

ECM
Past, Present & Future

Content World 2008

Tom Jenkins
Executive Chairman and Chief Strategy Officer
Open Text Corporation

November 19,2008

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ECM Past

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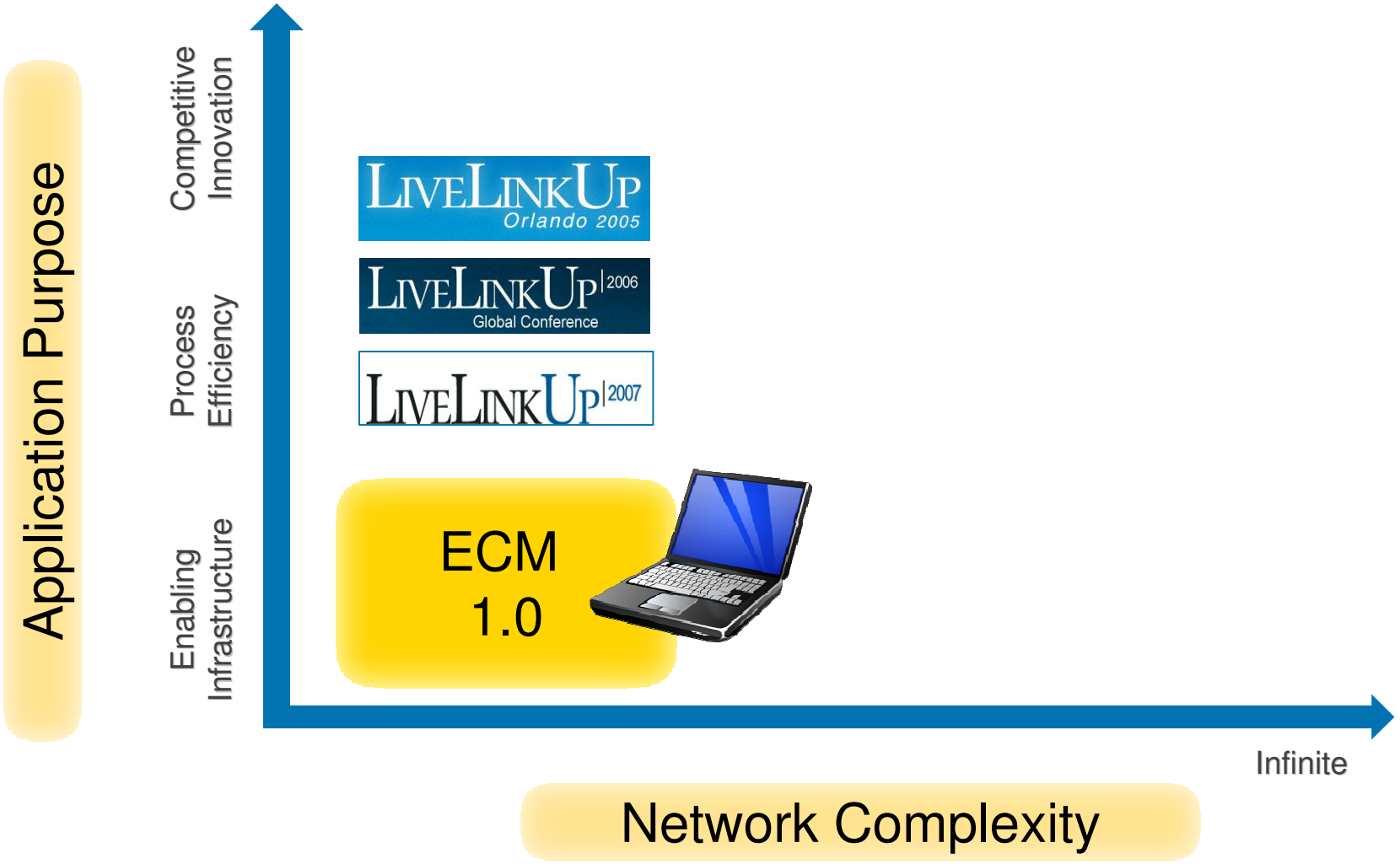

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Competing Business Challenges

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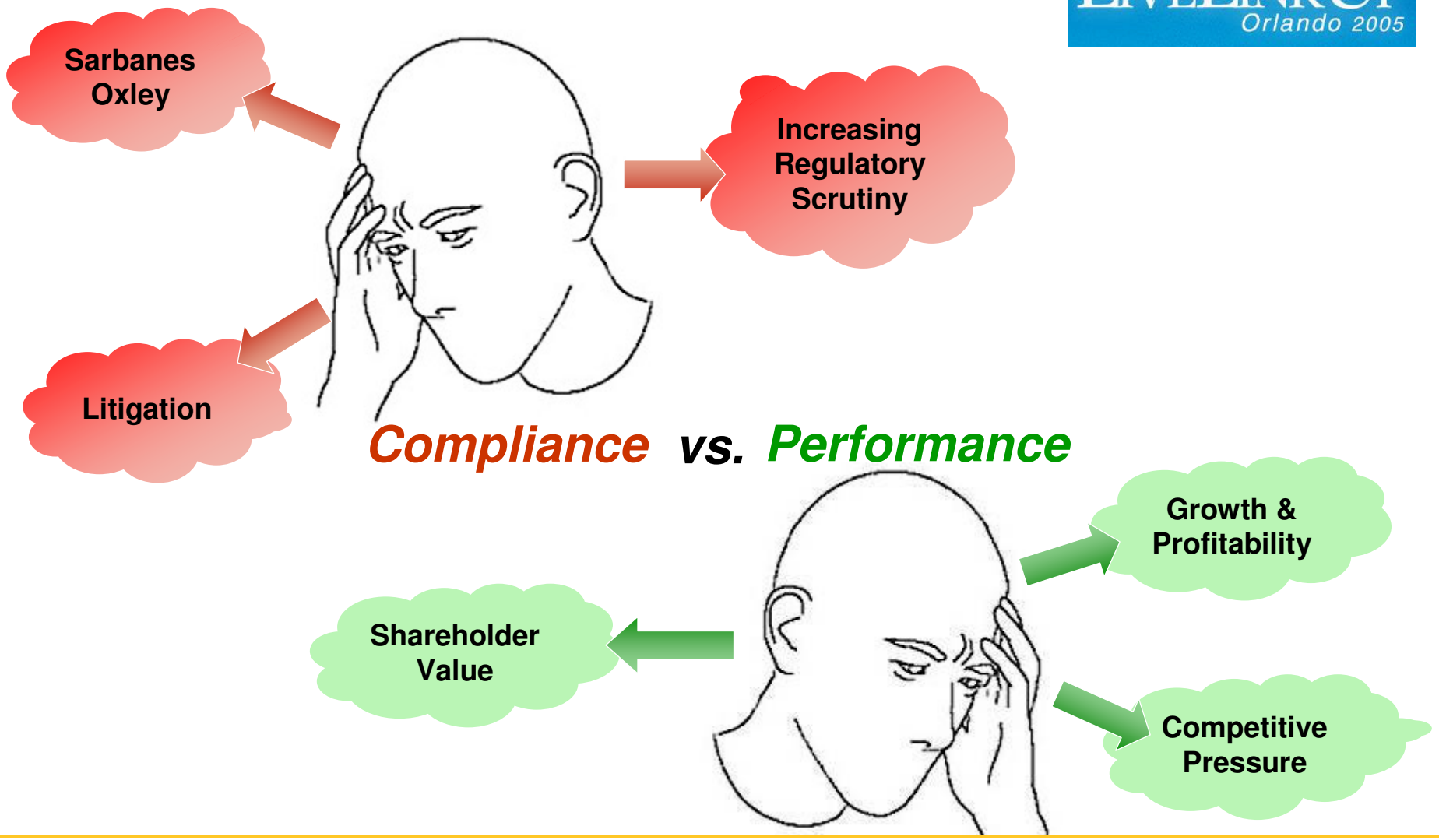
LIVELINKUP
Orlando 2005



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The Content Challenge

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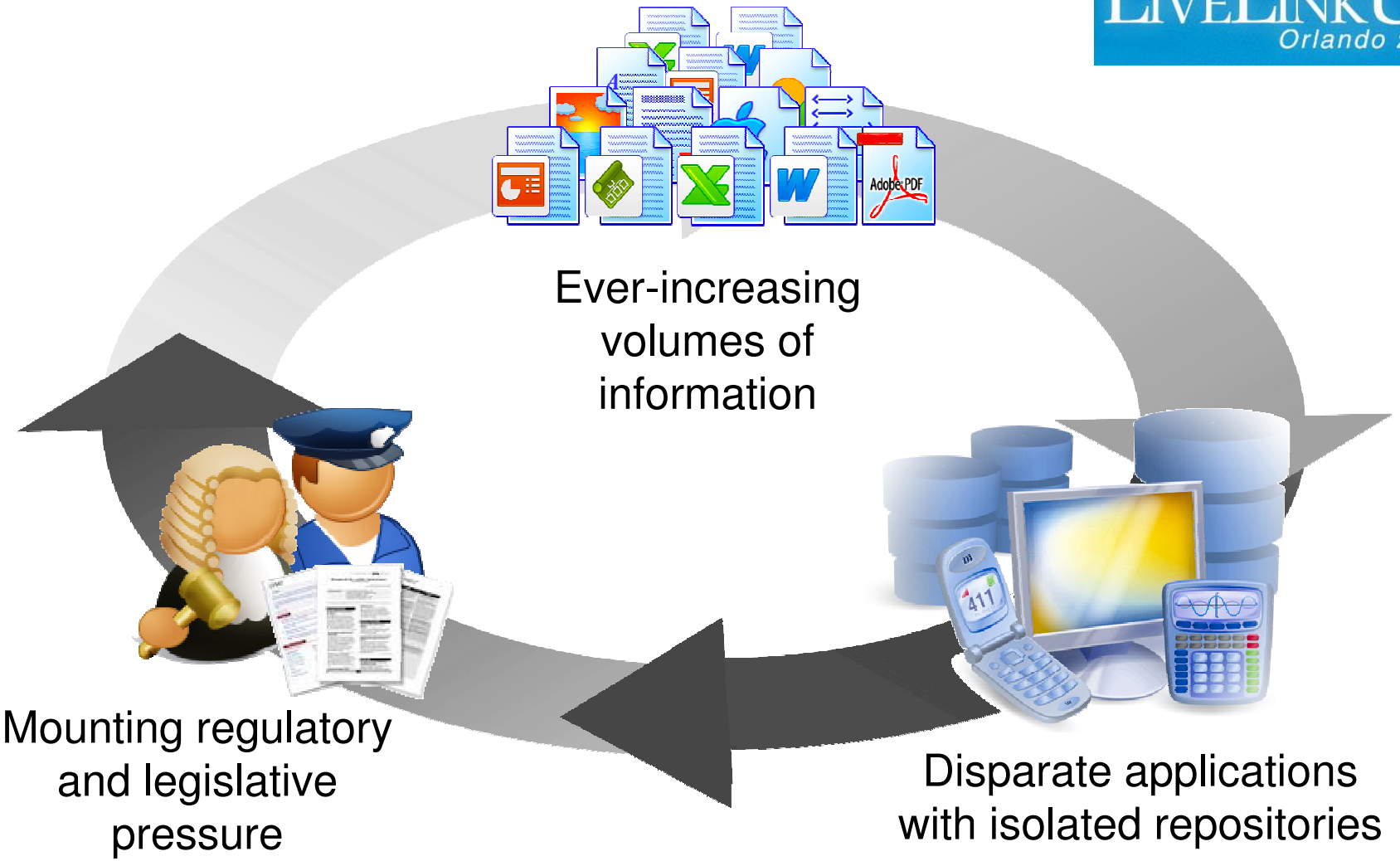

