opentext™

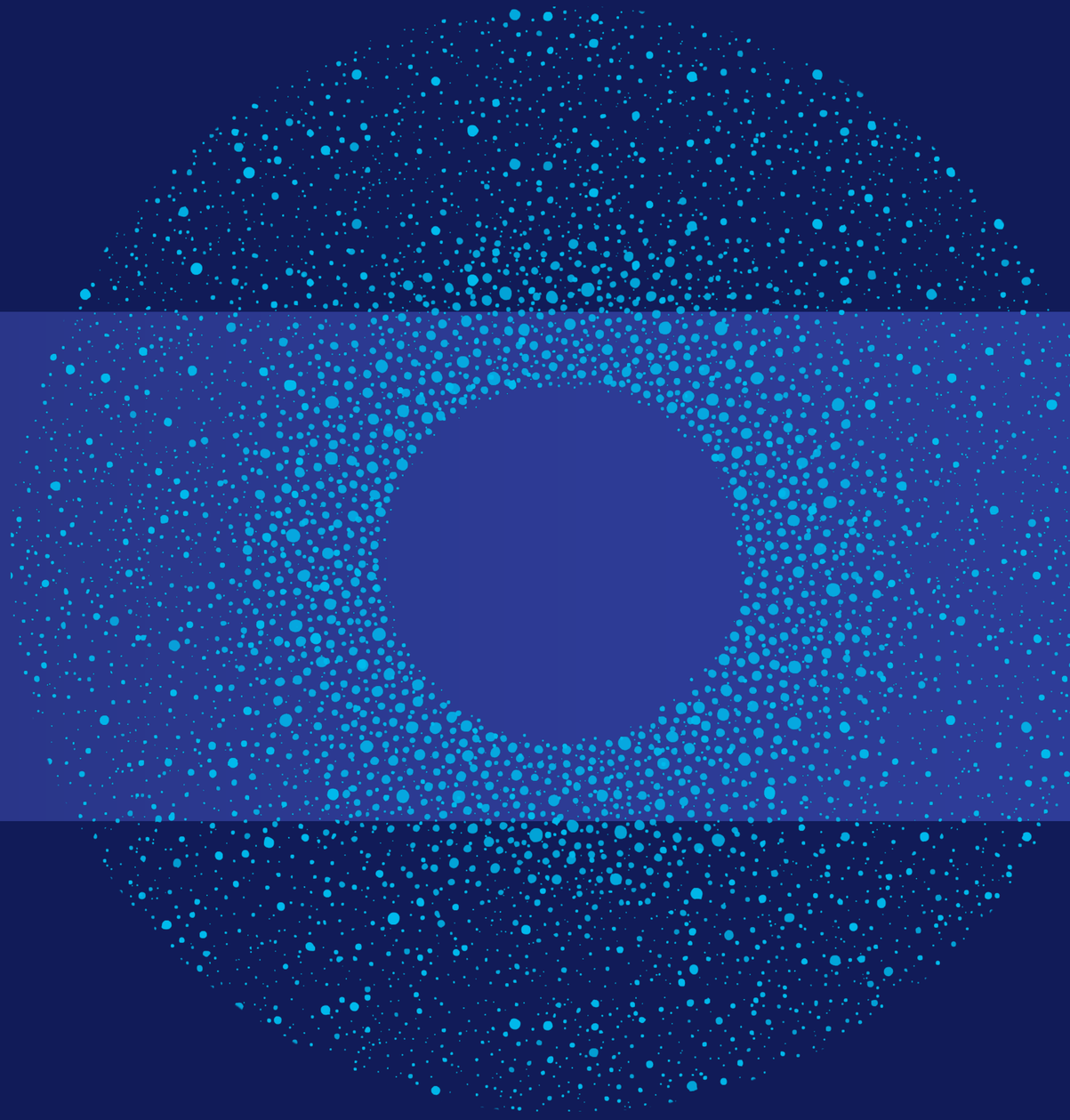
Deus ex Machina

Humans and Machines

Mark J. Barrenechea

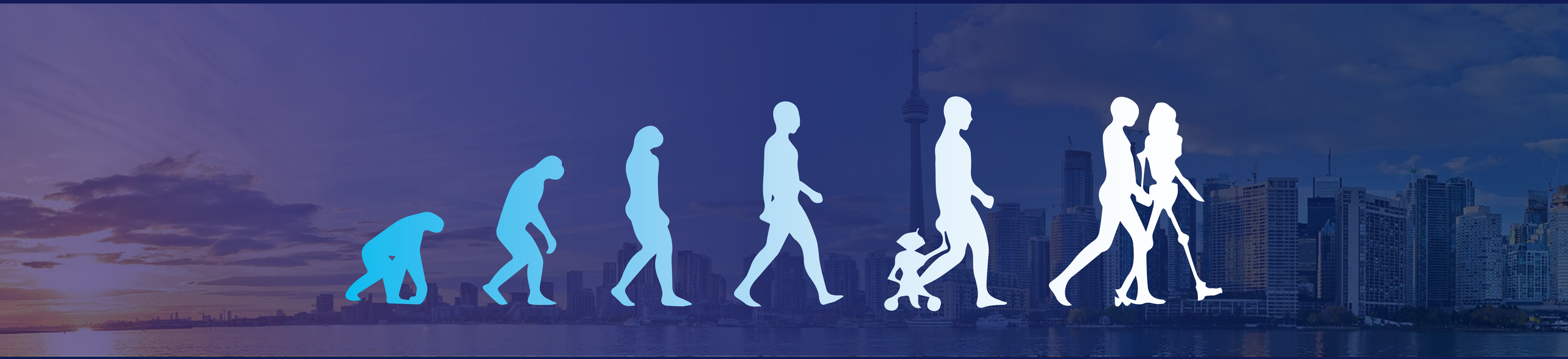
OpenText CEO & CTO

The Information Company™



Welcome to Enterprise World 2017

5,000	Attendees	50	Countries
400	Partners	43	Demo Pods
400	Future Forward	42	Partner Pods
230	Sessions	5	Days
120	Customer Speakers	1	Robot



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90% of the
Fortune 1000
Leverage digital technologies
from OpenText to keep pace
OpenText is the market leading provider of
Enterprise Software for Digital Transformation

OpenText Runs the Private Web



The Public Web

Only 4% of Web content (~8 billion pages) is available via search engines like Google

The Private Web

