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OpenText Web

Create personalized, omnichannel digital experiences securely at scale with flexible, hybrid headless content management

Streamline publishing:
Create once, instantly use anywhere

Deliver outstanding omnichannel experiences

Provide personalization at scale

Optimize online experiences based on visitor behavior

Delivering meaningful digital content to customers on their device of choice is no longer nice to have, it is expected. Digital teams need to collaborate on both the business and technical sides of an organization to generate these relevant experiences, with users having access to the right tool to easily execute tasks.

OpenText™ Web (formerly TeamSite™) extends traditional content management solutions (CMS) to a broader set of Experience Cloud capabilities. Business users can easily contribute to page, content, and omnichannel digital creation. Developers work in the same platform with their choice of developer tools (IDE) and hybrid headless options for highly interactive application experiences.

OpenText Web simplifies the process of managing content across all channels, including websites, mobile, email, social, composite applications, and a variety of portals—including onboarding and self-service. Its enterprise architecture is flexible enough to accommodate the specific needs of any organization.

Users can author, test, and target content and localize and manage translations through a single interface. They're equipped to incorporate rich media, build interactive applications, and manage the full lifecycle from design to publish.

Streamline publishing: Create once, instantly use anywhere

With drag-and-drop tools and in-context editing, users can create and publish digital experiences without IT assistance, reducing time to market. Organized by projects, the web authoring interface enables users to collaborate and configure workflows to suit each team's needs.

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OpenText Web is hybrid headless, allowing users to work on a single platform to publish content optimized for individual channels. These can include mobile devices, wearables, webpages, social networks, and more. OpenText Web allows organizations to automatically repurpose content for any platform, saving time and resources while ensuring brand consistency.

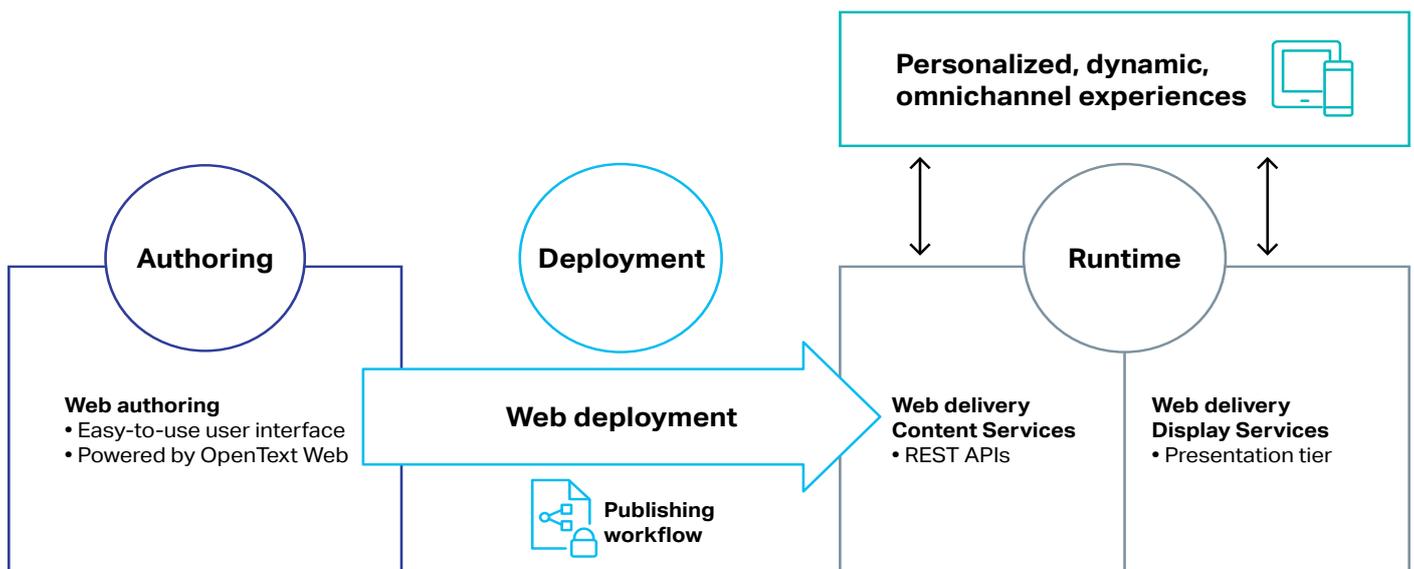## Deliver outstanding omnichannel experiences

Users have a powerful set of digital asset management and low-code interactive application experiences at their fingertips. Users create, edit, and manage rich media types, such as images, videos, and html5 apps. During this process they can see how the content will appear on a range of devices, from mobile to in-store displays, before it goes live allowing them to customize it on the glass.

