Open Text ECM Suite

Product Strategy and Overview

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VP Product Marketing
Open Text Corporation

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Open Text Product Portfolio

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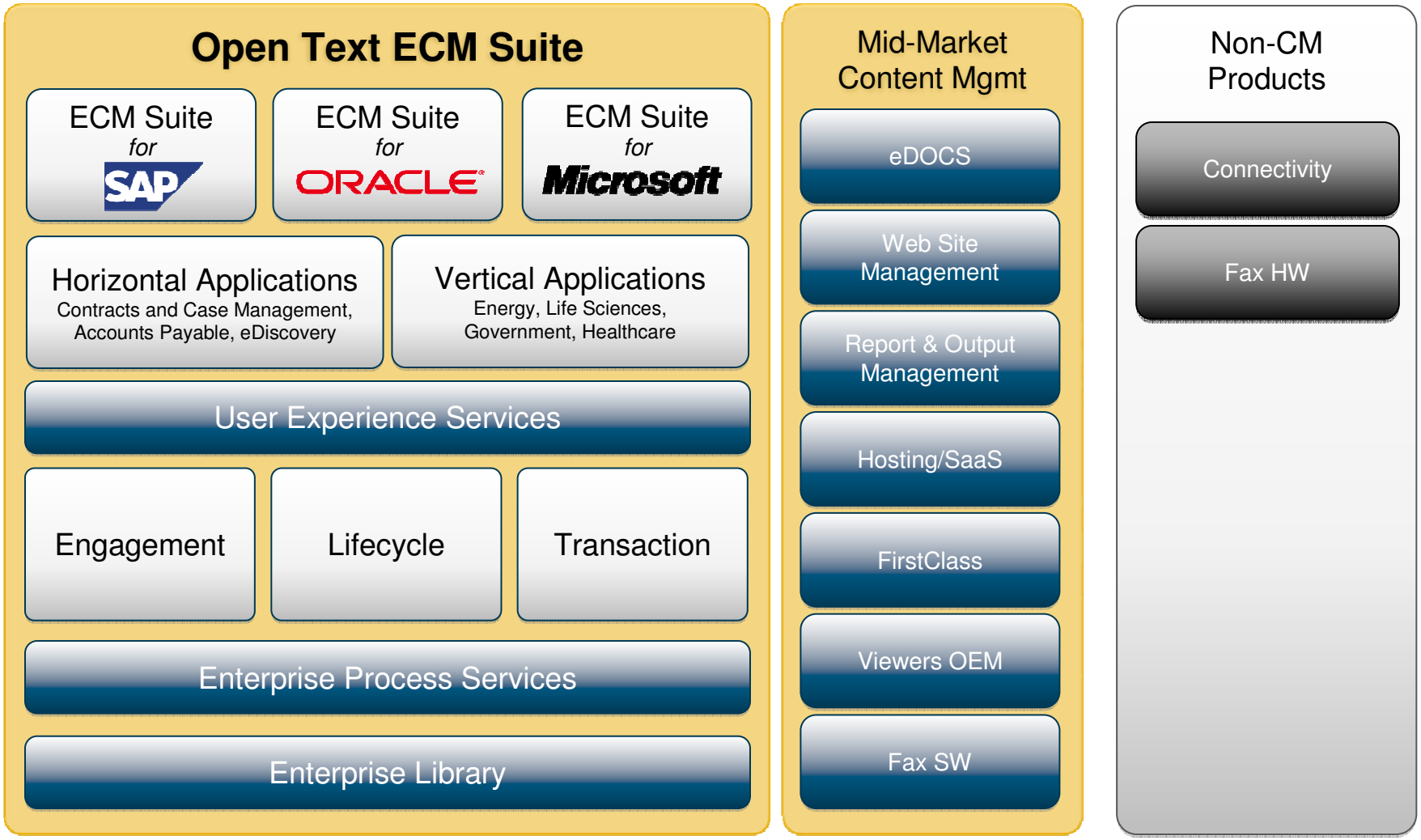

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Content in an Organization

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Users

Legal

Value

Liability

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Value through Engagement

Engagement

People

- Content reuse
- Consistency
- Expertise
- Communication
- Collaboration
- Innovation
- Branding

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Value through Transaction Processing

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- Transaction cost
- Efficiency
- Time to market
- Customer satisfaction
- Change management
- Quality
- Customer retention

Transaction
Processes

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Value by Reducing Liability

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- Compliance
- Litigation readiness
- Best practices
- Risk mitigation

Lifecycle
Content

- Intellectual capital
- Security
- Privacy
- Rapid data growth

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Engagement, Lifecycle, Transaction

Engagement

People

Lifecycle

Content

Transaction

Processes

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Technology Areas

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Key Areas of Functionality

Engagement

Lifecycle

Transaction

Email

GroupWare

Filers

Web Sites

ERP

ERP

Basic ECM

Other ECM

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Shared Services

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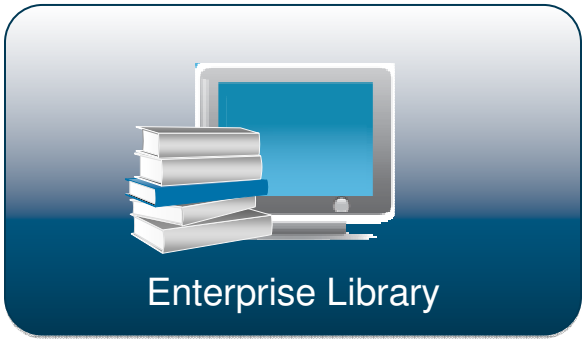
Defined layers of integration:

- User Experience Services
  - User experience-level integration.

- Enterprise Process Services
  - Process-level integration

- Enterprise Library
  - Repository level integration



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Open Text ECM Suite

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User Experience Services

Engagement | Lifecycle | Transaction

Enterprise Process Services

Enterprise Library

Email | GroupWare | Filers | Web Sites | ERP | ERP | Basic ECM | Other ECM

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Mobility and Social Media for the Enterprise

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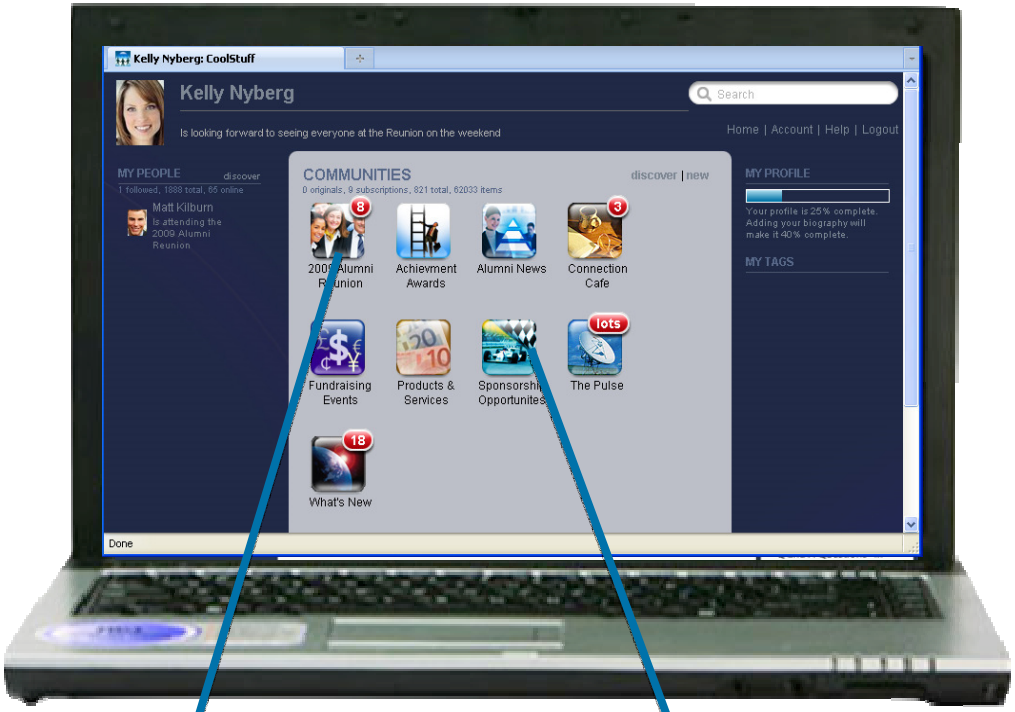


