



# OpenText™ Web Experience Management

Create a **Better Way to Work** using video, social media and targeted content to deliver a responsive, compelling and emotional journey for consumers

The web is one of the primary ways people connect – whether it is to share ideas, generate revenue, support customers, or reach out to citizens. To engage audiences across the web, businesses 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 an enterprise-grade solution for creating and managing compelling web content across all organizational, customer-centric touch points – intranet or extranet, public or private. The digital-first 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. Built 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 from Marketing to Customer Self-Service**

With a focus on brand consistency, time to market and customer satisfaction, organizations 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™ Experience Suite Platform, enabling business users to create websites, microsites, and landing pages on demand. This critical functionality brings speed and flexibility to marketing and customer support teams, adding 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 product provides capabilities for content reuse across many sites and channels, reducing the cost to succeed on the web.

## **SUMMARY**

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*OpenText™ Web Experience Management enables business users to create websites, microsites, and landing pages on demand, bringing speed and flexibility to marketing and customer support teams. This adds a new level of agility that can make the difference in efforts to reach customers via the web.*

*Web Experience Management is designed to manage dynamic websites without technical knowledge and allow for content reuse across many sites and channels, reducing the cost to succeed on the web. It also optimizes decentralized stored content to improve the experience for external and internal consumers.*

## 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 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 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.

## Reduce Costs and Minimize Risks

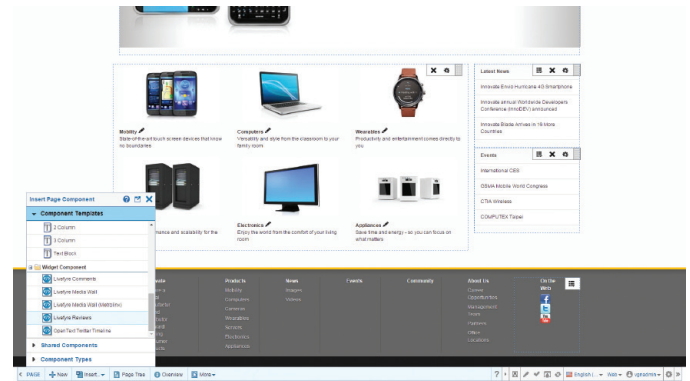
To help customers overcome the cumbersome and costly migration, training, and adoption issues often found with enterprise software upgrades, Web Experience Management has been designed to allow organizations to move easily to the new interface at their own pace. Leveraging the mature platform, users 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.

### Key Features:

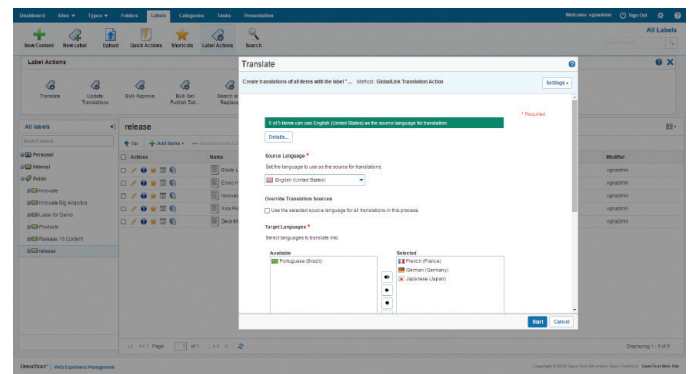
#### Translations.com integration

Web Experience Management offers translation of web pages and individual content assets via integration with translations.com. Easily mark items ready for translation using the Label Action framework

Because submissions to third party translation vendors are typically highly asynchronous, Web Experience Management includes a process monitoring area accessed from the workspace dashboard to keep track of status and awaiting activity.



OpenText Web Experience Management is a powerful editing and managing platform for omni-channel and responsive Websites



OpenText Web Experience Management embedded translations feature to increase multi-language capability

#### Widget component integration

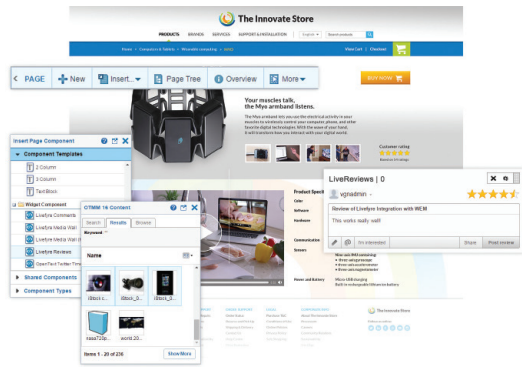
Web Experience Management supports the integration of third-party functionality as an integrated surfaced content component. Enterprises are able to gather various content or data from existing internal or external services.

#### Rich media palette

Automatically view and use media from OpenText™ Media Management with no syncing required. Once the Media Management connection has been configured, media assets appear in the external content palette and can be dragged on to a web page. Easily pick media items to add to content types and leverage the Media Management Adaptive Delivery server to supply the asset. This approach allows creative teams to easily deliver responsive images within their responsive web pages.

#### Livefyre integration

Web Experience Management includes an integration with Livefyre for social interaction, such as reviews, ratings, and comments. Additional Livefyre components like maps and media walls can also be easily added.



OpenText Web Experience Management services for OpenText Content Server



OpenText Web Experience Management services for OpenText Digital Asset Management

**Auditing and reporting**

Customers of Web Experience Management will be able to report and use log data and content usage presented in Dashboard views to show the experience of their customers.

**New editor for coding**

Web Experience Management includes a new widget -- the Editor -- designed for editing objects like Views, Page or Region layouts that contain markup languages or Javascript code or JSP presentation. Customers can decide when and where to use this flavor of templating. No migration for existing objects is required

**Labels and label actions**

Web Experience Management provides a better way to personalize campaigns, releases, projects or any other collection of related content. This feature is based on the integrated role-based permissions and represents a more flexible solution for customers. Customers can provide a high level way of dealing with content integrated through third party vendors.

**Plug-in engines for image formats**

The media management functions built into Web Experience Management supports creating image renditions using any images engine with appropriate APIs. Images can easily be imported. External Image Transformation engines and the configuration for creating image renditions has been extended so Web Experience Management can leverage any capability supported by the image engine.

**Management inbound/outbound APIs**

Web Experience Management provide API for external communications. For any inbound content aggregation, Web Experience Management is focused on retrieving content and other objects from various content providers. Web Experience Management adds APIs focused on management for outbound interaction. These APIs are focused on driving and integrating with workflow, approving and publishing content items, and manipulating sites and channels in external systems. Customers can have a seamless integration in on-premise or cloud solutions and will be equipped as a digital-first enterprise.

**WHO'S IT FOR?**

OpenText Web Experience Management is the digital content and asset hub for any enterprise that needs engagement to increase the lifetime value of customer interactions in omni-channel architectures. Customers can start smart by integrating existing content and data providers step by step and be ready to support any requirement regarding customer experience and satisfaction to increase the customer lifecycle value.