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Content In Context

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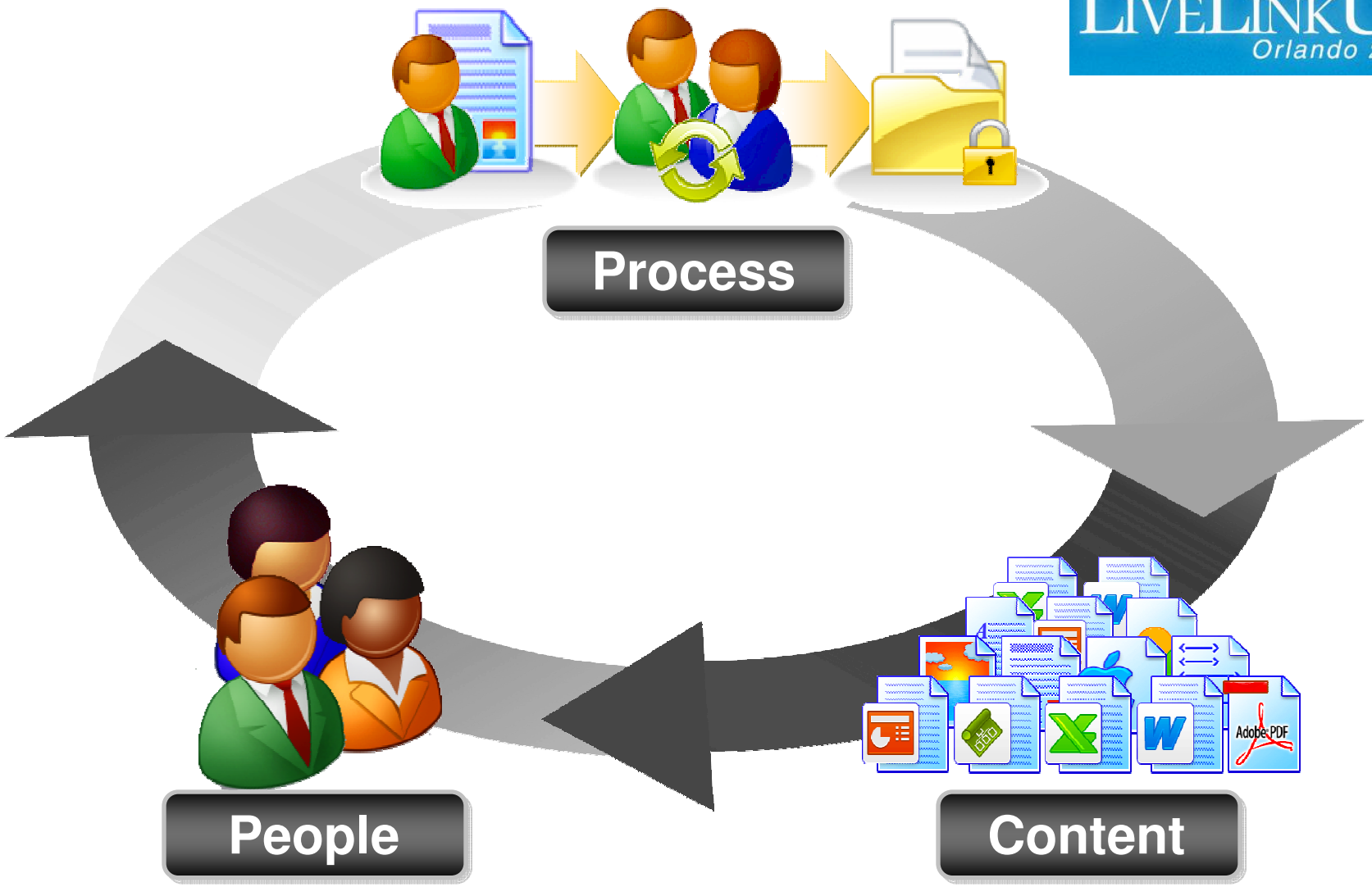

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We wrote the Book on ECM

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LIVELINKUP
Orlando 2005



Turning Content in to Competitive Advantage

- Available to everyone at this conference and online at www.opentext.com

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Comprehensive ECM Solution

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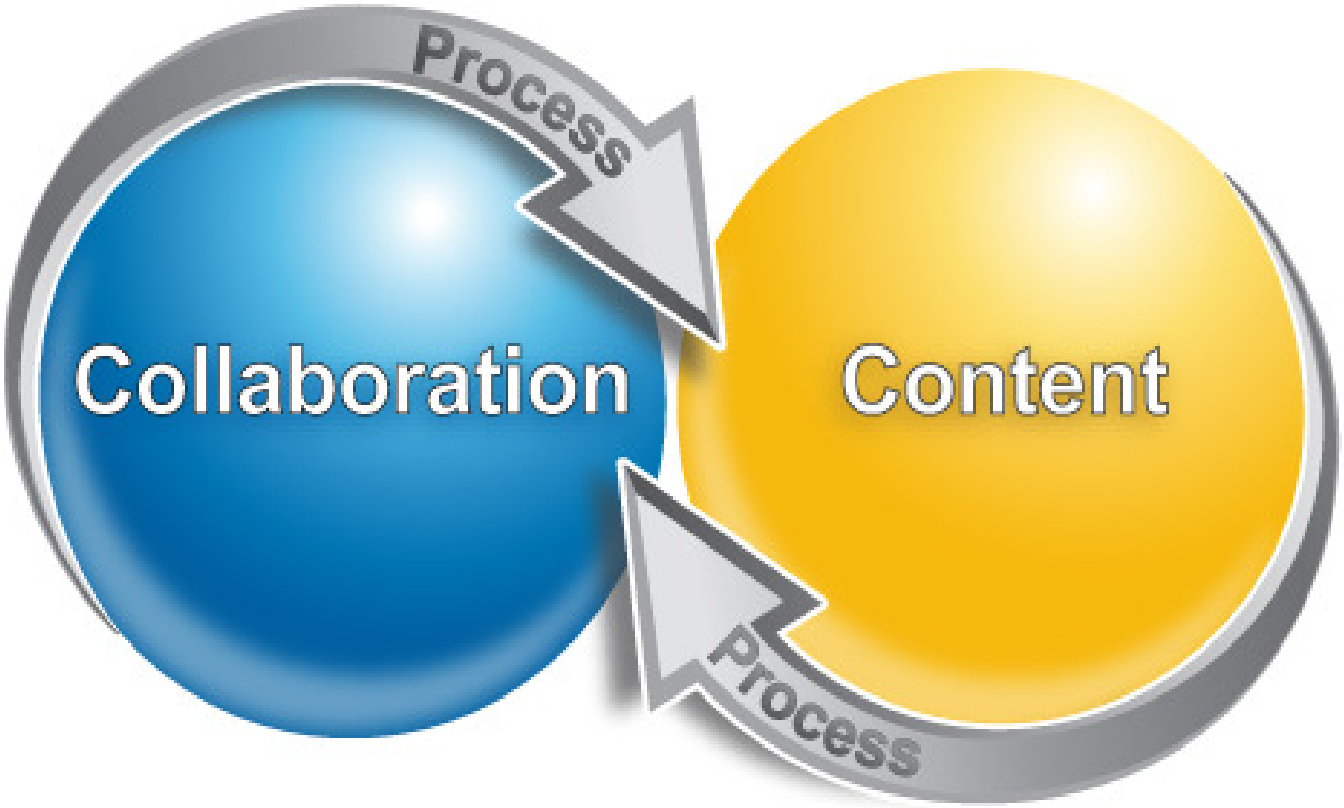

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Vendor Technology Creates Content Silos in IT

