

IN THE INDUSTRY...



WCM

RANKED IN **TOP 2** TECHNOLOGY TOOLS PRIORITIZED FOR THE NEXT



CUSTOMERS ARE

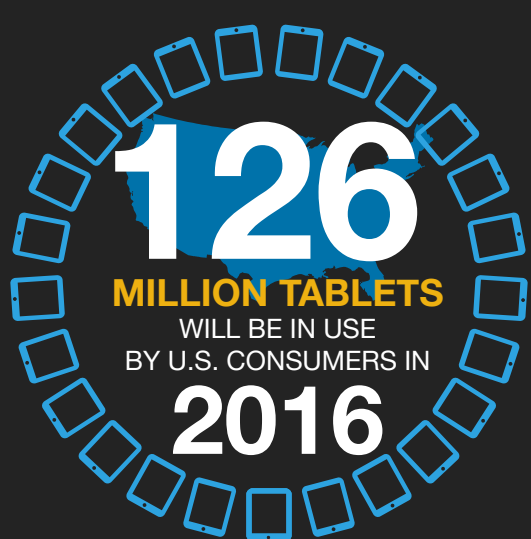


YOU MUST BE TOO!

BEST IN CLASS COMPANIES IDENTIFY



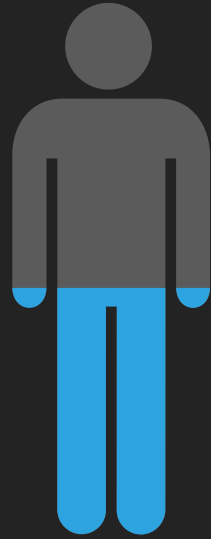
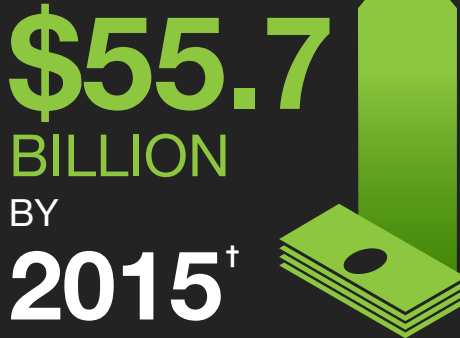
OF THEIR MOST **INFLUENTIAL CUSTOMERS** THROUGH SOCIAL MEDIA



MOBILE APPS ARE A



MARKET TODAY,
GROWING TO

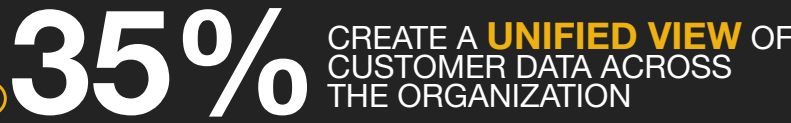


38%

OF U.S. ONLINE CUSTOMERS ARE **ALWAYS ADDRESSABLE** ON MULTIPLE DEVICES



BEST IN CLASS COMPANIES THAT **UNDERSTAND** THEIR BUYER, DEVELOP **PERSONALIZED** PRODUCTS AND SERVICES AND CREATE **COMPELLING EXPERIENCES** SEE THE **FOLLOWING INCREASES:**



OPENTEXT

WEB EXPERIENCE MANAGEMENT

EXCLUSIVE PATENTS



CORPORATELY RECOGNIZED **AWARDS** over 3 years

19 WEB CONTENT MANAGEMENT PATENTS

10 ANALYTICS PATENTS

20 CACHING PATENTS

11 PERSONALIZATION PATENTS

10 E-MAIL MARKETING PATENTS

20 YEAR PEDIGREE

SOURCES

*Forrester Research, Inc., The State Of Digital Customer Experience Technology, 2013, May 2013
 †Forrester Research, Inc., Mobile Is The New Face Of Engagement, February 2012
 ‡Forrester Research, Inc., The Business Impact of Mobile Engagement, December 2012
 **Aberdeen Group, Next-Generation Customer Experience Management, March 2013
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