

10 Ways to Master Modern Work

How to conquer the future of work with smarter information



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Why master modern work?

Old ways of doing business, including manual processes, isolated systems and information sprawl, are not sustainable. Organizations must digitally transform to adapt to the demands of modern work, enabling employees to work from anywhere and leverage automated, connected systems to achieve peak productivity.

Organizations will spend nearly \$1 trillion on the future of work in 2023. Holly Muscolino, group vice president, Content Strategies and the Future of Work, explains that “organizations must make ongoing investments in digital technology to attract and retain talent, increase operational efficiency, and remain competitive.”¹

Master modern work with smarter information

Information management is at the center of modern work. An organization's ability to harness the power of information will separate those that [master modern work](#) from those that fall behind. Key considerations include:

- **How businesses empower teams** to create, consume and share information as part of the employee experience
- **How smoothly information runs through** business processes, impacting operational efficiency
- **How well information is protected** while still providing ease of access and supporting collaboration

Your organization likely has many systems, tools and processes in place to manage information, but what if you could go beyond just 'good enough' and make information your superpower?

With smarter information, organizations can:

- **Address the most complex use cases** with a fully integrated platform to master content management, capture, archiving, document generation and more – and at scale, with the power to process and manage billions of objects daily.
- **Stop information chaos** by bridging content silos and business processes to make them more intelligent and connected.
- **Boost productivity** by providing information when and where it's needed so teams can make smarter, faster decisions.

This guide outlines key strategies designed to help organizations master modern work with smarter information and prepare your business for the future of work.

Let's get started.



1

Start with operational experience

Modern work is frictionless. Smarter operational experience gets you there.

Organizations have been focused on the customer experience for decades, and employee experience initiatives accelerated greatly during the pandemic, fueled in part by the Great Resignation. But organizations can never fully optimize employee productivity or deliver stand-out customer experience if they don't have a solid operational foundation.

Operational experience focuses on eliminating digital friction in the processes that fuel your business – whether that's **time spent searching for information** or navigating too many applications to get the job done.

Optimize business operations to uplift total experience



Employees will never fully optimize their productivity or deliver stand-out customer experiences if they aren't supported by a solid operational foundation.



What is digital friction?

Digital friction is the unnecessary time, effort, resources, and energy an employee has to exert using data or technology to get work done. It hinders productivity, frustrates employees and impacts customer experiences. [Learn more about reducing friction.](#)

By prioritizing operational experience alongside the customer and employee experience, and connecting all three into a total experience strategy, organizations have the power to:

- **Drive** agile business processes
- **Empower** employee productivity
- **Deliver** highly personalized customer experiences
- **Quickly adapt** to new challenges

Organizational processes involve a combination of structured, semi-structured and unstructured content. Unfortunately, critical information is often stored in silos, across multiple systems and applications, making it unavailable to processes further down the line.

This creates friction within business operations that ultimately impacts employee productivity and engagement. Over time, this friction can cause wear and tear on the vital parts of your business, eroding both employee and customer experiences.

To master modern work, organizations need operational experiences fueled by smarter information and content services that can:

- **Facilitate processes**, with out-of-the-box integrations into lead applications
- **Deliver information** when and where it's needed
- **Connect business operations** with customer and employee goals

What's next?

Prioritize operational experiences tailored to specific business functions such as HR, finance, sales, customer service and marketing, rather than a one-size-fits-all approach. [Learn how to get started with smarter operational experiences.](#)



Did you know?

95% report their organizations are impacted by digital friction, leading to impacts like decreased efficiency (46%), increased costs (43%) and decreased employee satisfaction (40%).²

95%



Quick tip

A successful total experience strategy connects operational, employee and customer experiences as part of the complete picture because every transactional process or workflow impacts both the employee and customer experiences.

2

Activate intelligent business automation

Manual information retrieval and repetitive tasks often stand as barriers to productivity. Employees burdened with these tasks may experience lower job satisfaction, increased stress and burnout.

