

opentext™

Gain the Information Advantage:

Switch from IBM to OpenText

Position Paper

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Executive Summary

Choosing the right technology vendor is vital to an organization's success.

If a technology vendor is hesitating to focus on cloud-first solutions and showing decreasing R&D investment in key areas, its customers are vulnerable to several risks, including lack of innovative capabilities, lost productivity and high total cost of ownership.

It's time to be digital. Companies who invest in, build, and own their digital capabilities today will be the digital leaders of tomorrow.

Getting there means deploying Information Management (IM) technologies to secure the Information Advantage—using an organization's information to its full potential, to generate insights and deliver new solutions. It also means leveraging IM to power modern work by [connecting content](#) with the right people and processes when they need it, and to drive digital and [resilient supply chains](#).

Achieving these capabilities means working with a technology partner who is a leader in the market, and who will not only meet an organization's requirements, but help accelerate its digital transformation.

Those IBM customers who choose to switch to OpenText will partner with a global leader in Information Management. They will benefit from massive, ongoing investments in R&D across both Content Services and Business Network Clouds, so they always have the latest capabilities at hand. They will have flexibility of choice in delivery—off-cloud, private cloud, public cloud or a hybrid model—and they will benefit from IM capabilities as API services, allowing them to quickly integrate, build and customize applications to their needs.

Industry analysts have named OpenText a market leader in content services, and a market leader in supply chain solutions. And customers who have already made the switch from IBM give high praise to our solutions and service.

The time to switch is [now](#). Move to OpenText, become a digital leader, and shape the future of your business.

Be Digital

Information can be an organization's greatest asset, if companies can learn how to engage meaningfully with it. This is the secret to success—to becoming a leader—in a world of constant disruption.

Today, the world's best-run organizations are defined by their ability to drive technology-led transformations. They are global and connected, automating tasks and processes across clouds and the edge. They invest in, and own their digital capabilities.

Most importantly, they are moving from a process advantage to the Information Advantage. These companies leverage digital technologies to use information to its full potential, generate insights, and create new offerings and business models. They wield information to drive predictive analysis, so they can prepare for disruption and respond to it—fast.

For those who want to be digital leaders, securing the Information Advantage means leveraging the latest Information Management (IM) technologies to redesign business processes for a digital future. These technologies help businesses build a competitive advantage and propel growth—whether it's by powering modern work, digitizing supply chains, creating modern customer experiences, building cyber resilience or driving the API economy.

For example, IM helps organizations manage content to prevent silos and ensure the right information gets to the right people—wherever and whenever they need it. The 2021 Gartner® Critical Capabilities for Content Services Platforms describes how modern Content Services utilize the power of the cloud to deliver “seamless connectivity to a broad ecosystem of suppliers, partners and customers while delivering continuous innovation.”¹ Modern content platforms make it painless for people to access the information they need by connecting content with lead applications to bridge content silos, expedite information flows and simplify governance.

Leading organizations also deploy IM to integrate their business and supply chains—connecting people, processes and technologies through a single digital infrastructure. As IDC points out, cloud-based business network solutions with scale and global reach deliver a competitive advantage: “In today's fast-paced, highly analytical supply chain, the use of networks to facilitate commerce and collaboration can mean the difference between meeting supply chain performance goals and not meeting goals.”² Modern business network solutions establish the necessary digital backbone for streamlined connectivity, secure supplier collaboration and real-time business intelligence.

The advantage of IM technologies is clear. For businesses, they are the difference between passively watching the digital revolution and actively shaping the future of the digital realm.

OpenText is #1 in IM. We know that the Information Advantage cannot be secured through lagging technology vendors, such as IBM. By switching to OpenText, companies will benefit from new capabilities that will help increase their competitiveness, propel innovation and drive growth, even in the face of disruption.

Why Information Management?

