

Open Text Content Analytics

Statement of Direction

April 2010

Through its acquisition of Nstein, Open Text obtained state-of-the-art content analytics technology. The purpose of content analytics is to extract information and knowledge from data, specifically from unstructured, text-based content assets.

Content analytics extracts information by mining and analyzing single or multiple content assets in ways that go far beyond the traditional, statistical, occurrence-based retrieval methods employed by most search engines, including:

- Extracting concepts from content—even if they are not explicitly contained in the content
- Extracting entities such as people, organizations, locations, currencies, dates, sub-entities, and attributes
- Categorizing content based on taxonomies
- Analyzing the sentiment of the content, evaluating it along a positive-negative scale
- Combining statistical, linguistic, and machine-based learning to continuously improve the accuracy of results



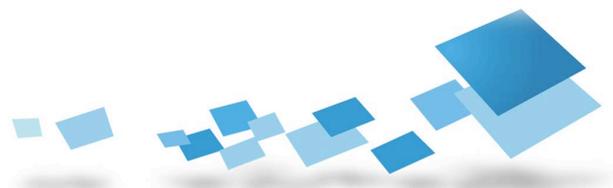
Content analytics is a natural complement to the Open Text ECM Suite. Open Text plans to make content analytics an inherent part of the Enterprise Library. Enterprise Library, along with Enterprise Process Services and User Experience Services, is part of Open Text ECM Suite Shared Services, which are available to all ECM Suite applications. The Enterprise Library is the repository layer at the core of ECM Suite applications, enabling them to store, secure, and retain any content asset.

Because the content analytics technology acquired from Nstein works with any search engine, it easily integrates with and enhances the information retrieval capabilities provided by the Enterprise Library's native search engine. By including content analytics in the Enterprise Library, Open Text is the first ECM vendor to make content analytics pervasive across an entire ECM suite.

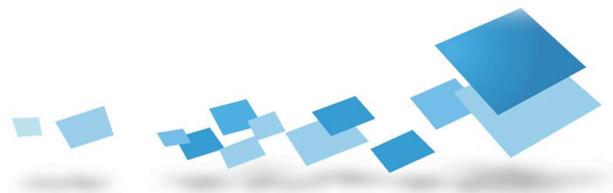
Open Text will also continue to offer content analytics as a separate product under the name Open Text Content Analytics (formerly Nstein Text Mining Engine).

In addition, Open Text plans to expose content analytics through numerous offerings as illustrated by the following examples:

- **User Engagement Applications**—Applications aimed at user interaction and improving engagement with end-users can benefit greatly from content analytics. Helping applications improve their appeal to users, content analytics provides an enhanced content experience through automatic selection of the most relevant content, based on user requests or automatic recommendations. These user engagement applications include:
 - **Open Text Web Experience Management**—Open Text will integrate content analytics as part of the dynamic content delivery capabilities of Open Text Web Experience Management (formerly Vignette Content Management) within the 12 months following the completion of the Nstein acquisition.
 - **Open Text Everywhere**—Open Text intends to expose content analytics through Open Text Everywhere, the recently launched mobile platform of the ECM Suite and a leading enterprise application for mobile devices. Content analytics will optimize the relevancy of content delivered to mobile devices, on which screen real estate and bandwidth are limited.
 - **Open Text Social Communities**—Open Text intends to integrate content analytics with Open Text Social Communities (formerly Vignette Social Media). Content analytics will be used to analyze the interactions between users and provide them with more relevant information by prioritizing activity feeds and other communications.
 - **Open Text Media Management and Digital Experience Management**—Open Text will also leverage content analytics to optimize the experience of users interacting with rich media assets in Open Text Media Management and our Digital Experience Management technology (formerly Vizible).



- **User Productivity Applications**—Because knowledge professionals continue to waste vast amounts of time looking for information, a well-tuned technology that gets the right information to the users at the right time results in significant productivity increases. These user productivity applications include:
 - **User Experience Services**—Knowledge management focuses on capturing and providing information as requested. This information is provided via multiple user experience services—such as Open Text Portal, Open Text Enterprise Connect (Microsoft Windows® desktop integration), and the native Web interface of ECM Suite applications. Content analytics will enhance the user experience offered through these interfaces by suggesting information based on the task being performed and delivering it via dynamically created facets, tag clouds, and/or suggestion boxes.
 - **Workflow and Business Process Management**—Content analytics will increase the productivity of users employing the ECM Suite’s workflow and business process management technologies by dynamically providing the necessary information context for process steps.
 - **Industry Applications**—Content analytics will provide a particularly powerful enhancement to vertical content by leveraging industry-specific knowledge authorities, dictionaries, and taxonomies. Open Text intends to leverage content analytics with its industry-specific applications—particularly those specific to the Energy, Financial Services, and Government industries.
- **Governance and Litigation Readiness**—Open Text is a leader in compliance, governance, and litigation readiness technologies. The Open Text ECM Suite is based on the highly scalable Enterprise Library repository, which provides archiving, retention management, and storage optimization services for content assets. Content analytics will enhance the following metadata and compliance-related capabilities of the Enterprise Library in powerful ways:
 - **Content Archiving**—Dealing with the skyrocketing volume of content is a challenge shared by companies who are unnecessarily storing vast volumes of content—particularly email, SharePoint, and ERP content. Content analytics will make it easier to identify content that is ready to be archived, improving the efficiency of archiving processes and further optimizing content storage costs.
 - **Records Management**—Dependence on end users to file records, and do so correctly, continues to be a challenge for records managers. Content analytics will greatly improve the quality, consistency, and relevance of records filing via the Enterprise Library’s records management features by providing users with automatic suggestions for which content assets need to be filed and where they should be filed.
 - **eDiscovery**—Content analytics will greatly improve the effectiveness and efficiency of content collection and review for e-discovery and audit purposes, helping Open Text develop advanced solutions that will control the expanding costs and risks in these areas.



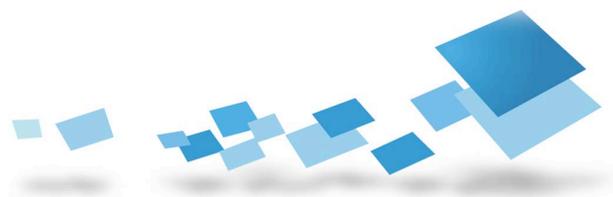
As illustrated by the examples above, there are many uses for content analytics technology across the full range of Open Text ECM Suite applications. Only a few of these uses are mentioned in this brief document. Even though Open Text has firm plans to implement some of the integrations described above in the near future, others will require further market validation. Please contact Open Text with any feedback or requirements that relate to our content analytics direction.

About Open Text

Open Text is a leader in Enterprise Content Management (ECM). With two decades of experience helping organizations overcome the challenges associated with managing and gaining the true value of their business content, Open Text stands unmatched in the market.

Together with our customers and partners, we are truly The Content Experts,™ supporting 46,000 organizations and millions of users in 114 countries around the globe. We know how organizations work. We have a keen understanding of how content flows throughout an enterprise, and of the business challenges that organizations face today.

It is this knowledge that gives us our unique ability to develop the richest array of tailored content management applications and solutions in the industry. Our unique and collaborative approach helps us provide guidance so that our customers can effectively address business challenges and leverage content to drive growth, mitigate risk, increase brand equity, automate processes, manage compliance, and generate competitive advantage. Organizations can trust the management of their vital business content to Open Text, The Content Experts.



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