

From Engagement to Insight: OpenText™ Release 16 and EP2

Today's disruptive digital technologies, like the Internet of Things (IoT) and Intelligence of Things, have radically transformed both enterprise and consumer spaces, re-shaping our expectations of how we work, collaborate, and conduct business, whether for commercial or personal purposes. Our capacity to generate and collect information is greater than ever before, and deriving meaningful insight from it is the next major transformative activity for business that will fuel further disruption but also open up new possibilities and set the stage for new business models.

OpenText Release 16 and its Enhancement Packs (EP1 and EP2) can help you take advantage of this by offering the only complete solution for Enterprise Information Management (EIM)—with a comprehensive view of how information flows in a digital enterprise from Engagement to Insight. OpenText EIM:

- brokers the flow of information for initial and ongoing interactions with both consumers (B2C) and enterprise customers (B2B) through Customer Experience Management (CEM) and Business Network (BN);
- captures and orchestrates the flow of information across complex business processes with Business Process Management (BPM);
- organizes and stores all the information assets in Enterprise Content Management (ECM);
- adds content intelligence to those information assets with Discovery; and
- delivers insights from content and data spread across and beyond the enterprise to the point of business impact with Analytics in order to provide feedback and improve upon engagement with customers.

IMPROVING USER PRODUCTIVITY IMPROVES THE ENTERPRISE

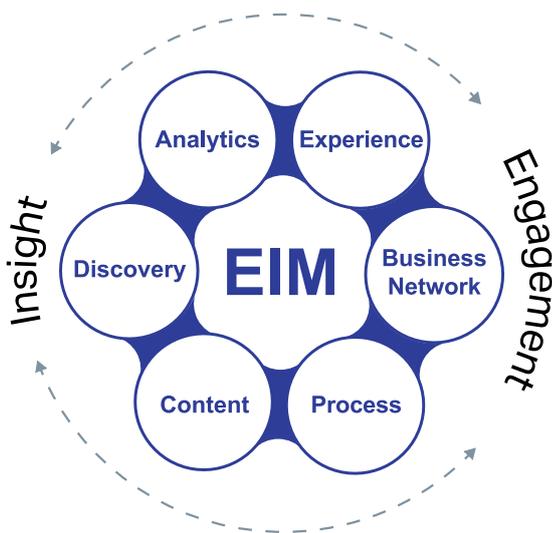
In a digital world, the winning organizations will be the ones that find new customers, discover new markets, and pursue new revenue streams using digital channels. In OpenText Release 16 and its first Enhancement Pack (EP1), we created the most complete digital platform that supports the complete flow of information across the digital enterprise from Engagement to Insight, allowing organizations to compete in today's world. With EP2, we significantly enhanced user productivity, information flow integration, and ecosystem connections to further strengthen the enterprise.

OpenText Release 16

In Release 16, we created the most complete digital platform with the flexibility of the cloud, the ability to increase value, deep functional capabilities, the efficiency of information flows, and a focus on mobility. It was the culmination of many compelling events and investments:

- More than \$2 billion US in organic and acquisitive investment
- A hybrid strategy offering the flexibility to align with customers' IT vision, budget, and requirements—cementing our position as the number one EIM cloud
- Embedded analytics and reporting across all product lines and use cases for powerful business analytics and insights
- Deep functional enhancements and heavy integration focus

Completely new user interfaces delivered leaps in usability, along with more intelligent search, embedded analytics and reporting, and mobility for better experiences both inside and outside the organization. Whether organizations need to manage contracts, customer experiences, vendor information, legal discoveries, or procure-to-pay processes, Release 16 provides the right solution to digitize, automate, and optimize their information flows.



Enhancement Pack 1 (EP1)

EP1 adds even more to Release 16 and enables organizations to keep up with today's accelerated pace of change. It is the first in the Release 16 enhancement pack series, and with it, we support the complete flow of information across the digital enterprise, from Engagement to Insight. Organizations are quickly moving to the cloud and consumers are accessing more products and services using their mobile phones, so requirements are being driven toward automatic, on-demand self-service, and 24/7 availability.

Enhancement Pack 2 (EP2)

Release 16 EP2 is the second enhancement pack for Release 16, and the key drivers behind EP2 were user experience and productivity. While developing these two drivers, we focused heavily on cloud optimization, mobility, smart UI, automation, flexibility, self-service, and creative collaboration. With EP2, we continue to facilitate the complete flow of information for the digital enterprise, from Engagement to Insight, across our own portfolio of software, but also with third parties you use every day.

Enhancing user productivity

There is no better way to bring more value faster to a business than to improve user productivity. EP2 brings significant user and productivity enhancements across Release 16 with improved user experience, self-service, and self-provisioning.

In EP2, our user and productivity enhancements include

- In OpenText™ Experience Suite, user experience and self-services have been enhanced and collaborative capabilities and the capacity to derive insight from them have been expanded across the enterprise and externally along with support for cross-channel survey campaigns and multi-audience testing. EP2 also features expanded cloud support for OpenText™ Web Experience Management, OpenText™ Exstream, OpenText™ Qfiniti, and OpenText™ Explore.
- In OpenText™ Business Network, new mobile support for OpenText™ Active Orders enables customers to review, accept, or reject orders on the go and provides support for order management workflow for the mobile workforce. Enhanced partner provisioning and service set-up capabilities for OpenText™ Trading Grid™ and OpenText™ Active Applications give customers more flexibility, speed, and control to personalize B2B integration services while decreasing reliance on OpenText support services. A new Business Event Notification service provides real-time alerts and improves productivity with accurate and timely status notifications.
- In OpenText™ Process Suite, design time improvements and security enhancements further simplify and speed application development. Integration advancements make data exchange with external systems easier, and a focus on low-code application authoring enables business users to quickly design and provision process-based applications across the enterprise.
- In OpenText™ Content Suite, EP2 continues to transform the user experience to improve personal productivity and the organization's process productivity. In Content Suite, the Smart UI simplifies workflow, collaboration, viewing, and records management. Content Suite EP2 also includes new data visualization and reporting widgets, a new mobile experience and deeper integration with Microsoft® Office Online. Personal productivity is also built into OpenText™ Document Management, eDOCS Edition EP2 with a new desktop UI with tiles that make recent and important information just a click away.