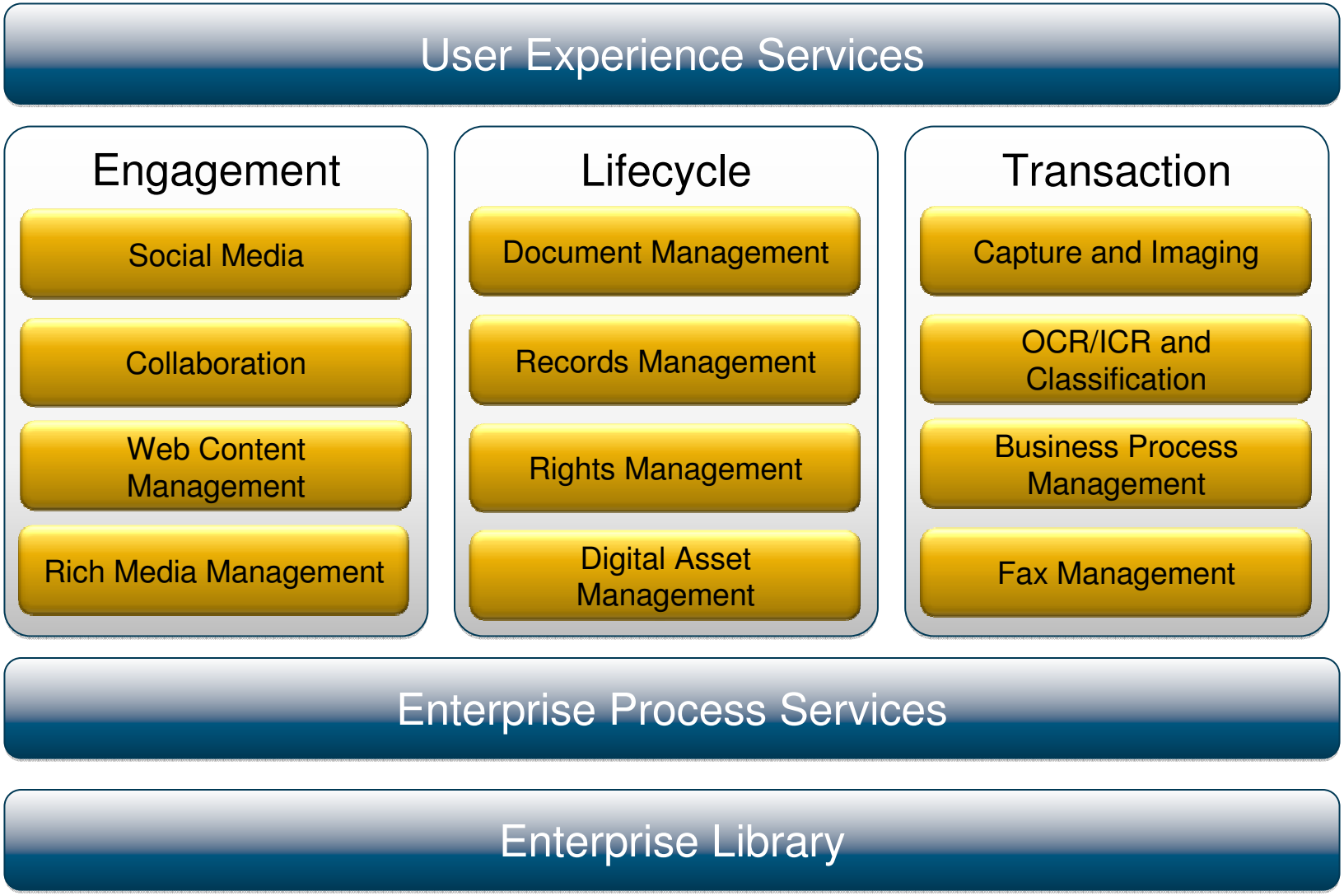
Social Media

Mobility

ECM Suite

Email | GroupWare | Filers | Web Sites | ERP | ERP | Basic ECM | Other ECM

Open Text ECM Suite



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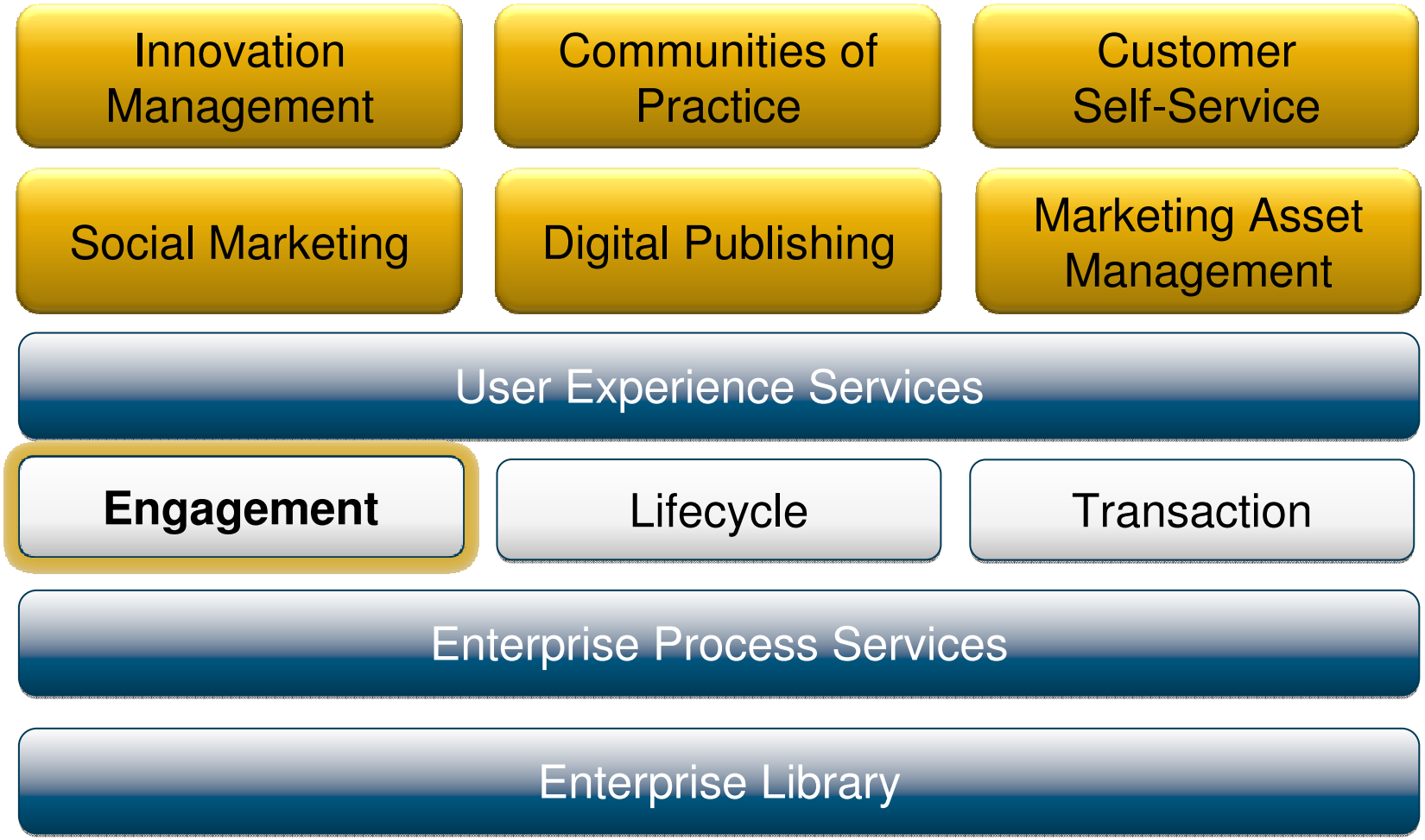
ECM Suite – Engagement Applications