When organizations can remove these barriers, they clear a path to more productive and impactful work. Enter intelligent process automation, a strategic approach that integrates people, processes, applications and information to enhance operational agility, expedite digital transformation and improve experiences for both customers and employees.

Free up time for more engaging, impactful and valuable work



This level of business process automation means content can not only initiate processes, but processes can also trigger content creation.

Automation technologies can only foster innovation if they're built to empower people and drive productivity across the entire organization. To fully realize the value of modern work, organizations must master process automation by delivering relevant information to the employee at the right time, supported by intelligent search and retrieval to boost productivity.

Using AI and machine learning, information is served up in context of the activity. For example, using [information capture and data extraction technologies](#), an accounts team no longer needs to manually enter invoice information into their accounts or ERP system. With more accurate invoice information, they can spend less time following up with suppliers and, if they do need to contact someone, all the information they need is instantly available.

This level of automation not only means that content can initiate a process, but also that a process can trigger creation of the related content. The information employees require can be automatically created at the beginning of a new process based on user activity.

What's next?

Robotic process automation (RPA) takes automation to the next level. Organizations can enhance their process automation applications by deploying software robots (or 'bots') that mimic screen-based human actions within larger business process.

These bots perform routine tasks such as logging into systems or applications, copying data and filling out forms, or collecting, manipulating and merging data from multiple sources, including legacy systems that do not have APIs. RPA bots interact with applications and systems just like humans do, but with higher speed, precision and security – all without disrupting the underlying IT infrastructure. This allows employees to focus on more important high-value tasks.



Did you know?

In the coming decade, automation technologies could transform 20-30 percent of the time employees spend on their job, leading to significant shifts in the skills required to be successful.³

20-30%



Quick tip

Engage your line-of-business leaders to help identify opportunities to automate. Each department has their own processes and workflows that could benefit from automation to increase productivity and improve employee and customer experiences.

3

Re-think document processing

Just because there's more information, created faster and in more formats, doesn't mean it's unmanageable. It does, however, require an updated approach to how information is acquired, processed, analyzed, and shared.

Files like invoices, sales orders, customer communications and employee records all contain valuable information, but without the ability to efficiently find, understand and act upon the data they contain, important workflows are delayed. As a result, organizations across all sectors are replacing traditional "go paperless" capture solutions with omni-channel information capture and [intelligent document processing \(IDP\)](#).

Stop processing documents manually



IDP elevates traditional capture methods by incorporating artificial intelligence (AI) and process automation to increase operational efficiency, improve customer service and boost employee productivity. Inbound content is transformed into searchable and actionable information, enabling business applications and content platforms to determine whether a document should be filed, archived or trigger an automated workflow.

With IDP solutions, intelligently extracted metadata feeds automated business processes, eliminating the need for manual content review, tagging and workflow initiation. Other capabilities that empower organizations to master modern work include:

- **Combining intelligent information capture and business process automation** to accelerate business operations at scale
- **Integrating extracted data** into everyday applications, such as SAP and Salesforce, to increase employee productivity and job satisfaction
- **Automatically classifying, filing and archiving documents** using metadata from structured, semi-structured and unstructured content to strengthen compliance and information governance
- **Eliminating hard-to-maintain legacy processes**, while leveraging continuous machine learning to train and improve capabilities over time, reducing the burden on IT departments

? What is intelligent document processing?

Intelligent document processing solutions can identify whether a document should be filed, archived or trigger an automated workflow. They can also extract important metadata to ensure the information is searchable and actionable.

What's next?

Prioritize one use case and expand over time to ensure successful user adoption as you scale. IDP can transform your business processes. Whether it's streamlining sales, customer service, accounting or HR tasks, IDP can quickly classify, search and utilize information throughout its lifecycle.

💡 Did you know?