Humanity is generating more information than we ever have... and substantially less than we ever will again. By 2025, the total amount of data in the world is forecasted to hit 180 zettabytes.³

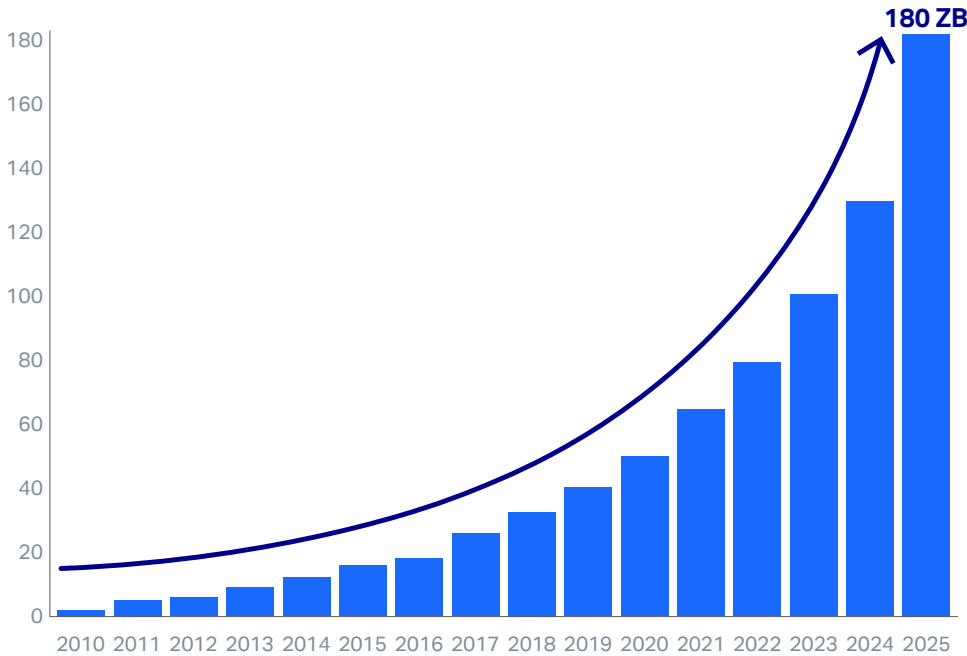


Figure 1:

The Exponential Growth of Information⁴

Information Management helps businesses harness this massive volume of information and embrace the insights it brings. IM is the crux for building frictionless, secure and compliant digital ecosystems. This is as true in employee collaboration and productivity as it is in integrating and managing supply chains. IM solutions are proven to reduce risk, cut costs and grow revenue.

Connecting everything that truly matters to your business in a manner that is secure, scalable and compliant is the foundation for becoming a digital leader. And with the digital and regulatory landscape evolving constantly, it's critical to have the right IM partner with proven expertise and an aggressive R&D program to make sure you always have the latest capabilities at hand.

Content Services solutions should seamlessly integrate content into critical business applications, automate complex processes and address new business needs as they emerge. **Business Network** solutions should provide frictionless information exchange in any format or protocol, end-to-end visibility of the supply chain ecosystem and a digital backbone to underpin future digital initiatives.

The right partner will deliver solutions, products and services in a cohesive ecosystem that not only meets customers' requirements but empowers them to accelerate and expand their digital transformation.

When choosing a strategic partner for IM, deployment choice and flexibility is an important consideration—whether it's off-cloud, private cloud, public cloud, or a hybrid model.

- **Public cloud:** An extensive multitenant portfolio is important for setting up new capabilities quickly to meet the evolving needs of businesses, from intelligent capture and content management to archiving, e-signature and others.
- **Private cloud:** Cloud-native single-tenant offerings delivered as a managed service with major cloud providers or the technology partner's own cloud are important in highly regulated industries and give organizations maximum flexibility and control.
- **API services:** The ability to leverage discrete IM capabilities as API services allows organizations to quickly integrate, build and customize applications to their needs while only paying for what they consume.

Whatever their path of choice, to find the right partner, organizations need to look to companies who are proven leaders in Information Management.