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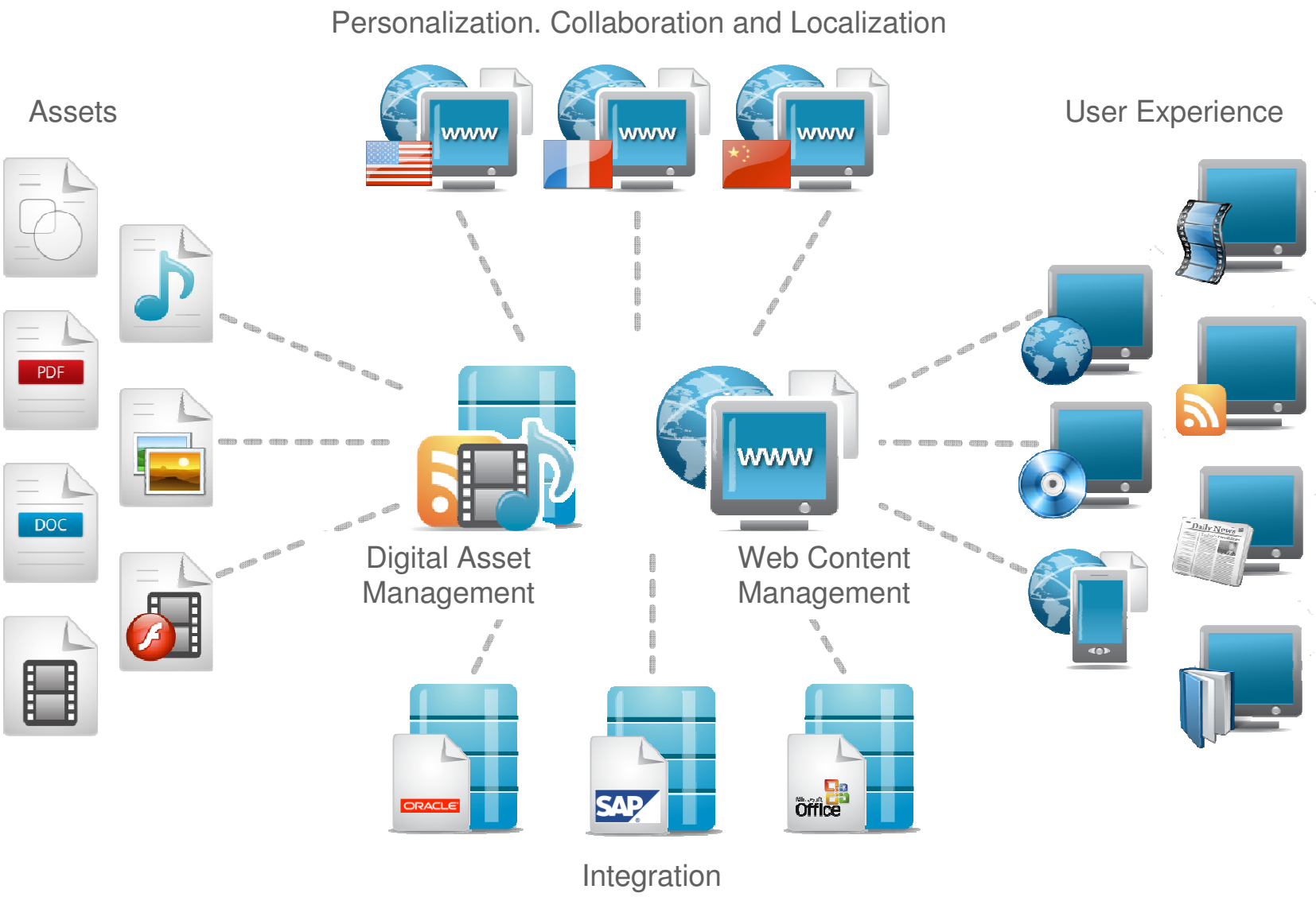
Strength of Our Engagement Applications



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Engagement Solution Example

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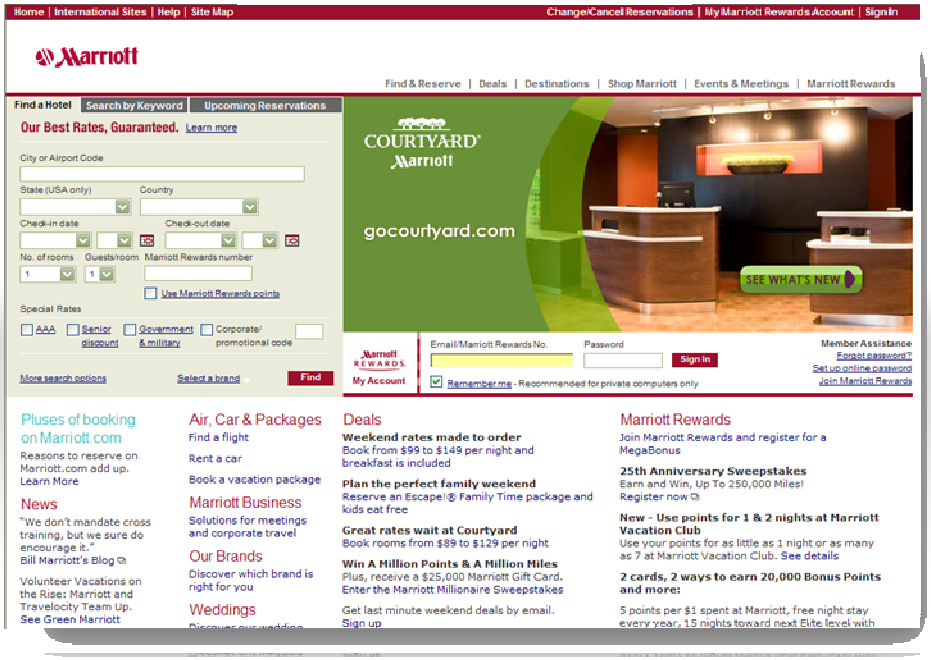
Marriott



Personal and engaging online experiences for Marriot customers…

User Story

- Generates $7.1 million in bookings per day
- Highest site performance ranking in the hotel industry.
- International content in 8 different languages.
- 3.6 million page views/day
- 70+ million visitors/year

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Mobile Experience

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Microblogs Wikis Communities Documents Processes

Open Text Media Management

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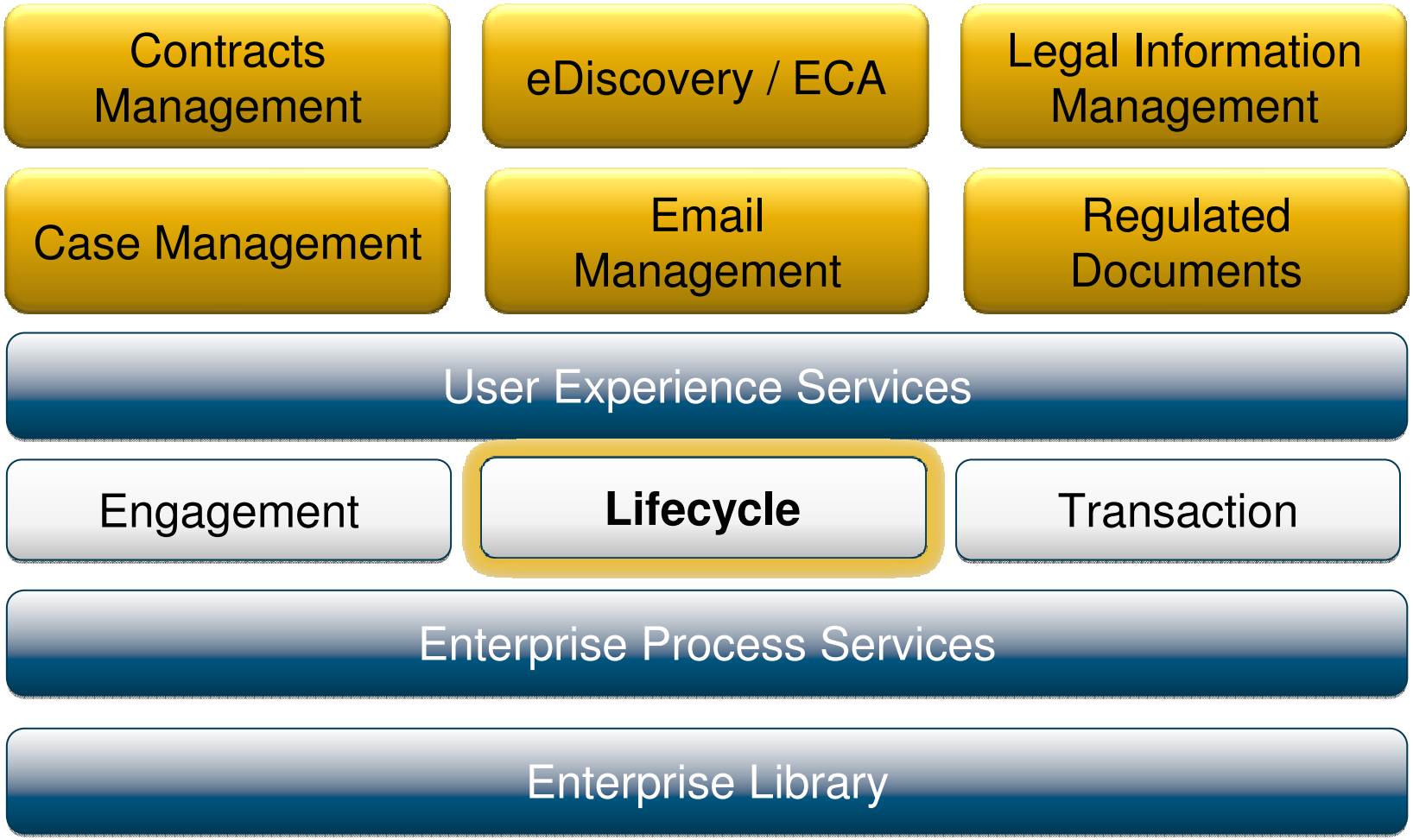
ECM Suite – Lifecycle Applications



