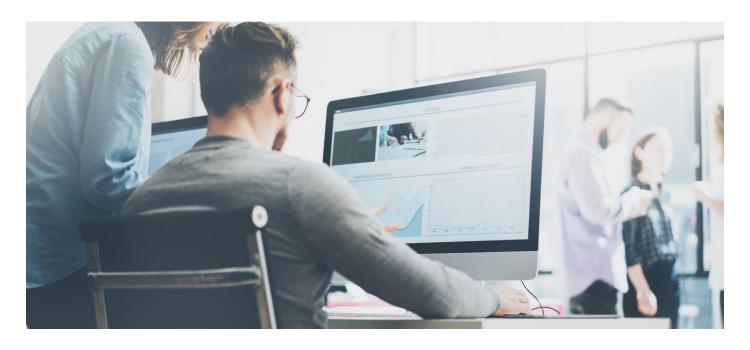# OpenText Core Web Optimization

Create and deliver targeted, high-performing customer experiences

OpenText Core Web Optimization works with:

- OpenText™ Web
- OpenText™ Digital Asset Management

Digital experiences are evolving. Marketing users need easy-to-use tools to help them experiment; gain insights; and optimize websites, landing pages, campaigns, mobile and many other channels.

OpenText™ Core Web Optimization uses audience segments, enhanced targeting and A/B testing to run experiments to improve relevancy and personalization. Part of the OpenText™ Experience Cloud, OpenText Core Web Optimization seamlessly works with OpenText™ Web in the authoring environment, Experience Studio (eStudio), to share audience segments and data across multiple experiences. The Experience Cloud uses the embedded customer data platform, OpenText™ Customer Data and integrates with Google Analytics™ and Google BigQuery™, as well as other data sources.

OpenText Core Web Optimization delivers unparalleled strategic and technical expertise via hybrid options, including a Software a Service (SaaS) platform and a managed service.

SaaS platform features

The OpenText SaaS platform provides a predictable, flexible and scalable way for organizations to mature their optimization program and enhance ROI.

The OpenText Core Web Optimization SaaS platform allows organizations to:

- Quickly create and run tests at scale through its intuitive interface.
- Access and use data seamlessly with Google Analytics and Google BigQuery.
- Segment, target and personalize online experiences.
- Analyze results anytime and anywhere.

The OpenText Core Web Optimization Managed Services team helps organizations grow a program that maximizes returns by providing:

- Strategic plans tailored to their objectives.
- Advanced data analytics capabilities.
- Continuous training and support.

OpenText SaaS includes a specific number of credits, which are used when the Managed Services team performs specific tasks (detailed below).

The OpenText model is flexible: as an organization's needs grow, it can purchase additional credits. If testing efforts take a brief pause, credits remain available until testing resumes per the agreement.

Subscription plans			
	Starter	**Standard**	**Enterprise**
Features			
Managed Services consulting	✓	✓	✓
Self-service WYSIWYG interface	✓	✓	✓
OpenText Digital Asset Management Widget	✓	✓	✓
OpenText Customer Data integration	✓	✓	✓
Desktop and mobile web page testing	✓	✓	✓
A/B and Multivariate experiments	✓	✓	✓
Targeting and personalization		✓	✓
IT-Free changes		✓	✓
Responsive web design		✓	✓
Single Page Applications (SPA)			✓
Angular page integration			✓
Number of domains	5	10	20
User logins	2	5	20
Annual page views	600M	1.2B	2.4B

Subscription plans			
	Starter	**Standard**	**Enterprise**
Managed Services included			
Create test plans	⊘	⊘	⊘
Weekly checkpoints	⊘	⊘	⊘
Results summaries	⊘	⊘	⊘
Weekly analysis		⊘	⊘
Annual and quarterly business reviews		⊘	⊘
Roadmap		⊘	⊘
Competitive analysis			⊘
Maturity assessment			⊘
Minimum term	12 months	12 months	12 months

Credits

What is a credit?

A credit is a unit of measurement (see definition table below) that customers consume when the OpenText Core Web Optimization Managed Services team builds tests or delivers additional service at the request of customers. Using the self-service platform does not consume credits.

How credits are consumed

Credits are consumed through the Managed Services team developing tests and delivering additional services on behalf of customers. The number of credits consumed by the customer depends on the complexity of the test. Simple tests (text or image changes and a few page counters) require fewer credits. More sophisticated tests (multi-page tests with layout changes, multiple segments and adaptive targeting) require more credits. Before Managed Services begins work on a test or undertakes additional services, the customer success manager will produce, and the customer will approve, a Test Plan (defined in Managed Services) that includes the number of credits required.

Purchase of additional credits

Customers can purchase additional credits at any point in the contract. Purchasing additional credits does not extend the term of the agreement, unless otherwise stated.

