



Open Text ECM Suite

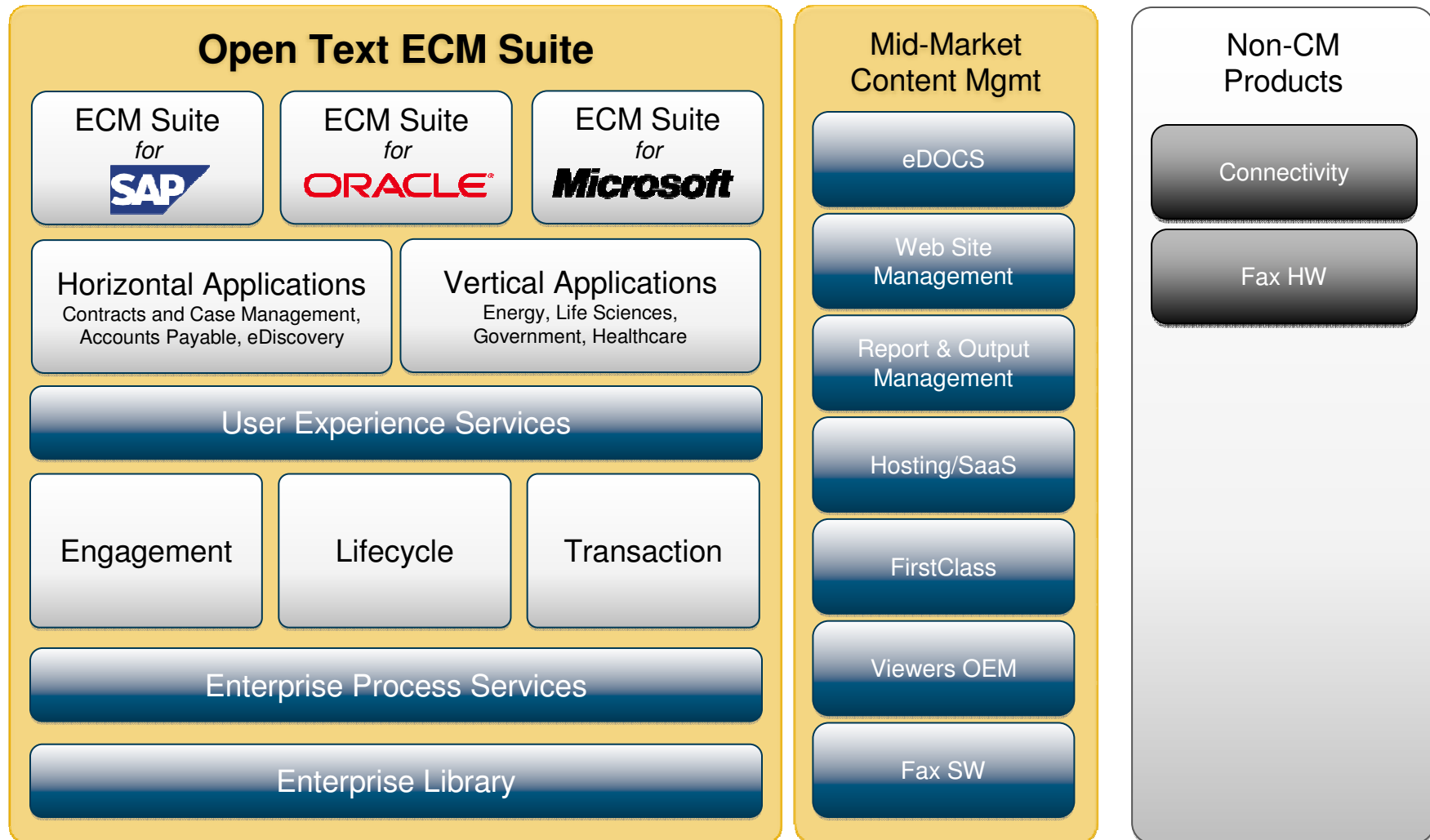
Product Strategy and Overview

Lubor Ptacek
VP Product Marketing
Open Text Corporation

Disclaimer

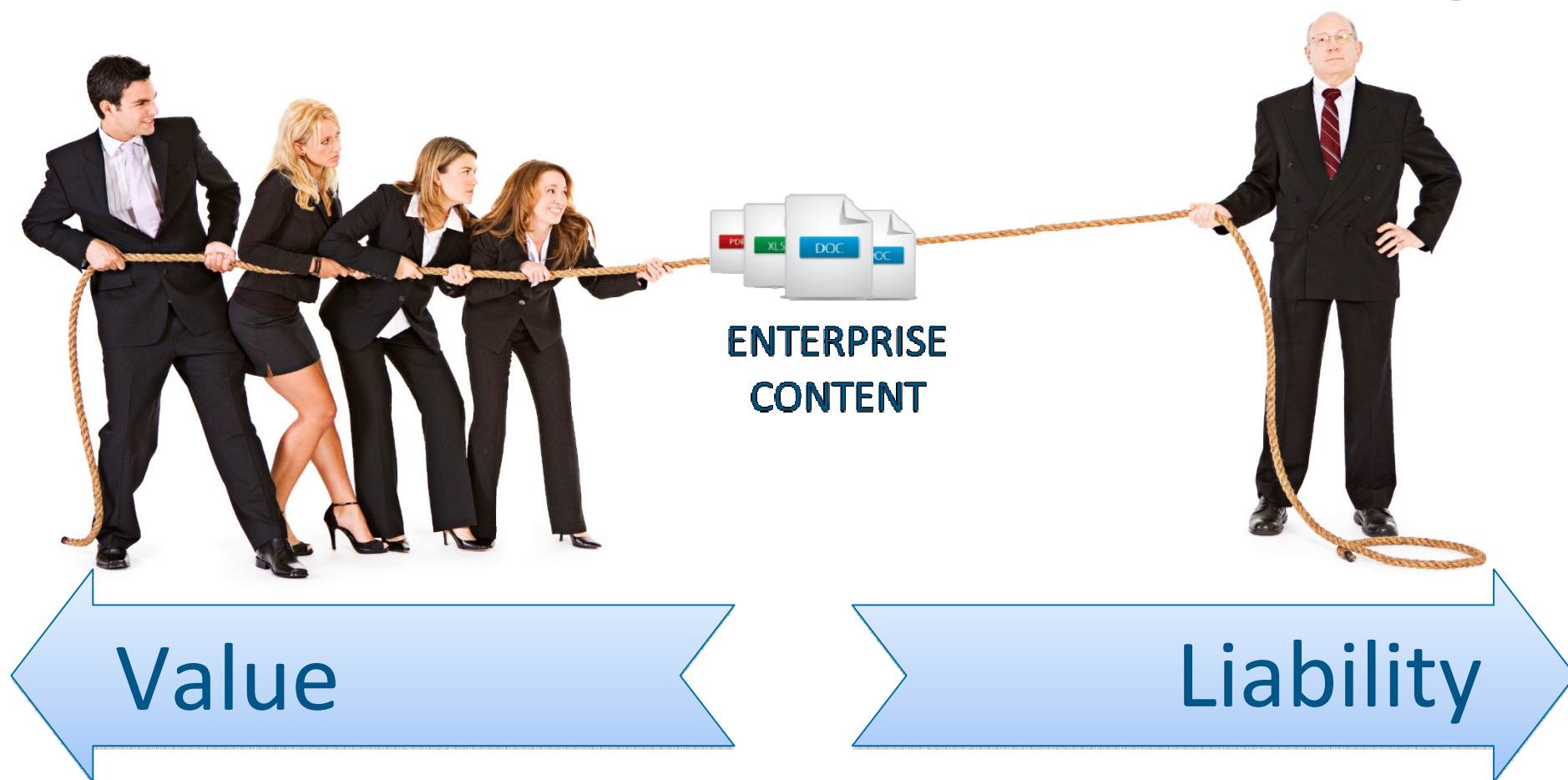
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Open Text Product Portfolio