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Lifecycle Solution Example

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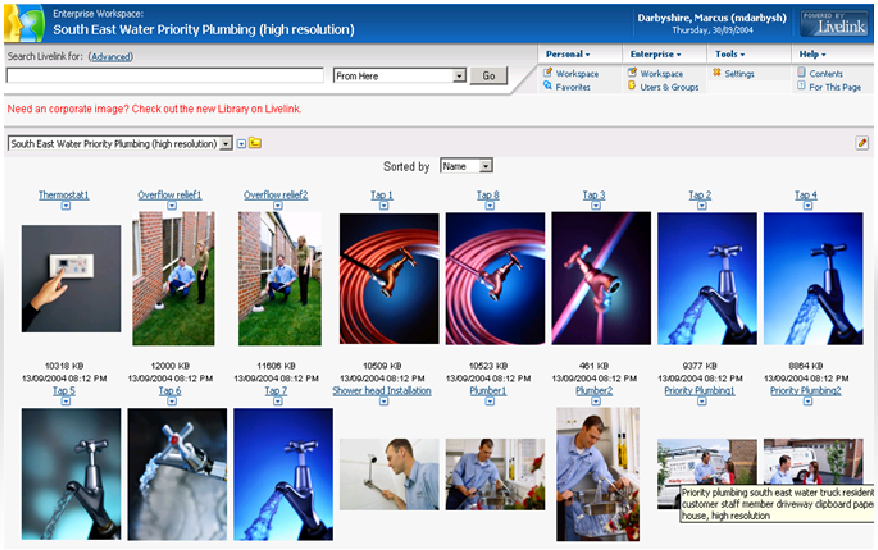
SOUTH EAST WATER



User Story

- Compliance with legislative requirements
- Eliminated lost and/or misplaced documents
- Enhanced security and visibility of company records
- Improved customer response times

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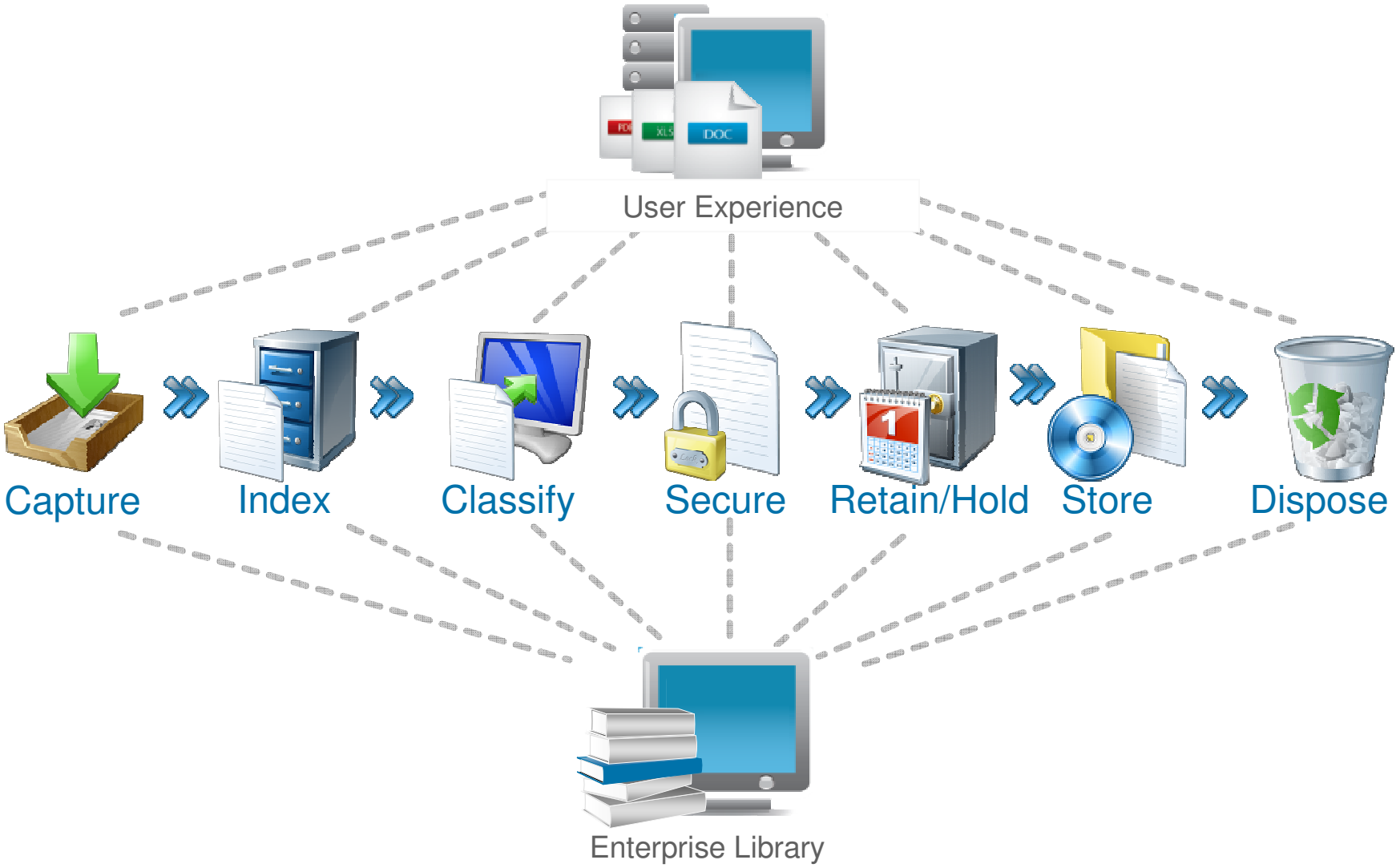
Strength of Our Lifecycle Applications



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Content Analytics

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Nstein

Corporate Memory

Web Experience

Social Network

Recommended Content

Expertise Location

Knowledge Discovery

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Keyword Extraction

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FDA says drug stents have small blood clot risk

WASHINGTON (MarketWatch) -- The Food and Drug Administration said Tuesday that drug-coated stents made by Johnson & Johnson (JNJ) and Boston Scientific Corp. (BSX) carry a significant risk of blood clots that appears to emerge a year or later after the stents are placed.

The agency said the risk applies to the drug stents currently on the U.S. market made by Johnson & Johnson and Boston Scientific when compared with older so-called bare metal stents.

The FDA said it was not yet clear if the drug stents carried an increased risk of heart attacks or death compared with the bare metal stents.

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Entity Extraction

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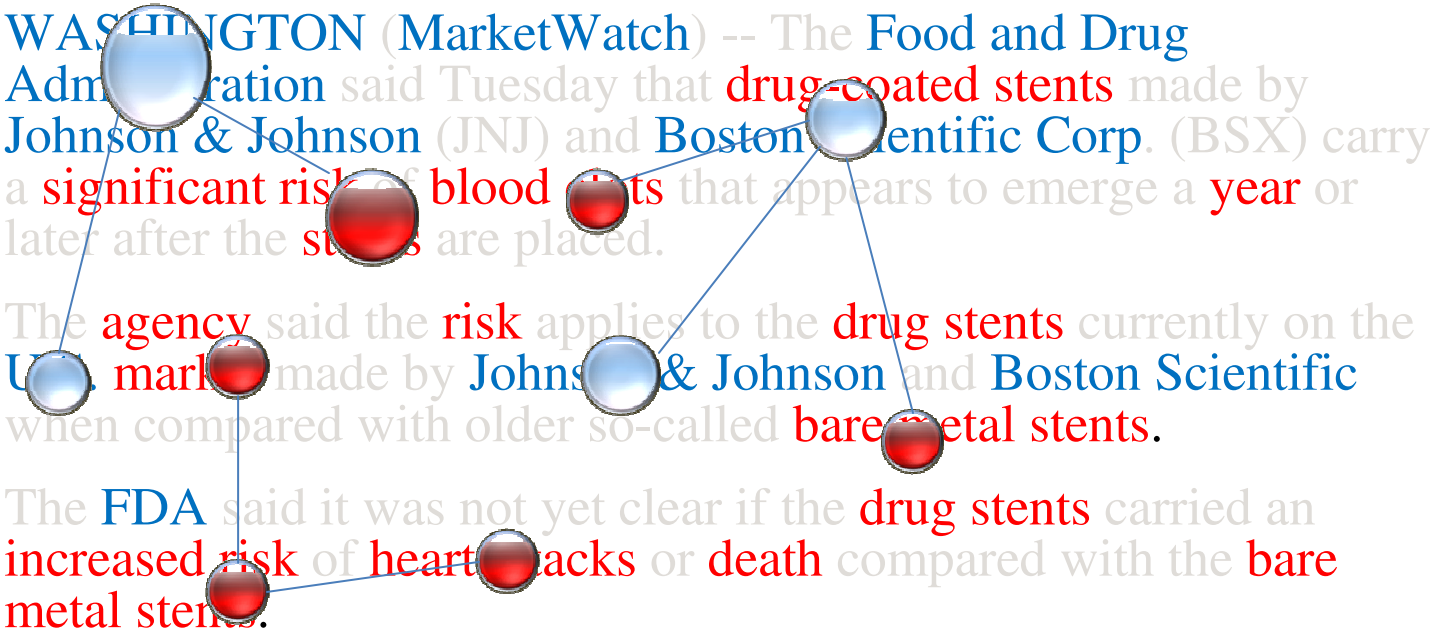
Concept Extraction

