Content World – PPT (full Screen)

Continuous Loop (plays during walk-in)

Ready Steady Go – Video

Background is colored ribbons

Content World – PPT (full Screen)

Continuous Loop (plays during walk-in)

OPEN TEXT
CONTENT WORLD 2010

share the vision

COMMUNITY • VALUE • MOTION

November 7–12, Washington, DC





Content World 2010

General Session

James Latham

Chief Marketing Officer

November 10, 2010

CONTENT WORLD 2010

share the vision

COMMUNITY · VALUE · MOTION



Through collaboration and sharing our **collective expertise**, we are building the global community of **Content Experts**.



Working together we will execute on your **ECM strategy** and help **achieve** your organization's business **goals**.



Strike the balance between the need to **access content** wherever it is with the mandate to use it in a **secure, compliant** way.

OPEN TEXT
CONTENT WORLD 2010

share the vision

COMMUNITY • VALUE • MOTION

November 7–12, Washington, DC



Static Cloud Image Background

Display Behind all of Tom's Presentations


OPENTEXT
THE CONTENT EXPERTS
Content World 2010
Share The Vision
Tom Jenkins
Executive Chairman and Chief Strategy Officer
November 10, 2010

Open Text Retrospective

Nov 2009 – Nov 2010

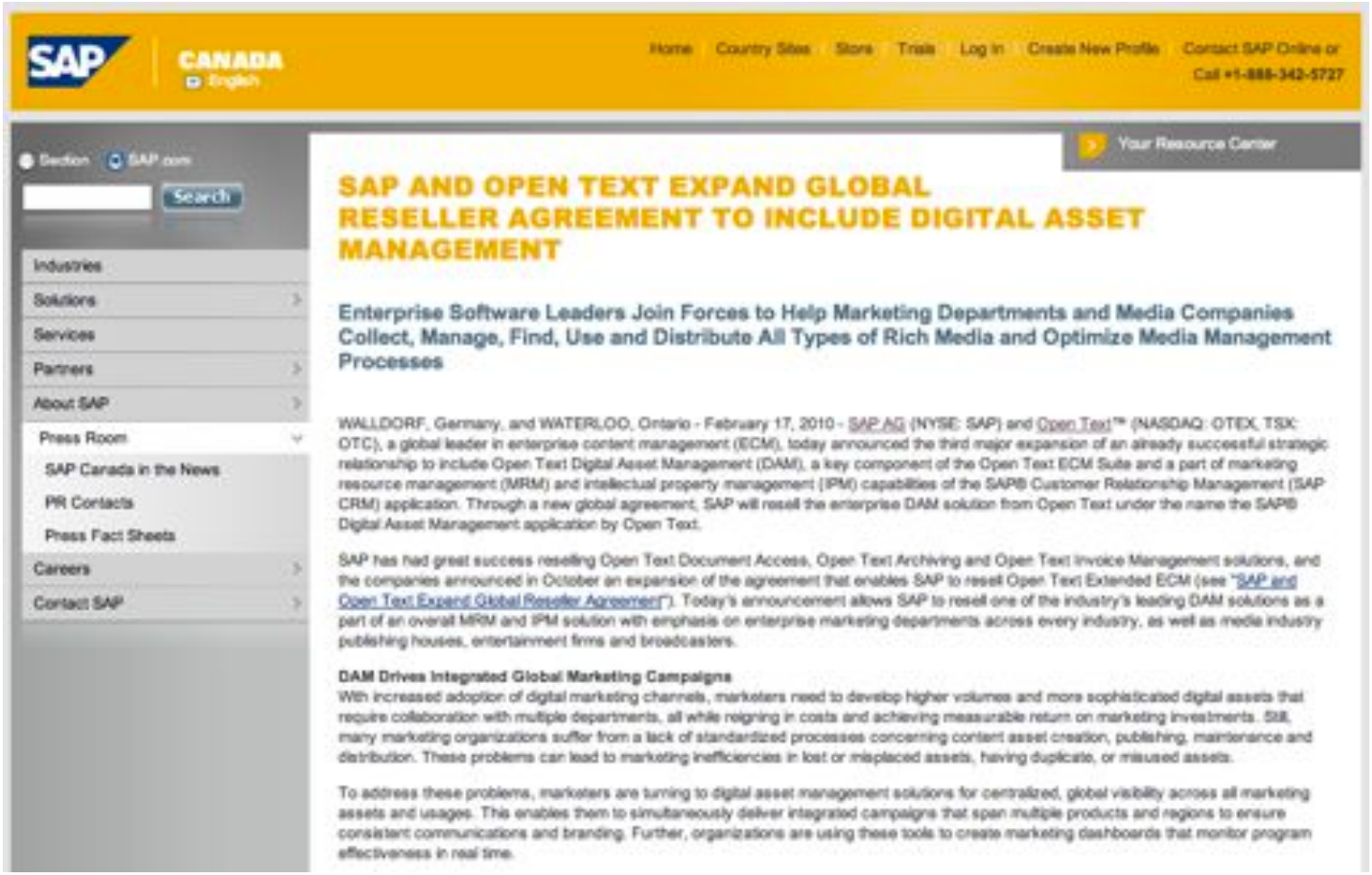


Open Text launches Vignette V8





SAP agrees to resell Open Text DAM



SAP CANADA English

Home | Country Sites | Store | Trials | Log In | Create New Profile | Contact SAP Online or Call +1-888-342-5727

Section | SAP.com

Search

Your Resource Center

- Industries
- Solutions
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- Partners
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- Press Room
  - SAP Canada in the News
  - PR Contacts
  - Press Fact Sheets
- Careers
- Contact SAP

SAP AND OPEN TEXT EXPAND GLOBAL RESELLER AGREEMENT TO INCLUDE DIGITAL ASSET MANAGEMENT

Enterprise Software Leaders Join Forces to Help Marketing Departments and Media Companies Collect, Manage, Find, Use and Distribute All Types of Rich Media and Optimize Media Management Processes

WALLDORF, Germany, and WATERLOO, Ontario - February 17, 2010 - SAP AG (NYSE: SAP) and Open Text™ (NASDAQ: OTEX, TSX: OTC), a global leader in enterprise content management (ECM), today announced the third major expansion of an already successful strategic relationship to include Open Text Digital Asset Management (DAM), a key component of the Open Text ECM Suite and a part of marketing resource management (MRM) and intellectual property management (IPM) capabilities of the SAP® Customer Relationship Management (SAP CRM) application. Through a new global agreement, SAP will resell the enterprise DAM solution from Open Text under the name the SAP® Digital Asset Management application by Open Text.

SAP has had great success reselling Open Text Document Access, Open Text Archiving and Open Text Invoice Management solutions, and the companies announced in October an expansion of the agreement that enables SAP to resell Open Text Extended ECM (see "SAP and Open Text Expand Global Reseller Agreement"). Today's announcement allows SAP to resell one of the industry's leading DAM solutions as a part of an overall MRM and IPM solution with emphasis on enterprise marketing departments across every industry, as well as media industry publishing houses, entertainment firms and broadcasters.

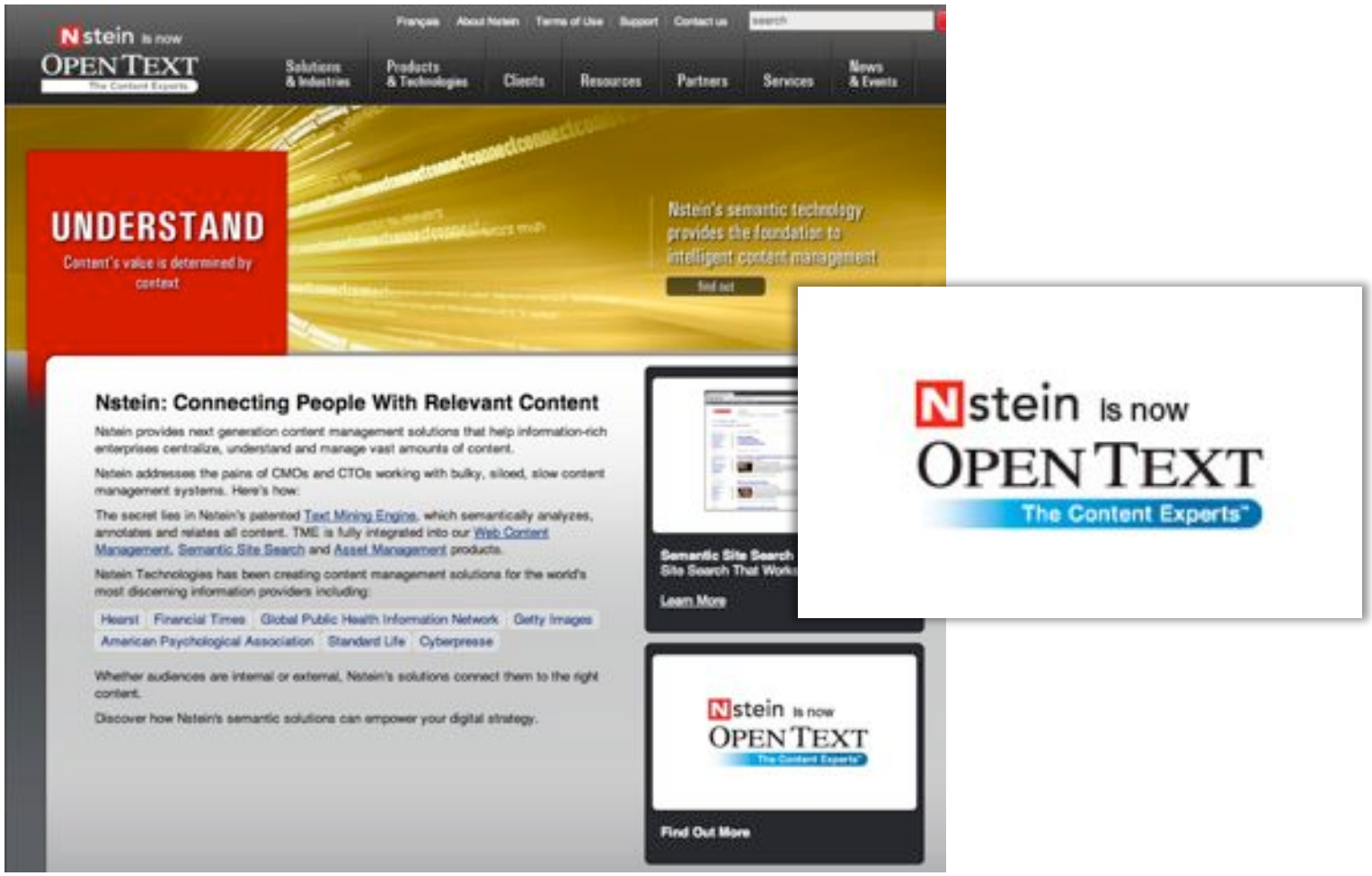
DAM Drives Integrated Global Marketing Campaigns

With increased adoption of digital marketing channels, marketers need to develop higher volumes and more sophisticated digital assets that require collaboration with multiple departments, all while reigning in costs and achieving measurable return on marketing investments. Still, many marketing organizations suffer from a lack of standardized processes concerning content asset creation, publishing, maintenance and distribution. These problems can lead to marketing inefficiencies in lost or misplaced assets, having duplicate, or misused assets.

To address these problems, marketers are turning to digital asset management solutions for centralized, global visibility across all marketing assets and usages. This enables them to simultaneously deliver integrated campaigns that span multiple products and regions to ensure consistent communications and branding. Further, organizations are using these tools to create marketing dashboards that monitor program effectiveness in real time.