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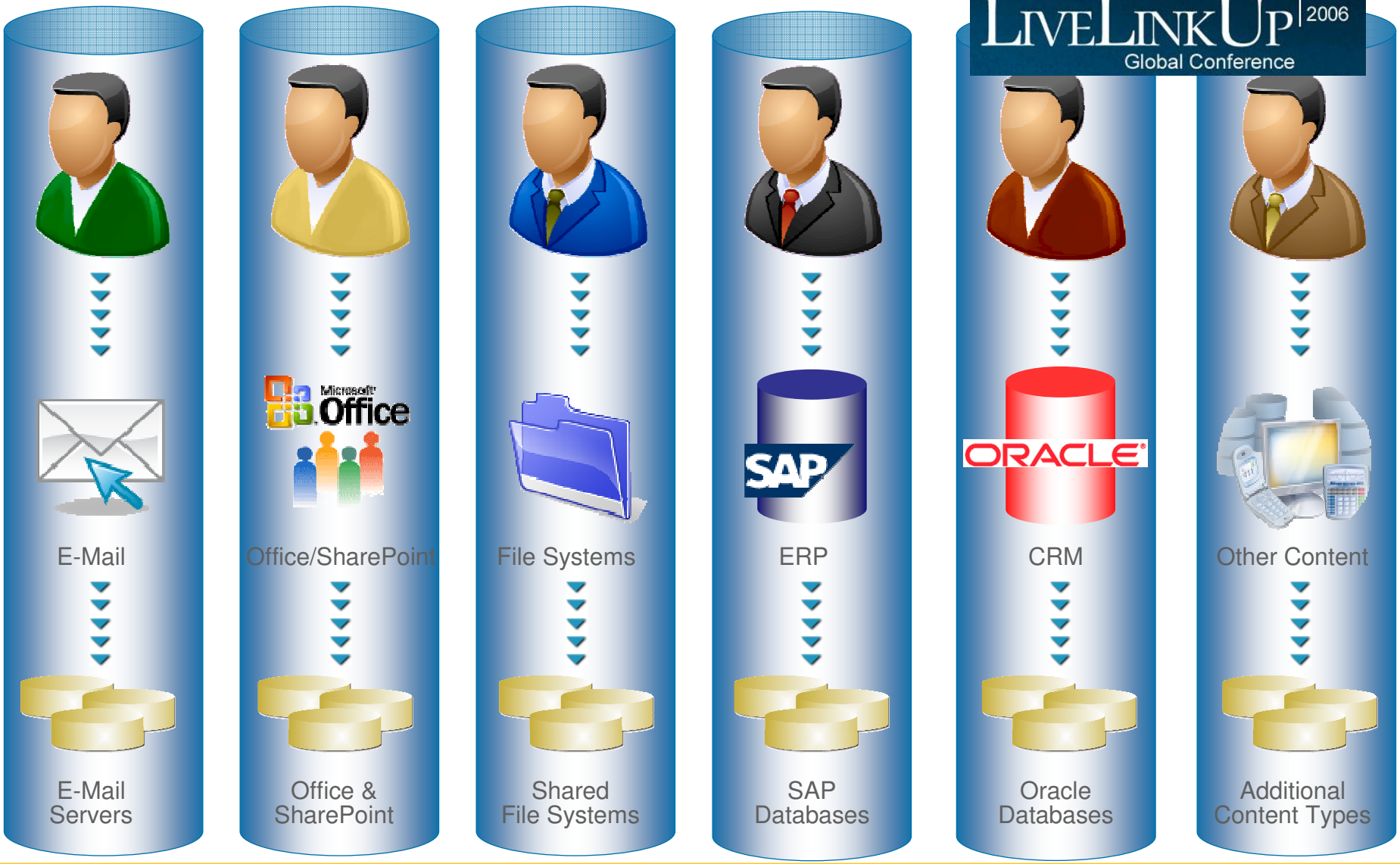
LIVELINKUP 2006
Global Conference



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Open Text ECM Strategy for the IT Eco System

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LIVELINKUP 2006
Global Conference

Microsoft



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SAP ORACLE

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Trusted Repository for the Enterprise Library

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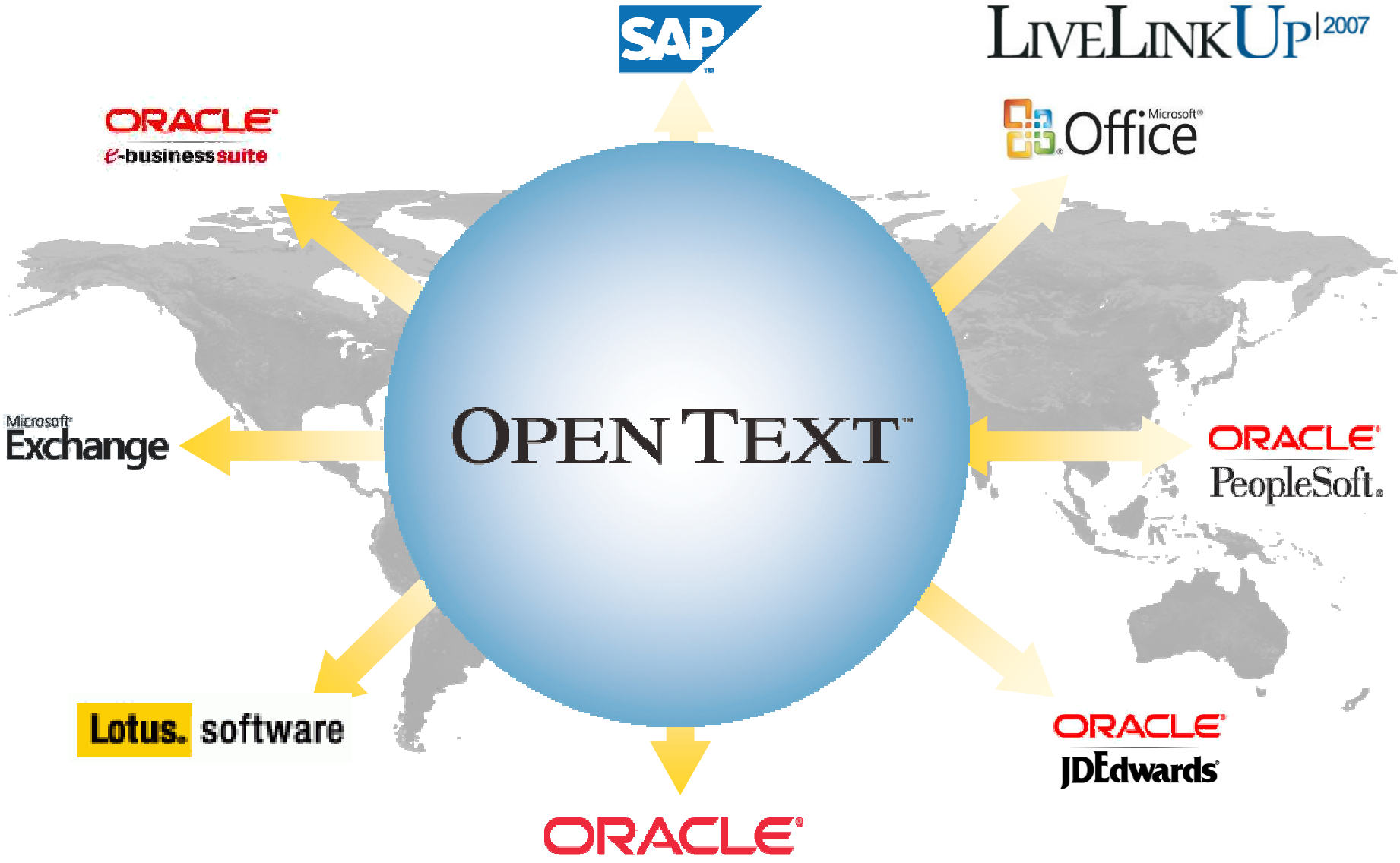

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Enterprise Transparency

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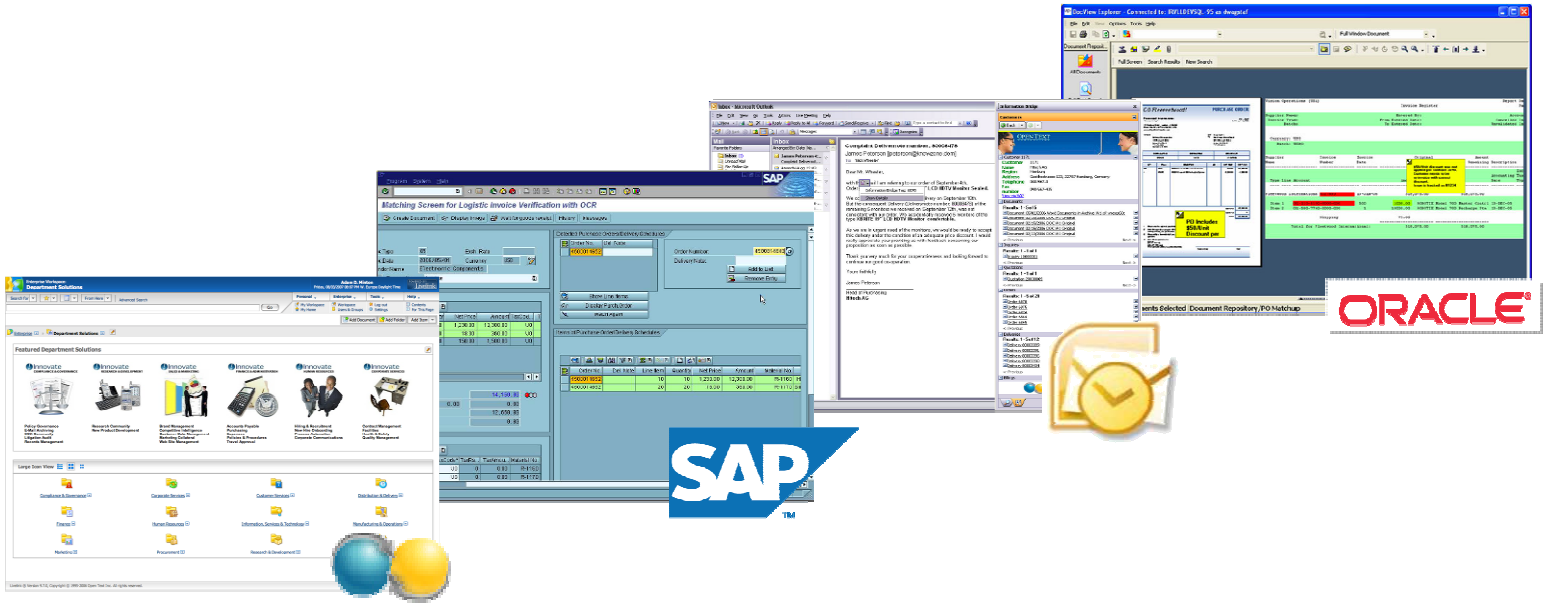
LIVELINKUP 2007

Access and retrieve your content in context from the native application interface, Web and/or desktop.