FDA says drug stents have small blood clot risk



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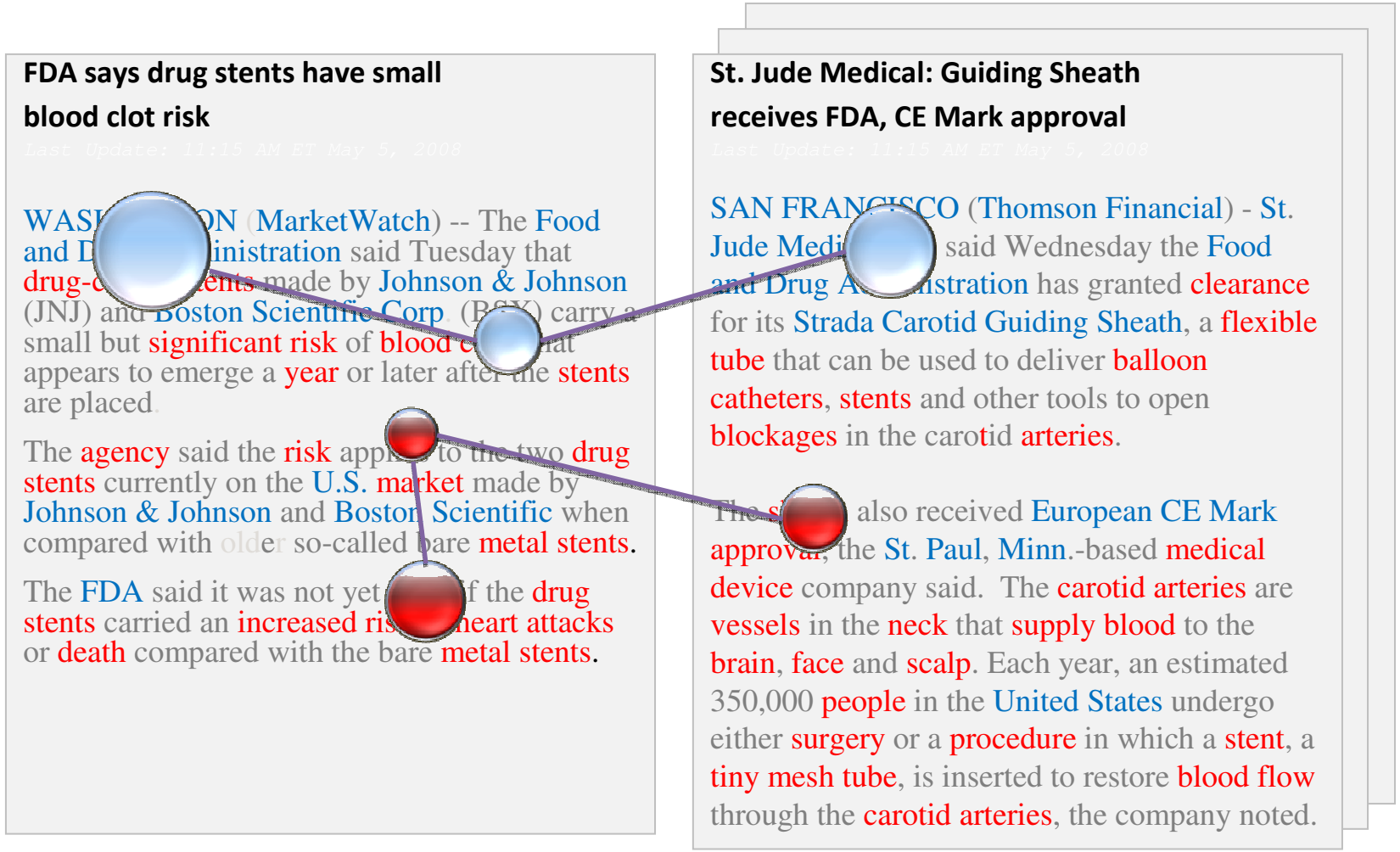
Sentiment Analysis



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Last Update: 11:15 AM ET May 5, 2008

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St. Jude Medical: Guiding Sheath receives FDA, CE Mark approval

Last Update: 11:15 AM ET May 5, 2008

SAN FRANCISCO (Thomson Financial) - St. Jude Medi said Wednesday the Food and Drug A inistration has granted clearance for its Strada Carotid Guiding Sheath, a flexible tube that can be used to deliver balloon catheters, stents and other tools to open blockages in the carotid arteries.

The s also received European CE Mark approval, the St. Paul, Minn.-based medical device company said. The carotid arteries are vessels in the neck that supply blood to the brain, face and scalp. Each year, an estimated 350,000 people in the United States undergo either surgery or a procedure in which a stent, a tiny mesh tube, is inserted to restore blood flow through the carotid arteries, the company noted.

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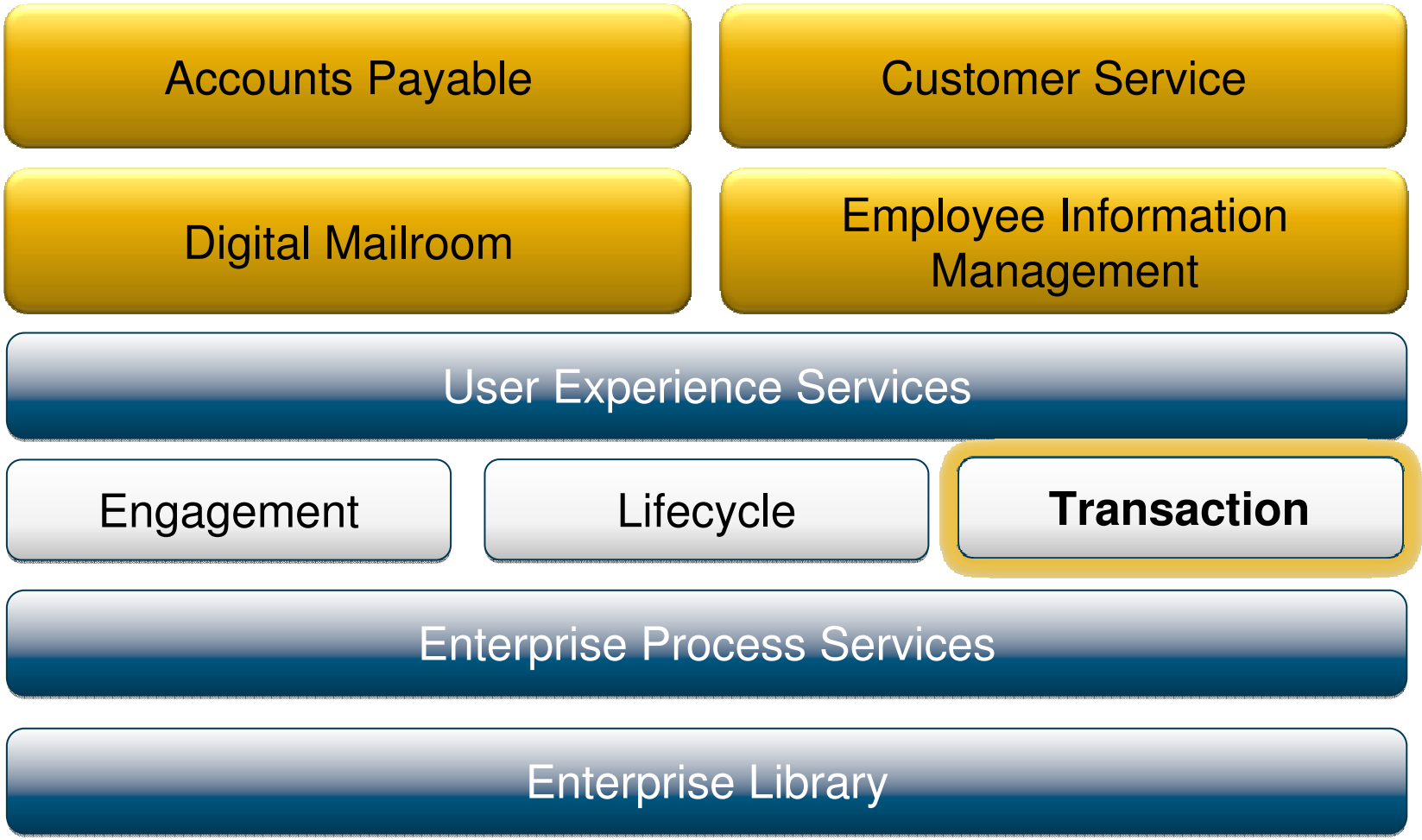
ECM Suite – Transaction Applications



