OpenText Content Cloud integrations for Salesforce

Achieve sales growth objectives with GenAI-powered content management for smarter, faster sales processes
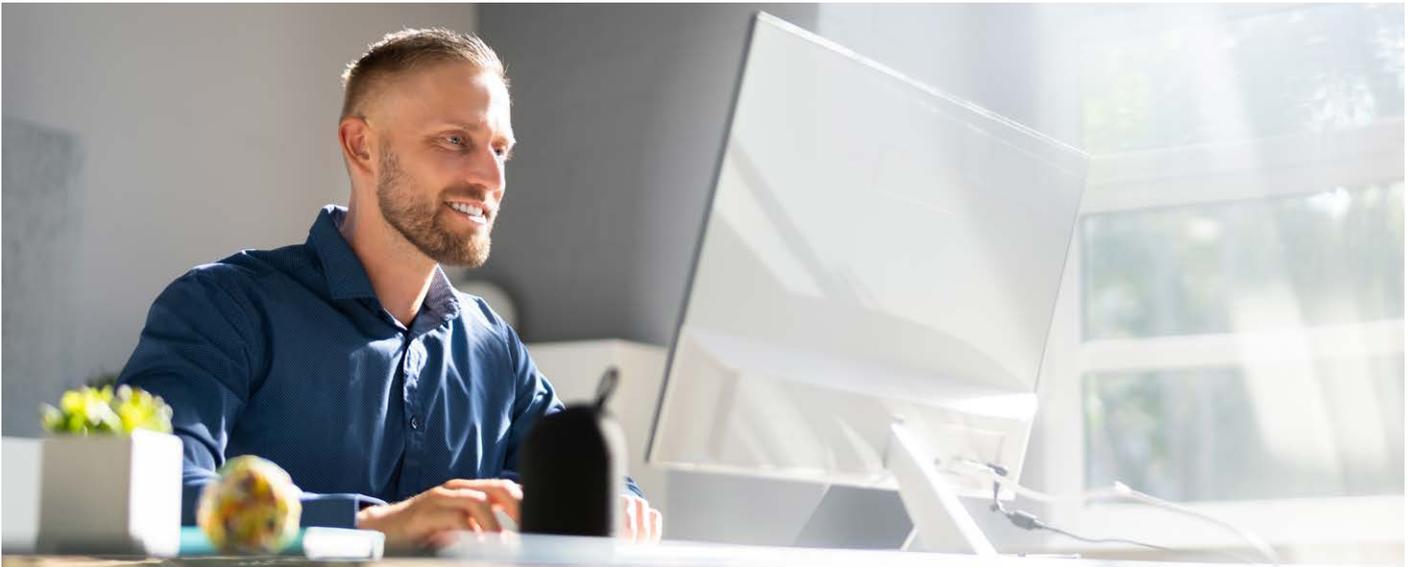
Benefits

- Surface valuable insights fast across all touchpoints
- Focus on selling, not mundane tasks
- Boost CRM data value and optimize customer experience
- Protect and secure customer information

Salesforce data reveals that sales professionals spend just **28 percent** of their week selling, using an average of **10 tools** to close deals.[1] Despite prioritizing revenue-generating tasks, sales and service are bogged down by tedious work and searching for customer insights. OpenText's AI-powered content management connects Salesforce with information across all touchpoints, helping teams refocus on fostering customer connections and driving growth.

Find new opportunities uncovering account knowledge and insights

Salesforce data shows 53% of customers expect companies to anticipate their needs. Give Sales and Service teams all the information they need to keep customers happy. Use GenAI to help gain visibility into buying trends, customer histories, and other customer insights to identify opportunities that increase customer lifetime value and revenue.

Spend more time selling eliminating mundane tasks

Remove non-selling tasks to close more deals. AI process automation can save your sales reps hours on repetitive administrative tasks like data entry. Reduce paper-based processes and automatically capture and classify data from incoming documents such as sales contracts and invoices.

[1] Salesforce, State of Sales, 5th Edition, 2022

Success story

"Thanks to OpenText Content Management for Salesforce, we're enabling the business to respond to client requests for contract proposals quickly—helping to sharpen ENGIE Italia's competitive edge."

**Francesco Presicce,** Manager, IT Business Support, ENGIE Italia

Get the most out of your CRM data

Integrate data from CRM systems like Salesforce® into OpenText content management solutions and provide Sales and Service reps with a 360-degree of customer information. Using an embedded GenAI content assistant, reps can quickly find and summarize information, as effortlessly as typing a question into a chat, and respond to customer requests with personalized follow-up emails in any language.