Users

Legal





Engagement

People

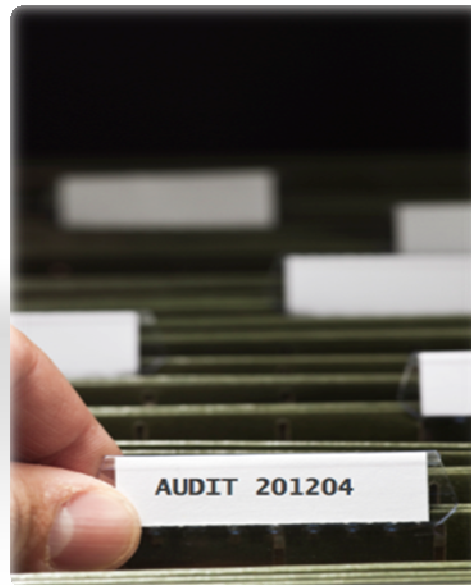
- Content reuse
- Consistency
- Expertise
- Communication
- Collaboration
- Innovation
- Branding

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



Transaction Processes

- Compliance
- Litigation readiness
- Best practices
- Risk mitigation



- Intellectual capital
- Security
- Privacy
- Rapid data growth

Lifecycle
Content

Engagement, Lifecycle, Transaction



Engagement
People

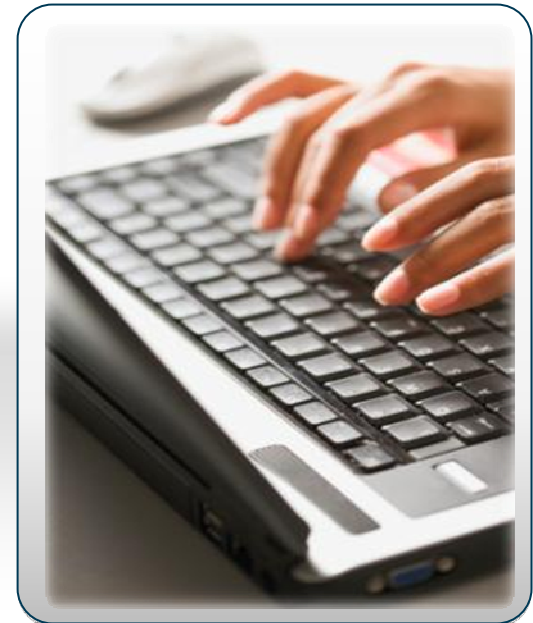


Lifecycle
Content



Transaction
Processes

Technology Areas



Key Areas of Functionality



Engagement

Lifecycle

Transaction



Email



GroupWare



Filers



Web Sites



ERP



ERP



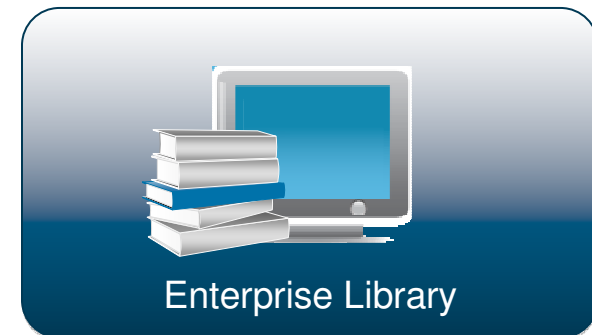
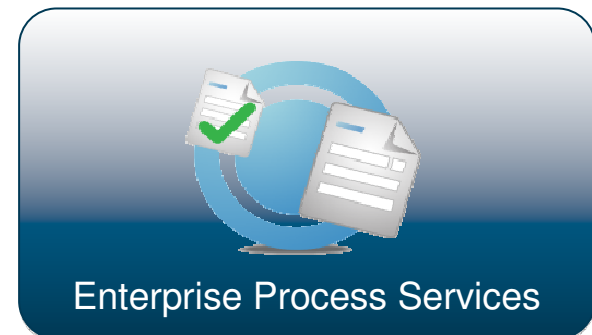
Basic ECM



Other ECM

Defined layers of integration:

- User Experience Services
 - User experience-level integration.
- Enterprise Process Services
 - Process-level integration
- Enterprise Library
 - Repository level integration





