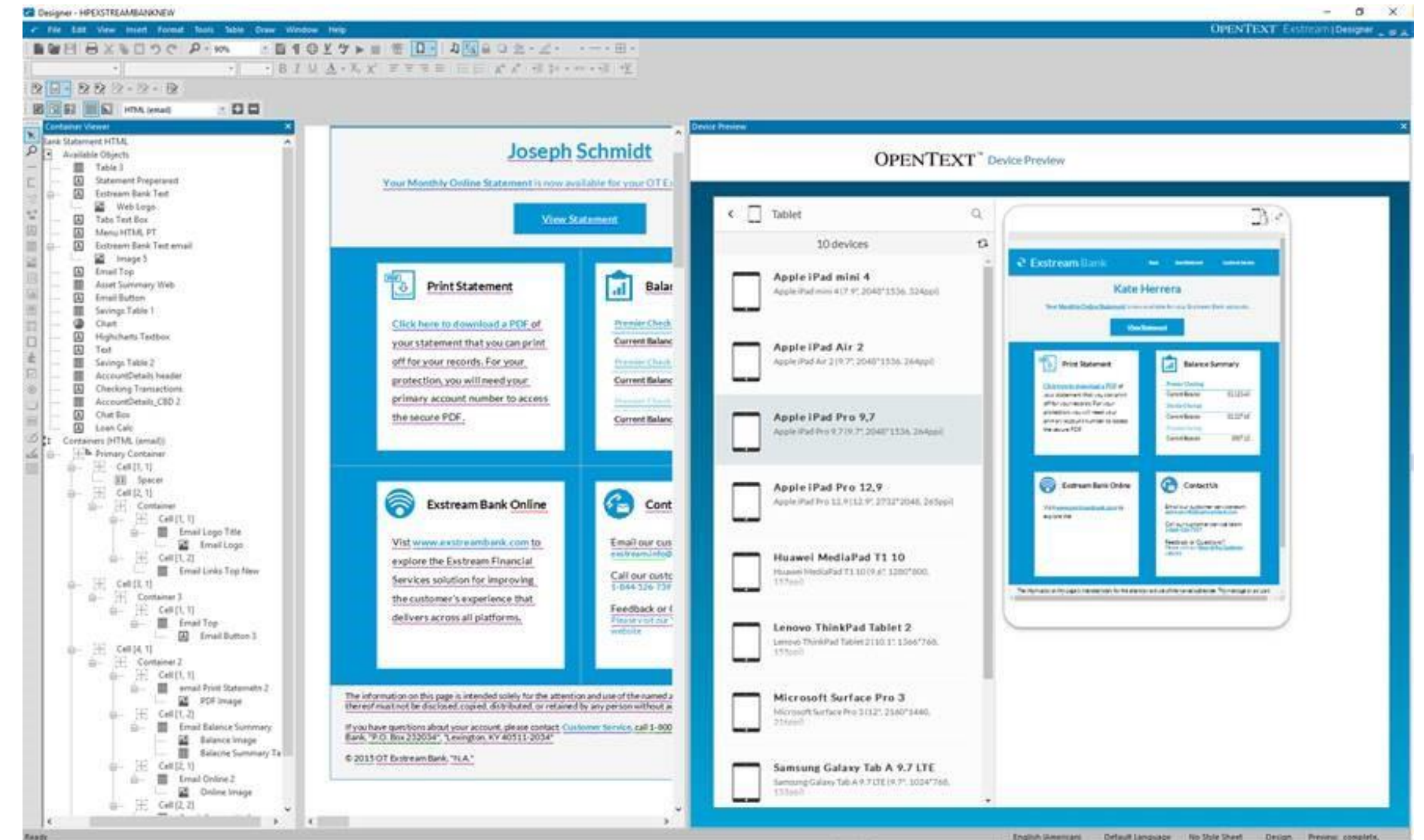
Quickly preview how content will appear on any device

- **Preview** communications for any mobile or tablet device
- **Optimize** your design to work across a variety of devices

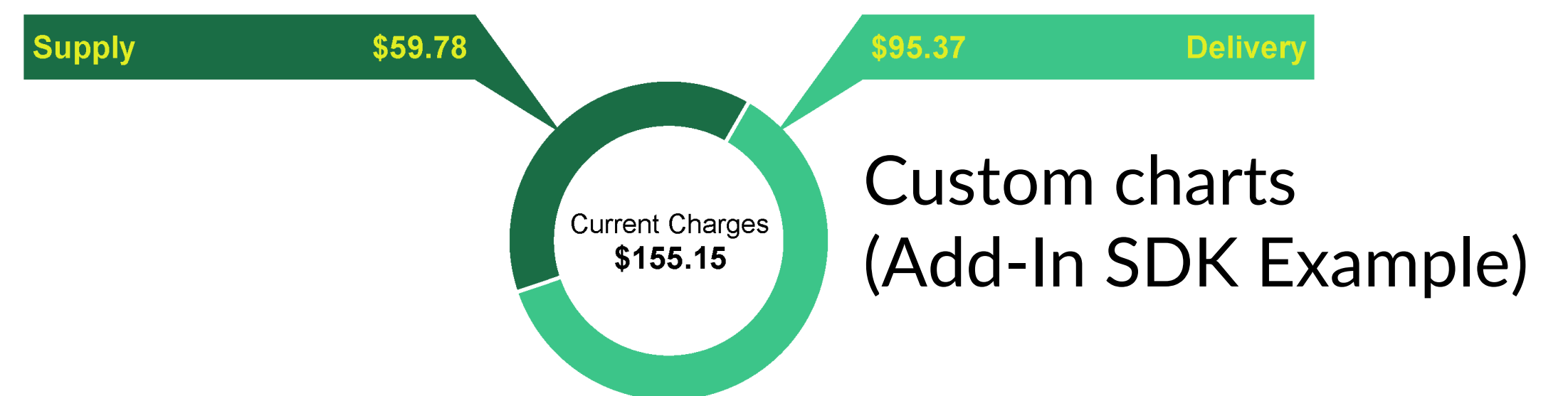
Run-time load content from CAS (speed of deploying changes)

NEW: Add-In SDK allow HTML and JavaScript components to extend design capabilities

