

OpenText™ TeamSite™

Get results with modern, personalized digital experiences

Improving customer experience is a priority for most companies today—regardless of the type or size of your business. Your ability to deliver personalized, relevant experiences across all communication channels is now a “must-have.” In fact, almost 90 percent of businesses today expect to compete primarily on the basis of customer experience, as opposed to 36 percent four years ago.¹ Your customers interact directly with you more than ever on a variety of channels. The average enterprise manages more than 268 different customer-facing web and mobile experiences.² So how do you deliver digital experiences that speak to your customers in a way that keeps them engaged throughout the entire journey?

OpenText TeamSite is a modern, dynamic, and flexible platform for digital experience management that enables you to easily take control of omnichannel experiences and campaigns. It makes it easier to deliver outstanding digital experiences by simplifying the entire process of managing content across all marketing channels, including websites, mobile platforms, email, social, commerce, composite applications, collaboration sites, and portals. From a single interface, you can author, test and target content, manage rich media, design websites and mobile applications, and publish content.

With TeamSite, you can:

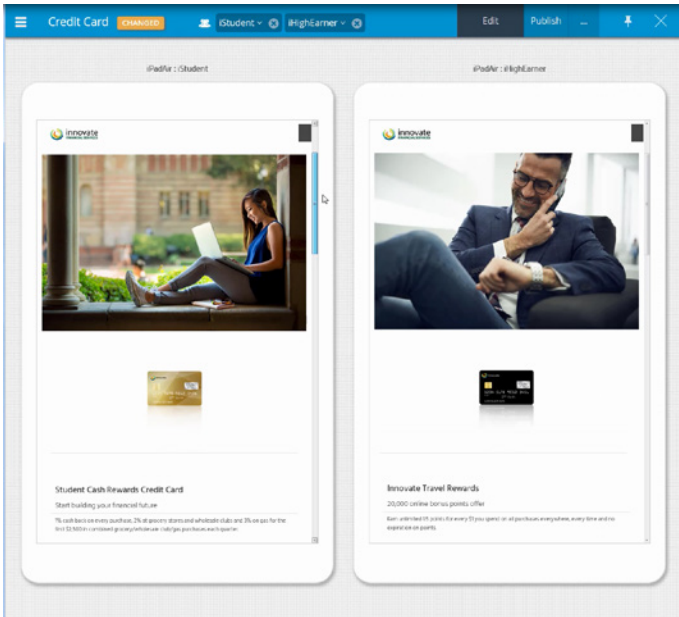
- **Take control of your brand.** Easily author content and build experiences without help from IT. Use TeamSite's enhanced, tile-based interface that allows you to drag and drop assets, reuse page templates and components, and automatically scale content for mobile devices.
- **Personalize digital experiences.** Automatically deliver relevant information to your customers and prospects. Quickly matching what your customers are looking for to the right content will keep them coming back to your brand as loyal customers.
- **Save time and resources.** Small teams are able to manage hundreds of sites by relying less on IT, customizing workflows, previewing and editing pages and mobile screens on the glass—all while archiving pages and meeting governance and compliance requirements. You can also save by moving everyday maintenance of your digital experiences to the cloud.
- **Scale for the enterprise.** Move to a secure yet open, flexible platform that has the best performance to cost ratio for enterprise-level implementation and offers a smooth integration into existing environments.

¹ Gartner, 2015 survey.

² Forrester: State of Digital Experience Delivery, 2015 report.

WHAT'S NEW IN OPENTEXT™ TEAMSITE™?

- **Native Single Page Applications (SPA).** *Natively edit Single Page Applications in-context of content to create interactive user experiences. Publish SPAs faster, without having to depend on IT.*
- **Enhanced search experience.** *Locate files easily by searching for the web page. Easily export results for collaboration with non-TeamSite users.*
- **Review translations efficiently.** *Review translations faster and improve accuracy with side-by-side comparison/editing of original and localized content.*
- **Update templates en masse.** *Make faster updates to web templates and components through an “update all” feature, at the page and site levels.*
- **Content Template Designer.** *Create content templates faster using a drag and drop interface.*
- **Better insights.** *See page-level performance analytics without having to switch between applications.*
- **Authenticate users with OpenText™ Directory Services.** *Sign in to both TeamSite and OpenText™ Media Management at once with single sign-on.*
- **Site modernization.** *Modernize your SitePublisher-based website to the latest version of TeamSite's Experience Studio using a one-click migration tool with minimal professional services, saving time and costs.*
- **Gain more flexibility, scalability, and reliability.** *Docker support containerizes TeamSite and OpenText™ LiveSite™ so they can be more easily integrated into your continuous development methodology. A health monitoring API makes it easy to keep track of application performance.*



Easily preview personalized digital experiences—based on audience segments.