Open Text acquires NStein





Open Text unveils Mobile Strategy

OPEN TEXT everywhere



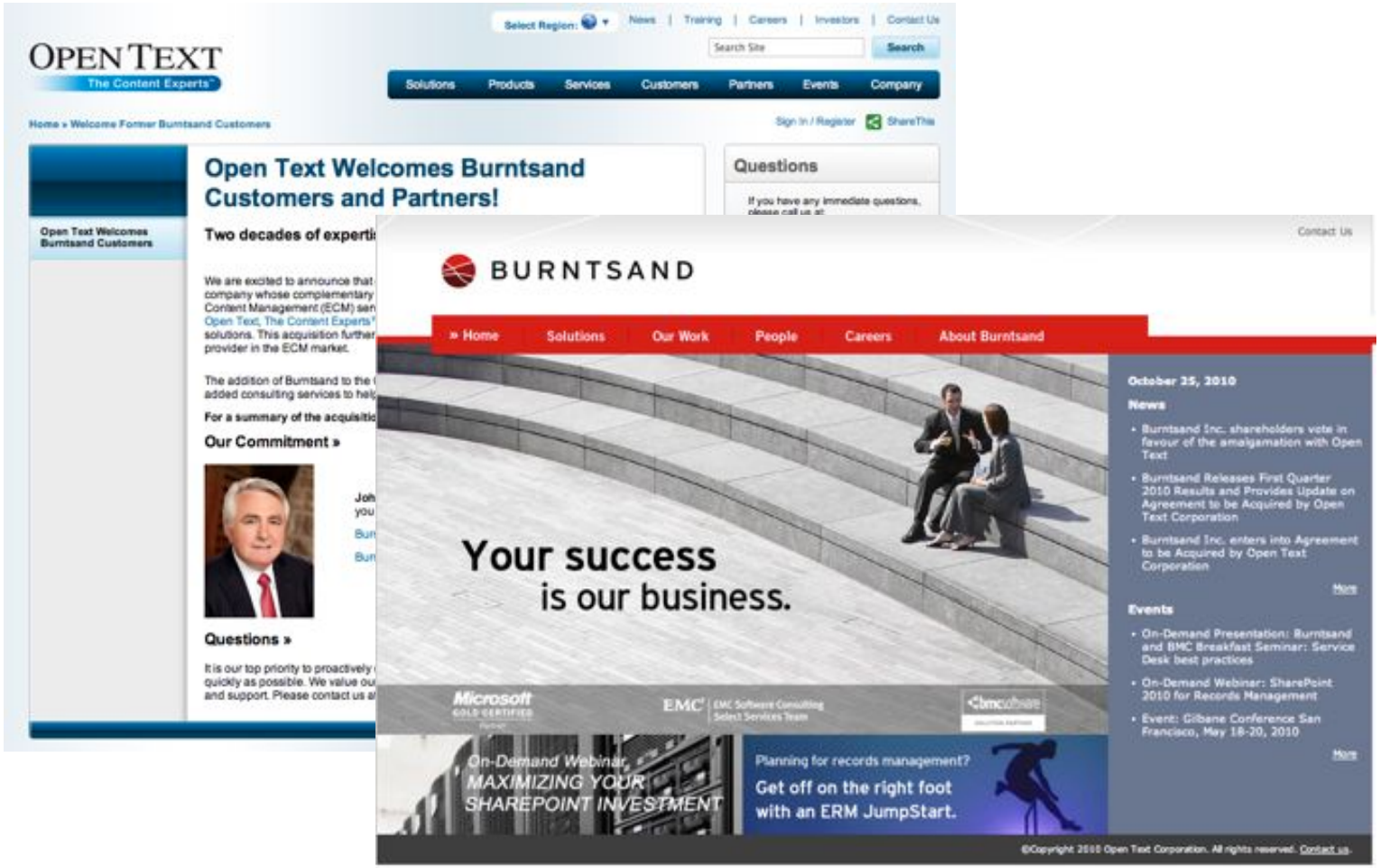


Open Text launches Media Manager 7



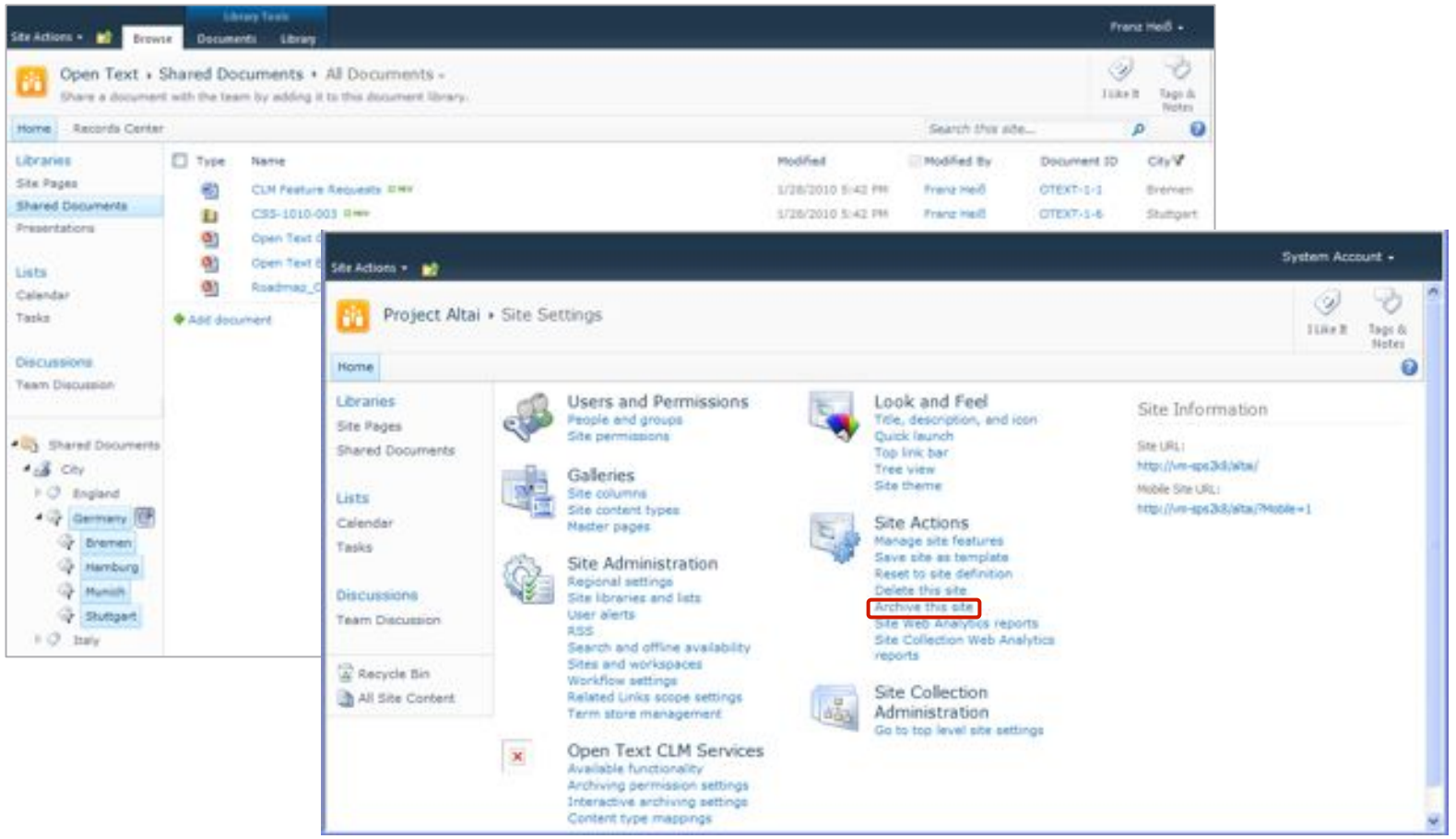


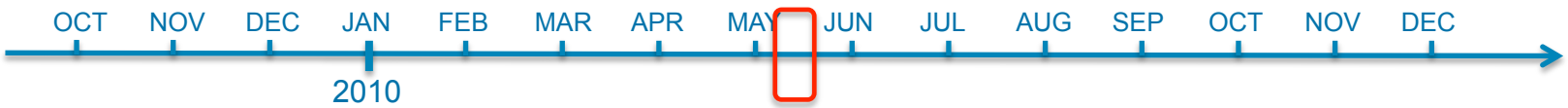
Open Text acquires Burntsand



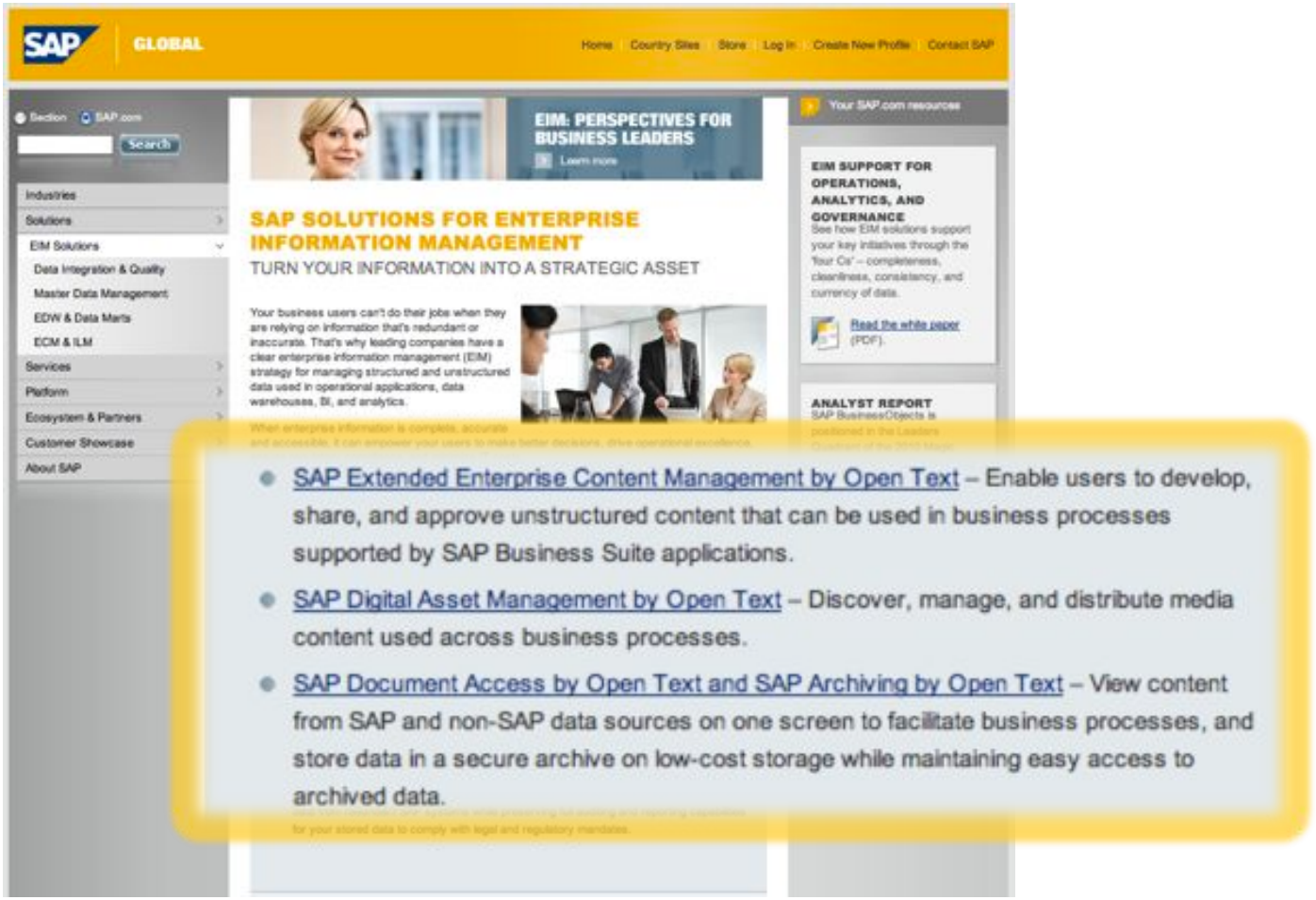


Open Text supports Office and SPS 2010





SAP agrees to resell Open Text EIM





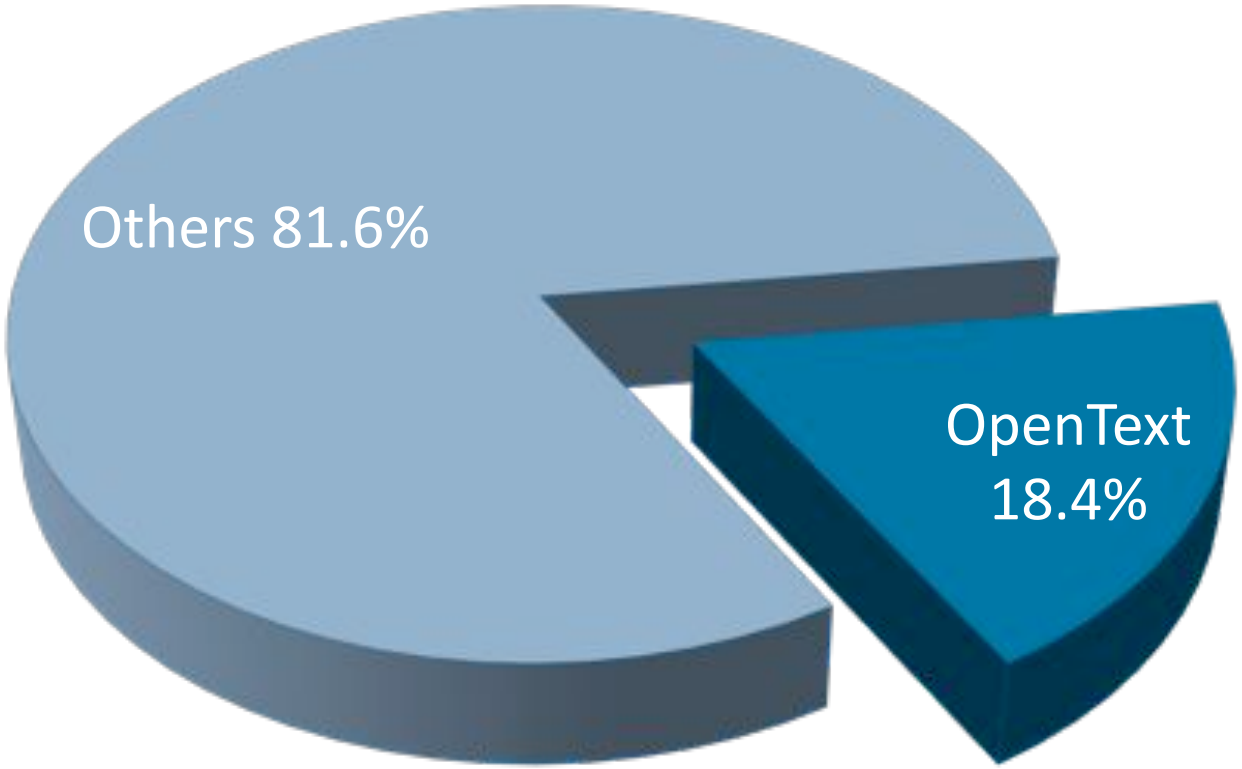
Open Text hosts social network for G20



G20 TORONTO
CANADA 2010



Open Text grows market share





Open Text Launches ECM Suite 2010





StreamServe™

is now

OPENTEXT

THE CONTENT EXPERTS





OPENTEXT
THE CONTENT EXPERTS

ORACLE®

News

Open Text and Oracle Expand Relationship

Open Text to Embed Oracle Technology for Enterprise Content Management; Signs Technology and Distribution Agreement

Waterloo, ON and Redwood Shores, CA - 2010-11-04 - To help organizations meet expanding requirements for archiving, eDiscovery and regulatory compliance, Open Text (NASDAQ: OTEX, TSX: OTC) will embed Oracle technology to deliver a new set of enterprise content solutions.



500 million users



Open Text at the G20



Delivered in the Cloud



New Online Immersive Technologies



Open Text Everywhere on iPad



Managing Content in the Cloud



CHAPTER 9

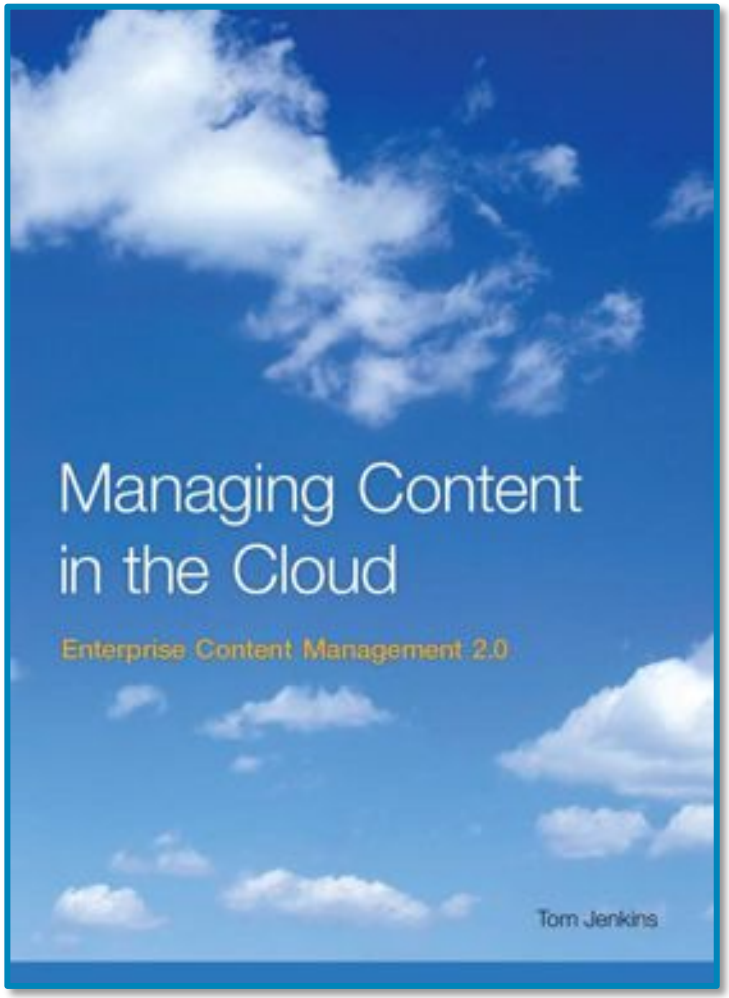
Enterprise social networks facilitate connections based on self-generated user profiles. Typical social networks are profile-driven. Profiles deliver access to personal and professional information, pictures, relevant links, blog sites and more. Within an organization, the member directory is a dynamic version of the employee directory, where employees can connect with others based on skills, expertise or interest.

Figure 9.6: Users Can Search for Resources by Profile

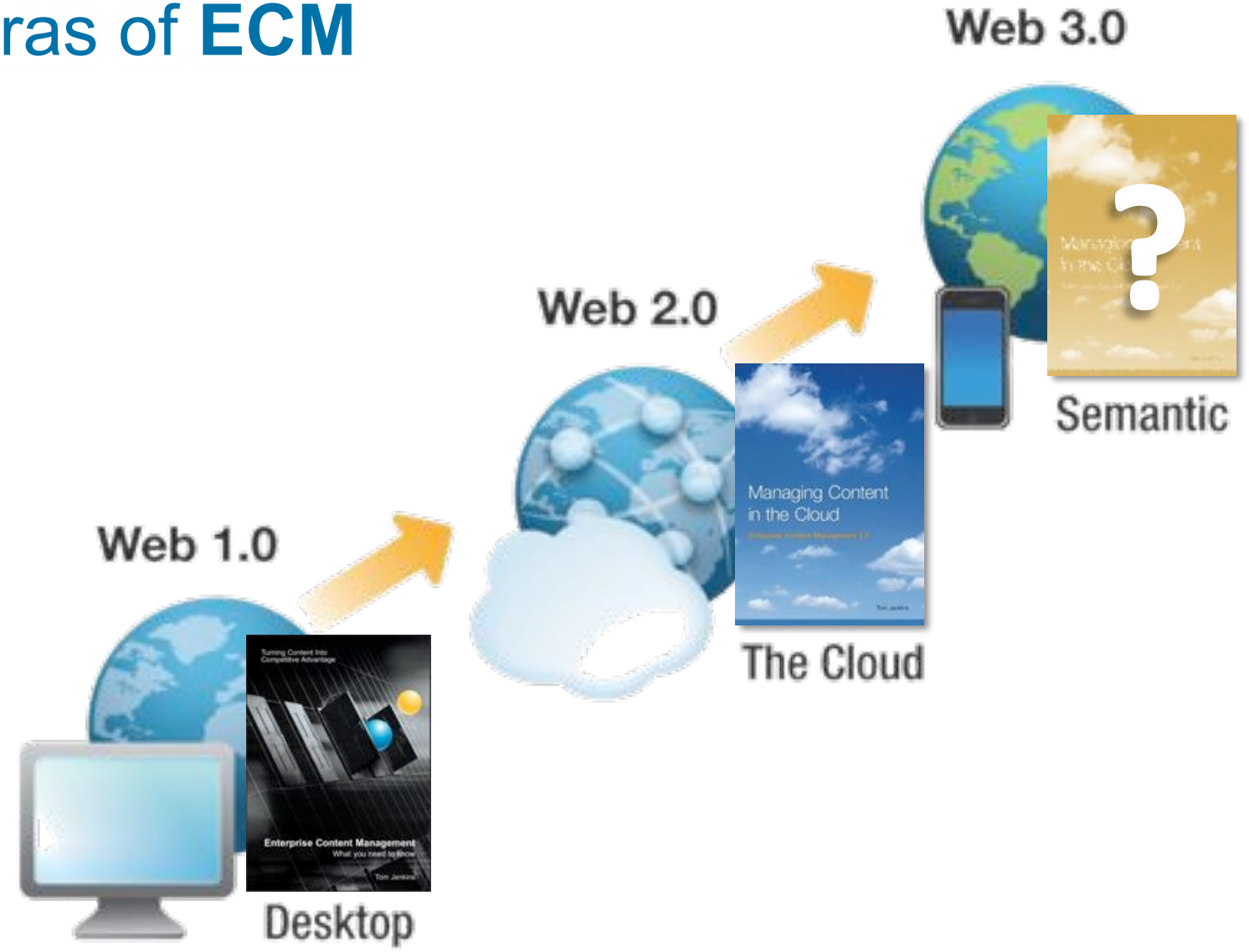
With ECM 2.0, value is added to content that is tagged, rated and commented on in context. Social bookmarks can be used in the workplace to generate a common set of links that members of a project team might share around topics of interest. Models of collaborative tagging are currently being adopted by large organizations because they prescribe new and innovative ways to relate knowledge and can reveal emerging knowledge structures.

The ability to assemble and personalize Web presentations of people and information within changing contexts is a distinguishing feature of Web 2.0. Mashups combine multiple, disparate data sources into new and unique applications, services or dashboards. Mashups are fast and easy to deploy, use open Application Programming Interfaces (APIs) and enable non-technical users to produce customized Internet applications. Mashups can be used to connect to critical data sources within the enterprise. As shown in the figure below, accounts payable clerks can access relevant information to resolve payment process exceptions via a familiar Outlook-style user interface, from a number of different sources. As described in Chapter 10, digital media can be syndicated and mashups used to enhance the overall digital media experience.