72% of organizations prioritize their process automation efforts based on the number of repetitive manual tasks and activities.⁴

72%

! Quick tip

Flexibility is key. Choose an IDP solution that aligns with your industry requirements, business applications and organizational policies, whether you need to deploy off-cloud, in a private cloud, in a hybrid environment or within a SaaS public cloud.

4

Protect your sensitive information

As information proliferates across your network and applications, unprotected content poses massive governance, privacy and compliance risks. Without proper controls and monitoring, information sprawl can quickly become unmanageable, impacting productivity. Evolving requirements and emerging risks also require organizations to adapt quickly and proactively.

As work habits and collaboration tools evolve, so do privacy regulations, information security threats and risks of exposure. The financial and brand damage from data privacy violations or cyberattacks demands preparation, proper classification of content and active protection from threats and high-risk information access scenarios.

Make information manageable, visible and secure



By extending governance capabilities and risk management tools deeper into information ecosystems, organizations can gain control of information sprawl.



Did you know?

74% of global security decision-makers estimate their organizations sensitive data was breached at least once in the previous 12 months, and 36% estimate three or more breaches.⁵

74%

Modern work demands [better information protection](#) to ensure that organizations have access to all available information but also to the right information for the right purpose, and with the necessary controls in place to meet compliance requirements.

Remote employees, contract workers, suppliers, partners, and customers all require secure and authorized access to relevant information. That information is also being created and shared on more and more channels. By extending governance capabilities and risk management tools deeper into information ecosystems, organizations gain control over information sprawl and can explore opportunities for more efficient governance strategies using intelligent solutions.

Governance policies can assign security classifications to proprietary or sensitive documents, including documents containing personal, health or financial details. Once classified, the documents are encrypted and tightly controlled through active information protection, preventing data leaks. Certain classifications can be restricted for search and retrieval to a specific location, such as a secure network, thereby preventing access over public Wi-Fi at a coffee shop, for example.

What's next?

Use intelligent, [AI-driven automation](#) to assess risk and policy at scale, enabling comprehensive risk discovery by business users with no AI or analytics expertise. Find and deploy solutions that allow you to strike the right balance between distributed information creation and sharing and centralized control and visibility.



Quick tip

Bring [Zero Trust Information Governance](#) to your organization by implementing contextually appropriate access controls on each document, folder and workspace, ideally through intelligent automation.

5

Archive aging systems and information

Operating obsolete or inactive applications drains resources, leading organizations to accumulate growing technical debt. These systems also often negatively affect efforts for a cloud migration strategy. This diverts budgetary and technical resources that could otherwise fuel innovation and drive the business forward to master modern work.

Aging data also affects scalability, data relevance and costs and presents a mounting risk of non-compliance. Long-term IT and budget planning becomes daunting when managing dozens of individual applications, billions of records and terabytes of historical data.

Consolidate aging information in the cloud

To address these challenges and prepare for the future of work, organizations should:

- **Retire obsolete applications:** Identify and decommission outdated applications that no longer align with current business needs.
- **Comply with evolving privacy regulations:** Stay updated on privacy regulations and ensure compliance in data management and archiving practices.
- **Reduce infrastructure costs:** Explore opportunities to cut infrastructure costs through strategic archiving and modernization efforts.



As organizations transition to the cloud and pursue digital transformation initiatives, a thoughtful application retirement strategy opens an opportunity to modernize IT infrastructure and consolidate and simplify infrastructure, supporting data that is required only for compliance and occasional reference.

Information-led transformation drives cloud adoption, particularly regarding the migration of data from legacy to modern systems and databases. Implementing an effective archiving strategy can cut costs, enhance compliance, and improve data accessibility. Assess what information should remain in active applications from what can be archived or deleted.

Your archive solution should support simple and cost-effective migration of data to the cloud while improving long-term compliance, security, and productivity. When evaluating solutions, prioritize those that offer comprehensive data archiving capabilities for both structured and unstructured data. Look for solutions that provide robust compliance features to meet regulatory requirements and prioritize adaptability and scalability to accommodate future data management needs. They should offer options for managed cloud services or deployment to a trusted hyperscaler architecture.

