opentext ™

The Resilient Organization:

COVID-19 and New Ways to Work

Mark J. Barrenechea
OpenText CEO and CTO

Contents

opentext™

Introduction

The COVID-19 pandemic is the fight of our generation. It is affecting our families, our businesses, our communities and our way of life.

COVID-19 changes everything. It changes our priority to building "The Resilient Organization." We offer in this white paper aspects of The Resilient Organization that can help companies navigate massive disruption and change:

- Explosion in remote work

- Secure and centralized access to information platforms

- Information sharing and collaboration

- Contactless retail and payment

- Supply chain digitalization and re-ordering

- Endpoint data protection and threat protection

- Cloud access and security

- Rapid innovation platforms in the cloud

- Connectivity via services / APIs

Resilient organizations are prepared, agile and innovative—empowered to anticipate, respond and transform to meet evolving needs and changing circumstances.

This pandemic is forcing new ways to work upon businesses of all sizes.

Companies must be ready for fundamental shifts in how we use content, how our supply chains are structured, how we protect ourselves against threats and how customers interact with us. The explosion of remote work will cause a reexamination of how companies are structured. The breakdown of supply chains will hasten certain trends like onshoring and digitized supply chains, while leading to adjustments of others like "just-in-time" production. Customer behavior and preferences will change—permanently— and businesses will need to understand how they have changed and pivot to meet them. Cybersecurity and cyber resilience have never been more important as bad actors take advantage of employees working from home.

Digital transformation was the key to success and competitive advantage before this crisis. Now, it is a base requirement to maintain business continuity and productivity in a rapidly changing world. Companies that have invested in digital transformation will have a much stronger ability to survive the coming months—and continue to thrive in the future.

OpenText's portfolio of Information Management technologies—Content Services, Business Network, Cyber Resilience, Digital Experience and Advanced Technologies— are helping organizations transform their operations, workforce and business relationships to be successful during these difficult times. We are here to support our customers and make sure they are armed with the technology they need as they build resilient organizations that can survive and thrive in the new normal.

For this paper, we have curated the top technologies in our portfolio that can offer significant benefits and increased resilience to customers throughout the COVID-19 pandemic and beyond.

Content Services

Enabling employees to be productive from home is one of the biggest challenges organizations are facing during the COVID-19 pandemic. Key concerns include:

- **Information access:** Large numbers of people are suddenly working remotely without access to the systems and information needed to perform tasks.

- **Process Continuity:** Business processes—from customer service to product development—must move forward despite fragmented workforces and information flows.

- **Unstructured Collaboration and Teamwork:** Dispersed and distracted teams need to stay connected and on target with access to the most current, accurate information and feedback.

- **Information Governance:** All of this must be accomplished while adhering to security, compliance and privacy best practices and regulations.

OpenText Content Services platforms and applications are conceptualized and developed to solve these problems in a normal operational environment. In times of upheaval and disruption, their contribution to organizational resilience is exponentially multiplied.
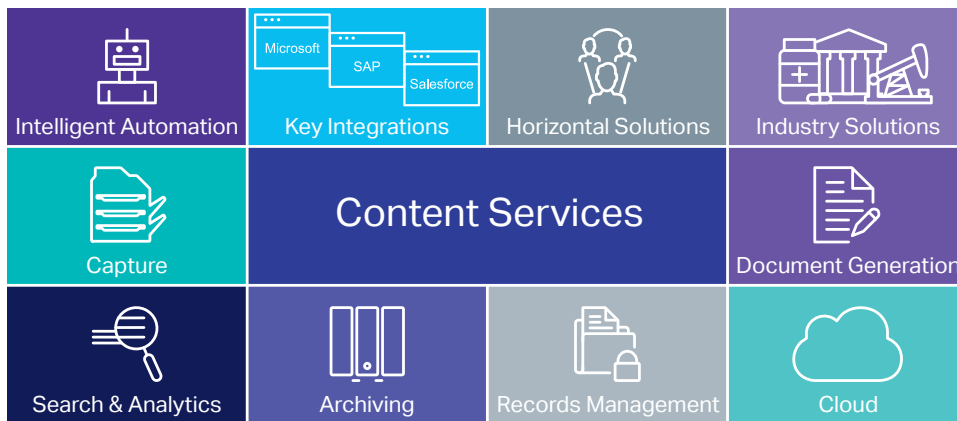

Figure 1:

Content Services

opentext™

OpenText Extended ECM (supported by OpenText Documentum and OpenText Content Suite)

OpenText Extended ECM allows organizations to methodically integrate enterprise systems and processes with a central content management platform such as Documentum or Content Suite. They introduce the ability to identify, analyze and classify information as it is created or ingested.

Once classified, that information can be introduced into centralized search functionality. Access to the originating system is no longer necessary. Metatags are applied, creating consistent relationships and context with information produced by other processes and systems. Information relevant to a user's task can be surfaced in the application they are using. For example, SAP data can be automatically surfaced to Salesforce users with no need to access or navigate through SAP.

The Microsoft Office suite is the industry standard for content creation and team collaboration. OpenText Extended ECM for Microsoft Office 365 supports and enhances those abilities by integrating the activities in applications such as Teams into an organization's central content management platform. Content can now be managed, governed and made available to those who need it.

The three keystones of governance—security, compliance and privacy—loom even larger as workforces scatter and work beyond the organizational "moat." OpenText Extended ECM establishes a holistic content management approach that not only enables access to the systems that produce information, but comprehensively tracks how that information is shared, modified and used.
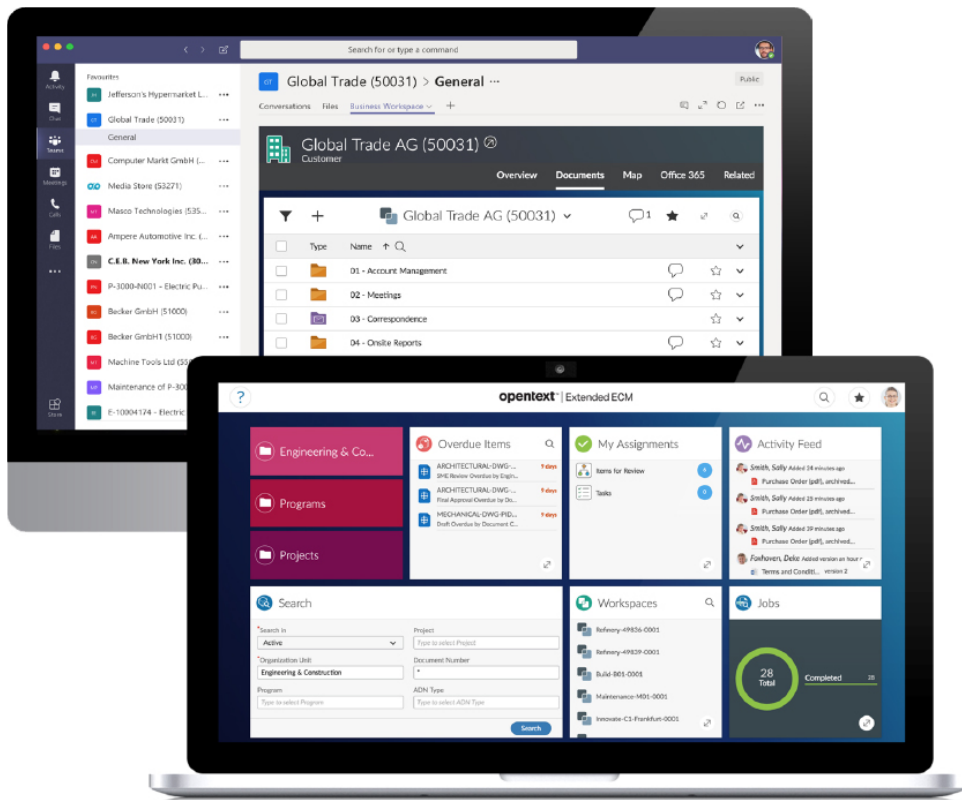

Figure 2:

OpenText Extended ECM

OpenText Intelligent Capture

As companies look to maintain basic process functionality, they need solutions that can be quickly implemented to ingest, identify, organize and distribute documents and images from the sources that users have at hand.

OpenText Core Capture is a cloud-based application that can be accessed via the internet and provides all the tools that remote staff need to ensure employees, partners, customers and vendors continue to be productive. Core Capture supports any type of form or document—even ones that may be taken as a photo on a smartphone or handprinted and scanned on a personal-grade, multi-function printer. Through Intelligent Character Recognition "ICR," it can detect handprint as well as typed text.

Core Capture setup is simple, with standard business documents like invoices being recognized and processed out-of-the-box. Administrators do not require in-depth training or the ability to write script to empower at-home workers with automated business document capture. New templates and rules to accommodate new forms or document types take less than 30 minutes to create—allowing remote users to automatically pull as many keywords as business systems need to complete processes such as invoicing or contracts.
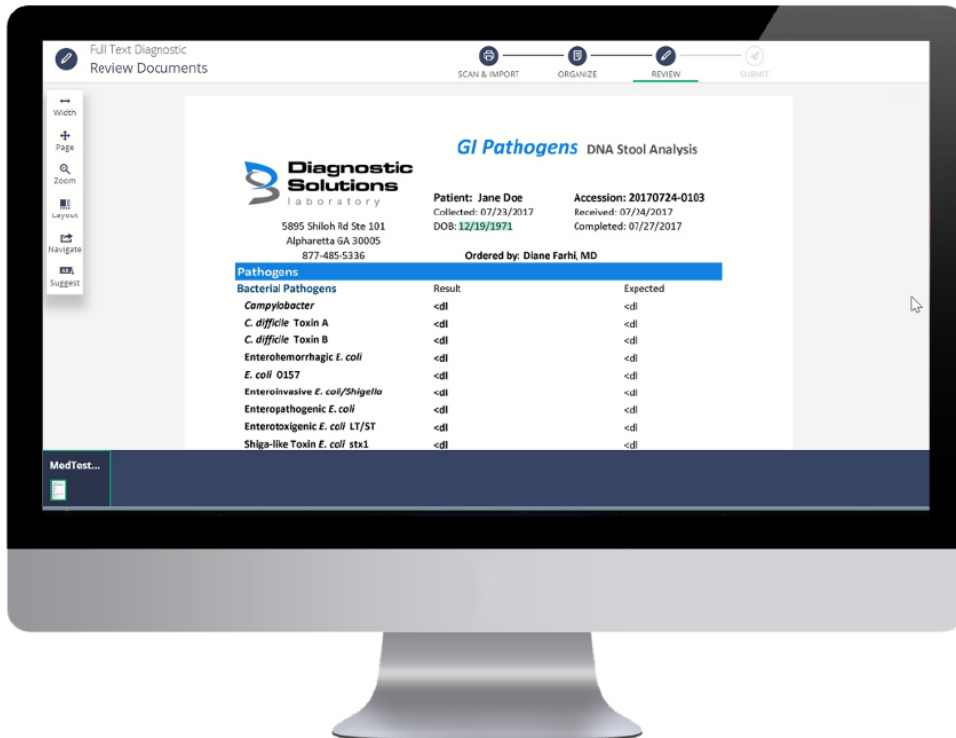

Figure 3:

OpenText Core Capture

OpenText Core Share

Core Share is a Software-as-a-Service (SaaS) application that enables secure content collaboration outside of the corporate firewall. What sets Core Share apart from other cloud content collaboration tools is the integration with OpenText content services platforms and applications, including Content Suite, Extended ECM and Documentum.

With many employees working remotely and face-to-face meetings no longer feasible, teams need a secure, efficient way to collaborate with and service third parties, vendors, customers and partners. Some solutions would have businesses move all their content into the cloud to accomplish this, which is cumbersome and inefficient. Core Share's integration with OpenText Content Services supports document sharing directly from an on-premises content management platform, with no extra steps or security concerns.

