

opentext™

Google Cloud

Innovate at scale with OpenText on Google Cloud

Modernize your Information Management workloads to transform your organization and deliver real business value



Migrate Information Management workloads to the cloud for a lasting competitive edge

By the end of 2019, humans and machines had generated and accumulated more than 40 zettabytes (40 trillion gigabytes) of data. That is 40 times more bytes of data in the digital universe than stars in the observable universe.¹



Just 30%
of businesses harness their information into realtime outcomes.²

A data explosion

Now, thanks to technology such as AI-enabled automation, 5G and the Internet of Things (IoT), it is forecasted that the total amount of data in the world will hit 175 zettabytes in 2025.³ Going from 40 zettabytes to 175 in just five years is unprecedented, considering it took decades to create the first 40 zettabytes.

Using this data effectively allows enterprises to achieve operational excellence, deliver outstanding customer experiences and drive new business models. However, 70 percent of businesses are unable to turn their information into realtime outcomes. The other 30 percent are likely tapping into the cloud for accelerating innovation and consolidating information to fast-track business growth.

64%
of organizations say that having content exclusively on premises puts them at a disadvantage.

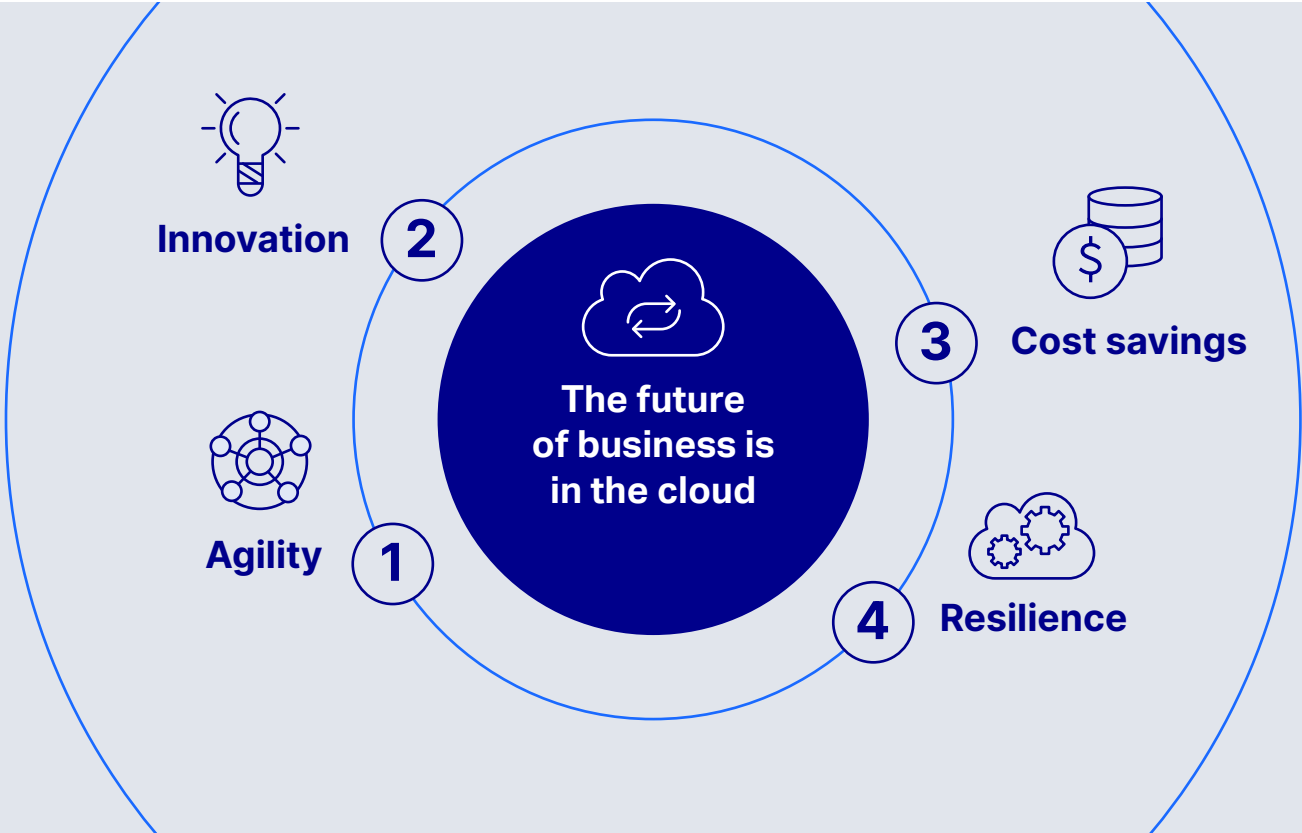


¹Statista, [Volume of data/information created worldwide from 2010 to 2025](#). (December 2018)

²Frank Della Rosa, et al, [IDC FutureScape: Worldwide Cloud 2020 Predictions](#), IDC. (October 2019)

³IDC Global DataSphere, [Data Age 2025](#), sponsored by Seagate. (Nov 2018)

Companies that have made the transition to running Information Management applications in the cloud have unlocked opportunities for greater agility, innovation, cost savings and resilience. By contrast, many companies that are still primarily on-premises feel they are at a disadvantage, especially in the wake of the global digital transformation that has been taking place since 2020.



OpenText’s industry-leading Information Management solutions, deployed on Google Cloud and managed by OpenText’s Cloud Managed Services (CMS) under a single service-level agreement (SLA), enable customers to digitally transform their businesses in a cloud environment that delivers unmatched security, scalability and performance.

This eBook explores how OpenText on Google Cloud reduces the total cost of ownership of business content, controls the information sprawl that stands in the way of gaining real business insights and powers the content-centric innovation agenda essential to winning in the digital economy.