User Experience Services

Engagement

Lifecycle

Transaction

Enterprise Process Services

Enterprise Library



Email



GroupWare



Filers



Web Sites



ERP



ERP



Basic ECM



Other ECM

Mobility and Social Media for the Enterprise

OPEN TEXT
The Content Experts™



User Experience Services

Engagement

Social Media

Collaboration

Web Content
Management

Rich Media Management

Lifecycle

Document Management

Records Management

Rights Management

Digital Asset
Management

Transaction

Capture and Imaging

OCR/ICR and
Classification

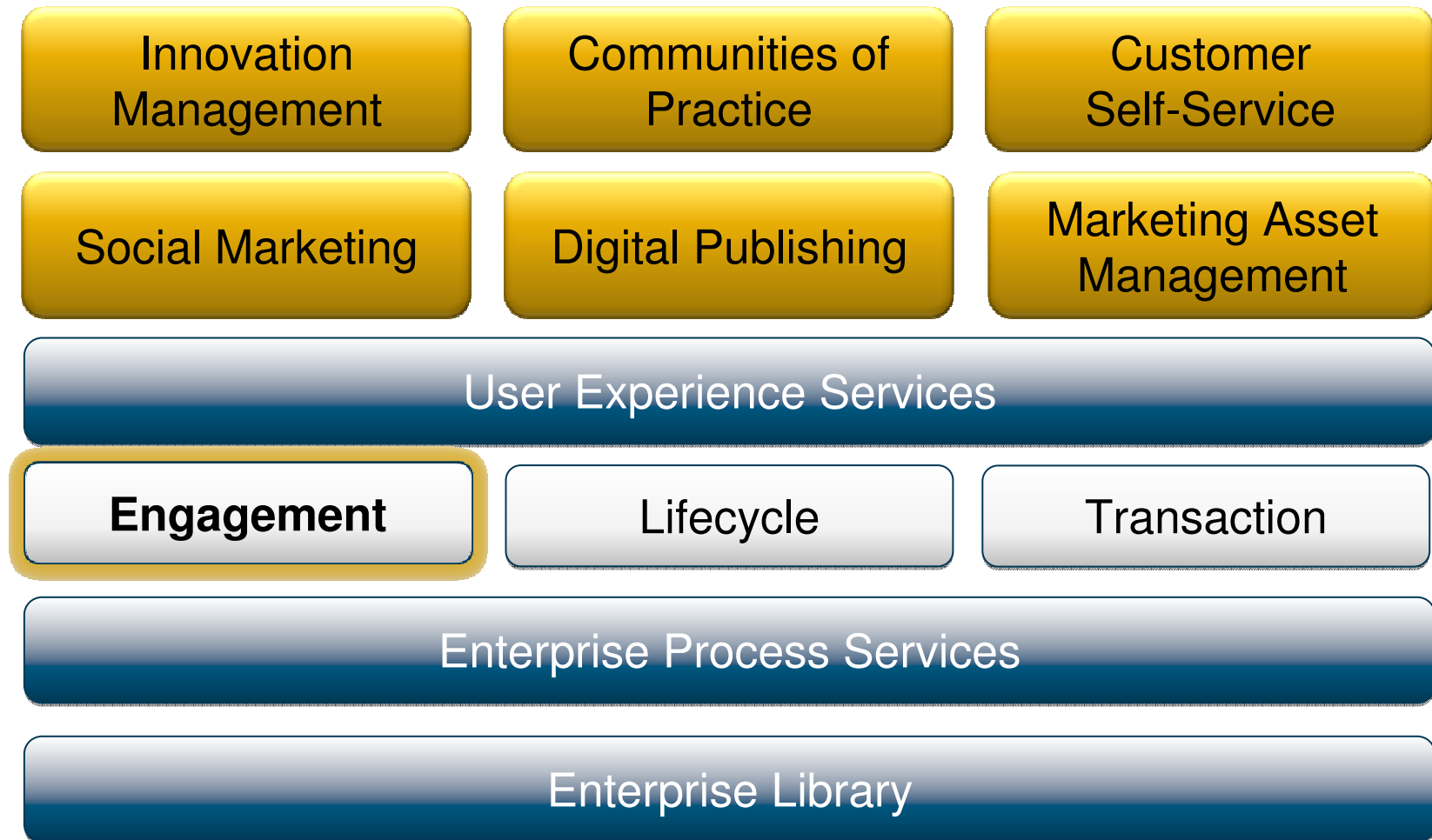
Business Process
Management

Fax Management

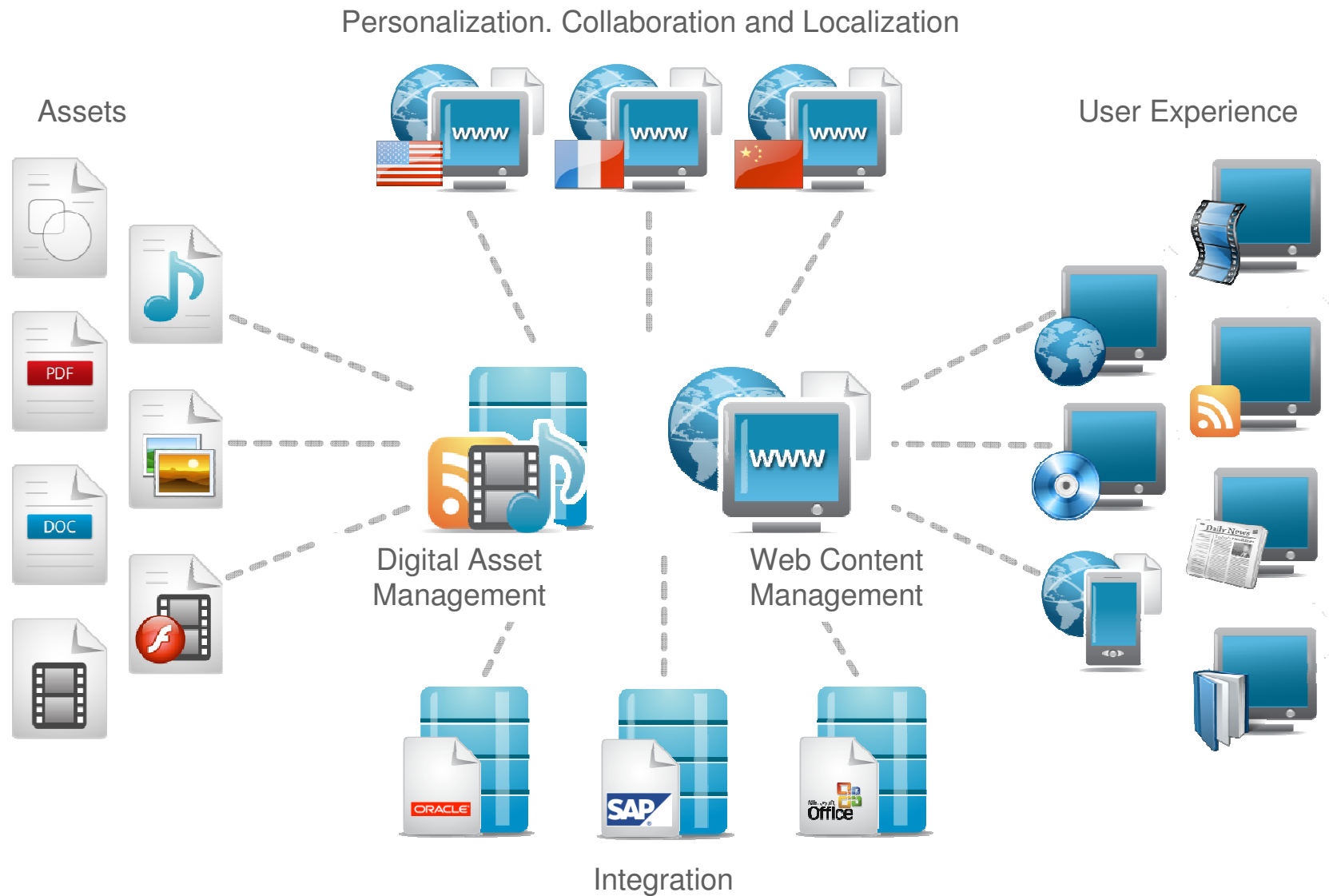
Enterprise Process Services

Enterprise Library

ECM Suite – Engagement Applications



Strength of Our Engagement Applications



Engagement Solution Example



The screenshot displays the Marriott website's search and booking interface. At the top, there's a navigation bar with links like 'Home', 'International Sites', 'Help', 'Site Map', 'Change/Cancel Reservations', 'My Marriott Rewards Account', and 'Sign In'. Below this, the main header features the Marriott logo and a 'Find & Reserve' section. The 'Find a Hotel' section includes a search bar with 'Search by Keyword' and 'Upcoming Reservations' tabs. It prompts users to enter 'City or Airport Code', 'State (USA only)', 'Country', 'Check-in date', 'Check-out date', 'No. of rooms', 'Guests/room', and 'Marriott Rewards number'. There are also checkboxes for 'Special Rates' (AAA, Senior, Government & military, Corporate/promotional code) and a 'Find' button. A large banner for 'COURTYARD by Marriott' is visible, featuring a hotel interior and the text 'gocourtyard.com'. Below the banner, there's a 'Marriott Rewards' section with a login form (Email/Marriott Rewards No., Password, Sign In) and a 'Remember me' checkbox. The bottom of the page has several promotional links: 'Pluses of booking on Marriott.com', 'Air, Car & Packages', 'Deals', 'Marriott Rewards', 'News', 'Marriott Business', 'Our Brands', 'Weddings', and 'Win A Million Points & A Million Miles'.

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

Open Text Content Server Pulse 9.7.1.

Pulse kristen Saturday, 04/10/2010 POWERED BY Livelink

Search Livelink for [] [] [] Enterprise [] Advanced Search [] Go

Personal [] **Enterprise** [] **Tools** [] **Help** []

My Workspace [] Workspace [] Log-out [] Contents []
Pulse [] Users & Groups [] Settings [] For This Page []

Followers

- Adam Smith** 10 days ago