OpenText: Accelerate Business in the Cloud

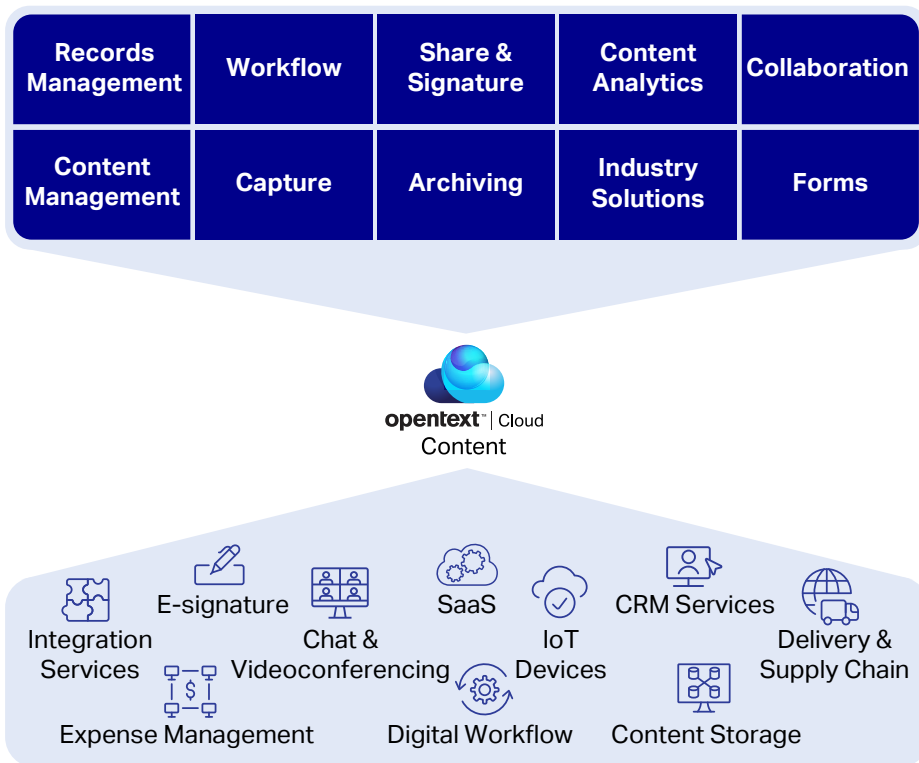
OpenText is a world leader in Information Management. Our solutions empower digital businesses to be more intelligent, secure and connected, so they can accelerate growth and thrive through disruption. We deliver best-in-class solutions at scale across public cloud and private cloud, and offer deep integrations with core business applications. IBM customers who switch to OpenText will benefit from incredible capabilities across our Content Cloud and Business Network Cloud.

OpenText Content Cloud

OpenText Content Cloud is an integrated suite of services that manages the entire information lifecycle, from capture to use to archiving. It allows organizations to choose the content services components that best suit their needs, empowering organizations to focus on using information to drive strategic growth and productivity.

Figure 2:

OpenText Content Cloud: Integrate Information from Key Business Processes



Flexible Deployment Options

The OpenText Content Cloud is engineered to run anywhere and give customers the flexibility to deploy in the destination of their choice, whether that is the OpenText Cloud or one of the OpenText Cloud Partners, including Google Cloud Platform, Amazon Web Services (AWS) and Microsoft Azure. OpenText provides Cloud Managed Services to help organizations plan, execute, and manage their entire cloud strategy, regardless of their cloud destination.

With a modern cloud-native architecture, OpenText vastly simplifies upgrades and encourages portability of workloads. OpenText Core multitenant SaaS applications enable organizations to connect content with business processes and quickly deploy tailored solutions.

Connect Content to Digital Business

Our mantra is to make information readily available to the people and processes that need it, when they need it. OpenText Content Cloud connects content to your business in two vital ways:

- 1. Integration with lead applications:** OpenText Content Cloud builds bridges between central content management platforms and the applications that power ERP, BPM, SCM, CRM and other critical processes. Once these applications are integrated, governance policies can be applied to data as it is created. Information can also be extracted and distributed across the organization as needed.
- 2. Workflow-level integration:** This is what allows knowledge workers to be productive with all that content and data. Information is contextualized and made instantly available through workspaces and workflows.

With OpenText Content Cloud, organizations can put power behind their information to achieve enhanced agility, productivity and growth.

OpenText Business Network Cloud

OpenText Business Network Cloud leverages modern data and application integration capabilities to enable true business-to-anything (B2A) integration on a single cloud-native platform.