Two-way synchronization between Core Share and platforms such as Content Suite, Extended ECM and Documentum means the risk of exposing business-critical data over email exchange or unsanctioned, consumerized sharing tools can be eliminated. It also maintains the efficiency and integrity of the data. Bi-directional synchronization ensures all parties are working on the most up-to-date version, whether they are modifying documents in Core Share or within the content management platform itself.
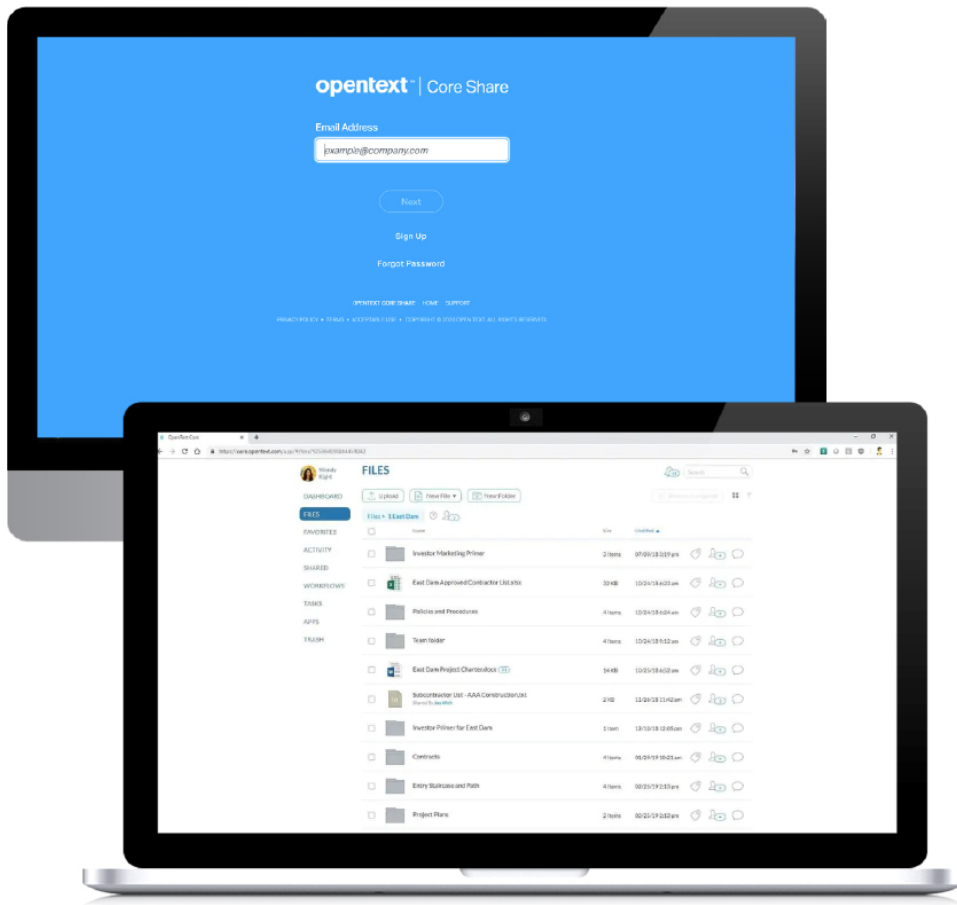

Figure 4:

OpenText Core Share

Core Signature

Core Signature is an add-on that brings electronic signing capabilities to Core Share. In a world where physical distancing is required, this has become an essential function.

Core Signature enables fast, hassle-free digital signatures with enterprise-level security and compliance. Critical business processes are no longer derailed by the inability to officially authorize or approve.

With electronic signatures, organizations are able to digitize and accelerate signature-related business processes from start to finish. Combining electronic signatures with enterprise content collaboration solutions helps reduce information sprawl and increase productivity. Our solution includes functionality such as defining the signing order when there are multiple recipients, specifying the type of approval needed and leveraging auditability features.

Core Signature helps organizations move to a completely digital environment—necessary for productivity and business continuity amid the COVID-19 pandemic.
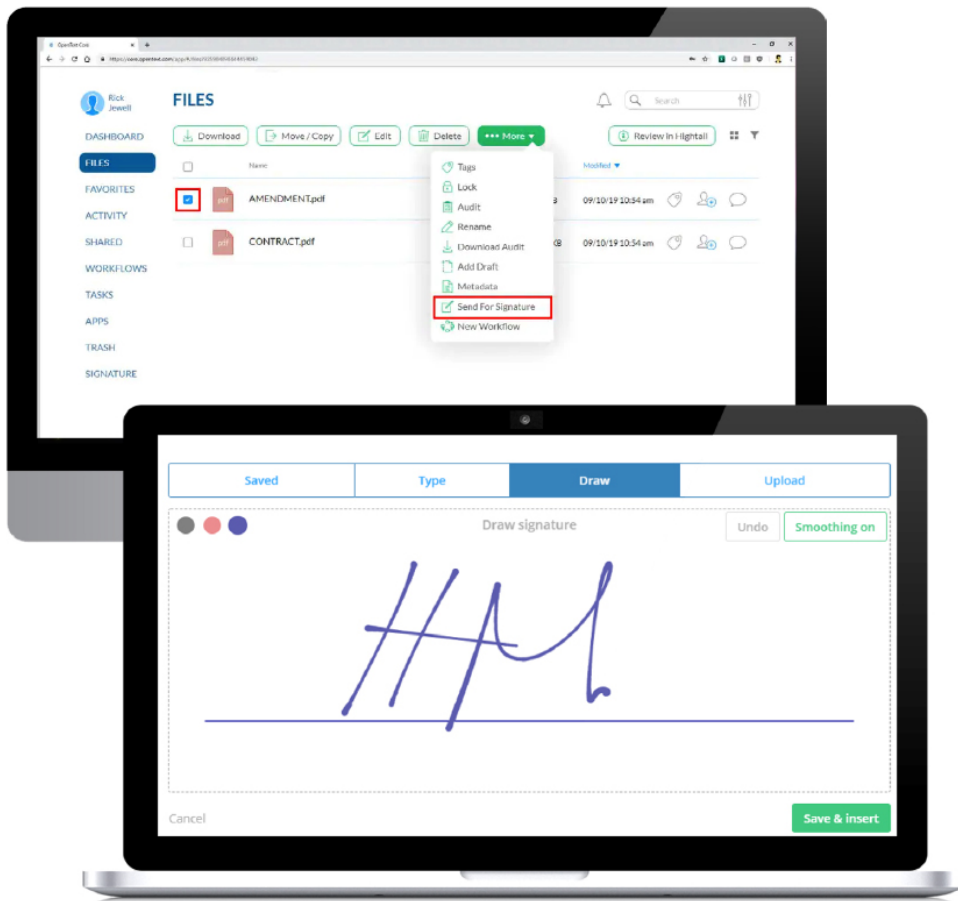

Figure 5:

OpenText Core Signature

opentext™

Business Network

Resilience is the capacity to minimize the impact and recover quickly from unforeseen events; preparedness is the ability to anticipate and ensure business continuity during future events. Business Network plays a central role in both, empowering organizations to achieve business continuity and future disaster preparedness in supply chain, secure information exchange, cash flow liquidity and other key areas.

In a crisis like the COVID-19 pandemic, organizations are struggling to maintain momentum because of issues such as:

- **Supply disruption:** Manufacturing hubs across China and the rest of APAC are being shut down, impacting supply of raw goods and semi-finished materials. Factories dependent on these suppliers are disrupted and may also be forced to shut down.

- **Demand disruption:** Unforeseen events like COVID-19 create an immediate change in consumer buying behavior, as they buy more of some goods and less of others. Sudden spikes in demand (e.g. cleaning supplies) lead to lost revenue with inventory and labor shortages, while sudden drops (e.g. durable goods such as cars) lead to increased waste/expiration/carry cost with inventory overages.

- **Liquidity disruption:** Any impact to the physical movement of goods invariably impacts cash flow. Supply-side disruptions affect cash outlay, while demand-side disruptions affect cash inflow. Customers are receiving payments late or are forced to pay late themselves. Many companies lack real-time visibility into cash balances to manage cash flow.

- **Labor shortages or overages:** Sudden changes in supply and demand impact labor as well. Smaller organizations are vulnerable to downsizing and may need to shut down. Other organizations are experiencing rapid growth and must quickly hire vast workforces.

- **Securing remote information access:** Managing remote third-party partner (supplier, contractor, customer, etc.) access to information is challenging and presents a significant security risk if not properly addressed (e.g. when a user leaves a company or changes roles, that person should no longer have access rights).

- **Communications outages and scalability limitations:** When physical communications infrastructure is disrupted, so is information exchange of critical documents that support business processes. For example, some fax deployments cannot transmit faxes if phone lines are down, which can impact patient care and other mission-critical processes.

Business Network solutions can mitigate the impact of these disruptions and support customers with pre-connected networks, cloud-based solutions with high resilience and security, a Managed Services delivery model, full digitization of information flows and multiple methods of secure information access and exchange.

Trading Grid

OpenText Trading Grid enables companies to manage a broad range of complex integration needs by combining a modern, unified integration platform with a managed service delivery model.

Trading Grid leverages Global Partner Directory, a central repository of suppliers, that allows companies to search, filter by sourcing requirements (e.g. ethical) and then seamlessly self-service connect to new suppliers. During a period of disruption like today, this pre-connected network of 1.2M trading partners can be leveraged to allow rapid and agile shifts in sourcing strategies to non-impacted suppliers, minimizing production slow-downs or stoppages.

Lens, a powerful end-to-end data visibility solution, enables accurate and timely insights on critical business operations. Lens offers resilience in operational efficiency and delivers improved agility to spot opportunities and mitigate risk. With full visibility into supply chain transactions and trending response times, unforeseen events can be improved by up to 89%, according to IDC.[1]

Transaction visibility and analytics can be further improved by integrating omnichannel order management systems for a total view into demand and trending. This gives customers the ability to spot operational opportunities and leverage Global Partner Directory to adapt their supply chain and inventory strategies to current conditions and shift inventory to where it is needed.

OpenText Trading Grid is built to be "always on." Over $80 million is invested each year in the Trading Grid platform, including inter- and intra-continental DR infrastructure, to ensure it provides ultra-high availability and unlimited scalability as well as resiliency through disaster recovery.
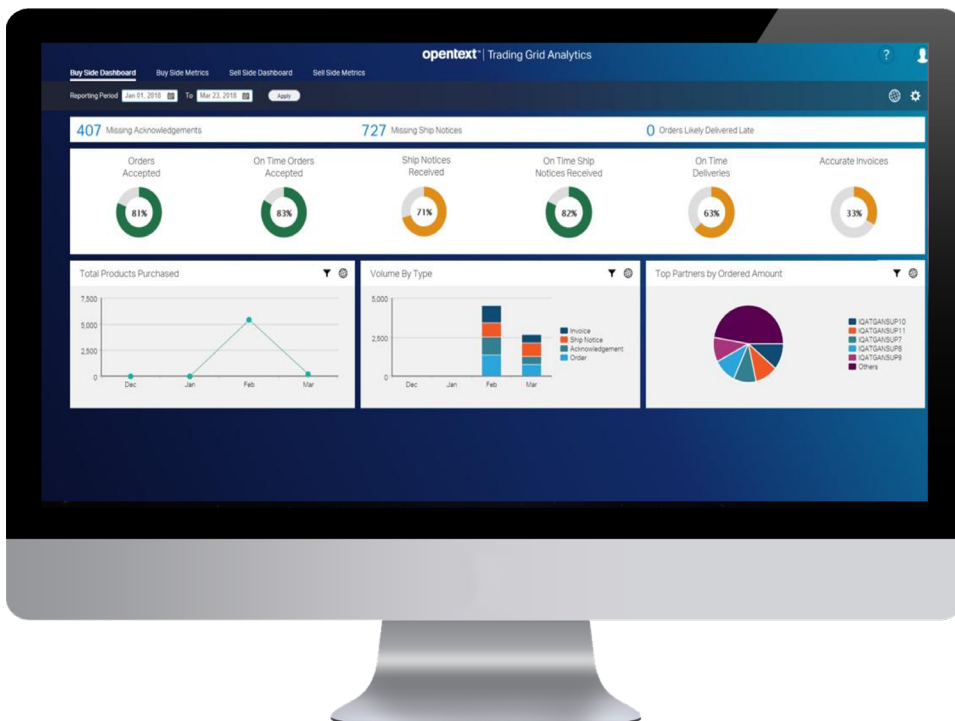

Figure 6:

OpenText Trading Grid

opentext™

Business Network Managed Services

As the COVID-19 pandemic continues, organizations are struggling to maintain momentum because of supply disruption, demand disruption and—due to the former—liquidity disruption. Sudden, unexpected spikes or falloff in supply or demand have a direct labor impact as well. Many smaller organizations are vulnerable to workforce downsizing and may be forced to shut down completely. Other organizations are not able to keep pace with rapid growth in demand and must hire vast workforces in a short timeframe—often temporary workers.

