OpenText Web's Intelligent Content Creation

Leverage artificial intelligence and machine learning to expedite content creation and repurpose existing assets

Benefits

- Tag images automatically for consistent and accurate metadata
- Find relevant assets quickly to amplify content
- Summarize long-form content to easily repurpose it on any channel

Every organization has a collection of content that gets filed and forgotten. Once the cornerstone of a campaign or concept, these valuable resources now collect digital cobwebs. At the same time, marketing teams are under mounting pressure to increase key performance indicators (KPIs) with less time and money and fewer people. With shorter attention spans and smaller screens, marketers need to break through the digital noise and continue to drive revenue.

The OpenText™ Web Intelligent Content Creation feature enables organizations to keep pace with digital change and ever-evolving buyer behavior. Using artificial intelligence and machine learning, it brings an organization's existing assets to any user's fingertips, saving time by generating metadata for images and editing long content into a more digestible length, for repurposing across a multitude of uses and channels. In short, it extends personal bandwidth by automating mundane, time-consuming tasks and allowing users to prioritize higher value activities.

Tag images automatically for consistent and accurate metadata

Metadata is applied to images using rich media analysis for accurate and consistent tags, freeing up time and ensuring that content can be leveraged for personalization. The tagging process can happen at any time and with any

Associated service options available

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

number of files simultaneously, allowing users to tag an individual image or a batch of hundreds of images upon upload. Users simply select the image(s) required and click "Tag," as outlined in Figure 1. The metadata will tag a description and keywords to each image automatically as shown in Figure 2.

Find relevant assets quickly to amplify content

Similarly, machine learning improves the time it takes to create and publish content. Using Solr, an open-source enterprise-search platform, OpenText Web's Intelligent Content Creation delivers relevant content suggestions based on pre-existing content on the page. When inserting media or documents during content creation, it will prioritize relevant "Suggested Content" above all other content available, as outlined in Figure 3. Users can add and delete keywords to improve the quality. This makes it easier to reuse existing content, finalize layouts faster and make the most of marketing assets.

Summarize long-form content to easily repurpose it on any channel

As the needs of readers are changing, content creators are challenged to shorten longer content, such as articles and blogs, for alternative use, including promotional areas on a website or portal. OpenText Web's Intelligent Content Creation simplifies the editing process with OpenText™ Intelligence, which summarizes the most relevant content. Within this feature, authors can customize the results on-the-glass before publishing it, as seen in Figure 4. Authors can add an appropriate title, change the length of a summary, finalize the copy and then save it as a "Content Item" for use anywhere.

As experts in individualization at scale (hyper personalization), OpenText Web understands the power of metadata. The tags associated with intelligently created assets automatically enable content for third-party application reuse. As OpenText Web is headless, repurposing assets is efficient and easy. Instead of rebuilding pages each time, users can maximize exposure on any digital device.

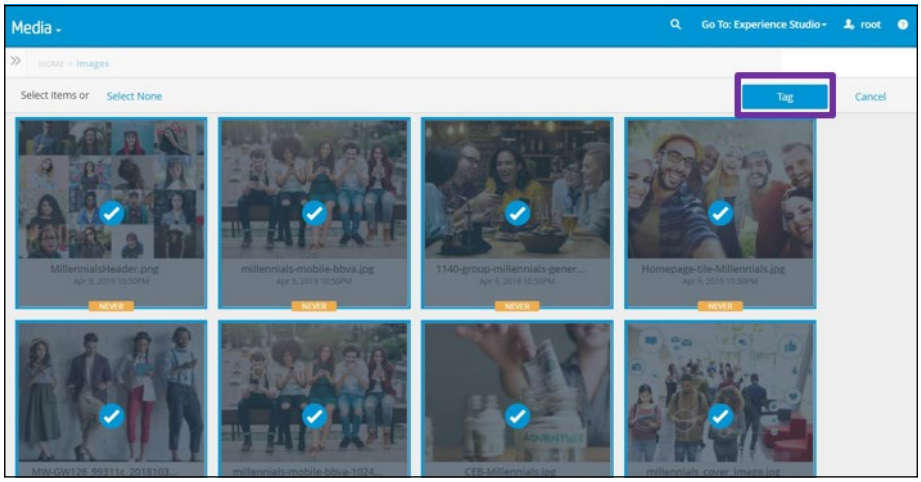

Figure 1: Add metadata to images by selecting the correct files and then clicking "Tag."

