OpenText Widget Services

# An easy way to publish and distribute content to audiences both inside and outside the firewall

OpenText Widget Services enables users to publish content into lightweight web applications called widgets. Widgets package content that can be easily embedded onto any web page. Customers, partners, and employees can grab the embed code for the widget and share it with other sites, extending the reach of the content package. Documents, images, even videos can also be viewed in the widget with no downloading required, providing an easy and quick way to view the content in the widget.

## WHY WIDGETS?

- Package and syndicate a wide variety of content
- Control your content in an interactive widget
- Let others share your widget on any web page

## Widget Tethering

Widgets are tethered to the content sources so that widget creators can keep control over the content that is packaged and published in the widget. Widget content can be easily updated on the fly, long after the widget has been published and disseminated. OpenText Widget Services also provides insight into user engagement with the widgets and the content published within them, such as where and when the widget was placed and what content was viewed and downloaded.

Widget Services enriches the customer experience, ensuring content is current and enabling the sharing of content across web properties, including social networking sites. Widget Services support a variety of use cases across the enterprise.

Easy process to create a widget, select template style, add content, customize and copy embed code to target location on web page.



Widget Manager allows you to edit, copy or inactivate a widget in all its instances, manage the metadata, and review widget metrics.

## OpenText Widget Services Use Cases

**As a Marketing solution.** Widget Services supports the distribution of campaign collateral and product and service information, such as documents, presentations, images, forms, and other relevant content.

**As a Customer and Partner Channel Support solution.** Widget Services provides the latest versions of manuals, instructional information, and guides, which can further be shared on partner and distributor sites. Transactional data, including orders and invoices, can also be shared between partners.

**As a Human Resources solution.** Widget Services supports scenarios such as new employee onboarding packages or promotion of education programs.

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## Integration with OpenText Content Server and OpenText Media Management

OpenText Widget Services includes an integration connector to OpenText Content Server 9.7.1 and 10 and OpenText Media Management 7.05 and 7.1, supporting syndication of office documents, PDFs, and images. Multiple repositories are supported and a widget can combine content from different repositories. There are several eye-catching widget templates available for a single asset and multiple assets; and in HTML5 or Flash. ∎

**www.opentext.com** ▪ **sales@opentext.com** ▪ **800 499 6544**