OPENTEXT™

OpenText™ Exstream with SparkPost® Integration

Your customers have already moved to digital

Let's face it, digital channels are no longer new—or optional. Without comprehensive multichannel support, you risk alienating customers. Older generations might accept paper for certain important documents, but millennials are more likely to respond by shopping your competitors.

Still, many enterprises balk at undertaking new e-delivery projects, because the legacy systems and processes that drive their communications are complex and siloed. What they need is a robust solution that cannot only access all of their existing communications data and content, but also deliver to the digital channels that their customers demand.

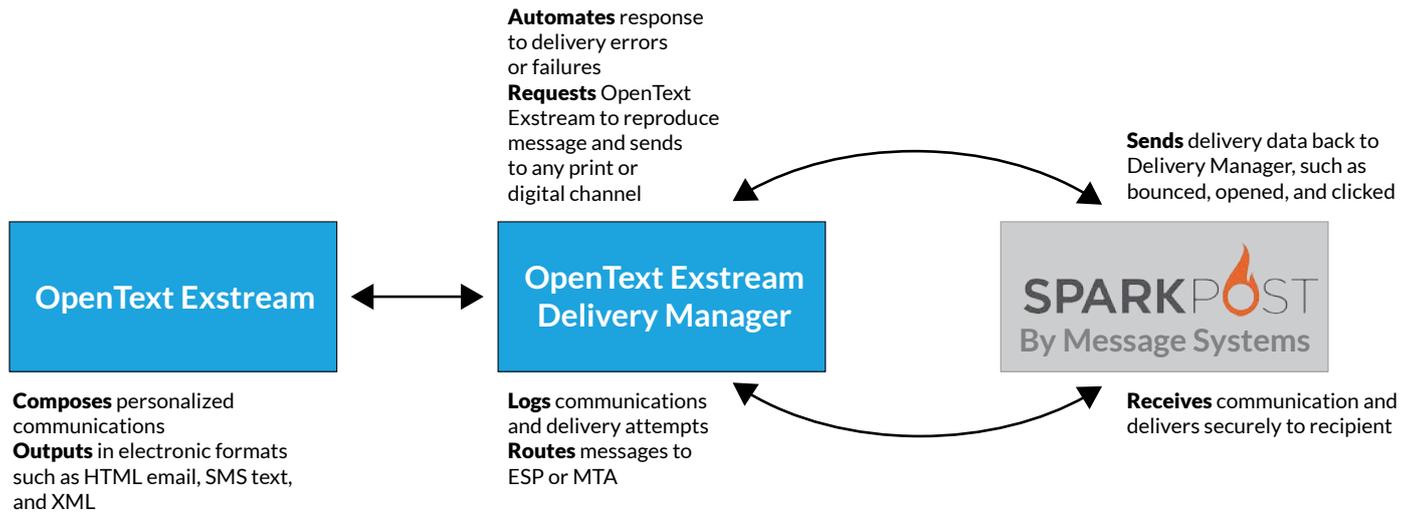### Move to e-Delivery to Cut Costs and Boost ROI

To better meet these challenges, OpenText and SparkPost have partnered to give you the best-of-breed solution in customer communication management (CCM) software and e-delivery.

The Exstream multichannel CCM software solution is proven to enhance the customer experience and make interactions more profitable. Designed for companies and organizations that thrive on strong customer relationships, Exstream gives business users the power to make the most of every touch point. Create insightful, impactful, real-time communications that strengthen customer engagement and loyalty to fuel profitable business growth.

WHY CHOOSE OPENTEXT™ EXSTREAM AND SPARKPOST®?

Combine the leading-edge CCM platform with industry-best digital messaging capabilities to:

- *Increase revenue with targeted email*
- *Cut production costs*
- *Reduce communication development and processing time*
- *Eliminate your messaging server footprint*
- *Boost email inbox deliverability rates*
- *Increase auditability to promote compliance*
- *Heighten brand awareness*

Automates response to delivery errors or failures
Requests OpenText Exstream to reproduce message and sends to any print or digital channel

Sends delivery data back to Delivery Manager, such as bounced, opened, and clicked

OpenText Exstream

OpenText Exstream Delivery Manager

SPARKPOST By Message Systems

Composes personalized communications
Outputs in electronic formats such as HTML email, SMS text, and XML

Logs communications and delivery attempts
Routes messages to ESP or MTA

Receives communication and delivers securely to recipient

By combining Exstream's unique ability to ingest data and content of virtually any kind and deliver to any channel with SparkPost's advanced delivery capabilities, businesses can:

Maintain compliance

- Count on closed-loop e-delivery that's secure, fast, and assured
- Use revision tracking, content inclusion and exclusion, and policy scripting to comply with industry regulations, including EDGAR and HIPAA
- Log files for auditing and proof-of-delivery

Boost engagement

- Use communication white space to reinforce your brand and promote complementary products and services
- Optimize deliverability to the inbox to help ensure customer reception
- Connect with customers when, where, and how they prefer, with a single solution for email, SMS, and mobile push

Control costs and drive revenue

- Encourage members to choose e-delivery
- Monetize mobile alerts and notifications with relevant banner ads or affiliate content
- Consolidate messaging and customer communication operations and eliminate costly legacy systems and processes

Modernize Your Core Systems

Exstream and SparkPost provide an open standards approach to integration, including support for RESTful Web Service integration. Get Exstream up and running without needing to rethink your existing systems. Using a single communication application design, you can:

- Retain your go-to internal and external information sources, and process content without retooling
- Process data in its native format from multiple sources at once, without normalizing or converting, including fixed-field records from a mainframe and XML data from a call center
- Eliminate failure points in redundant consolidation, conversion, and normalization processes

Get Cutting Edge e-Delivery

OpenText™ Exstream Delivery Manager works with SparkPost to help ensure delivery by leveraging the latest in message transit security standards for multiple electronic channels. Unique SparkPost technologies help automate the entire process of collecting ISP data and tuning sending parameters for industry-best inbox delivery rates. SparkPost solutions provide the foundational capabilities that customer communications professionals need to optimize messaging performance across the board.

Should a primary delivery method fail, communications can be automatically sent through secondary digital or print channels. You can even configure the solution to repeat delivery attempts until a message is delivered or automatically switch to another channel.

Why SparkPost?

Integrated out of the box with Exstream Delivery Manager, SparkPost is the premier partner of OpenText for all electronic messaging. SparkPost features the Adaptive Email Network, which automates compliance with ISP rules, providing brand and reputation protection and higher deliverability. SparkPost delivers more than 25 percent of the world's legitimate email.

Find out how you can transform your customer experiences. Learn more at http://engage.opentext.com/products/exstream

www.opentext.com/contact