Go beyond charts: E.g.: Enable chat & Bi-directional = Conversations

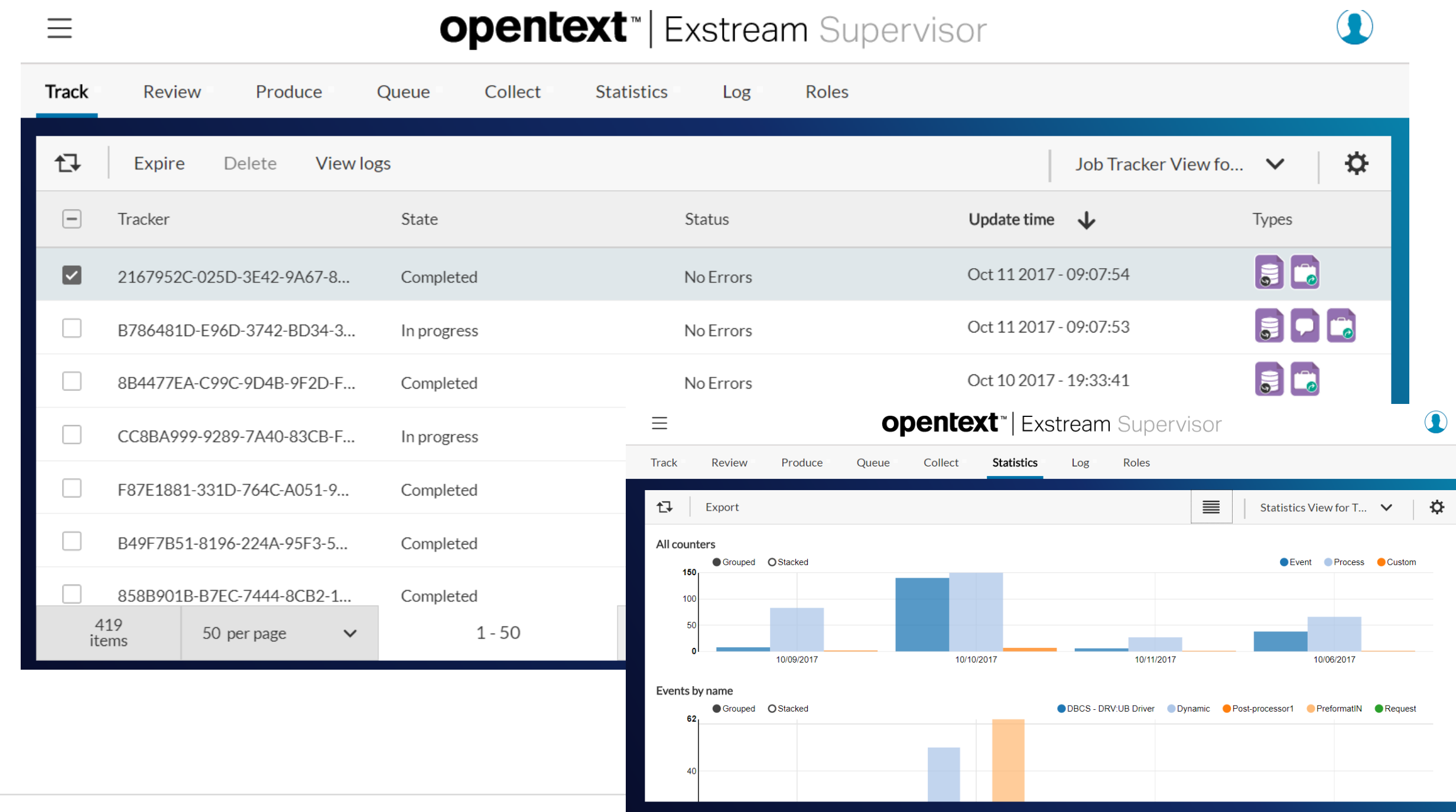
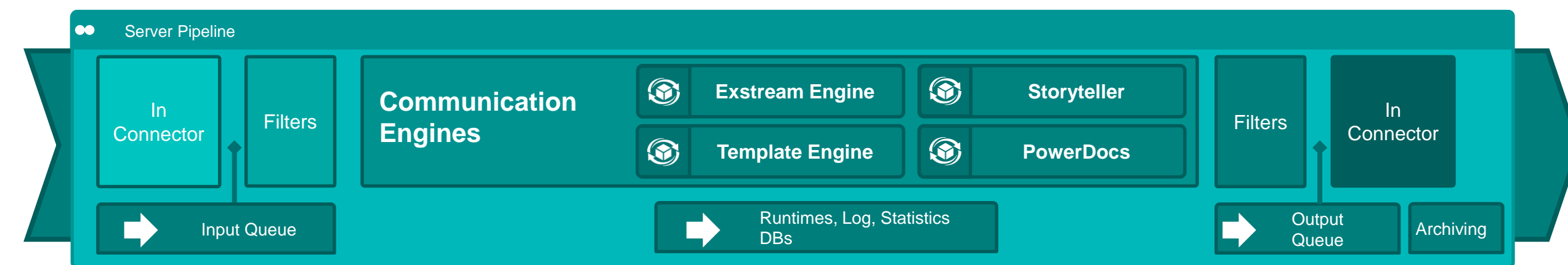


Optimized HTML5 and Preview



Communications Server (Orchestration)

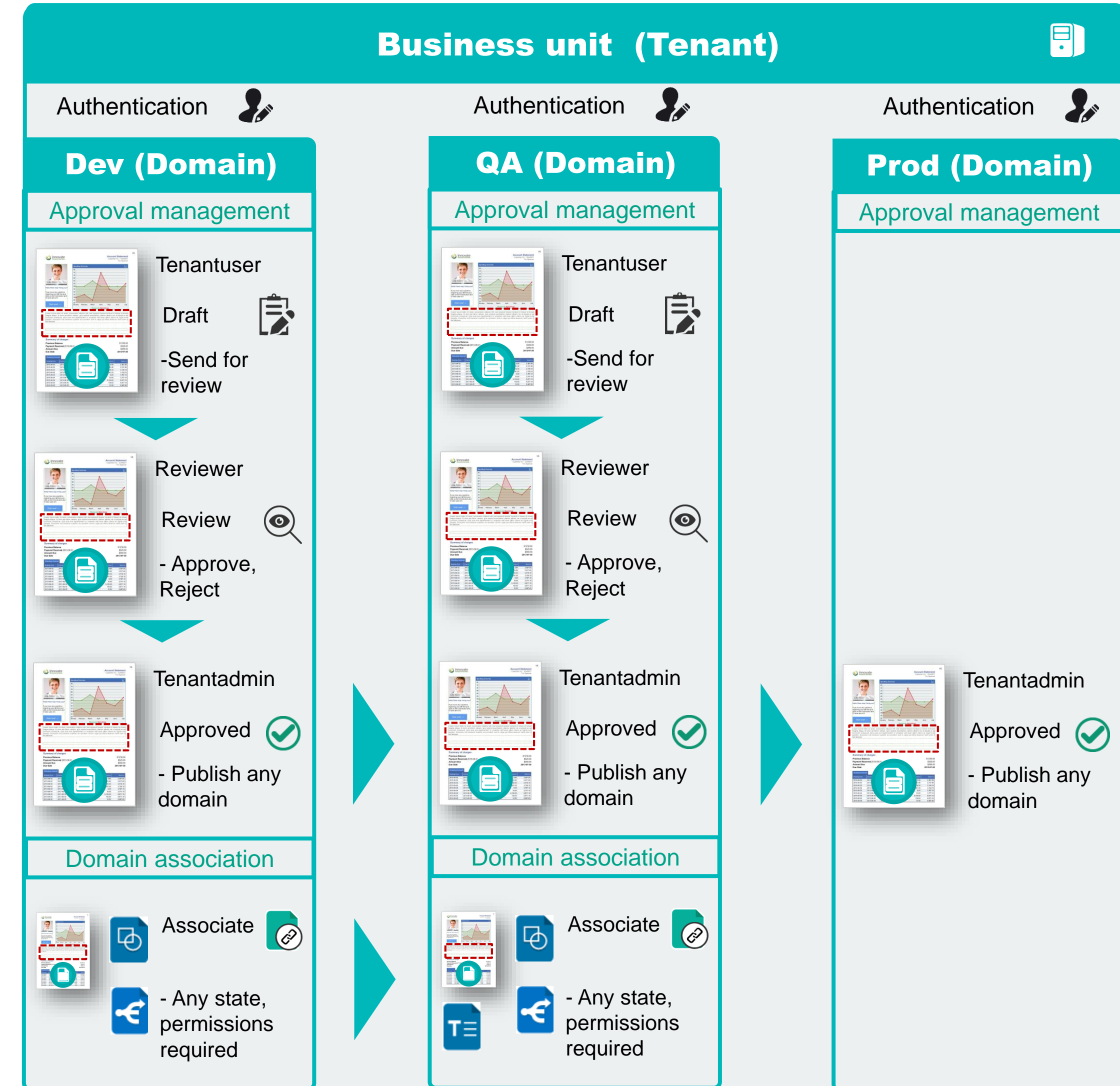
- Simple Delivery from Cloud to on-Premise
- Optimized on-demand production
 - Engine OnDemand
 - Notifications
- Simplified fail-over delivery
- Improved supervision and tracking