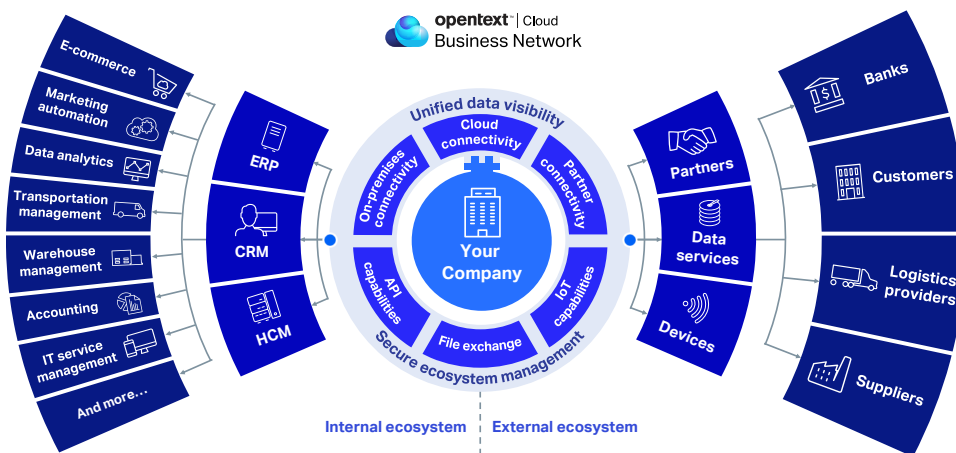


Figure 3:
OpenText Business Network Cloud

It allows companies to rapidly implement a digital backbone that supports connectivity across internal and external environments, without incremental investment in hardware, software and personnel. Connect once, reach anything.

- **Experience the power of the network:** Over 1 million pre-connected companies—including, at our estimate, 80% of Gartner’s 2021 Top Supply Chains⁵—leverage OpenText Business Network Cloud, exchanging more than 26 billion transactions with a collective value of \$9 trillion USD.
- **Leverage a single unified platform:** Support complex integration needs and demands with a single solution to increase process automation, improve governance and accelerate time to value, speed and reuse with a modern, microservices-based cloud platform. Support any-to-any mediation between regional and industry document formats or communication protocols.

- **Embrace the API (and everything else) economy:** Business Network Cloud offers an extensive library of API connectors to seamlessly integrate with business systems such as SAP S/4HANA, Salesforce, Microsoft 365 and supply chain applications. It is also integrated to the OpenText IoT platform, allowing companies to establish secure digital twins for extended insights into the physical supply chain.
- **Benefit from Self-Service or fully Managed Service:** Business Network Cloud allows companies to reduce their integration costs by up to 40%, while empowering users with extensive self-service tools, including partner onboarding, document mapping and support. OpenText Managed Services can help fill resourcing gaps and augment existing IT teams with additional people, processes and technology.

Business Network Cloud enables organizations to establish a single integration platform that helps build resilience to mitigate future business disruptions, and delivers the flexibility, visibility, collaboration and insights that today's companies need.

Partner with a Leader

If you are looking for additional reasons to consider partnering with OpenText, our market leadership in Information Management is clear in the high praise our solutions receive from industry analysts and our customers.

Content Services

OpenText has publicly stated it will invest over \$2.2B in R&D over the next 5 years, with a large portion going to the Content Cloud. We build on 30 years of pioneering innovation to offer a comprehensive Content Services Platform that provides content-focused services, repositories, APIs, solutions and business processing.

With this long-time proven experience, OpenText is a valued collaborator and supplier to the largest and most progressive private and public organizations around the world. We deliver Information Management in the cloud at scale, with unmatched experience and expertise in the most complex environments. We also have long-standing partnerships with the largest enterprise software providers—SAP, Microsoft, Oracle, Salesforce and more. OpenText is recognized as an industry leader in forging a vision where integration across processes is central to maximizing the value and minimizing the risk of business content.