Meanwhile, B2B integration is costly and complex, even at the best of times. Monitoring, managing and maintaining a B2B integration environment requires continuous investments in specialized technologies and skilled professionals.

With a Managed Services approach to supply chain digitization, companies can build resilience beyond technology. OpenText B2B Managed Services augments not only technology demand spikes, but people and best practices as well. It supports critical supply chain operations with a trusted, experienced partner to accelerate time to value, reduce costs and provide staff augmentation "on-demand," even if customers' internal IT departments are impacted and diverted to other initiatives.

With B2B Managed Services, OpenText assumes the management of day-to-day operations, from systems management to integration to partner onboarding and transaction monitoring. Customers are able to focus on core competencies, accelerate new technology adoption and build resilience against unknown technology and economic changes.
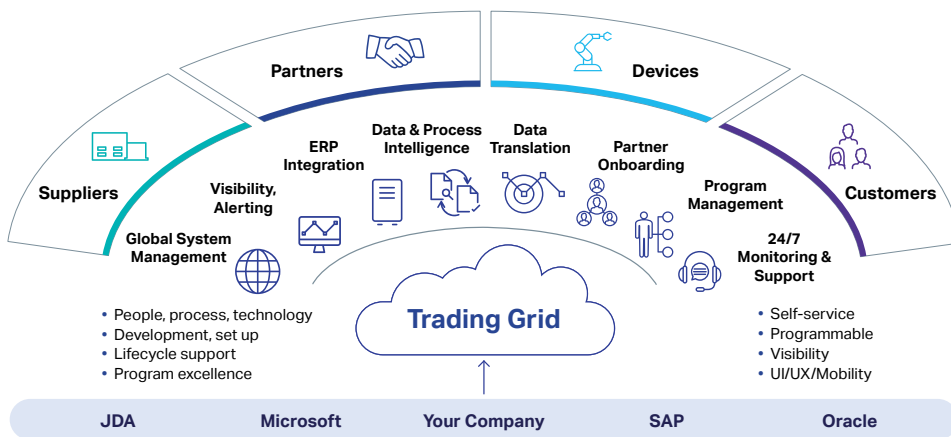

Figure 7:

B2B Managed Services

OpenText Active Orders

In this time of supply chain disruption, having easy access to shipment status is critical to managing a proactive supply chain.

Increasing supply chain visibility and automation helps organizations reduce costs and improve operational performance. Those that succeed in automating and optimizing their purchase-to-pay processes with a high percentage of suppliers achieve higher profits, discounts (in exchange for faster payments), increased inventory turns, fewer expedited deliveries, significant cost reductions, and happier customers and suppliers.

Supply chain visibility and automation can be achieved with a solution that provides insight into and control over transaction data from procurement to payment, including orders and order status, logistics and transport activities, and invoices with payment status. Transaction visibility and automation is important for both digital and non-digital trading partners.

OpenText Active Orders is a cloud-based business solution, which provides buying organizations with the technology and services needed to achieve complete transaction management and 360-degree supply chain visibility with all suppliers, including those who are not digitally enabled. A component of the OpenText B2B Managed Services portfolio, Active Orders supports traditional order management, including order execution, logistics, and invoicing and payment processes for all transactions. It can also automatically identify any discrepancies with orders, shipments or invoices to quickly move toward resolving issues.

As we navigate a new supply chain, having visibility into where your shipments are can make the difference between empty and full shelves.
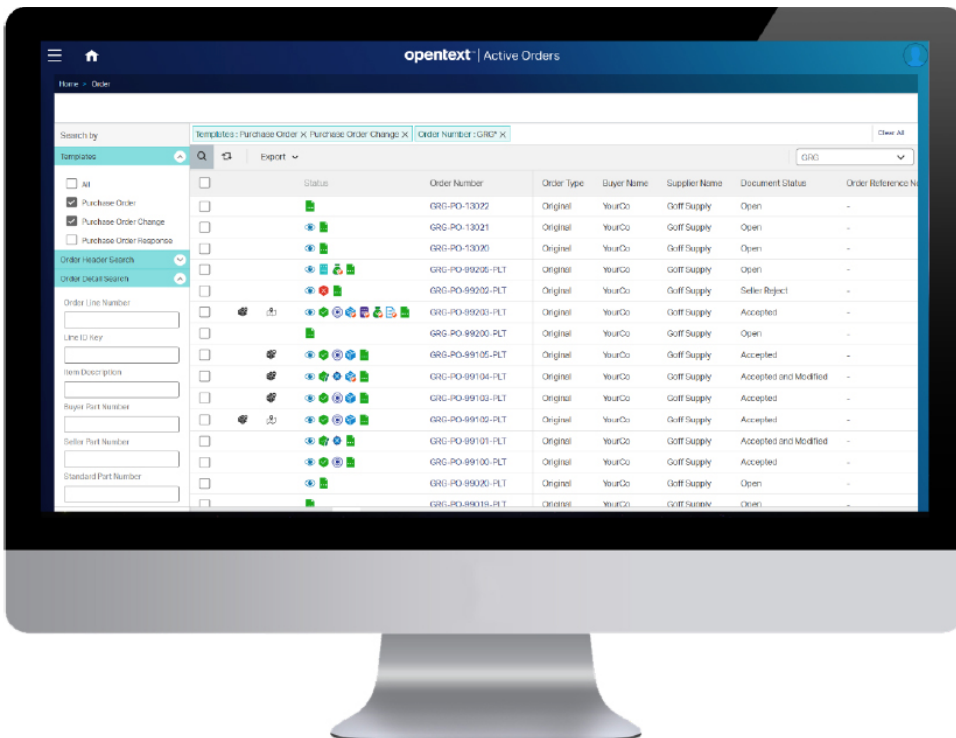

Figure 8:

OpenText Active Orders

opentext™

OpenText Active Invoices with Compliance

With supply chain disruptions, companies scatter to find new ways to provide their products. New suppliers and partners will appear based on the need for alternative sources. If an organization is doing business in a new country, it will need to understand the complex world of Value Added Tax compliance.

In much of the world, sending and receiving invoices electronically requires compliance with government regulations for electronic invoicing (e-invoicing). Complying with them can be a complex challenge, especially if a company is not familiar with the regulations.

OpenText™ Active Invoices with Compliance is a cloud-based e-invoicing solution that provides buying and selling organizations with the technology and services needed for automating e-invoicing and compliance in more than 45 countries. Built to run on OpenText Trading Grid, Active Invoices with Compliance provides validation, digital signature, archiving and e-invoice delivery by EDI, portal and email. A simple, intuitive web portal provides employees and auditors access to the archive.

In addition to country-specific compliance, companies that move to e-invoicing reduce complexity through digitizing, automating and optimizing their AR and/or AP processes, including decreased errors, reduced processing costs and better cash flow management.
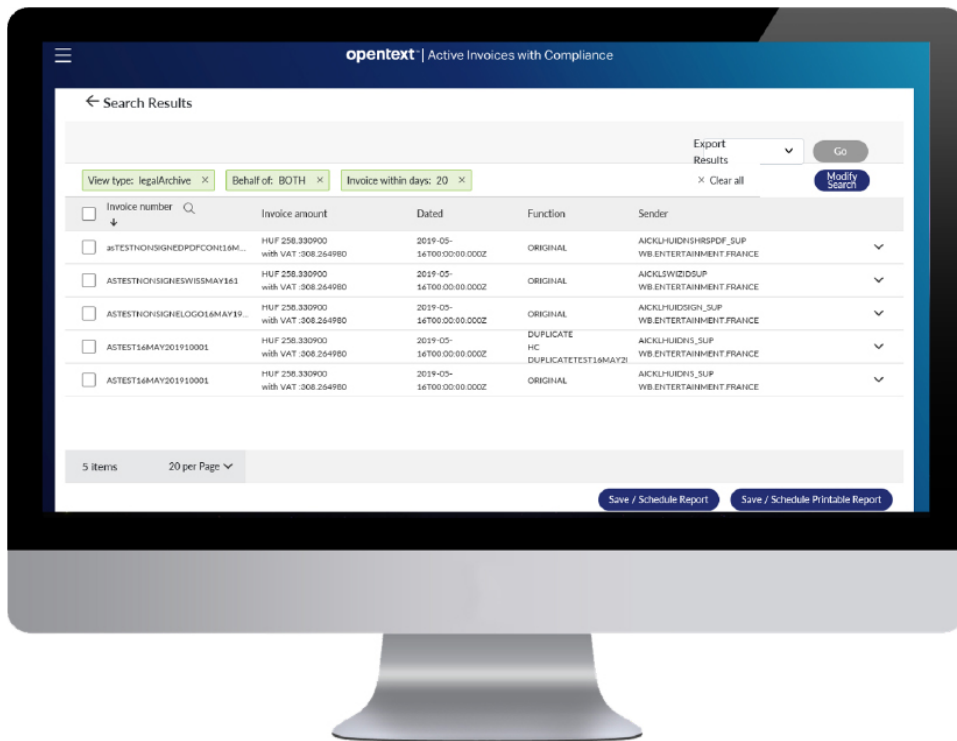

Figure 9:

OpenText Active Invoices with Compliance

OpenText Active Community

To build a resilient supply chain, companies need to centralize their supplier information management and empower successful trading community collaboration.

The right supplier information management solution offers organizations effective supply chain collaboration for their B2B community with centralized, accurate and up-to-date supplier data. It improves efficiency by providing secure access for internal stakeholders and replacing manual processes, such as building spreadsheets, filling in manual scorecards or filing paper reports.

OpenText™ Active Community is a fully hosted solution that enables effective supplier information management. It unifies all partner information into a single comprehensive supplier directory and ensures that data is accessible, while remaining secure, to authorized parties. Organizations have access to accurate and current contact information with easy-to-use communications tools that increase efficiency when collaborating with supply chain partners. Active Community can also be configured to match current onboarding procedures, workflow processes and community initiatives.

Figure 10:

OpenText Active Community

Digital Fax

Billions upon billions of faxes are exchanged globally every year. While most organizations have modernized their fax-dependent processes with powerful digital fax technology, many departments, lines of business and business processes still rely on standalone fax machines. Physical fax machines located in an office are inaccessible to employees who are now working remotely.

Efaxing with cloud-based fax services enables secure digital fax exchange within any email application, providing critical access to faxed documents that are otherwise sitting untouched on a fax machine in an empty office. Remote users have immediate desktop access to fax exchange and can send and receive faxes directly within an email application, from a home computer, on a mobile phone or table—quickly, easily and securely to enable resilient, remote connectivity for employees to their customers, partners and suppliers. This is particularly important in healthcare, where the majority of patient information is exchanged between care providers via fax; efaxing provides remote connectivity to critical PHI exchange between members of a care team.

Cloud fax services also eliminate the limitations in scalability and volume that standalone fax machines and other onsite fax solutions experience, which is particularly important when there is a sudden or unexpected increase in fax exchange, such as influxes of patients and PHI exchange between providers or increases in claims handling and processing. Scalability limitations for on-premises fax solutions cause busy signals, missed faxes or delays in outbound fax exchange.