What's next?

Maintaining legacy applications tied to your critical end-to-end business processes can result in substantial costs with limited ROI. Consider the timely retirement of outdated applications to free up resources for innovation rather than maintenance.



Did you know?

Technical debt made up nearly 25% of IT budgets in 2022.⁶

25%



Quick tip

Decommissioning legacy applications carries significant risks due to the potential impact on business functionality and information management. Find a modern information archiving solution that can help you consolidate legacy data and simplify data compliance without affecting user access to legacy data.

6

Stay agile in the cloud

Modern business environments demand agility and resilience. Teams, both within and outside organizations, need seamless information sharing to collaborate effectively. Attempting to address modern work without a cloud strategy can lead to challenges that significantly impact productivity, including:

- **Information silos:** Fragmented data without a cohesive cloud strategy inhibits collaboration.
- **Inefficient collaboration:** Lack of cloud-based solutions hampers teamwork among remote teams.
- **Fragmented employee experiences:** Inconsistent tool and information access results in disjointed experiences.
- **Inability to adapt quickly:** Without cloud flexibility, organizations struggle to respond to rapid business changes.

Making the case for cloud-based content management

Some organizations hesitate to adopt the cloud due to complex processes and compliance requirements. Others are eager to make the move but lack the resources to create and implement a comprehensive strategy.

Cloud-based content management solutions build on [traditional enterprise content management](#) (ECM), offering advanced document management, security, and governance capabilities. They enable organizations to:

- **Establish seamless workflows** and streamline access to vital business information
- **Effectively manage** expanding data volumes
- **Facilitate easy access** to processes and information to complete daily tasks
- **Provide the agility** required for digital business expansion

Organizations that opt for private cloud solutions gain invaluable flexibility and choice. A key advantage is the ability to deploy and operate content management applications within a private cloud infrastructure or through established cloud providers like Azure, AWS or Google.

Companies can also combine and customize solutions, deploying a private cloud for one side of the business and integrating with the public cloud for another use case – driving value in a multi-cloud environment. Organizations can benefit from a hybrid approach by using cloud-based applications to address specific use cases while augmenting existing content services solutions. This approach makes content more usable, accessible and efficient within business processes.

Many organizations prioritize Software as a Service (SaaS) or [public cloud solutions](#) to enhance employee collaboration and productivity. Whether you're considering public or hybrid cloud solutions, think SaaS. SaaS doesn't just offer seamless collaboration and information management; it's your ticket to a frictionless digital employee experience. Plus, with the speed of SaaS deployment, you can swiftly adapt to new business demands, like a sudden shift to remote work.

What's next?

Are you cloud-ready? Choose the best path for your business. [Discover 5 things to look for](#) when evaluating cloud content management solutions between distributed information creation and sharing and centralized control and visibility.



Did you know?

By 2027, Gartner predicts more than 70% of enterprises will use industry cloud platforms (ICPs) to accelerate their business initiatives, up from less than 15% in 2023.⁷

70%



Quick tip

Focus on long-term goals and solving critical business challenges to ensure your chosen cloud model aligns with your organization's vision – whether it's hybrid, private, or public – to achieve the biggest impact and maximize value. [Learn more about how cloud solutions help organizations master modern work.](#)

7

Embrace remote and hybrid work

Flexibility in the workplace has moved from a nice-to-have to a must-have, with a study by International Workplace Group finding that **80 percent of workers** would turn down a job that did not offer a flexible work schedule. And for those currently working exclusively on-site, two out of three would prefer to work in a hybrid or remote model.

In fact, **a survey of knowledge workers** found that employees working in the office full-time reported lower employee experience scores tied to stress and anxiety, work-life balance, flexibility and satisfaction with the work environment.