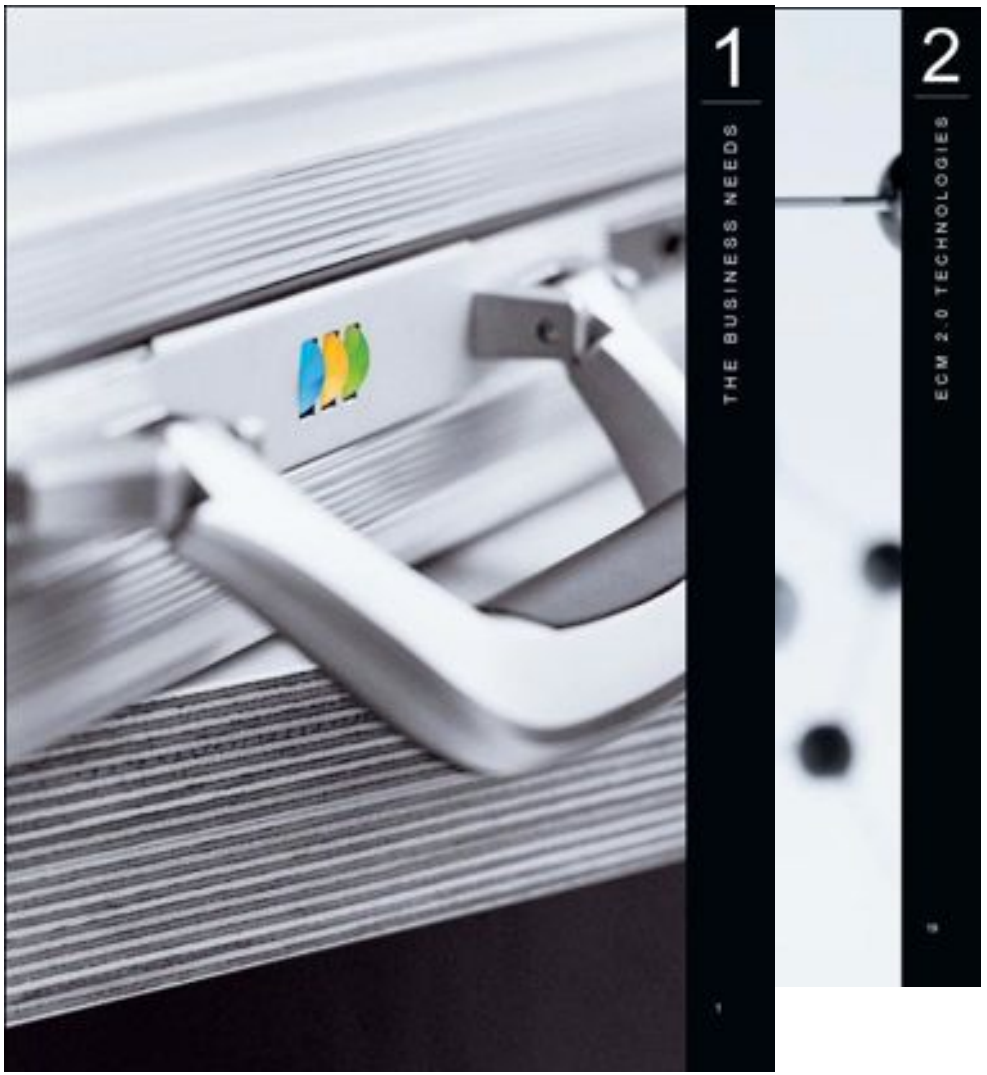
152

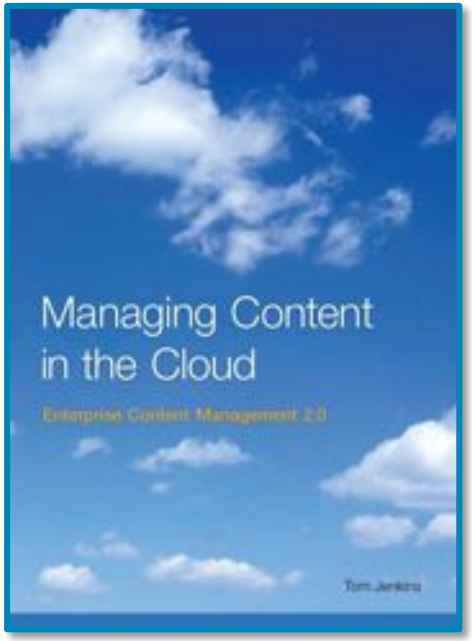


Eras of **ECM**

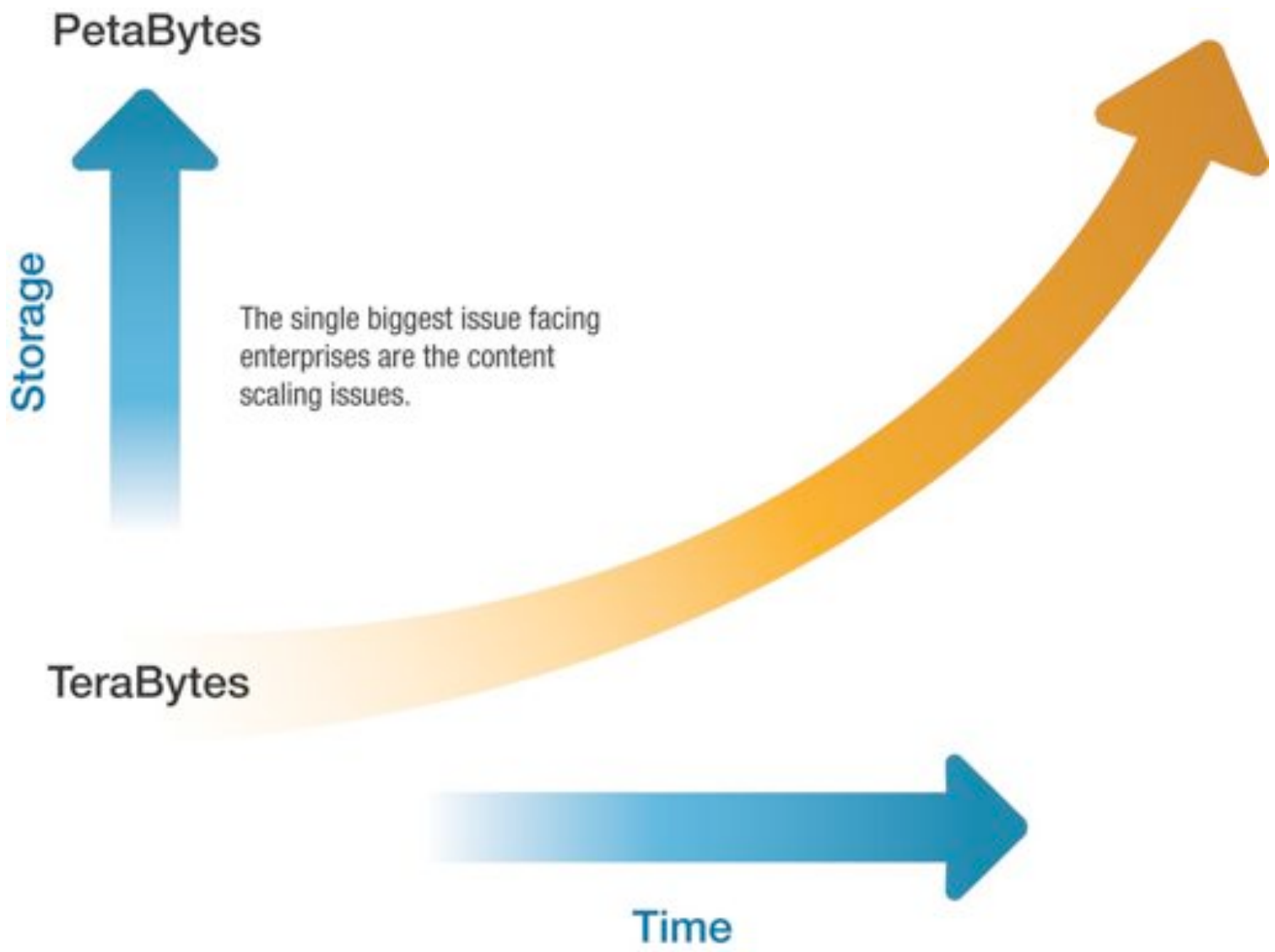

Web 3.0
Web 2.0
Web 1.0
Managing Content in the Cloud
Enterprise Content Management
Semantic
The Cloud
Desktop

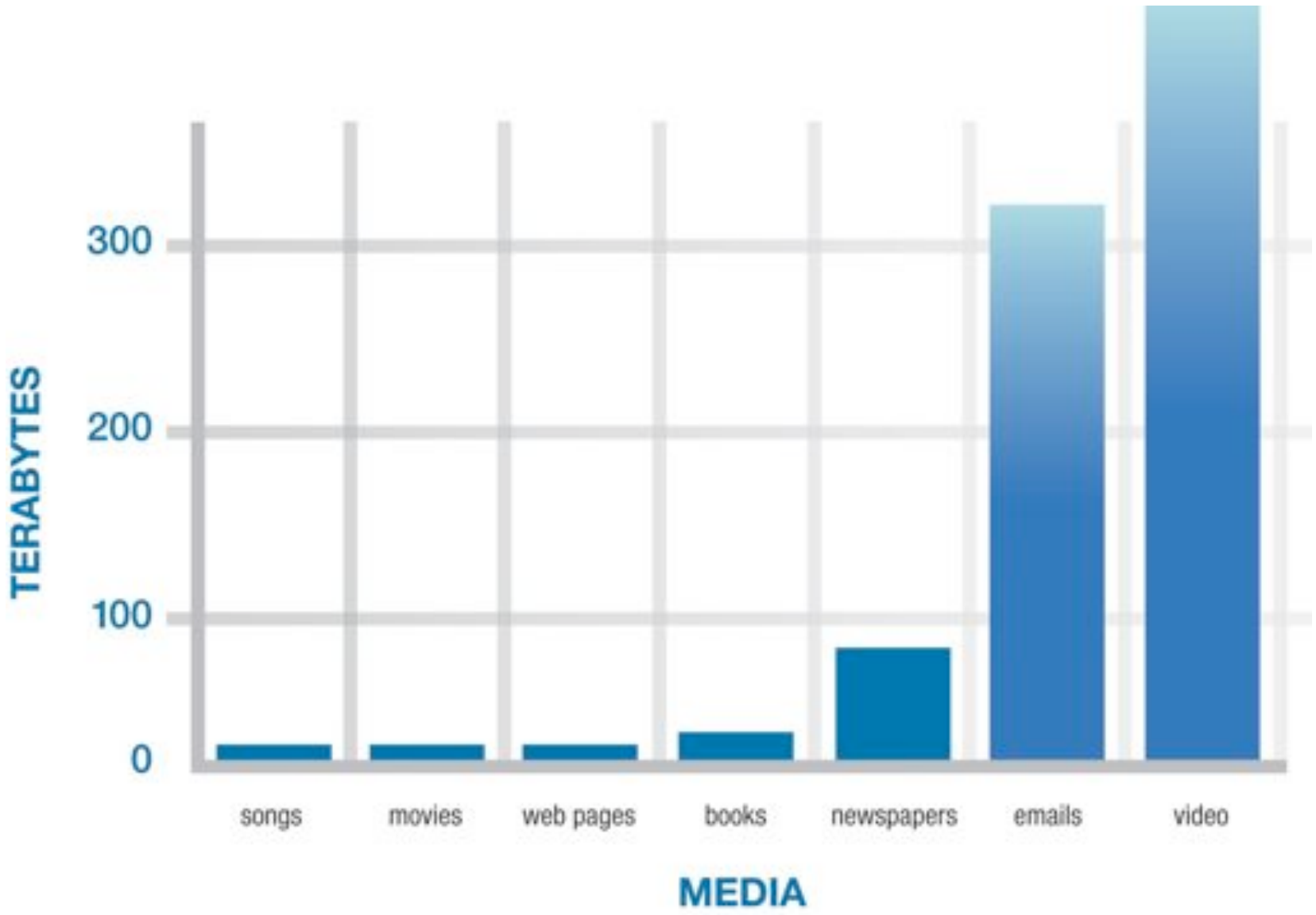
The Business Need





Chapters
1 & 2


PetaBytes
Storage
The single biggest issue facing enterprises are the content scaling issues.
TeraBytes
Time

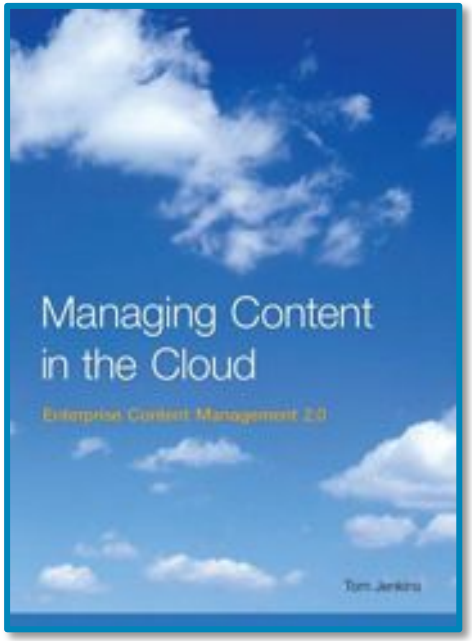

TERABYTES
300
200
100
0
songs
movies
web pages
books
newspapers
emails
video
MEDIA



the unchecked growth
of electronically
stored information
Unsustainable

Information Governance





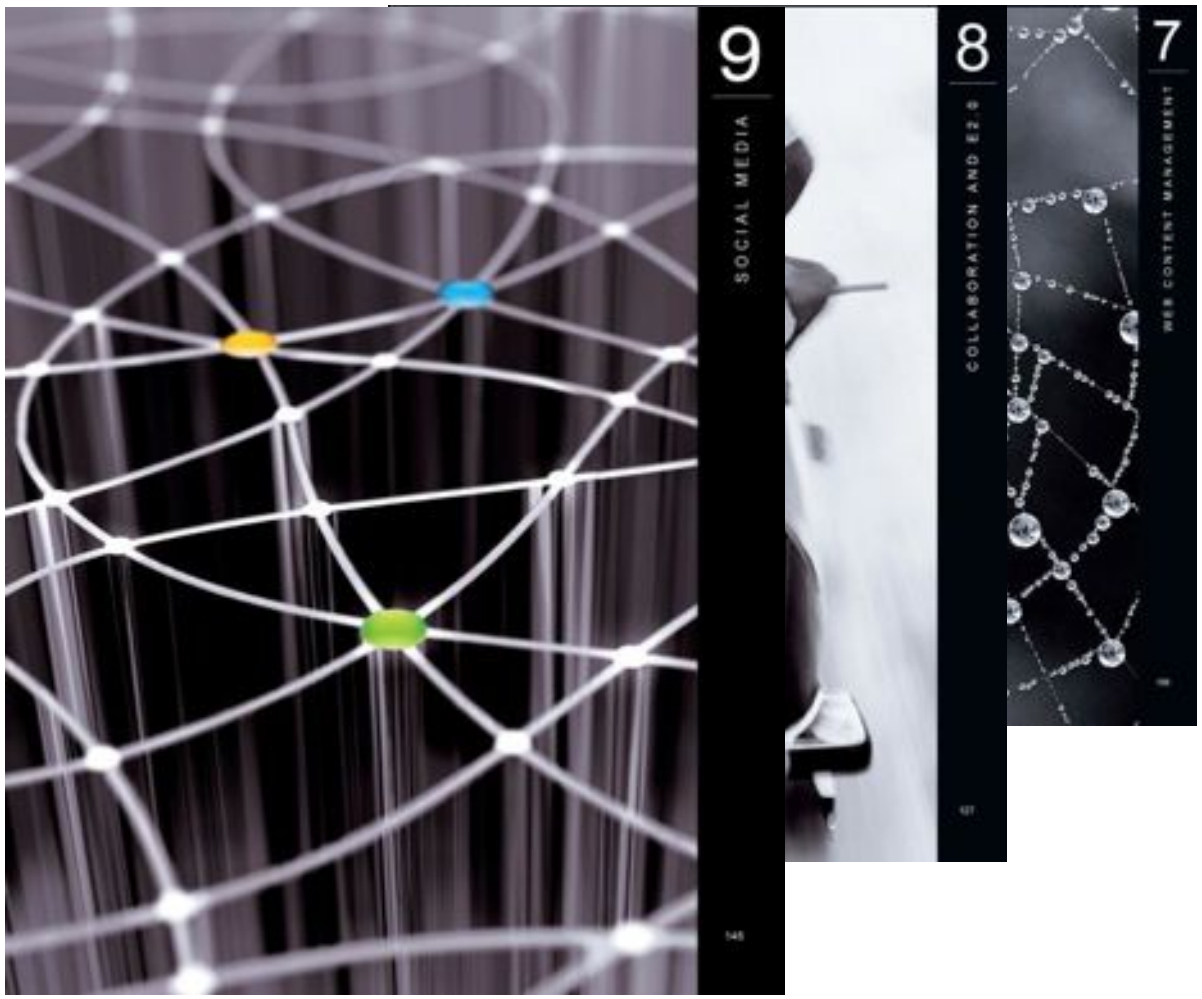
Chapters
3,4,5 & 6

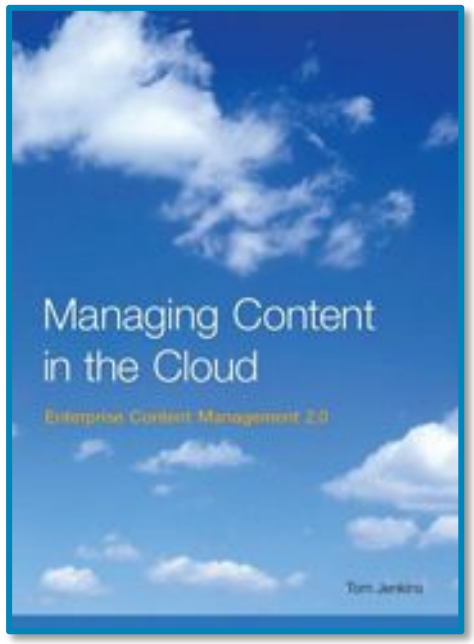
More than 100,000 rules and regulation worldwide…

