OpenText
Web Experience Management

Delivering dynamic, responsive, and compelling web experiences

The web is the primary way people connect, whether it is to share ideas, generate revenue, support customers, or reach out to citizens. To engage audiences across the web, businesses must be able to deliver compelling experiences that are relevant and current. Ideally, this experience would also be consistent regardless of where, when and from which device customers are accessing the website.

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. The Strategic Enterprise understands 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.

Web Experience Management leverages the principles of response design to deliver compelling and adaptive experiences across omni-channel touch points. Architected for the global enterprise and designed for business users, Web Experience Management transforms everyday online transactions into actionable, strategic insight. Web Experience Management is the platform of choice for the ubiquitous management of content across all organizational boundaries.

Achieve online success with a comprehensive web application

With a focus on brand consistency and time to market, many marketing teams need a web content management solution that empowers efficient communications to target audiences with consistency across diverse audiences, languages, and contributors.

Web Experience Management is a core element of the OpenText Customer Experience Management (CEM) suite, enabling business users to create websites, microsites, and landing pages on-demand. This critical functionality brings speed and flexibility to marketing teams—a new level of agility that can make the difference in competitive efforts to reach customers via the web. Web Experience Management is designed to manage highly dynamic, complex websites without requiring technical knowledge. To leverage high-value content assets, this web experience management application provides capabilities for content reuse across many sites and channels, reducing the cost to succeed on the web.

CUSTOMER EXPERIENCE MANAGEMENT

SUMMARY

OpenText Web Experience Management is an integral component of the Customer Experience Management (CEM) suite that OpenText offers to help organizations execute on comprehensive Enterprise Information Management strategies. CEM is a set of technologies that organizations can take advantage of to exceed customer expectations, reach new markets, and provide superior experiences across all digital channels.

FEATURES

- Allows brand consistency
- Expands global reach
- Boosts customer web experience
- Encourages employee engagement
- Saves costs and lowers total cost of ownership
- Offers flexible deployment
- Automates publishing and offers secure deployment
- Centralizes access management

View websites in context with
Responsive Design capabilities

Create new web pages using templates

Deliver compelling experiences
in context of user preferences

Focus on brand consistency with responsive design

With Web Experience Management, businesses can capture both internal and external audiences with simplified, responsive interfaces that make content contribution and consumption easy. A new technologically redesigned approach empowers marketers to launch responsive web experiences and ensure that customers are getting the best quality browsing experience – no matter from which device or operating system. Without having to maintain several instances of your website, marketers can focus on providing the best content and brand consistency to every user.

Gain exposure through omni-channel touch points

Integrating other enterprise systems with your web content management solution not only brings greater value to your web content, it allows for a greater 360-degree view and three-dimensional understanding of your customers.

With so many channels and publishing environments, websites need to be tailored to deliver engaging and meaningful conversations across multiple channels and touch points. For example, omni-channel touch points take into consideration multilingual content, translation services and engines, and translation dashboards, to help ensure that content pages are translated, localized and relevant to global visitors.

Create compelling and tailored customer experiences

With Web Experience Management, OpenText is helping some of the world's best known brands to create compelling and valuable web experiences across thousands of users and millions of content items.

The enterprise foundation of Web Experience Management offers a simple way to create and manage compelling web experiences by streamlining the management of web layouts and structures. Its intuitive user interface drastically improves time-to-completion and offers a modernized web content management workspace that supports activities required by the organization.

This includes page, site, and navigation management, content production, taxonomy, and task management.

Web Experience Management helps marketing focus on increasing unique users, time spent on a site, conversion rates, customer loyalty, and, ultimately, profitability.
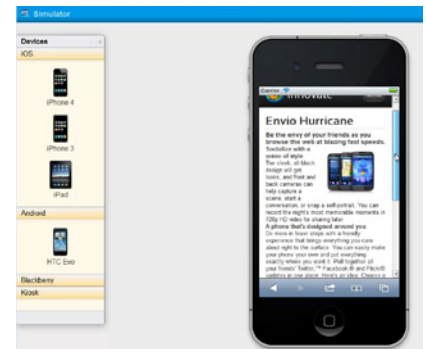
OMNI-CHANNEL TOUCH POINTS

Increase revenue by satisfying users with engaging and meaningful conversations tailored to the format, device and location the consumer wants to engage.

COMPELLING EXPERIENCES

Develop a loyal, repeat customer base by satisfying end users with predictive and social conversations and media rich experiences that cater to each unique consumer.

RESPONSIVE DESIGN

Automatically control the view of content and media to multiple device types using leading industry responsive design principles within the CMS directly

COMPLIANT WEB PAGES AND CONTENT

Reduce security risks and adhere to corporate governance mandates by ensuring only approved content is published/expired/archived from corporate sites.

ENTERPRISE-READY

Invest in a scalable, enterprise grade, web experience management architecture that supports high impressions (high volume), transactional based websites that cater to everyday business functions.

A COMMON EIM PLATFORM AND VENDOR FOR ALL ENTERPRISE NEEDS

Gain a competitive advantage and reduce infrastructure costs by aligning IT and business digital strategies, processes, and technologies toward common, sustainable, long-term enterprise goals.

Reduce costs and minimize risks

To help customers overcome the cumbersome and costly migration, training, and adoption issues often found in enterprise software upgrades, Web Experience Management has been specifically designed to allow organizations to move easily to the new interface at their own pace. Leveraging the mature platform, users have the option of continuing to use their familiar interface or invoke a modular upgrade option to adapt to the new interface as needed. The compatibility mode features progressive upgrade options to help minimize training costs, risk, and impact to ongoing operations. ■

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