# Enterprise World 2013
# IR Briefing

# Safe Harbor

Certain statements in this presentation, including statements about the focus of Open Text Corporation (“OpenText” or “the Company”) in Fiscal 2014 on growth in earnings and cash flows, creating value through investments in broader EIM capabilities, distribution, the Company’s presence in the cloud and in growth markets, its financial conditions, results of operations and earnings, and statement regarding the proposed transaction between the Company and GXS, leadership in the EIM industry and B2B data integration services, creation of the largest information exchange trading network in the world, the expected size, scope and growth of the GXS’ and the Company’s combined operations and benefits of the transaction, and other matters, are considered forward-looking statements or information under applicable securities laws. Such forward-looking statements involve known and unknown risks, uncertainties and other factors and assumptions that may cause the actual results, performance or achievements to differ materially. Such factors include, but are not limited to, (i) the future performance, financial and otherwise, of OpenText; (ii) the ability of OpenText to bring new products to market and to increase sales; (iii) the strength of the Company's product development pipeline; (iv) the Company's growth and profitability prospects; (v) the estimated size and growth prospects of the EIM market; (vi) the Company's competitive position in the EIM market and its ability to take advantage of future opportunities in this market; (vii) the benefits of the Company's products to be realized by customers; (viii) the demand for the Company's product and the extent of deployment of the company's products in the EIM marketplace; (ix) the Company's financial condition and capital requirements; and (x) all the risks related to the proposed GXS transaction and the proposed financing of the transaction set forth in the relevant press release announcing the transaction and the related Current Reports on Form 8-K filed by the Company. The risks and uncertainties that may affect forward-looking statements include, but are not limited to: (i) integration of acquisitions and related restructuring efforts, including the quantum of restructuring charges and the timing thereof; (ii) the possibility that the Company may be unable to meet its future reporting requirements under the Securities Exchange Act of 1934, as amended, and the rules promulgated there under; (iii) the risks associated with bringing new products to market; (iv) fluctuations in currency exchange rates; (v) delays in the purchasing decisions of the Company's customers; (vi) the competition the Company faces in its industry and/or marketplace; (vii) the possibility of technical, logistical or planning issues in connection with the deployment of the Company's products or services; (viii) the continuous commitment of the Company's customers; and (ix) demand for the Company's products. For additional information with respect to risks and other factors which could occur, see the Company's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, recently filed Current Reports on Form 8-K, and other securities filings with the SEC and other securities regulators. Readers are cautioned not to place undue reliance upon any such forward-looking statements, which speak only as of the date made. Unless otherwise required by applicable securities laws, the Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

# Mark J. Barrenechea

## OpenText CEO

Welcome

# Agenda

- Enterprise World 2013: The EIM Conference
- Strategic Direction
- New Product Cycle with Project Red Oxygen and AppWorks
- GXS
- Introduce Jon Hunter, WW Field Operations
- Q&A
- Muhi Majzoub, WW Engineering
- Q&A

# Enterprise World 2013

The Enterprise Information Conference

- 2015 Attendees
- 504 Partners
- 150 Sessions
- 16 Countries represented
- 5 Days
- 1 Big Party Thursday Night

- Largest conference ever with our strongest program to date
- New product cycle: Launched 7 Suites, Embracing the Developer

