Messagepoint® — Because communicating with your customers shouldn't be so hard

Content management for business users in OpenText Exstream with Messagepoint.

nirva

messagepoint®

Why Messagepoint?

We built Messagepoint because communicating with customers shouldn't be that hard. We believe in disrupting the status quo, in making the complex simple. We also believe that speed matters for your customer communications, and that you shouldn't have to compromise with what is sent to your customers.
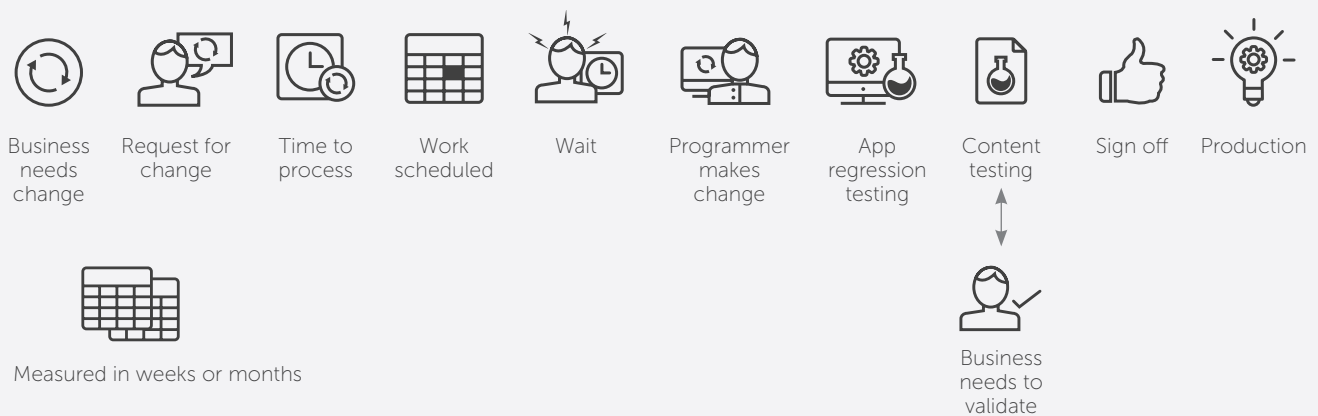
Messagepoint is a powerful hybrid-cloud customer communications management (CCM) platform, designed to put your business users in direct control of the messages you send your customers. Tightly integrated with OpenText™ Exstream, Messagepoint lets you personalize and target any form of communication with speed and ease, on any channel – print, web, email, mobile/SMS, and others.

Not only does Messagepoint let your business users take charge of content creation and maintenance, it reduces the burden on your OpenText™ Exstream programming staff by decoupling your business content and rules from the core OpenText™ Exstream application.
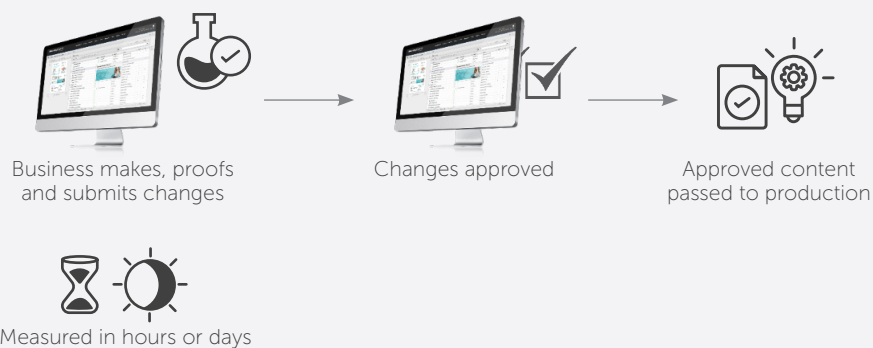
Instead of programming, you can calibrate your targeting rules with an easy-to-use plain language interface. This reduces errors, accelerates time to market for new content, and ensures that your business users can manage even the most complex targeting for themselves.

Use Messagepoint to give your customers personalized messaging, targeted based on their own data and relevant to their individual needs. Messagepoint isn't just for marketing – it's for getting the right message to the right person, the right way, at the right time.

Without Messagepoint

Business needs change	Request for change	Time to process	Work scheduled	Wait	Programmer makes change	App regression testing	Content testing	Sign off	Production

Business needs to validate

Measured in weeks or months

With Messagepoint

Business makes, proofs and submits changes → Changes approved → Approved content passed to production

Measured in hours or days

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Business user layer

- Content authoring
- Rule management
- Variation management
- Proofing & testing
- Workflow & approval
- Tracking & reporting
- Scale & maturity

OpenText™ Exstream

Touchpoint delivery layer

- Best in class CCM
- Complex communications
- Advanced templates
- High performance processing
- Multi-channel output

Key features of Messagepoint

Enter content using an easy-to-use web-based editor

You can use a simple web-based editing tool that has been pre-set with styles that meet your brand standards, to enter or change your communications content.

Target content using non-technical language

By creating targeting rules in plain language, you can deliver the right content to the right customers at the right time.