Speed and control for bringing changes to production

Approval management, domain isolation and configurable access control

- Bring changes from Development to Production with a few clicks
- Role based access control allows to segment Reviewers, from Users and Admins
- **Competitive advantage**
 - **Business users/LoB can manage content lifecycle**
 - **With preserved enterprise grade security, control and flexibility**



Interactive

Exstream Interactive advancements Empower

Zero-install, controlled editing for users to quickly and easily personalize communications

- Edit in channel views for email/digital communications
- Use a template and data file for ad hoc, one-to-many personalized communications
- **NEW** in 16.3
 - Role based editing
 - Improved productivity
 - Paste Tables from MS Word
 - Paste Images from clipboard into editable areas
 - Misc. smaller improvements

The screenshot displays the OpenText Exstream Empower Editor interface. The main document is a letter from Exstream Communications to Eli B. Good. The letter includes a header with the company logo and address, a privacy policy link, and a customer number. The body of the letter contains a greeting, a paragraph about privacy, and a table of annual renewals. The editor interface includes a 'Markup' toolbar at the top, a 'Revisions' panel on the right, and a 'PAGE MANAGER (1)' section. A callout box shows a 'Thank You' image being pasted into the letter. Another callout box shows a table being pasted into the letter.

Revisions Panel:

- jeff, 1 minute ago: Remove text: OpenText
- jeff, 1 minute ago: Add text: Exstream
- jeff, 1 minute ago: Remove text:
- jeff, 1 minute ago: Remove text:

Table:

Year	Average Monthly Premium	Percentage Increase
2009	\$211	NA
2010	\$221	4.7%
2011	\$228	3.2%
2012	\$236	3.5%

Text in Letter:

Dear Eli,

At OpenText Exstream Communications, we value you as a customer and a about privacy. We are providing this notice to explain how we treat manage y information") that is not already public. This is personal content that we obtain provide you with products and services.

Your question about how we handle your Social Security # is described below concerns and giving us an option to build trust with you on this matter. I emp endured in you last engagement with us. We will insure that this does not ha

Eli, I value our relationship and look forward to continue for additional information, I will be glad to assist you.