Approximately 96% of the digital universe is on private web sites protected by passwords

Source: *OpenText Internal*

Operating as Exponential Thinkers



Area	5 years ago	Today	Next five years
Information Under Management	100 Exabyte's	1 Zettabyte	No Limits
Network Commerce	Zero	$7 Trillion	
End Users	100 Million	1 Billion	
Customers	20,000	120,000	
Employees	5,000	12,000	
Countries	20	40	

Linear solutions no longer apply !!!

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The Next Decade: Changing the World

Robotics	Internet of Things	Internet of Money	Artificial Intelligence
Mobile is Eating the World	New Business Models	Living to 150	IQ of 1000

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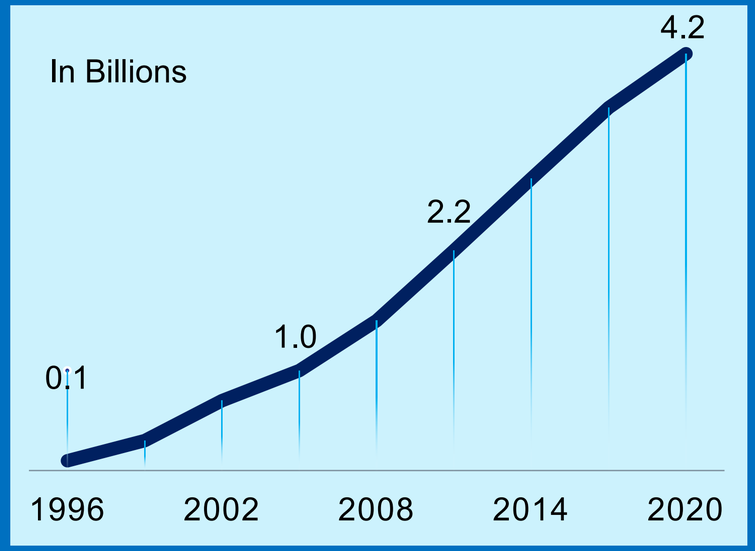
What's Common: Converging Extremes