Protect customer trust with secure and governed information

Comply with mandates and regulations, including privacy regulations such as GDPR, through an added layer of robust information governance built into your content management solution to keep customer information protected, audit trails accurate, and access secure through role-based permissions.
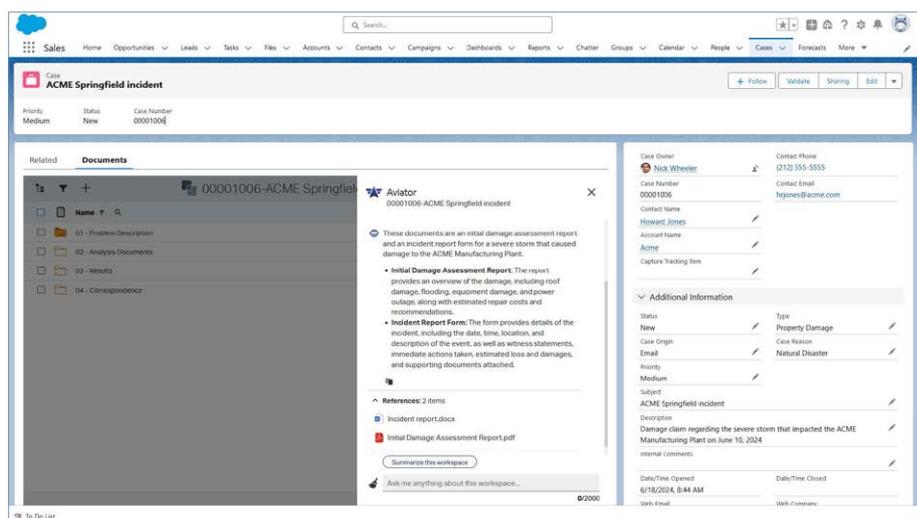
Sales and service reps quickly find and summarize information with AI-powered OpenText™ Core Content Management for Salesforce

| Product	Description
OpenText™ Core Content Management for Salesforce®	Simple and secure SaaS document management for Salesforce.
OpenText™ Core Capture for Salesforce®	Seamlessly ingest mission-critical documents and accelerate Salesforce processes.
OpenText™ Content Management for Salesforce®	Enhance collaboration, automate processes and maximize efficiency in Salesforce.
OpenText™ Documentum™ Content Management for Salesforce®	Bridge information silos with Documentum cloud content management for Salesforce.
OpenText™ Content Aviator	Transform productivity with AI content management and an intelligent AI content assistant.

Resources

OpenText AI-powered content management seamlessly integrates with Salesforce and other key systems and applications for Sales and Service teams, such as SAP®, Microsoft®, and Google Workspace™. With OpenText, organizations can maximize productivity, streamline processes, and uncover actionable insights to delight customers and drive new revenue opportunities. A leader in information management, OpenText is a trusted single vendor for all content solutions.
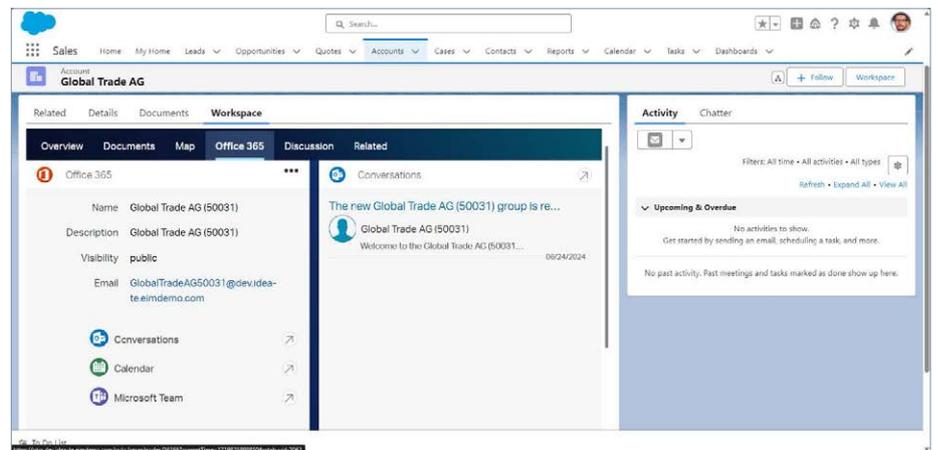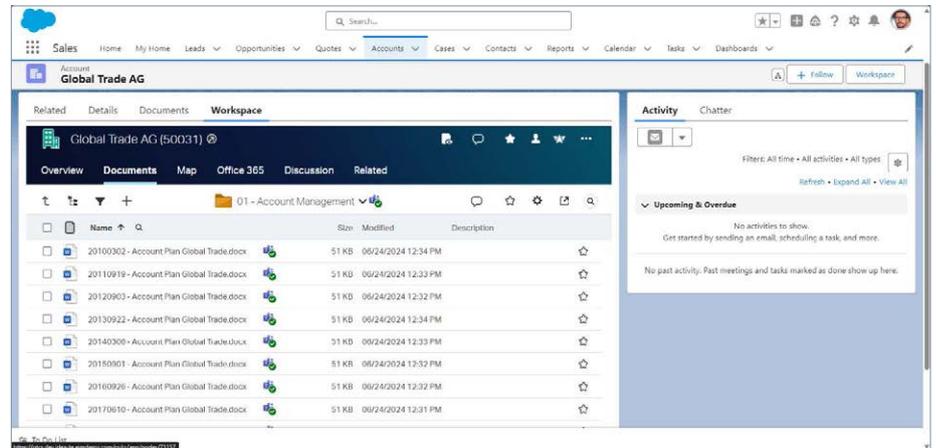
OpenText business integrations make information instantly accessible across all customer touchpoints

opentext™