Provide personalization at scale

OpenText Web and OpenText™ Experience CDP connect to native and third-party systems to analyze customer data. This can include profile information from a CRM, geographic location, clickstream data, referral URL, and transaction history. By combining Web with other OpenText solutions, businesses can understand customer behavior to provide personalized content in context. They're equipped to provide better offers, related topics, and microsites, as well as enable targeting to create better experiences and drive revenue.

Put data and AI to work: Optimize online experiences based on visitor behavior

Unified customer data is critical, as it can be used to orchestrate and manage customer journeys with greater personalization. The solution allows users to put data and AI to work in their digital ecosystem. OpenText Web authoring connects to multiple data sources, using customer data, such as audiences and segments, as well as harnessing generative AI in content creation editors.

Personalized, dynamic, omnichannel experiences

Authoring

Deployment

Runtime

Web authoring
• Easy-to-use user interface
• Powered by OpenText Web

Web deployment

Publishing workflow

Web delivery Content Services
• REST APIs

Web delivery Display Services
• Presentation tier

OpenText Web overview

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Through integration with OpenText™ Optimost™, Google Analytics™, and Google BigQuery™, users can improve segmentation and targeting. Combinations of copy, offers, layouts, and more can be tested to determine the best design to quickly adapt to changes in visitor preferences.

Users can also build pages faster with relevant content suggestions to summarize longform content and customize it on the glass. OpenText Web also enriches information (metadata) about media assets using rich media analysis (AI/ML) for accurate and consistent tags. This saves time while ensuring content can be easily identified for use in targeted marketing and personalization activities.

OpenText Web features	
Intuitive user interface	Web authoring includes drag-and-drop tools and on-the-glass (WYSIWYG) editing capabilities.
Centralized management	Manage sites, projects, and content from a single location and instantly deliver it to any display. Includes advanced features, such as URL management for permalinks (vanity URLs) to pages and items as well as localized URLs to match the audience's language and improve region-specific SEO.
Multichannel forms	Drag-and-drop form creation for internal and external site content collection.
Multichannel presentation	Preview content as it will appear on nearly any device. Edit images and text on the glass to customize content by device. Create custom groups to test content on common devices prior to going live with the mobile emulator.
Mobile-first approach	Use a template design that is mobile-ready and responsive out of the box. Create and design content for hybrid apps, automatically generate mobile apps, and publish updates without having to republish and generate app notifications.
AI for intelligent content creation	Leverage generative AI, applied to both text and images, to repurpose longform content. Receive relevant content suggestions with indexing, metadata analysis, and automatic tagging.
Translation automation	Localize content and view real-time translations from Google Translate™. The workflow connects with both in-house or third-party approvers.
Digital asset management	Built-in asset management allows dragging and dropping assets from a desktop and applying permissions to control access. Deliver high performing rich media experiences through adaptive media delivery.
Social and campaign management	Curate campaign-ready content to incorporate in customer-facing communications while leveraging campaign management capabilities for X (formerly Twitter) and email.
Personalization	Target visitors with relevant customer experiences. Automatically extract metadata and organize content, including keyword suggestions, for website search, dynamic personalization, and SEO.
Web optimization	Build and manage different versions of the same page to generate the most effective user experiences via A/B and multivariate testing. Target cloud segments with OpenText Optimost integration.
Journey management and tracking	Track events anywhere on the page for customer journey mapping. Integrates with OpenText™ Core Journey to view and analyze data.
Content source framework	Create and collaborate in a preferred content source platform or enterprise content management solution. Google Drive™ and OpenText™ Content Server connections are available out of the box.

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OpenText Web features	
Low-code and developer IDE frameworks	Create, manage, and publish a variety of interactive applications via a single platform with low-code/no-code options for users and choice of IDEs for developers.
Template-driven content creation	Design pages easily with WYSIWYG editing and predefined templates. Automatically componentize and convert HTML from creative agencies into OpenText Web templates.
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	Use pre-built widgets and connectors to enable website indexing and crawling to support website search capabilities, including faceted search and recommendations.
Pre-built functionality	Choose from a comprehensive library to quickly build lead generation forms, site search, dynamic hyperlinking, and targeted promotions. Out-of-the-box tools include video, image, and content item lists.
Total compliance	Rollback to previous versions on-demand. Provides robust tracking for regulated industries out of the box.
Containerization for the cloud	Scale production instances with Kubernetes containers. Patch or upgrade instances without losing data, content, and customizations.

⇥ Learn more

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Associated service options available

- OpenText™ Consulting Services
- OpenText™ Managed Services
- OpenText™ Learning Services

OpenText Web helps organizations future-proof their digital presence. With minimal financial investment, it establishes a strong foundation for an entire customer experience platform. As a connected, headless CMS, OpenText Web delivers a strong user experience for internal users and customized interactions on any device for external visitors. The solution is recognized by analysts and customers worldwide for its superior authentication abilities, scalability, and security.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: **opentext.com**.

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