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Product overview

OpenText Exstream Content Author

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

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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 those 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 business users to create communications, letters and emails, and straight-forward contracts by selecting a communication template and adding specific content, messages and clauses without help from the IT department. 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 content 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.
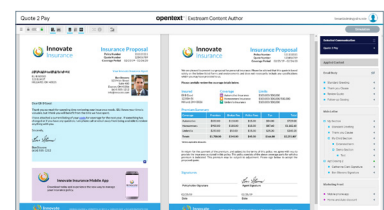
Design communications that keep up with your customers

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:
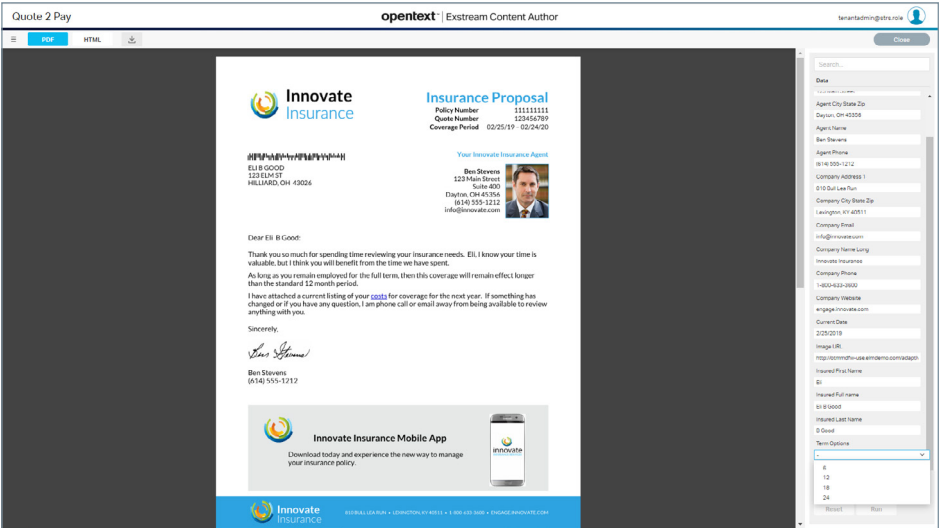
1. Pulling up a communication template

2. Selecting an area to edit and adding pre-approved or free-form text and images

3. Publishing the relevant messages to customers

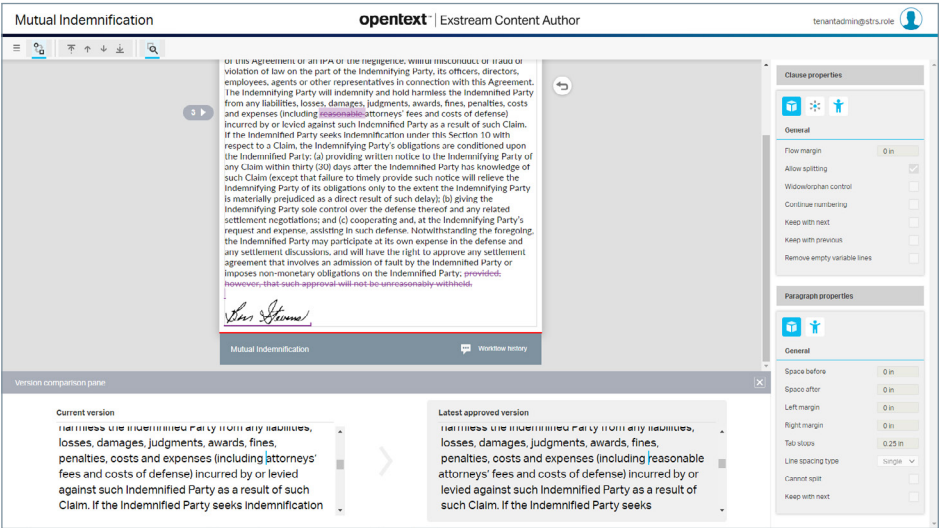Highlighted message frames make it easy to identify editable areas.
Easily add or update content within communications for digital or print/page delivery.

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.

Exstream Content Author simulation view

The Exstream Content Author Visual Compare view has been enhanced to not only identify text-based differences from one version to another, but also capture format changes including font differences, font size differences, font styling differences, superscript and subscript changes, and font color changes. This allows approvers to quickly identify changes between the submitted-for-approval version of the content and the current approved version of the content, resulting in a faster, streamlined approval process.

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

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New features in OpenText Exstream Content Author

Key new features

- **Faster preview performance for long documents** - as the number of clauses, messages and sections increase, response time is not reduced for content authors managing a large number of objects.

- **Easily see text format differences** - Content Author Visual Compare has been enhanced to support format changes in the comparison and a dialog box is now available that identifies the "before" and "after" of the tagged differences so approvers can easily see what has changed.

- **Embedded dynamic table support** – building on the ability to split tables on a row boundary or within rows, business users can now control headers and footers when the tables split to different overflow frames.

- **Configuring static lists for variable selections** - technical users can assign finite lists to variables that are then passed to the content author to be leveraged as dropdown lists for Custom Rules and values in Simulation. This makes it easier for authors by providing a selectable list of options instead of relying on their ability to know the proper values to select.

- **Adding multilevel numbering capability -** Expanded multi-level numbering to support more complex contracts, users can now have content inherit the previous levels numbering to provide a (1.1.1…) type numbering for a clause or within the clause.

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Deployment options

Exstream Content Author is available as part of the Exstream platform and as a containerized version with Exstream 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.

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