Streamline the publishing process

How many times have you wished you could create a campaign landing page without waiting for your turn in the IT queue? TeamSite offers an interface that is tailored to different user roles and makes it easy to create and publish compelling digital experiences without IT assistance. You can develop content easier and faster than ever before—and reduce time to market for new campaigns. TeamSite’s project-based organization enables you to collaborate with your marketing staff and contributors throughout the creation and publishing process. You can configure the publishing workflow to better suit your team’s needs and ensure that all content meets your business standards before it goes live.

The easy-to-use interface allows you to:

- Create standardized templates that are mobile-ready from the “get-go” and can be used to build new pages and experiences
- Streamline content management with a comprehensive library of pre-coded website building blocks (components)
- Navigate your site with full site preview and point-and-click in-line editing
- Preview and test your content and experience across multiple devices to ensure that it looks great and functions properly regardless of how your visitors and customers access that experience
- Simplify the review and approval process but still adhere to your organization’s governance and compliance requirements

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Create omnichannel experiences

The ways customers engage with your brand continues to evolve with the introduction of new technologies, such as augmented reality and the Internet of Things. To achieve customer loyalty and strengthen your brand, it is essential that you provide consistent and targeted customer experiences across digital, traditional, and emerging channels.

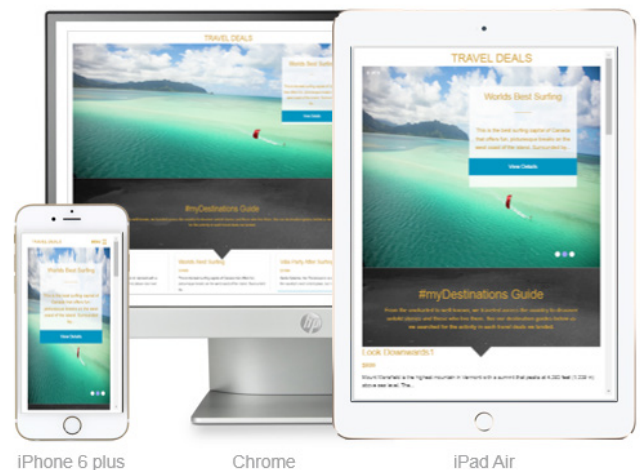
Create once, instantly use anywhere

When content is scattered across several repositories and each channel demands a different layout, it is challenging to create a consistent omnichannel presence.

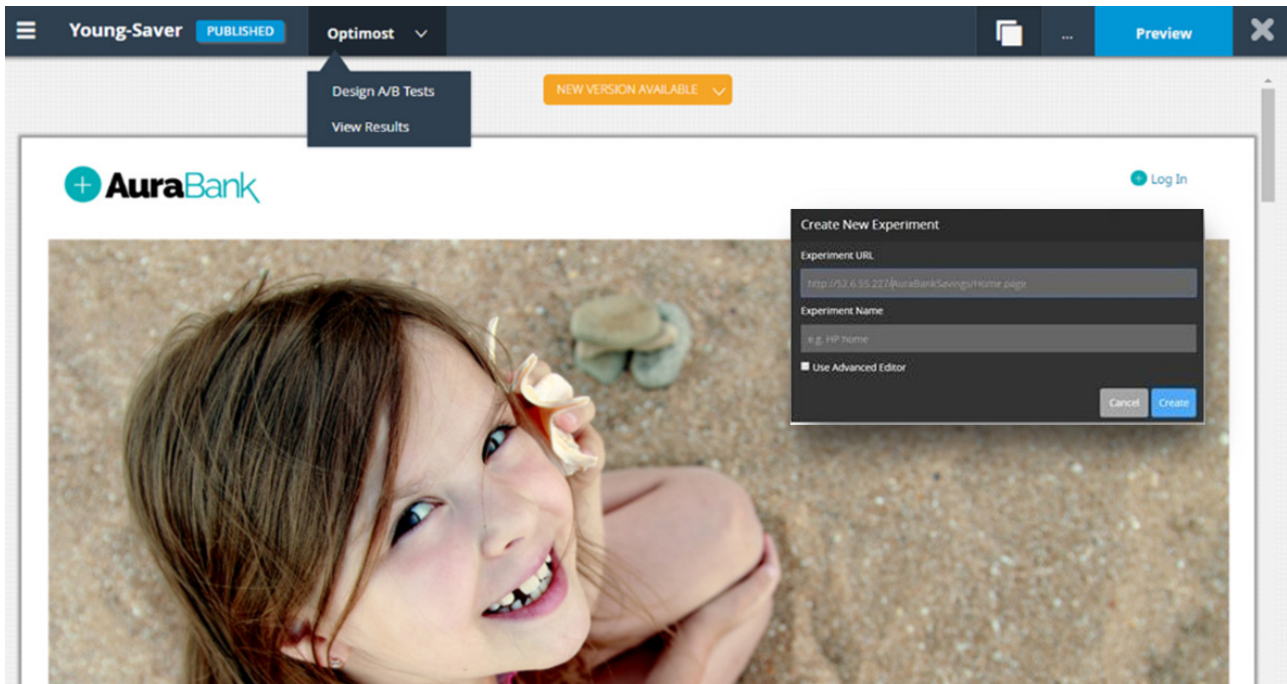
TeamSite allows you to use a single platform to publish content optimized for each channel, including mobile devices, email, print, webpages, social networks, e-commerce engines, campaign management systems, and call center systems. You can preserve brand consistency and integrated messaging across these various channels using TeamSite templates. The flexibility to automatically repurpose content for any platform saves time and resources—getting you in front of more customers, faster.