and growing



Social Media and Collaboration

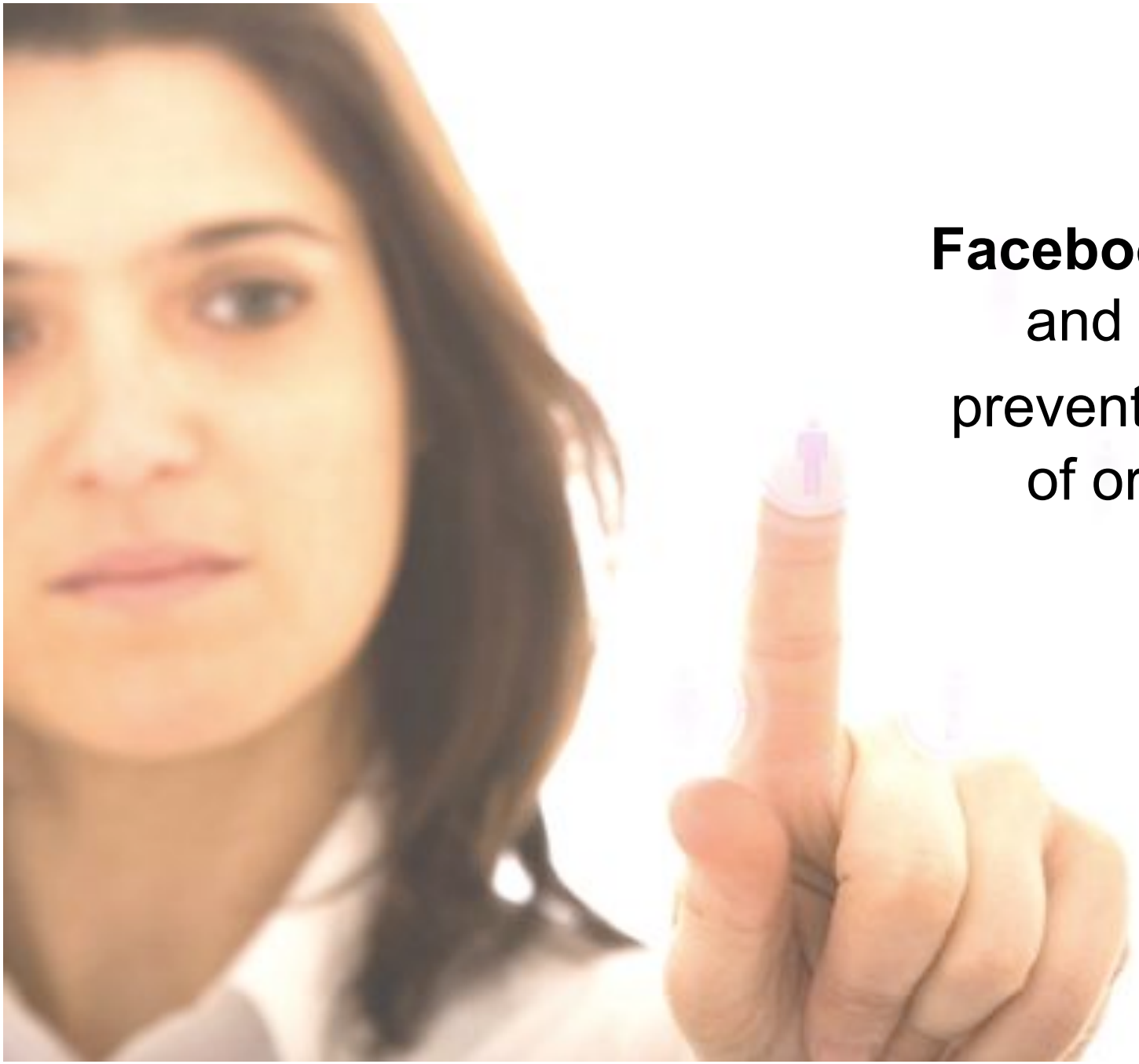




Chapters
7,8 & 9

The Rise of Social **Networking**





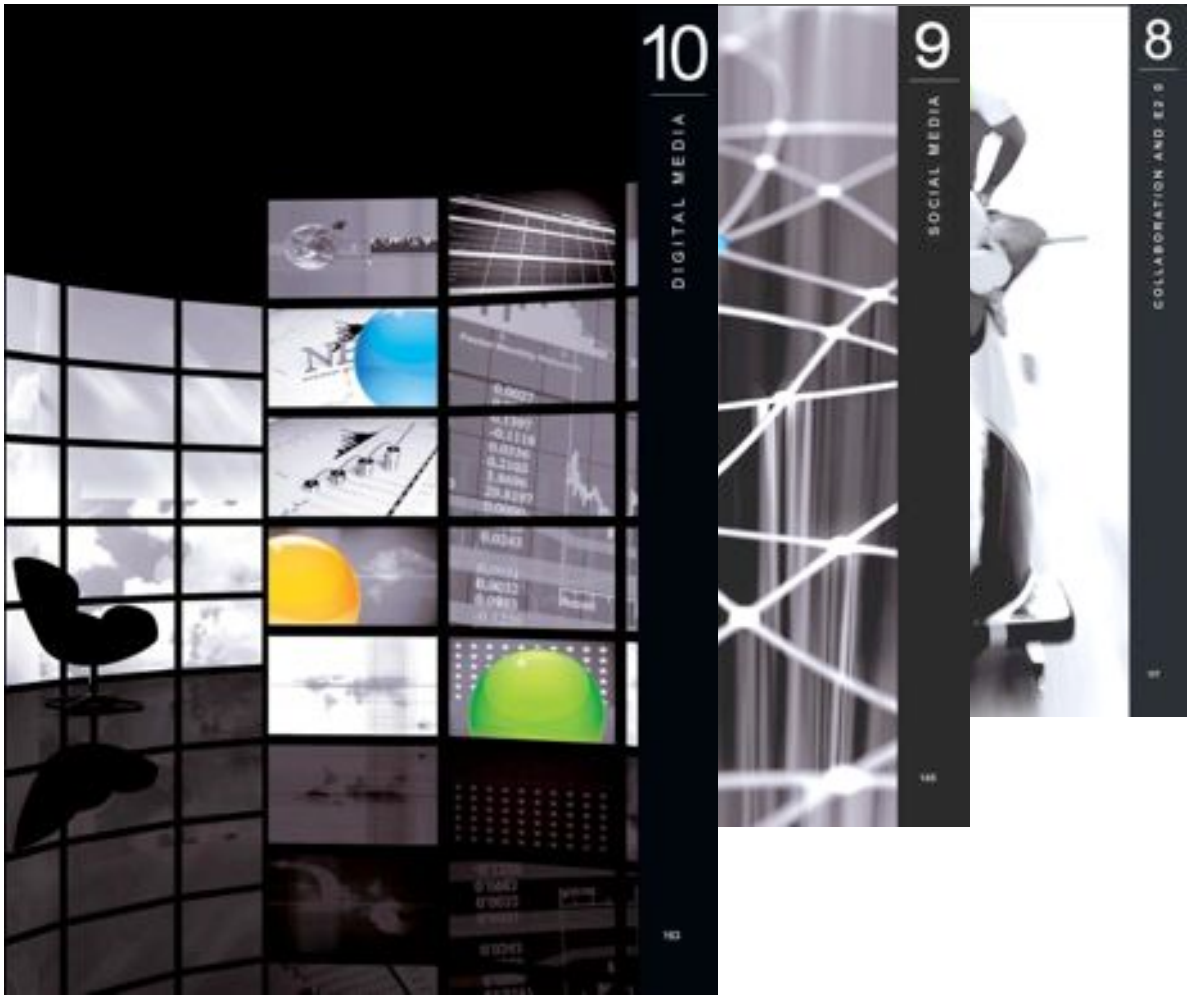
Access to **Facebook**, **Twitter**, and **YouTube** is prevented in **45%** of organizations

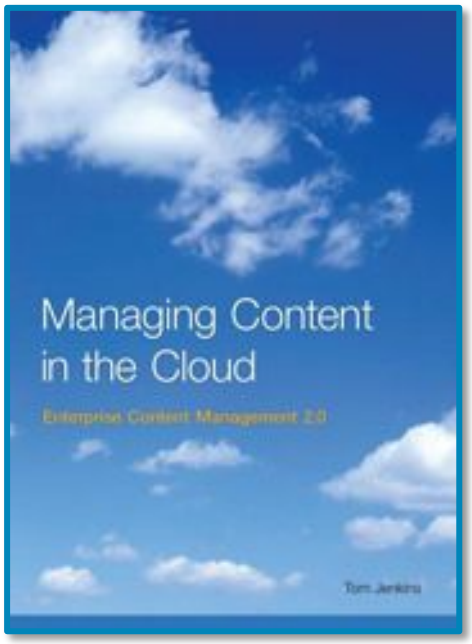


STA Travel

makes extensive use of **Blogs** on their Web site to engage with their customers

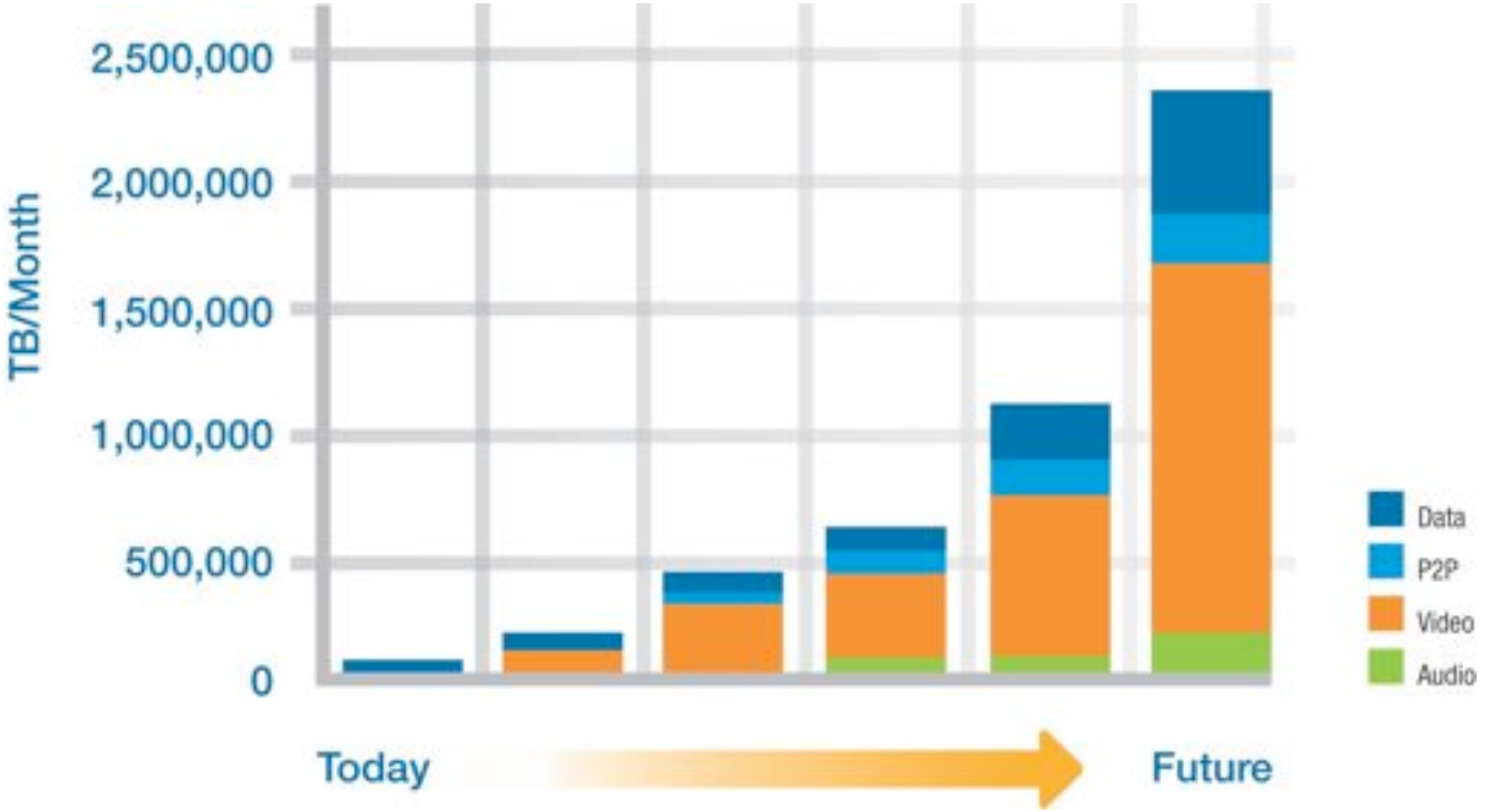
Digital Media





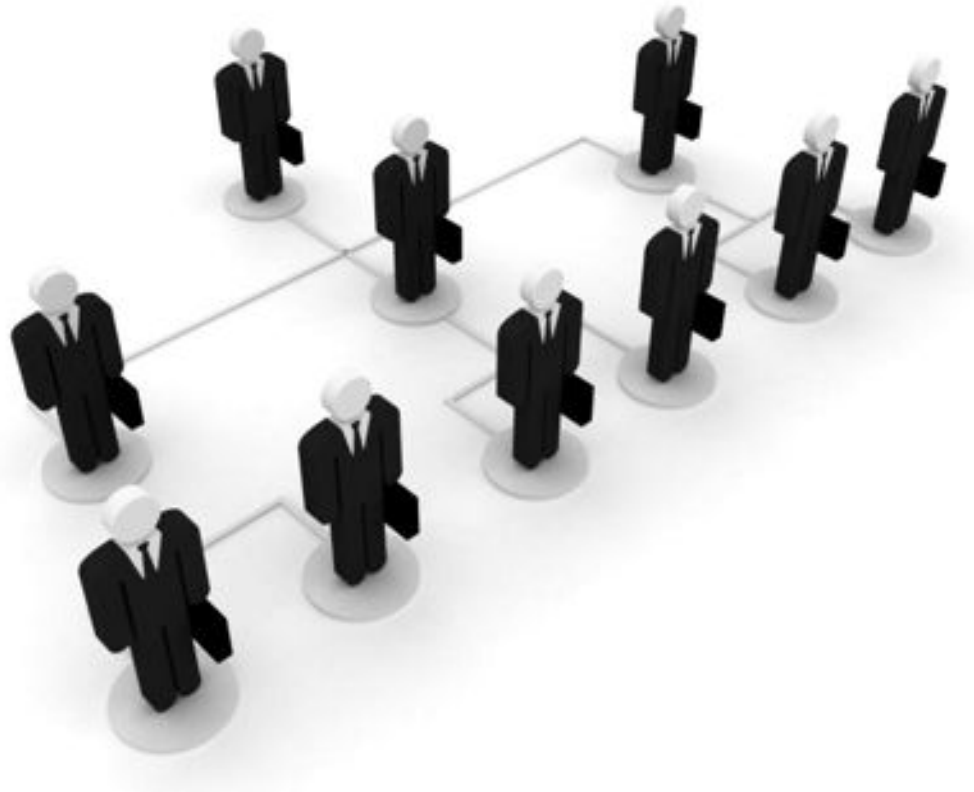
Chapter 10

Growth of Digital Media



Inside an organization, digital media serves a variety of audiences across different departments, including:

- Marketing and Sales
- Human Resources
- Training
- Creative Services

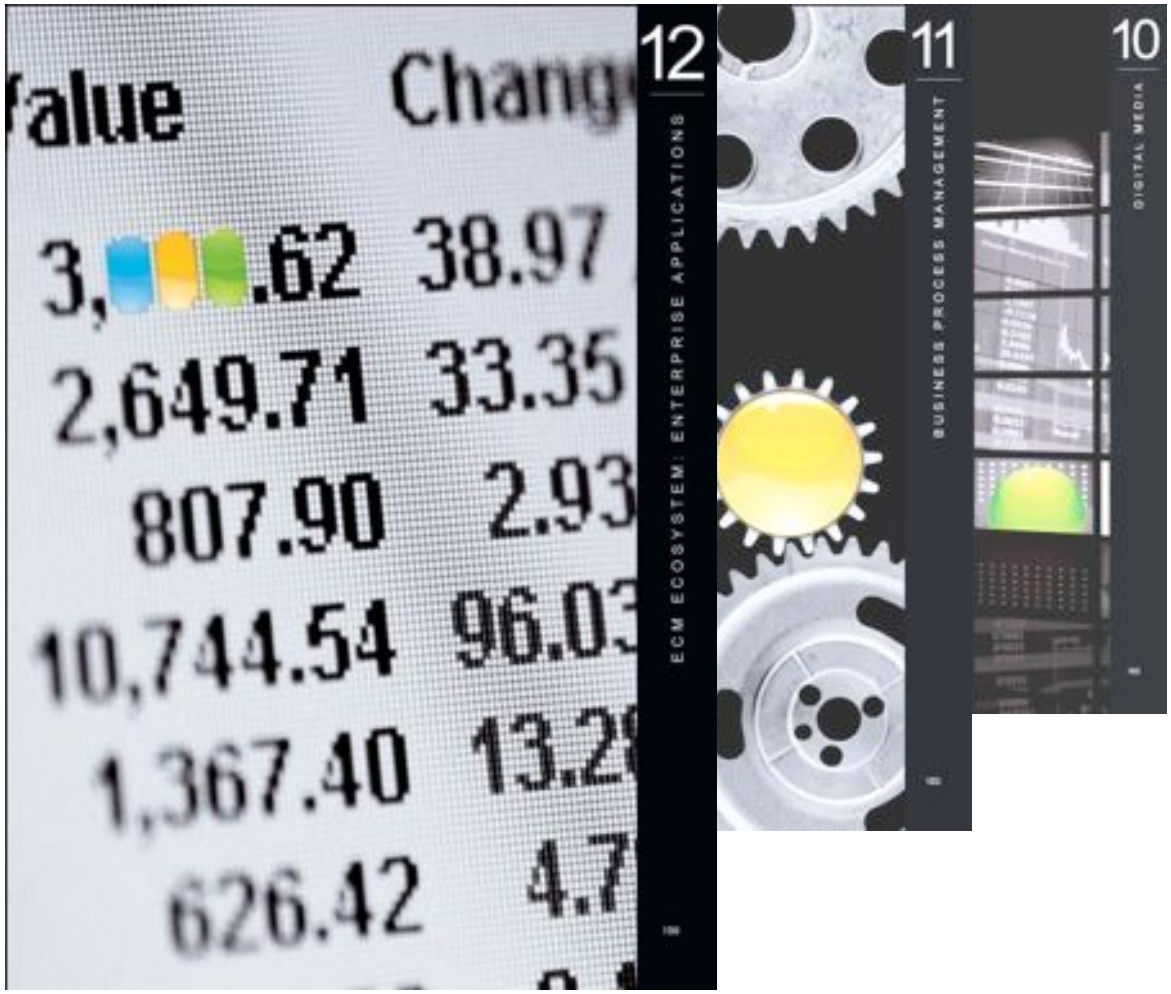


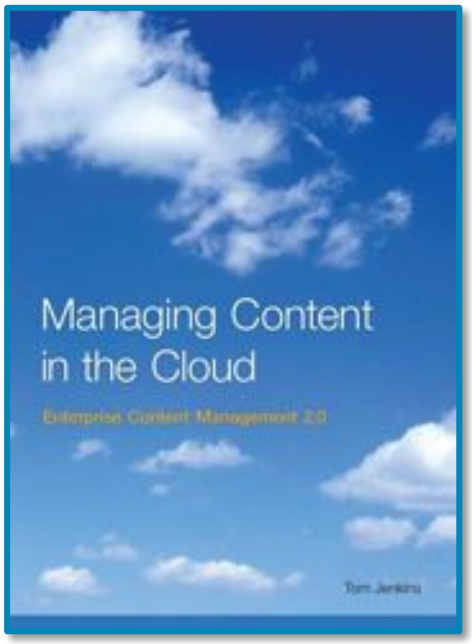
Auto Repair - How to Change Brake Pads

The ECM Vision



Enterprise Applications





Chapter 12

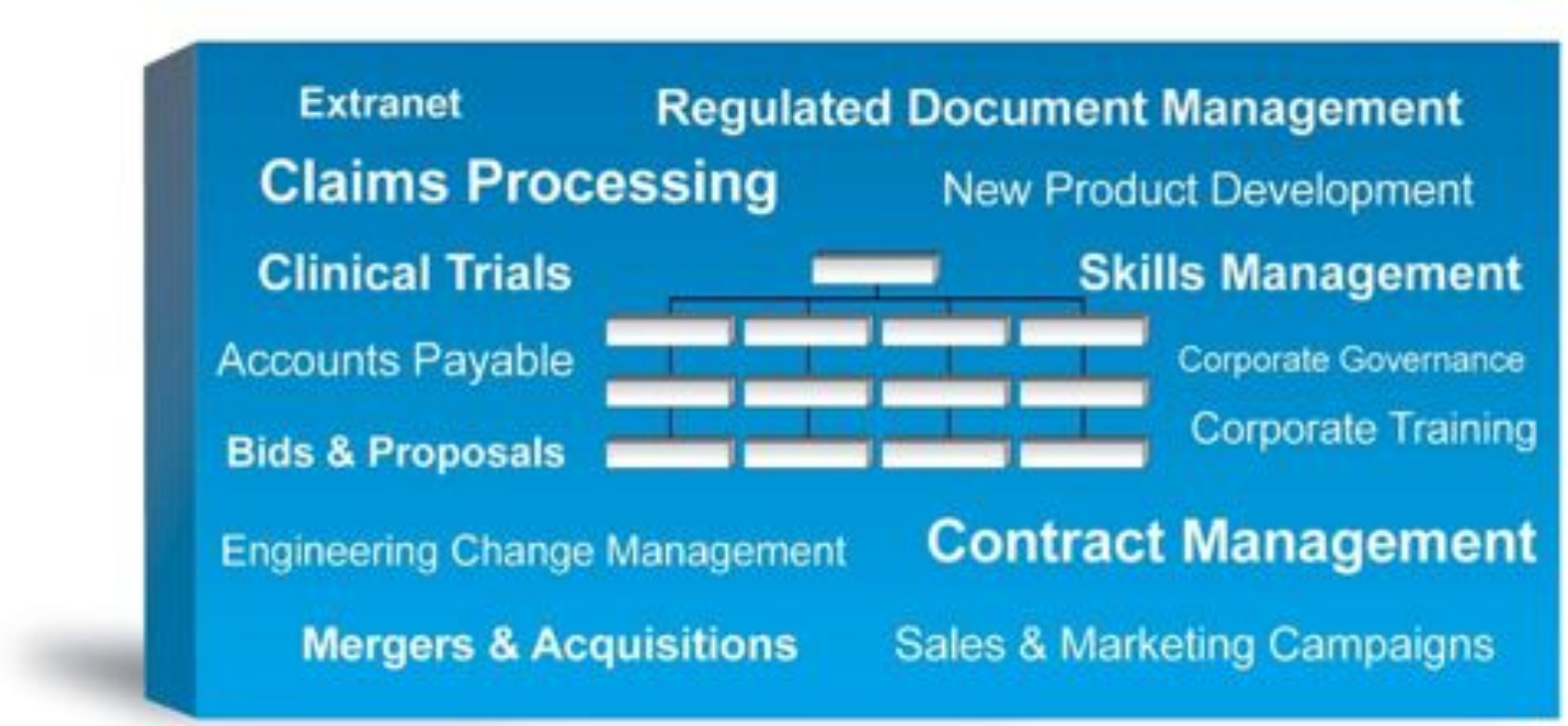
ECM Architecture



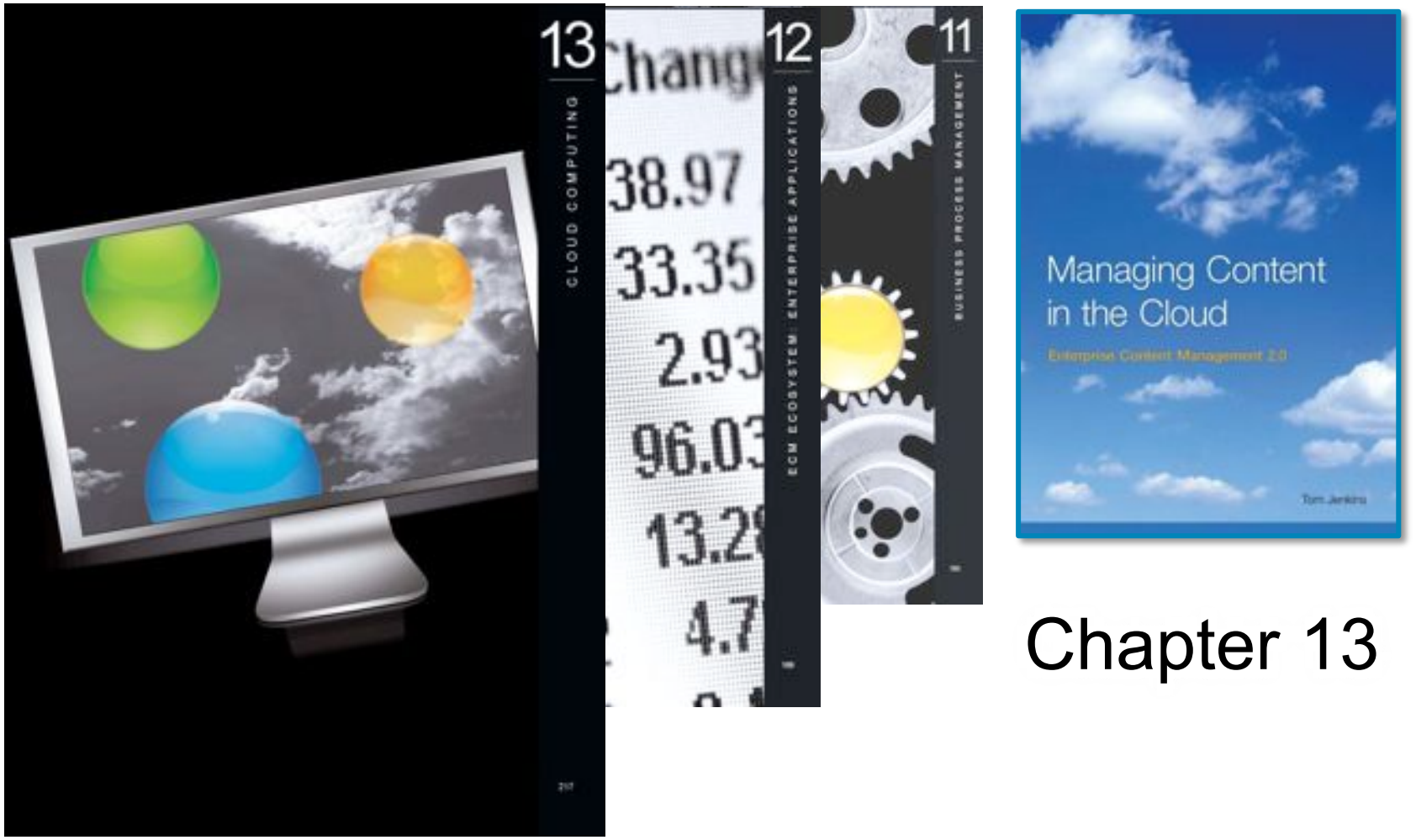
ECM Technologies



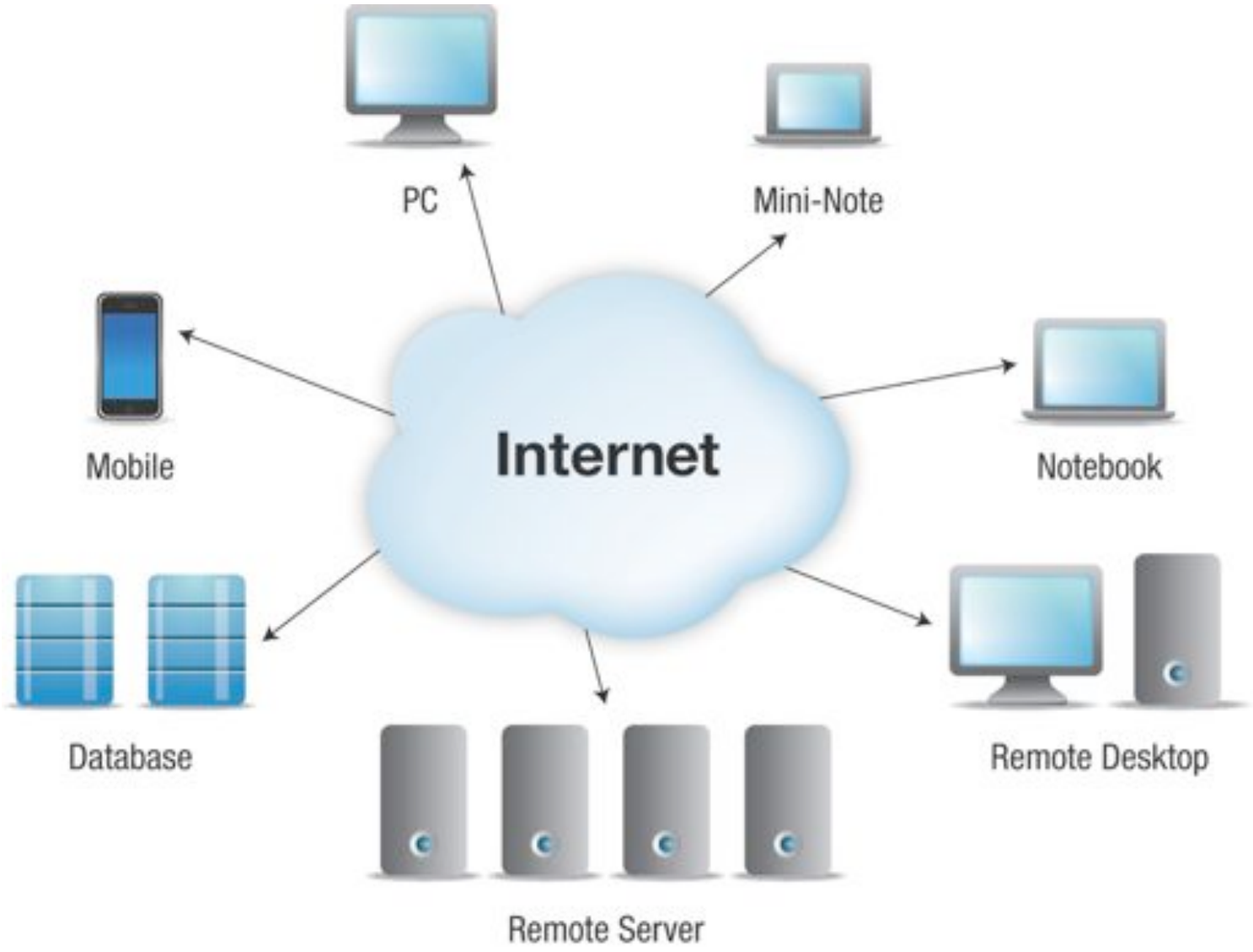
ECM Applications

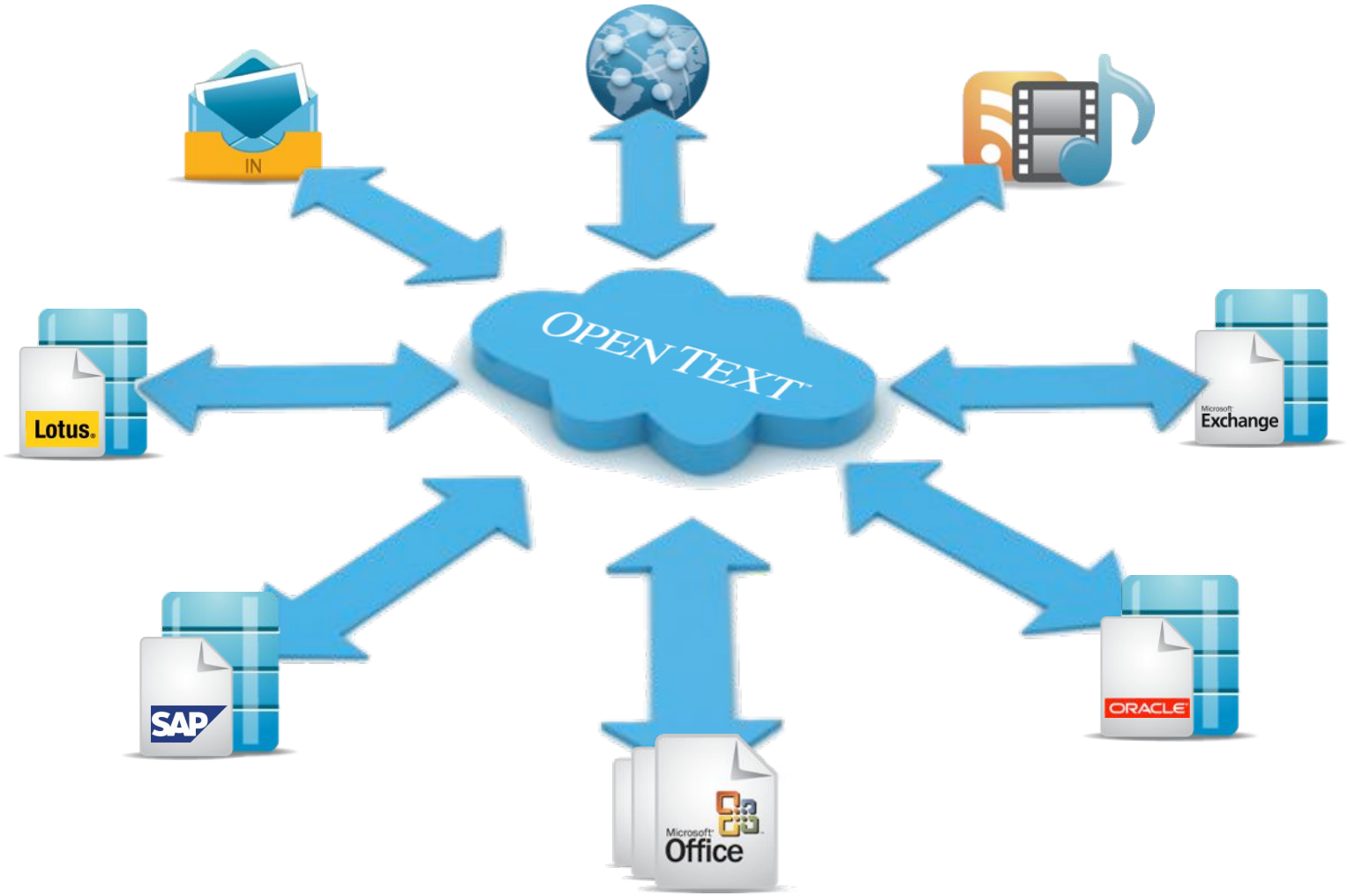


Cloud Computing



Chapter 13

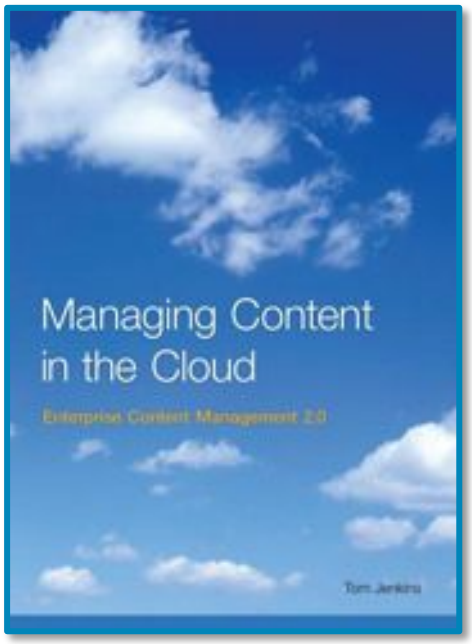

PC
Mini-Note
Mobile
Internet
Notebook
Database
Remote Desktop
Remote Server


IN
OPEN TEXT
Lotus.
Microsoft Exchange
SAP
ORACLE
Microsoft Office


Communities
Social Networks
Podcasts
Social Bookmarking
Videocasting
RSS
OPEN TEXT
AJAX
Folksonomies
Blogs
Wiki
Aggregators
Widgets

Mobility

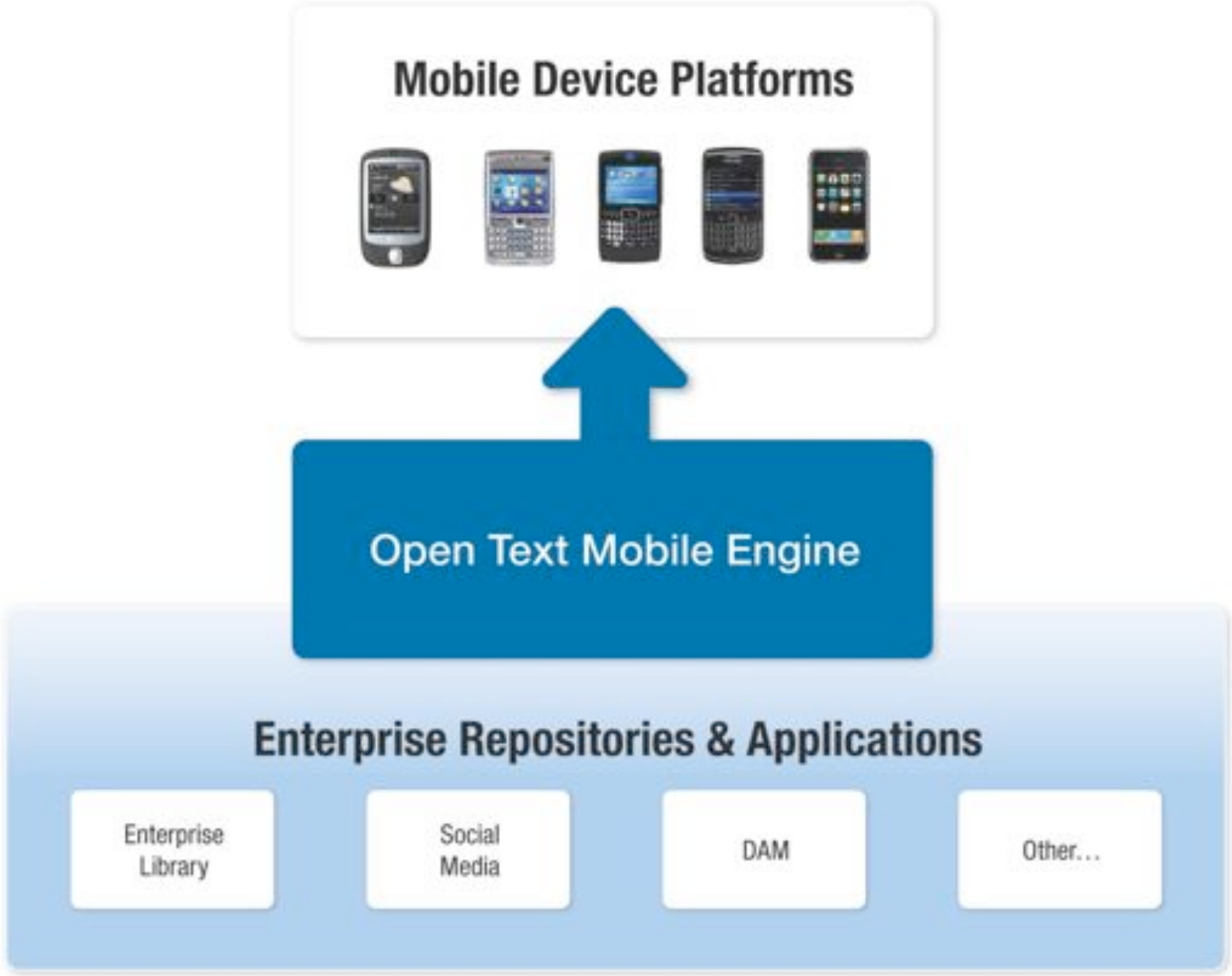




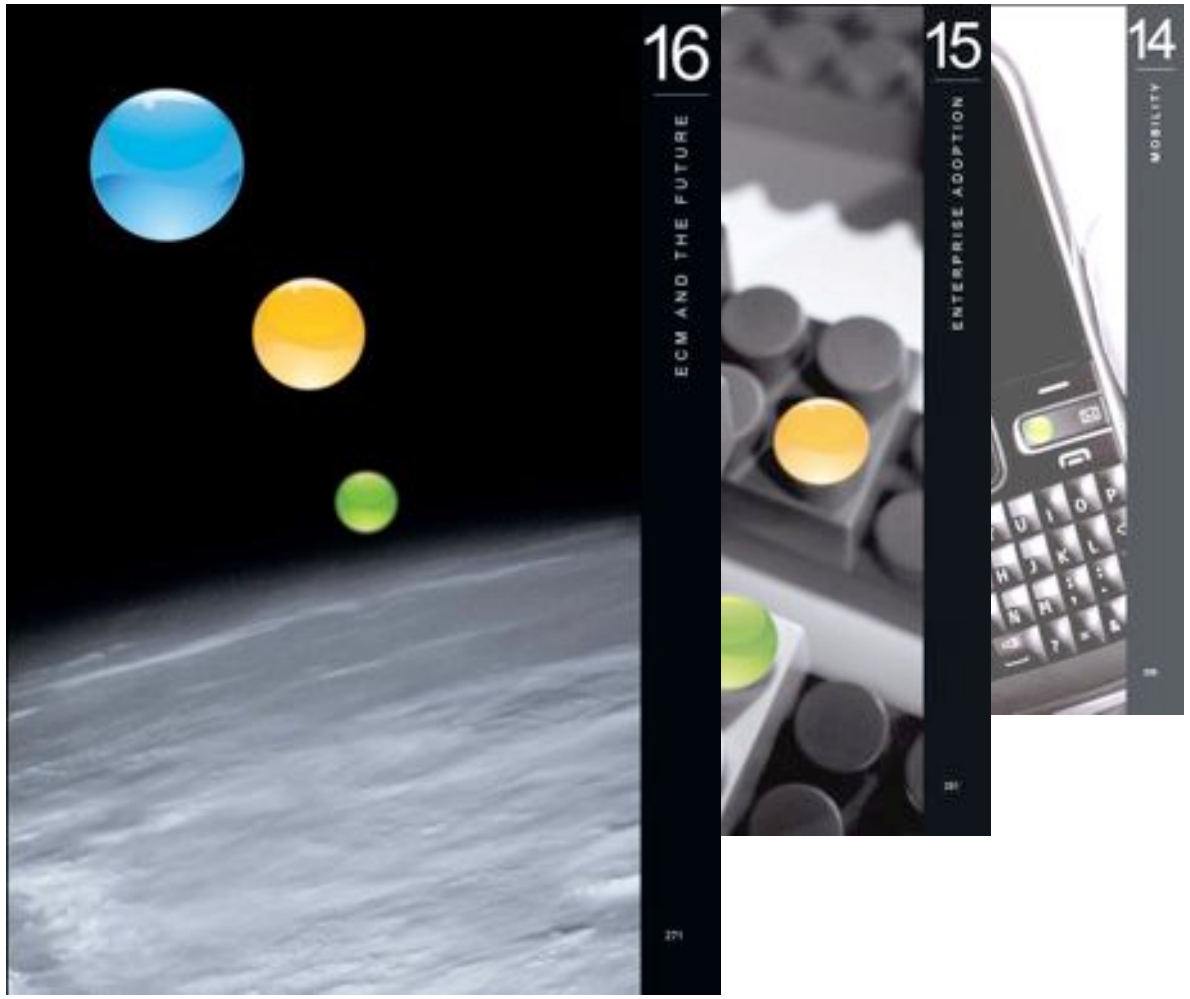
Chapter 14

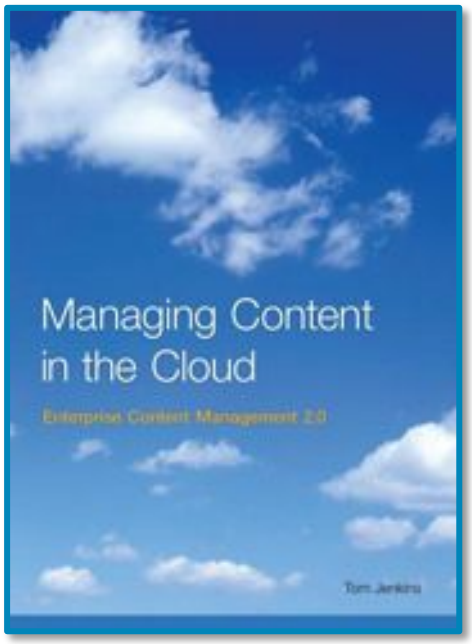
Mobility