VP of Products
Flying to Indianapolis this afternoon, meeting with Mark Genoa of Tristar Communications.
- Amy Williams** 10 days ago
Store Director
Hi everyone, @joe will be giving a 1 hour demo on P2020 to our store at 1:30, please stop by if you have the time.
- Joe Smith** 10 days ago
Sr. Product Manager
You won't want to miss this demo! Here's the spec sheet of P2020 for interested
[P2020.xls](#)
- Julie Greene** 10 days ago
Mgr, Public Relations
Working out last minute details for press conference
[Private Message](#) [Public Message](#) [View Profile](#)

Activity Feeds

Kristen Cook
VP of Marketing
My Pulse Profile

Pulse Profile for Adam Smith kristen Saturday, 04/10/2010 POWERED BY Livelink

Search Livelink for [] [] [] Enterprise [] Advanced Search [] Go

Personal [] **Enterprise** [] **Tools** [] **Help** []

My Workspace [] Workspace [] Log-out [] Contents []
Pulse [] Users & Groups [] Settings [] For This Page []

Adam Smith
VP of Products
9 days ago
Flying to Indianapolis this afternoon, meeting with Mark Genoa of Tristar Communications.
[Comment](#)

User Details

Industry veteran who oversees the teams that manage innovative product portfolio and go-to-market strategies. He directs the teams with a special focus on delivering exceptional user experience, continuous innovation, and highly relevant, accountable, and untraditional marketing.

Contact Details

E-mail: asmith@openwave.com
Phone: +1-555-555-1234
Fax: +1-555-555-1234
Time Zone: U.S. Eastern
Office Location: Atlanta, GA
External Profiles: [f](#) [in](#) [t](#)

Current Position

Title: VP of Products
Job Description: Oversees the design, creation and improvement of all products, from consumer offerings to publisher and business services.
Reports To: [Roxley, Brad](#)

Additional Info

Degrees/Certifications: MBA, University of Alabama BSc Economic, Parkville College
Languages Spoken: English, Spanish
Expertise: Product innovation, design and marketing
Past Positions: SVP Products, ABC Product Manager, DayStar IS
Gender: Male
Birthday: 05/04/1960

Actions

- Unfollow
- Send Private Message
- Send Public Message
- Pulse Home

Activity Feeds

- Pulse - Adam Smith
- Mentions
- Liked

Search posts ...

Colleagues

- Is Following (4)
- Followed By (5)

Search for people ...

All Updates **Status Updates** **Content Updates**

Pulse - Adam Smith

Adam Smith commented on [Marketing Trends 2010.docx](#) 9 days ago
This document is interesting. Can you also add the research from Bob's group to this. The link is below.

