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OpenText Core Messaging

Get the right message to the right person at the right time

Omnichannel delivery via a single cloud platform

Enterprise-class scalability and security

Rich insights with operational analytics

Assured email and SMS delivery with OpenText Exstream™

The number of siloed messaging services businesses deploy for customer communication via email, SMS, push, voice, and fax can cause confusion and disjointed messaging, creating a poor customer experience. These ecosystems increase costs, reduce reliability, complicate analytics, and require more staff training across disparate tools.

OpenText Core Messaging is a cloud-based omnichannel messaging platform that delivers messages through email, SMS, WhatsApp, push, voice, and fax. Businesses can now efficiently deliver meaningful, timely messages to customers based on their preferences.

Omnichannel delivery via a single cloud platform

While some customers prefer email, others may respond better to other forms of communication. OpenText Core Messaging provides a set of APIs for sending and tracking messages to greatly simplify application integration. The service also provides a single secure web-based portal to configure, manage, and monitor customer communications across all channels.

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Email

Email is the most widely used notification service, generating a high ROI compared to other channels. Core Messaging has a strong reputation in the industry, offering both dedicated and shared IP addresses on its email delivery platforms.

SMS

SMS texts are often opened almost immediately on receipt, making them a major asset in marketing and engagement campaigns. Delivering SMS messages for reminders, alerts, or product information can help drive conversations.

WhatsApp

WhatsApp is one of the preferred communication channels for businesses due to its worldwide adoption. WhatsApp offers convenient customer connections with rich media capabilities, including text, images, and videos to create engaging and personalized messaging experiences that drive brand loyalty. End-to-end encryption drives secure, private messaging, adding trust and confidence to business interactions.
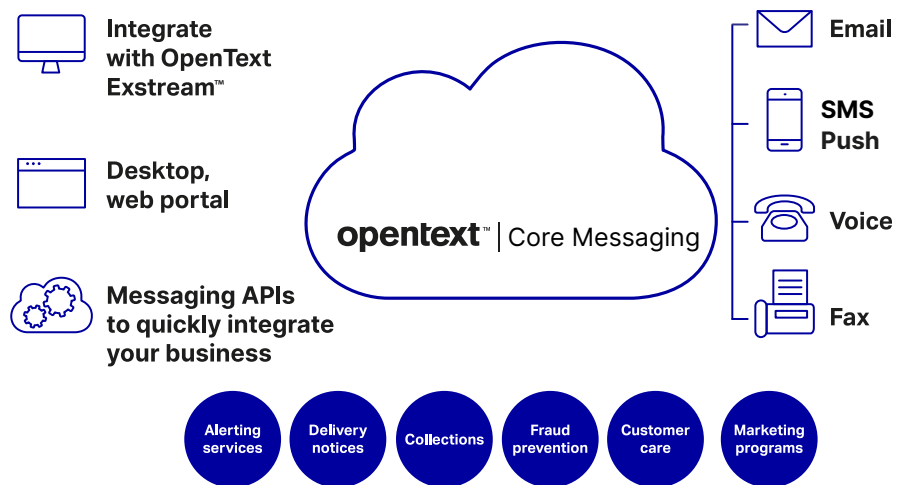
Push

Push notifications are short, timely, one-way messages that pop up on a mobile device. App publishers use them to alert consumers to information that they have opted in to receive. The popularity of brand-specific phone apps and minimal cost to the consumer continue to drive their growth.

Voice

Voice notifications allow businesses to set up call campaigns that are as simple as broadcast voice messages or as complex as transactional messages that collect data, such as a promise to pay.

Fax

Fax is ideal for important updates, such as rate increases and customer announcements, where a legally binding record of sending and receipt is required.