Deliver more satisfying mobile experiences

With OpenText TeamSite, you can author, manage, and deliver content to a range of mobile devices, including smartphones and tablets—all from an intuitive interface. As you build content, you can see exactly how your website will look on each device before you go live. The responsive design allows you to create mobile experiences faster, while enabling you to better target mobile consumers. Once a mobile user visits your site, TeamSite detects the type of mobile device being used and only delivers the content appropriate to that device.



Speed up the publishing process and improve mobile experiences by using TeamSite to test and edit content in context—across multiple device types, operating systems, browsers, and screen sizes.



TeamSite is also integrated with OpenText Optimost and provides marketers with valuable insights to help them improve engagement and increase conversions.

Create cross-channel experiences

Creating cross-channel experiences is easy. With TeamSite, you can:

- Publish to Facebook, Twitter, blogs, and wikis, and incorporate content into your existing sites to significantly improve your customers' experience
- Increase the reach of your content by allowing visitors to share content with their social network using the social sharing widgets
- Create, preview, and deliver email marketing messages, or create and manage lists for targeted campaigns to be used in your email marketing system of choice

Deliver personalized experiences that adapt to each customer

Your customers expect you to treat them as individuals and deliver relevant, personalized experiences just for them. TeamSite enables you to provide intuitive personalized experiences that adapt in real time to each visitor's actions.

Address customers individually

TeamSite connects to your native and third-party systems to analyze customer data, such as profile information from your CRM, geographic location, clickstream data, referral URL, time of visit, transaction history, and response to content and messages. With a combination of TeamSite and OpenText Customer Experience Management solutions, you can better understand the context of your customers' visits, and use that information to provide real-time personalized content, including offers, navigation, landing pages, microsites, and entire site experiences. TeamSite enables you to generate rules to target certain customer segments with specific content—and allow for dynamic targeting. In addition, you can profile each visitor and adapt the visitor's experience accordingly. By presenting related content in response to the visitor's actions in real time, you can create better experiences and drive more revenue opportunities.

Give customers the information they need

Customers are more apt to buy if they can quickly find the information they are looking for, or better yet, if they are dynamically presented with relevant information without searching. TeamSite delivers an experience of interactive discovery, matching your customer to relevant site content, so you can dramatically increase up-sell and cross-sell opportunities and drive revenue.

When customers search on your site, TeamSite delivers an industry-leading website search experience that gives customers what they want by returning search results based on concepts and ideas instead of just keyword matching. This means customers can find what they need even without using a precise search phrase. The search module uses past and real-time customer behavior to return personalized search results, and enriches the experience by recommending conceptually related content. This helps you promote specific, relevant content to increase conversions, drive higher sales, and boost customer satisfaction and loyalty.