Market analysts recognize OpenText as a content services leader year after year. In 2021, OpenText was named a Leader in the Gartner® Magic Quadrant™ for Content Services Platforms, for the 17th consecutive year.⁶

And customers from around the globe see improved business results with the OpenText Content Cloud:

- We helped [FDN](#) **reduce their contract drafting from approximately six months to five days**. We also reduced their operational costs and eliminated 25% of paper usage.
- We helped [Engie Italia](#), improve their customer service support by cutting the time it took to generate customer documents from **3 days to just 30 minutes**.
- We helped the [County of Los Angeles](#) streamline their HR record access and employee onboarding while also **saving \$3.4 million per year**.
- We helped the IT department at [BMO Harris Bank](#), decommission legacy applications and move to an archiving solution, **saving \$5 million a year**.
- We helped a [Local County Government](#) with text mining and analytics to **auto classify nearly one billion old emails** and avoid huge potential fines.

Organizations do not need to settle for sub-optimal Content Services. They can make the move to OpenText and find a stronger way forward, with a leader praised by customers and analysts alike.

Business Network

OpenText operates the world's largest business network, and for the second year running IDC has positioned OpenText as a leader in the [MarketScape for Multi-Enterprise Supply Chain Commerce Networks](#), a ranking that looks at the network, integration and application capabilities of vendors in the market.

Simon Ellis, Program Vice President at IDC said, “OpenText Business Network combines managed services and cloud supply chain applications to facilitate the efficient, secure, and compliant collaboration between people, systems, and things—providing a true foundation for establishing a future proof digital backbone to support business growth and transformation initiatives. OpenText offers the largest connected community with global scale and reach.”⁷

OpenText continues to invest significantly in R&D to support global customers and drive their business growth. Here are some examples of how our customers are benefiting:

- [James Hardie Inc.](#), a leading building products company with B2B customers around the world, recently switched from its previous integration vendor to OpenText. The new cloud-based system eliminates costly hardware and software requirements, delivers scalability and support for global growth, and provides efficient, secure exchange of information for greater network efficiency and visibility.

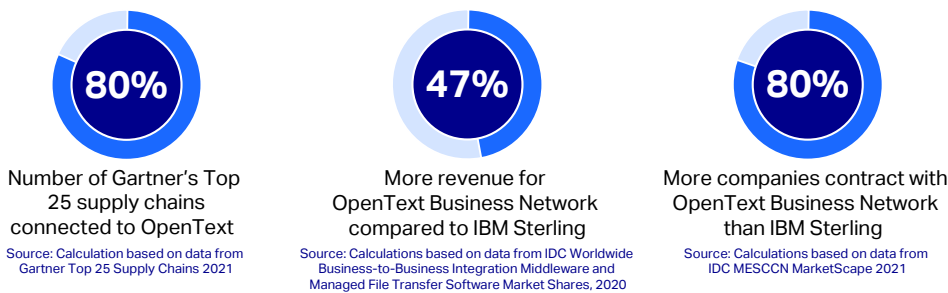


Figure 4:

Business Network: Partner with a Leader^{8,9,10}

- **One of the largest Consumer Packaged Goods companies in the world** chose OpenText B2B Managed Services to replace its IBM EDI infrastructure. This company was undertaking a migration to SAP S/4HANA and their IBM integration environment did not provide the flexibility or scalability that they needed to support this migration initiative. Leveraging B2B Managed Services, this company is now able to seamlessly integrate to SAP and provide a single digital backbone to support future business growth.
- A **North American frozen food producer**, operating in multiple countries and with products known around the world, leveraged OpenText B2B Managed Services to provide additional resources to support their B2B integration environment. This ensured business continuity and at the same time allowed internal IT resources to be redeployed onto other IT projects across the company.

The OpenText Business Network Cloud provides insights and flexibility to the largest supply chains in the world, empowering them to anticipate and respond quickly to both opportunities and disruptions. With Business Network Cloud, businesses of all sizes can focus on growth, build resilience and thrive.

The Time to Switch is Now

If your current technology vendor is providing sub-optimal solutions and service, now is the time to switch to a true technology *partner*. For IBM customers, especially, staying with a lagging vendor carries multiple risks, and a move to OpenText offers numerous rewards.

Content Services

With the well-publicized financial troubles at IBM, its Content Services product line has been shuffled around to different divisions in recent years. As investments in IBM Content Services have declined, key ECM executives have departed, and many jobs have been cut.