Integrate with OpenText Exstream™

Desktop, web portal

Messaging APIs to quickly integrate your business

opentext™ | Core Messaging

Email

SMS
Push

Voice

Fax

Alerting services

Delivery notices

Collections

Fraud prevention

Customer care

Marketing programs

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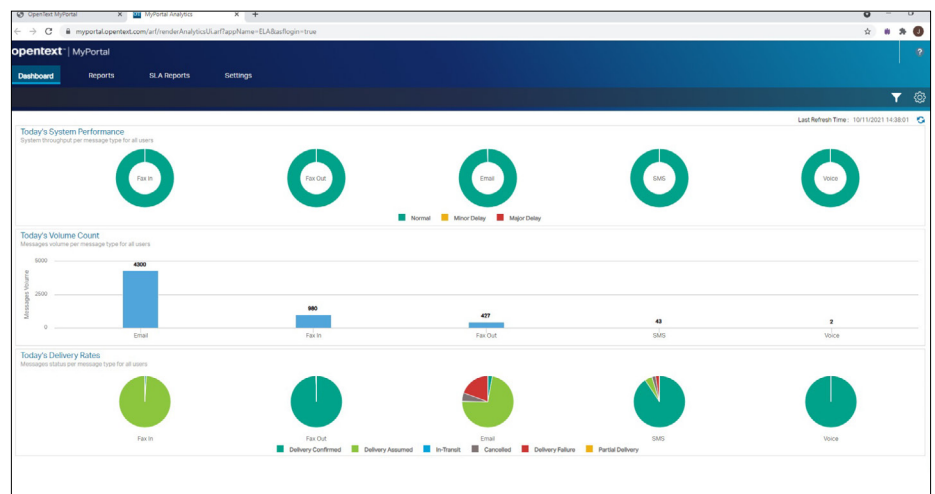## Enterprise-class resiliency, scalability, and security

Trusted by many of the largest brands in the world, OpenText handles more than six billion messages via its messaging platform every year. With 30 years of experience serving the enterprise market, OpenText solutions are built to ensure secure and reliable transactions. Failover and redundancy solutions protect data and ensure business continuity.

In addition to US hosting, OpenText Core Messaging European data centers ensure data sovereignty compliance with laws like GDPR. Security settings can be used to protect information for easier compliance with privacy requirements. Core Messaging also offers immediate document deletion and encrypted archiving.

Rich insights with operational analytics

Centralizing all messaging channels dramatically simplifies data availability for insightful analytics. Staff are no longer required to check the email solution, then the SMS solution, then the voice solution, and finally the fax solution, before pulling all the numbers together to get a complete picture.

OpenText™ Core Messaging Analytics provides data intelligence and identifies delivery trends that help in achieving operational efficiencies and driving profitability. With a comprehensive view of system performance across channels, users can quickly and easily make data-driven decisions based on real-time and historical performance indicators.

A simple, intuitive interface provides a quick-view summary and allows users to drill down into available reports

Assured email and SMS delivery with OpenText Exstream

Pre-built integrations between OpenText Exstream™ and Core Messaging offer end-to-end document creation and delivery for targeted and personalized messages.

When these two products are combined, the result is the only customer communications management (CCM) solution with out-of-the-box failover capabilities, minimizing the business risk of non-delivered email and SMS messages.

Assured message delivery means that email and SMS delivery status is reported back to Exstream via Core Messaging. The system automatically sends the failed communication again through an alternate delivery method, based on preferences recorded in each customer record.

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	Feature	Description
Critical to business leaders	Multiple channels in a single platform	Supports email, SMS, push, voice and fax via a single provider, with a common set of APIs and reporting tools
	Email	Email delivery platform with scalable architecture to deliver high volumes of email on both shared and dedicated IP domains
	SMS	Support for bi-directional SMS notifications
	WhatsApp	Secure, branded, and engaging communication capabilities
	Push	Submit and track messages to individual users and groups via iOS or Android™ apps
	Voice	Support for text-to-speech conversion in multiple languages and pre-recorded audio files, user editable interactive scripts, data collection
	Fax	Secure, reliable fax receipt and delivery
	Scalable messaging	Ability to deliver one to millions of customized messages
Critical to IT	Operational analytics	Rich, visual representation of key metrics: messaging volume, system performance and message deliverability
	Messaging APIs	Modern REST APIs allow for integration with a wide range of back-end systems, including CRM and customer communications tools Supports OAUTH 2.0, the industry-standard protocol for authorization
	Compliance	Privacy settings as well as immediate document deletion and encrypted archiving
	Security	Two-factor authentication and encryption both at rest and in transit
	Hosted in the OpenText Cloud	Enterprise-class uptime, global network for failovers and 24X7 monitoring

▶ Watch the video

💬 OpenText Exstream and OpenText Core Messaging

⤷ Learn more

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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