Thank You

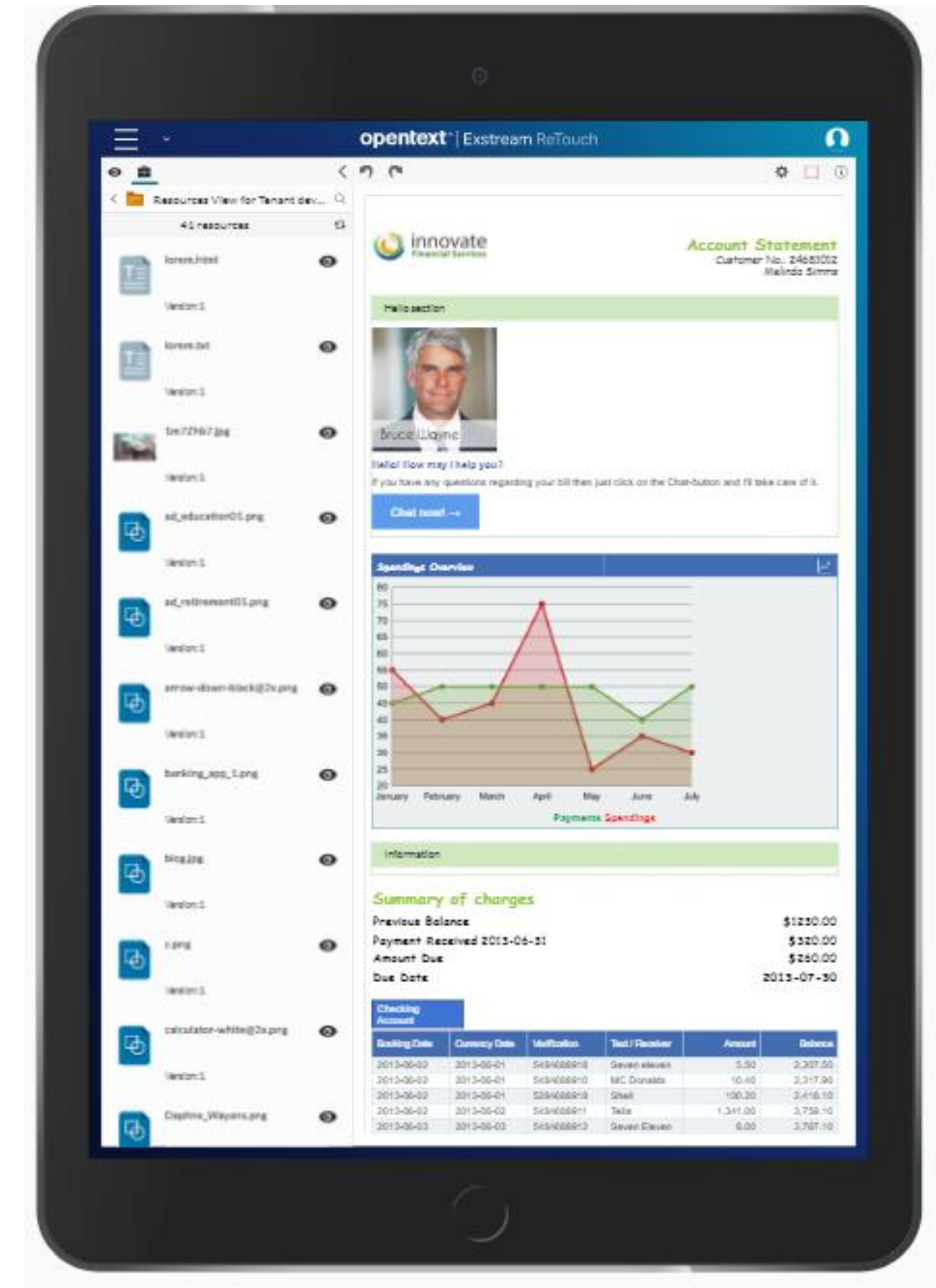
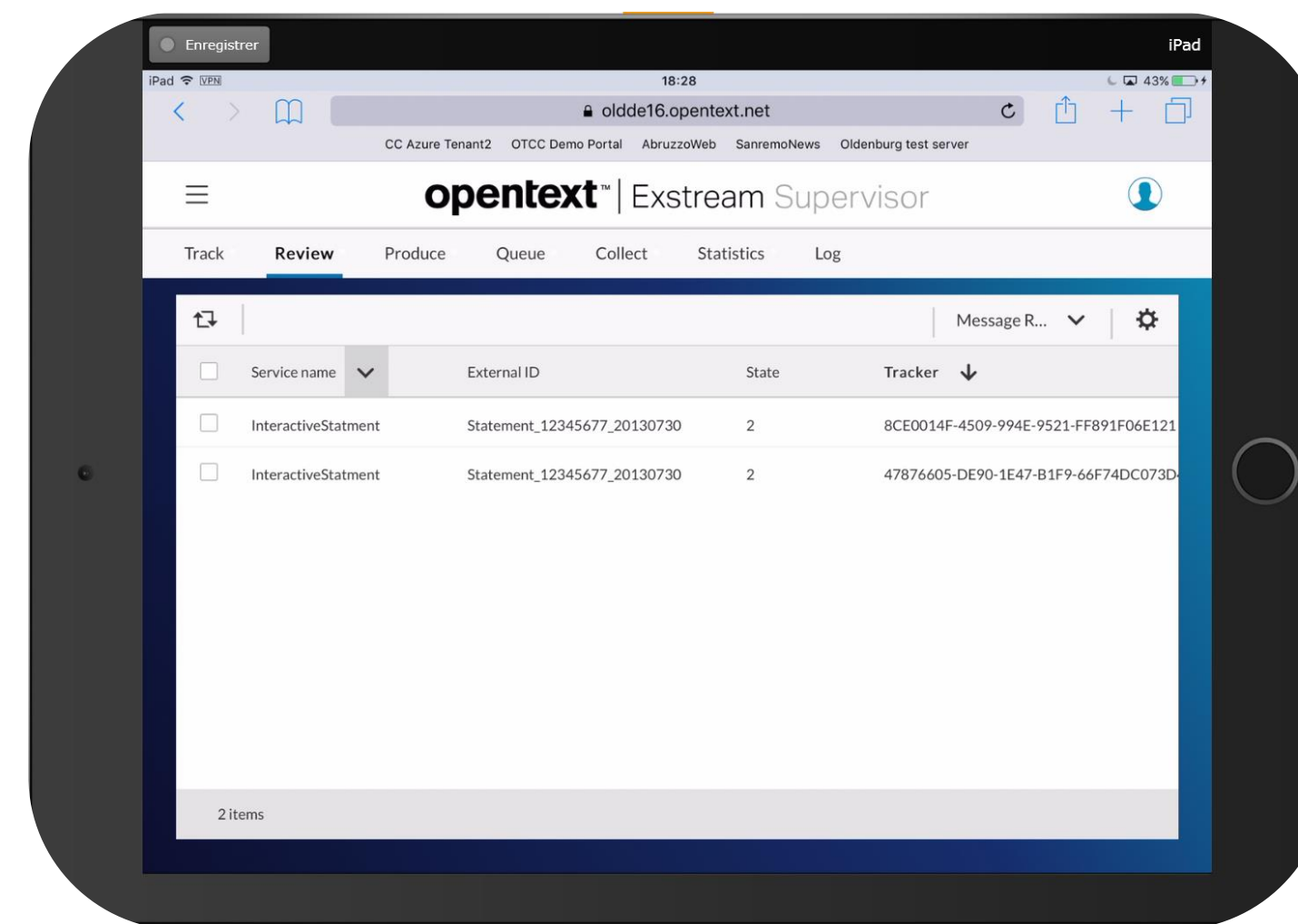
Sincerely,
Ben Stevens
Ben Stevens
Exstream Insurance

Steve Cheal

Exstream Interactive advancements ReTouch

Zero-install, review and editing of communications on touch devices

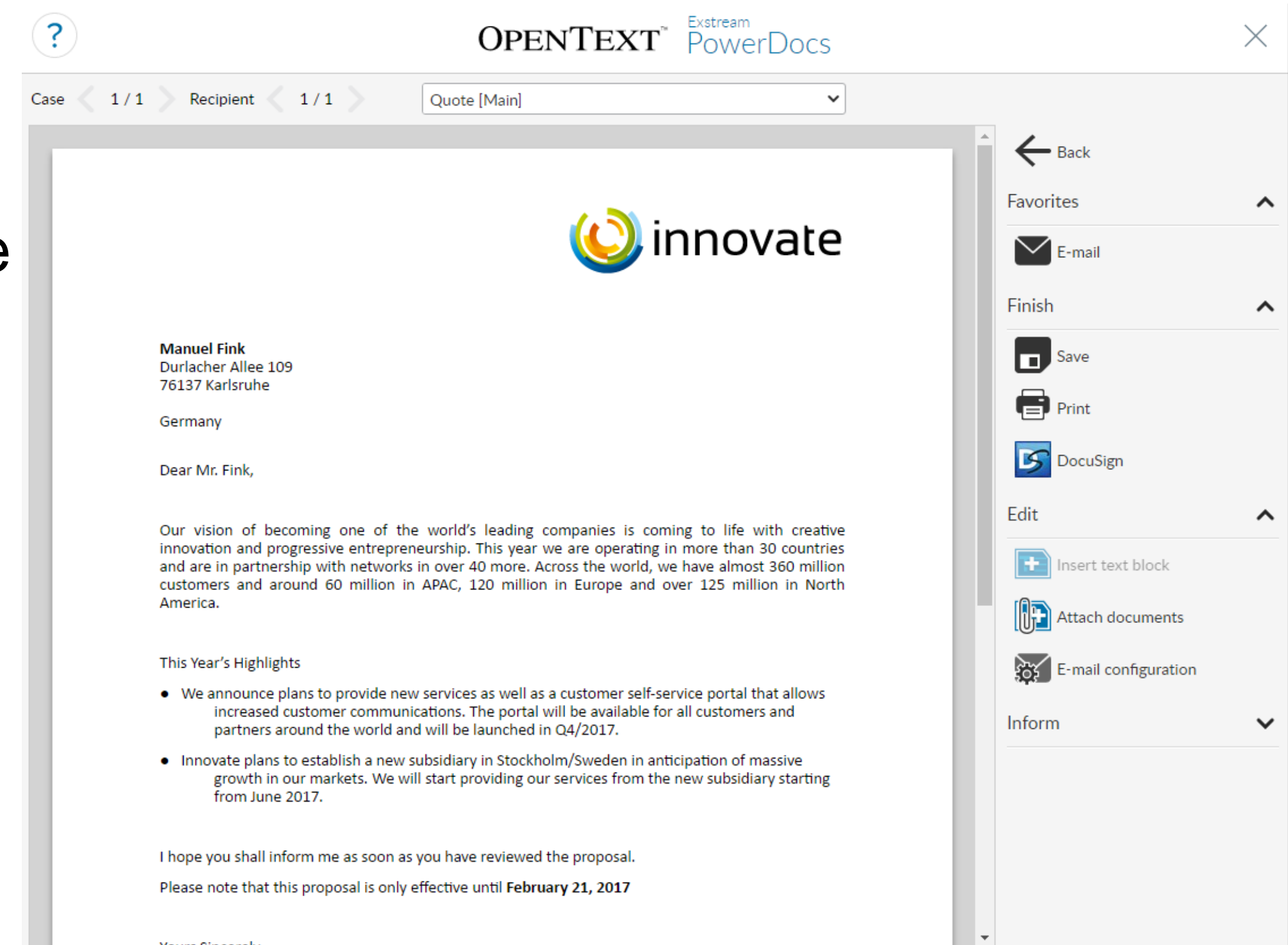
- Edit in channel views for email/digital communications or paginated output
- Improved page navigation
- Editing productivity and usability improvements
- Performance improvements