# Enterprise World 2013

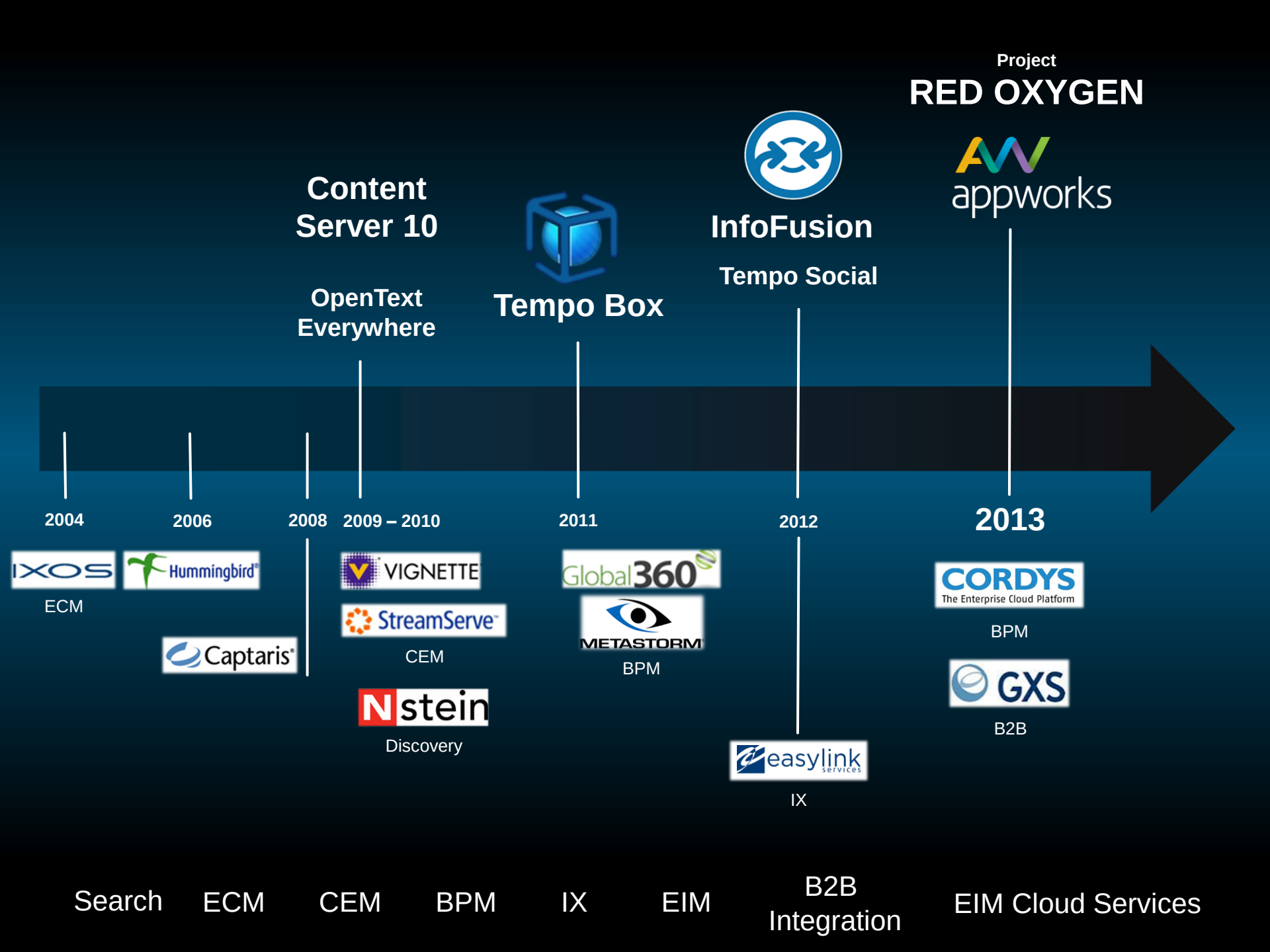
OpenText
EXECUTIVE LEADERSHIP
FORUM



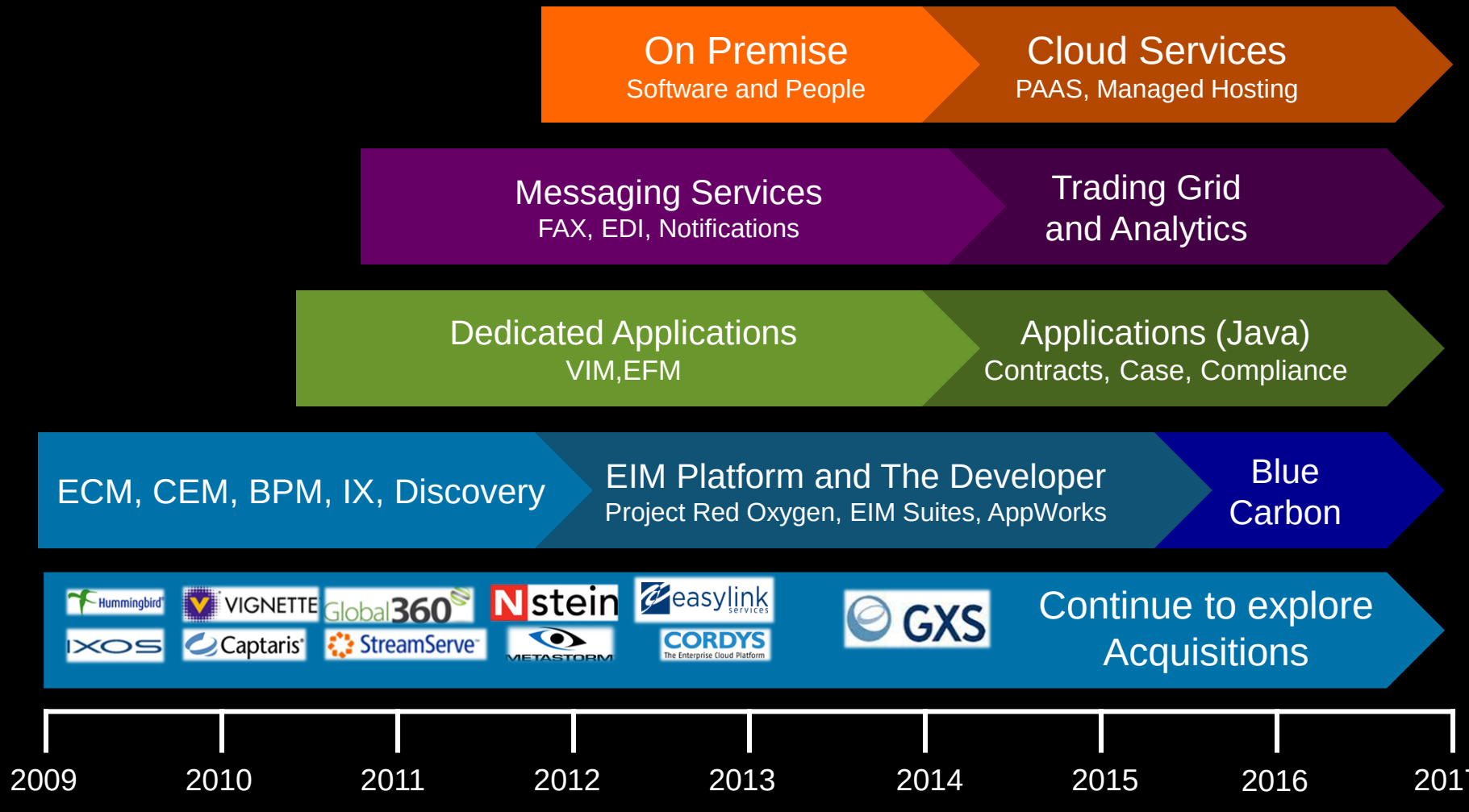



SAP
ExactTarget
MRM
Deloitte.
accenture
High performance. Delivered.
hybris
IQbusiness
consulting | research | contracting
Microsoft
DELAWARE
Consulting
FUJITSU
ORACLE

# Strategic Direction


Project
RED OXYGEN
appworks
Content Server 10
InfoFusion
Tempo Social
OpenText Everywhere
Tempo Box
2004
2006
2008
2009 – 2010
2011
2012
2013
IXOS
ECM
Hummingbird
Captaris
VIGNETTE
StreamServe
CEM
Nstein
Discovery
Global360
METASTORM
BPM
easylink services
IX
CORDYS
The Enterprise Cloud Platform
BPM
GXS
B2B
Search
ECM
CEM
BPM
IX
EIM
B2B Integration
EIM Cloud Services

# Product Investment Areas



# Growth Initiatives

## New Suites
(Project Red Oxygen)

Engage install-base to upgrade and extend solutions. Attract new customers

## The Developer

Attract new buyers and use cases through accelerated development and embedded work loads

## Partnerships

SAP, Oracle, Microsoft, ExactTarget, Hybris, Deloitte

## Fast Growth Markets

Expand go-to-market: Latin America, APAC, Japan, Emerging Europe, South Africa

## Established Markets

Efficiency, Coverage

## Channels

New Partner Program, SI, Value-Added Resellers, Inside Sales

# Project
# Red Oxygen



“It is time to invest in Enterprise Information Management (EIM) Strategy.”