BlackBerry
Content World 2010 - Gener
Gala Dinner
General Session
Partner Day
Video
BlackBerry
Fledge Simulated Netw...
Tue 2 Nov
13:32
All
Messages
Text Messages
Open Text Everywhere
Contacts
iPad
12:41 PM
Video Professor
Martin Sumner-Smith
Re: Vidavee - posting my own videos
There a different corporate/customer accounts on Vidavee.
Carrier
12:43 PM
Logout
Home


Mobile Device Platforms
Open Text Mobile Engine
Enterprise Repositories & Applications
Enterprise Library
Social Media
DAM
Other...

ECM and the Future



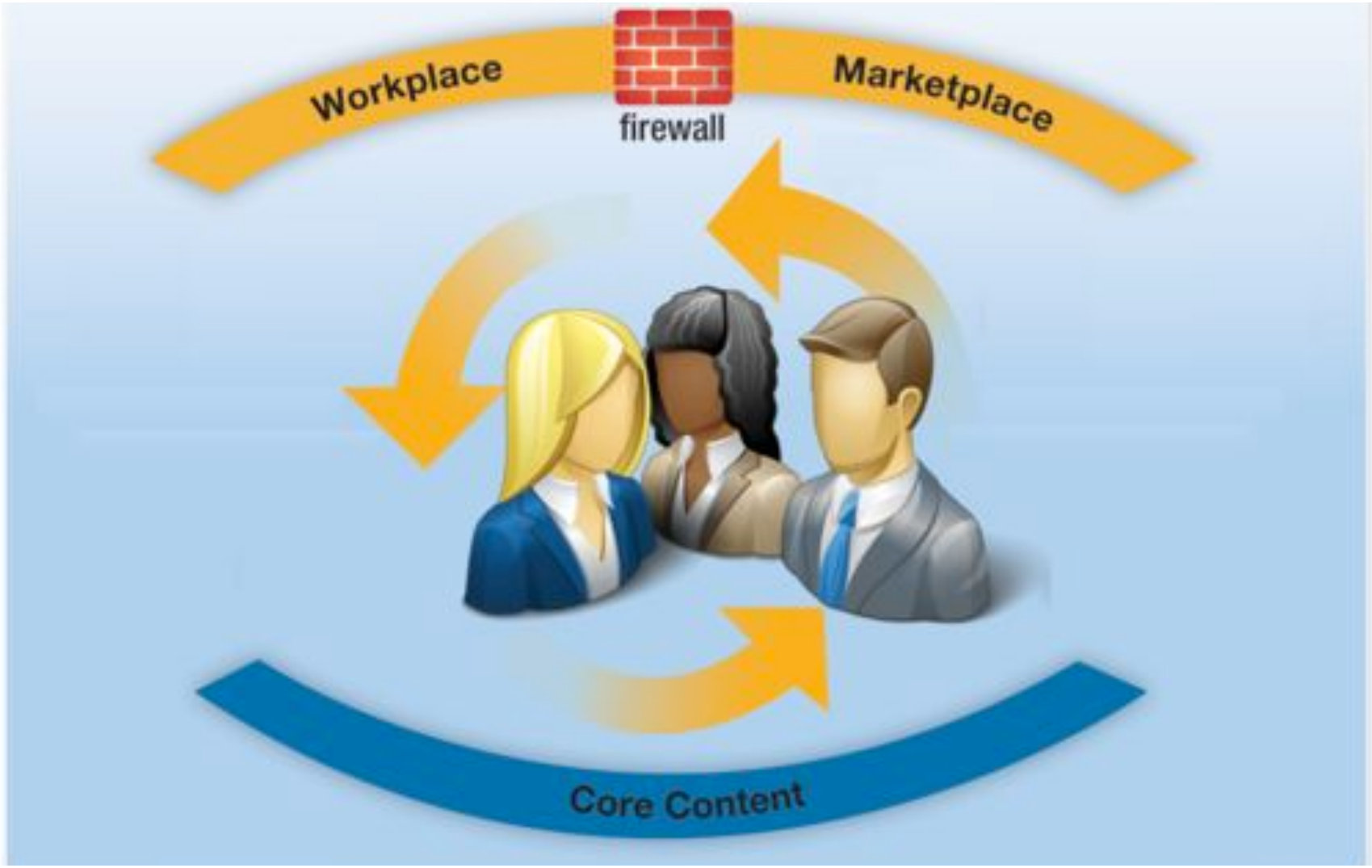


Chapter 16

Immersive Digital Media



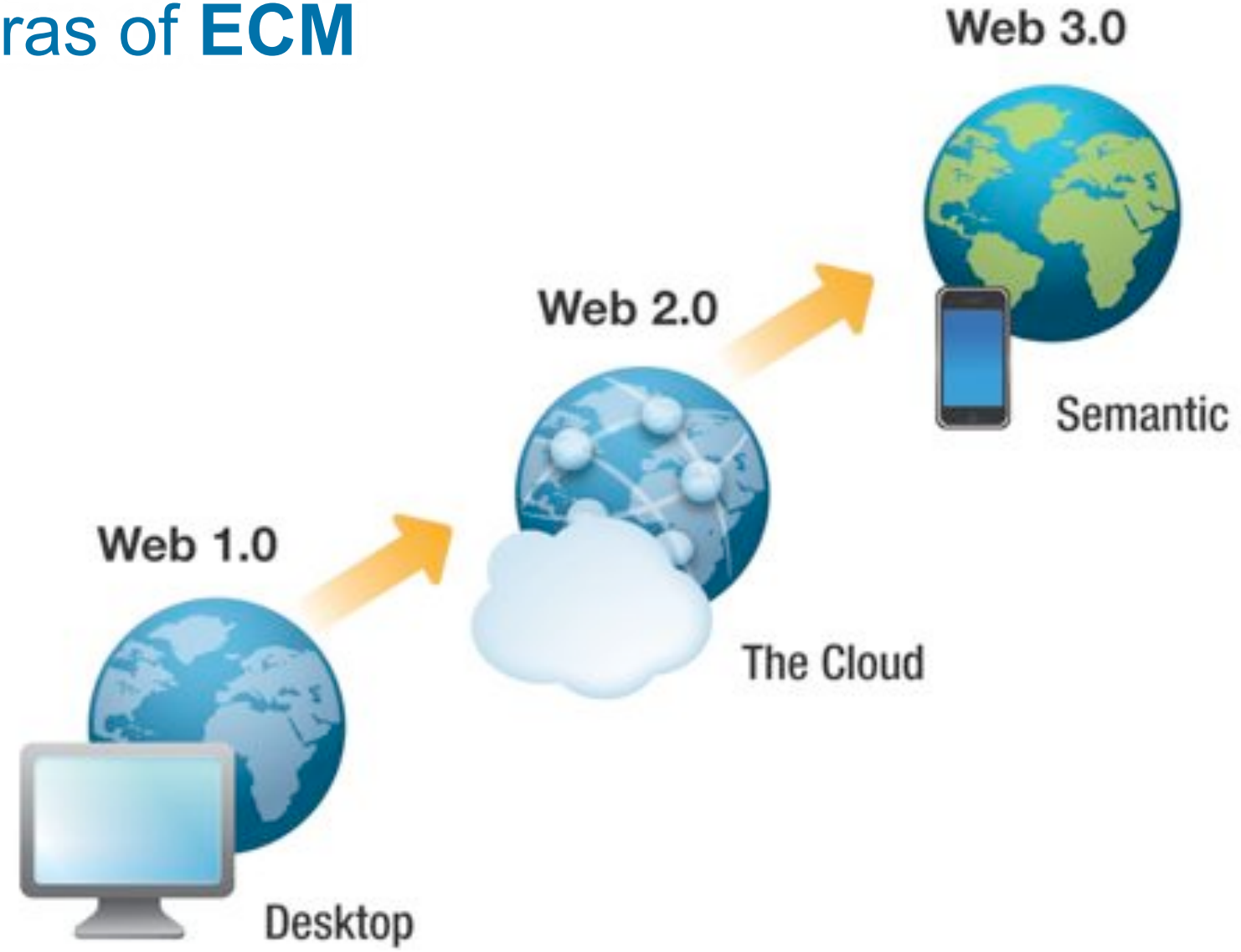
Social Workplace/Social Marketplace



Avatar



Eras of **ECM**



Thank You

OPEN TEXT
CONTENT WORLD 2010

share the vision

COMMUNITY • VALUE • MOTION

November 7–12, Washington, DC



NIGHT AT THE MUSEUM

Wednesday, November 10 | 7:30pm – 10:30pm

Bus departs at 6:45pm from the Maryland Bus Loop located in the Conference Center.



