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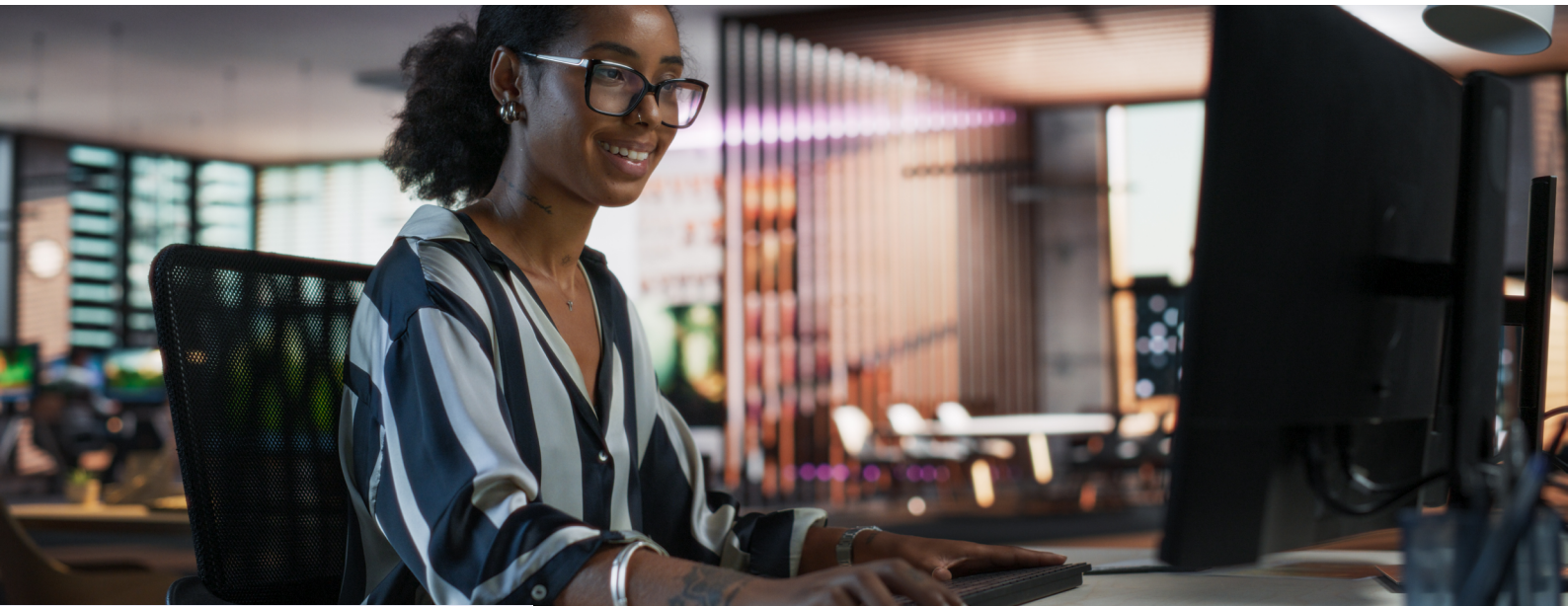
OpenText Experience Cloud: Integrations and connectors

Unleash the power of APIs

Enhance data visibility to discover insights

Improve agility with rapid experimentation

Unlock the full potential of software investments

The average enterprise marketing technology stack is made up of about 91 tools,[1] leading to complexity, data silos, and inefficient manual processes. As organizations look to do more with less and adapt to rapidly shifting market conditions, something needs to change.

Application programming interfaces (APIs) have emerged as a cornerstone of innovation and connectivity. APIs serve as the glue that binds together diverse software applications, allowing them to communicate, interact, and share data seamlessly. As enterprises continue to embrace digital transformation, APIs have become indispensable tools for unlocking opportunities, driving efficiency, and fostering agility within the organizational ecosystem. OpenText solutions work with APIs to facilitate interoperability and integration, paving the way for more cohesive and interconnected enterprises.

1 Emarsys, More than a quarter of marketers have too many tools in their martech stack, 2022

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Enhance data visibility

APIs drive seamless data exchange and synchronization between disparate systems and applications, for example, integrating customer relationship management (CRM) tools with marketing platforms or connecting supply chain management systems with enterprise resource planning (ERP) software. Breaking down data silos enables key staff to access critical information and insights whenever and wherever they need them.

Improve agility with rapid experimentation and iteration

By exposing key functionalities and data resources as reusable APIs, OpenText empowers enterprise developers to build applications and services quicker and more efficiently, accelerating time to market and driving competitive differentiation. APIs facilitate internal and external collaboration, enabling cross-functional teams to collaborate more effectively by sharing resources and expertise in real time.
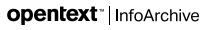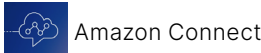
Unlock the full potential of existing software investments

Organizations can leverage the full potential of their existing software investments via seamless integration with new and emerging technologies through APIs. Whether connecting legacy systems with cloud-based applications or integrating proprietary software with third-party services, APIs are a flexible and scalable framework for extending functionality without costly redevelopment or replacement.

OpenText Developer services help organizations leverage APIs that seamlessly integrate IT functionalities into existing or new applications without draining budgets or resources. Create compelling enterprise applications for business users, enhance existing on-premises investments with new capabilities, or quickly extend solutions to the cloud faster and at a lower cost.

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Product	Integrations / connectors				
OpenText™ Communications	GUIDEWIRE	Duck Creek Technologies	salesforce	SAP	SAP S/4 HANA
	Google Cloud	opentext™ | Core Signature		Google Translate	kubernetes
OpenText™ Digital Asset Management	Adobe	salesforce	SAP	Microsoft 365	Hootsuite	Shutterstock
OpenText™ Web	Google Big Query	Google Analytics	Google Workspace	salesforce	Siteimprove
OpenText™ Core Messaging	opentext™ | Exstream™	opentext™ | Qfiniti			
OpenText™ Fax	Epic	ORACLE Cerner	veradigm.	Microsoft Teams	webex by CISCO	opentext™ | InfoArchive
OpenText™ Contact Center	Amazon Connect	sinch	twilio	RingCentral	GENESYS
OpenText™ Experience Cloud Foundation	Google Vertex	Google Vision	amazon Rekognition	Azure Vision AI	

Resource links

→ OpenText Developer

→ Partner Application Marketplace

→ Partner OEM Marketplace

→ Partner Solution Extension Catalog

About OpenText

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