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Mobile Experience

Microblogs

Wikis

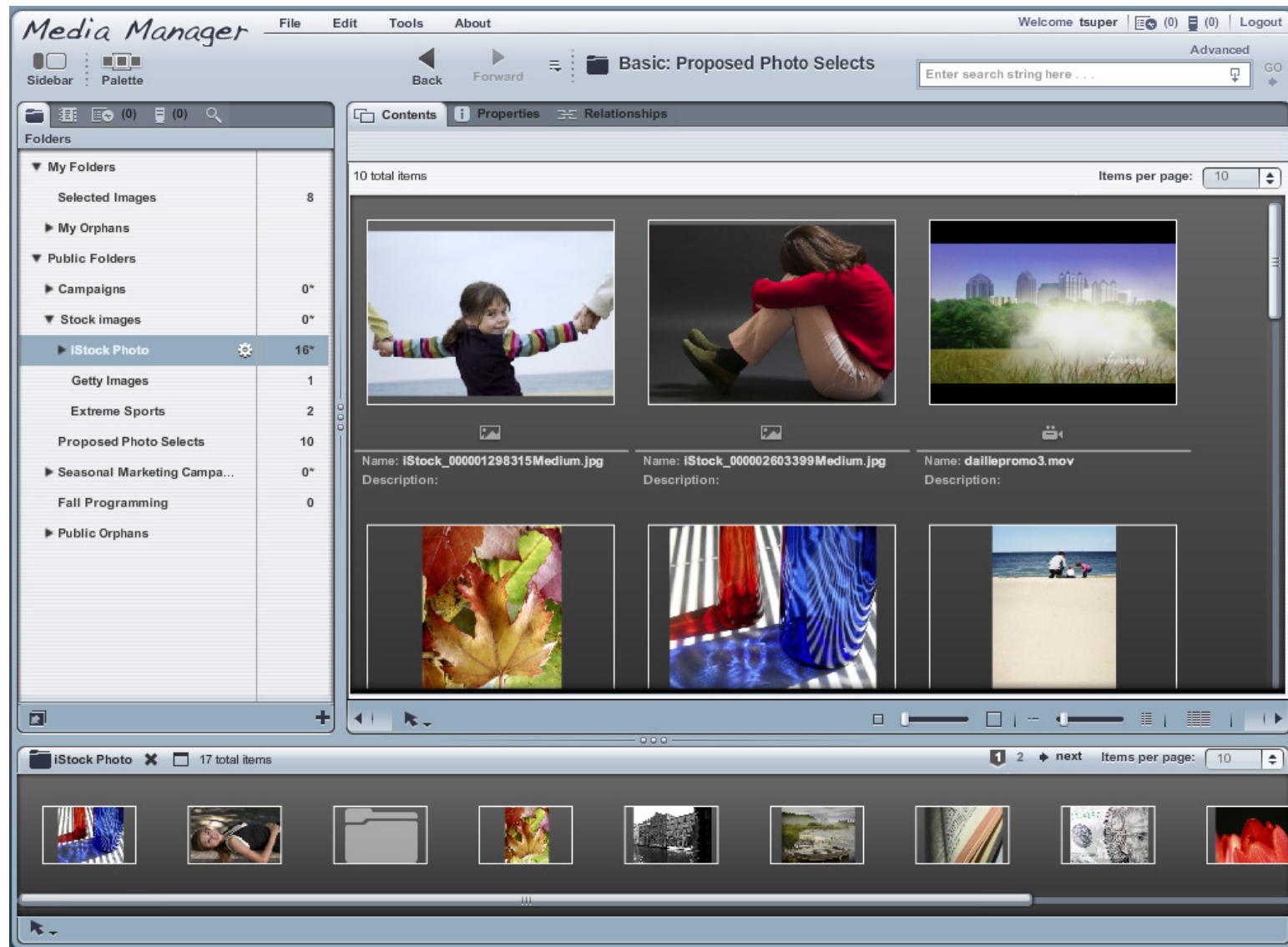
Communities

Documents

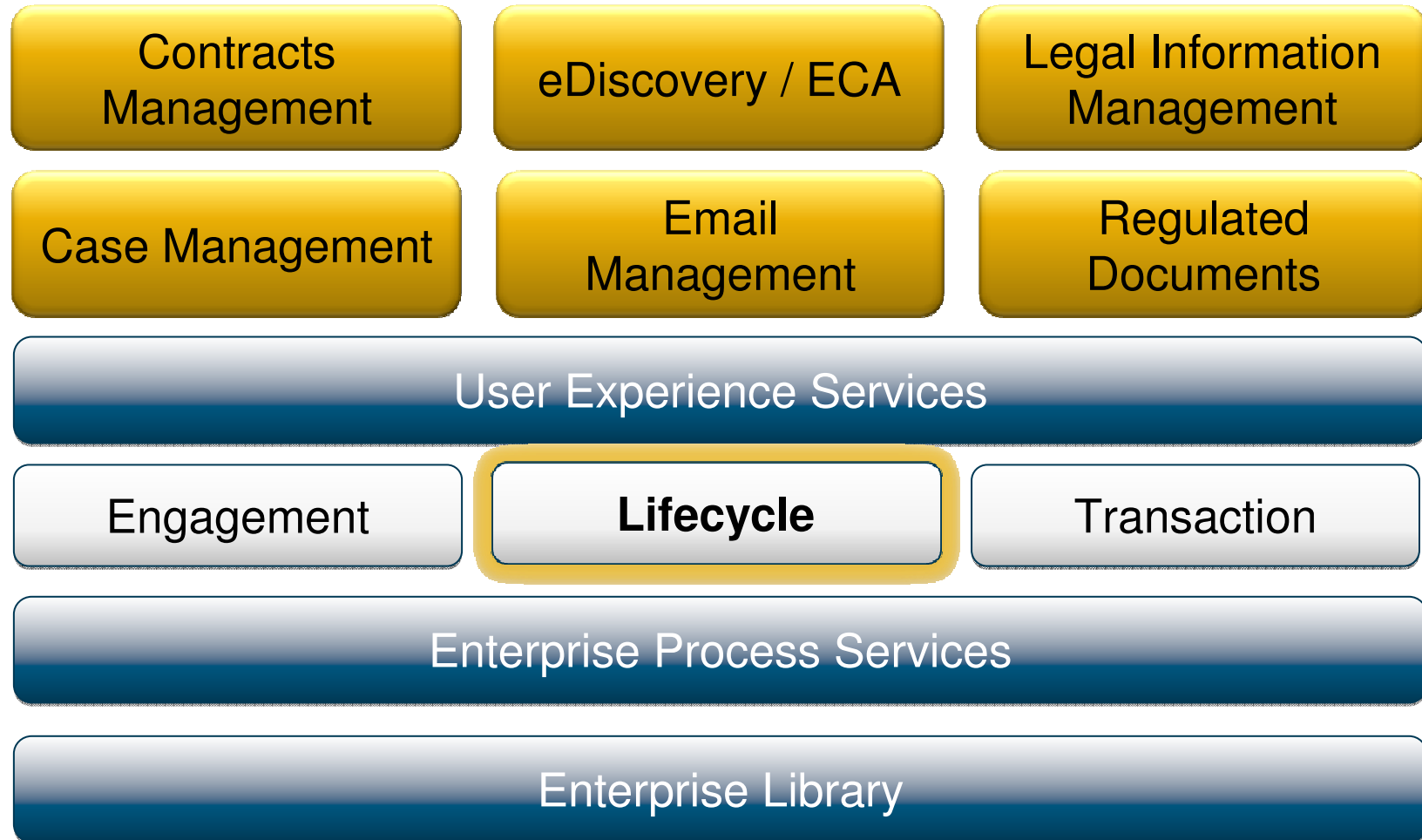
Processes



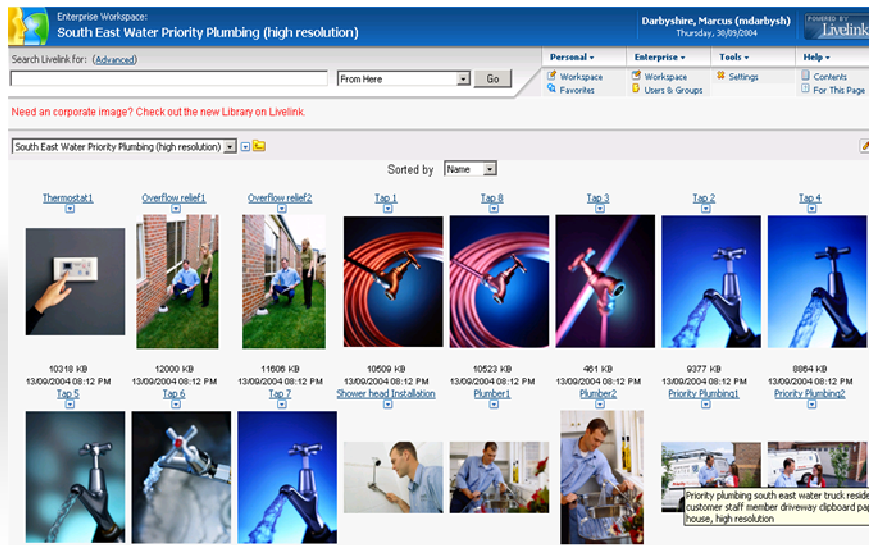
Open Text Media Management



ECM Suite – Lifecycle Applications



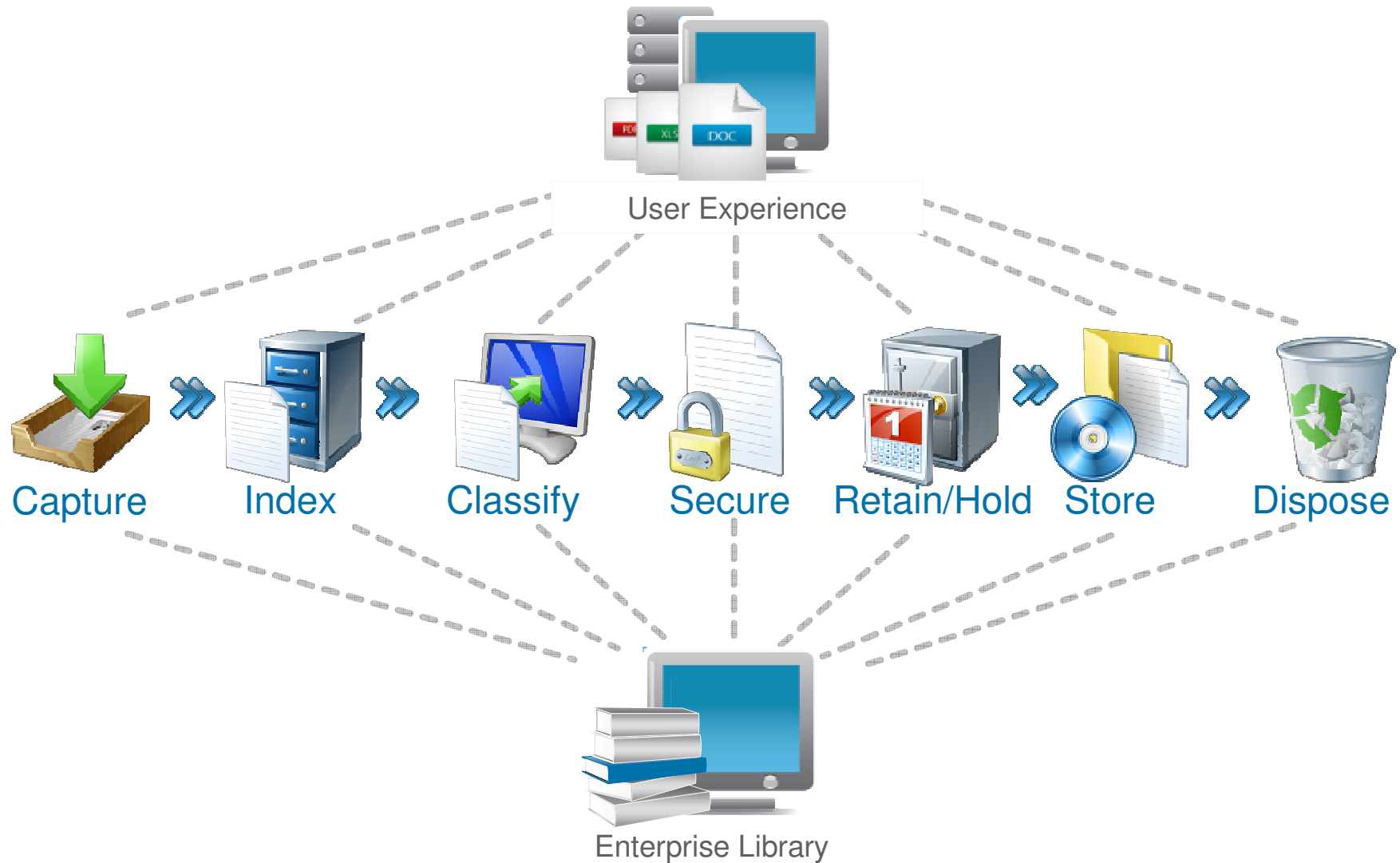
Lifecycle Solution Example

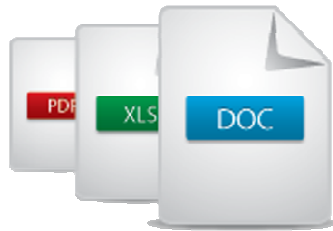


User Story

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

Strength of Our Lifecycle Applications





Corporate Memory



Social Network



Web Experience



Recommended Content



Expertise Location



Knowledge Discovery

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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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 Medical said Wednesday the Food and Drug Administration 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 sheath 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.

Open Text Rights Management

OPEN TEXT
The Content Experts™

Inside
the Repository

Outside
the Repository



Secure Content

ECM Suite – Transaction Applications

Accounts Payable

Customer Service

Digital Mailroom

Employee Information
Management

User Experience Services

Engagement

Lifecycle

Transaction

Enterprise Process Services

Enterprise Library

Transaction Solution Example



The screenshot shows the SAP Document Frequency Report interface. The main window displays a table titled "Document View with PO + NPO Documents for All Items". The table has columns for Vendor, Total Amt, Total Item, Avg. All Cycle Time, Open Amount, Open Items, Avg. Open Cycle, Res Amount, Res Items, Avg. Res Cycle, and Rept Curr. The data is grouped by Vendor. A pop-up window titled "Document View with PO + NPO Documents for All Items" is also visible, showing a detailed view of a specific document with columns for Doc. Id, CoCd, Document No, Year, Document Status, Type, Exception Reason, and Vendor.