Pavilion Reception

- Thursday November 11 | 4:30 – 6:00pm



Innovation Lab



Ask the ECM Suite Experts

- What can it do for you?
- What's the best way to upgrade?
- What's new?
- How can you prepare?



Learn About Customer Programs

- Do more with your products
- Stay connected
- Upcoming events



Today

Time	What's On
09:00am - 12:00pm	Breakouts
10:00am - 06:00pm	Pavilion Opens

Friday, November 12

Time	What's On
09:00am - 05:00pm	Training Workshops
08:00am - 12:00pm	US Energy Peer-to-Peer
09:00am - 12:00pm	Canada Meeting
08:00am - 12:30pm	Tap into SAP
09:00am - 12:00pm	User Adoption

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COMMUNITY • VALUE • MOTION

November 7–12, Washington, DC



Blue Pixel Animation Video (full Screen)

Display Behind all of Eugene's Slides

Do More With Your Content – Video (embedded)

James will introduce Eugene and set up the video (running time approximately 2 minutes)

OPEN TEXT
CONTENT WORLD 2010

share the vision

COMMUNITY • VALUE • MOTION

November 7–12, Washington, DC





Content World 2010
Value

Eugene Roman
Chief Technology Officer

November 10, 2010



"We listened to what our customers said their must have ECM system would be."

"..and then we delivered it."

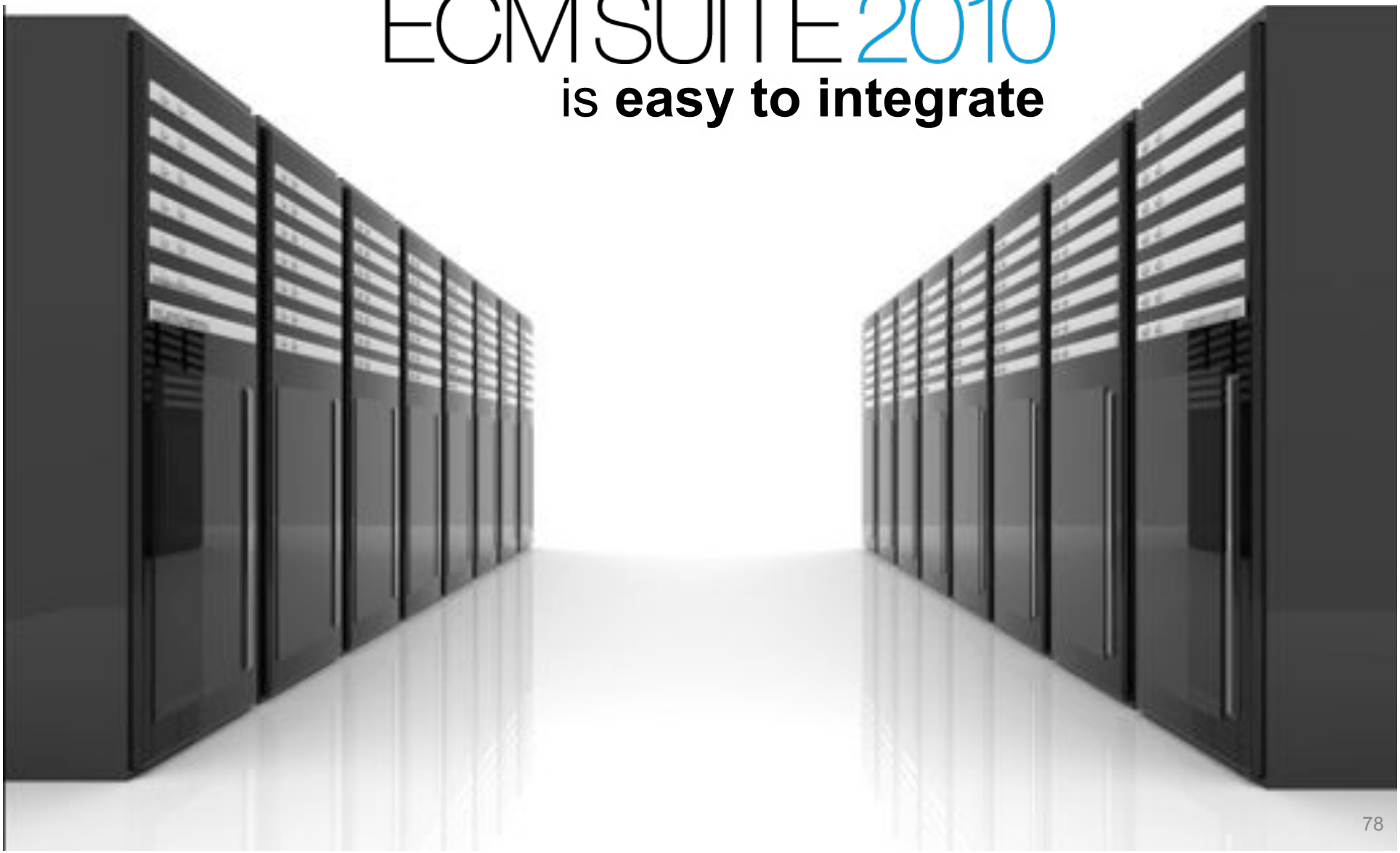


OPEN TEXT ECM SUITE 2010

easy to use

OPEN TEXT ECM SUITE 2010

is **easy to integrate**



OPEN TEXT ECM SUITE 2010

is **easy to own**



OPEN TEXT ECM SUITE 2010 is easy to take global



OPEN TEXT ECM SUITE 2010

makes **social media** safe and effective



OPEN TEXT ECM SUITE 2010

mobilizes content











OPEN TEXT
everywhere

OPEN TEXT ECM SUITE 2010



Engagement Lifecycle Transaction

OPEN TEXT ECM SUITE 2010



Engagement applications enable you to **monetize** content by creating rich, **social, mobile** and interactive experiences on the **web**

OPEN TEXT ECM SUITE 2010



Lifecycle applications address **compliance, litigation readiness, eDiscovery**, and rising **storage** costs in accordance with best practice **information governance**

OPEN TEXT ECM SUITE 2010



Transaction applications – **business process management** (**BPM**), capture, imaging, and document recognition drive efficiency by **automating paper-based and labor-intensive activities**.

Safety/Security Matters



Social Unlocks Exponential Value





Semantic Navigation

More than search. It's content that connects.

Compliance is critical

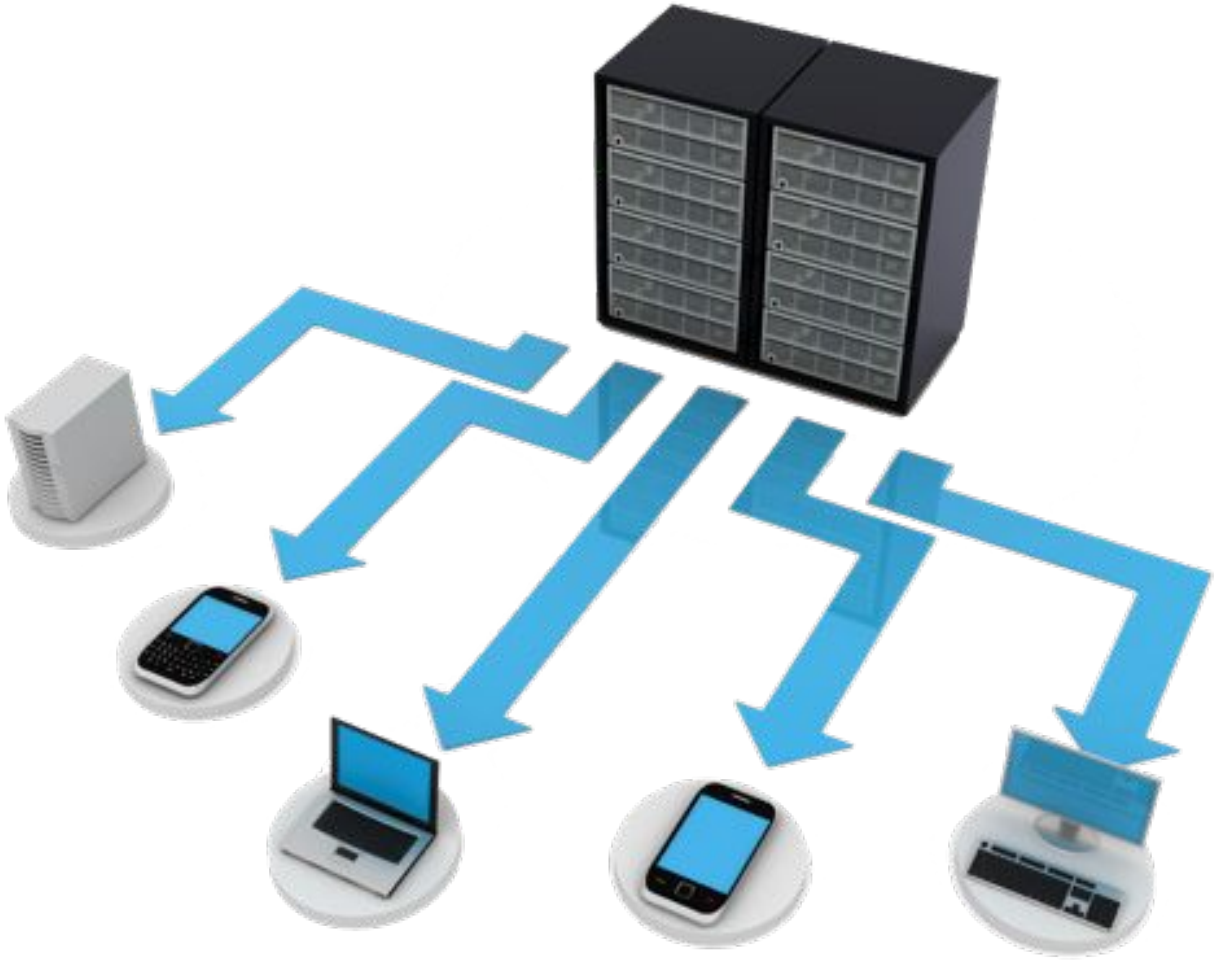


Effective Process Automation



Multiplies Value

Enterprise Integration



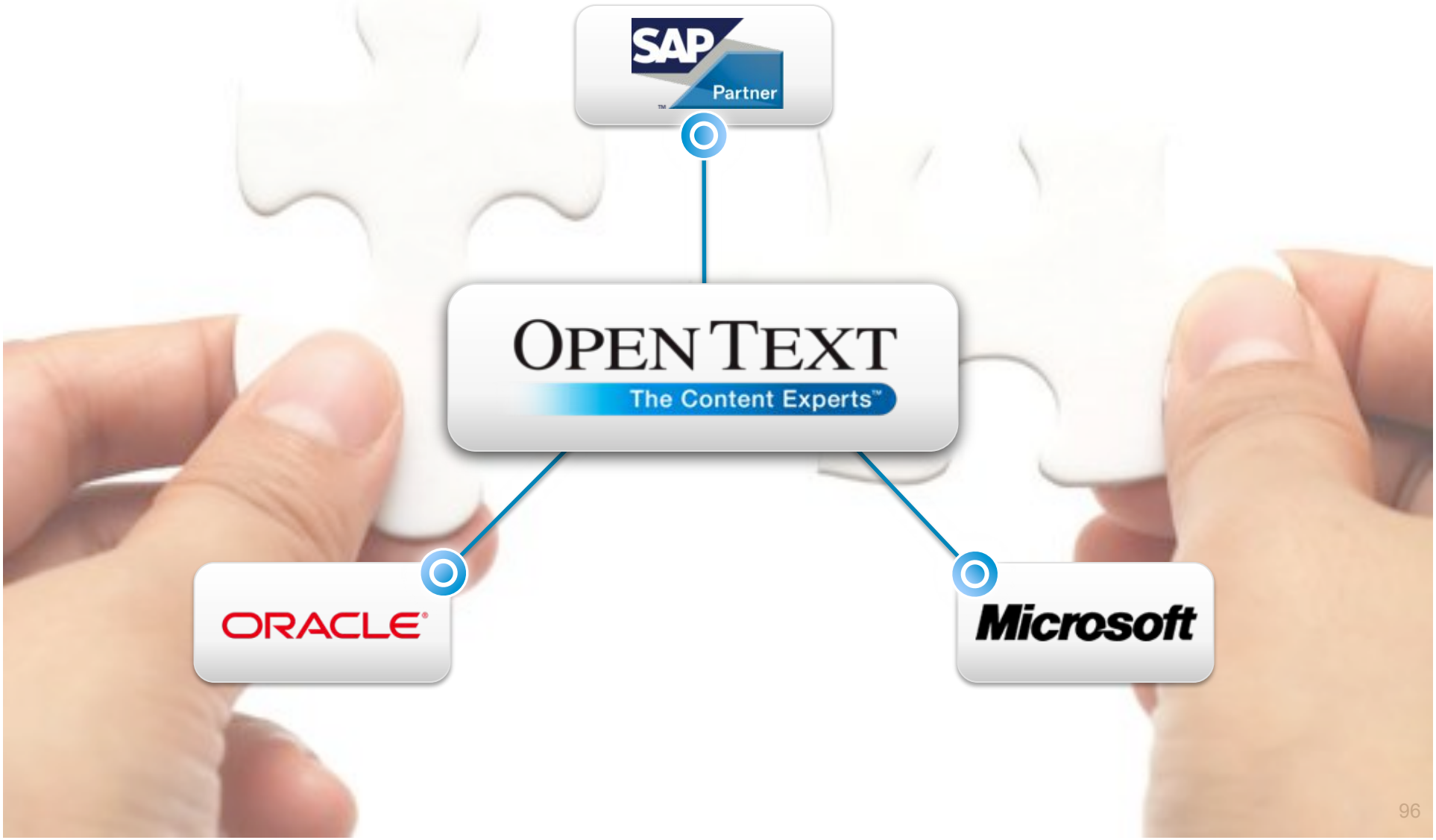
…for content of any type



…in any Industry



..within key ecosystems



OPEN TEXT ECM SUITE 2010

- ✓ Powerful set of capabilities
- ✓ Best Records Management
- ✓ Best Web Content Management
- ✓ Best Digital Asset Management
- ✓ Best Social Media for the Workplace/Webplace
- ✓ Leading OCR technology
- ✓ Market leading Fax Server

…… more to come

OPEN TEXT ECM SUITE 2010

- We plan to upgrade to CS2010 in the next 8 months: 19 (63%)
- We didn't have plans to upgrade, but after seeing the new features I'll start planning: 11 (37%)

OPEN TEXT ECM SUITE 2010



Customer Video ..