Enable information access and sharing



A hybrid work model means flexibility for employees, involving a mix of in-person office and remote work. What that mix entails and how it's mandated can vary significantly from one organization to another. This may include scheduling in-office days for certain teams or the entire organization, requiring a minimum number of days in the office or giving employees the option to go into the office without set mandates. Remote work typically allows employees to work from anywhere – a model that became much more common during the pandemic.

Do your digital workspace solutions and business practices support a [hybrid work model](#)? Organizations must provide fast, easy access to the information and systems employees need to perform their best work, especially when employees expect the same intuitive digital experiences they're accustomed to as consumers.

Distributed teams must be connected and armed with the information they need to complete their daily tasks. The enhanced flexibility offered by hybrid work doesn't mean productivity, collaboration or security have to suffer. In fact, [cloud-based content services](#), device management and collaboration technologies enable **maximum location flexibility** while connecting global, disparate teams.

What's next?

Is your hybrid work model working? Without a clear understanding of the impact on employees, you'll always be wondering if your strategy is effective, so don't be shy. Ask your employees for feedback: *Do you have access to resources and systems to do your job well? What would help you perform better? Do you feel a sense of community at work? Do you feel connected to the culture? Are you inspired to innovate?*



Hybrid work drives up productivity by three to four percent and fully remote work raises it by 10 percent.⁸



Did you know?

While hybrid work is the preferred choice by many, 72% of businesses lack a clear hybrid work strategy.⁹

72%



Quick tip

By combining collaboration, business processes and information management into one powerful **SaaS content services platform** organizations can equip employees with the information they need, when and where they need it in a hybrid work world.

8

Empower employees with smarter information

An organization's ability to deliver frictionless modern work experiences has a direct impact on talent attraction and retention. **A happy employee is a productive employee**, so with today's high expectations for employee experience, organizations must find ways to empower their employees to perform their work quickly and painlessly.

The volume of information that lives within an organization, often stored in silos across systems and departments, is expanding faster than employees can keep up. In today's workplaces, **47% of digital workers struggle to find information or data needed to effectively perform their jobs.**¹⁰

Meet employees where they're already working



Technology users waste approximately one month per year due to digital friction. This leads to unengaged employees and ultimately, weak business outcomes and poor customer experiences.¹¹



Did you know?

40% of digital workers are using more applications than the average number of applications (11), and 5% of workers use 26 or more applications at work.¹²

40%

A positive and productive employee experience lies in an organization's ability to manage and mobilize information using modern, intelligent tools and technology.

Organizations can master modern work by providing intelligent, digital workspaces and highly automated, highly personalized experiences that allow distributed teams of employees, suppliers, contractors and customers to connect and collaborate from anywhere. Delivering information when and where it's needed empowers employees to achieve peak performance and aligns content with ongoing business processes, which benefits the organization in both the short- and long-term.

A great place to start is with a [content services platform](#). One that can help centralize content, integrate it into familiar interfaces, provide a single source of truth and support anytime, anywhere engagement to enhance productivity and engagement. With a composable platform that connects people, content and processes to power employee productivity, organizations can achieve:

- **Improved customer experiences** delivered by engaged employees
- **Better decision-making** that drives better business outcomes
- **Less content chaos** with integrated business processes
- **Efficient cross-team collaboration** from anywhere

What's next?

Enhance productivity by empowering employees with AI tools. Use [automation and AI assistants](#) for quicker access to vital information, making work more efficient and reducing information overload. Learn more about the power of intelligent content in [section 9](#).



Quick tip

Stop wasting time searching for relevant information. Meet employees where they are already working by integrating workflows into leading systems such as SAP, Salesforce and Microsoft.

