

Exstream Cloud Edition (CE) 20.2

Modernize and facilitate digital transformation with a new cloud-native version of Exstream™.



Accelerate access to new innovations

– quickly deploy new functionality



Streamlined user experience –

Role-based UI



Cloud-optimized CCM - Enterprise CCM on the cloud of choice



Faster time to market from creation to design

– non-technical users create communication templates, author content and model communication flow

Creating better customer experiences is critical to staying ahead of the competition and cloud technology has become the foundation for enterprise digital transformation. Exstream Cloud Edition (CE 20.2), is a new, cloud-native version of Exstream that lets customers run CCM anywhere. Although based on Exstream, the leading Customer Communications Management (CCM) software, Exstream CE includes new functionality and can be deployed in the cloud of the customers' choice or on premises.

Whether you're struggling with long lead times to make changes, little control over regulated content, error-prone manual process or inability to produce relevant personalization, Exstream Cloud Edition can help by combining the power of enterprise CCM with the benefits of being in the cloud.

OpenText Exstream CE 20.2 is the next-generation of cloud-native CCM, designed to give organizations of all sizes the competitive advantage Exstream provides and a choice in where they deploy, while making it easier and more cost-effective to implement, maintain, and update. Exstream 20.2 is containerized and uses cloud-native, portable and open source industry standards such as Docker and Kubernetes for customer-managed deployment on premises or to run anywhere -- in their cloud of choice (private, hybrid, any hyperscaler, OpenText Cloud).



Decomposed into individually deployable containers that represent a robust microservices architecture that can take full advantage of cloud elastic scale features and REST API based access methods.

Running in the cloud comes with its own benefits such as:

1. **Scalability** - Scale dynamically without affecting the entire application – easily add more resources / computing power when needed
2. **Security** - Isolate applications in separate containers, important for GDPR, HIPAA, PCI and other data privacy requirements
3. **Portability** - No need to worry that an application needs to be updated when the underlying infrastructure changes

Accelerate access to new innovations

With container-based deployment and operations using Docker, containers managed by the industry-standard Kubernetes framework, companies can quickly and regularly deploy new functionality and versions, get up and running with cloud-based enterprise CCM, or just simplify their upgrades to take advantage of latest features also on premise.

Streamlined user experience

Role-based access for communication design, authoring, configuration, and orchestration through a fully web-based and harmonized user experience, for improved user productivity.

Cloud-optimized enterprise CCM

Multi-cloud capable and multi-tenant CCM enable taking advantage of cloud-based elastic scaling with a microservices-based architecture. Enterprise-class CCM for companies of all sizes, without compromising on Enterprise grade design and production capabilities and Exstream's well known market leading performance.

Faster time to market from creation to design

Take design and authoring to the next level for business users – Enable all communication key personas to get the job done quicker, from web-based data mapping and definition, through improved visual comparison of content changes and integrated mobile design experience allowing to create true omni-channel communication experiences faster.

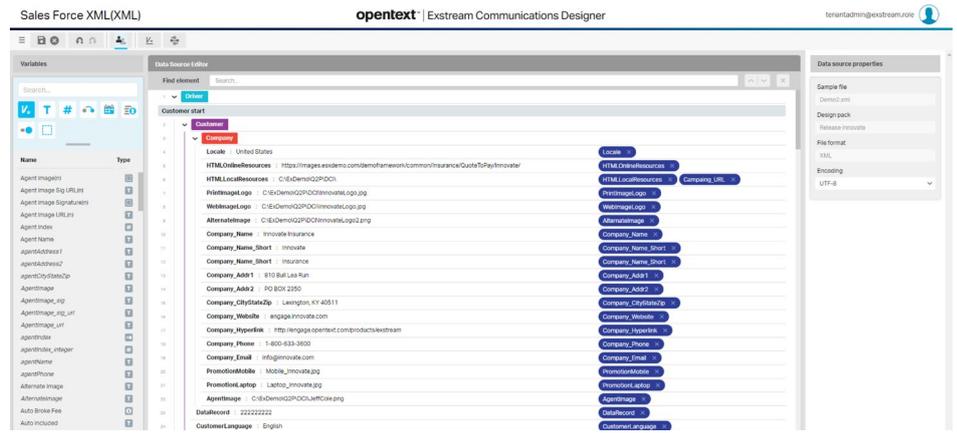
Exstream CE is a new version of Exstream that has been built for the cloud. It not like other CCM solutions that are available in the cloud, many of which are not cloud native. Exstream is unique because:

- Exstream CE is the only solution that delivers high-volume batch transactional communications in the cloud - **not limited** by production engine capabilities
- True **enterprise-class CCM** in the cloud – design, authoring orchestration
- Exstream CE is the only **multi-cloud solution** – pick the cloud of your choice – whether private, hybrid, hyperscaler or other
- Exstream CE leverages API-enabled **microservices** for easily building new functionality into CCM apps, connect to any systems multiple
- Exstream CE supports **elastic scaling** – scale up or down depending on your need for faster processing
- **Exstream CE future proofs CCM** – Leverages leading cloud technology like Kubernetes and Docker to future proof your investment