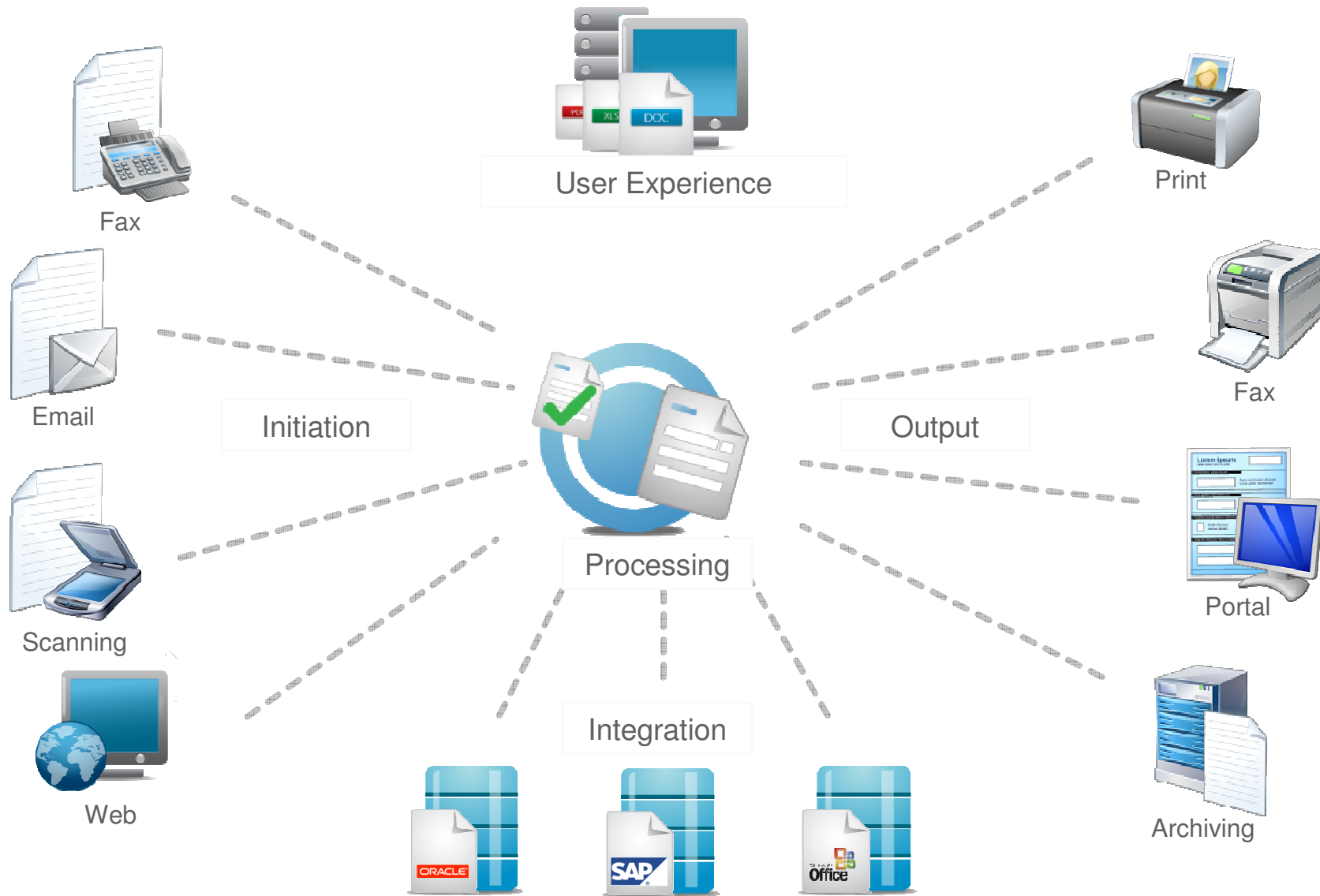
VENDOR	Total Amt	Total Item	Avg. All Cycle Time	Open Amount	Open Items	Avg. Open Cycle	Res Amount	Res Items	Avg. Res Cycle	Rept Curr
Unspecified Value	2,200.00	38	109d 09h 02m 07s	0.00	0	0s	2,200.00	38	109d 09h 02m 07s	USD
000001000	36,394.80	8	110d 12h 46s							
000003000	580,250.00	329	69d 20h 47s							
000003112	1,366.62	1	56d 00h 47s							
000003113	51,698.71	12	122d 23h 21s							
000003114	2,478.60	6	190d 00h 22s							
000003115	1,127.00	4	20d 20h 39s							
000003116	56.00	5	199d 17h 43s							
000003118	4,266.00	6	28d 03h 44s							
000005800	19,901.00	2	200d 02h 44s							
000019001	113,249.63	8	19d 05h 54s							
000019002	60,078.48	3	52d 01h 03s							
000019003	63,064.00	3	51d 07h 01s							
000019004	139,232.79	2	27d 03h 41s							
000019005	53,611.89	1	78d 02h 40s							
000019006	72,846.24	5	30d 09h 15s							
000019011	94,072.08	2	38d 01h 37s							
000019012	34,000.00	4	76d 11h 50s							

Streamlined accounts payable system results & reduced costs...

User Story

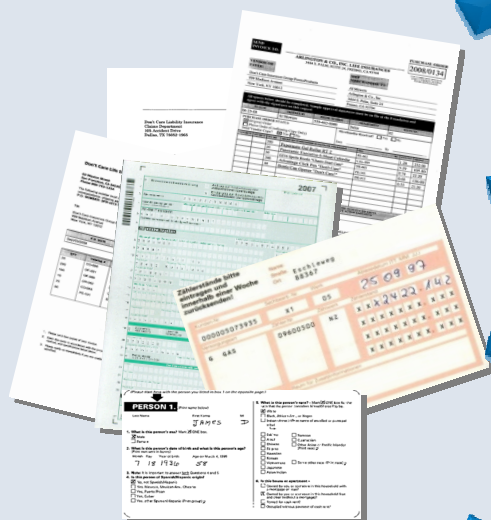
- Tight integration with SAP software
- Reduced cost per invoice
- Drop in overdue invoices
- Accruals are more accurate and less labor intensive
- Vendor relations improved

Strength of Our Transaction Applications



Open Text Capture Center

Enterprise Scan 9.7.1

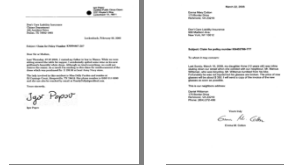


Invoice Capture Center 5.2 Capture Center 4.0

Invoice



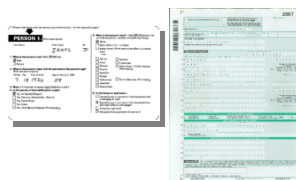
Claim



Check



Application



Target Application

SAP

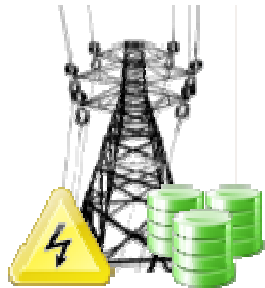
OPEN TEXT
Content Server

OPEN TEXT
TCP

ORACLE®

ECM Suite for Energy

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ENERGEN

ConocoPhillips

Santee Cooper
Dependable Power. Dependable People.