Optimize online experiences based on visitor behavior

To deliver the best digital experiences, you need to combine the art of marketing with the science of analytics. TeamSite is a part of the OpenText Customer Experience Management portfolio, which takes the guesswork out of website design. Through an integration with OpenText™ Optimost™, you can significantly improve conversion rates, online sales, click-throughs, registrations, page views, and more. Test virtually limitless combinations of copy, offers, layouts, and other factors to determine the best design. The testing can also be done by customer segment, because different images and concepts will influence certain audiences differently. By continually testing different concepts, you can quickly adapt to changes in online visitor preferences and capitalize on new opportunities.

Perform multivariate testing to:

- Drive marketing decisions based on customer interactions and quantifiable data
- Shorten the testing process from months to weeks, accelerating overall business results
- Optimize visitor experiences to increase conversions and sales revenue

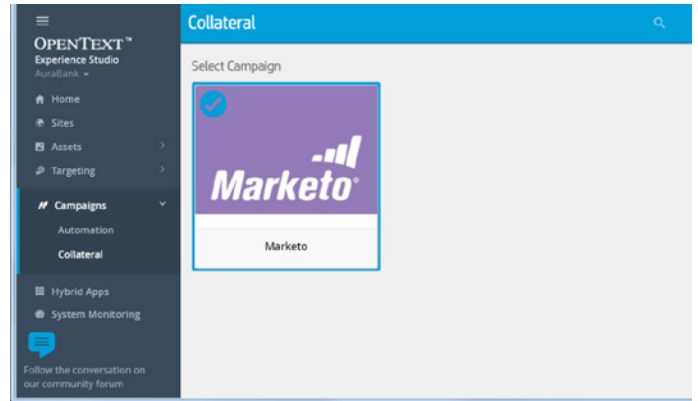
Keep your audiences glued to you

TeamSite and OpenText Customer Experience Management solutions help you stay connected to your audiences, build relationships, and keep your brand top of mind

- Build dynamic experiences for your event, campaign, or product launch that integrates social discussion, influencers, UGC, live blogs, and your original content
- Use data analytics to understand what content is resonating with your audience and capture their information, so you can begin to build a relationship
- Keep your audience engaged longer on your digital channels

Use CRM to provide better experiences

For many brands, CRM is the heart and soul of the organization. TeamSite can help you make the most of your investment by easily integrating into your CRM system. This enables your website to not only update the data stored in your CRM system, such as each consumer's details and campaign response, but also enables you to use CRM data to drive the targeting and personalization of your website. Using TeamSite, you can take the comprehensive history you have on each consumer and use it to power individualized web experiences and additional revenue opportunities.



Unify your brand experiences from email to landing page. The TeamSite-Marketo integration helps you store content in one place and easily incorporate it into your customer-facing email campaigns.