Exstream for Salesforce

- Easy to use interactive or on-demand document generation based on MS Word + plugin templates
- **Business content authoring** with familiar tools like MS Word combined with web technologies
- Web based, **interactive** editing, integrates to DocuSign and central delivery and archiving
- Standard integrations to CRM systems like Salesforce.com, MS Dynamics, Siebel CRM etc.
- SaaS based deployment option for Salesforce

16.3 focus on simplifications and security improvements and Salesforce security review (pending)



Authoring

What is business content authoring

“

The dynamic, collaborative process of contributing critical content to various segments of a customer communication; including life-cycle management of content and publication management of the communications for omni-channel distribution to recipients

”



Improved business user managed content and control Storyboard and Workshop improvements

- Enhanced mobile device preview with StoryBoard, responsive HTML
- Improved paginated preview, navigation and zooming options, maximize editing space
- Enhanced content control with layout properties (properties panel)
- Auto-numbering of text clauses
- Limited support for SVG
- Bring changes to production in Workshop for any Theme/Template

The image displays three screenshots of the opentext Exstream StoryBoard and Workshop interfaces, illustrating various features and improvements.

Top Screenshot (Storyboard): Shows the 'InteractiveStatement (Default simulation - v1)' storyboard. It includes a 'Resources View for Tenant develop...' sidebar with 41 resources, including 'lorem.html' and 'lorem.txt'. The main area displays a preview of the statement, featuring a line graph and a table of charges.