Alinta



Transmittals

Concurrent
Engineering

Management
of Change

Spatial
Imaging

User Experience Services

Engagement

Lifecycle

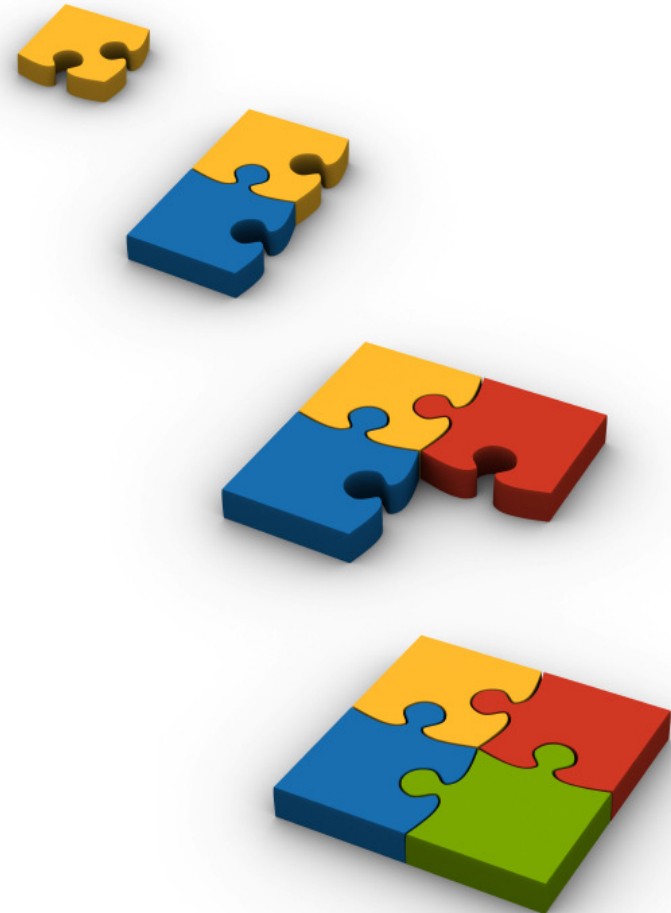
Transaction

Enterprise Process Services

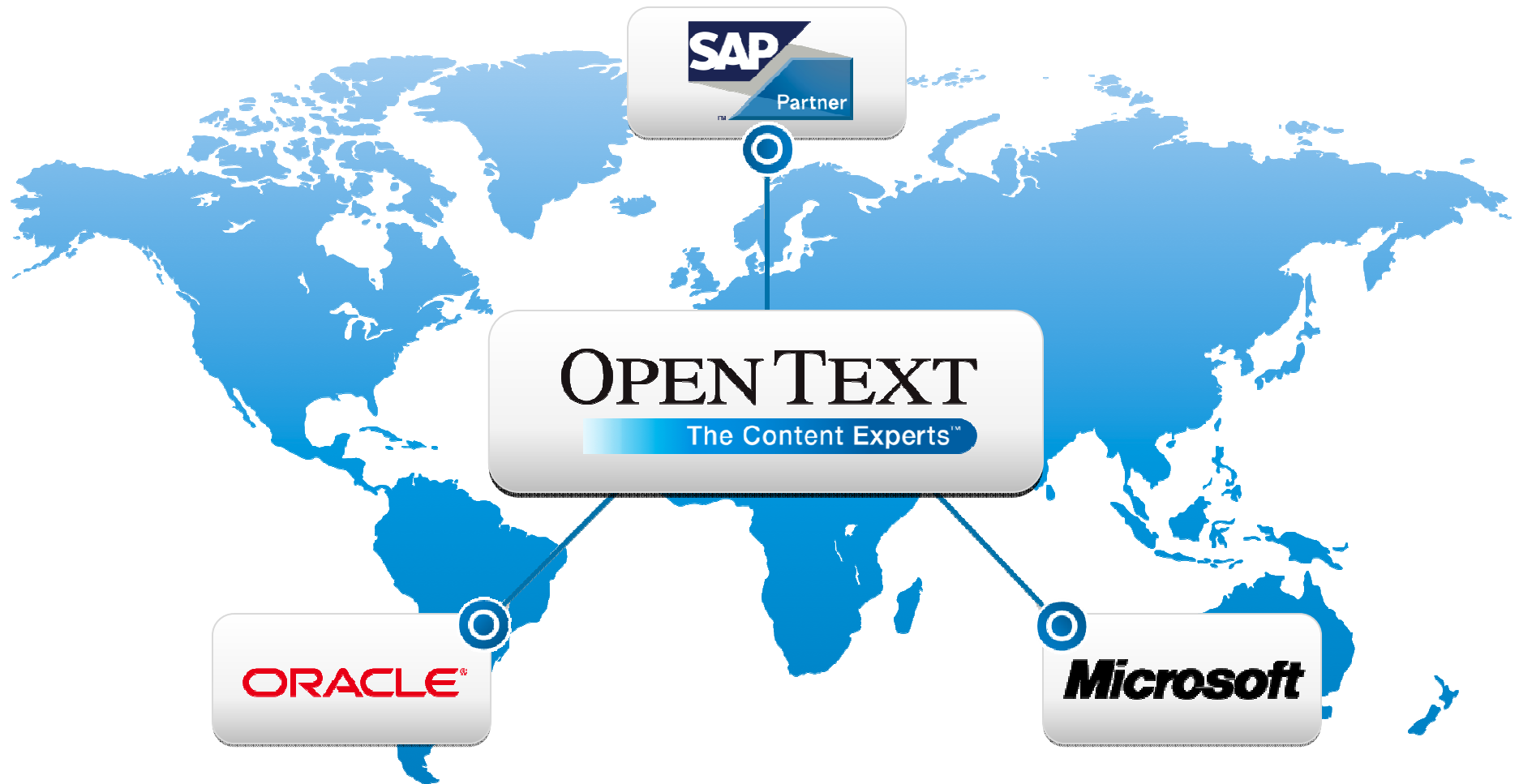
Enterprise Library

Our Differentiator: Flexibility

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



Ecosystem Strategy



ECM Suite for SAP



Powered by **NetWeaver**

Supplier Information
Management

Employee Information
Management

Customer Information
Management

Vendor Invoice
Management

Extended ECM for SAP

Archiving & Document
Access for SAP

User Experience Services

Engagement

Lifecycle

Transaction

Enterprise Process Services

Enterprise Library

OPEN TEXT | **Microsoft**

Native **SharePoint** Applications

Case Management
Framework

Regulated Documents

Recruiting Management

CLM Services for
SharePoint

Storage Services for
SharePoint

Legal Information
Management

User Experience Services

Engagement

Lifecycle

Transaction

Enterprise Process Services

Enterprise Library

ECM Suite for Oracle



OPEN TEXT | ORACLE®

Leveraging **Fusion Middleware**

Accounts Payable for
Oracle eBusiness

Accounts Payable for
PeopleSoft

Accounts Payable for
JD Edwards

Content Access for Oracle Applications

User Experience Services

Engagement

Lifecycle

Transaction

Enterprise Process Services

Enterprise Library

Welcome to the Open Text ECM Suite



User Experience Services

Engagement

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Enterprise Library



Email



GroupWare



Filers



Web Sites



ERP



ERP



Basic ECM



Other ECM



Thank You