IBM moved Content Services development and support of CMOD to IBM partner Unicom. With IBM's lack of commitment to Content Services, many industry observers speculate that it's only a matter of time before they sell off the product line to another company or retire it altogether.

Many IBM customers report they have a hard time finding experts who are able to work with them, so they're trapped on older versions of FileNet that are heavily customized, expensive to maintain and difficult to upgrade. With sub-optimal technology, they're experiencing an "opportunity cost" in terms of lost productivity, and slower growth for their businesses.

With IBM's lack of multitenant SaaS content services applications, limited business application integration, lack of content services roadmap and investment, in addition to moving its Global Technology Services to Kyndryl, an independent company, IBM cannot be relied upon for future success.

	OpenText	IBM
Public cloud (SaaS)	Extensive multitenant portfolio including Capture, Content Management, Share, Archive, eSignature, etc.	No multitenant offerings for Content Services
Private cloud	Managed Services with options for OpenText Cloud, AWS, GCP and Azure	IBM Global Technology Services (GTS) spun off to Kyndryl
Integrations with apps	Productized integrations with SAP, Salesforce, M365, SuccessFactors, etc.	Productized integration with Lotus Notes. Other integrations are PS-intensive and expensive
Company focus	Content Services is OpenText's primary business Aggressive program of R&D investments	Shuffled into different orgs at IBM Failure to make significant investments in CS

Figure 5:

Content Services: Partner with a Leader

Having a stagnant vendor without a clear roadmap means customers cannot benefit from new innovations. These are the risks:

- **Access to expertise:** There are a declining number of SMEs to support the technology.
- **Getting stuck on old versions:** Lack of support will make it difficult to move to new versions.
- **Lost productivity:** Employees aren't reaping the benefits of content services.
- **Path to the cloud:** Lagging vendors may be unable to support the company's cloud aspirations.
- **High total cost of ownership:** Maintenance, managed services fees, etc., add up quickly. The investments companies made a decade ago may be for innovations that are now commonplace, yet they continue to pay a premium rate.
- **Security:** Lagging technology vendors leave customers vulnerable to security risks, with reduced response time and lack of updates. Legacy systems may age-out to the point where they can no longer be securely maintained.

OpenText is the best option if you are looking to modernize your infrastructure and move to the cloud to accelerate processes, increase productivity and pave the way for growth.

Business Network

Today's global supply chains are facing an unprecedented number of disruptions—container shortages, labor shortages, and, of course, the global pandemic. Companies need to be prepared for the next disruption, with improved resilience around business operations and an IT environment that allows them to recover faster than ever before.

On prem or hosted integration solutions, like those some IBM customers are using, will not help build this agility. Cloud adoption is accelerating at unprecedented levels. Why? Because a cloud-based integration environment provides several advantages:

- **Flexibility:** Enable business continuity by ensuring information is accessible from anywhere in the world and additional suppliers can be quickly connected.
- **Collaboration:** Strengthen day-to-day supplier relationships and allow the post-disruption condition of supply chains to be quickly determined.
- **Visibility:** Benefit from a single integration platform to access real-time views of shipment disruptions and information flows across the end-to-end supply chain.
- **Insights:** Leverage supply chain information from across the extended digital ecosystem to make faster decisions and optimize business processes.

There are several clear reasons why IBM Sterling customers should consider switching to OpenText:

1. **Declining VAN revenues with no innovation:** Lack of investment in its core network will impact IBM customers' ability to execute digital transformation projects. OpenText introduces new innovations on Business Network Cloud every 90 days and continuously invests in our solutions.