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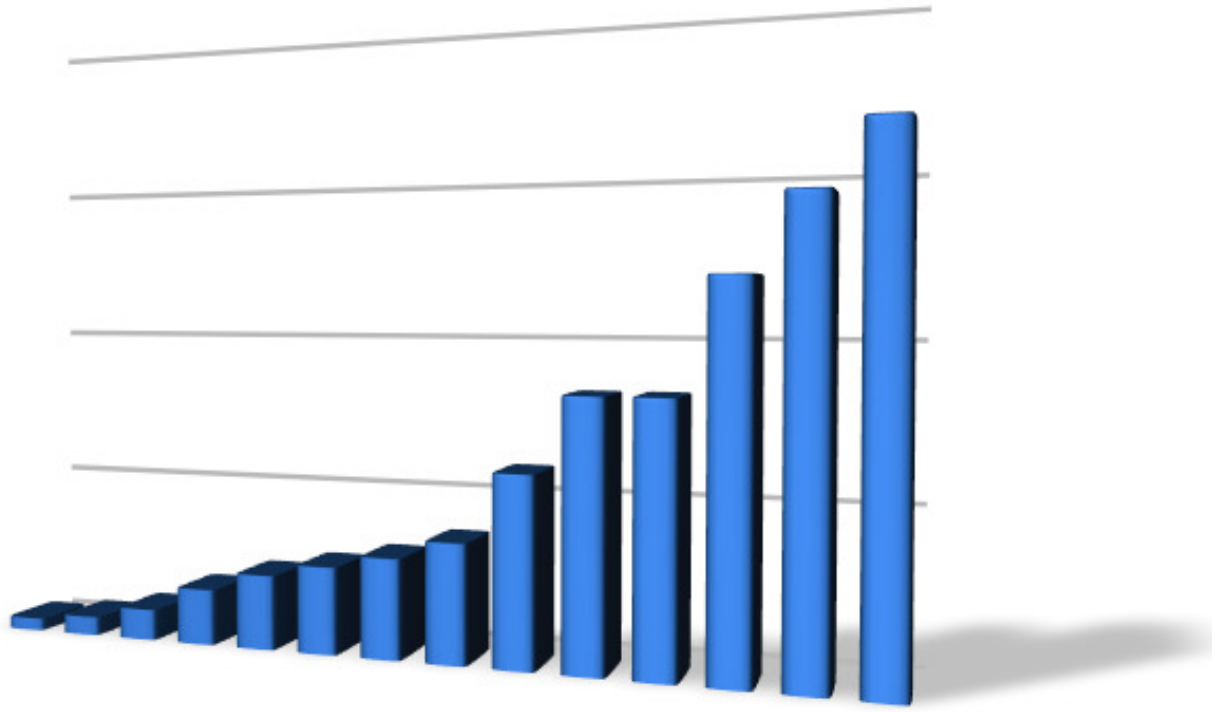
Open Text Revenue: Proxy for ECM Industry

40%
Compound Average Growth Rate over past decade

We became your Trusted Vendor



Source: Annual Reports & Press Releases, Open Text Corporation, 2008

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Open Text Market Share: Drives Standards

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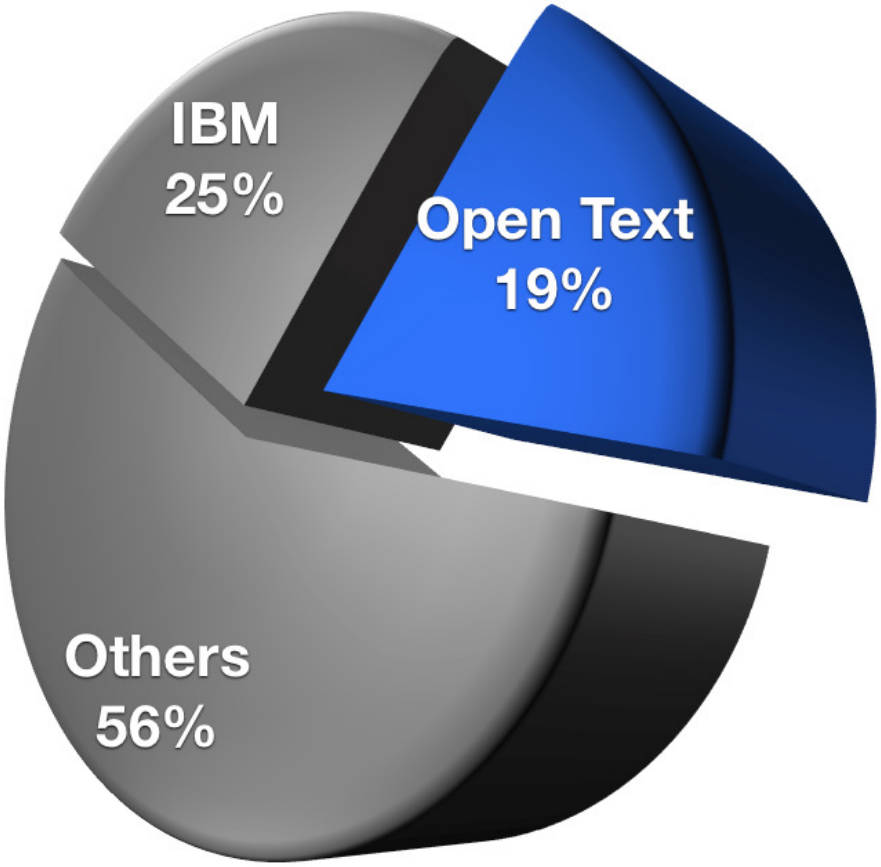
Two technologies account for half of the market



Source: Market Share: Enterprise Content Management Software, Worldwide, 2007, Gartner Inc. 2008
Updated by Open Text after the Captaris acquisition

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ECM Experts provide ECM Thought Leadership

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YOU

Are Part of the Strongest
Dedicated ECM Community
in the World

50 million

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ECM Present

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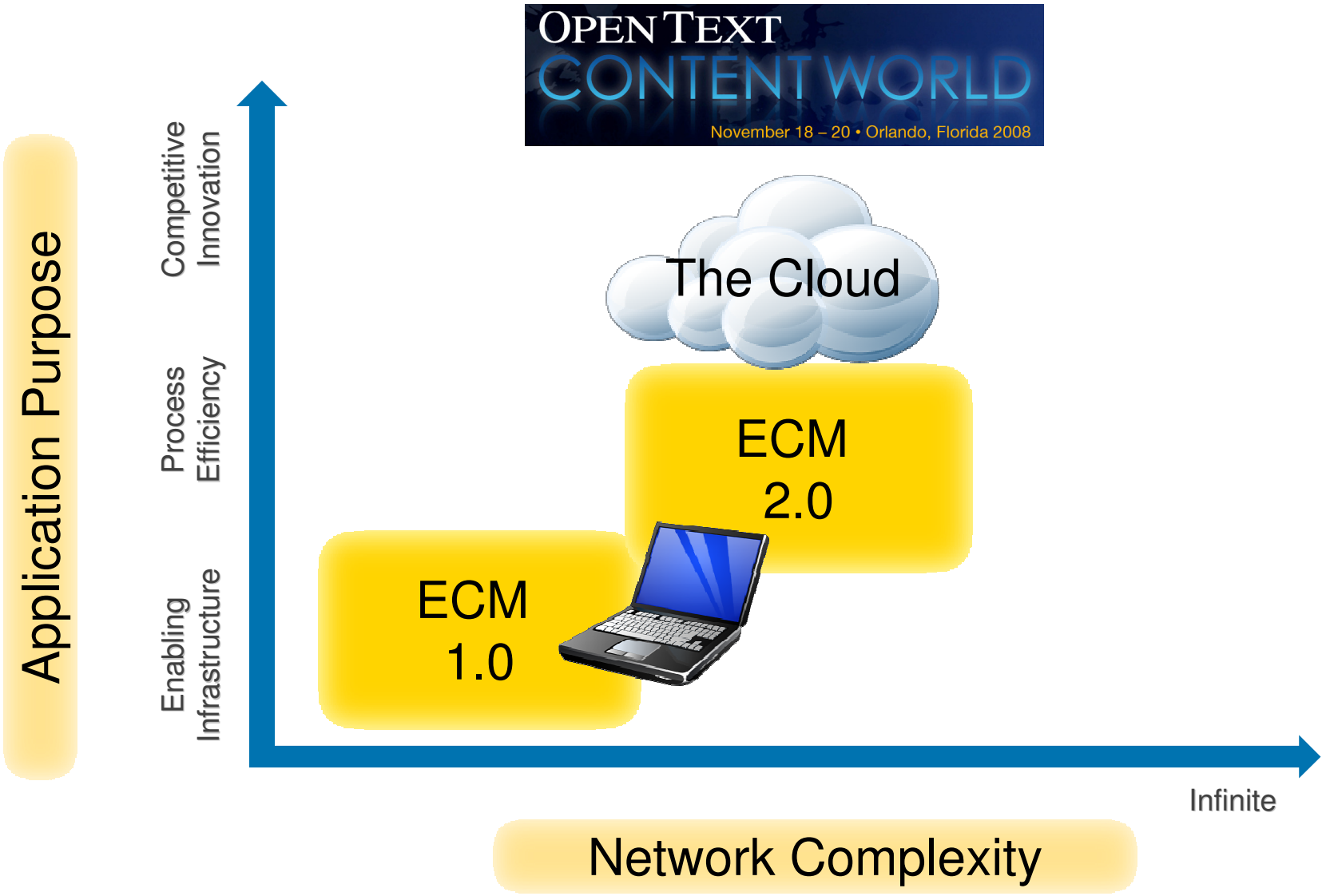

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Finding the Right Balance *Again!*

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Balance
Opportunity and Risk







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A more sophisticated approach is required