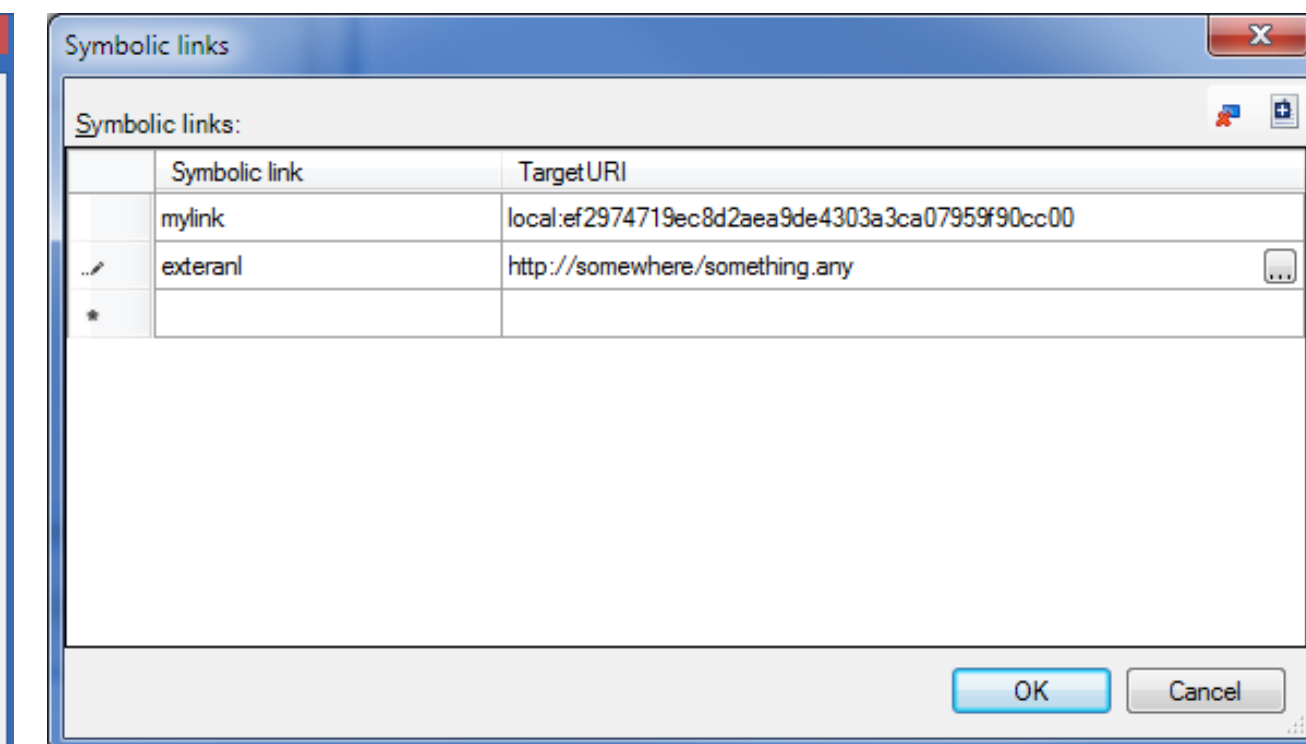
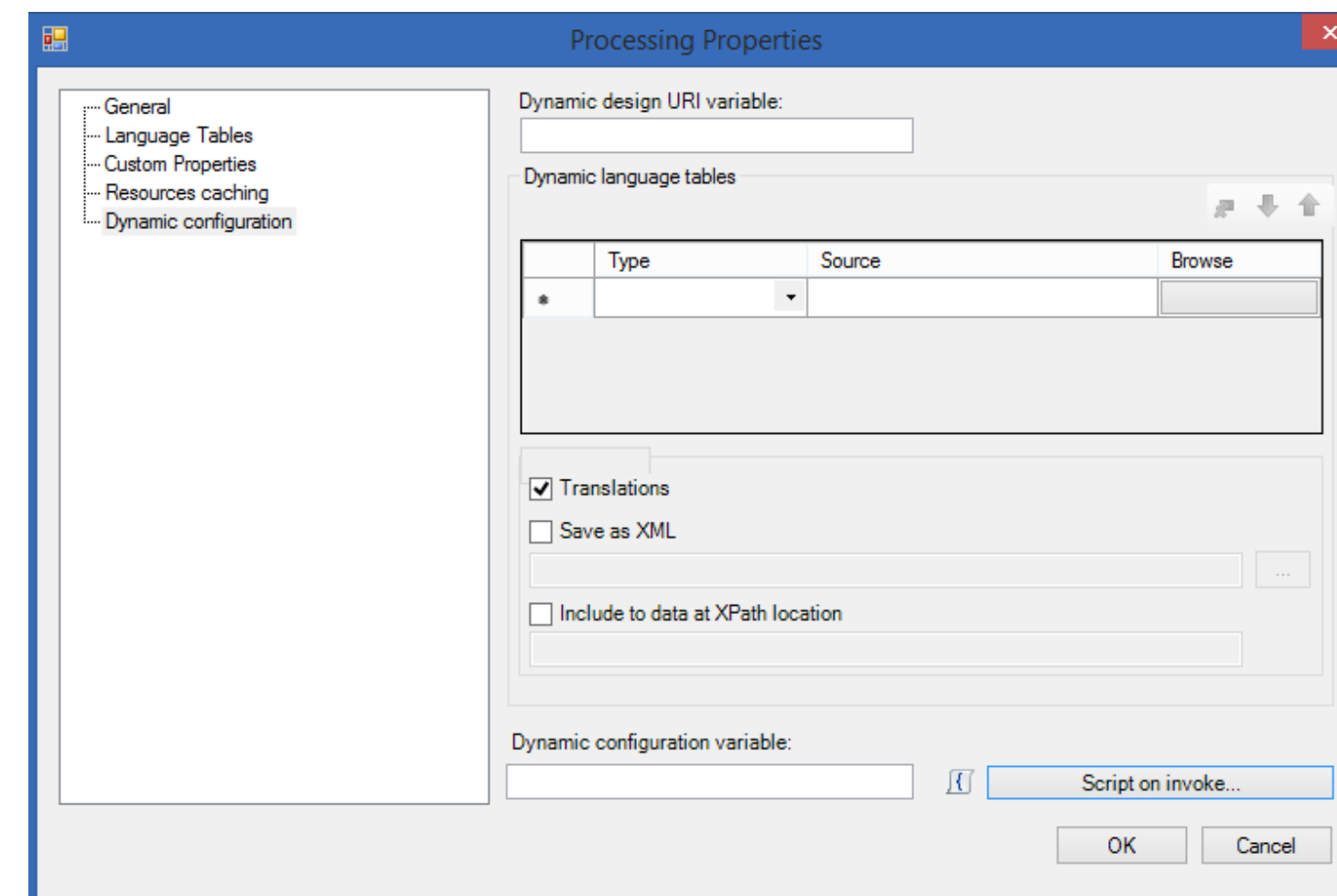
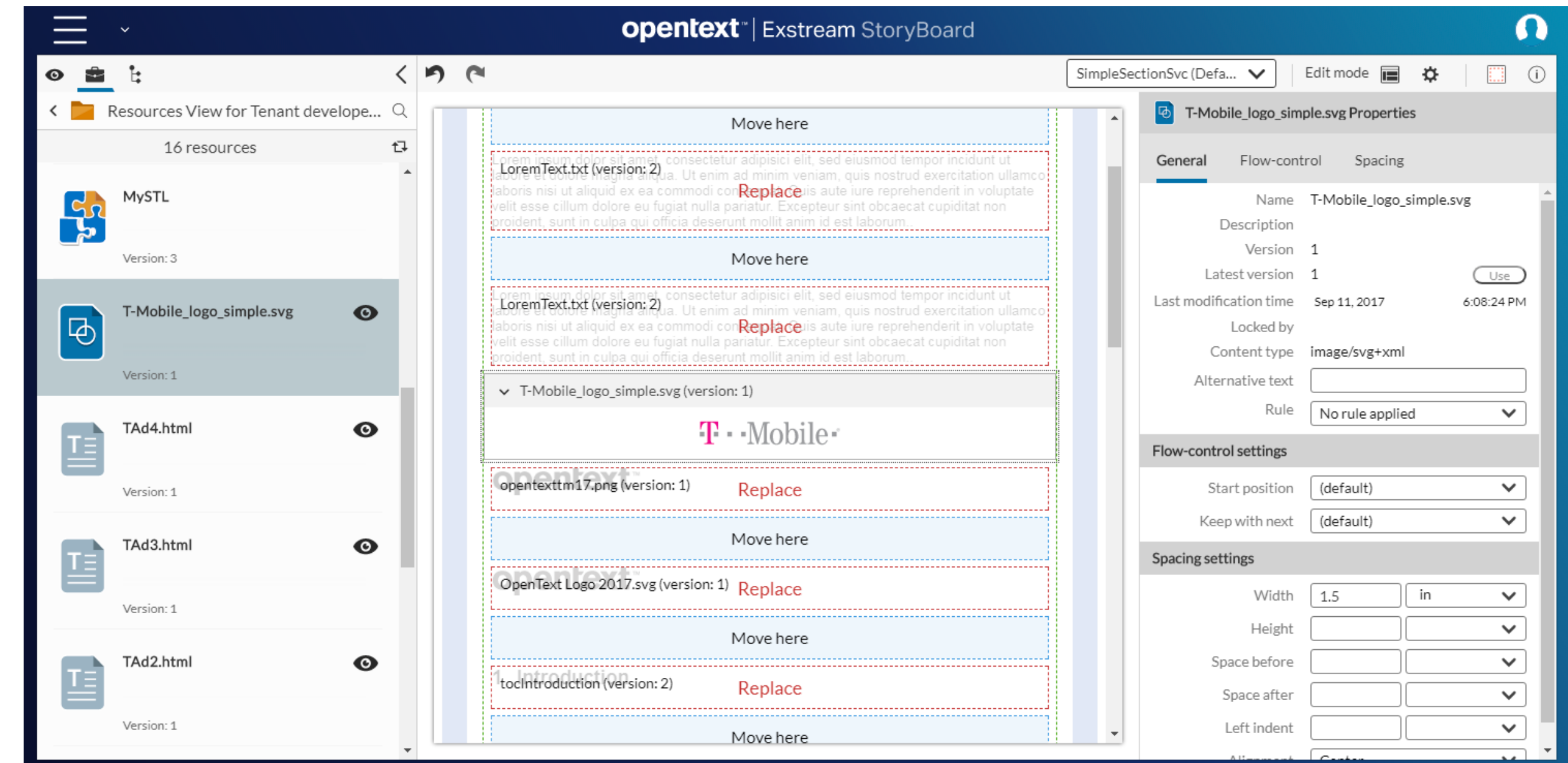
Middle Screenshot (Storyboard): Shows the 'InteractiveStatement (Default simulation - v1)' storyboard. It includes a 'Preview' sidebar with options for Web, Print, and Devices. The main area displays a preview of the statement, featuring a line graph and a table of charges.

Bottom Screenshot (Workshop): Shows the 'InteractiveStatement (Default simulation - v1)' workshop. It includes a 'Resources' sidebar with options for Resources, Templates, and Services. The main area displays a table of resources, including 'lorem.html', 'InteractiveStatement1', 'InteractiveStatement', 'lorem.txt', and various XML files.