Overcoming common misconceptions about cloud migration

The cloud enables organizations to survive and thrive in times of business uncertainty and disruption. Sixty-three percent of businesses are migrating critical workloads to the cloud.⁶ But what's holding back the rest? One reason is fear. Choosing the wrong path can lead to lost time and wasted expenditure. This is especially true for customers with legacy systems that require upgrading as part of a successful move to the cloud. This fear has created four common misconceptions about cloud migration. OpenText on Google Cloud can help organizations overcome them.

Migrating is too complicated

Challenge

Many companies have complex heterogeneous Information Management environments and worry that migrating them all will be too problematic.

Solution

OpenText offers flexible options for migrating to Google Cloud. OpenText's cloud experts have the experience, knowledge and tools required for efficient migrations, saving time, reducing risk and optimizing results. OpenText Cloud Managed Services manages a customer's platform and infrastructure on Google Cloud under a single SLA, so they can shift IT resources from day-to-day technology management to focusing on innovation.

The cloud is less secure

Challenge

Many people fear their data is not secure in the cloud or while transitioning to the cloud. Concerns about losing data and applications in the cloud due to natural disasters, ransomware attacks and breaches can push a migration project to the backburner.

Solution

Google Cloud uses a secure-by-design infrastructure, built-in protection and a global network to safeguard information, identities, applications and devices. Google Cloud's stack builds security through progressive layers that deliver true defense in depth and at scale.

OpenText helps organizations migrate to Google Cloud securely with minimal risk and near-zero downtime. When you deploy an enterprise-wide solution on Google Cloud through OpenText, you reduce the risk of security issues and the cost of non-compliance.

OpenText's security specialists understand requirements and constantly evolving regional data regulations, ensuring an organization's reputation and customer relationships are always protected.



80%
of cloud leaders say a lack of internal skills and knowledge is a top barrier to cloud success.⁷

⁶US-Cloud Database Migration and Architecture Survey, IDC. (2021)
⁷A Cloud Guru, State of Cloud Learning Report. (2020)

Supporting migration with current IT resources is not possible

Challenge

IT teams are bogged down by supporting their on-premises systems and often remain on old product versions, resulting in long and costly upgrades. Additionally, organizations often face a gap in cloud skills.