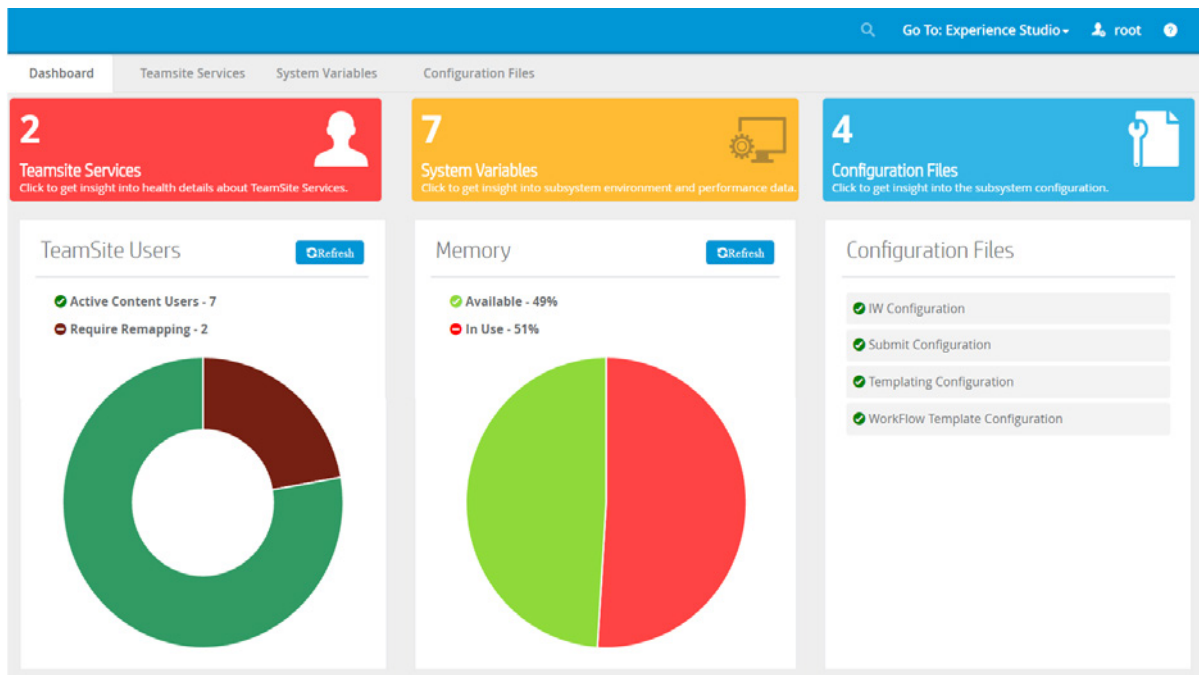
Strengthen your global brand

Do more with rich media assets

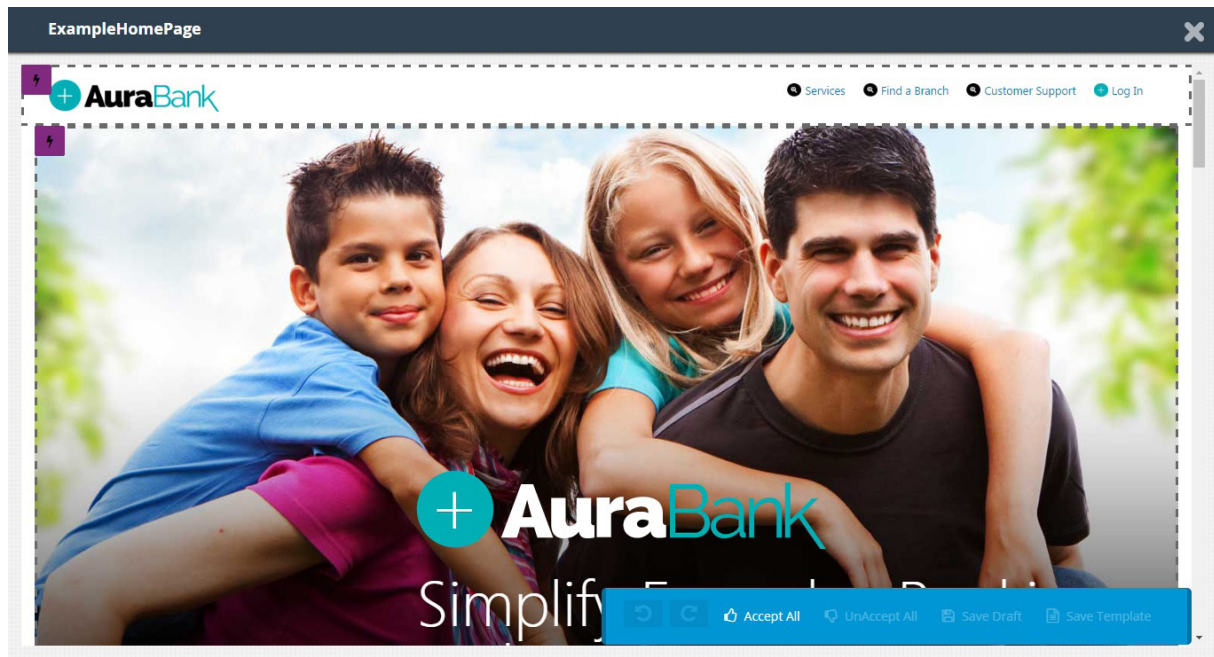
Bring creativity and higher engagement to your digital experiences through the TeamSite and OpenText™ Media Management integration. Import, reference, and publish approved, compliant, digital assets. The integration helps you take advantage of adaptive media delivery as well as asset performance tracking across channels.

Reuse content for email campaigns

The TeamSite-Marketo® integration allows you to store all of your campaign-ready digital content in one place. And then easily incorporate it in your customer-facing emails.



System Health Monitor helps administrators monitor cloud/on-premises deployments for uptime and connectivity.



The HTML2Template feature lets users grab web designs and convert them directly into TeamSite templates. It automatically sections off content into reusable components—all in WYSIWYG mode.