9

Maximize efficiency with intelligent content

Teams want to get things done faster and with greater accuracy. Even with modern tools at their disposal, the demand for more automation to support productivity and efficiency remains high, with 41% of knowledge workers reporting that their performance would benefit most from reducing common, repetitive types of work.¹³

With the rise of artificial intelligence (AI), organizations have a wide range of tools to choose from to address productivity and efficiency challenges. McKinsey calls generative AI “the next productivity frontier” that could add trillions in value to the global economy with the potential to automate work tasks that demand 60 to 70 percent of employees’ time today.¹⁴

AI doesn’t replace jobs; it augments them for smarter, more efficient work. Integrating AI through predictive analytics, conversational search and generative AI enhances customer engagement, product development, and internal operations. Fostering data-driven decisions using modern tools drives enhanced productivity and innovation in the modern workplace.

¹³ 451 Research, Five generative AI use cases that could boost document and content management software, Conner Forrester, August 16 2023.

¹⁴ McKinsey, The economic potential of generative AI: The next productivity frontier, 2023.

Power productivity with intelligent content



Generative AI is poised to add as much as \$4.4 trillion in economic value from a combination of specific use cases and more diffuse uses – such as assisting with email drafts – that increase productivity.¹⁵



Did you know?

51% of customers said driving workflow automation and improving efficiency is where AI will make an impact in their business.¹⁶

51%

Large language models (LLMs) and generative AI are driving a revolution in content management, changing the way we interact with and unlock new value from content and data. Through intelligent content, supported by capabilities like generative AI, organizations can fundamentally improve and transform content management and deliver a new experience that empowers users to work smarter.

AI-powered intelligent content puts process efficiency into the hands of business users by empowering them to use capabilities like conversational search to discover content, summarize a business workspace or translate a document. By engaging in AI-powered conversations, users can quickly get relevant answers to natural language questions, eliminating tedious manual searches and helping users find what they need – faster.

Other benefits of using AI technology to enhance, simplify and streamline information use include:

- **Streamlining information retrieval** by eliminating manual searches through conversational search and context-driven retrieval.
- **Simplifying content comprehension** with comprehensible summaries, leading to faster decision-making.
- **Enhancing user productivity** by reducing the time spent on content navigation.
- **Encouraging the reuse of existing knowledge** across projects and initiatives.
- **Keeping users focused** by ensuring they only receive content relevant to their tasks, roles and permissions.
- **Ensuring data security** by not using business and user data for model training without consent.

What's next?

To get started with AI-enabled content services, consider conducting a comprehensive audit of your current workflow to identify repetitive tasks and content-related challenges. This will help you pinpoint areas where AI can make the most significant impact on productivity and efficiency.



Quick tip

Prepare for your AI journey by ensuring data is properly structured, clean and relevant for AI models to perform effectively. **Partner with experts** to ensure your organization gets started on the right path to get the most out of your AI investments.

10

Future-proof your technology

Preparing for the future of work requires making smart technology decisions today that will still support your business needs in the years to come. By **future-proofing technology**, organizations can prepare for and adapt to an uncertain future by continually innovating and adapting technology solutions to meet changing needs. It involves staying in sync with users and customers and understanding how technology is used and evolves in the market.

Future-proofing can impact ROI in three key areas:

1. Reduces the cost of serving the business by minimizing the need for costly change management projects and technology replacements.
2. Enhances employee retention and productivity by eliminating the need for frequent software learning and updates.
3. Improves customer retention and satisfaction by enabling employees to focus on delivering the best service and experience, reducing customer churn.

Create more stability and less disruption

To master modern work, organizations must adapt, change and evolve continuously as needs and expectations change. By increasing the lifespan of technology investments and avoiding costly change management projects associated with ripping and replacing outdated technology, organizations not only contribute to their bottom line but also enhance employee satisfaction. Employees benefit from the stability and familiarity of future-proof software, eliminating the need to learn new software every few years.

For organizations with on-premises or hybrid environments, future-proofing can involve migrating applications to the cloud or shifting to SaaS offerings. This approach ensures that organizations always have access to the latest technology and security updates, allowing them to keep pace with changing market trends and emerging risks.