Solution

OpenText Cloud Managed Services provides businesses with a dedicated team of experienced cloud specialists who will guide them through every step of their journey to the cloud. Highly-skilled operations teams manage all infrastructure and operations elements, including platform, application, system, security, performance, availability and capacity management, using ITIL processes and best practices.

They also provide ongoing 24/7 support to ensure Information Management solutions are always available and running optimally.

The cloud is more costly

Challenge

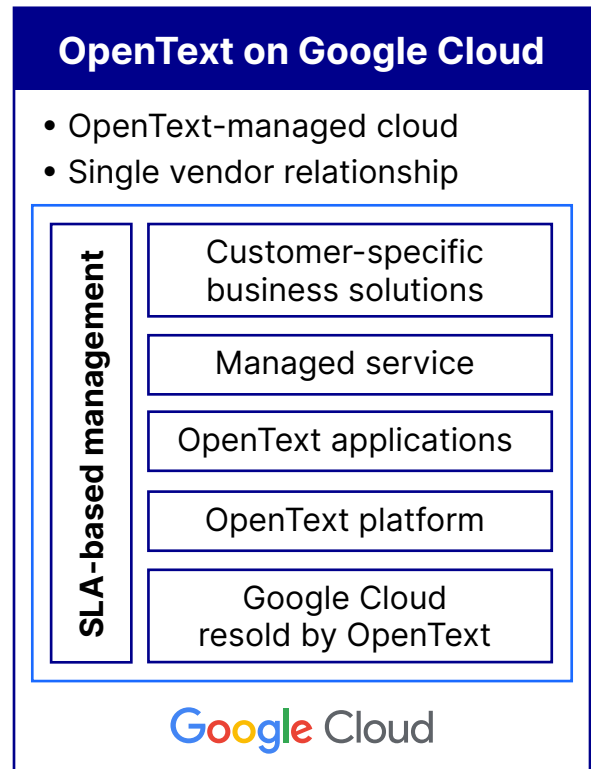
Organizations often believe that on-premises Information Management is cheaper than in the cloud, unaware of the hidden costs of data center infrastructure, including resources, utilities and facilities.

Solution

OpenText solutions deployed on Google Cloud remove much of the capital investment required to support on-premises Information Management applications while OpenText Cloud Managed Services removes many of the direct costs associated with system management and support.

Modernize Information Management workloads with OpenText on Google Cloud

Google Cloud is a destination of choice for innovation and business agility. Google Cloud is the OpenText-preferred public cloud platform, offering customers greater flexibility for deployment—including hybrid cloud. In turn, Google has selected OpenText as the preferred provider of Information Management solutions for internal use. The result is a cloud solution with unique features and benefits:





Reduced operating costs

Organizations that deploy OpenText on Google Cloud can reduce their operating costs by up to 30 percent.



Improved business agility

Organizations can migrate Information Management applications and data from on-premises deployment to Google Cloud or add new ones in a single move to meet business demands faster. The hardware, storage and infrastructure are already in place and pre-optimized.



Turnkey integrations

Integrations with SaaS ERP, CRM, HR or financial systems are a snap with OpenText on Google Cloud. Organizations can add intelligent Google services to their Information Management managed service, such as data visualization and business intelligence tools for a 360-degree view of their business.



Increased employee productivity

With automatic software upgrades and patches, organizations can say goodbye to intrusive manual Information Management solution upgrades. Users will always be working with the latest version of their OpenText Information Management solution, improving employee productivity and job satisfaction.



Decreased burden on IT

OpenText on Google Cloud frees internal IT teams from the ongoing burden of support tasks. Instead of managing Information Management software and infrastructure, they can address higher value activities or other IT improvements that affect the business.

To enjoy the benefits of OpenText on Google Cloud even faster, organizations can choose OpenText Cloud Managed Services.



18%
**reduction in support tickets
with OpenText on Google Cloud.**

Accelerate your cloud strategies with OpenText Cloud Managed Services

OpenText Cloud Managed Services delivers a fast, secure and hassle-free path to the cloud, supporting the deployment, integration, ongoing management and optimization of Information Management applications and infrastructure. As a result, businesses align with world-class security requirements, application expertise and service-level commitments.