Connectivity

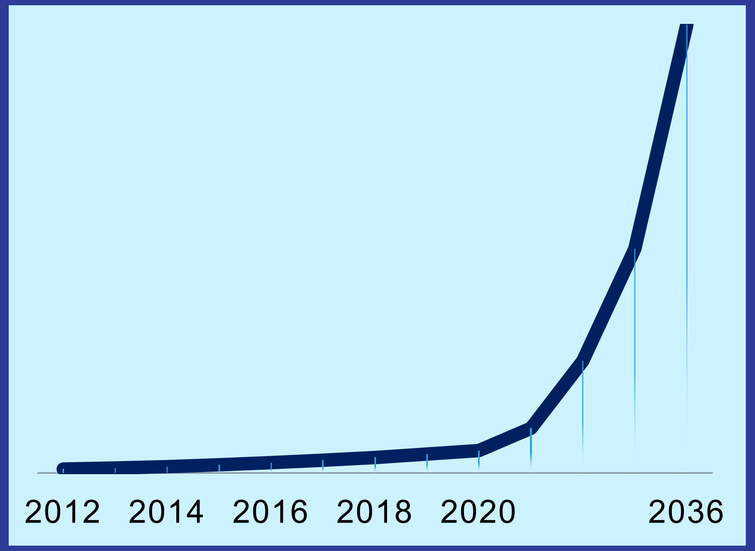
4 Billion
Connected People



Source:
https://www.emarketer.com/Chart/Internet-Users-Penetration-Worldwide-2014-2020-billions-of-population-change/187880
http://www.xelsionmedia.com/wp-content/uploads/2014/05/Graph7.png

Automation

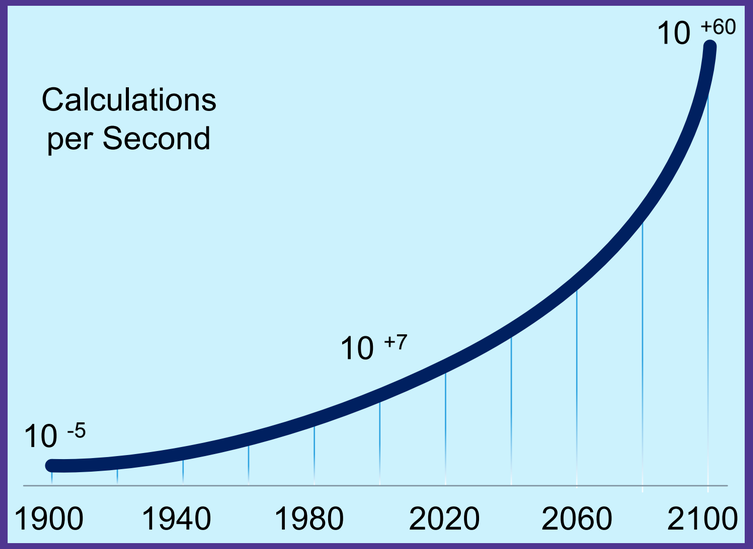
1 Trillion
Connected Machines



Source:
https://venturebeat.com/2016/10/25/softbank-ceo-masayoshi-son-sees-a-future-with-1-trillion-internet-of-things-devices

Computing

1 Million
Times More Computing Power



Source:
http://www.singularity.com/charts/page70.html

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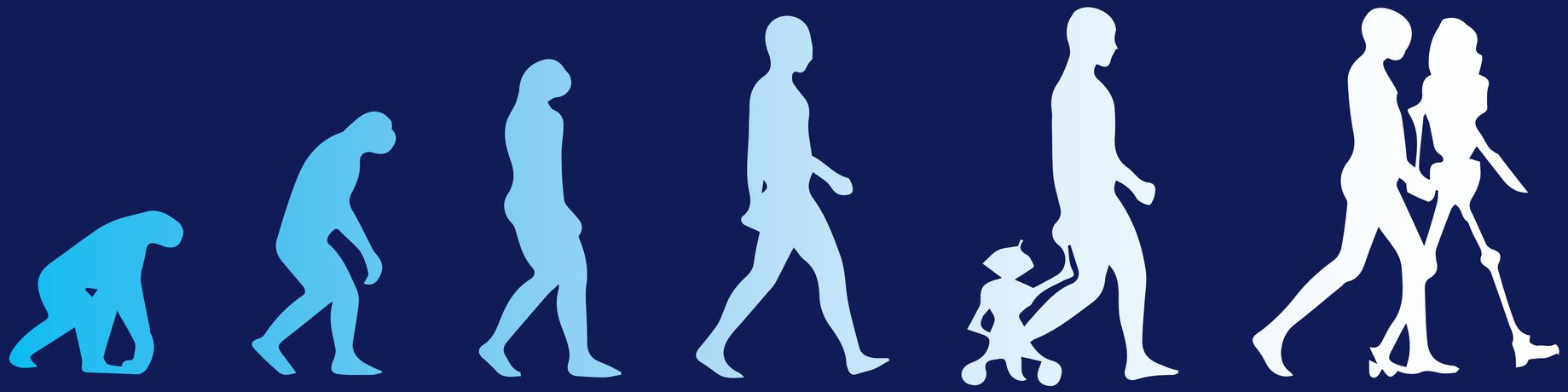
Deus ex Machina



