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OpenText Buys Liaison Technologies

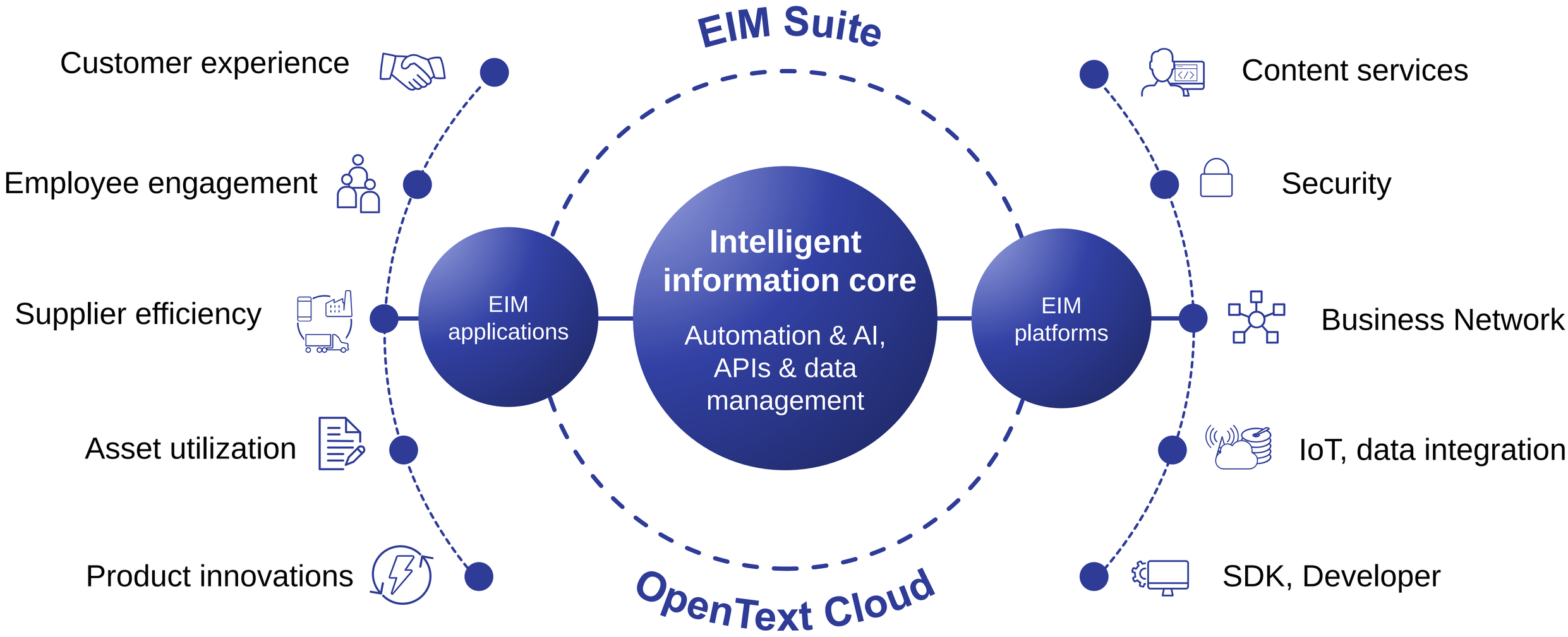
December 17, 2018

Safe Harbor Statement

Certain statements in this presentation, including statements regarding OpenText’s plans, objectives, expectations and intentions relating to the acquisition, as well as the acquisition’s expected contribution to OpenText’s results, may contain words considered forward-looking statements or information under applicable securities laws. These statements are based on OpenText's current expectations, estimates, forecasts and projections about the operating environment, economies and markets in which the company operates. These statements are subject to important assumptions, risks and uncertainties that are difficult to predict, and the actual outcome may be materially different. OpenText's assumptions, although considered reasonable by the company at the date of this press release, may prove to be inaccurate and consequently its actual results could differ materially from the expectations set out herein. For additional information with respect to risks and other factors, which could occur, see OpenText's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other securities filings with the SEC and other securities regulators. Unless otherwise required by applicable securities laws, OpenText disclaims any intention or obligations to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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Our Vision: The Intelligent and Connected Enterprise



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About Liaison Technologies

Private company founded in **2000**

460 Employees

Over **4,000** global enterprise customers

Over **250,000** businesses trading on the network

Headquartered in **Alpharetta,** Georgia

Liaison, a private company, provides cloud-based integration and data management solutions to help customers build application and business networks.