Fewer change management projects related to implementing new technology result in cost savings and increased employee satisfaction, which, in turn, leads to heightened productivity. With fewer disruptions caused by technology changes, employees can focus on delivering the best service and experience to customers, ultimately reducing customer churn.

What's next?

When selecting future-proof software solutions, organizations should look for the following attributes:

- **Composability** to enable seamless integration and customization by selecting software with modular capabilities.
- **Scalability** to ensure your technology can grow with your business needs and accommodate increased workloads without disruption.
- **Flexibility** so you can remain agile and responsive to changing business strategies and market trends.
- **Extensibility** that allows you to future-proof your investments by choosing software that easily adds new features and functionalities.
- **Security and governance features** that protect your data and operations.
- **Continuous iteration** for ongoing updates for enhanced performance.
- **Open architecture with API** enablement so you can connect with third-party tools and services and innovate faster.



Did you know?

8 out of 10 senior decision makers said technology-related challenges have resulted in delays or missed deadlines in their departments.¹⁷

8 out of 10

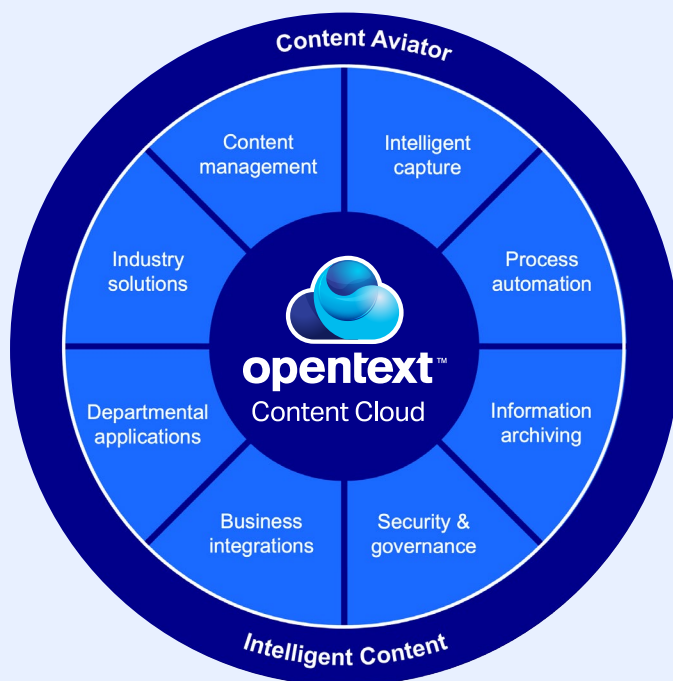


Quick tip

Take a **three-phased approach to modernization**: assessing needs, manage the transition, then decommission legacy applications. This approach allows you to consider the full impact of modernization, achieve incremental wins and work with experts to tailor your strategy.

Transform work with OpenText

The future of work is digital, agile, frictionless and connected. With composable, scalable and secure solutions, organizations can bring order to operational experiences, power employee productivity and stop information chaos.



OpenText helps organizations conquer today's business challenges and master modern work with smarter information. We provide a strategic platform for the enterprise tailored to the way your teams want to work, including:

- **Breadth of capabilities and services** to master content management, capture, archiving, document generation and more.
- **Deep, out-of-the-box integrations and APIs** for extensibility to integrate with anything.
- **Automatic and embedded security and information governance throughout the information lifecycle**, with policy-driven, role-based access for proactive risk mitigation, records management, archiving and eDiscovery and more.
- **Responsive, role-based access** from anywhere, on any device for better employee experiences.
- **Composability and scalability** to enhance your existing tech stack with the capabilities you need today and the ability to grow with you into the future.
- **Flexibility to run your solution anywhere** – on-premises, OpenText Private Cloud, hyperscaler (Google Cloud, Amazon Web Services, Microsoft Azure) and public cloud SaaS.



Explore how OpenText™ Content Cloud delivers smarter information for the future of work.

About OpenText

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