

# 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 enables non-technical users to create communications, letters and emails or modify messages within communications, without help from the IT department. This allows the people who know the content best to respond to customer demands and market changes in realtime.

## **Gain control of customer communications**

Users can simplify customer communication processes and easily create, change and personalize marketing and business content with OpenText™ Exstream™ Content Author. Exstream Content Author gives users complete control of crafting, editing and personalizing content, letting them create content and business rules as needed, without waiting on IT.

Designed for non-technical business users, its tight integration with OpenText™ Exstream™ allows content changes to be applied without re-packaging. Through the Exstream repository for managing all content design assets, users can share content they create—text, graphic messages 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. They can easily preview changes and edits in realtime to see how the message will look in the context of the communication, allowing even faster time to market.

## Use cases

### Marketing messages

Before Exstream Content Author, marketing professionals who create messages on customer statements needed to engage IT, which would often affect timelines. With Exstream Content Author, they can update the content without IT, controlling the message and timelines.

### Correspondence

A mortgage company has a new financial product to offer to first-time home buyers. A loan officer can use Exstream Content Author to create a new communication, which can be sent by email or print, to people most likely to buy a first home (males and females between age 24 and 30). The agent can personalize and add approved content and clauses for next steps, what to look for in a first home and closing remarks and send it to hundreds of bank customers without waiting on IT to develop the template.

### Realtime opportunities

For utilities customers who are repeatedly charged extra for high usage during peak hours, a marketing professional can edit their statements to let them know about a demand conservation program that could help them save money.

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 don't 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 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 OpenText™ Exstream™ Empower Editor. This enables business users to manage the actual content and how it can be updated downstream without waiting on IT resources.

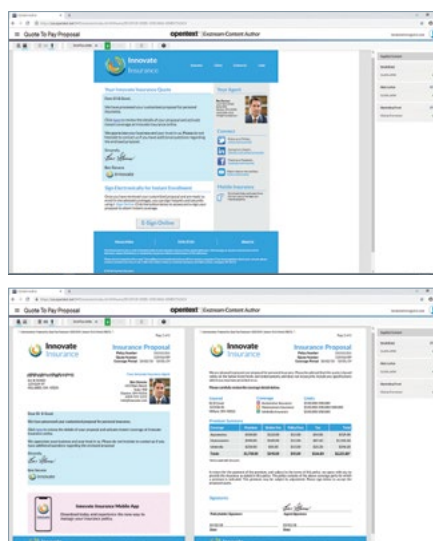
## OpenText Exstream

Exstream is a market-leading customer communication management solution for interactive, automated and unified communications. Exstream 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 marketing or non-technical users to add personalized, relevant messages to drive behavior. Company documents, explanation of benefits, policies, contracts and letter templates are usually changed only once a year. Exstream Content Author allows marketing or other business users to add specific messages or create new correspondence, letters and emails to address market demands.

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 your customers



Highlighted message frames make it easy to identify areas you can edit. Easily add or update content within communications for digital or print/page delivery.

## New features in OpenText Exstream Content Author 16.4

Features	Benefits
Correspondence authoring	<p>Take more control of the content creation and management and leverage correspondence with less dependency and faster results</p> <p>Supported</p> <ul style="list-style-type: none"> <li>• Clause (paragraph)</li> <li>• Ability to force new pages on overflow</li> <li>• Ability to select from library rules or apply custom built rules for targeting</li> </ul>
Email authoring	<p>See email content in the context of the email layout</p> <ul style="list-style-type: none"> <li>• Supported messages</li> <li>• Text and graphical</li> <li>• Clauses</li> </ul>
Additional improvements	<ul style="list-style-type: none"> <li>• Create new communications from any existing template and build your own correspondence</li> <li>• Easily see where selected content is used across all communications</li> <li>• Manage interactive settings on clauses for downstream controlled editing</li> <li>• Set messages, clauses and communications from draft to approval to enforce reviews for content changes</li> <li>• Leverage common selection/editing tools, easily select communications with Recents and Favorites listings</li> <li>• Localized French, Spanish, Portuguese (including Brazilian), German, Dutch, Chinese (simplified) and Japanese</li> </ul>

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 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](https://opentext.com).

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