The world of digital is very dynamic, and companies need the ability to connect business to business, application to application, with speed, security, and reusability.

The acquisition of Liaison extends the OpenText Business Network and Cloud leadership, providing new technologies for our customers to build application and business networks in the dynamic world of mobile, cloud, SaaS, and Omnichannel.

https://www.liaison.com/

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Liaison: Award-Winning Platform & Services

Winner of Database Trends & Applications' "Best Data Integration Solution (Overall)" of 2017(1)



ALLOY® Platform

The ALLOY® platform handles both integration and data management workflows. The components are:

1. B2B integration
2. A2A, connecting cloud, mobile, device & on-premise
3. Data Management
4. Strong healthcare, life sciences, manufacturing & automotive verticals

Lens®

- Lens® is a component of the ALLOY® Platform
- Cloud-based transactions, Business activity monitoring.
- Improved visibility into documents containing protected or otherwise sensitive data.

Contivo®

- Contivo® is a component of the ALLOY® Platform.
- Data mapping and translation tool streamlines and automates integration
- Cloud based, centralized, semantic metadata repository.

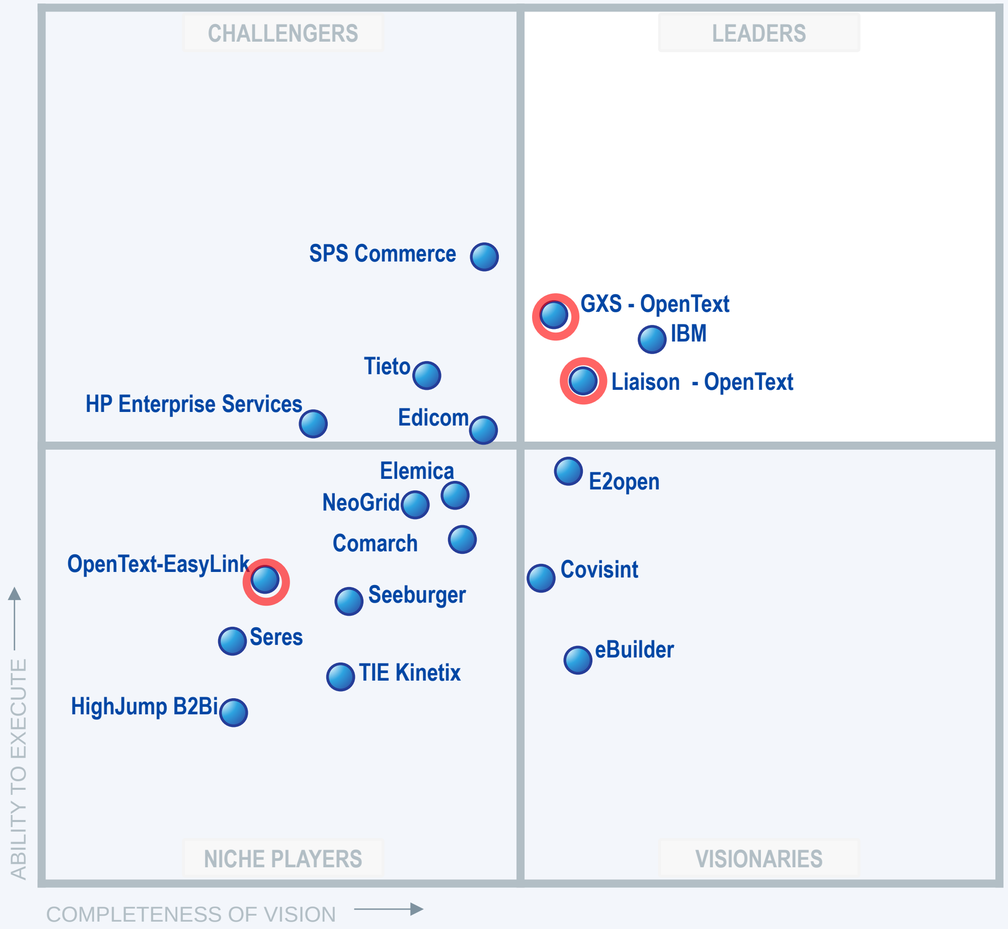
(1) Source: Database Trends and Applications Website - http://www.dbta.com/Editorial/Trends-and-Applications/Best-Data-Integration-Solution-Overall-119276.aspx