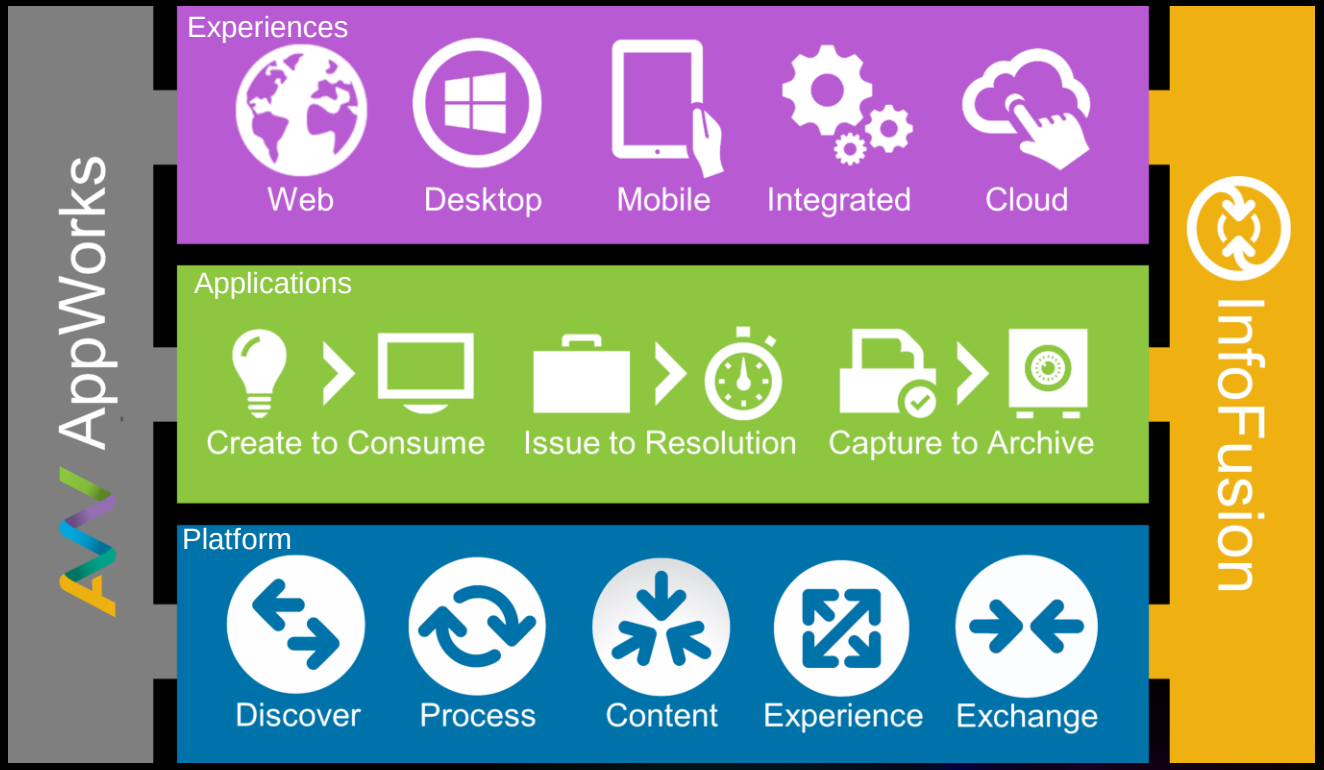
“Only 13% of the respondents indicated that they have had a formal information management strategy.”

FORRESTER®

# Project Red Oxygen Guiding Principles

| Large New Functional Blocks | Deep Integration | Information Flows | Compelling User Experience | Developer Tools |
|---|---|---|---|---|
| Tempo Note<br>Cloud Archive<br>Process Libraries<br>Oracle xECM<br>Hana Support<br>AppWorks<br>Secure Messaging | Over 350<br>Product<br>Integrations | <br>Create to Consume<br>Capture to Archive<br>Initiate to Optimize<br>… and more | UXD<br>RESPONSIVE USER EXPERIENCE | appworks |