In healthcare situations, large spikes or unanticipated increases in fax volumes create enormous risk for missing or delayed fax transmissions. As more patients enter the health system, onsite systems that cannot scale will become a bottleneck for critical patient information exchange. Cloud fax services eliminates the bottleneck caused by onsite limitations and enables resilient reliability and high availability with elastic, scalable capacity. Cloud fax services eliminates busy signals and patient information exchange delays to ensure content is available at the point of care.
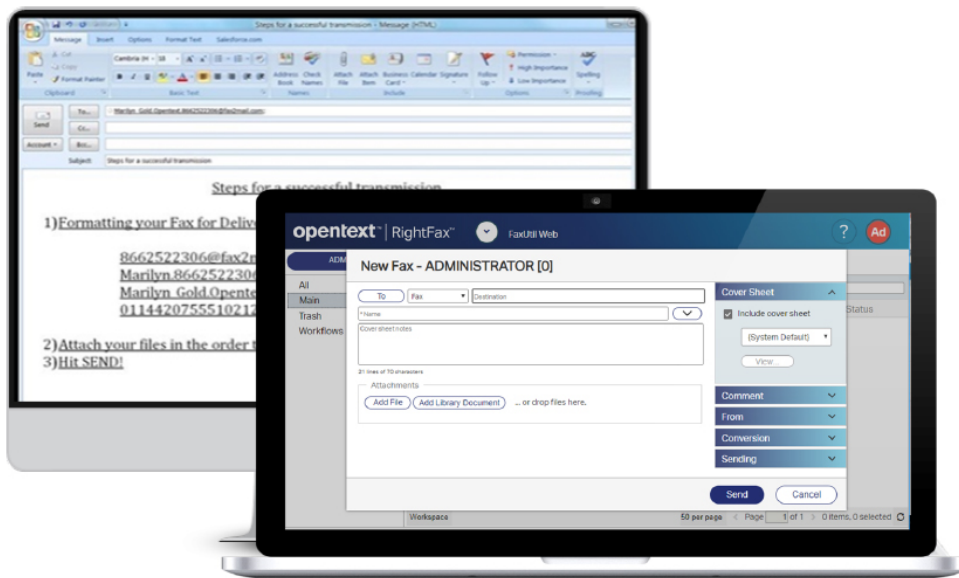

Figure 11:

Cloud Fax Services

Managed File Transfer

More and more organizations are handling sensitive data in the form of files: photos, videos, audio and more. Giving remote employees access to sensitive files can pose unique security risks. How can large files be sent securely? How can companies scale capacity to keep up with demand?

XM SendSecure is a file transfer solution for exchanging large and sensitive files in complete security and compliance, helping companies keep remote staff connected. Several products for sharing files exist on the market, but many are consumer-grade or overly complex. Solutions must support large and varied files with expandable message capacity. Encryption, two-factor authentication (2FA), mobile apps, intuitive design and virus scanning are all non-negotiable in today's security environment.

For many industries, it is also essential that solutions are enterprise-grade and designed with specific regulations in mind. These regulations often dictate rules such as access limited to authorized employees and extensive recordkeeping to prove compliance. Secure file exchange solutions that are built and hosted to meet the explicit requirements of HIPAA, GDPR, FERPA, SOX, PCI-DSS and others can reduce risk and ease the compliance burden for staff.

To meet these needs, compliance-targeted security features can include ephemeral storage (files delete themselves after a set period), automatic recordkeeping for every interaction and hosting in specific locales to adhere to data sovereignty requirements.
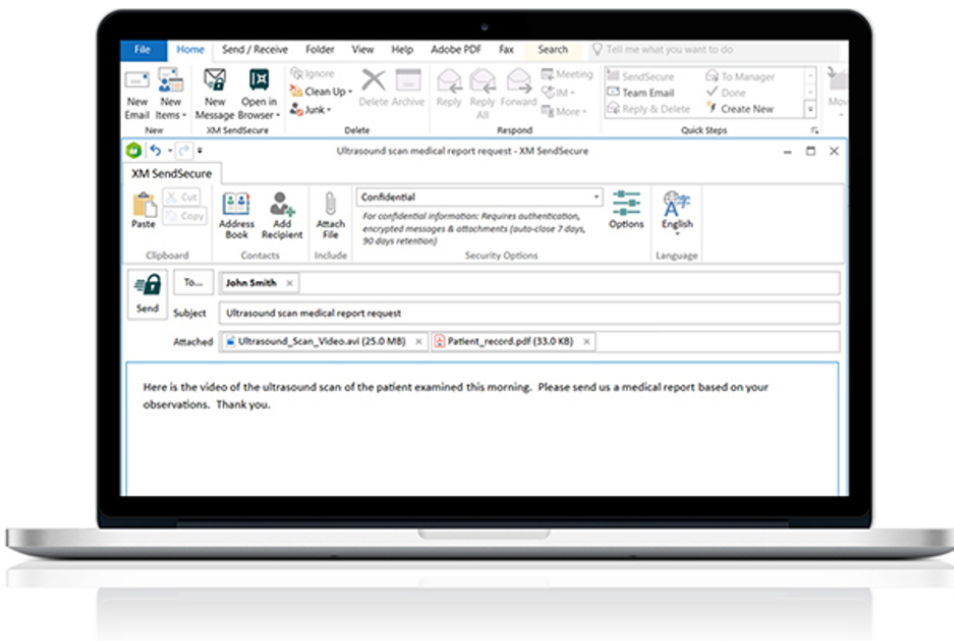

Figure 12:

XM SendSecure

Comprehensive Lab and EMR Integration

Clinical lab managers face specific challenges in the digital transformation of healthcare, and this pandemic has highlighted and exacerbated those challenges. In a crisis, IT resources, budgets and technical expertise—already in short supply—are often redirected, making it more difficult to create efficiencies in operations or streamline support for physician customers.

To respond to patient needs and improve outcomes, lab and imaging providers must be able to electronically facilitate orders for diagnostic testing and imaging between themselves and their physician customers. Speed and efficiency are crucial.

OpenText EMR-Link makes it easy to connect diagnostic lab and imaging centers, physicians, clinics and hospitals. This solution handles millions of testing transactions monthly, enabling labs to connect to their customers with comprehensive and unified integration, as well as intelligent rules-based and validated electronic orders that can be integrated into the physician workflow and electronic medical records (EMR).

The accurate and timely exchange of diagnostic test orders and test results speeds patient diagnosis and treatment, while using fewer resources. OpenText EMR-Link offers a comprehensive approach to EMR integration and a uniform connection with physician customers, EMRs and health information exchange (HIE) systems, also streamlining and optimizing lab and physician workflow. The result is clean, complete and error-free electronic orders, so patients receive care as soon as possible.

Integrating and automating this exchange of data streamlines processes, enhances security and establishes greater resiliency for diagnostic providers as they cope with the current situation and plan for future growth.
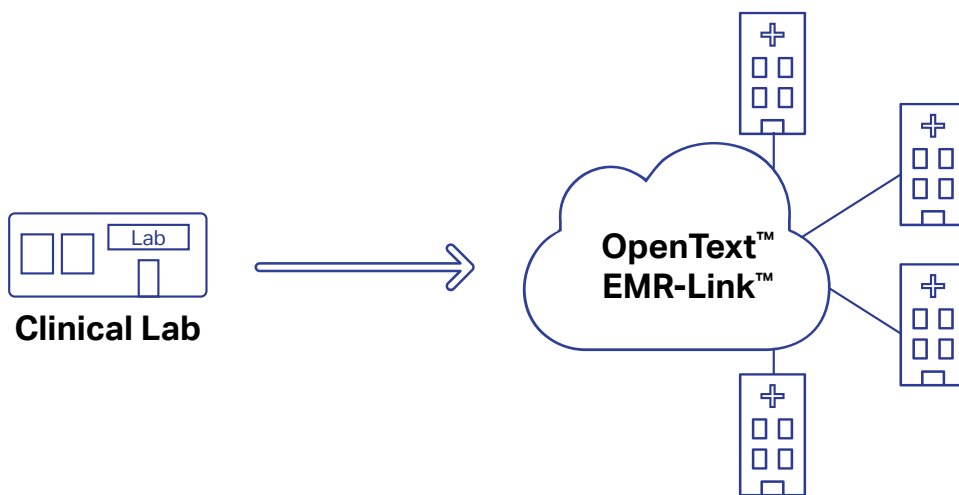
Connect once. Reach any EMR.

Figure 13:

OpenText EMR-Link

Cyber Resilience

Organizations today are facing new security challenges; cyberthreat activity is increasing, introducing new risks to business continuity. Whether by a ransomware outbreak, DDOS attack, or hacking operation, successful cyberattacks have the potential to paralyze a business and its operations. Rather than slow their activity, cyber adversaries are escalating malicious efforts to take advantage of the chaos. In fact, 2% of new web pages that mention "COVID" or "coronavirus" have been deemed malicious by OpenText's BrightCloud Threat Intelligence. These phishing sites trick users into downloading malware or handing over sensitive personal information.

Cybercriminals are taking advantage of employee devices running on home networks with fewer security measures. Most home-based offices involve exposed endpoints that are disconnected from the safety of a corporate network or enterprise VPN. Even home offices with networks are often less secure than enterprise networks, since the latter are managed by enterprise IT security tools and Information Security teams. These issues are making home office environments prime targets for attack and possible access to enterprise environments.

Offline endpoints that do not connect to a VPN or the corporate network also present a new challenge to investigative teams tasked with IT, HR, Compliance or other digital investigations. These endpoints and their user activity are invisible to the investigators until the device is again reconnected to the network or the VPN, making investigation continuity extremely challenging.

To stay productive and profitable, companies need always-on access to critical data. If businesses and their employees can't access, process and share data, they cannot work effectively, serve their customers or generate revenue. Especially in these challenging times, data must be backed up and easily recoverable no matter where it resides.

OpenText Cyber Resilience solutions allow organizations of all sizes to prepare for, respond to and bounce back from cyberattacks and disruptions by introducing continuous threat monitoring, control and defense of content, comprehensive endpoint protection, data exfiltration defense, uninterrupted remote investigations, and automated cloud backup and recovery.

Figure 14:

OpenText Cyber Resilience

opentext™

Data and Threat Protection on the Endpoint

With more people working remotely than ever before, businesses are evolving their definitions of "normal operations," including how they think about cybersecurity for their endpoints, networks and end users.

Cybercriminals are taking advantage of COVID-19, sending out targeted phishing scams and doubling down on business email compromise (BEC). To remain resilient in these trying times, businesses need cybersecurity solutions that can secure their workforce no matter how or where they operate, and which can be managed remotely without overburdening IT staff.

The Webroot suite of cyber resilience solutions is purpose-built for businesses and managed service providers, especially those with a distributed remote workforce, and are designed to be easy to manage. Webroot Endpoint Protection secures every endpoint regardless of location. It incorporates real-time anti-phishing and advanced threat intelligence to protect employees from phishing attacks, malicious websites, ransomware and other threats.

Webroot DNS Protection, which uses the same agent as Endpoint Protection, offers real-time security and content filtering at the network layer, helping prevent threats from even reaching endpoints. Finally, with Webroot Security Awareness Training, businesses can empower their employees with the know-how to spot and avoid phishing scams, BEC and other opportunistic threats.

These security layers are a critical component of cyber resilience for organizations of all sizes, providing comprehensive defense for companies' most vulnerable resources, anywhere they are.
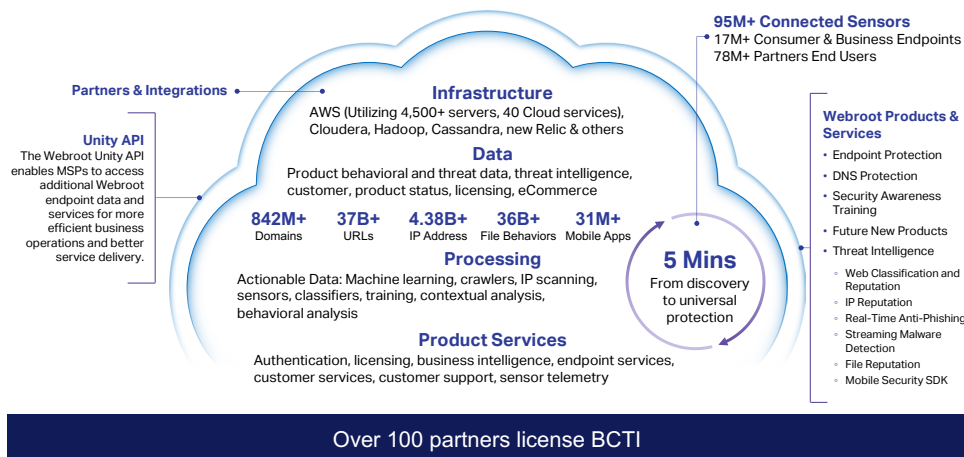
Figure 15:

BrightCloud Threat Intelligence

95M+ Connected Sensors
17M+ Consumer & Business Endpoints
78M+ Partners End Users

Partners & Integrations

Unity API
The Webroot Unity API enables MSPs to access additional Webroot endpoint data and services for more efficient business operations and better service delivery.