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Transaction Solution Example

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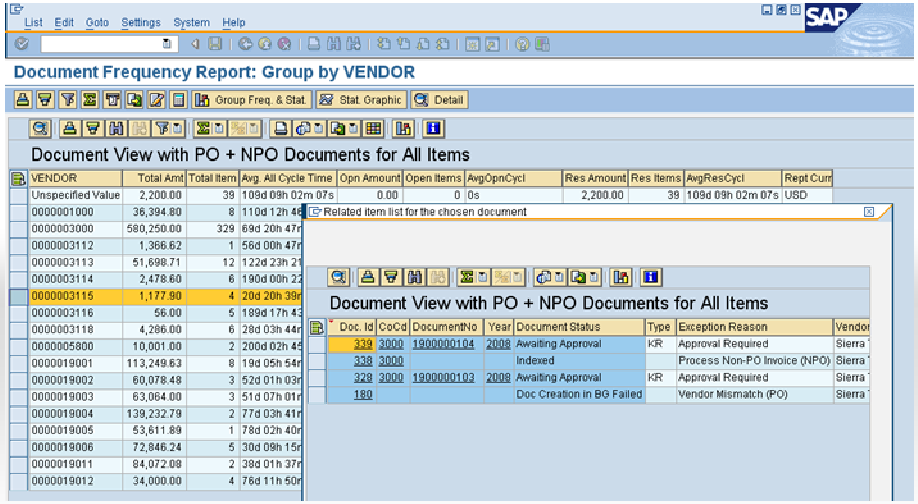
INVISTA™



Streamlined accounts payable system results & reduced costs…

User Story

- Tight integration with SAP software
- Reduced cost per invoice
- Drop in overdue invoices
- Accruals are more accurate and less labor intensive
- Vendor relations improved

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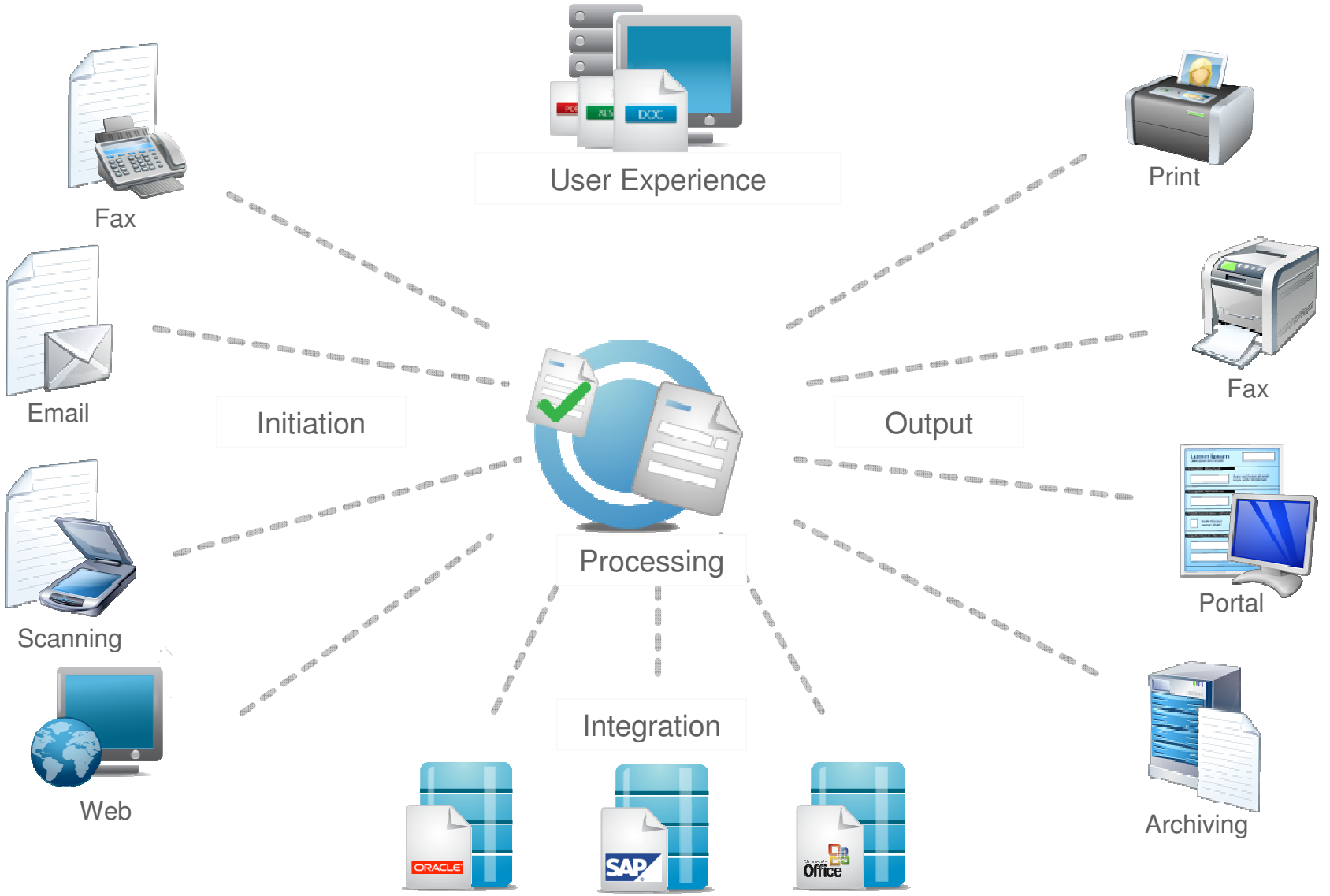
Strength of Our Transaction Applications



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Open Text Capture Center

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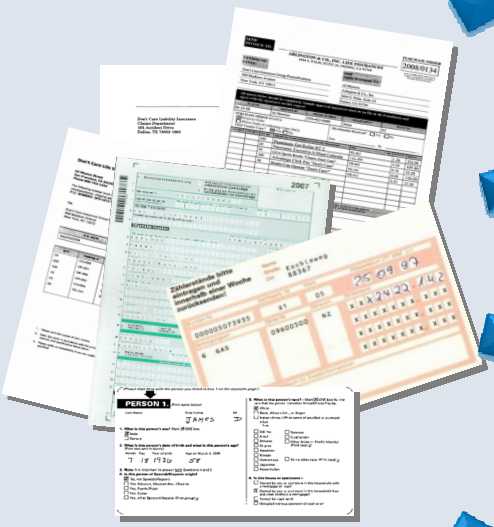
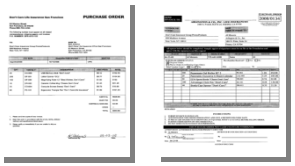
Enterprise Scan 9.7.1

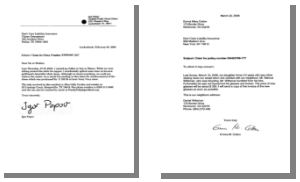


Invoice Capture Center 5.2
Capture Center 4.0

Invoice

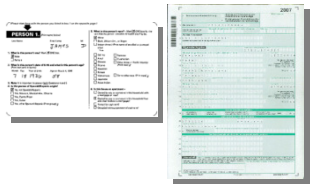


Claim



Check

Application



Target Application

SAP

OPEN TEXT
Content Server

OPEN TEXT
TCP

ORACLE

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ECM Suite for Energy

PG&E

ENERGEN

Santee Cooper
Dependable Power. Dependable People.

sasol
reaching new frontiers

ConocoPhillips

Alinta

Transmittals | Concurrent Engineering | Management of Change | Spatial Imaging

User Experience Services

Engagement | Lifecycle | Transaction

Enterprise Process Services

Enterprise Library

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Our Differentiator: Flexibility

