OPENTEXT

OpenText
Web Experience Management

Responsive design. Compelling experiences. Omni-channel touch points.

In recent years, building and maintaining a world-class website has become an organization's primary area of focus. Website users and visitors historically practiced a self-serve approach to educate themselves on the latest news and products, and only engaged when they were ready. Today, however, users expect a higher level of engagement and sophistication when it comes to their web experience. These elevated expectations have led to a more contextual, meaningful and compelling conversation between website, brand and user – across a myriad of devices and platforms.

This new expectation shouldn't mean that the technology that powers your website is complicated or difficult to use. Creating campaign microsites, posting or updating content on your website shouldn't be a daunting task that requires extensive IT involvement or specialized skills. The key is to invest in a web content management solution that that allows your lines of business to execute on its strategic vision, while enabling web designers to create advanced web applications and providing simple interfaces to accommodate non-technical users and content owners.

Businesses can provide compelling, responsive experiences, across omni-channel touch points that support many enterprise information platforms, languages, devices, social and rich media requirements. Empower online marketers to capture the audience attention, engage them throughout the transaction to transform them into loyal brand advocates.

Responsive Design:
Look Your Best Every Time

Responsive design is the answer to enhanced customer web experiences, as well as reclamation of web developers' time. By implementing the ability for your website to adjust to the various browser sizes, you can ensure that customers are viewing your website the way it is meant to be seen – no matter from what device or platform the request is made. With responsive design, your website can support different screen sizes, adaptive layouts and navigation, be search engine-friendly, and provide selective content experiences by device.

BENEFITS OF OPENTEXT
WEB EXPERIENCE MANAGEMENT:

- **Responsive design.** Create web pages that leverage industry design principles and display images and content consistently on any device.

- **Omni-channel touch points.** Increase revenue by satisfying customers with engaging and meaningful conversations through multiple channels, social networks and integrations with other vital enterprise systems.

- **Compelling experiences.** Develop a loyal, repeat customer base with tailored, content-centric experiences that cater to each unique consumer.

- **Enterprise-ready.** A scalable, enterprise-grade, architecture that supports high impressions (high volume), transactional-based websites that cater to everyday business functions.

- **Business user-friendly.** Empower marketing pros to take control of the online message with easy-to-use tools that allow for in-context previews and editing, plus drag-and-drop page design.

- **Analytics and measurement.** Use monitoring tools to identify areas of improvements and extend site measurement tools to optimize marketing's effectiveness and determine ROMI.

- **Search engine optimization.** Empower business users with web optimization features such as metadata management, search, analytics, and recommendations.

- **Compliant web pages and content.** Reduce security risks by ensuring only approved content is published, expired, and archived from corporate sites.

- **CEM suite integration.** Integrates with OpenText Media Management, and supports social applications that provide interactive, social experiences for targeted audiences.

OPENTEXT

So why is this significant? It's about controlling what the customer experiences and sees without having to maintain multiple versions of your website and using valuable resources to achieve that level of control. What used to take a developer many hours of coding to do and, in some cases, the design and maintenance of a separate mobile site, can now be managed by a single web experience management solution. All information and assets, including images, videos and animations are automatically resized and adjusted to enhance the customer's viewing and browsing experience. This allows your business to look its best, every time.

Additionally, the ability to manage only one instance of the web page makes it easy for marketers to manage metadata, search engine keywords, standard language translations, and mobile formats. One instance of a web page also can aid in gathering site analytics and other page level metrics.

Omni-channel Touch Points: Broader Visibility and Exposure

Rather than simply pushing static content to web properties, businesses need to exceed customer expectations with tools that dynamically deliver adaptive and content-centric experiences across omni-channel touchpoints. There is a bi-directional flow that runs from consumer to the organization and back again. Web content management is no longer a single point solution for website management because businesses are looking to integrate other enterprise systems that can bring greater value to their web content. Integration into these touch points allows for a greater 360-degree view and three-dimensional understanding of your customers.