Thank You

Blue Pixel Animation Video (full Screen)

Display Behind all of James's Presentations to close

OPEN TEXT
CONTENT WORLD 2010

share the vision

COMMUNITY • VALUE • MOTION

November 7–12, Washington, DC



OPENTEXT
THE CONTENT EXPERTS



Content World 2010
Motion

James Latham
Chief Marketing Officer

November 10, 2010

You will see…

- the best **products**
- the right **strategy**
- the finest **people**

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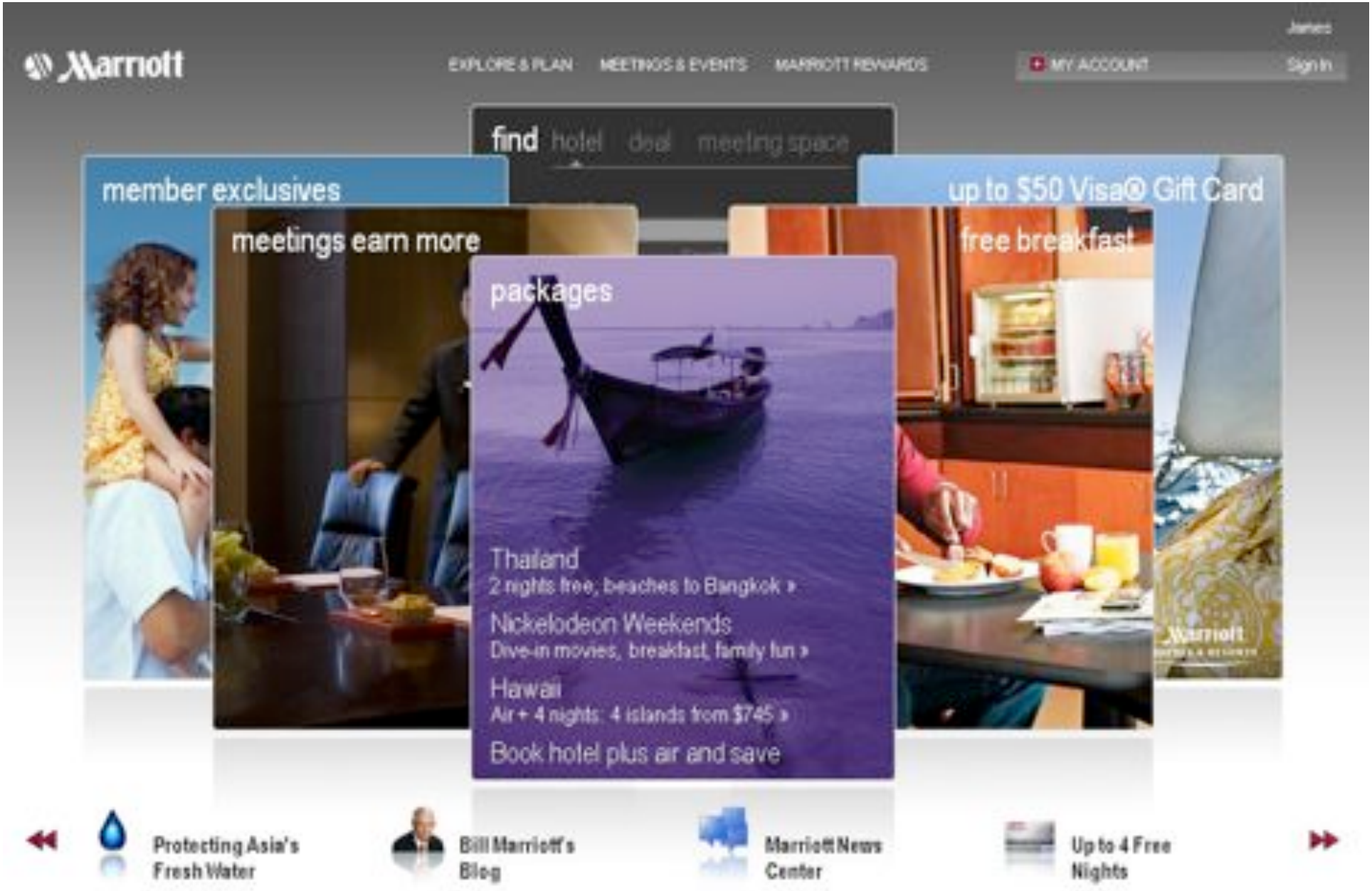
Profit from your content

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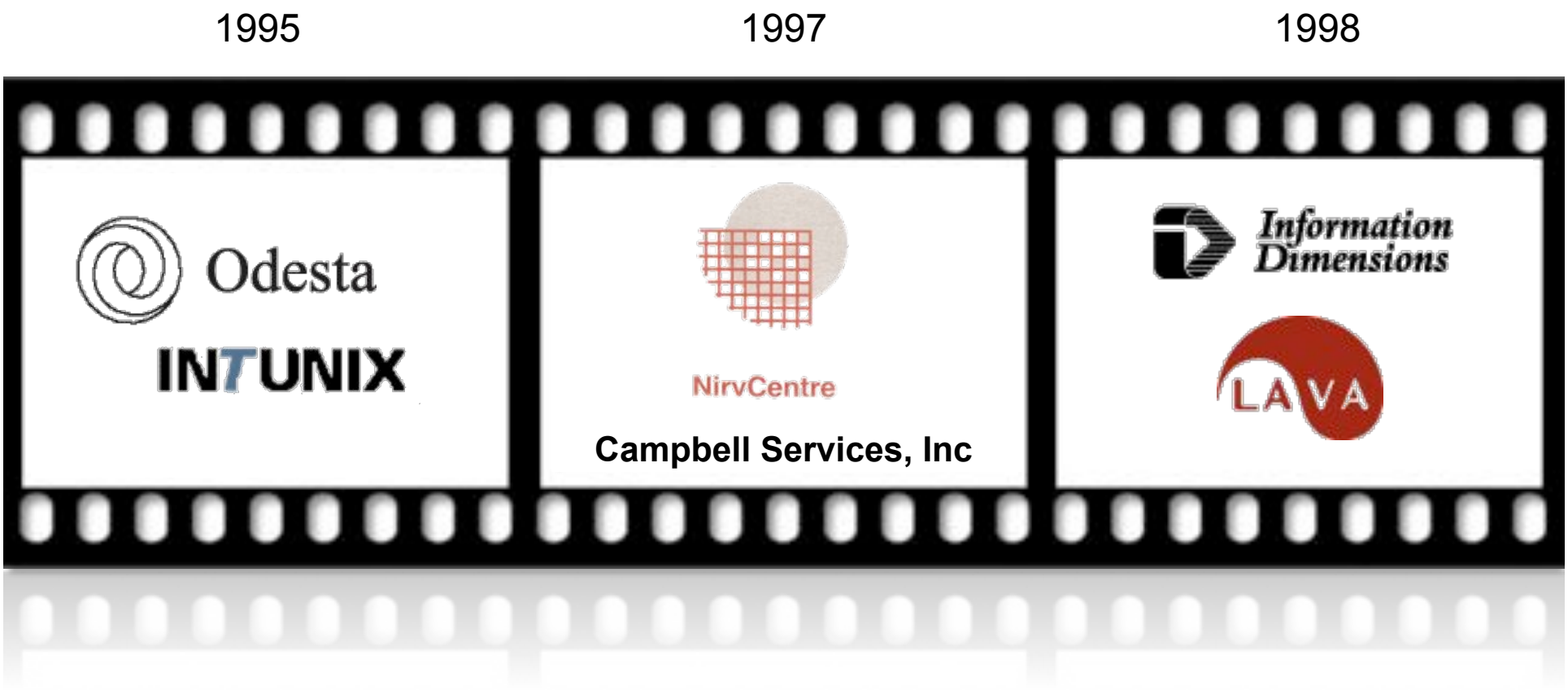

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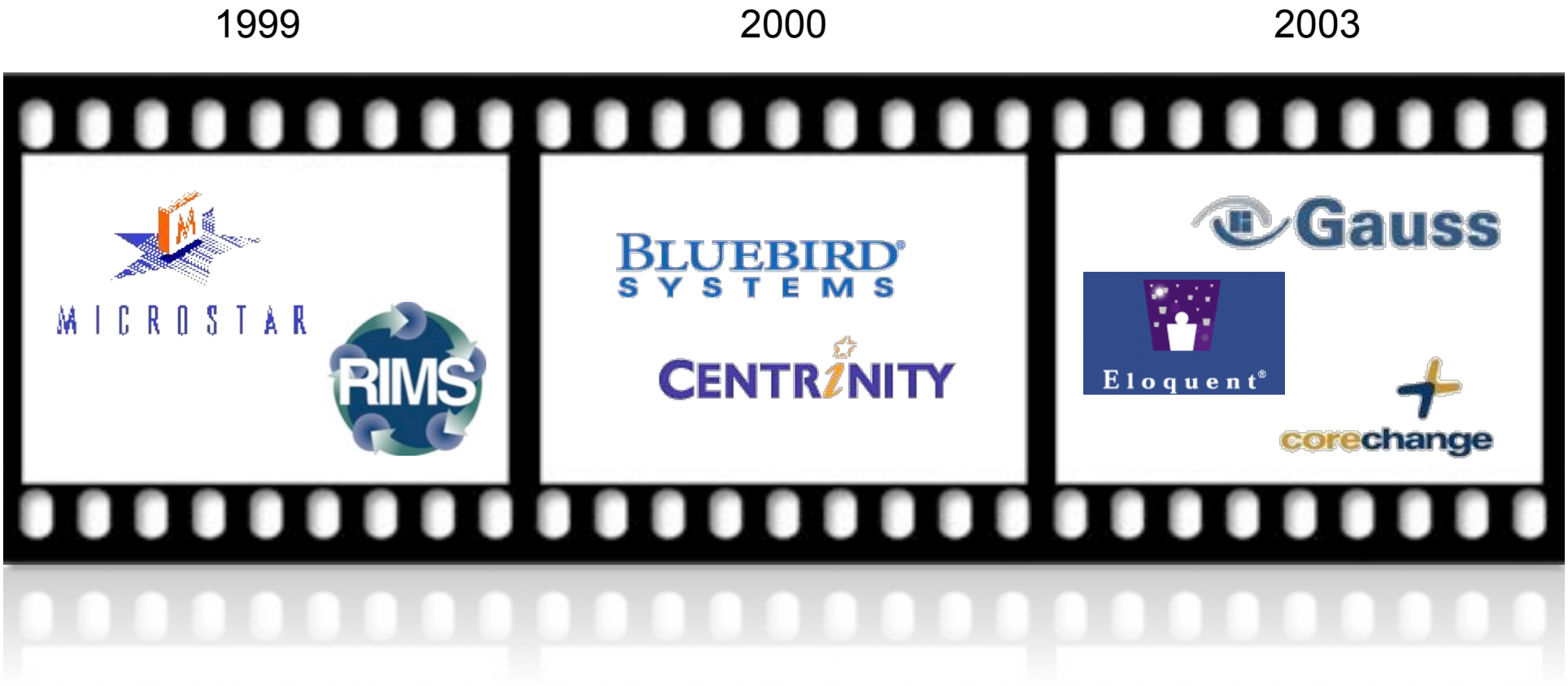

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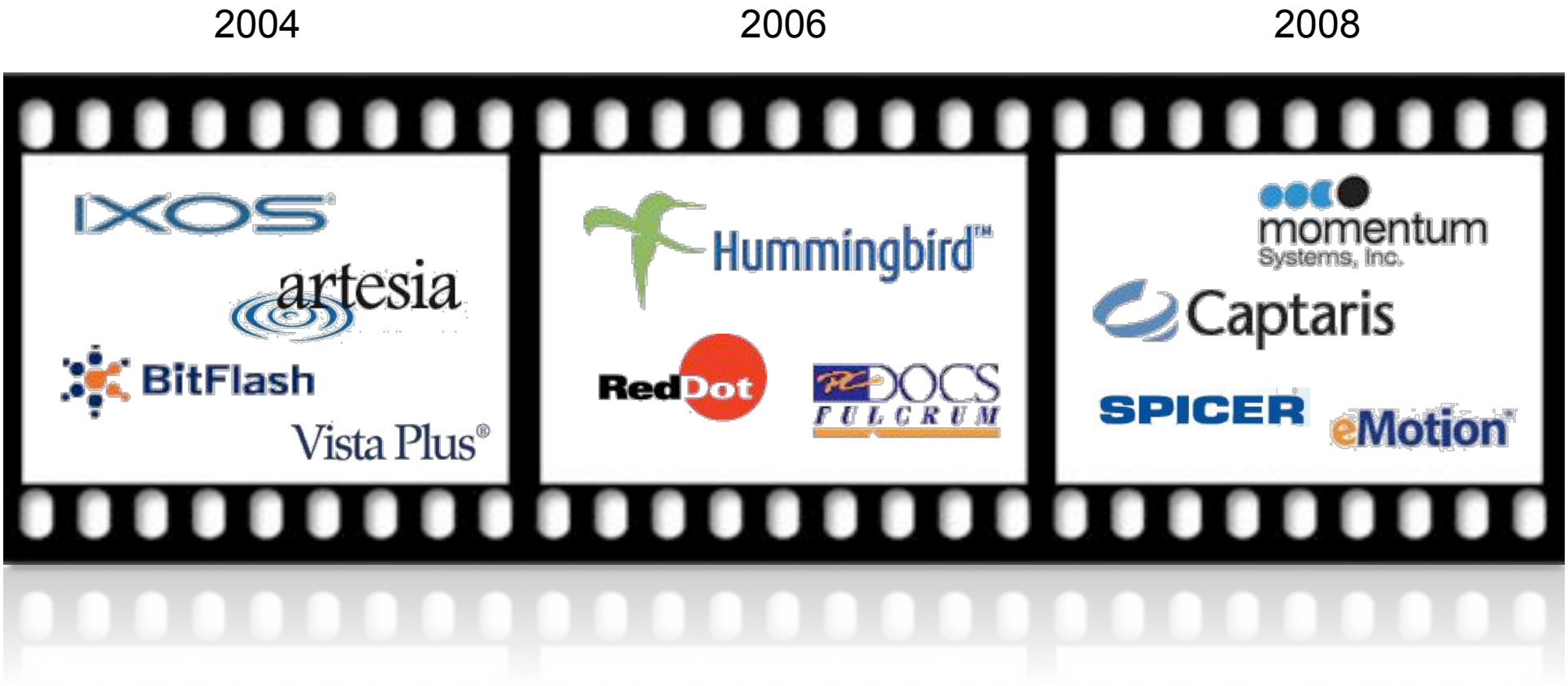

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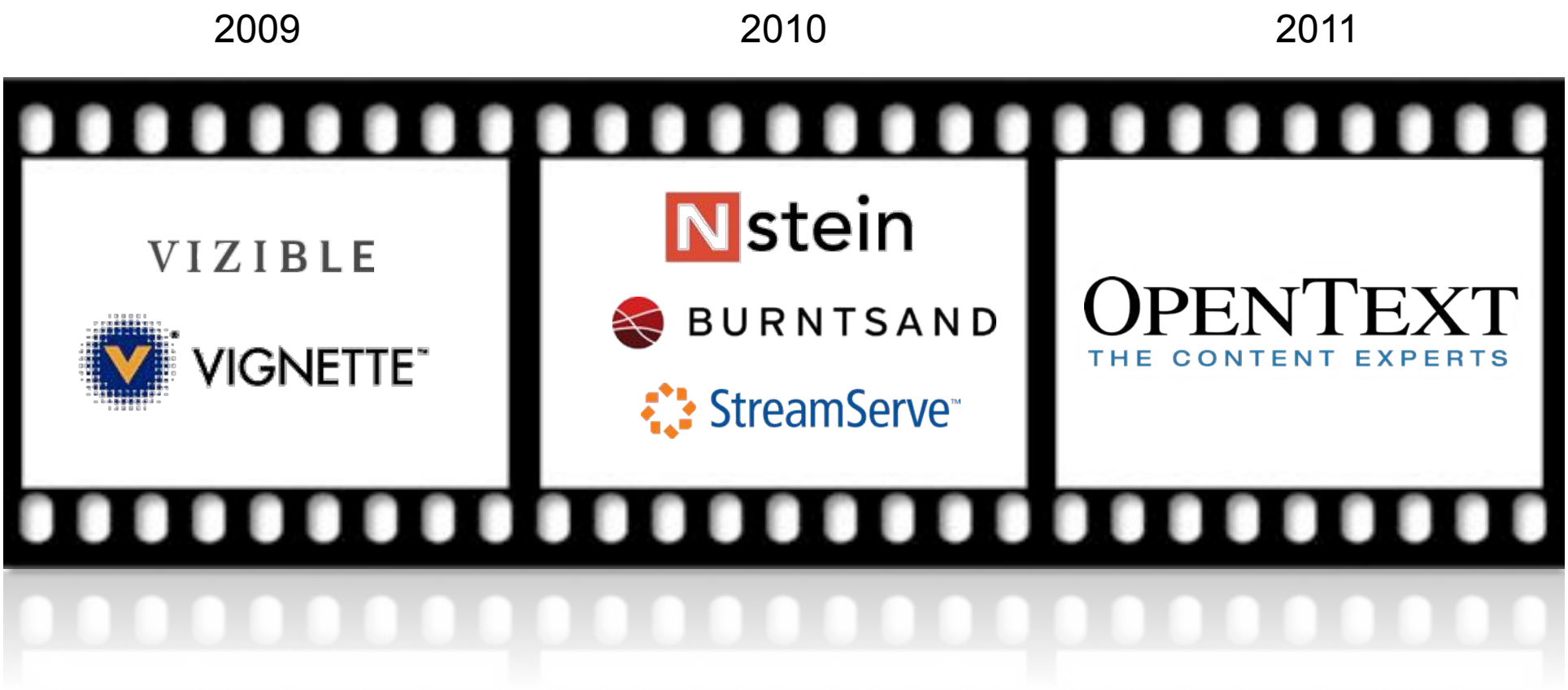

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