# Project Red Oxygen Stack





Information Exchange Suite

November 2013



Content Suite

December 2013



Process Suite

January 2014



Experience Suite

March 2014



AppWorks

November 2013



Tempo

December 2013



Discovery Suite

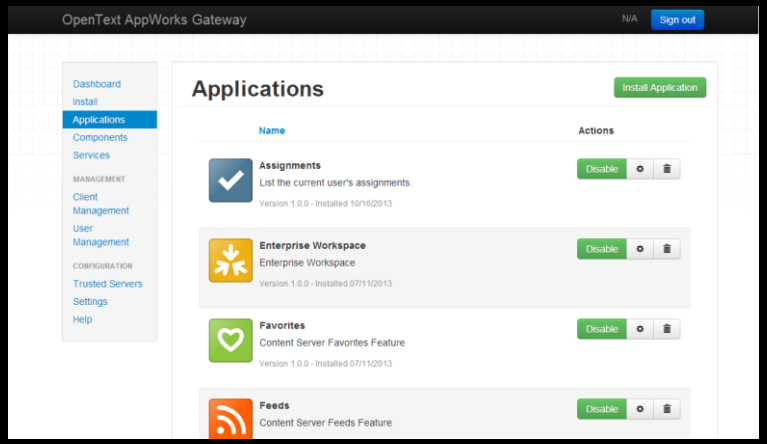
March 2014

NOV 2013 → DEC 2013 → JAN 2014 → MAR 2014




Tools for the Modern Developer

# Gateway




An Enterprise Application Development and Management Platform.

- Common RESTful API for the OpenText EIM Suites
- Centralized, integrated services to speed app delivery
- Write-once, run on all clients

# Developer Network




A Developer Network to provide resources aimed to making developing OpenText Apps quickly and easily.

- API References
- Source Code Samples
- Tutorials
- Templates
- Q&A Forums

# Customer Highlights

BP standardizes on OpenText for better materials management and collaboration with suppliers and engineers

Australian Football League (www.afl.com.au) deploys OpenText Experience Suite 6 Million fans … 160,000 articles … 58,000 Videos

Transportation for London – 30 Million trips into or within London Every Day Selects Tempo Social for rider experiences and sharing