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Rise of the Machines



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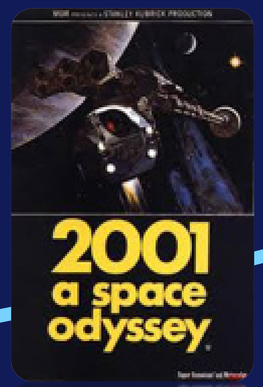
It’s Not Science Fiction !!!



Maria



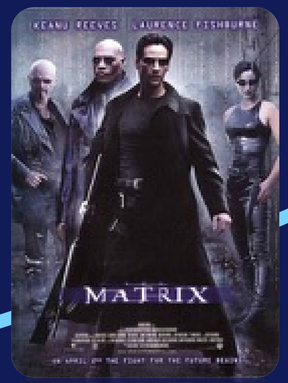
GORT



HAL



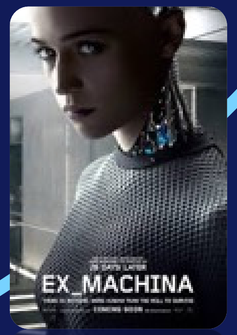
There is another



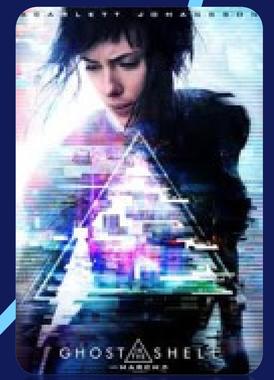
The Oracle



J.A.R V.I.S.



Ava



The Puppet Master

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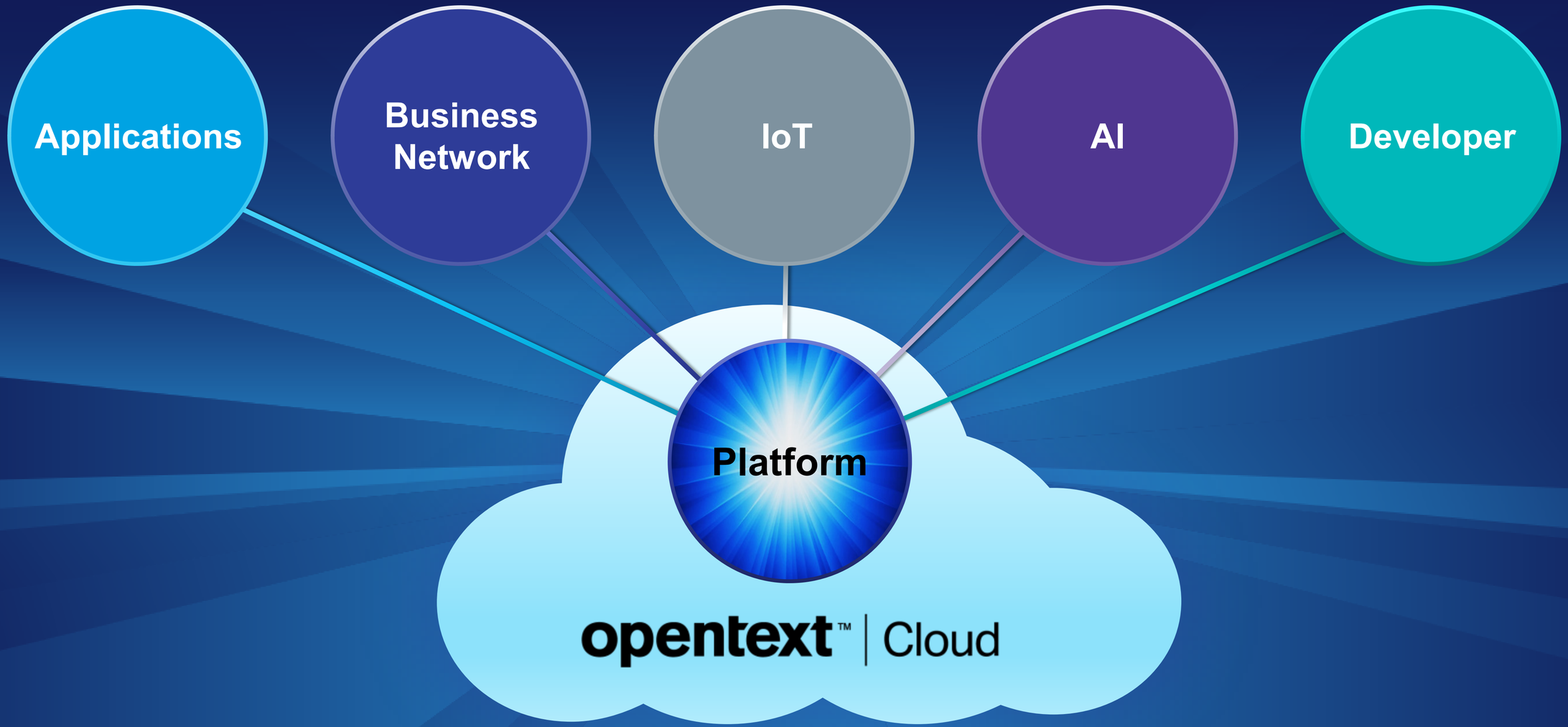
OpenText: The Information Company

