



OpenText Mobile Wave Platform

A new kind of mobile user experience is here:
Innovative, dependable, and affordable

OpenText Mobile Wave Platform reduces lifecycle costs with fast, smart features:

- Updates are as quick and simple to do as updates on a website.
- Design is separate from content, so content can be created or simply plugged in.
- Development is easy and intuitive.

A complete enterprise mobile application platform

OpenText delivers a complete enterprise mobile application platform that enables organizations to create, develop, and deliver compelling mobile applications for their workforce, partners, and customers. OpenText Wave Mobility includes the following:

Wave Studio

- The design tool helps build the complete user experience in a matter of days.
- This significantly lowers the cost of delivery to a broad range of devices.

Wave Publisher

- Bring Your Own Content (BYOC), and it will be displayed, along with all forms of media, in the appropriate format.
- The publishing tool is easy to customize with graphical Wave Studio design tools.

Wave Explorer

- The delivery tool uses the phone's native capabilities, including maps, location, text messaging, phone calls, etc.—all native APIs.
- The single design has been adapted, optimized, tested, and certified for over 900 mobile devices.

The world is going mobile. Just to remain competitive, you need some sort of mobile application, but if you want to leap beyond your competition, you need something exciting, something dependable, something affordable.

Mobility is moving

Gartner forecasts global downloads to increase in 2011 to 17.7 billion up from 8.2 billion in 2010, and the mobile application revenue is projected to exceed \$15 billion in 2012. Applications are the new standard for the mobile user experience, and they need to be accessible, versatile, and secure, and do it all at a low cost.

More than brand awareness

In today's market, you need to be able to build your organization's marketing presence and brand awareness through mobile applications—but you also need to do so much more than that. You need to be able to service and interact with your customers and your workforce, wherever they are; you need to take advantage of the new business models for content that mobility offers; and you need to make the most of the new types of engagement we work with today.

Mobile applications are becoming a pillar of digital strategy, and organisations need a mobile platform to manage each stage of their mobile development lifecycle: tactical, developmental, and strategic. Distinct challenges in each stage need a solution that spans the mobile lifecycle, so a flexible, scalable solution is vital.

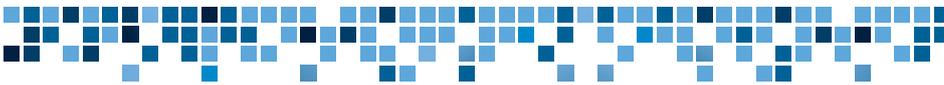
Another important factor is that you need to be able to manage your mobile development lifecycle costs. "Build It Yourself" attempts are not sustainable and development from scratch takes too long. Multiple mobile device operating systems and form factors create cost multipliers and development complexities by managing multiple technologies, vendors, and methods. This usually results in high support and maintenance costs to develop mobile applications.

OpenText Mobile Wave Platform: Innovative, dependable, and affordable

OpenText Wave Mobility is the mobile framework within OpenText ECM Suite. Wave Mobility provides powerful mobile application development technology that customers can use to create, develop, and deliver mobile applications both inside and outside their firewall.

OpenText provides a scalable software platform that provides the infrastructure essential for successful mobile, content-driven applications. The high-performance platform enables our developers and our customers to focus on the highly creative task of realizing exceptional and innovative e-user experiences.

The solution reduces lifecycle costs with intuitive features that make it easy to update content—simply plug it in or update it as easily as you would update a website—or to alter the layout.



OpenText Mobile Wave Platform equips you with one mobile application platform with the ability to build a rich and engaging mobile experience for your workforce, your partners, and your customers. You can easily change content, functionality, and the layout structure of an application knowing that you will continue to benefit from the inherent support of native features and functionality across the most comprehensive range of mobile devices.



Solutions across the mobile lifecycle

Distinct challenges in each stage need a solution that spans the mobile lifecycle:

| Tactical Mobile Application Support | Developmental Mobile Application Support | Strategic/Production Mobile Application Support |
|--|--|--|
| <ul style="list-style-type: none"> Supports mobile applications deployments as prebuilt apps for OpenText ECM Suite or to build their own mobile application Revenue driven and departmental in scope Single native application development | <ul style="list-style-type: none"> Provides capability to develop and test applications using Wave tools For pilot or pre-production and staging capability Multiple applications developed requiring mixed development tools and methodologies Mobile application development across multiple lines of business | <ul style="list-style-type: none"> Enterprise scope, IT/TCO driven Wave Platform based development that may be hosted by OpenText or deployed on-premise Scale from “pay as you grow” single-application hosting model to unlimited on-premise enterprise license |

Benefits that make OpenText Mobile Wave Platform distinctive

OpenText Wave Mobility offers several major benefits including the following:

1. Take the risk and expense out of mobile application development.

Compared with traditional approaches, OpenText reduces the cost and complexity of deploying rich mobile services that reach the widest audience with the highest quality experience.

2. Bring Your Own Content (BYOC).

OpenText enables organizations to have a flexible content strategy, allowing them to rapidly change services, content, and features from any content source.

3. Scale as you grow.

Organizations can mobilize web services, digital assets, applications, and mobile strategies, ensuring delivery of high-quality mobile applications to large consumer audiences and workforces that use a broad range of mobile devices.

With OpenText Mobile Wave Platform, your organization can achieve the following results:

- Maximize adoption.** With the highest-quality mobile user experience available, extend your web content and services with rich functionality, performance, and reliability that will ensure maximum adoption. Achieve implementation excellence with rapid delivery using extensive real-world experiences that embrace clients’ unique technical and business environments.

Increase take-up via demographic targeting and easy instant-access provisioning and distribution.

- Improve the efficiency of your mobile application development.** Use technology, tools, and a project methodology that launches sophisticated services within weeks. Manage the complexity of the mobile industry’s myriad of technologies, value chain participants, and distribution channels.
- Get the most return on your mobile investment.** Focus on business goals, such as audience acquisition, usage, and monetization, while aligning the economics of delivery to clients’ budgets.

A new kind of mobile user experience

Dealing with the complexity of the mobile market without the right technology is simply too risky and too expensive. OpenText provides flexibility for your mobile solution investment by enabling native applications development across all Smartphone and tablet devices.

OpenText Wave Mobility is optimized for speed of deployment in tandem with responsiveness to change, allowing you to achieve rapid, maximum distribution of your applications by deploying in every application store around the world—before your competitors.

For more information about OpenText Wave Mobility, please visit www.opentext.com.