Infrastructure
AWS (Utilizing 4,500+ servers, 40 Cloud services), Cloudera, Hadoop, Cassandra, new Relic & others

Data
Product behavioral and threat data, threat intelligence, customer, product status, licensing, eCommerce

842M+	37B+	4.38B+	36B+	31M+
Domains	URLs	IP Address	File Behaviors	Mobile Apps

Processing
Actionable Data: Machine learning, crawlers, IP scanning, sensors, classifiers, training, contextual analysis, behavioral analysis

5 Mins
From discovery to universal protection

Product Services
Authentication, licensing, business intelligence, endpoint services, customer services, customer support, sensor telemetry

Webroot Products & Services
• Endpoint Protection
• DNS Protection
• Security Awareness Training
• Future New Products
• Threat Intelligence
   ◦ Web Classification and Reputation
   ◦ IP Reputation
   ◦ Real-Time Anti-Phishing
   ◦ Streaming Malware Detection
   ◦ File Reputation
   ◦ Mobile Security SDK

Over 100 partners license BCTI

Comprehensive Endpoint Security

The increasing amount and sophistication of cyberattacks combined with employees working remotely and, in many cases, not connecting to the corporate network or VPN is magnifying the importance of endpoint security—from visibility and monitoring to investigation and remediation. Incident responders need to detect and contain threats quickly and efficiently to reduce the risk of losses, damage and breaches.

A powerful addition to any Information Security solution, OpenText EnCase Endpoint Security has unmatched endpoint visibility, remote file and memory collection, and forensic-grade incident response.

With continuous endpoint monitoring on each individual endpoint, EnCase delivers complete visibility into every user or application interaction, ensuring Information Security teams do not miss critical cyberthreats that require investigation and response. EnCase can collect from offline endpoints by running anomaly rules and investigation parameters locally on the device and transferring that data whenever the device is reconnected. This allows investigators to avoid roadblocks and continue to analyze and investigate regardless of network connectivity. Finally, compromised endpoints are returned to a trusted state with forensic-grade remediation and fearless response. Remediation with EnCase is remote and comprehensive, addressing every aspect of a threat, including the ability to kill malicious processes, delete malicious files, isolate endpoints and reset registry keys.

Security teams can stay ahead of the curve with this truly integrated, best-of-breed solution that defends organizations against the most advanced forms of attack at the endpoint.
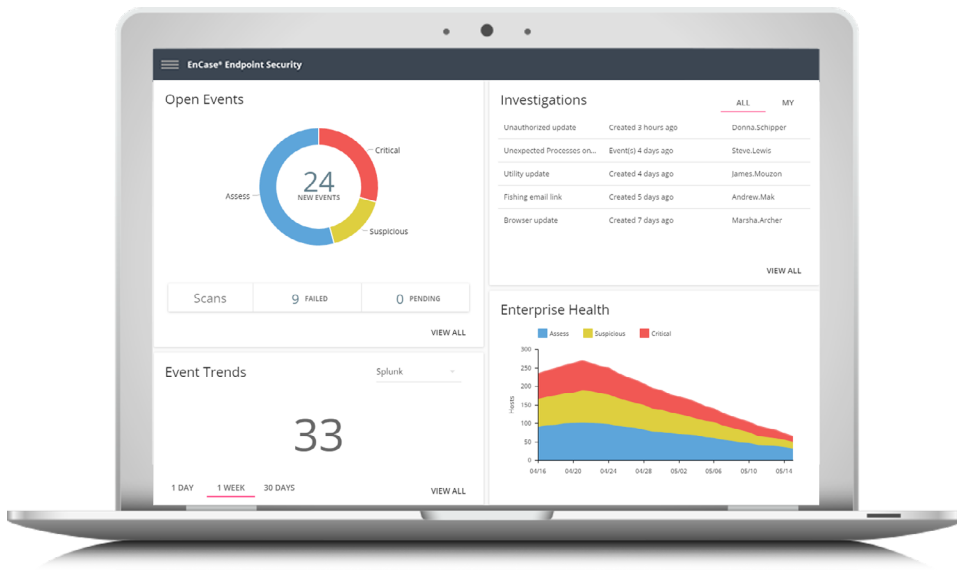

Figure 16:

OpenText EnCase Endpoint Security

opentext™

Identity and Access Management

Before allowing access to applications and resources, OpenText Identity and Access Management (IAM) authenticates and authorizes each user across the entire business ecosystem. As a cloud service, every login, API call and access request is "remote" and can be vetted using strong, adaptive and multi-factor authentication as appropriate, based on the user's role, location, organization and many other attributes. Customers gain automated lifecycle management for both internal and external users, comprehensive identity governance and privileged access management capabilities.

Managing access for millions of people, systems and things across the extended organization—at scale—requires intelligent, automated processes that allow the business to absorb change with no or predictable effort and cost. For example, changes in a partner's workforce can be accounted for by automatically modifying user access (whether creating, changing or revoking). As lockdown scenarios change your customers' ability to consume services, organizations are quickly adding and modifying distribution channels to deliver services to customers in new ways. Businesses need the ability to onboard and secure access for multiple new partners, quickly and easily. Regardless of the source of disruption or change, OpenText IAM will secure and protect your digital ecosystem.

IAM solutions facilitate continued information access and collaboration not just within the company, but between the company and its trading partners—suppliers, customers and others. Continued collaboration with external trading partners improves productivity and ensures business processes can be maintained.
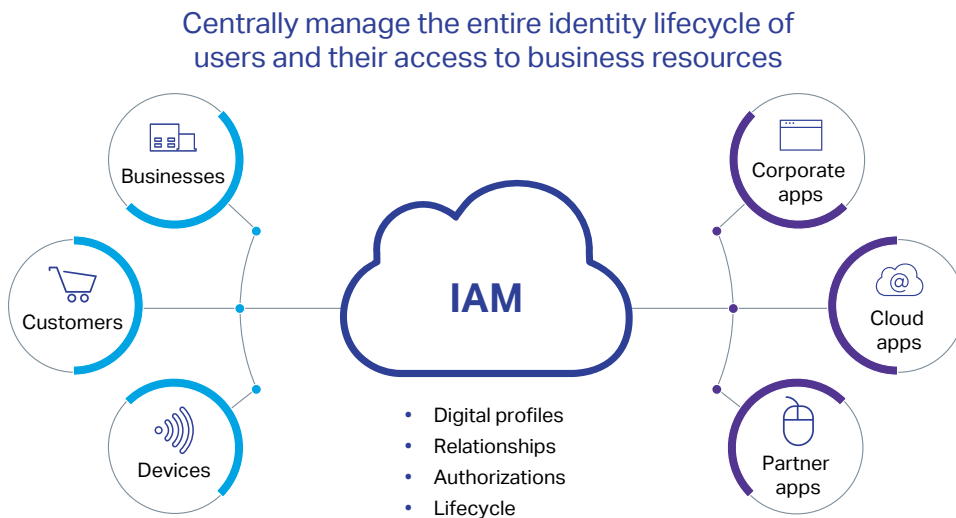
Centrally manage the entire identity lifecycle of users and their access to business resources

Figure 17:

OpenText Identity and Access Management (IAM)

Backup and Recovery Software

It is crucial for organizations to ensure continuity of access to the systems and data that fuel the business. IT departments need tools for protecting laptop and mobile data from common forms of data loss. They also need failover capabilities for when a server or database experiences an outage, and they need solutions that can stand up to the challenges of highly distributed remote workforces.

The Carbonite suite of backup and disaster recovery solutions covers data protection for servers, endpoints, Microsoft Office 356 applications and more to keep data available, accessible and recoverable. Carbonite Endpoint provides compete endpoint data protection for a mobile workforce, across desktops, laptops and tablets. Carbonite Backup for Office 365 enhances the resilience of businesses' Office 365 applications and collaboration tools. That includes Teams, OneDrive and SharePoint, which are vital to enable newly remote employees to collaborate effectively.

Additionally, Carbonite Availability keeps critical business systems available and prevents data loss on Windows and Linux servers using continuous replication technology. Carbonite Server provides easy, reliable server backup and recovery for virtual, physical and legacy systems by securely replicating data to a local backup server while also securing a second copy in the cloud. Finally, Carbonite Recover securely replicates critical systems from customers' primary environment to the Carbonite cloud, providing an up-to-date secondary copy for failover at any moment.

From simple, secure cloud backup and disaster recovery as-a-service to high availability and non-disruptive migration, the Carbonite suite offers all the tools necessary for a comprehensive data resilience strategy for any type of data, on any system, across any distance.
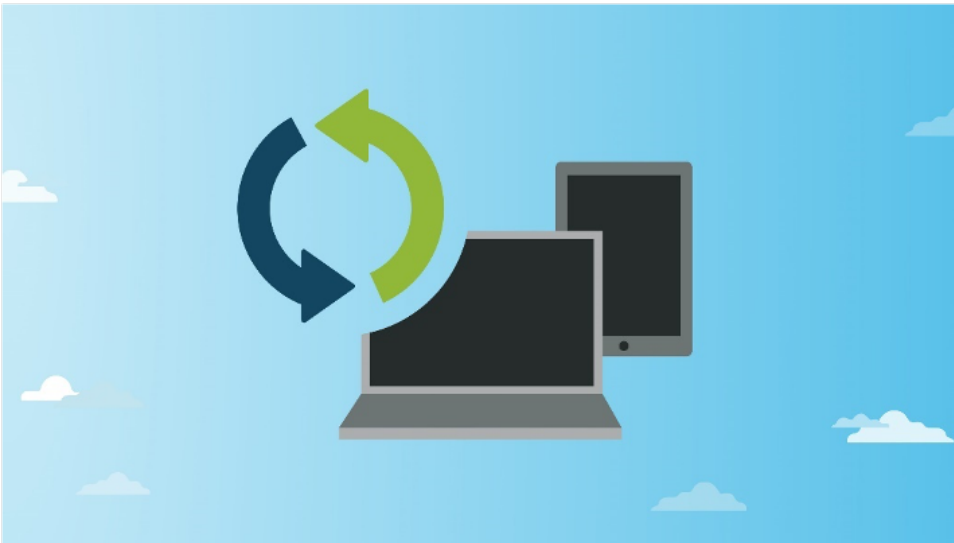

Figure 18:

Carbonite Suite of Backup and Disaster Recovery Solutions

Digital Experience

The coronavirus pandemic is reshaping the way customers and businesses interact. After the first weeks, customers are no longer as patient. They expect companies to have adjusted to the new situation by now. What companies do today will impact how their customers remember them for a long time. For example, not providing expected services will make customers switch to other suppliers—and they may never come back. Current and future business prospects are on the line.

Customer expectations and needs are rapidly evolving, and in some cases have been reset. With lockdowns in many countries, behaviors and priorities have changed, accelerating the shift to digital. Even digital-adverse consumers are forced to move to digital channels for daily activities: requiring more support from contact center agents, additional self-service capabilities, more frequent and relevant communications across different channels, etc.

Ultimately, organizations must show empathy and take action to help customers do what they need to do in a frictionless environment. To do that, businesses must start by listening and understanding what customers really need, and that insight must come from data. Customers want companies to listen and support them through this crisis, showing compassion and understanding. On top of that, they expect service levels to be maintained and to be kept well informed.

Organizations in every industry must adjust and optimize their digital experiences to efficiently and cost-effectively deliver on these expectations, even when organizational structures have changed dramatically: Companies need to enable employees to be productive while working from home; they must raise the bar to generate more relevant digital content and more frequent omnichannel communications; and, they must listen to their customers to make insight-driven decisions.

To avoid customer churn and stay profitable, organizations must improve operations, implement scalable solutions and adapt to new ways of working. They must leverage AI to make data-driven decisions, then execute quickly. In times of uncertainty, they need robust and flexible solutions that allow them to respond to changing circumstances without disruption for customers.