“The new web interface introduced with OpenText Content Suite 16, combined with Microsoft® Office Online integration, is seamless and simple to use, and it worked 'out-of-the-box' with zero effort on the part of the end user. For us, this is a win-win solution, resulting in easy collaboration and content management oversight, for both end-users and organizations alike!”

JOHN ORAM, DIRECTOR, ICT & KM, CARE CANADA

Integrating information flows

Seamless integration of all the information flowing through your enterprise—across functions, across business units, across the world—means you can make the most of everything you know. With EP2, we continue to expand our support for the complete flow of information across the digital enterprise, from Engagement to Insight, with new integrations across our Release 16 portfolio.

In EP2, our information flow integrations include

- A new integration of OpenText™ TeamSite with OpenText Media Management (OTMM) means digital assets that are available in OTMM will be easily accessible for content authors to use within TeamSite, without having to jump applications.
- OpenText Optimost has been integrated with OTMM to enable existing OTMM customers to leverage approved assets for Optimost experiments, as well as access performance metrics for the assets.
- OpenText™ LiquidOffice has been integrated with OpenText™ Exstream to support customer communication workflows, and EP2 also provides a deeper integration of LiquidOffice with OpenText™ Content Server to support document workflows.

- In Business Network, OpenText™ Active Invoices, OpenText™ Active Intelligence, and Active Orders have been integrated with the latest and go-forward Trading Grid platform, while OpenText™ Trading Grid™ Analytics and data blending capabilities have been extended to all OpenText™ Trading Grid™ Messaging (TGMS) customers.
- OpenText™ Analytics has been integrated with OpenText™ RightFax™, OpenText™ Fax2Mail™, and OpenText™ Notifications to power improved reporting and analytics for on-premises and cloud secure-messaging customers.
- Process Suite has been integrated with Business Network to deliver OpenText Business Process Management (BPM) in the cloud, giving customers the ability to automate unique business processes and support complex integration requirements. The first use case delivered in EP2 gives Active Invoice with Compliance (AIC) customers the ability to auto-provision non-EDI trading partners based on introspection of invoices submitted via email attachment.
- With EP2, we introduce OpenText Analytics for Notifications and OpenText Fax2Mail. These offerings are the result of integrating OpenText Analytics with Citrix® XenDesktop® (XDDS) to provide analytics capability for cloud secure messaging customers.
- Improvements in the OpenText Extended ECM integration with Process Suite enable greater usability of workspaces and tighter connections between content and processes in applications built using the low-code platform.
- Content Suite EP2 uses integration and integrated information flows to improve productivity and automate business processes. OpenText™ Connected Workspaces are supercharged with a new Microsoft® Outlook® add-on to browse workspaces and add content directly from Outlook. Case-based OpenText® Records Management is automated by applying retention to entire workspaces. Machine learning in content capture also drives extreme automation in initiating information flows. Document generation and distribution is automated with OpenText® Document Presentment deeply integrated into OpenText ECM solutions.

Connecting the ecosystem

Building a truly competitive enterprise includes working the unique way your enterprise works and that involves many ecosystems. EP2 introduces additional ecosystem integrations with more connectivity—as well as new solutions.

In EP2, our ecosystem connectivity enhancements include

- Deeper, productized integration of TeamSite with Marketo® has been established in order to orchestrate consistent, integrated web and email campaigns.
- A new direct and deep OTMM integration with Adobe® Creative Cloud® enables designers to reuse media assets and streamline creative processes.
- LiquidOffice has been integrated with Microsoft® SharePoint® to enable form and document export.
- Exstream customers can now use the Input and Output connectivity from OpenText™ Communications Center to access the ecosystem connectors (SAP®, Salesforce®, etc.) as well as destinations such as OpenText EasyLink, Content Server, and OpenText™ Archive Center.
- Implementation of new customer-requested functionality in RightFax provides redesigned and simplified MFP connectors and updated third-party certifications.

- Content Suite EP2 strengthens integration with leading applications with new offerings for Extended ECM for SAP S/4HANA®, Extended ECM integration with SAP Cloud for Customer (C4C), Document Presentation for Cloud and integrated into Salesforce, SAP® SuccessFactors® and SAP® Hybris® Marketing, Archiving for Oracle® EBS and OCR Service for Concur®. Other enhancements include Lightning and Salesforce 1 UI/mobile support, VIM Integration into SAP S/4 Hana® Cloud, and improved OpenText Business References to strengthen visibility, functionality, and bulk operations via Extended ECM. New and updated solution accelerators are available to support OpenText™ Engineering Document Management and OpenText SAP DAM into OpenText™ Core as a delivery application. eDOCS DM provides a new RESTful API so that eDOCS data can be easily leveraged in external applications.

The Complete Engagement to insight flow

Do not allow vital business insights to sit untapped deep within the massive amounts of content and unstructured information that is collecting at your organization right now. Embrace digital disruption: unlock the value of your information with Release 16 and Enhancement Pack 2, which brings with it the most comprehensive view of how information flows in a digital enterprise from Engagement to Insight.

For more information, please visit www.opentext.com/16.

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