Smart Process Application for IP and Licensing Management




The Market Leader in B2B Integration

# GXS Strategic Rationale

## INFORMATION EXCHANGE

New services with market leading B2B Integration and Messaging Services

## CLOUD SERVICES

Global, growing managed services and SaaS applications business

## ADJACENCY

Marquee install base with ability to cross sell adjacent products and services

## TECHNOLOGY

GXS Trading Grid® with 550,000 trading partners, 14b transaction / year

## INDUSTRIES

Strong focus on Financial Services, Manufacturing, CPG and Retail

## MARKETS

Stronger presence in US, Latin America, ASIA, Japan

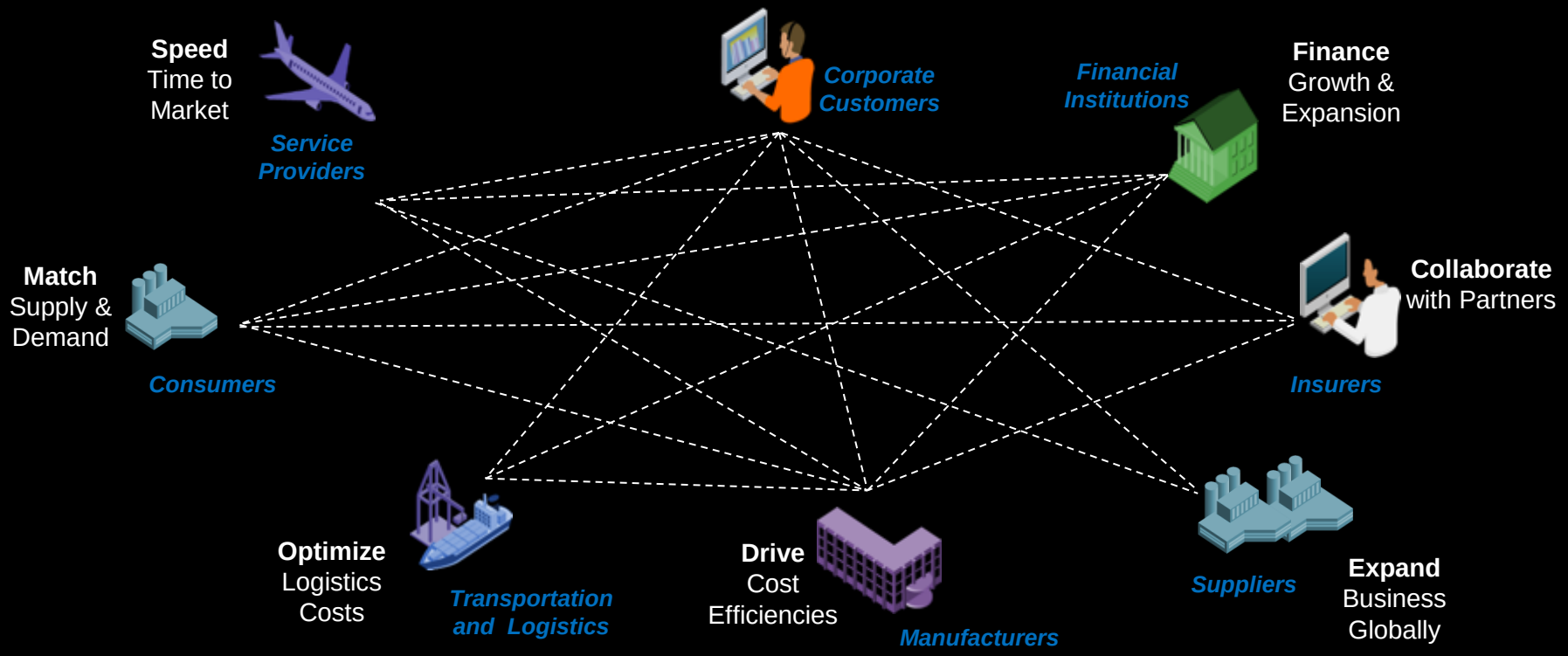
## BUYERS

Extend EIM buyers to include Procurement and Supply Chain, Accounting & Treasury

## SOFTWARE

B2B Integration Gateways, and EDI/XML Translators

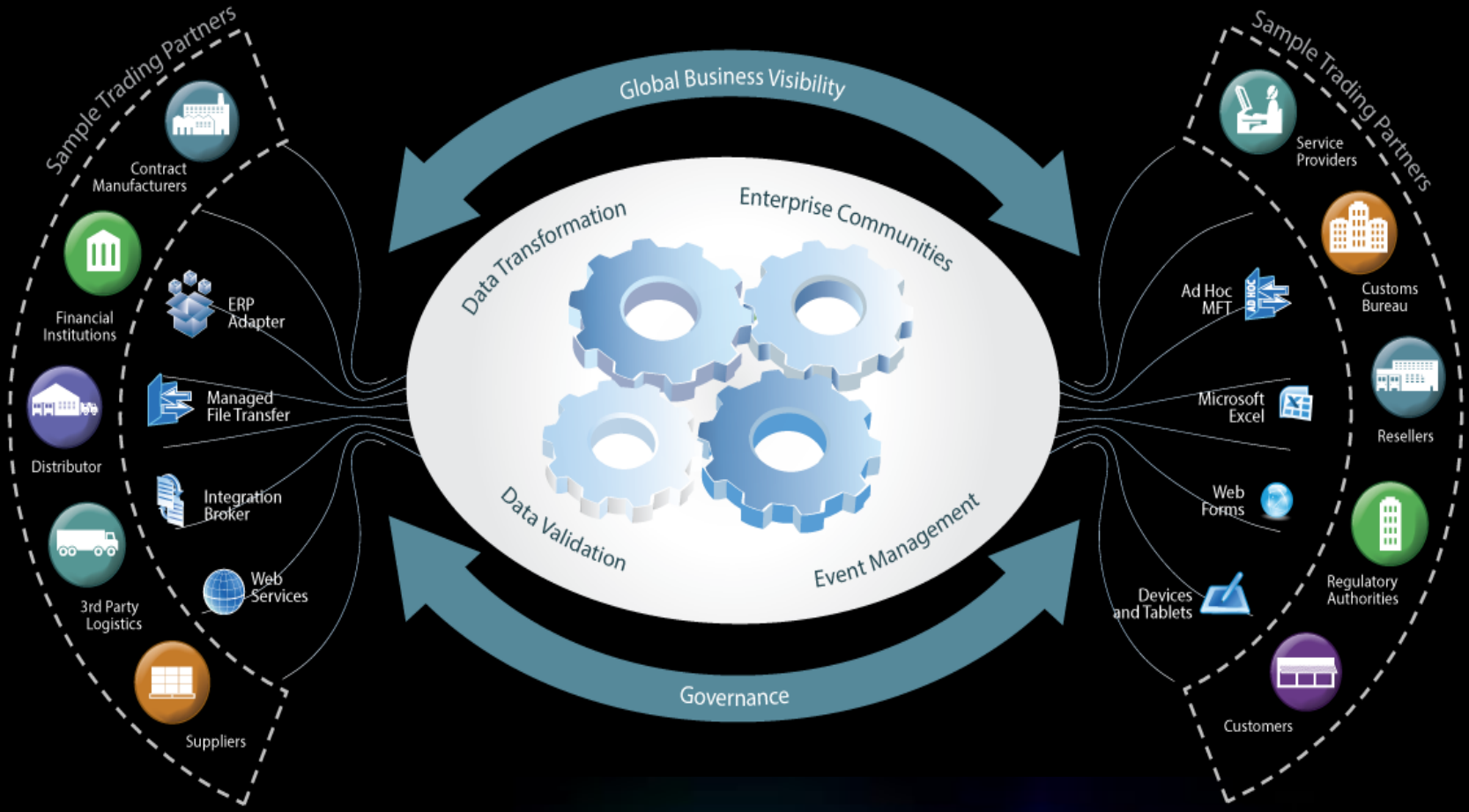
# The Business Integration Challenge




## Key Customer Challenges

- **Driving Revenue Growth**
- **Enabling Innovation and Staying Ahead of the Competition**
- **Enhancing Customer Satisfaction and Quality**
- **Reducing Costs and Improving Productivity**