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Liaison: A Market Leader in B2B Integration

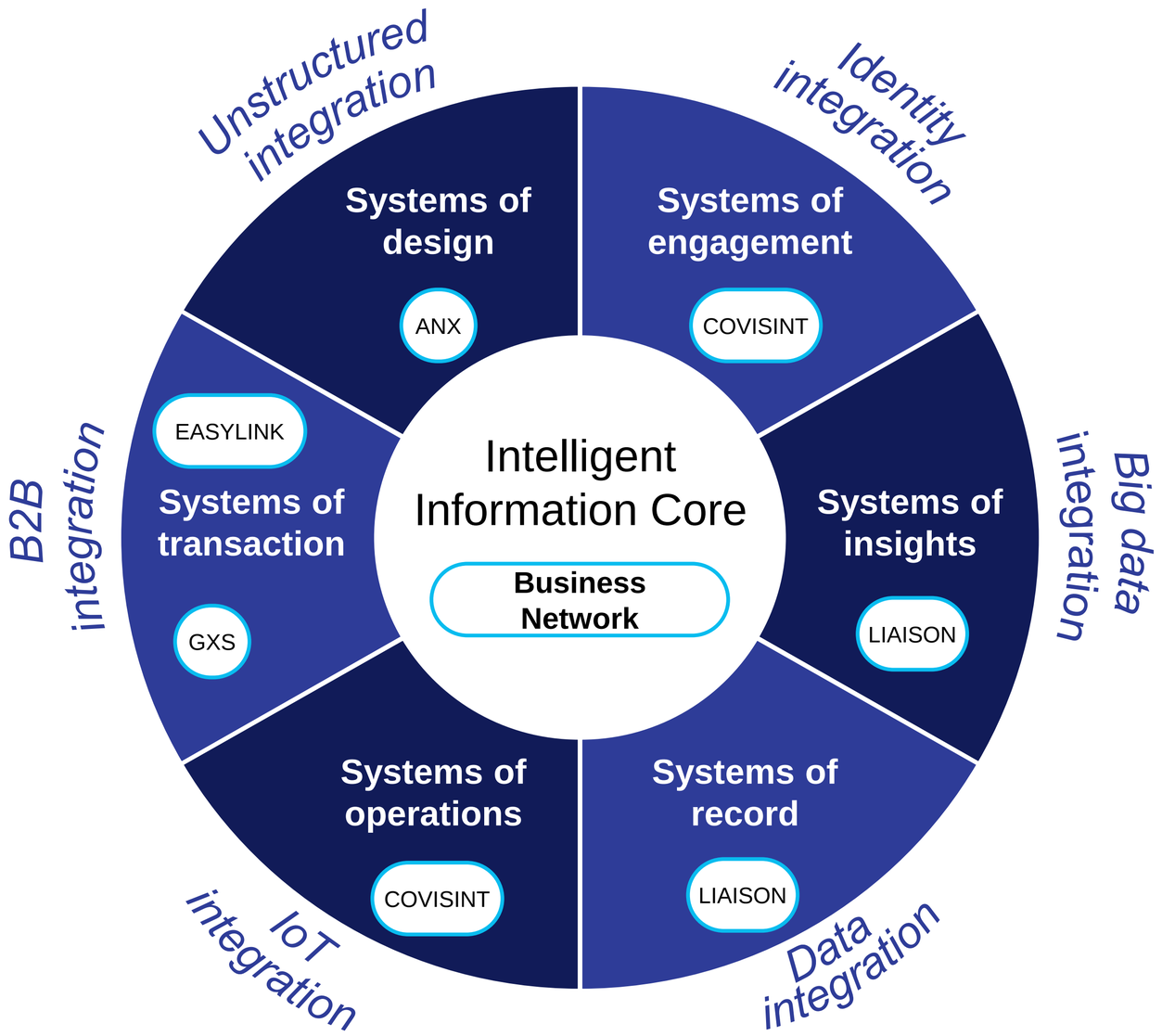
Liaison will contribute towards a $1 billion cloud revenue trajectory for OpenText



(1) Source: Gartner Magic Quadrant for Integration Brokerage, April 2014

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OpenText Business Network: The Next-Gen Platform



Solution Expansion

- Liaison expands OpenText's solution from business to application networks
- Enabling "Next-Gen" integration platform for mobile, SaaS, Cloud, and more