Connect with your information in a whole new way



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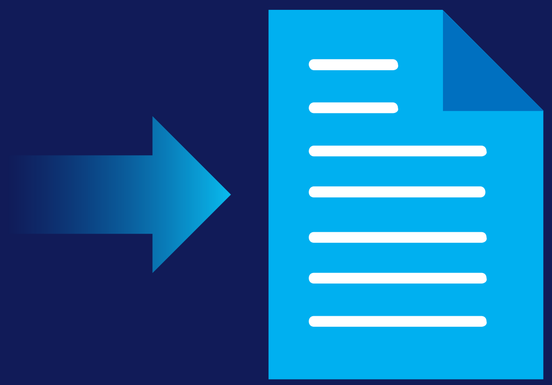
At the Heart of This Change, is Information

… in a document created by a human
... or generated by a machine



1. A document is a piece of written, printed, or electronic matter that provides information, evidence or that serves as an office record.
2. Documents are at the center of the world.
   This ain’t changing.
3. What is changing: (1) how documents are created (2) their complexity (3) and their collaborative nature.

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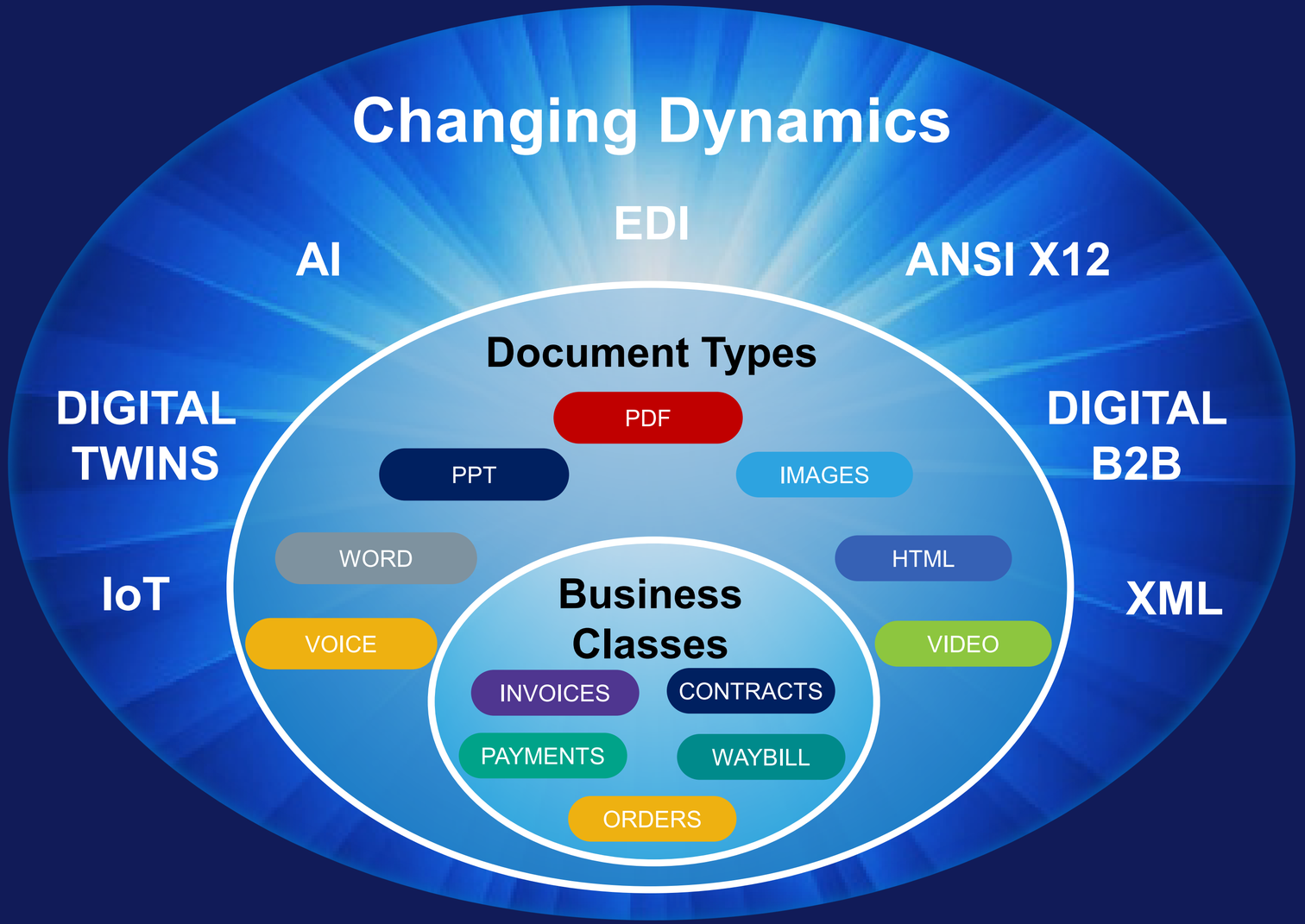
The Changing Nature of Documents