OpenText manages the full solution stack with a single point of accountability for every facet of the cloud journey, including advisory, transformation and management services that cover applications, infrastructure and operations, all under a single SLA.

A single SLA that covers your solution end to end



Moving Information Management workloads to Google Cloud as an OpenText Cloud Managed Service lets organizations focus on their business and feel confident their information is safe, protected and always available when and how they need it. Every element is managed, including business-specific configurations, customizations and integrations, providing the following advantages:



Innovation through digital transformation

- A fully managed Information Management cloud enables digital transformation with cloud-native applications that deliver tailored business services.
- Transitioning to the cloud empowers a distributed workforce to drive innovation, collaboration, business value and growth.



Always-on infrastructure, data, and security

- Google Cloud's adaptable, scalable operations model, along with support for high availability, technical integration, data sovereignty and compliance requirements, keep businesses running and data available and accessible.
- Industry-leading security, third-party audits, and certifications protect business and customer data. Examples include ISO 27001, SOC 2/3, and PCI DSS 3.0.
- OpenText on Google Cloud uniquely enables organizations in highly-regulated industries to comply with region-specific security, privacy and data protection requirements, such as the European General Data Protection Regulation (GDPR).



A business that's future-proof

- From compute and storage to AI/ML, containers and low-code, a fully managed Information Management cloud provides access to the latest global cloud-based services optimized for cost and performance.
- Always running on a supported product release, ensures businesses are future-proof.



Experts that have your back

- A dedicated team of experienced OpenText cloud specialists can help plan and execute an organization's entire cloud strategy.
- Ongoing 24/7 support ensures OpenText solutions are always available and running optimally.

OpenText solutions available on Google Cloud

Maximize the value of Information Management investments

Content Services

OpenText Content Services cover the lifecycle, distribution and use of information across an organization, from capture to archiving and disposition. Organizations can choose from flexible options that manage, protect and effectively use information.

Digital Experience

OpenText Digital Experience solutions are designed to connect entire customer journeys. As a result, businesses can improve customer experience, optimize operations and enable new business models.

[OpenText™ Content Suite™](#)

[OpenText™ Documentum™](#)

[OpenText™ Experience CDP](#)

[OpenText™ Extended ECM Platform](#)

[OpenText™ InfoArchive](#)

[OpenText™ Intelligent Capture](#)

[OpenText™ TeamSite™](#)

[OpenText™ Exstream™](#)

[OpenText™ Media Management](#)

[OpenText™ Qfiniti](#)



OpenText and Google Cloud— innovating together

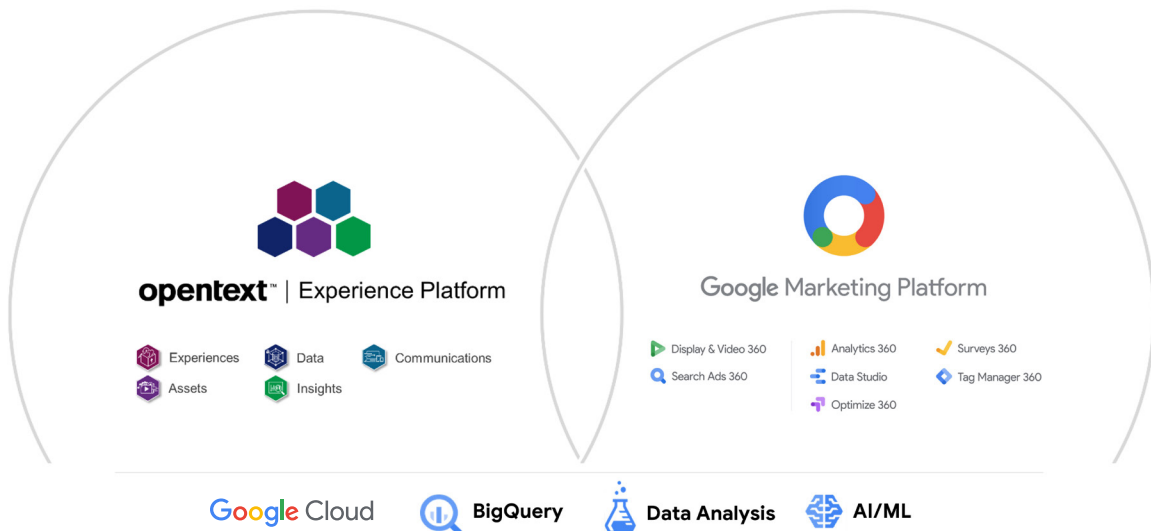
OpenText and Google Cloud are working together on innovative cloud technologies that provide mutual customers the ability to use information in highly scalable environments. A co-innovation with Google, the [OpenText™ Experience Customer Data Platform \(CDP\)](#) enables organizations to deliver the right customer interaction at the right time, at the right place and in the right context.