With so many channels and publishing environments, websites need simplified, in-context preview tools that make it easy to preview web pages as they would appear when published. Previews can include language translation, output format/device, and user segmented profiles – all of which can help ensure that the customers' web experience is consistent regardless of device or location. Also, equally important is the ability to preview what web content will look

like on popular social networking sites, such as Facebook, Twitter and LinkedIn, or different views by persona, prior to final publication. Omni-channel touch points also take into consideration multilingual content, translation services and engines, and translation dashboards, which ensures that content pages are translated and localized for global visitors.

Compelling Experiences: Adaptive Content Tailored and Designed for You

Website management has transformed from a static publishing process to a highly engaging web experience that compels audiences to interact and engage. As businesses try to find balance between outbound and inbound marketing, the website is still at the forefront of every conversation with the customer. Using your website to create fresh, relevant, targeted content specifically designed to reach a distinct audience segments is key. Inbound marketing, while significantly less expensive than outbound marketing, includes strategies such as social media marketing, blogging and content marketing, podcasts, white papers, eBooks, infographics, etc., and can be used to personalize the experience of customers, engage with them and let your brand shine.

The OpenText Approach: OpenText Web Experience Management

OpenText Web Experience Management is the enterprise-grade solution for creating and managing compelling web content across all organizational, customer-centric touch points – intranet or extranet, public or private. Enterprises understand the importance of standardizing on a transaction-oriented solution that is robust enough to scale across the organization but is also responsive to the business requirements of most content marketers – especially with the high demands in mobile, social and video today.

With Web Experience Management, organizations can provide compelling, responsive experiences across omni-channel touch points that support many enterprise information platforms, languages, devices, social and rich media requirements. Our solution is an advanced platform, leverag-

OpenText delivers the technology foundation web developers require to create advanced web applications as well as the usability to accommodate non-technical users. Online marketers have the ability to capture audience attention and transform site visitors into loyal brand advocates.

ing the latest in web technologies such as HTML5 and REST APIs, to easily support integration with several enterprise systems. With integrated media controls, drag-and-drop and easy-to-use interface, businesses can create a web presence that draws on images, video, text and documents within the principles of responsive design to deliver the most optimized, social, non-disruptive experience possible. Equipped with business intelligence tools, real-time customer insights, analytics, and process automation tools, you can quantify and analyze the results of your online marketing campaigns and initiatives by using key performance indicators.

An Enterprise-wide Solution

Marketing departments that once self-provisioned their own web content management solutions are now partnering with IT to enable larger, enterprise-wide, intranet and extranet initiatives. These initiatives are strategic to the enterprise architecture and are part of a larger customer experi-

OPENTEXT

With rich editing capabilities and quick access to common tasks, Web Experience Management enables casual content contributors to make simple changes to a site without having to involve IT resources.

ence management solution. Architected for strength to support high volume impressions and transactions, Web Experience Management brings additional value to your web content by supporting integrations to the broader information management ecosystem. It is the only solution to provide enterprise security, scalability, robustness, and a distributed architecture.

Simplified page design and maintenance

With rich editing capabilities and quick access to common tasks, Web Experience Management enables casual content contributors to make simple changes to a site without having to involve IT resources. Boost productivity of your online marketing organization with easy ways to repurpose content across multiple channels. New faceted content browsing helps users find content quickly and identify publishing history and status. Managing web pages with new in-context page features gives business users more flexibility over site creation and maintenance. Web Experience Management helps manage web content in

an easy, more productive process.

Foster meaningful customer relationships

As the customer experience becomes more pivotal in the online channel, marketers must have the best technology to reach and convert audiences into loyal customers. Businesses are optimizing the customer experience with integrated features like semantic navigation, campaign management, social communities, and web and social analytics that enable you to close the loop on the entire online marketing process. With integrated optimization tools, you have the power to help drive measurable return on investment and maximize the value of your web content. Create, publish, and measure online audience behavior against your key performance indicators. Capturing analytics and visitor behaviors allows marketers to gain customer insight, being better prepared to maintain a continuous social dialogue with your customer. ■

www.opentext.com

NORTH AMERICA +800 499 6544 ▪ UNITED STATES +1 847 267 9330 ▪ GERMANY +49 89 4629-0
UNITED KINGDOM +44 0 1189 848 000 ▪ AUSTRALIA +61 2 9026 3400