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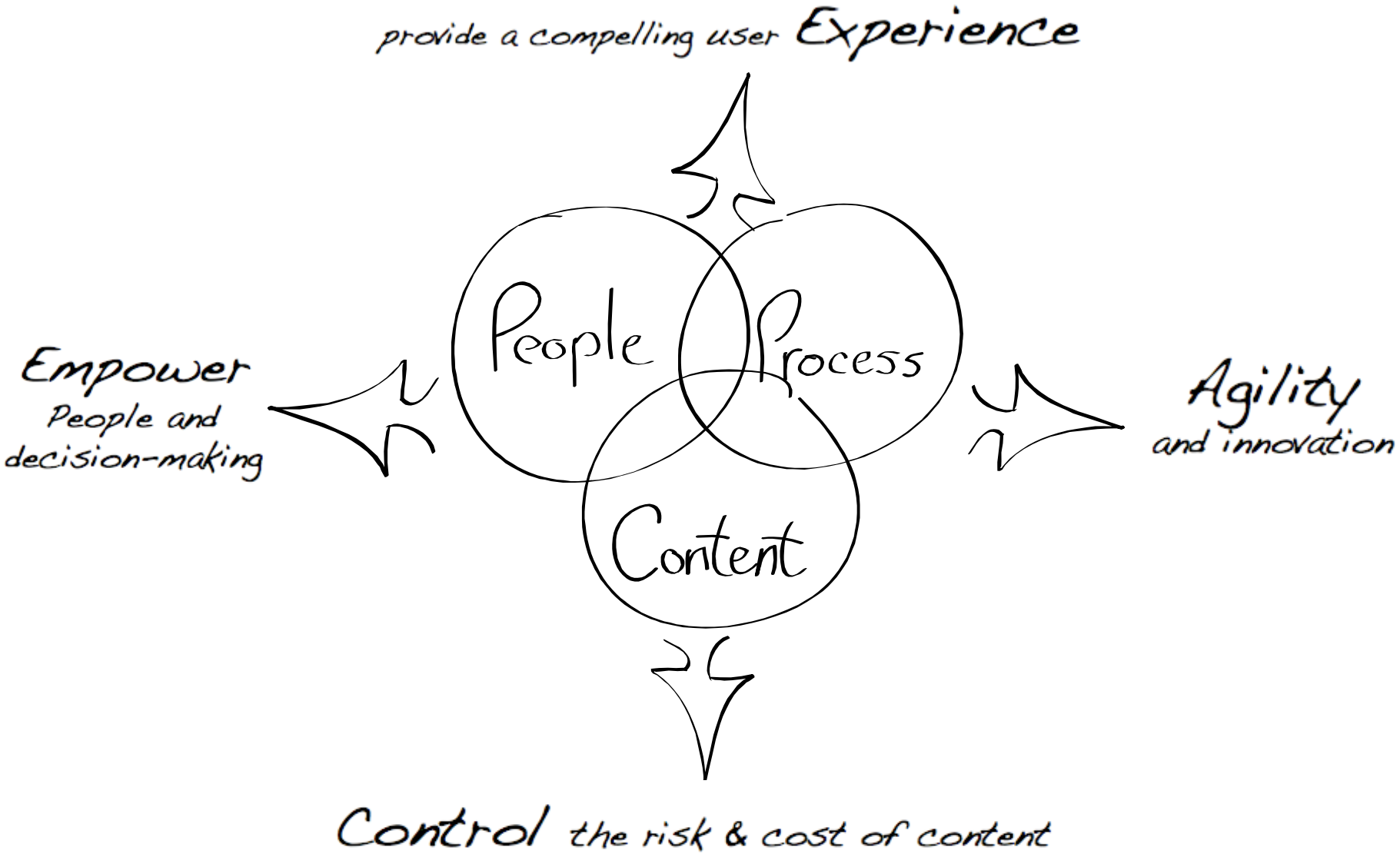

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Open Text ECM Suite - Architecture

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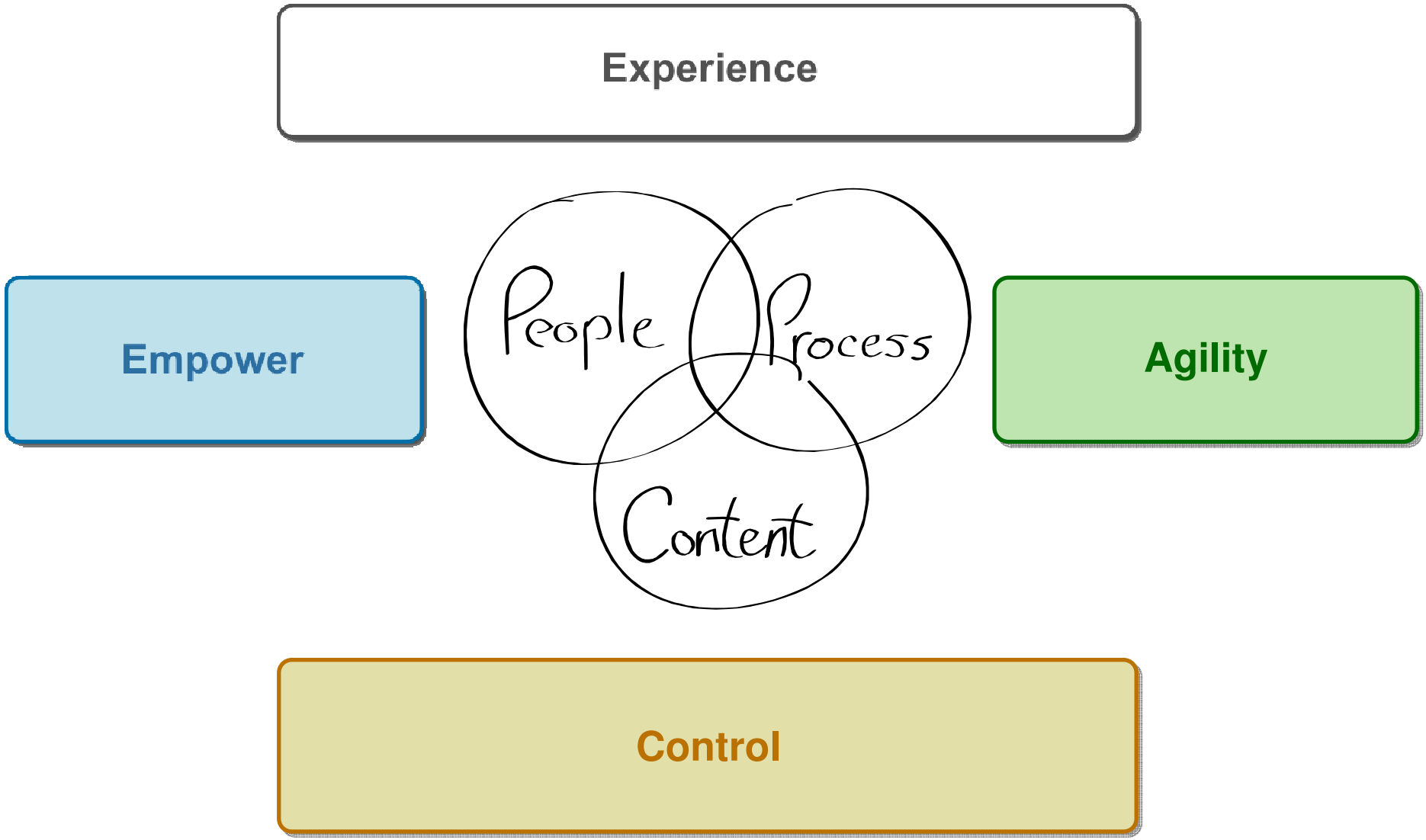

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Launch of the Open Text ECM Suite

OPEN TEXT CONTENT WORLD
November 18 – 20 • Orlando, Florida 2008

Business Applications

- Case Management
- Contracts Management
- Accounts Payable
- Marketing Asset Management
- Content Migration
- eDiscovery

- Document Management
- Collaboration & Community Management
- Web Content Management
- Records Management
- Email Management
- Capture and Delivery
- Business Process Management
- Digital Asset Management
- Archiving
- Content Reporting



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Core Content Enables Web 2.0

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Empower People, User generated Content extends Core Content



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Making Web 2.0 safe

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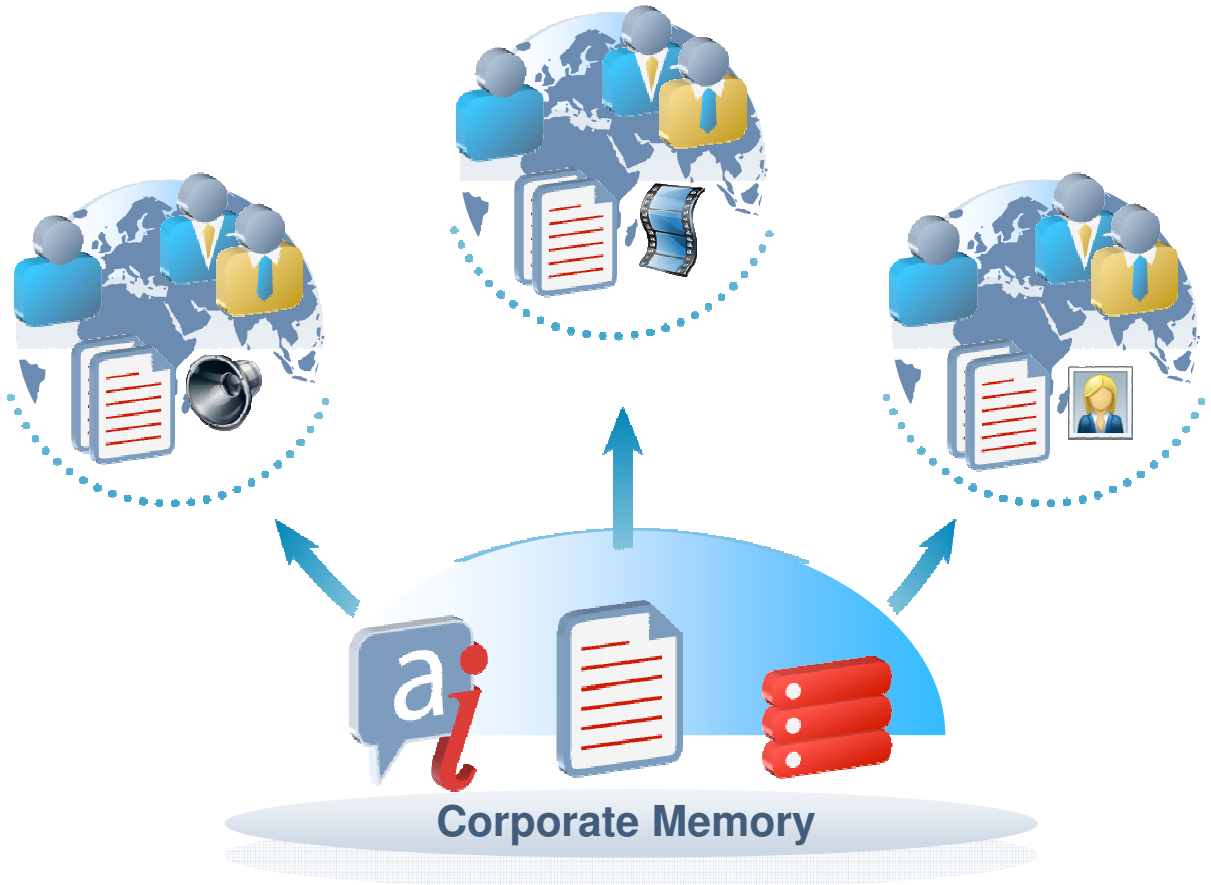
Build on a
Trusted Repository



