

OpenText Exstream Content Author

Easily add or update relevant messages, offers and correspondence to drive action



Create communications and update content without IT help



Deliver relevant and timely customer communications



Modify and publish content quickly



Define when and how content gets used

When business and marketing professionals need to communicate something important to customers, such as a new product or service, it can be frustrating to wait for IT to make changes—the content is ready, the time is right, but it can't be sent. Often, when the communication does go out, that perfectly timed window of opportunity has passed and the message has lost relevance.

Marketing and business users know content is king. The ability to get relevant, personalized communications to a target audience in a timely manner is critical to success. OpenText™ Exstream™ Content Author, part of the OpenText™ Exstream™ product portfolio, enables non-technical users to create communications, letters and emails by selecting a communication template and adding specific content, messages and clauses without help from IT. This allows the people who know the content best to drive the right content and respond to customer demands and market changes in real time.

Gain control of customer communications

Users can simplify customer communication processes and easily create, change and personalize marketing and business content with Exstream Content Author. It gives users complete control of crafting and editing content, as well as creating content and business rules as needed.

Designed for non-technical business users, its tight integration with Exstream, a market-leading customer communications management solution, allows content changes to be applied without re-packaging the application/template. Through the Exstream repository for managing all content design assets, users can share content, such as messages (text and graphic) and clauses, leverage stored content, keep track of versions and see a list of where clauses and messages are used and the impact changes have on other communications. Users can easily preview changes and edits in real time to see how the message will look in the context of the communication, allowing even faster time to market.

Other content authoring interfaces require content management to take place in a cloud environment and include additional steps to bring the content back on-premises for production—adding complexity and slowing time to market. With Exstream Content Author, this is not necessary. Users can react to market changes and competitive offers faster by sending relevant, targeted letters and emails—without help from IT—designed to change customer behavior, increase loyalty and improve profitable growth.

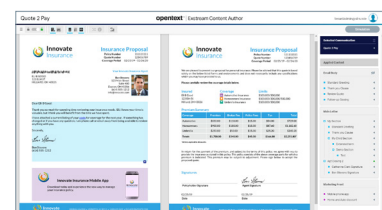
Design communications that keep up with your customers

Customers do not stay the same. Not only are they moving to digital communications on a variety of devices, they also start families, take vacations, buy boats and grow older—all of these events can provide an opportunity to engage them with relevant messages and offers. With Exstream Content Author, teams can edit messages in customer statements, account summaries or correspondence—and update that content on their own timelines.

The latest release builds on its integration with the interactive editing tool, OpenText™ Exstream™ Empower Editor, and gives content owners the option to set specific clauses to be interactive, allowing customer-facing business users to update these editable areas once the communication is generated and opened in Exstream Empower Editor. This enables business users to manage the actual content and how it can be updated downstream without waiting on IT resources.

Exstream Content Author is part of the Exstream market-leading customer communications management (CCM) software solution, which allows business users to optimize customer engagement through the design and delivery of ultra-personalized, consistent, compliant communications for better customer experiences—delivered anytime, anywhere and on any device. Exstream Content Author makes it easy for content owners to add specific messages or create new correspondence, letters and emails to address market changes. With Exstream Content Author, it's as simple as:

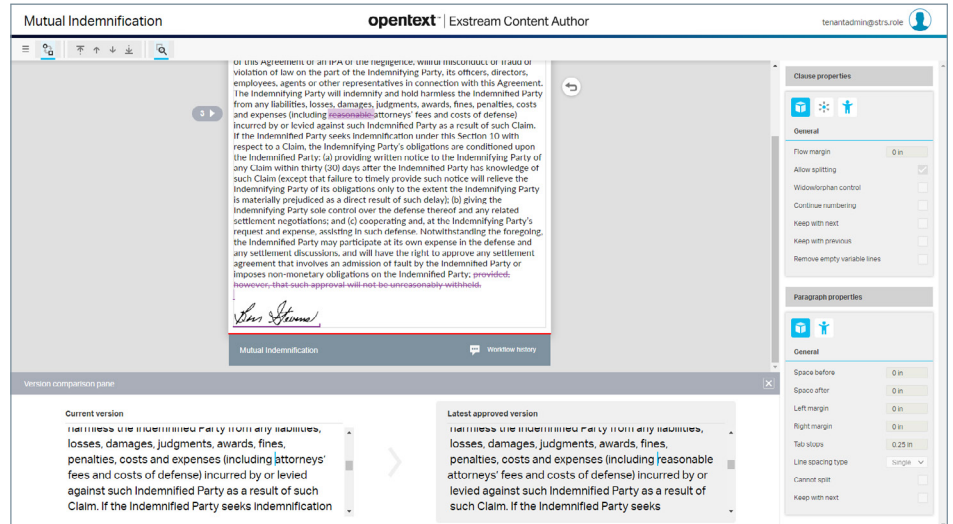
1. Pulling up a communication template
2. Selecting an area to edit and adding pre-approved or free-form text and images
3. Publishing the relevant messages to customers



Highlighted message frames make it easy to identify editable areas.

Easily add or update content within communications for digital or print/page delivery.

Exstream Content Author also delivers excellent user experience with the ability to simulate views, allowing content owners to easily see how a communication will look based on current values from one or more sample data files. Users can override variables to test unlimited combinations of values to ensure the rules provide the expected results.



Users can compare the current and previous versions, making it easy to see how the content looks before and after changes.

New features in OpenText Exstream Content Author

Key new features

- Simulation view shows the communication as it will appear based on current values from one or more sample data files and includes the ability to override values to test unlimited permutations of values to ensure that content rules provide the expected results

Section support

- Simple section support groups clauses in a single container to simplify managing related content in one location
- Nested sections
- Section management in Authoring view
- Simple and nested section export

- Enhanced revision tracking and comparison capabilities for easier, faster approvals
- Approvers can easily see text changes when comparing the latest submitted for approval version and the previously approved version
- Users can enable/disable revision tracking so changes from multiple users can be easily shown
- Content created and managed in Content Author can be selected, not just edited, by Exstream Empower Editor users

Tighter integration between Content Author and Empower Editor

- Enhanced support for editable areas
- Interactive user control to show/hide content
- Users can configure interactive properties applied to variables and within clauses
- Ability to export content to Common Asset Service (CAS) repository

New features in OpenText Exstream Content Author

Key new features

- Text-based paragraph object support in Design Manager (including accessibility settings)
- Embedded tables and text boxes within paragraph objects
- Object level rules on paragraphs
- External RTF content export

Additional new features

- Ability to split tables across frames when content spans multiple pages
- Ability to control content accessibility settings for PDF and HTML output and ensure communications comply with existing WCAG 2.0 output standards
- Global view indicates both the latest and most recently approved version
- Improved performance when requesting large lists of content
- Offers sample data selection, historical workflow, template preview and hosted mode
- Ability to create new communications from any existing template
- Users can easily see where selected content is used across all communications
- Ability to manage interactive settings on clauses for downstream controlled editing
- Users can set messages, clauses and communications from draft to approval to enforce reviews for content changes

New UI/UX features and improvements

- Improved usability for Communication Launch screen
- Visual indicators guide the business user to where content flow can occur and shows selected content within the content frames
- Allow content frame to be used to determine canvas width
- Consistency around business rule application to communications and content
- Context menu for improved access to commonly used features
- Improved section selection in Communication View
- More intuitive user interface when configuring settings

New features in OpenText Exstream Content Author

New UI/UX features and improvements

- Visual indicators to show selected content within the content frames
- Smart toolbars in Authoring View only display buttons based on the context of the selection
- Usability improvements for static list management
- Improved focus through animation when selecting content in applied content area, and row/column alignment between selection and displaying corresponding properties
- Leverage common selection/editing tools and easily select communications with Recents and Favorites
- Localized French, Spanish, Brazilian Portuguese, German, Dutch, Chinese (simplified) and Japanese

 Join the conversation

 @OTExstream

 Learn more

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.

Connect with us:

- [OpenText CEO Mark Barrenechea's blog](#)
- [Twitter](#) | [LinkedIn](#)