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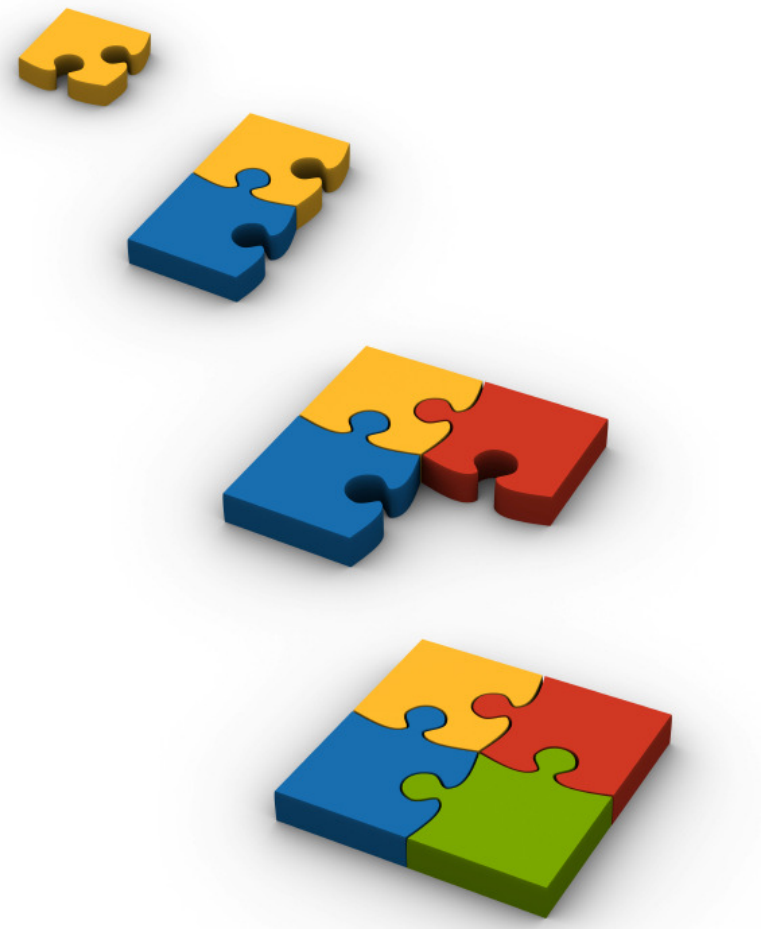
- No stack agenda
- Suited for mixed environments
- Ability to deploy ECM Suite technologies as needed
- Integration via defined layers
- Flexible release schedules



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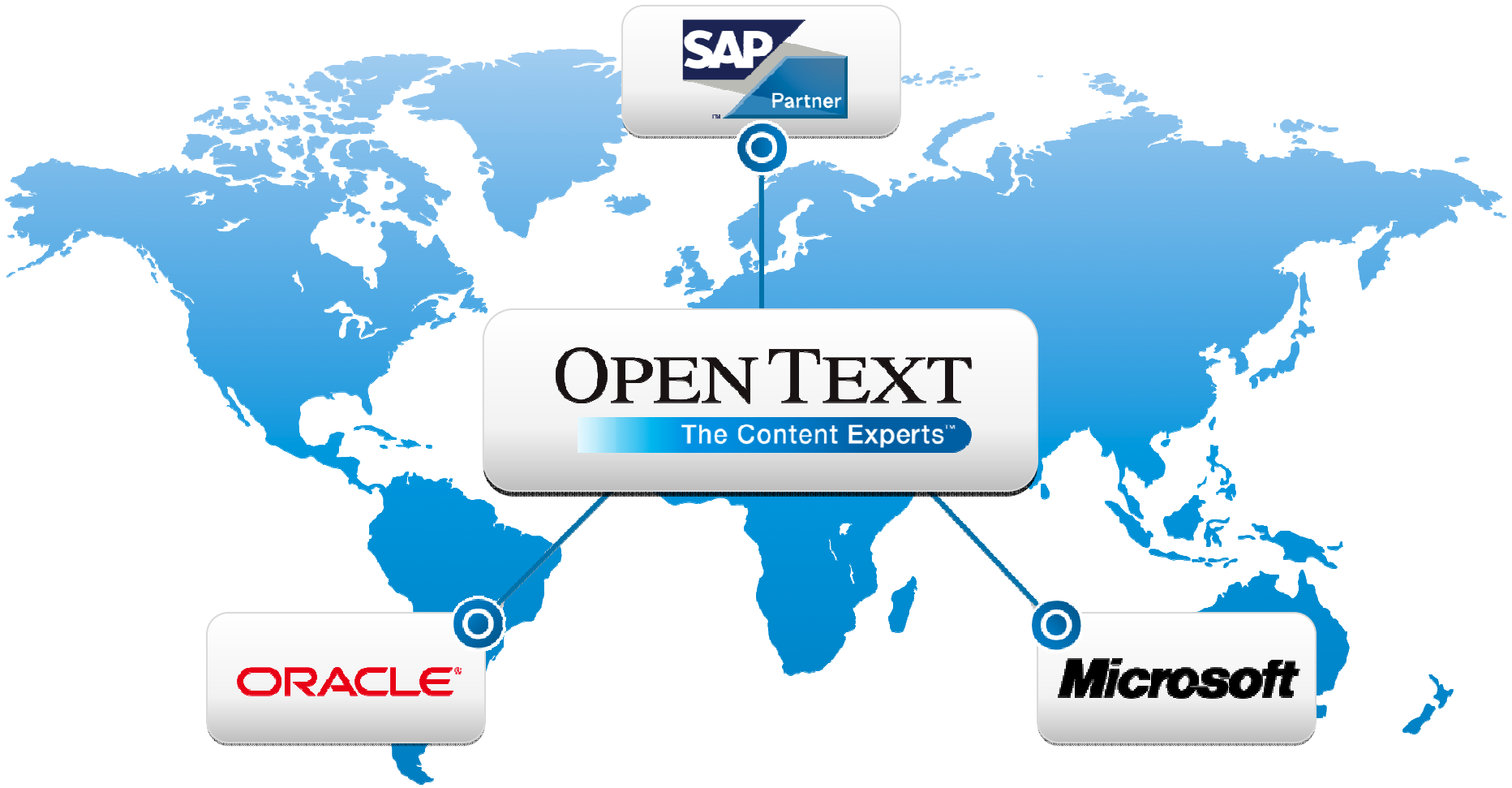
Ecosystem Strategy



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ECM Suite for SAP

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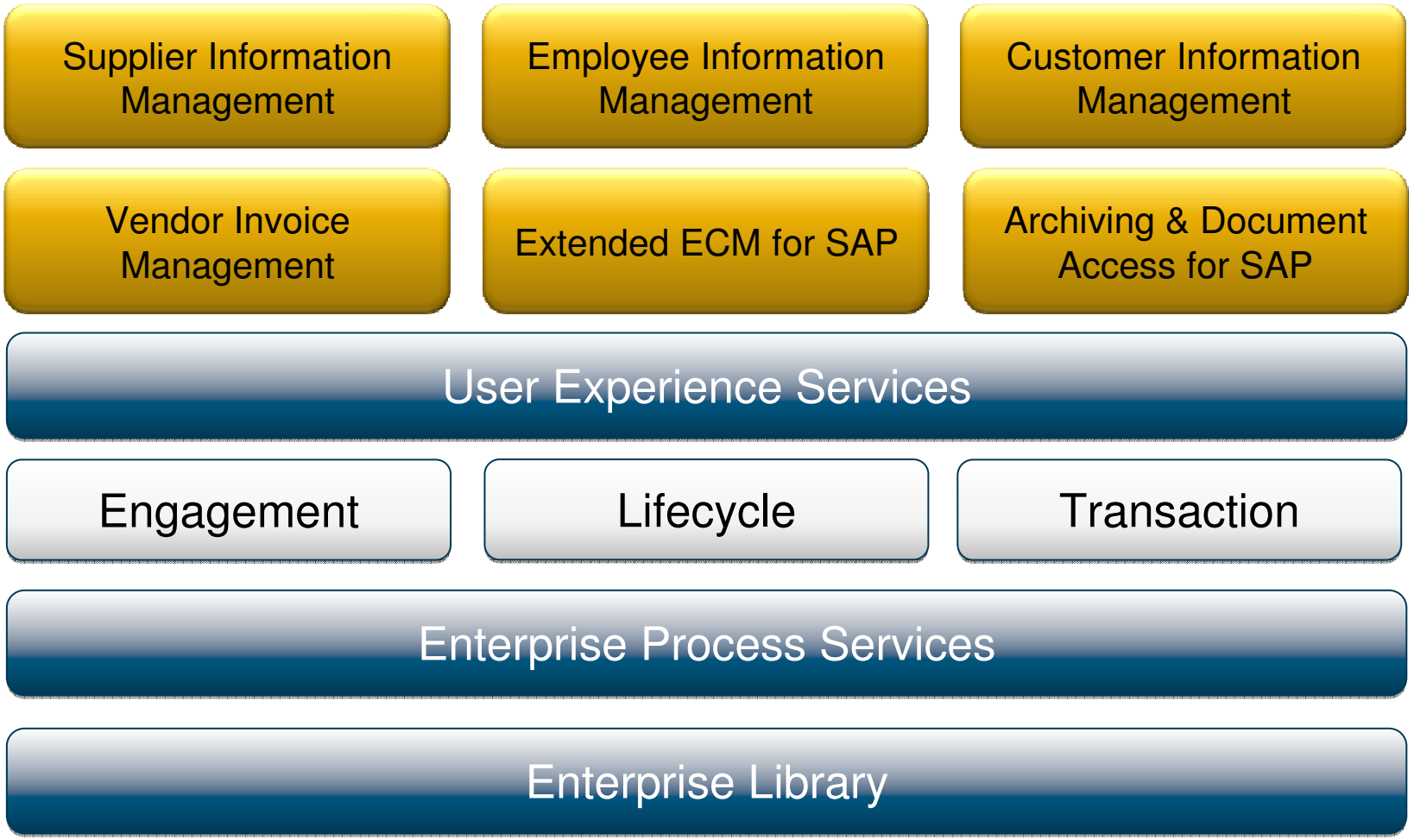
OPEN TEXT | SAP