A trusted repository to support
a trusted social network

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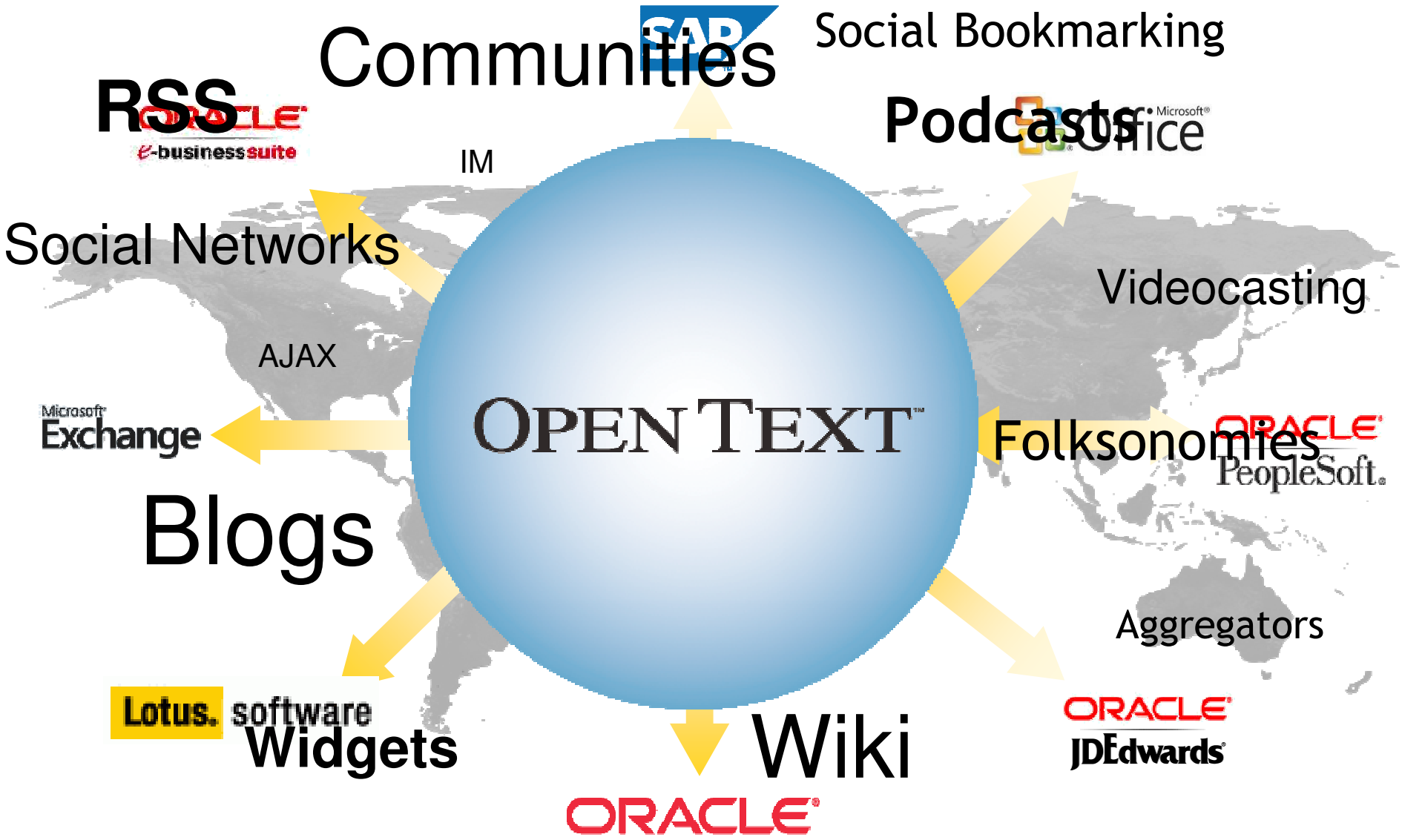
Extending the Trusted Repository to Web 2.0



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Let your Work Place Bloom with Web 2.0

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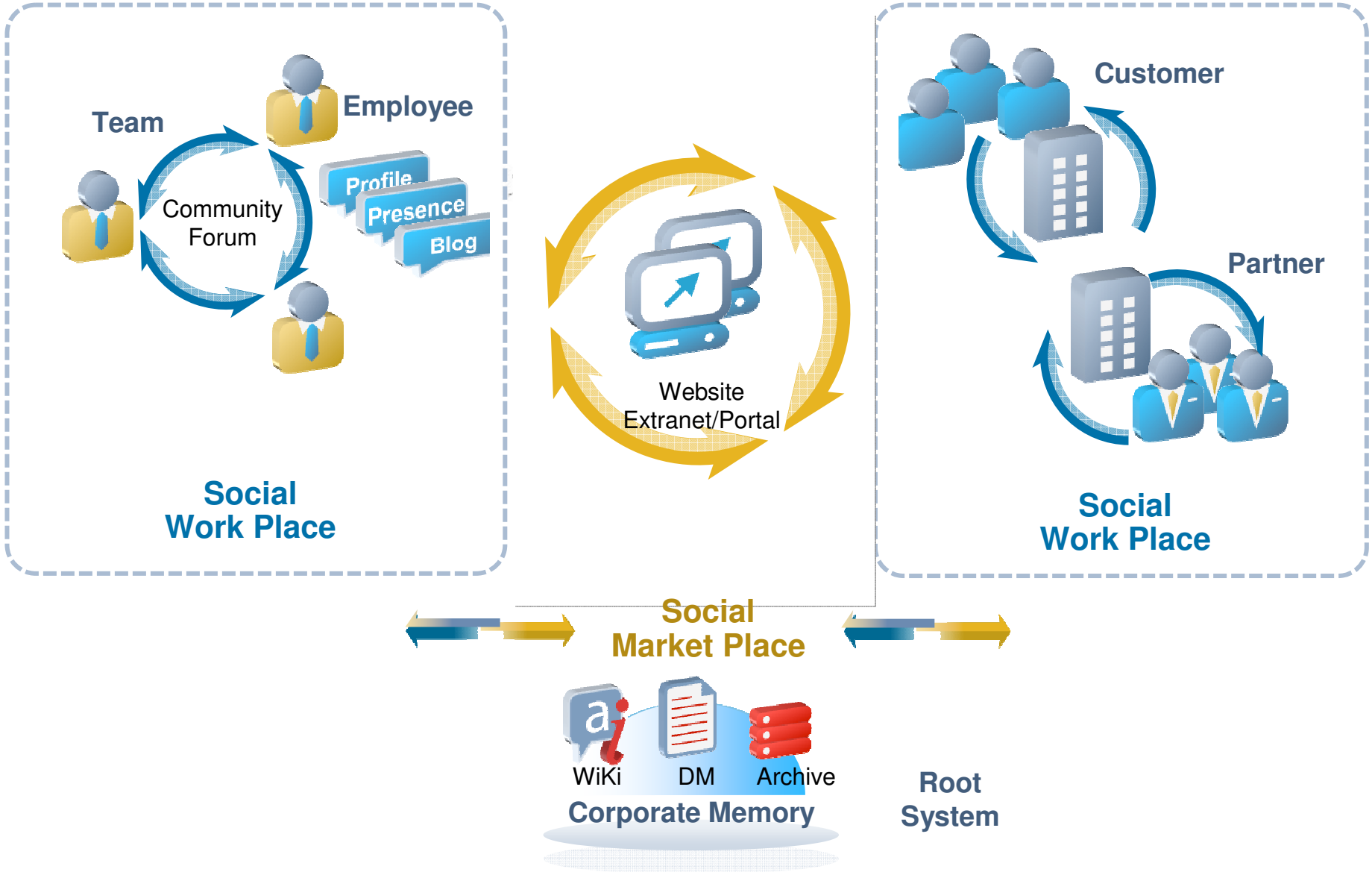

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Motorola –Recognized Leader in 2.0

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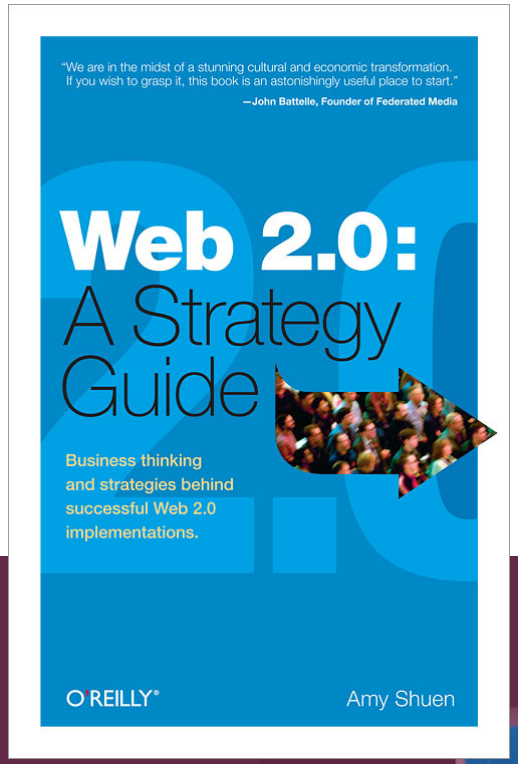

An Open Text user is one of the largest examples:

- Web collaboration
- 4,400 blogs
- 4,100 wiki pages
- 2,600 people actively tagging
- 50,00 users
- finding people with expertise



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Web 2.0 is also Evolving into Broadcast