Manage content more efficiently

It's not unusual for global organizations to manage hundreds of websites, microsites, and landing pages in many languages. It can be almost an impossible task to keep up with all the content changes and make sure that localized sites are using the latest messaging and images. TeamSite provides a robust set of dependency management services so that asset relationships can be tracked. When the "master" asset is updated, it will automatically alert the owners of the "local variations" to update their asset through a workflow that allows them to choose an automated translation service or translate the content manually using in-house language authors. This way, you can be assured that your websites retain consistent messaging in all languages.

Secure your business and save money

Remaining compliant with industry regulations requires that you can track back through previous versions of your websites. Web versioning with TeamSite lets you archive copies of individual assets and entire sites so you can compare, track, or roll back any part of a website. Workflow automation also streamlines archiving—a process that can be extremely labor-intensive.

Become more agile with the cloud

TeamSite Cloud offers digital experience management that removes the operational burden of everyday run and maintenance. The initial deployment is fast and economical, and provides immediate access to the latest tools for content authoring and management, testing, optimization, and analytics.

Operating in the cloud frees you and your IT department to focus on key business objectives and create new campaigns quickly, without falling prey to distracting operational hassles. No more waiting in the IT queue or lobbying internally for upgrades. Updates are automatic, and high-value IT colleagues can enjoy some breathing room to pursue more strategic initiatives.

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Rely on a solution that delivers results

TeamSite powers more than 10,000 websites across the globe at some of the world's most successful companies. You can rely on our proven Web Content Management technology to address the challenges of an increasingly dynamic and digital world.

OpenText Customer Experience Management solutions empower organizations to understand and engage audiences, reach new customer segments, and deliver dynamic and personal experiences across every channel, including print, web, and contact centers. With a portfolio of industry-leading products, we help businesses increase revenue, conversion rates, and customer loyalty using the diverse and growing volume of information powering today's world.

For more information, visit www.opentext.com/wcm.

OPENTEXT TEAMSITE FEATURES OVERVIEW

MODERN GRAPHICAL INTERFACE	Rely on an intuitive interface built with the latest UI technologies and UX concepts, designed for marketers and business users.
PROJECT-BASED ORGANIZATION OF INFORMATION	Gain a multi-site and multi-project-based view of content, templates, websites, and resources to promote collaboration and reuse of assets.
SEARCH, SORT, AND FILTER	Break away from navigating folders and just type a search keyword to get a context-sensitive listing of assets, filtered in real time. Results show tile-based image previews of sites, pages, and assets for easy recognition.
TEMPLATE-DRIVEN CONTENT CREATION	Design pages more easily than ever, with a new approach to WYSIWYG editing and design, based on predefined templates. Automatically componentize and convert HTML from creative agencies into TeamSite templates.
MOBILE-FIRST APPROACH	Use a template design that's mobile-ready by default with responsive design out of the box.
DEVELOPER FRIENDLY	The templates take advantage of modern UI frameworks like Foundation, improving developer productivity by using extensive, pre-built templates.
EASY CREATION OF MOBILE APPS	Create and design pages/screens for hybrid apps, and automatically generate the mobile app from TeamSite. Publish content updates to an app without having to republish. Send announcements or promotions to app users via push notifications.
ASSET MANAGEMENT	Create and edit content in one place, then re-publish for different omnichannel campaigns. Access digital assets from OpenText Media Management, OpenText™ MediaBin, or drag and drop assets from your desktop.
CENTRALIZED MANAGEMENT	Manage all content from a single location and instantly deliver it to any display
PERSONALIZATION	Target visitors across any touch point to provide a more intimate, relevant customer experience
PRE-BUILT FUNCTIONALITY	Choose from a comprehensive library to quickly build sophisticated website capabilities, such as lead generation forms, site search, dynamic hyperlinking, and targeted promotions.
CROSS-CHANNEL ORCHESTRATION	Coordinate campaigns across multiple channels through a single interface.
SOCIAL CAPABILITIES	Integrate external content (such as RSS feeds) and social tools (such as ratings, polls, forums, and social-sharing widgets) into websites.
METADATA MANAGEMENT	Analyze to automatically extract metadata and organize your content, including keyword suggestions to support website search, dynamic personalization, and SEO.
WEBSITE SEARCH	Use pre-built widgets and connectors to enable indexing and crawling the website to support sophisticated website search capabilities, including faceted search and search-based recommendations.

www.opentext.com/contact