- 1. Sterling's focus on prem or hosted integration solutions:** IBM's lack of development in cloud-first applications will hinder the business growth of IBM customers. OpenText solutions were built from the ground up to be cloud first. We have invested over \$3 billion in our Business Network in recent years.
- 2. Use of third-party developers to build and maintain integration solutions:** Customers want a true business partner, not a patchwork of vendors. Relying on third-party vendors to provide key components will hamper innovation and restrict the opportunity for developing new capabilities. OpenText solutions are developed in-house with our own engineering and development teams.
- 3. Sterling solutions have no dedicated supply chain applications:** Customers are unable to leverage the transaction flows across their network to derive business insights and drive improved business process optimization. OpenText offers a suite of SaaS-based applications that integrate with transactions flowing across Business Network Cloud and optimize end-to-end supply chain processes.
- 4. Misaligned focus on blockchain and AI:** IBM wants customers to run before they can walk. Companies need to establish a digital foundation before exploring new disruptive technologies. OpenText focuses on technologies that offer immediate value to our customers, where 100% of a supplier community is connected and exchanging electronic business transactions.
- 5. History of divesting business operations:** IBM recently divested part of their operations into Kyndryl. Could they do the same with Sterling solutions? OpenText can offer IBM customers future investment security as we own our data center infrastructure and, rather than divest business operations, we have acquired nearly 70 companies over the past 30 years.

Organizations will not be able to remain competitive in the market if their vendor is a laggard, rather than a leader. OpenText offers flexibility and scalability in a secure, cloud-first platform that supports business growth and provides a competitive differentiation in an increasingly complex global market.

How to Start the Information Management Journey

Organizations expect their Information Management solutions to help them solve challenges and achieve business results. They require an exceptional user experience, with systems that are always available at optimal performance, while effectively securing information.

Implementing a successful IM solution has many challenges and points of risk. Not all organizations want to maintain the necessary in-house skills and expertise to plan, deliver, and adopt a successful IM solution. OpenText Professional Services enable successful digital transformation by providing comprehensive services across all phases of the IM solutions lifecycle. These range from planning to implementation, through to adoption, operation, and continuous improvement.

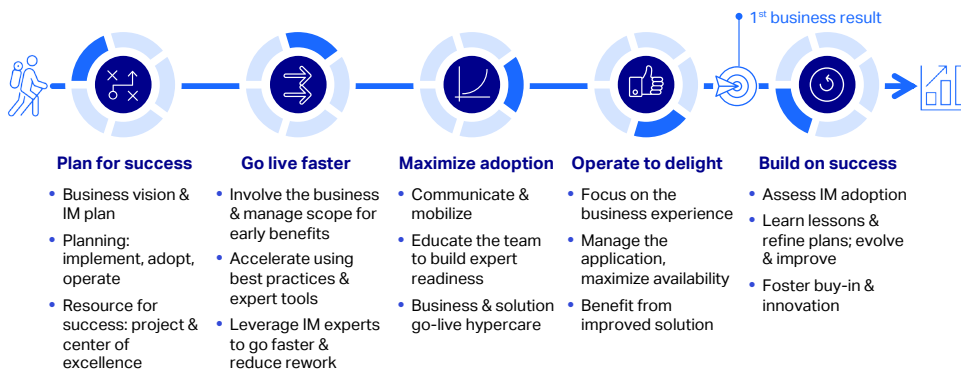


Figure 6:

OpenText Professional Services: Plan Strategically, Execute Tactically

OpenText Professional Services offers the largest pool of OpenText IM product and solution certified experts in the world. They bring market-leading knowledge, creativity and field experience spanning more than 25 years and 40,000 engagements. The delivery teams are global and organized into Centers of Excellence, allowing for capability and flexibility in aligning with customer requirements and preferences.

With over 2,000 Managed Services customers, OpenText Professional Services also securely operates, monitors, and optimizes IM solutions for organizations, providing customers flexibility and security with guaranteed service levels, as well as predictable operating costs.

As the product vendor, OpenText delivers as one team. We deliver unparalleled access to Customer Support and Product Engineering experts, all of them dedicated to a customer's success and satisfaction with OpenText products and deployed solutions. Customers benefit from this one-team accountability and innovative problem-solving commitment.

Contact [OpenText Professional Services](#) to see how we can optimize your IM digital transformation.

Choose to Be a Digital Leader

Customers who choose to make the switch from IBM to OpenText will join a community of digital leaders. These companies have moved from their previous vendors to partner with OpenText. They are leveraging IM technologies to accelerate their digital transformations and shape the future of business.

Read some of their stories below to discover how.



Metro Vancouver regional district government has approximately 1,300 employees and serves a population of 2.1 million.