OpenText Experience CDP

The key to success for sales and marketing is knowing customers and knowing them well. Anticipating customers' interests and needs and then dynamically tailoring messaging based on relevance is critical in today's hypercompetitive economy. OpenText Experience CDP provides a common data framework for unified realtime personalization on any channel, device or mode of interaction, from unknown first-time site visitors to known and authenticated customers.

Develop customer profiles for delivering the right message

Deeply integrated with Google Marketing Audiences, Experience CDP users create un-siloed, unified customer profiles that follow customers along their journey with an organization. With this profile, experiences can adapt in real time to deliver the right message to even niche audience segments, increasing conversion rates.





Food retailer turns to OpenText and Google Cloud to modernize its content management strategy

Challenge

A large Canadian food and pharmacy retailer and long-time OpenText customer had been running [OpenText™ Extended ECM Platform](#) on premises since 2009. Feeling the competitive pressures of an increasingly digital landscape, the retailer wanted to leverage cloud-based technology to simplify vendor engagement and improve employee productivity through a single cloud-based portal while also satisfying critical information governance requirements.

Solution

OpenText was selected and tasked with cloud-enabling the Extended ECM software licenses, packaged with [OpenText Cloud Managed Services](#) and public cloud infrastructure delivered by Google Cloud. By partnering with OpenText Cloud Managed Services experts to deliver Extended ECM on Google Cloud, the retailer reached its goals for cloud computing while leveraging its investment in OpenText to support critical governance, productivity and innovation.

Financial services company optimizes customer experience with OpenText on Google Cloud

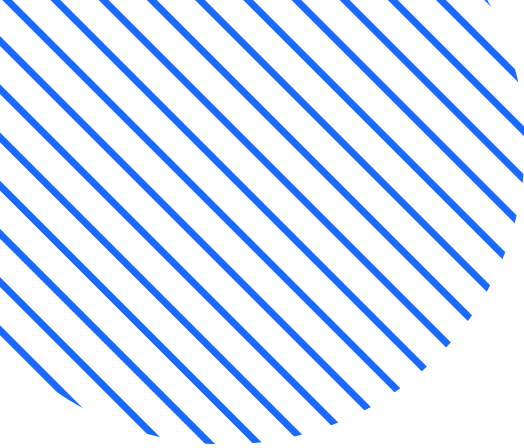
Challenge

Anticipating a significant increase in demand for online banking services and the need to upgrade its legacy web content management system, a United States financial services company was looking for a cloud-based solution for maximum scalability and to better manage software maintenance, updates and upgrades.

Solution

The customer decided to deploy the [OpenText™ TeamSite™](#) web content management solution on the Google Cloud infrastructure with [OpenText Cloud Managed Services](#). The business is now confidently offering its clients an optimized digital customer experience at scale, secure in the knowledge that the software is managed by OpenText professionals and is always on the latest version.





Ready to learn more?

For more information about OpenText on Google Cloud:



[Watch the video](#)



[Read the solution overview](#)



[Visit the OpenText on Google Cloud webpage](#)



[Visit the Google Marketplace](#)

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