Network Effect

- Enabling trillions in annual commerce with over 1 million trading partners
- Scale and reach enables speed, security, and reusability

Adjacency

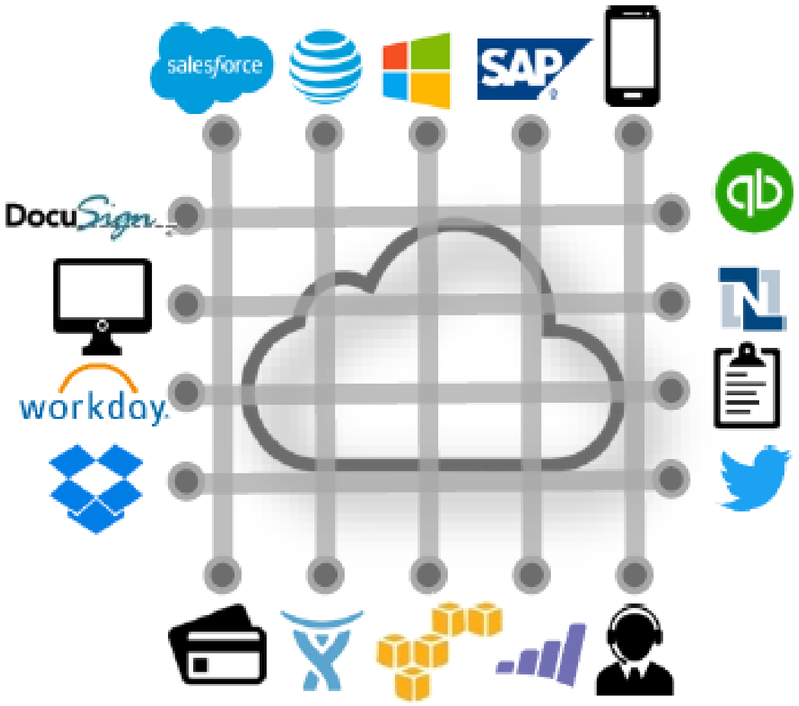
- Liaison platform will immediately complement OpenText's GXS, EasyLink, Covisint and ANX solutions

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The Challenge: Integration and Data Management

Explosion of Data Sources & Uses

- Global enterprises increasingly need to absorb, process, and analyze massive volumes of data in real-time
- Enterprises seek a consolidated framework to solve integration issues as fragmentation of applications continue
- Enable mobile, B2B, Cloud, SaaS, OmniChannel integration



Existing Infrastructure is Not Keeping up

- Costly to modify and maintain existing solutions
- Organizations are seeking solutions that can manage integration complexity, security, and compliance
- Secure, Speed, Reusable, Agility

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Why Liaison: Our Strategic Rationale



Liaison is a powerful transformation agent - immediately complements OpenText's GXS, EasyLink, Covisint and ANX platforms



Addresses the information integration and data management market including iPaaS(1) segment with a managed services approach



Expected **to enhance digital ecosystem integration solutions,** expanding external B2B(2) integration with internal A2A(3) integration and Data Management



Strengthens OpenText's leadership within key verticals in healthcare, life sciences, manufacturing and automotive



Financially compelling - 100% cloud, recurring revenues, high renewal rates, expandable into OpenText Install-base and new digital use cases

(1) iPaaS – integration Platform-as-a-Service
(2) B2B – Business-to-Business
(3) A2A – Application-to-Application

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CUSTOMER CASE STUDY

MERCK TURNS TO LIAISON'S SERVICES FOR A2A AND B2B INTEGRATION



"To date, Liaison's experience has been critical in guiding us through the benefits and pitfalls of creating a new enterprise network platform. This initiative enables real-time visibility into data, which also helps us drive improvements in data quality through more standardized integration.

Clark Golestani
Chief Architect Enterprise Architecture, Merck

OVERVIEW

As Merck's external alliances and business processes extend the reach of the company, the complexity and importance of electronic communication has also increased.

CHALLENGES

Merck required a solution that addressed their growing volume of data from global clinical trials. They wanted data transformation to be less cumbersome with all hard coded mappings.

WHY LIAISON WAS CHOSEN

Liaison implemented cloud- based data transformation for all clinical trials to support EDC to CDR data transformation, provided scalable infrastructure with high performance SLA along with visibility, monitoring and alerting.