Share content across communications

To ensure consistency across all of your communications, you can share text and graphical content. When you make a change to your shared content, it's done in one place and automatically updates everywhere it's used across your communications.

Easily manage client variations

Managing multiple variations of your customer communications no longer needs to be a spreadsheet nightmare. With Messagepoint, you can quickly create and manage content for each of your customer segments in a single structured template.

Self-serve proofing and testing

With self-serve proofing and testing, you see what your content looks like in real time. Once you are sure it's correct, formatted properly, and being sent to the right person, you can approve it and quickly get it into production.

Approve your content

A configurable approval workflow ensures that only the content changes that are approved by the right users make it into production.

Managing versions and releases

The Versioning features lets you work on multiple versions of the same communication in parallel, then sync those changes when and where you need them.

Tracking and reporting

The Reporting feature gives you the information you need to verify the right content went to the right customer. You can also see exactly what messages and content an individual customer received.
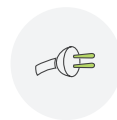
Messagepoint.com

- Secure, browser-based interface
- Robust approval workflow for content and rules
- Accessed via the cloud via Messagepoint.com

Messagepoint Decisioning Engine (DE)

- High-performance engine
- Determines who gets what message and how
- Flexibility to deploy as many DE's as needed
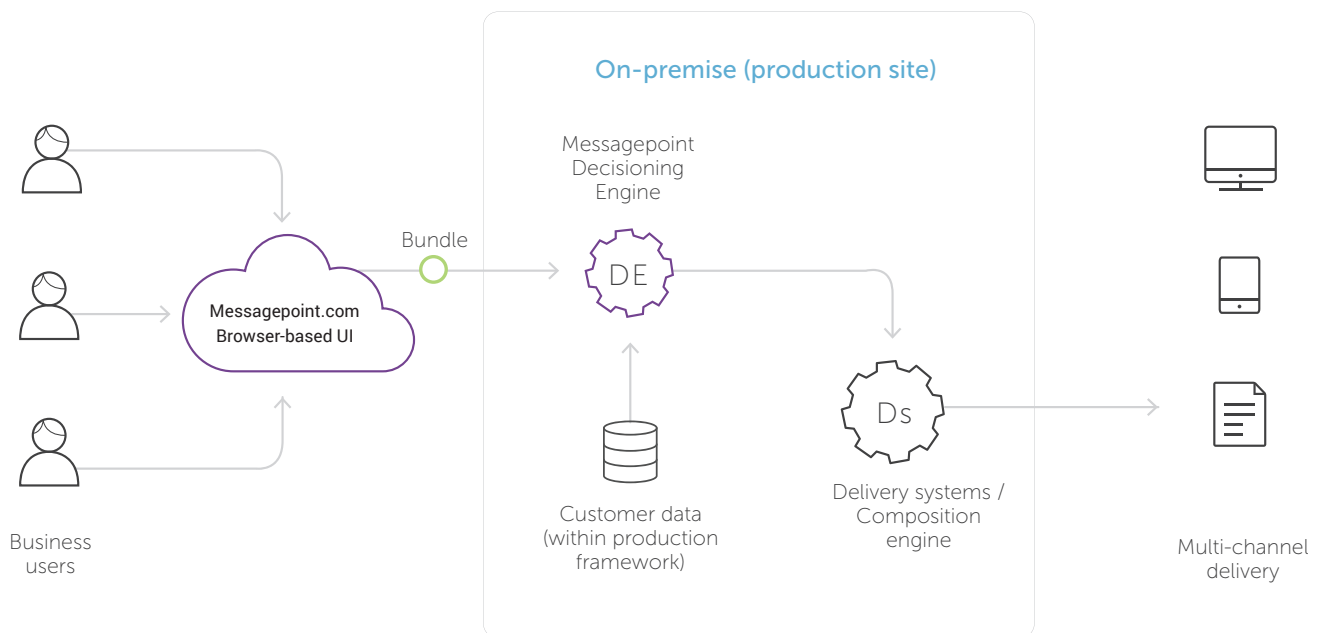- Interacts with your data securely at your site

Messagepoint Connector API's

- Delivery system agnostic
- Transforms content to delivery system compatible format
- Format for other systems (like OpenText™ Exstream) or format final form (like HTML)
- HP Exstream connector leverages Dynamic Content Import and DXF

Give business users control over messaging content, messaging rules and approval workflows.

Messagepoint integrates with existing delivery systems while your valuable customer data remains secure behind your firewall.

Improve the customer experience through personalized, targeted messaging delivered to any channel.

On-premise (production site)

Messagepoint Decisioning Engine

DE

Bundle

Messagepoint.com Browser-based UI

Business users

Customer data (within production framework)

Delivery systems / Composition engine

Ds

Multi-channel delivery

Next Steps

To learn more about Messagepoint, please call us on +44 (0)20 7692 0616, email us at enquiries@nirvauk.com or visit nirvauk.com

nirva *Smarter Customer Communications*