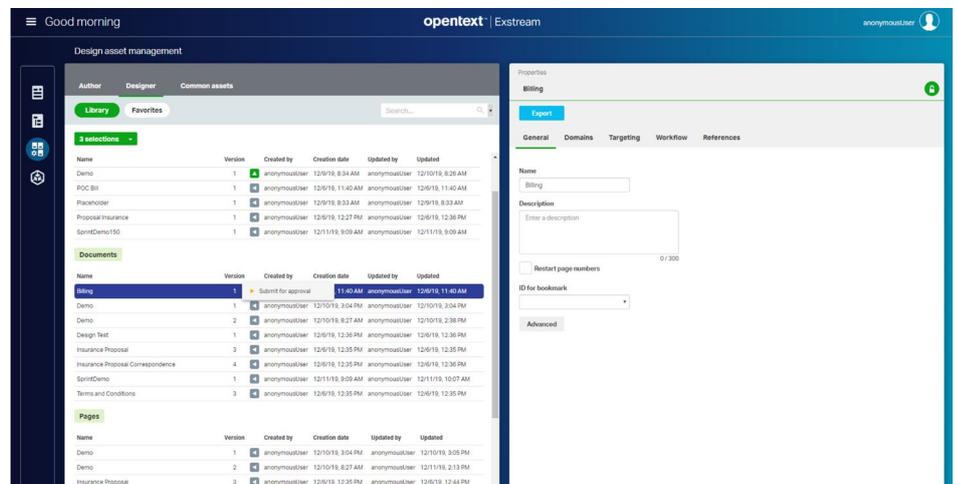
Exstream CE is sold on transactional licensing model based on usage/consumption - allowing fully utilized cloud scalability. Optimized for cloud deployment, Exstream CE delivers web-based design, composition, interactive editing, and orchestration based on the Exstream, a market-leading CCM solution. Cloud-based design and authoring available (based on number

of users) through cloud edition (CE) versions of Communications Designer, Content Author, and Empower. Features include:

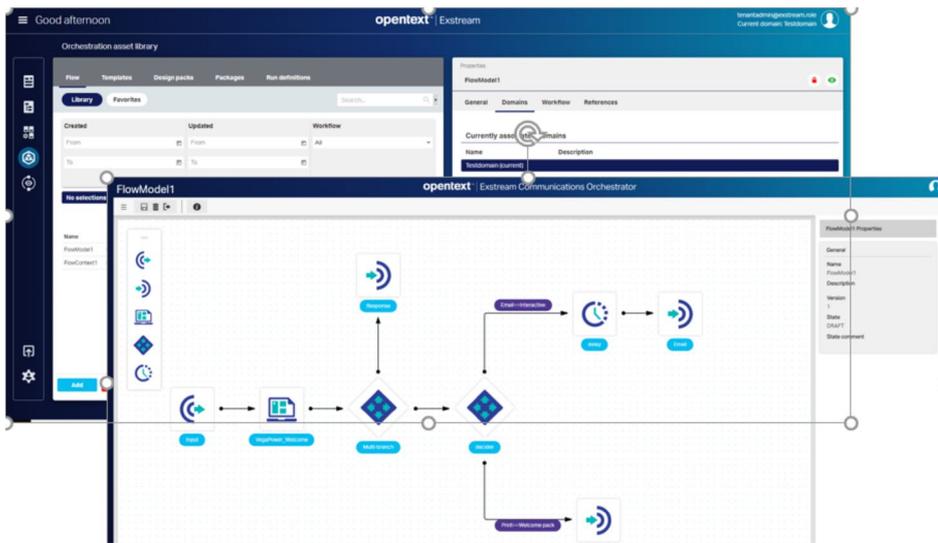
Feature	Benefit
Streamlined UX	Unified, cloud-based user interface for communication design, authoring and orchestration
Simple to install and deploy	Get up and running in minutes whether on prem or cloud install
Simplified data mapping for business users	Manage common data sets and mapping for all communications and easily manage changes and revision of data configurations
Omnichannel design	Design for any channel in the browser with mobile design and see real-time simulation of communication in mobile, web, email and print
Communication flow modelling	Centrally manage all communication flows and approvals in web-based environment
Optimized for Cloud – any cloud	Multi-tenant, but also runs on premise, as long as customer run Kubernetes



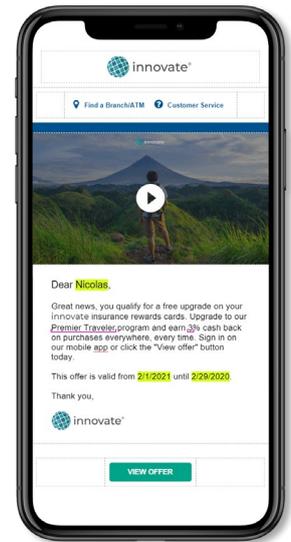
Rapid data source and data mapping creation.



Central access to all communications assets, versioning and workflow. From fonts, to rich media all managed in the multi-tenant capable Distributed Asset Service in Exstream CE.



Fully web-based orchestration configuration and control with new cloud connectors for AWS S3 as well as controls for timed delivery and routing.



Design for any channel with real-time simulation and web-based design experience

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