RESULT

Liaison Technologies' recommended program was backed by an ROI analysis based on greater efficiencies and flexibility. The joint Merck-Liaison Technologies team gained approval for the strategy, and the completed mapping of technical and business strategies is being used to help Merck transition into a synchronized enterprise.

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CUSTOMER CASE STUDY

LIAISON'S ALLOY® PLATFORM IS THE DEFINITIVE SOLUTION TO SILOED, INEFFICIENT DATA IN HEALTHCARE AND BEYOND



"ALLOY® provides not just a technology solution, but an overall business transformation approach that will offer much greater flexibility as Merz's data demands grow and evolve internationally.

OVERVIEW

Life sciences firm Merz is a global company specializing in aesthetics and neurotoxins. At the forefront of Alzheimer's research as well as a leader in skin therapy, Merz has a variety of customers who are brought to Merz via both the formal and the informal healthcare systems.

CHALLENGES

Merz's diverse customer pool and sourcing methods created two segregated software and data management systems that could not interface. A CRM product tracked the sales team and healthcare provider data, while a separate ERP system was used for order and billing tracking.

WHY LIAISON WAS CHOSEN

Merz needed a 360º view of their customers, and Liaison's ALLOY® platform offered the optimal Customer Integration Management (CIM) solution thanks to its microservices architecture that can quickly and economically scale to unify diverse data systems.

RESULT

Full visibility of Merz's customer identities was achieved four months in advance of deadlines and the now-unified data allows the sales teams to upsell and cross-sell customers for more revenue. The managed-services aspect of ALLOY® frees up resources that were wasting time trying to determine the needs and preferences of customers.

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CUSTOMER CASE STUDY

AMAZON DEPLOYS LIAISON CONTIVO® AS A CRITICAL COMPONENT OF THEIR SERVICE ORIENTED ARCHITECTURE



"Growth in our business required that we move from a commercial integration solution to a scalable services-based architecture. Contivo allowed us to do this quickly and cost-effectively.

Bill Stratford
Manager of Enterprise Integration, Amazon

OVERVIEW

Several years ago, Amazon embarked on shifting from applications to a full-distributed, decentralized, service-oriented design.

CHALLENGES

As part of that corporate-wide technology shift, the enterprise integration unit needed to find an alternative to their existing business messaging integration platform, which didn't align with Amazon's services-based retail platform. The existing platform simply would not scale to meet Amazon's continuing growth.

WHY LIAISON WAS CHOSEN

The requirement for state-of-the-art design was driven by the need to handle the complexity of designing transforms for over a thousand partners' business processes. Liaison Contivo's data integration design solution enabled Amazon to efficiently handle extreme complexity in transformation design.

RESULT

Initial deployment was completed within three months and full deployment, handling peak traffic of over one million transactions per day, within six months. Amazon had two goals; remove the technical barriers from the old platform that was hindering growth, and reduce costs per transaction. Amazon's strategy allowed a design with virtually unlimited scalability; services are deployed across many low-cost components and devices.

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Transaction Overview

Date	October 31, 2018: OpenText entered into a definitive agreement to acquire Liaison December 17, 2018: Transaction close
Purchase Price	Approximately $310 million in an all-cash transaction
Revenue	Liaison’s revenue is cloud-based, recurring, with high renewal rates. Liaison is expected to contribute insignificant revenue to OpenText's results for the second quarter ending December 31, 2018, given that the transaction closed during the holidays.
Integration	Liaison is expected to be on the OpenText target operating model within the first twelve months after closing.
Additional Info	Additional financial details regarding the acquisition will be provided during OpenText’s second quarter fiscal year 2019 earnings materials and conference call.

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Summary: OpenText Buys Liaison



Cloud Leadership. Liaison will contribute towards a $1 billion cloud revenue trajectory for OpenText.



Solution Expansion. Liaison expands OpenText's solution from business to application networks enabling "Next-Gen" integration platform for mobile, SaaS, Cloud, and more.



Network Effect. Enabling billions in annual commerce with over 1 million trading partners. Scale and reach enables speed, security, and reusability.



Adjacency. Liaison platform will immediately complement OpenText's GXS, EasyLink, Covisint and ANX solutions.



Vertical Capabilities. Strengthens OpenText's leadership within key verticals such as healthcare, life sciences, manufacturing and automotive.



Financially Compelling. 100% Cloud and recurring revenues with high renewal rates.

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The Information Company™

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