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OpenText Information Platform

Enabling Digitalization … The Brilliant Basics



- Store, manage and secure
- Scan, capture and translate
- Metadata, facets, and search
- Discovery
- Information Lifecycle Management
- Connectors, Connectors, Connectors

Release 16

- Content Suite, Documentum
- Capture Center / Captiva
- InfoFusion
- InfoArchive
- Recommind
- Extended ECM
- TeamSite, Exstream
- … and a lot more

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OpenText Information Applications

Humans run in herds … they organize around the largest collections of corporate information

Follow the Data



- Employees
- Customers
- Suppliers
- Assets
- Products

Release 16

- People Center
- CEM
- Active Applications
- Engineering & Construction
- Capital Markets
- Case & Contract Center
- Business Center
- … And a lot more

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OpenText Information Network

Any Document, Any Format, Anytime, Anywhere

Connectivity Made Easy	Enable Trading In 7 Days	Deep Analytics	Global & Secure



- $7 Trillion in Annual Commerce
- Connect to over 600k trading partners
- The most connection types in the world (EDI, ACH, X12, EDIFACT, FAX, Email, iDocs, cXML, etc)

Release 16

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OpenText Internet of Things

Listen to the world at IoT scale



Ingest billions of messages a day through open protocols

Trigger actions through rules and automated processes



Simple, easy to use applications to manage devices

Drive insight through Analytics and AI

MAGELLAN
BY OPENTEXT™

Improve business outcomes

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Information Developer (https://developer.opentext.com)

Developers make all things POSSIBLE !!!
Remove the friction in creating Enterprise Applications

Low Code	Micro Services	Apps In 6 Days	Write Once Run Everywhere



- Pre-Packaged data models (Employees, Asset, Suppliers etc…)
- Multi-tenant SaaS applications by default
- 500 RESTful services (EIM as a service)
- The Business Network as an API

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Completing the Need

opentext™ | Cloud

On Premise	Off Premise	Value Added Network	Managed Services	Public SaaS
Highly Customized / High Integrations	Lower Operating Costs	API / Always On	One SLA	Agile and Time to Value
License	License or Subscription	Subscription / Volume	License or Subscription	Subscription
Managed by You	Managed by You / Us	Managed by Us	Managed by Us	Managed by Us

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Information Lakes | AI

1

COLLECTION
Pipeline System
(Connectors – Feed the Lake)

2

APPLICATIONS
Human | Machine
(Feed the Lake)