OpenText Digital Experience solutions help companies deliver exceptional experiences for customers, employees and partners, optimize operations and decision-making, and better understand ever-evolving needs and expectations.
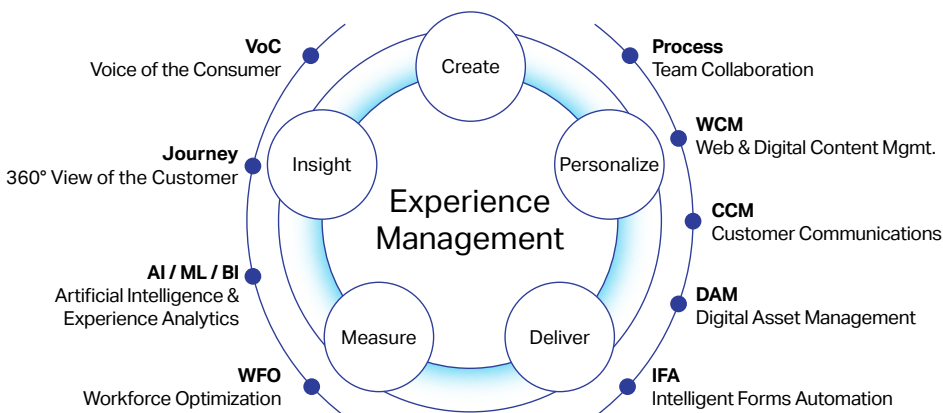

Figure 19:

OpenText Digital Experience

Customer Communication Management (CCM)

In a crisis context, customer communication is a key component of the relationship with customers, citizens and partners. Frequent, short, relevant, compliant and omnichannel communications are essential to reduce uncertainty, increase service levels and avoid call center interaction. Automated proactive and reactive customer communications increase customer satisfaction, optimize operations and enable new business opportunities.

OpenText Exstream allows organizations to avoid communication disruption and guarantee communication consistency and compliance. Adopting the web-based design tools enables distributed business users to maintain activity while working from home. Exstream makes migrating physical communications to digital channels easy, allowing businesses to overcome delivery limitations while increasing the number and frequency of communications across all customer-preferred and available channels. With Exstream, companies gain autonomy and independence; by bringing communication in-house, they can better react to potential fulfillment issues or communication spikes. They can move away from the limitations of homegrown or Word-based communications with scalable, compliant, personalized, omnichannel and relevant customer communications. Finally, by automating information archiving and governance companies gain full control over access, privacy, disposition and compliance.

Figure 20:

OpenText Exstream

opentext™

Workforce Optimization

Contact centers are on the front line during an unexpected event, and today they are under tremendous pressure, especially with most agents working from home. Call volumes and call duration tend to explode at times like these—maintaining call center productivity and response quality is a challenge. As one of the most expensive channels, call centers should be limited to complex problem resolution or upsell opportunities. Easier problems can be redirected to more cost-effective, automated channels to reduce costs, accelerate resolution and increase customer satisfaction.

With OpenText Qfiniti, businesses and public sector organizations can move their contact centers from office-based to home-based in 48 hours while maintaining contact center performance through cloud-based workforce optimization. This solution also features speech and text analytics capabilities that help agents understand issues and paths to resolutions. Qfiniti is invaluable for ensuring customers feel reassured and confident in your business during this time of disruption.

Figure 21:

OpenText Qfiniti

Intelligent Forms Management

During the COVID-19 pandemic, people are mainly interacting with companies and public services via websites and call centers. Many transactions that would have been done face-to-face are now happening online. The new situation has created a need for new services and new information requests. All this is contributing to increased traffic on websites and overwhelmed call centers. Organizations must accelerate self-service implementation to remain efficient and to relieve call center agents.

In order to speed up resolutions and avoid costs associated with high call center volume, organizations can use OpenText LiquidOffice. LiquidOffice increases available web self-service capabilities through digital forms that can route issues and responses to available back-office resources. It integrates easily with both TeamSite and Exstream for collecting, processing and exchanging customer request information. LiquidOffice allows organizations to design and publish rich electronic forms, automating data collection, routing and processing to digitally transform forms-driven line-of-business processes. The solution uses business rules, routing and systems integration for improved efficiency, control, delivery of information, provision of products and to deliver a rich digital customer experience.
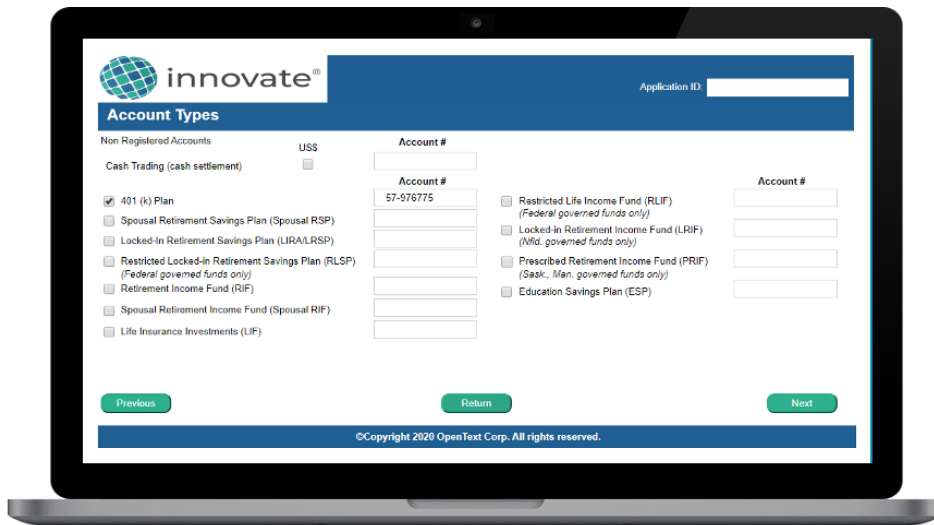

Figure 22:

OpenText LiquidOffice

Web Content Management (WCM)

Websites are a critical component to every customer's journey—and never more so than now, when people are stuck at home. They are a foundational and highly trusted source of information. Recently, the performance of many sites has been put to the test.

Since the onset of COVID-19 and its related confinement, people have been seeking immediate answers to pressing questions about everything, from health and safety to food to education. This has brought an unprecedented increase in web traffic and resulted in slow websites and even crashes.

To bring relevant content to customers and citizens, organizations need a reliable, simple and agile web content management solution that scales with unexpected demand. OpenText TeamSite is an easy-to-use solution that simplifies the entire process of managing content across all digital channels. With unmatched personalization capabilities, TeamSite easily delivers engaging digital experiences. From a single interface, users can author, test, target and publish their content, as well as manage rich media, design websites and portals, and create mobile applications.

Due to its unique headless and decoupled architecture, TeamSite is scalable by design to help avoid performance issues whether it is operating in the cloud or off-cloud. User can simply increase its runtime instances, LiveSite, as required. It also allows non-technical users to create microsites and self-service portals in real time to help answer FAQs and reduce the burden on call centers. Being headless, users can send alerts to all digital channels simultaneously: websites, digital screens, mobile applications, social media, etc. Also, TeamSite's secured headless APIs can be leveraged to allow partners and affiliates to contribute content confidently. TeamSite provides organizations with the confidence that messages are accurately delivered to relevant channels without a loss of control.
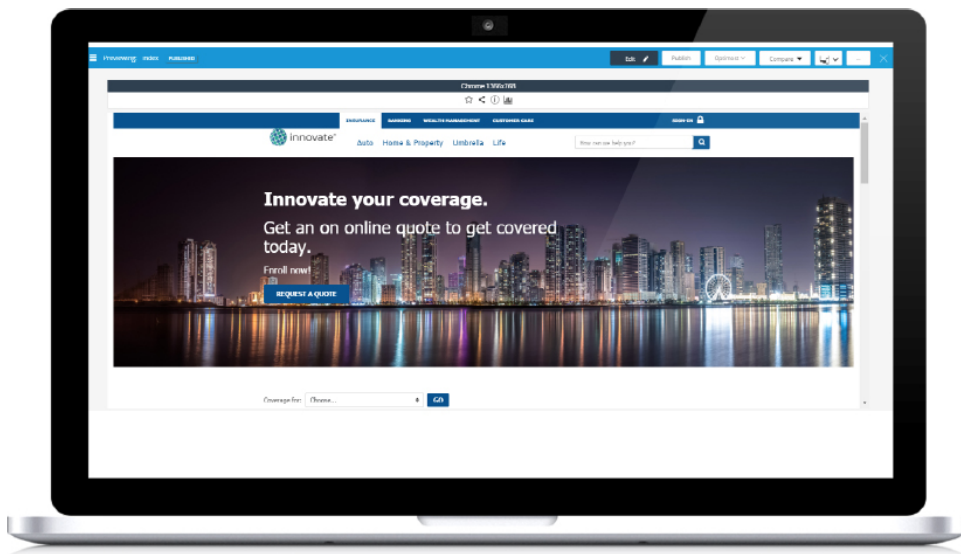

Figure 23:
Web Content Management (WCM)

Voice of the Customer (VoC)

COVID-19 is heavily disrupting every industry in a variety of ways, including the customer journey. Companies must take action to support customers now more than ever.

OpenText Explore is a Voice of the Customer solution that helps organizations stay close to their customers by better understanding them. The solution uses powerful speech analytics software and multichannel analytics to "listen" to the customer. It analyzes emails, chatbots, social media, call center communications, ad hoc surveys, and other voice and text interactions to understand key issues and identify potential solutions. It dynamically mines this wealth of data for underlying meaning and provides actionable insights to business units throughout the organization, such as marketing or the contact center. These insights include every customer touchpoint—from campaigns to billing statements—and reveal opportunities, correct broken processes and streamline bottlenecks.

Explore also leverages artificial intelligence capabilities to monitor customer demands and sentiment in real time, giving organizations the tools to adapt their answers as needed and ultimately improve multichannel customer experiences across the entire customer journey.

Figure 24:

OpenText Explore

OpenText Output Management

With fewer employees working onsite and online orders surging, managing critical supply chain documents—such as shipping and product labels, custom documents, pick lists or driver-ready packs—is more complex.

OpenText Output Server is a cloud-native solution that help companies digitize and automate the delivery of key documents. It ensures reliable delivery of print jobs to output resources in both distributed and non-distributed environments, from printer and fax destinations to email and web. This solution relieves common problems associated with delivering output in a distributed environment and allows organizations to greatly reduce the time spent administering and supporting information delivery. Users are informed in real time in the case of device malfunctions, job interruptions or delivery failure and can use an alternative routing option. It offers accurate tracking and monitoring of thousands of documents generated by ERP applications, as well as improving on-time performance and reducing delivery and shipping costs.

With Output Server, customers have centralized, automated management of output resources for the entire network environment and end users are enabled to quickly locate and use enterprise output resources.

Figure 25:

OpenText Output Server

OpenText Hightail

Purpose-built digital collaboration solutions like OpenText Hightail are helping teams complete daily tasks faster during this time when businesses are increasingly dependent on a globally dispersed and remote workforce.

With Hightail, organizations can streamline the way that marketing and creative teams collaborate—it offers one secure, centralized space to share large multimedia files such as images, video and audio, collect precise feedback on multimedia content, assign to-dos, and route approvals. Keeping track of projects is made easy with automatic notifications when files are ready for download, as well as features for users to track delivery and downloads.

This solution offers built-in enterprise-grade security and security options for users including setting access codes, protected links and expiration dates to prevent content from getting into the wrong hands.