# The Solution:  GXS Trading Grid



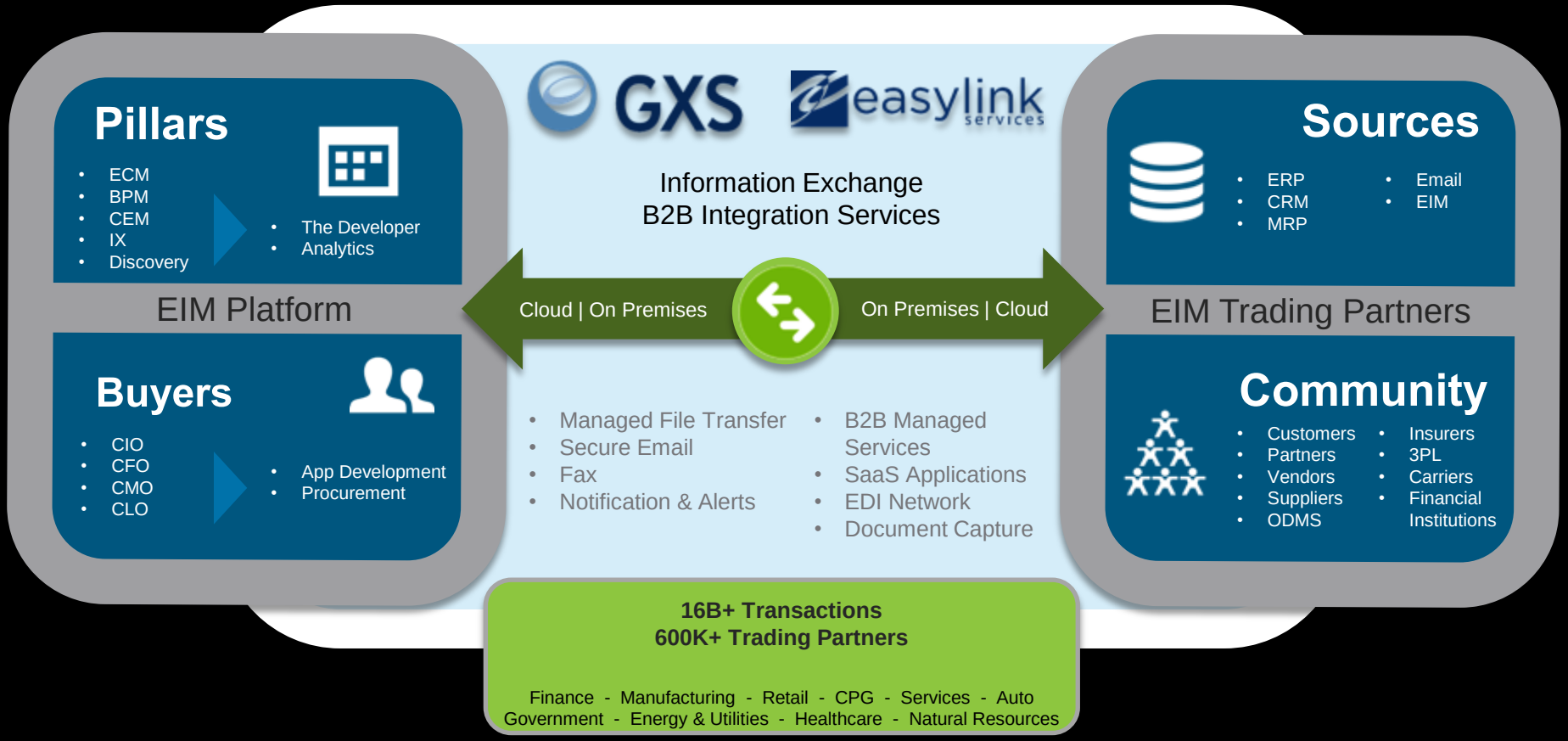
# GXS Products and Services

| | Messaging Services | Managed Services | B2B Software & Services | Data Synchronization |
|---|---|---|---|---|
| **Description** | • Global B2B integration platform that provides a link between internally hosted B2B gateway software platforms<br>• Provides for the secure, automated and reliable exchange of unstructured business documents across enterprises | • Comprehensive B2B outsourcing service that includes all of the hardware, software and staff required to manage an entire B2B program<br>• Provides mapping and Translation, Visibility Dashboards, Business Partner Onboarding, Program Management and Error Resolution | • Specialized B2B integration gateways, managed file transfer, and high-performance desktop EDI translators<br>• Allows customers to deploy B2B integration gateways on their premises | • Catalogue service for publishing, brand, price, promotion, packaging, weight, tax and regulatory data for each global trade item (“GTIN”)<br>• Enables the exchange of product and price information between the suppliers of consumer products and the retailers that sell them |
| **Key Features** | • Value Added Network<br>• Protocol Mediation<br>• Audit Trails | • Supply Chain Visibility<br>• Invoicing<br>• PO to Cash<br>• Data Quality and Compliance<br>• WEB EDI<br>• Process Administration<br>• Trading Community Enablement | • Customer Premise Software<br>• Connectivity<br>• Transformation | • Catalogs |
| **Key Advantages** | • Established Global Presence<br>• Large scale infrastructure<br>• Highly reliable, secure and resilient platform | • End-to-end services across entire value chain<br>• Extensive industry expertise<br>• Successful track record of implementation for marquee clients | • Software designed for the unique means of the multi-enterprise B2B data flows<br>• Supports “any-to-any mapping and translation | • Enables “publish and subscribe” model to help synchronize supply chains using standardized product information |

# Side by Side Look

| | **OpenText / EasyLink** | **GXS** |
|---|---|---|
| Founding History | AT&T | General Electric |
| Messaging Services Strengths | FAX, Notifications | EDI |
| Managed Hosting | Limited | Established |
| Applications / Software | ECM, BPM, InfoFusion VIM, Contracts, Case | B2B Integration Gateway Treasury Management, Supply Chain, Catalog Services |
| Industry Strengths | Gvnt, Financial Services, Services, Energy, Materials, Regulated Industries | Financial Services, Retail, CPG, Transportation |
| Transaction Volume Per Year | 2 billion | 14 billion |
| Trading Partners | 100,000 | 550,000 |
| Networks | Many | Many |
| Data Centers | ➢ 10 | ➢ 20 |
| Facilities | ➢ 75 | ➢ 20 |
| Employees | 5384 | 2900 |
| Top Revenue Countries | US, Canada, UK, Germany, Australia, Japan | US, UK, Brazil |

# EIM Cloud Services



# Growth Initiatives

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OPENTEXT

The Power of Information