3

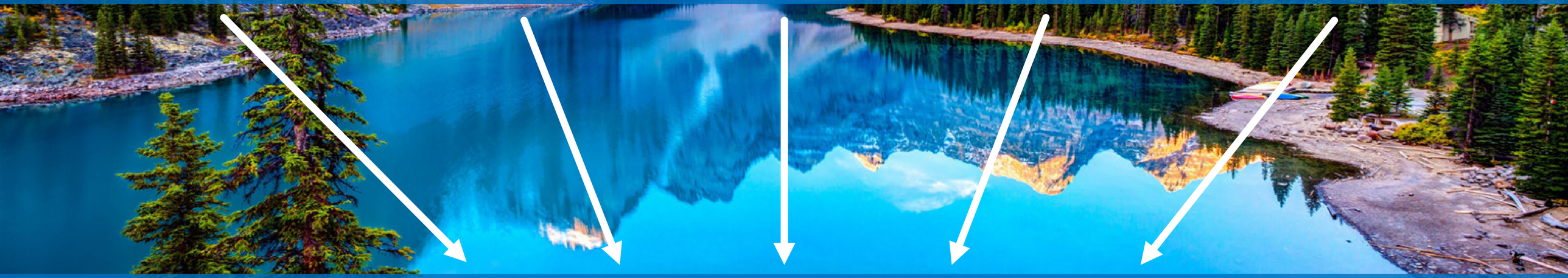
ALGORITHMS
(Fish the Lake)

4

DEEP LEARNING
(Explore the Lake)

5

INSIGHT
(Let's go swimming!!!)



EIM Information | SQL, Hadoop, Spark, MLlib

OpenText Artificial Intelligence

Information + Algorithms = Insights

MAGELLAN
BY OPENTEXT™

- Magellan = Actuate + Apache Spark + Nstein
- Run standalone or Pre-integrated to OpenText EIM
- Pre-packaged algorithms (via MLlib)
- Write your own algorithms (via R and other languages)
- Pre-certified x86 hardware configurations
- Built on Open Standards

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OpenText Artificial Intelligence

Information + Algorithms = Insights

Release 16
&
Data Sources

+

- Gaussian Naïve Bayer
- Linear Regression
- Random Forest
- Proximity Based Matching
- Logistic Regression
- Support Vector Machine (SVM)
- … and more from MLlib

=

- Employee Retention
- Reduce Churn
- Improve Forecasting
- Supplier Performance
- Preventative Maintenance
- Purchasing Behaviors
- Fraud Detection
- … and a lot more

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Let’s Look At Some Software …

opentext™ | Magellan

Presented by Mark Gamble

Demo Scenarios

Targeted Marketing – predicts customer behaviours
Algorithms: *Gaussian Naïve Bayes, Z-Score*

Demand and Utilization – enables proper inventory deployment by predicting future demand
Algorithms: *Linear Regression, Triple Exponential Smoothing*

Proactive Maintenance – predicts maintenance issues before they occur and recommends action
Algorithm: *Random Forest*

opentext™ | People Center

Presented by Kelli Smith

Demo Scenarios

Simplified HR – People Center makes it easy for employees to get help and help themselves

Smart Recruitment – Identify best match candidates quickly and efficiently Algorithm: *Proximity-based matching algorithm*

Increased Retention – Driving smart, targeted talent retention strategies from Magellan Algorithm: *Logistic Regression*

opentext™ | xECM

Presented by Marcel Hoffmann

Demo Scenarios

Field Service Management – xECM enriches the KUKA Business Cloud with embedded content services

Collaborative Repair – xECM streamlines collaboration between humans and machines

Case Analysis & Resolution – Intelligent recommendations from Magellan
Algorithm: *Support Vector Machine*

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opentext™ | Magellan

Mark Gamble

Senior Director, Product Marketing, Analytics

Mica Block

Principal Analytics Architect

Information + Algorithms = Insights

DRYV
THE CAR SHARING COMPANY

Dryv Corporation uses Magellan for:

Targeted Marketing – Magellan predicts customers most likely to respond to upsell campaigns Algorithms: *Gaussian Naïve Bayer, Z-Score*

Demand and Utilization – Magellan enables proper inventory deployment by predicting future demand Algorithms: *Linear Regression, Triple Exponential Smoothing*

Proactive Maintenance – Magellan predicts maintenance issues before they occur and recommends action Algorithm: *Random Forest*

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opentext™ | People Center

Kelli Smith

Senior Product Manager, Development



Simplified HR – People Center makes it easy for employees to get help and help themselves (integrated to SAP, SuccessFactors, Workday, Oracle, others)