Type	Name	Categories	Version	State	Locked by	Creation time
Text	lorem.html	None	1	Locked	tenantuser@strs.role	Sep 08 2017 - 10:13:13
Text	InteractiveStatement1	None	1	Locked		Sep 08 2017 - 12:19:36
Text	InteractiveStatement	None	2	Locked		Sep 08 2017 - 10:12:56
Text	lorem.txt	None	1	Locked		Sep 08 2017 - 10:13:13
XML	SampleData01_statement_male.xml	None	1	Locked		Sep 08 2017 - 10:13:13
XML	SampleData02_statement_female.xml	None	1	Locked		Sep 08 2017 - 10:13:14
XML	SampleData04_insurance_female.xml	None	1	Locked		Sep 08 2017 - 10:13:40
XML	SampleData05_statement_batch.xml	None	1	Locked		Sep 08 2017 - 10:13:40

StoryTeller

- SVG can also be used as an image in CAS
- Script on invoke
- Ability to store named resources in SSD
- Supported URL enhancements
- Chart enhancements



Demo

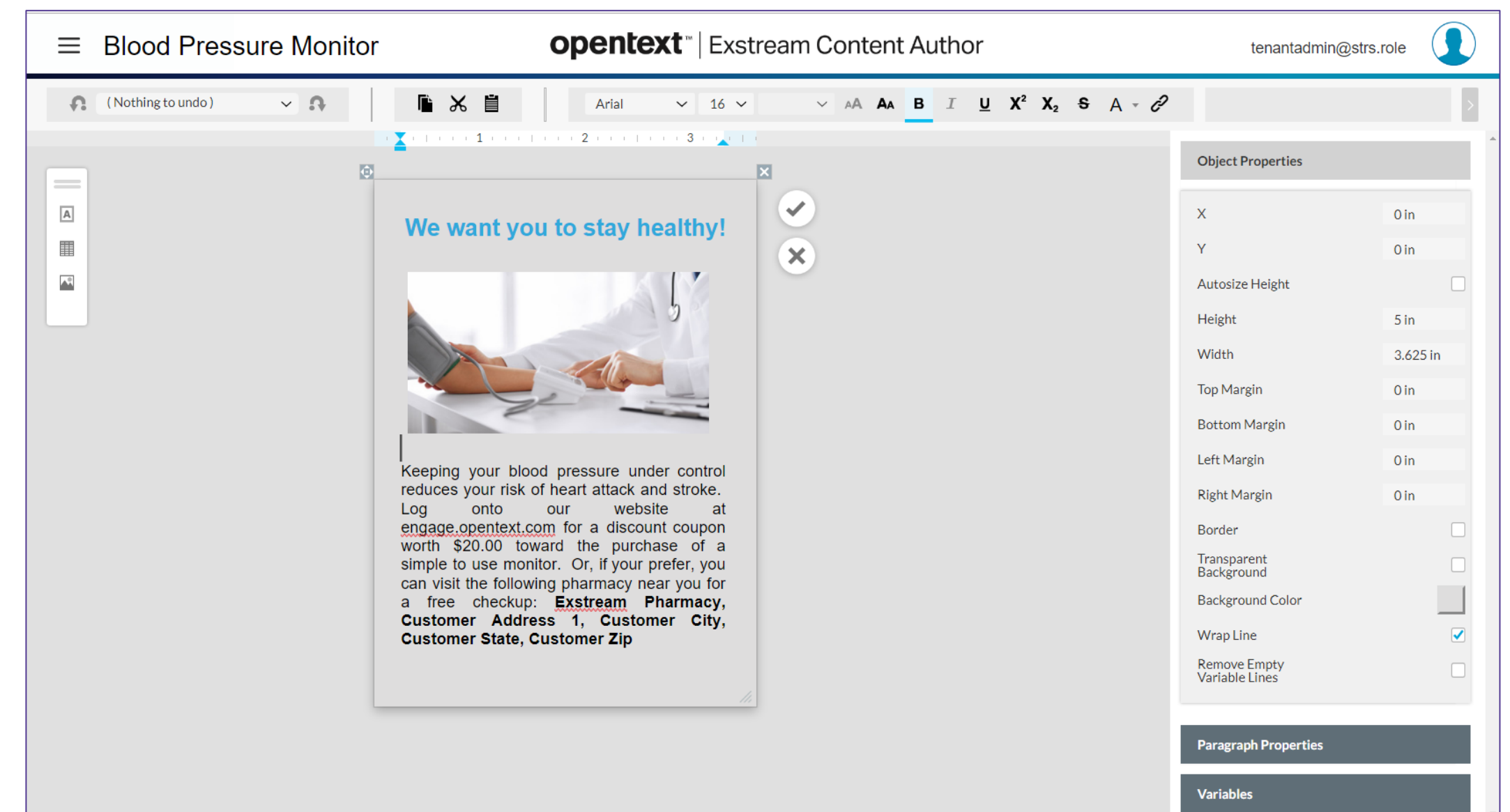
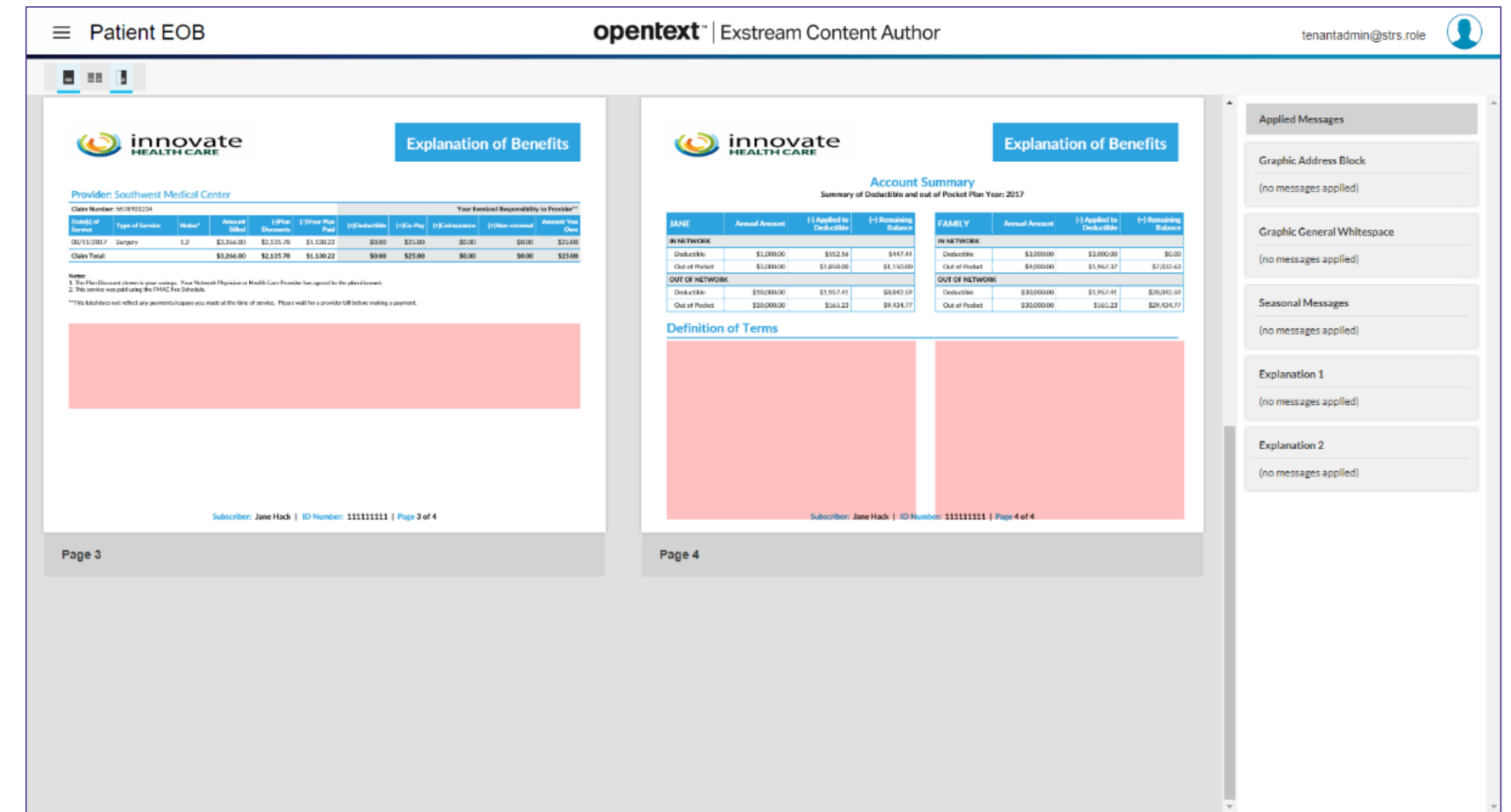
Authoring and interactive with StoryTeller based designs
"Storyboard & ReTouch advancements in 16.3"