Hightail keeps teams on the same page, eliminating miscommunication, reducing the number of review rounds and ultimately simplifying the creative review process. With fewer revisions on content, remote teams stay organized and on track, projects and campaigns get to market faster and resources are free to create more content to support business objectives.
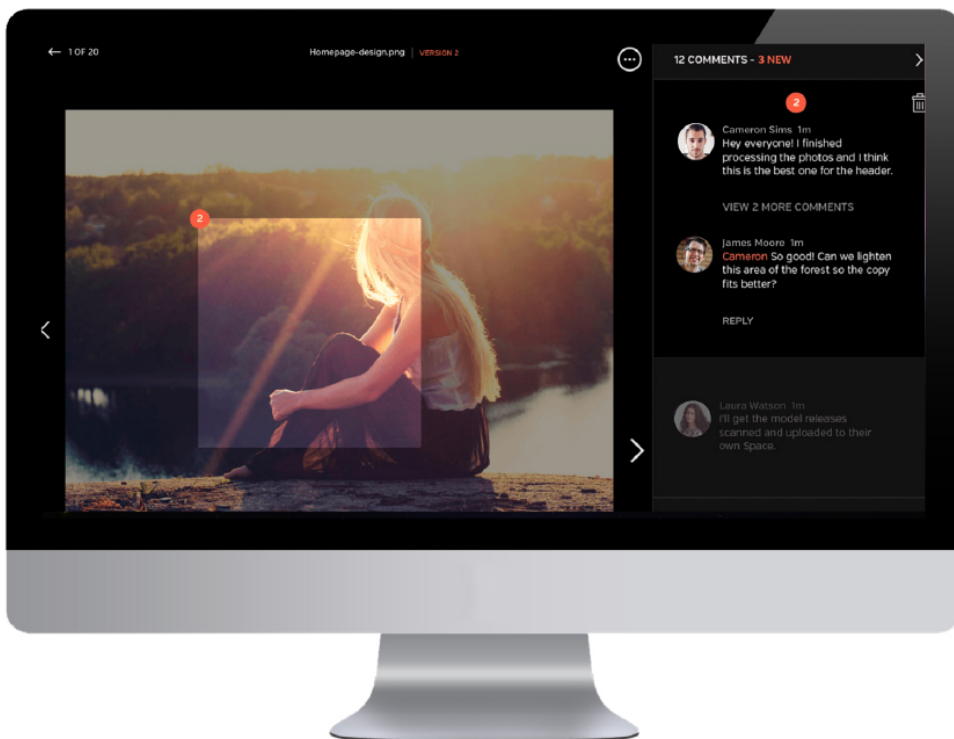

Figure 26:

OpenText Hightail

Advanced Technologies

Change is constant. Whether it is so slow that it is barely noticeable or lightning-fast and blindsiding, change represents incredible risk and opportunity. To manage change effectively, organizations require actionable insight, process agility and performance flexibility.

Digitization of business processes across the organization is the critical foundation. But once this is established, organizations face a new challenge: scaling and extracting added value from the immense amount of unstructured and structured information now at their fingertips. This is where advanced technologies play a vital role.

Advanced technologies integrate with and build upon information management platforms to fast-track business transformation and build organizational resilience. They are accelerants that empower organizations to move faster and smarter—a critical ability when faced with rapidly changing circumstances or new opportunities.

These technologies—including artificial intelligence, big data analytics, automation, cloud and the Internet of Things, among others—capture and synthesize data at incredible scale to automate processes, deliver information where and when it is needed, monitor and scale performance dynamically, and generate insights that inform decision making.

In times of disruption, advanced technologies provide invaluable insight and flexibility to organizations struggling with issues such as supply and demand disruption, asset performance, shifting to or reinventing digital processes in a short timeframe and predicting changing business dynamics. And through it all, they augment human capacity, freeing people's time for creativity, strategy and innovation. With advanced technologies operating within and across OpenText information management platforms, organizations reach new heights of productivity and innovation.

Figure 27:

Advanced Technologies
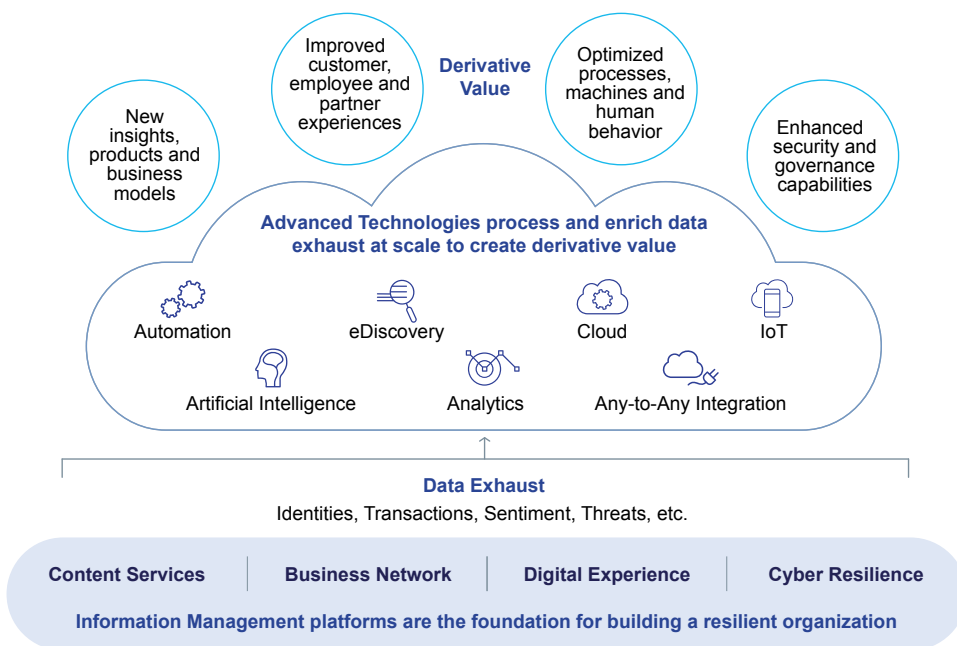
Digital Process Automation

Organizations need to operate with speed and agility to adapt to new digital ways of working.

OpenText AppWorks is a single platform for process automation, case management and low-code application development. With a lower IT workload, it allows users to quickly create business applications, enable business continuity and ensure employees can access needed resources from the safety of their homes. Intelligent process automation speeds operations, improves decision-making and lowers costs, even when working remotely.

Low-code development helps organizations rapidly build needed applications. For example, an employee emergency outreach application that allows remote employees to voluntarily report changes in health status, make requests for help or request reimbursement from company relief funds. Organizations can gain visibility into the health of their global workforce, prioritize requests and track cases through to resolution.

Disruptions like COVID-19 also highlight process gaps that can impact business continuity. Banks need to shift to online lending, insurance companies need to respond to claims and quote new policies, and public sector agencies must keep citizens informed and approve requests for grants, PPE and other assistance. AppWorks provides agility to respond quickly and prepare for the future.

Figure 28:

OpenText AppWorks

opentext™

Remote Access Software

While companies try to adopt to "shelter-in-place" measures and minimize the inevitable disruptions, many industries rely heavily on graphics-intensive applications that reside on office workstations or servers that are not sufficiently accessible from home offices.

OpenText Exceed TurboX allows users to remotely access mission-critical applications, with unmatched security and stability to even the most graphically demanding and content-sensitive Windows and Linux applications. It is blazing-fast, even when employees are using nothing more than a laptop and a browser. Remote users can collaborate in real time using supercharged screen sharing and the ability to pass control back and forth as needed.

Exceed TurboX will keep critical tasks on track. For example, it helps engineers continue to design products, run digital tests and simulations for new products and innovations; Medical and Life Sciences Firms to remotely and safely access vital diagnostic and laboratory research; and, utility employees to remotely observe and manage power networks from home. Exceed TurboX enables work from home strategies for complex graphical applications supporting almost any server and client platform.

In addition to helping companies achieve business continuity and maintain productivity in challenging times, this solution offers compelling long-term benefits and significant ROI that provide undeniable value to all areas of the organization.

> *"We moved about 3000 engineers to the home office from one day to another. Due to the fact that our Company Standard for application access is ETX, this could be done without any disruption of the business. Performance is as if working in the office and security standards are fulfilled. I am sure that this would not have been possible with any other product."*
>
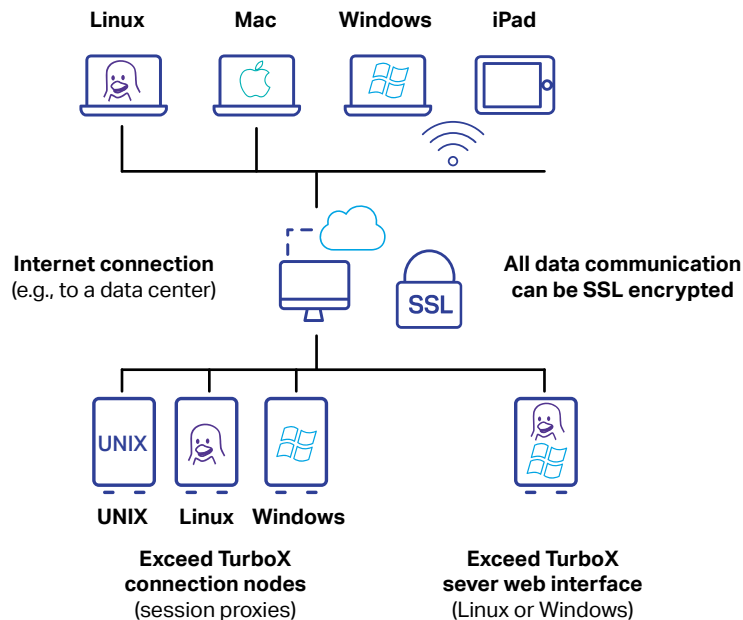> **– LARGE EUROPEAN SEMICONDUCTOR COMPANY**

Figure 29:

OpenText Exceed TurboX

eDiscovery

In times of upheaval like today, corporate law department leaders and their outside law firms are struggling to maintain momentum around high-stakes legal matters, which have not stopped. Whether facing a class action, cybersecurity incident response, DSAR/SRR request, government investigation or internal investigation, a breakdown in legal process continuity and efficiency can result in fines, loss of reputation and suboptimal case settlements.

OpenText eDiscovery technology—including OpenText Axcelerate and OpenText Insight—protect a remote legal workforce against risk and unnecessary costs with information access, collaboration and security. Workforces can stay agile and efficient, rapidly responding to the demands of litigation and investigations while adhering to increasingly complex security and data privacy frameworks.

OpenText Professional Services, working with customers' project management and IT teams, ensure that documents are defensibly and efficiently collected using remote collection tools, process that data remotely and remotely load the documents into case sites. Lawyers can access full featured eDiscovery case sites and conduct "review as usual" from home offices.

With sophisticated workflows, seamless batching, advanced QC fueled by analytics, real-time dashboards, and individual and cross-matter reporting, teams are empowered to manage even the most complex eDiscovery workflows remotely without falling prey to communication gaps, task overlap or coding inconsistencies.

The last thing an enterprise needs in a time of crisis is to aggravate the situation with security breaches or data privacy compliance infractions. OpenText offers the most stringent security with multi-layered defense at the infrastructure, application, network, user and endpoint levels. In-platform features and tools ensure high accuracy (reducing the risk of coding mistakes that can inadvertently expose sensitive information), automated data detection, in-place and bulk redaction (for PII, PCI, PHI, etc.), self-triggered quality assurance checks, restricted downloading/exporting of documents from workstations, desktops, laptops and devices, and other automated capabilities to ensure sensitive data is tagged correctly and protected.

Figure 30:

OpenText eDiscovery
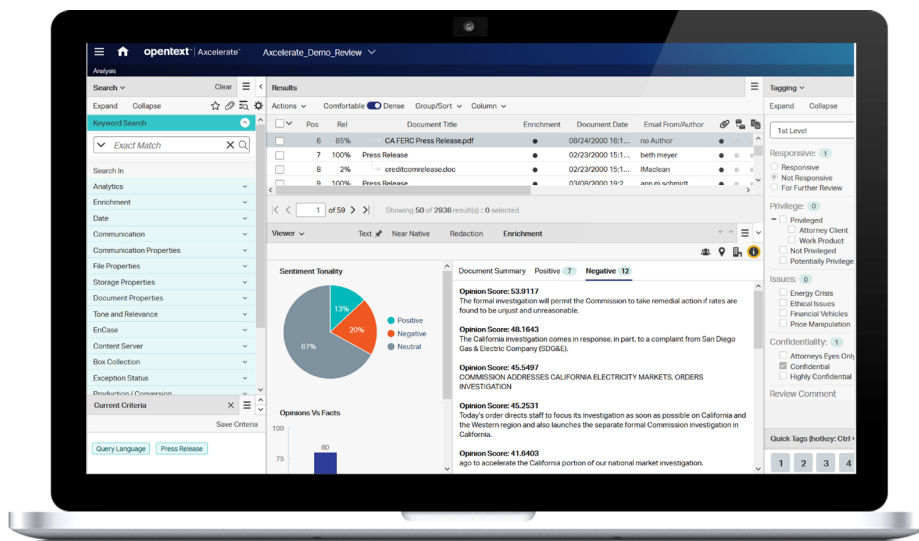
Industrial Internet of Things

The need for supply chain visibility has never been greater, as supply chain disruption has reached record levels. The optimal route to achieve effective, real-time visibility is a phased approach that begins with IoT-driven track and trace.