Smart Recruitment – Identify best match candidates quickly and efficiently
Algorithm: *Proximity-based matching algorithm*

Reduced Turnover – Driving smart, targeted talent retention strategies
Algorithm: *Logistic Regression*

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opentext™ | xECM

Marcel Hoffmann

Program Manager, Ecosystem Solutions

Information + Algorithms = Insights

KUKA

KUKA Robotics leverages Extended ECM and Magellan to support its customers in:

Field Service Management – Extended ECM enriches the KUKA Business Cloud with embedded content services for plants, lines, and assets

Collaborative Repair – Extended ECM streamlines interaction between field technician assigned to a case and product experts

Future AI Application Option:

Case Analysis & Resolution – Magellan could recommend content and resolutions comparing case and context to a global database
Algorithm: *Support Vector Machine*

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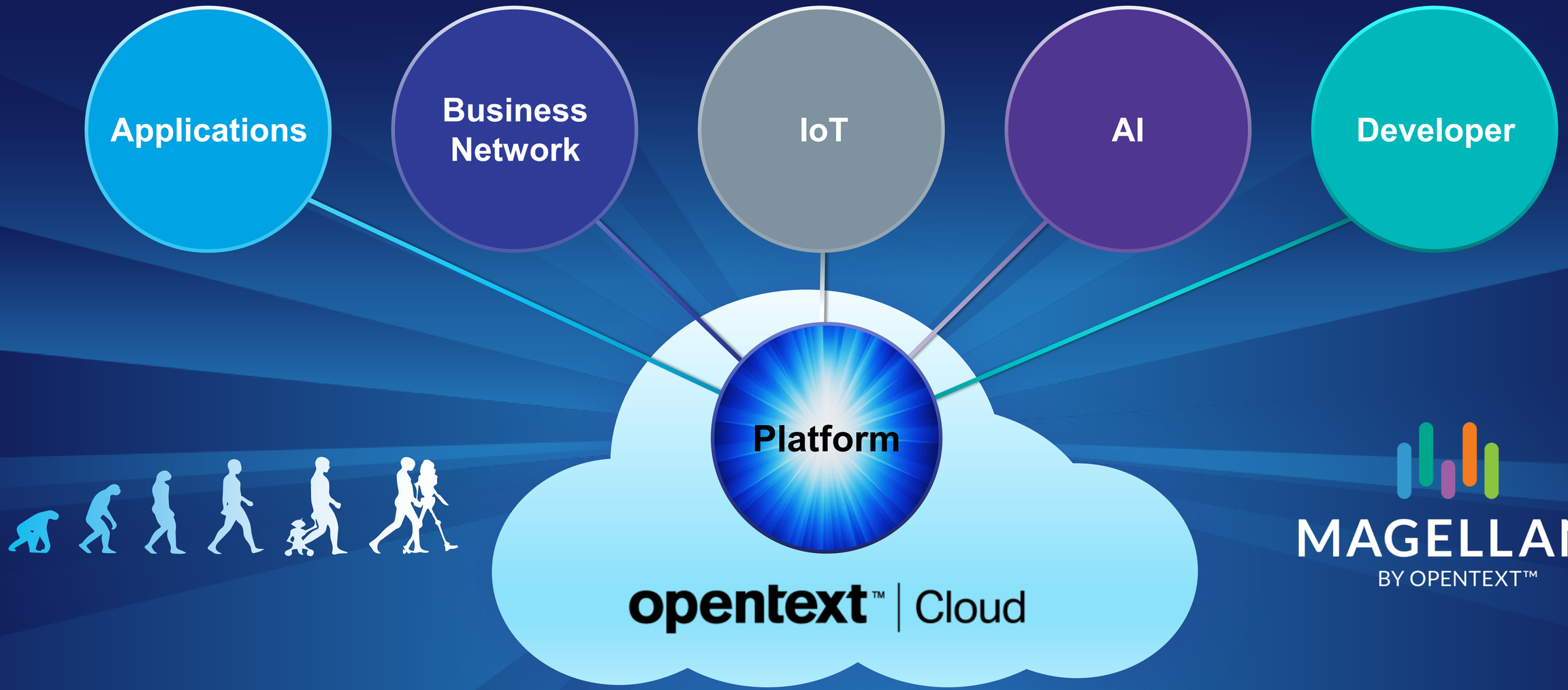
Connect with your information in a whole new way



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