Powered by **NetWeaver**



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ECM Suite for Microsoft

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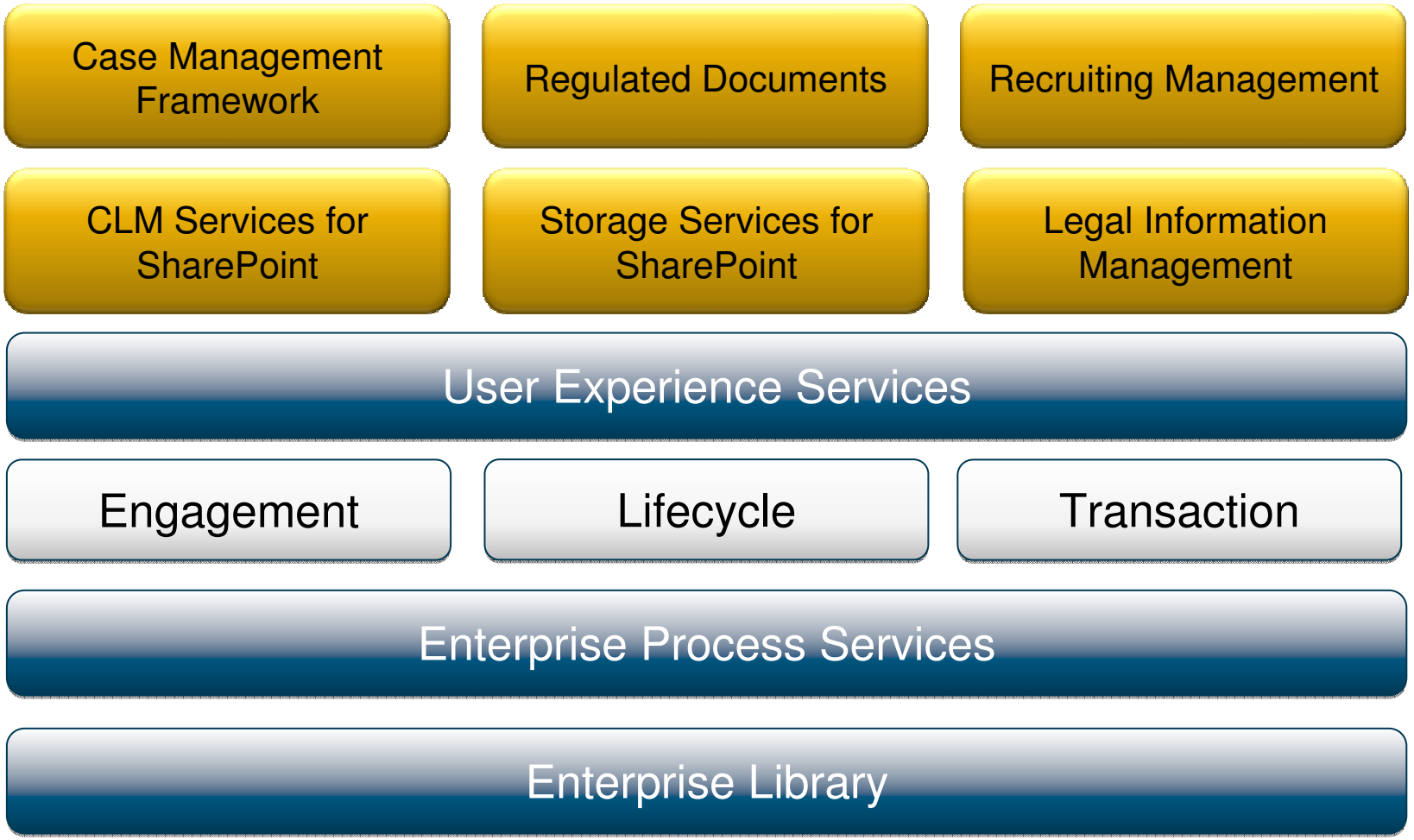
Native **SharePoint** Applications



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ECM Suite for Oracle

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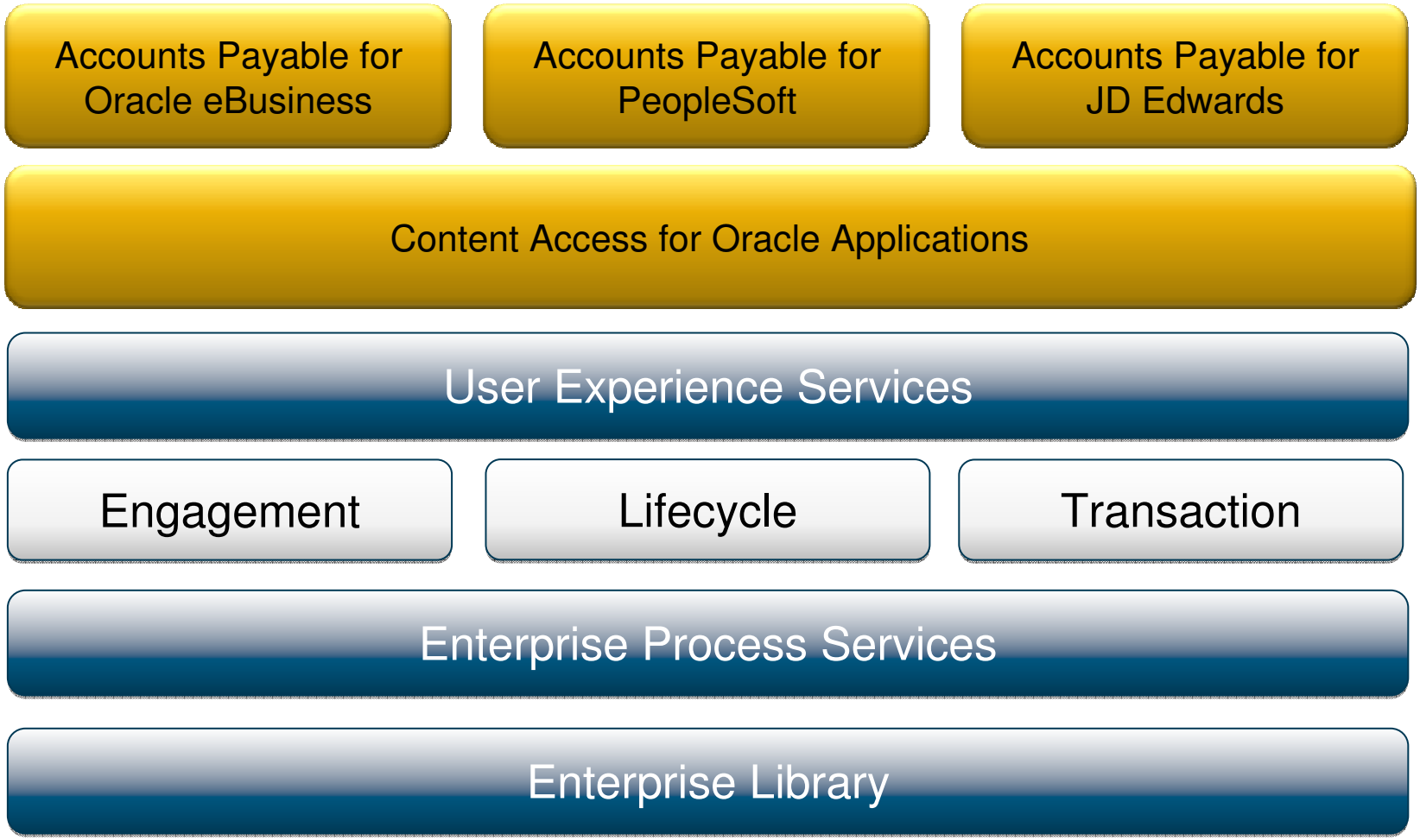
Leveraging **Fusion Middleware**



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Welcome to the Open Text ECM Suite

User Experience Services

Engagement | Transaction | Lifecycle

Enterprise Process Services

Enterprise Library

Email | GroupWare | Filers | Web Sites | ERP | ERP | Basic ECM | Other ECM

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Thank You

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