Credit costs

	1 Credit	3 Credits	5 Credits
The page is a...	Static landing page or similar with no dynamic content	Dynamic page with several variations, such as a search results page	Complex, AJAX-driven page, part of a single page app or multi-page test
The organization needs OpenText to make...	Small changes to text, images and calls to action or set up redirects	Layout or small functionality changes	Advanced functionality changes, display logic and building from designs
The organization wants to measure...	Up to 15 new Success Metrics	Up to 30 new Success Metrics	More than 30 Success Metrics or requires advanced analysis on relationships between metrics
The audience for the test or change is...	No segmentation	Up to 5 segments	More than 5 segments

Managed services

Feature	Delivery specifications
Customer success manager (CSM)	The CSM is the day-to-day contact responsible for managing the operations and communications with the customer. The CSM will also offer consultancy, recommend test ideas and develop hypotheses based on sources, such as web analytics data, other test results seen in the customer's industry and beyond, user testing results, survey data, journey recordings and other information sources. The CSM will lead and manage the testing roadmap, scope and design the test plans, liaise with the other team members to verify and launch tests, report test analysis and provide consultancy and recommendations for future tests and campaigns.
Technical consultant (TC)	The TC is the contact responsible for all technical development during the project. The TC will support the code integration during the set-up stage, develop and build all test templates and tracking, perform initial quality assurance for all test variants across all browsers and segments, and build any modifications or enhancements to the code or tracking.
Analyst	The analyst is the contact responsible for reporting and insights. They will work with the CSM during the test planning phase to design tests based on available analytics data and past results, perform test analysis and generate a test summary following test completion. The final test report will include an executive overview, test breakdown, the value of optimization and recommended next steps.

Managed services	
Services	
Feature	**Delivery specifications**
Product training and support	Product training included within account management includes walkthroughs of approximately one to two hours each in length covering tasks, such as building simple tests or navigating to and understanding the different reports. Ongoing support is offered via email and telephone during weekly checkpoints.
Test Plan	The OpenText Core Web Optimization CSM will create the recommended Test Plan based on the customer's strategic objectives. Test Plans include, but are not limited to, the test hypothesis, expected time needed to run the test and the number of credits required.
Weekly analysis	The CSM and analyst will provide the customer with a regular update on the progress of each test in writing via email or other systems. This is normally provided weekly but may be less frequent for lower traffic tests. This update includes information on the performance of each variant or value in the test against one or more key KPIs. The CSM and analyst will also include advice on whether current statistical significance indicates underperforming, variants/values can be removed or the test is complete.
Weekly checkpoints	Weekly checkpoints are status meetings: the CSM will meet with the customer via telephone on a weekly basis to create Test Plans, advise on progress for tests in progress, and review results of recently completed tests.
Results summaries	Once a test is concluded, the CSM and analyst provide the customer with a summary of the test results in Microsoft® PowerPoint® format. This includes a top-level summary of test results to be shared with executives and may also include more in-depth analysis on multiple KPIs or segments.
Annual and Quarterly business review (QBR)	QBRs are strategic engagement reviews. The CSM's team meets with the customer's team, including the customer management and decision makers, to review the state of the program. This meeting includes the customer's strategic objectives for the program, progress towards those objectives, recommendations for future optimizations and organizational changes that may improve program success, and a review of test results. For enterprise customers, the QBR may also include a maturity assessment and benchmarking services, as described below.

Managed services	
Strategic services	
Feature	**Delivery specifications**
Maturity assessment	OpenText Core Web Optimization has developed a proprietary assessment that provides any customer with a clear measure of optimization execution and organizational maturity.
Internal benchmarking	OpenText Core Web Optimization can help develop an internal benchmarking system to keep track of tests' performance and compare tests internally to identify trends.
Industry and cross-industry benchmarking	As OpenText Core Web Optimization works with many companies in the same industry and across industries, the team can put performance (on certain pages, KPIs, or otherwise) in context. Learn where the organization is best in class and where it has significant room for improvement.
Custom reporting	Custom reporting is any reporting requirement that goes beyond the standard analysis and results summaries described above. This may include looking in detail at correlations between KPIs or segments or integrating analysis with data from other sources provided by the customer.
Workshops	The OpenText Core Web Optimization Managed Services Team can run on-site workshops on a variety of topics related to testing. These may include 'hackathons' designed to build engagement and a culture of testing, technical workshops covering methods of implementing tests, strategic workshops looking at how to integrate testing in an organizational structure or other topics at the customer's request.
Tailored training	The OpenText Core Web Optimization Managed Services team provides tailored technical or analytical training sessions, either on-site or at OpenText's offices. This covers specific relevant testing, integration and reporting scenarios agreed in advance with the customer.

Key software capabilities

- MVT and A/B/n testing
- Personalization
- Targeting
- Segmentation
- Campaign management
- Analytics interface
- Customizable reporting
- Page and Click KPIs
- Visual previews for any device
- Role-based permissions
- Single tag integration
- Java-Script API
- API integration for analytics, email, and other third-party software
- Google Marketing Platform integration using the OpenText Customer Data
- OpenText™ Digital Asset Management (DAM) integration
- OpenText Web Integration (CMS)

OpenText Web integrations (CMS)

- Single sign-on using OTDS
- Contextual integration between page editor and OpenText Core Web Optimization allows users to directly create experiments and view results from the page editor (Experience Studio)
- Import and use cloud-based OpenText Core Web Optimization audiences for server-side targeting in OpenText Web
- Seamlessly import and publish best-performing content from OpenText Core Web Optimization into OpenText Web to leverage core CMS capabilities like approval workflows, auditing, etc.

Enterprise SaaS

- 99.99% Server Service Level Availability
- 99% Application Service Level Availability
- Distributed data center locations
  - United States (OR)
  - United States (Virginia)
  - Japan
  - Ireland
- Physical Security - SSAE16/SOC2 Standards

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