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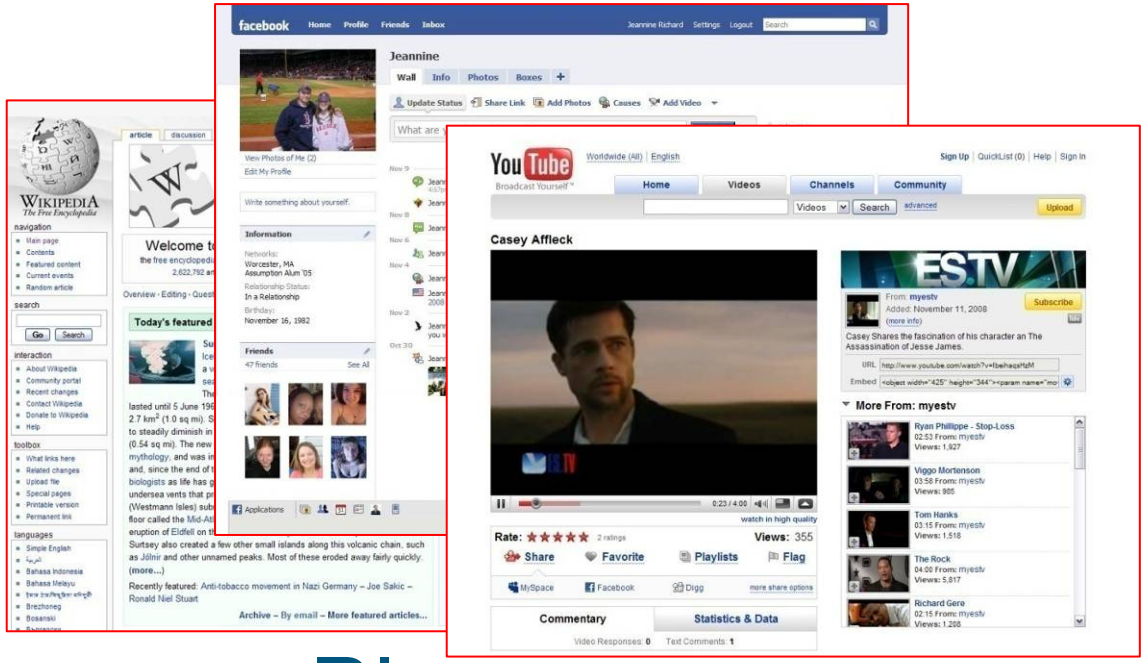
It is a Rich Media World





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BBC – Audience reach through Internet



- Digital Media Initiative (DMI)
- On-demand content and multi-platform services
- Leverage the BBC's assets
- Improved metadata for reporting and auditing
- Deliver to an audience of 3 billion cell phone users

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ECM Future

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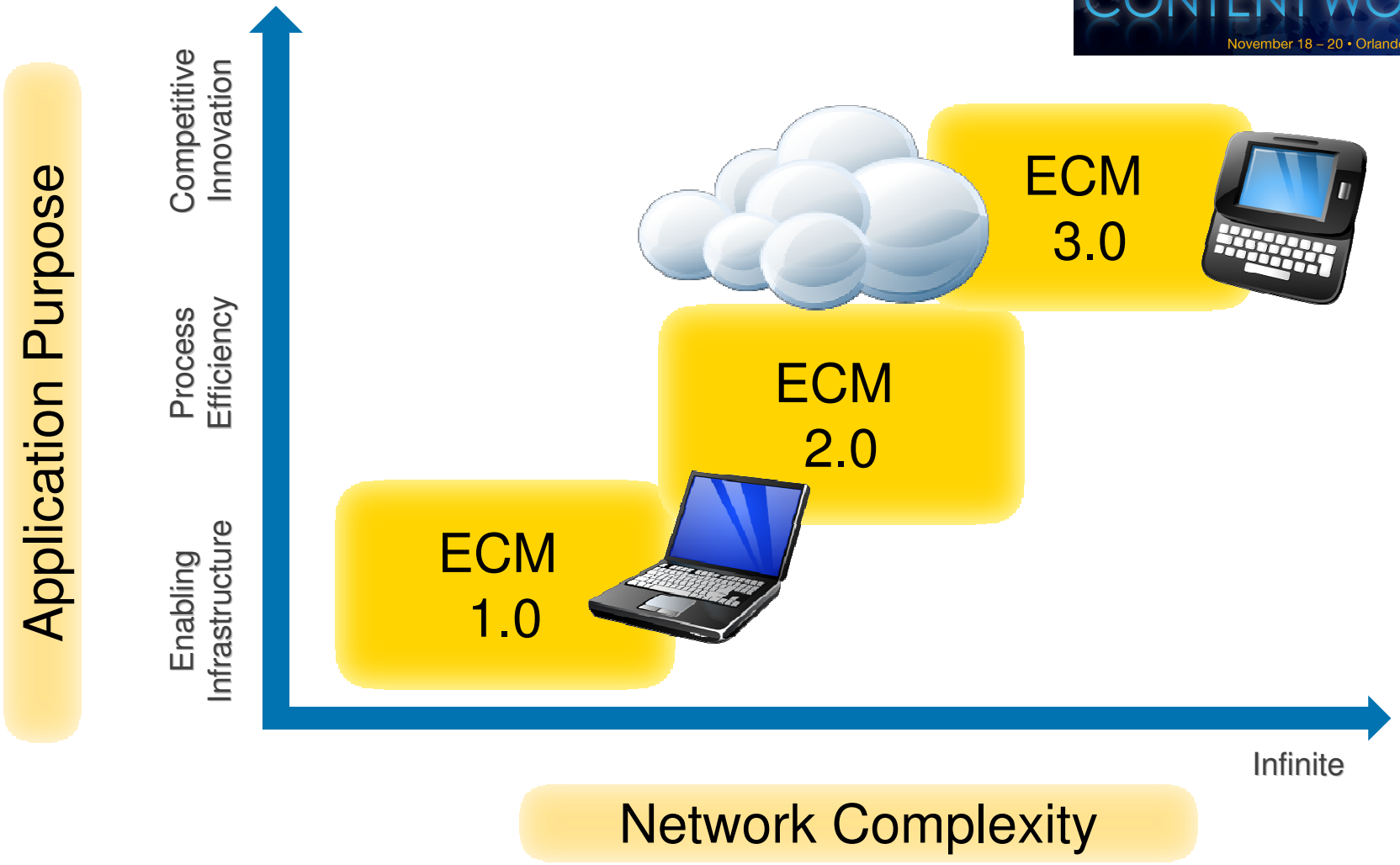

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Find the *Next* Right Balance

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Balance
Opportunity and Risk







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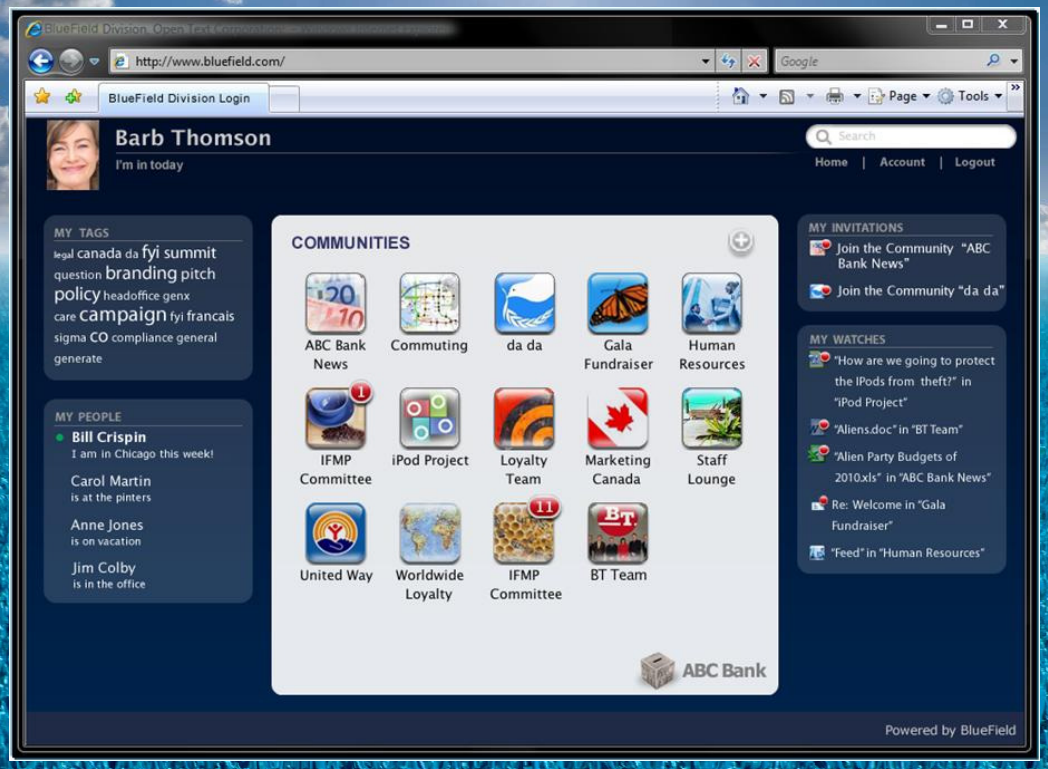
Bloom
Building Your
Social Work & Market Place



Rich Media - Communicate Naturally



Communities - The Beauty of Teamwork


Barb Thompson: Timon Dev
Barb Thompson
COMMUNITIES
Human Resources
ABC Bank News
Commuting
iPod Project
Loyalty Team
Marketing Canada
Morpheus's News
Staff Lounge
United Way
Worldwide Loyalty
CONNECTIONS
Barb Thompson
Bill Crispin
Jim Colby
Julie A. Oke
Stuart Dicker
TAGS
SHOUT
WATCHES
Carrier
10:07 AM
FirstClass
Home
Mailbox
iPod Project
United Way
Calendar
Worldwide Loyalty
Commuting
Contacts
Marketing Canada
Documents
Bookmarks
Staff Lounge
File Storage
Loyalty Team
ABC Bank News
Gala Fundraiser
Mobile Access

Challenge in the Future: Balance all of it!

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Let’s develop the future together!