After running IBM FileNet for 10 years, Metro Vancouver needed a more flexible document and records management solution to help streamline administrative processes, improve employee productivity through faster and easier information retrieval and provide a single, authoritative repository for storing and organizing electronic and physical documents. The region also required a more sophisticated records management solution to manage the classifications and retention schedules of all types of business content to safeguard the organization against the risk and cost of content.

"If I compare OpenText to our previous platform," says Chris Plagnol, director, Board and Information Services/ Corporate Officer, "it is a far more flexible product, and the user experience is much better. We're very happy with our decision to switch to OpenText."¹¹

Read the full story [here](#).



Pacific Life is undergoing a company-wide FileNet displacement and moving to Content Suite. "When we looked at FileNet, which is a platform we've been on for over 20 years, the user experience was not great, we haven't kept up with the upgrades, and so it was a prime candidate to decommission and to move all that content into OpenText," explains Riley McIntosh, manager for Enterprise Content Management.¹² "And part of that success was our choice to go with the Managed Services with OpenText Cloud. We have been really happy with the performance, with the responsiveness, with the flexibility that OpenText Cloud and the Managed Services team has given to us."

"[We're] aligning technology and consolidating platforms and getting end users to see the value in using this platform as the go-to place for critical information for the company. We're much more agile in delivering our solutions."

Read the full story [here](#) and watch the customer [video](#) for more information.



James Hardie Inc. is the global leader in fiber cement building products, spending more than US \$20 million annually in R&D and generating revenue of more than US \$1.5 billion per year. The company needed to renovate their aging EDI environment to support global expansion.

They chose to partner with OpenText to deploy a B2B Managed Services environment, due to OpenText's leadership in Global Shared Services and EDI.

With ambitious expansion plans, OpenText's global coverage was also a factor in the decision. James Hardie wanted to optimize operations from a single platform for EDI globally, with a strategic partner to help manage it.

James Hardie can now scale their business quickly around the world, have reduced total cost of ownership and have better visibility and predictability.

Read the full story [here](#).



Major North American Consumer Packaged Goods Company

One of the largest CPG companies in the world, with operations in more than 175 countries, was looking to modernize its existing EDI process and toolsets to support its migration to SAP S/4HANA. The incumbent EDI platform was an on-prem solution that was proving difficult to scale and not sustainable for future business plans.

OpenText B2B Managed Services was chosen to replace the IBM EDI infrastructure, and to deliver Premium Support and Multiple Cloud Service Managers to ensure that the new environment could be seamlessly integrated to the company's SAP S/4HANA environment.

This company will now be able to establish a single digital backbone to connect with every trading partner, integrated with their new SAP S/4HANA environment. As the new EDI platform is cloud based, it will provide the agility that this company needs to support future expansion plans.

OpenText understands the complexity of digital transformation. We have built the technologies and the roadmap to get companies there, no matter where they are starting from. Today, we have 285 million secured endpoints, 100 million end users, 11 million cloud subscribers, 90,000 enterprise customers and three exabytes under management. Tomorrow, it will be more. Join our community of the world's best-run companies. Move to OpenText and become a digital leader.

The Digital Future

Think about how quickly the world moves.

Technology is constantly changing. Information volumes are expanding exponentially. Businesses are competing on a vast, planetary scale. Markets are shifting at lightspeed.

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 technologies required to accomplish this. We are a proven leader in Content Services and Business Network solutions. We offer multitenant SaaS with an extensive portfolio, and Managed Services for numerous private clouds. We deliver deep product integrations, and an aggressive program of R&D investments to keep our customers on the edge of innovation.

We also deliver modernization through a simple solution—one contract with one vendor—instead of piecemeal service and stagnant solutions. Over 6,000 dedicated OpenText professionals drive cloud R&D, global cloud operations, platform transformation—and our customers' cloud success.

Today's most successful organizations are not just keeping pace with change. They are driving it.

These are the digital leaders of today, and they are using Information Management to create the future.

For more information on how you can make the switch to OpenText, see our resources on [modernizing content services](#) and [integrating supply chains](#), or [connect with one of our experts](#).

Endnotes

- ¹"Gartner Critical Capabilities for Content Services," Lane Severson, Michael Woodbridge, Marko Sillanpaa and Tim Nelms, October 19, 2021.
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