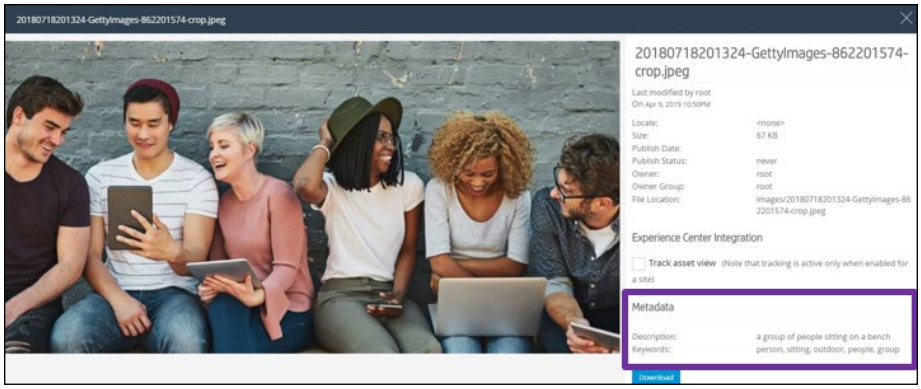

Figure 2: Rich media analysis automatically provides a description and keywords for each image.

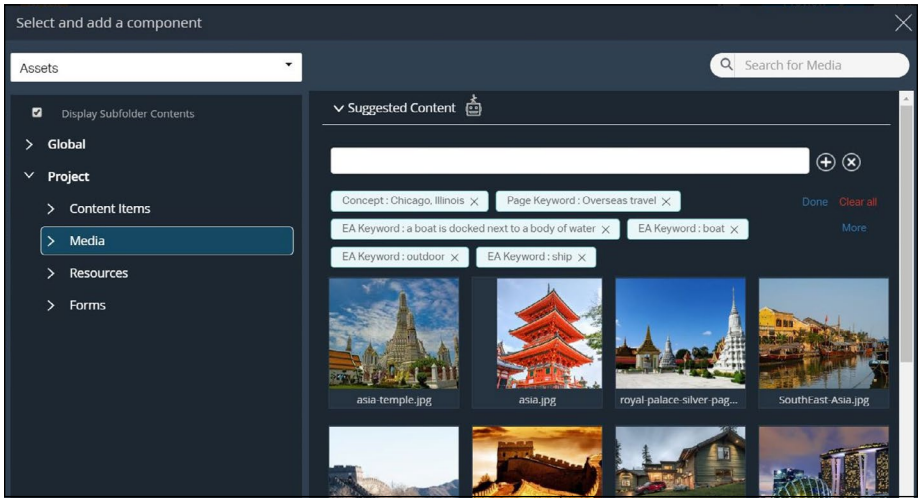

Figure 3: OpenText Web uses machine learning to suggest an array of relevant content from documents to images.

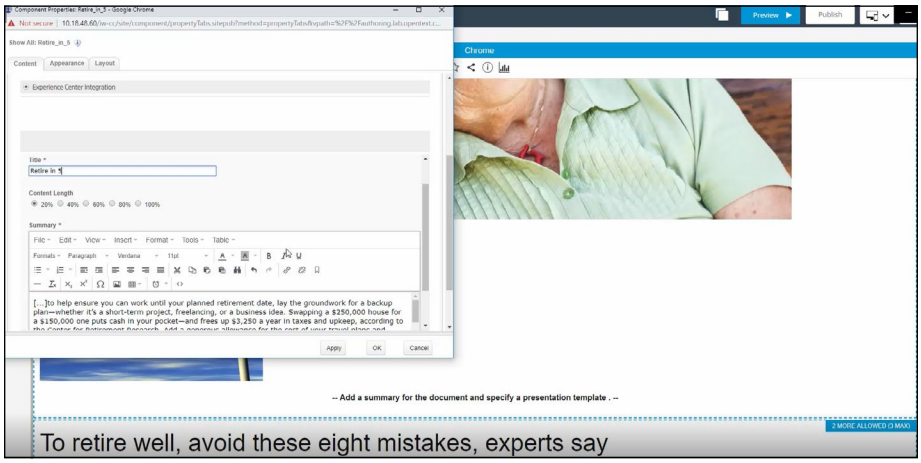

Figure 4: OpenText Intelligence enables users to create fully-editable, relevant content summaries in OpenText Web.

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