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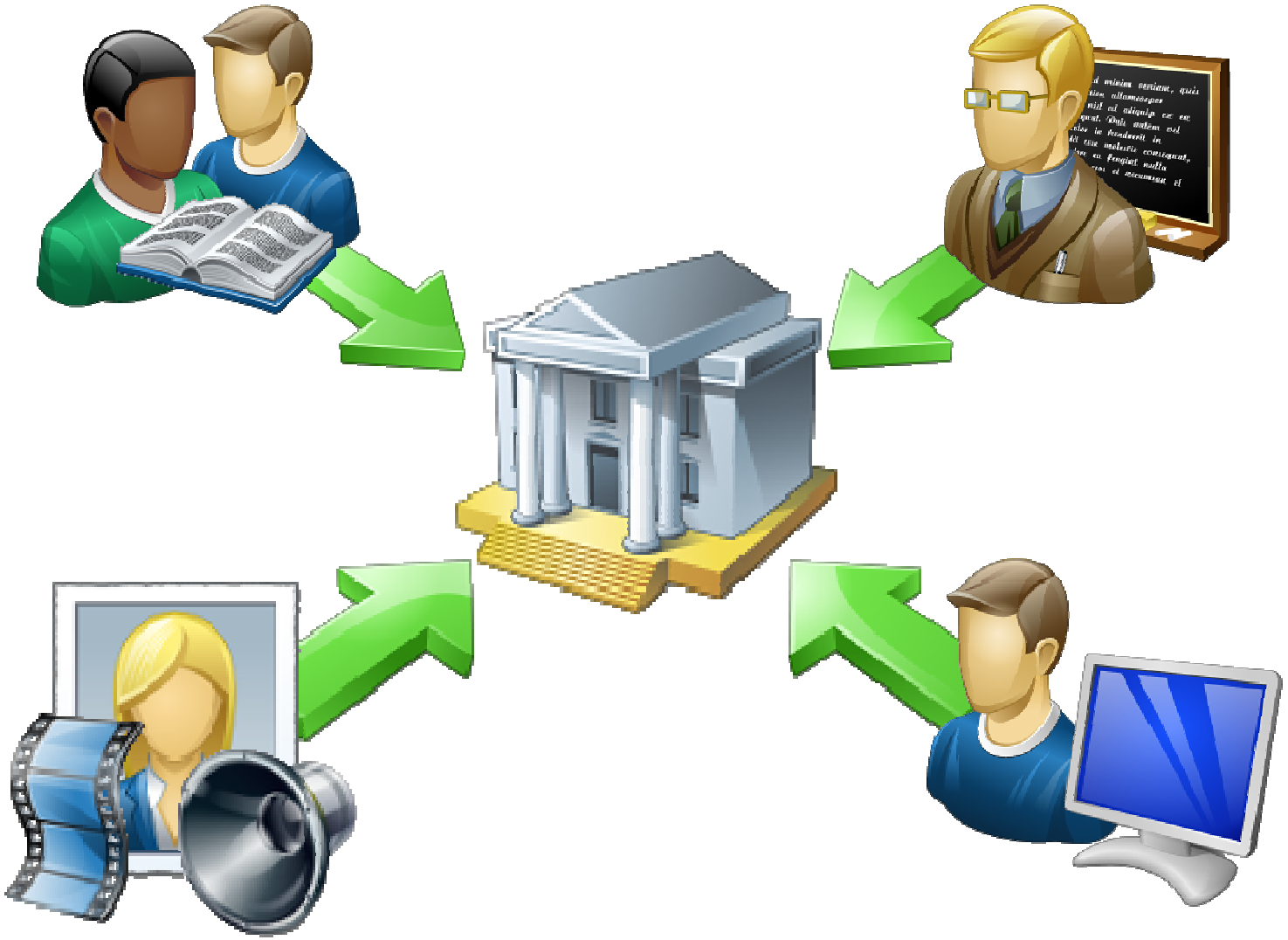

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Open Text Center for Digital Media

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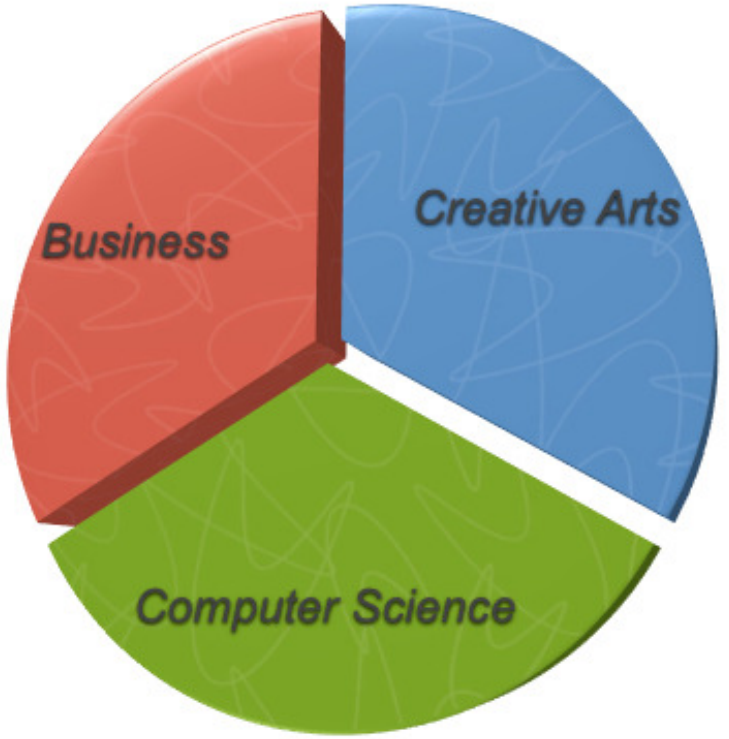
- Inventing the future of ECM
- Open Text created a fund of $10m
- Collaboration organized by Open Text with you and academic institutions
- Capitalizes on the creative triangle of IT, Business and Creative Arts



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How can you get involved?

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- Send senior staff on sabbatical
- Hire students trained in your software
- Invest in research by professors & students
- Receive matching funding from Open Text
- Participate in Spring 2009 Conference



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Investing $1 Billion into ECM Innovation

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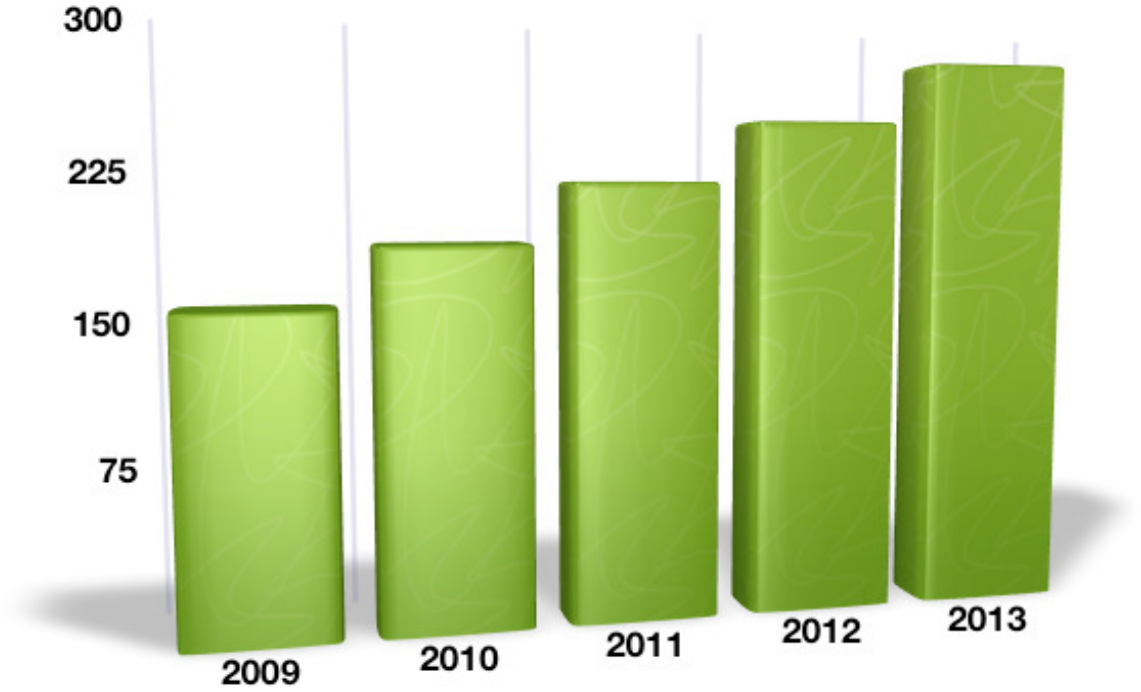
- $1 Billion for ECM Research
- 2,000 Developers on average over the next five years
- Inventing the Future of ECM
- Help us invest effectively



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Summary

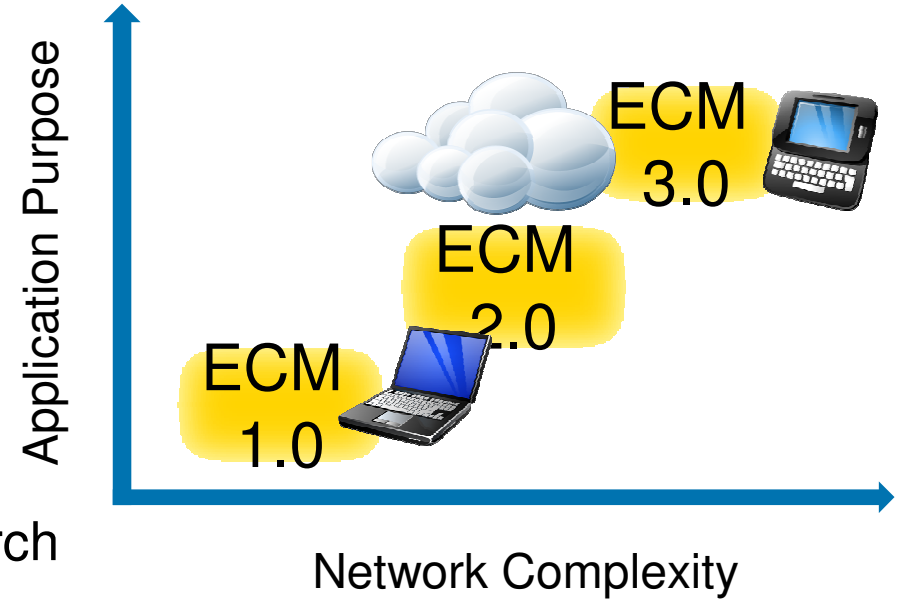
OPEN TEXT
The Content Experts™

We are the Content Experts

- We are 50 Million Strong
- Draw from a great Experience
- Agility to cope with Economy

Your trusted Vendor

- We Invest 1 Billion in ECM Research
- We Invest in new Acquisitions
- Make Enterprise 2.0 a Reality



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Bloom
Let Web 2.0 spring up in your organization…safely!



Thank You

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