Powered by the OpenText Internet of Things platform and part of the OpenText Business Network, OpenText Connected Supply Chain solutions enable end-to-end visibility of shipments and assets as they move through the extended ecosystem. Using an identity-centric approach to IoT, all the people, systems and things in a supply chain ecosystem are identified for pervasive, real-time visibility as shipments and assets go from their point of origin to their final destination.

OpenText's portfolio of IoT-driven track and trace solutions provides a solid foundation for organizations to continue their digital transformation towards a completely autonomous supply chain. It allows companies to put in place the building blocks to digitally monitor and manage their supply chain and logically add capabilities when required to drive business agility, flexibility and innovation.

It allows organizations to take their current supply chain visibility initiatives and use disruptive technologies, such as IoT, AI, blockchain and analytics, to evolve increasingly intelligent and connected supply chain processes.
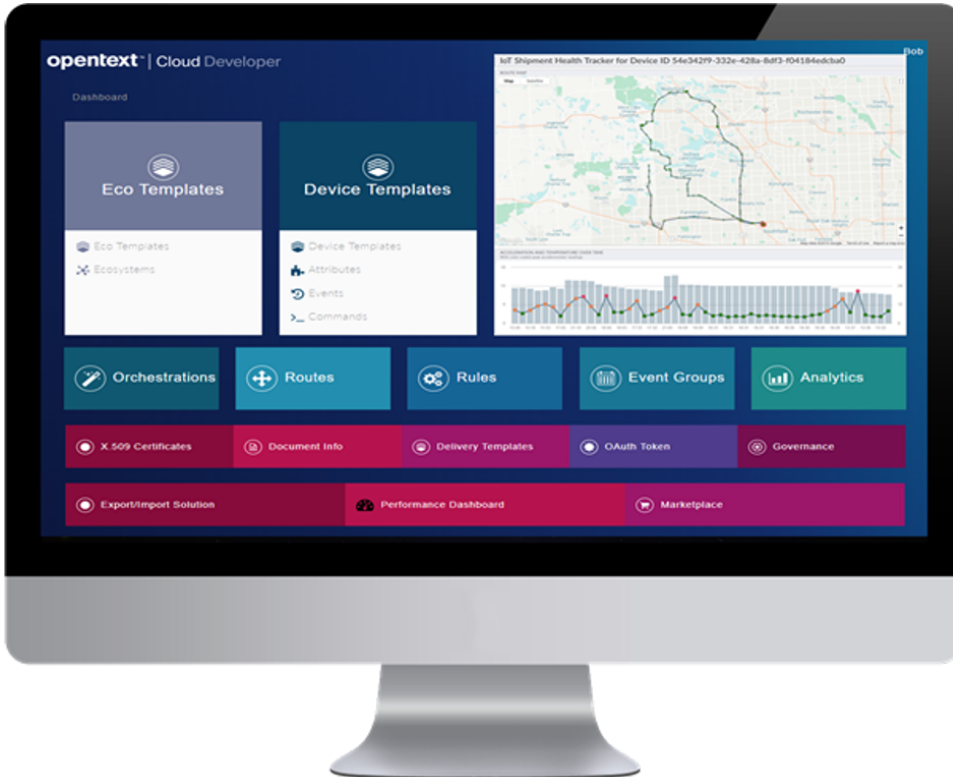

Figure 31:

IoT Shipment Tracking on OpenText Cloud Developer

Analytics and Artificial Intelligence

The current global pandemic is bringing new significance to the word "disruptive." Around the world, CIOs consider data and analytics to be second among game-changing technologies—with artificial intelligence rising to the top.[2] Both of these technologies are essential to business continuity and a successful rebound throughout this disruptive time.

OpenText Magellan, a unified AI and Analytics platform, dramatically reduces the time, effort and expertise needed to unlock insights that will help organizations quickly respond to the countless business challenges created by this crisis.

For example, Magellan can harness the power of AI in tandem with IoT data to deliver predictive maintenance insights that minimize cargo vehicle downtime and maintain continuous supply chain flow, or that maximize production output for machinery and devices being retooled to support immediate needs, such as healthcare PPE. Predictive analytics can optimize inventory levels to match demand fluctuations. Furthermore, customer or citizen analysis can be performed to understand the changing sentiment and needs that influence behaviors, allowing products, services and messages to be tailored to deliver information and value while maximizing revenue in difficult economic times.

OpenText Magellan helps organizations understand, predict and respond to changing business dynamics, helping create resilient organizations.
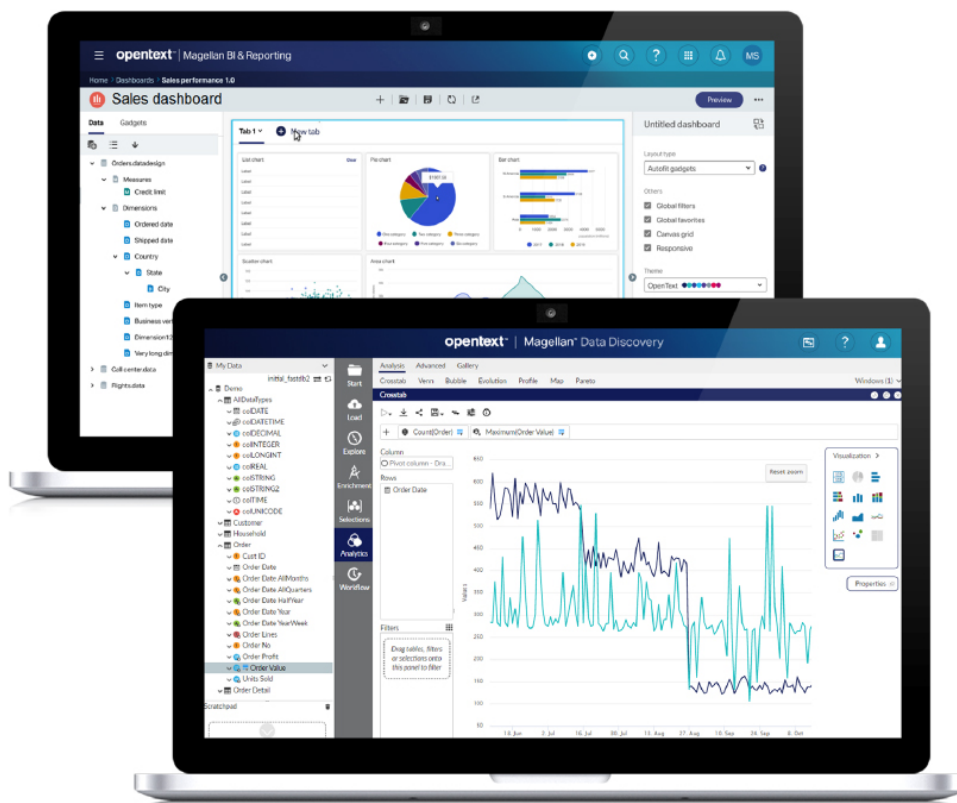

Figure 32:

OpenText Magellan

OpenText Cloud

Never has there been such a need for immediate accessibility of IT resources than during this global pandemic—putting cloud-based solutions and infrastructure front and center. Organizations are urgently re-evaluating their infrastructure to ensure it can cope with long-term disruptions, both now and in the future. Business continuity is of paramount importance, and cloud is vital to achieving it. That means companies not running in the cloud will need to pivot rapidly to survive and those already in the cloud will need to effectively scale to support the increased demand.

A cloud-based information management environment provides the digital foundation required for all employees to have secure access to essential business information and systems, collaborate effectively with dispersed internal and external stakeholders, synthesize data into timely insights and maintain supply chain visibility. The cloud also speeds up the time it takes to deploy information management solutions, such as Content Services or Business Network technologies.

Cloud-native information management benefits IT as well as the business. In an economic downturn, businesses must find ways to cut costs while also creating innovative growth areas. Moving to the cloud can help eliminate capex and shift spend to operating budgets. With OpenText Managed Services in the cloud, organizations can outsource the operational responsibilities to experts who will handle everything, including transition, management, optimization and futureproofing. Upgrades are vastly simplified, giving users access to current technology while IT managers can redirect resources to strategic priorities.

The cloud scales seamlessly, integrates easily with other systems and reduces time-to-market. On top of this, it is secure and cost-effective. Cloud is the connective tissue, offering organizations new opportunities to transform and prosper.
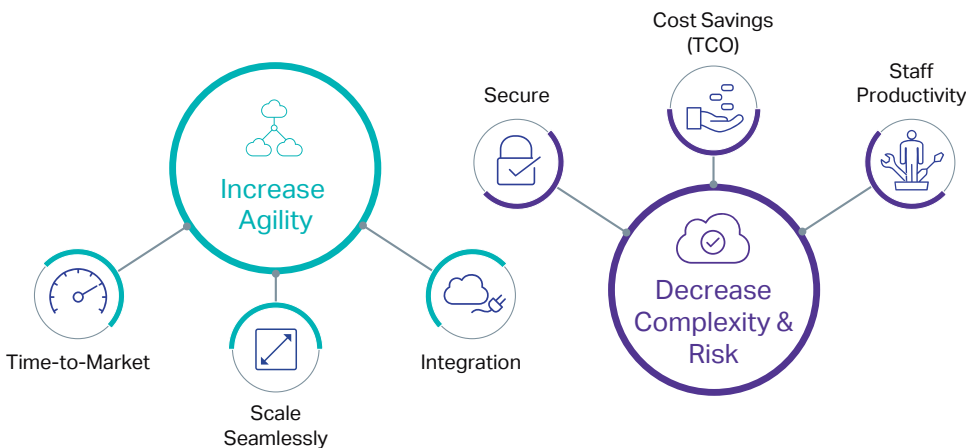

Figure 33:

OpenText Cloud

Conclusion

The COVID-19 pandemic has moved quickly, with a growing and evolving impact on businesses and the economy. It will continue to do so for the foreseeable future, changing the ways we live and work, and the ways we consume and create goods and services.

Digital transformation is the key to responding to these changes with agility and resilience. We are living through a time of extreme disruption; organizations of all sizes need business continuity, operational effectiveness and the ability to support their customers, partners, employees and communities, no matter where they are located.

OpenText has the Information Management technology required to accomplish this. We are relentlessly committed to supporting our customers throughout this crisis and into the future.

I believe in technology for the good—and there has never been a more important time for purpose and impact in the world. We are proud to be supporting some of the leading companies helping the world through this global pandemic. We will bring our expertise, our technology and our passion to help every organization that needs us.

This is not the first time humanity has endured a pandemic. Pandemics, along with similarly momentous struggles such as the world wars, are definitive moments in history. They have a huge impact on everything that follows, from changes in human behavior to advances in technology to a reorganization of the very structure of society. Today, as we go through this battle, we have something that previous generations did not. We face COVID-19 armed with a massive global network of science, technology and communication platforms unimaginable even 100 years ago.

It is with this vast infrastructure, combined with the amazing human spirit, that we will be able to build resilient organizations that will thrive despite disruption; shorten and minimize the inevitable economic fallout; help those most in need around the world; and solve for this virus to save lives.

Together, we are resilient.

Endnotes

[1]Lorenzo Veronesi, *"How B2B Integration Drives Superior Supply Chain Performance,"* IDC Manufacturing Insights, October 2014, *https://www.opentext.com/file_source/OpenText/en_US/PDF/IDC-Manufacturing-Study-October%202014.pdf* (accessed April 2020).

[2]*"Gartner Survey of More Than 3,000 CIOs Reveals That Enterprises Are Entering the Third Era of IT,"* Gartner, October 16, 2018, *www.gartner.com/en/newsroom/press-releases/2018-10-16-gartner-survey-of-more-than-3000-cios-reveals-that-enterprises-are-entering-the-third-era-of-it* (accessed April 2020).

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit www.opentext.com.

Contact

Sales
Email: sales@opentext.com

Partners
Email: partners@opentext.com

Media Relations
Email: publicrelations@opentext.com

opentext.com/contact