Content Authoring for Exstream Engine

- Business users can Author Messages (text or graphical)
- Allocate Messages to template layout in predefined areas
- Work with business rules and variables to drive personalization of content
- Content stored in CAS leveraging common data model with Templates and Themes
- Batch or OnDemand Fulfillment through Communications Server linked with Exstream Production Engine

Exstream Content Author

- Use message frames in design to identify areas for content creators
- Build applications in Design Manager, deploy into Common Asset Service (CAS) repository
- Intuitive, browser-based thin-client environment to engage business users to control content
- Easily create/update message content
- See messages in context of communication
- No repackaging required – content read and include natively from CAS at run time



Demo

Authoring with Exstream Designer based designs
"NEW: Content Author"

Value proposition & Summary

Key platform enhancements

Exstream 16.3 further simplifies customer communication processes with a variety of new features and functionality including:

- Ability for non-technical business users to craft, change and personalize messages and content without help from IT with the new Content Author capability.
- Improvements for assured delivery of digital and print output and overall orchestration -- how you relate jobs to a channel end to end -- PLUS connections to new endpoints (integration with Output Server and InfoArchive)
- Improved HTML multichannel capabilities around responsive design and mobile device previews for easier multichannel communications design and provides users with more control to customize output so it appears
- Improved REST support with support for JSON data files and web services. Build your own RESTFul services for CCM.
- Expanded Common Asset Service (CAS) integration to include dynamic content integration to the engine run-time for images.

Value proposition for Exstream classic customers

Exstream classic customers

- Authoring (Content Author)
 - Enable LoB users to do controlled content changes
 - Rapid, yet controlled deployment to production without any exporting or re-packaging
- Simple and unified access to Batch and On-Demand Production through Communications Server
- Reduce need of re-packaging by dynamically loaded content from CAS
- Output Server integration for complex spool management and delivery
- Seamless integration between Exstream and Archiving applications

Value proposition for existing customers

Communications Center (StreamServe)

- Authoring:
 - Greatly enhanced template content authoring with StoryBoard
 - Responsive device simulation for email and digital communications
 - Leverage versioning control, transport free publication between domains
- Interactive:
 - Create and review interactive communications in ReTouch on desktop or touch screen devices
- Output Server integration for complex spool management and delivery
- Collector and improved archiving (InfoArchive)
- Design Center (Communications Builder) complex project and release management improvements

Value proposition for existing customers

Communications Center (PowerDocs)

- Simplify upgrades and deployment with desktop PowerDocs Designer replaced by Content Manager Designer and improved plugin architecture
- Transport improvements (technical and content) (16.2.1)
- Simplified data mapping capabilities for business objects (16.2.1)
- Delivery and route communications via Communication Server allowing more integration and delivery options (16.2.1)

Exstream 16.3 and Historic product naming

*Exstream customers on version 9.5 and earlier as well as StreamServe customers on release 5.6.2 or earlier might not yet be familiar with new component naming in release 16. Below outlines some of the more well known historic component names and how that can be roughly translated to names in release 16.2 and 16.3**

Exstream classic	StreamServe classic	Exstream Platform Name
Remote Collaboration		Content Author (new offering)
	Composition Center	Workshop - Resource management Storyboard - Document definition editing
	AdHoc Correspondence	ReTouch
	Reporter	Supervisor
	Design Center	Communications Builder
Command Center and Delivery Manager	Communications Server (or StreamServer)	Communications Server (different product, but similar use cases)

**Note that this is not implying that the 16.3 component is a 1:1 mapping to the previous historic version, but merely that it is handing the same overall use case.*

Other Resources

- Upgrade Central
- What's New in Exstream 16.3.pptx
- Detailed Features & Functions
(will be posted on MySupport under Exstream and Product Information)
- Release Notes
- Documentation & Documentation **Videos**

OpenText | Upgrade Central

opentext™ | My Support

Product ▾ Tickets ▾ Accounts ▾ Services & ▾

Find OpenText Product

Knowledge Base

Champion Toolkit

Developer Network (OTDN)

Discussion Forums

Documentation

Downloads

Patches

Product Information

Release Schedule & Roadmaps

Support Lifecycle

Upgrade Central

Webinars

Can we help y

All ▾ e.g. Adminis

Communications M... ▸ All Products ▸

Copy Move

Type Name ▴

Design and

Documenta

SUITE 16

ANALYTICS

Upgrade To:

Big Data Analytics 16 ▾

Learn more

SUITE 16

CONTENT

Upgrade To:

Content Suite 16 ▾

Learn more

SUITE 16

TeamSite

TeamSite 16.2

Qfiniti

Qfiniti 16.2

Exstream

Exstream 16.2

Exstream 9.5

Media Management

Media Management 16

Media Management 10.5

Web Experience Management

Web Experience Management 16

Web Experience Management 10.5

Web Experience Management 8.5

TeamSite 16.2 ▾

Learn more

SUITE 16

PROCESS

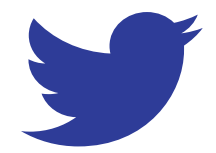
Upgrade To:

Process Suite 16 ▾

Learn more

opentext™

Thank you



twitter.com/opentext



facebook.com/opentext



linkedin.com/company/opentext

opentext.com