opentext™

How to Save $1 Billion

Through Information Management Powered by Automation & AI

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1. Introduction

OpenText plans to save $1 billion over the next 10 years by focusing on automation, AI, and process improvements. We are creating a customer-centric operating model that drives innovation, competitive advantage, and epic growth.

Customers are at the center of everything we do at OpenText. It is our goal to become our customers' trusted partner and advisor in today's rapidly changing technology landscape. AI and automation can do incredible things, but there is no AI or automation without information management. We are here to help our customers master all of it.

Now, we plan on using our own software to create this new operating model focused on these elements:

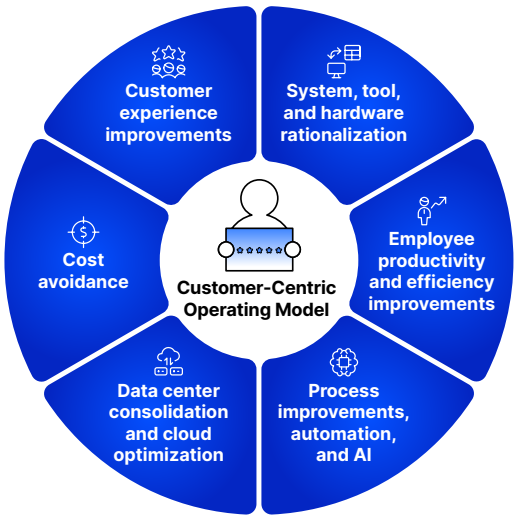


Figure 1:
Customer-Centric Operating Model

We are our own biggest customer. OpenText trusts OpenText, and we have deployed over 60 of our own products internally to date.

With them, we are revolutionizing how we operate. We are a large enterprise, with over 22,000 employees globally, 5.8 billion in revenues in Fiscal 2024, and a market cap of over 7.7B USD as of this writing. We're on a path to transform our operational cost structure, improve efficiencies, and enhance both our employees' and our customers' experiences. The remarkable goal of saving $1 billion isn't just about reducing costs—it's about redefining how technology can drive business success. And it's about using our own technology to its fullest potential.

Information management is at the heart of the modern organization. It is the lifeblood of the business. It enables employees to execute and innovate. Across all industries, information management elevates every individual and organization to be their best.

And OpenText knows information management better than anyone. Our company has spent over three decades dedicated to designing and building information management technologies that unleash organizations to do things they never thought possible—like save $1 billion dollars.

This paper is not full of what-ifs and speculative strategies. Let me walk you through exactly how OpenText is planning to realize cost savings of $1 billion over the next ten years, through the power of information management, automation, and AI.

2. Why Is This Important?

We're all facing the same challenges in today's business and technology environment.

Software integration complexities. Increasing vendor costs. Evolving cloud ecosystems. Escalating demands for tech skills. The relentless drive for operational efficiencies in an environment where slipping into inefficiency and technical debt is the path of least resistance. Plus, the multifaceted landscape of M&As, new technologies, cloud vs. on-premises debates, data platforms, AI advancements, and cyber risks.

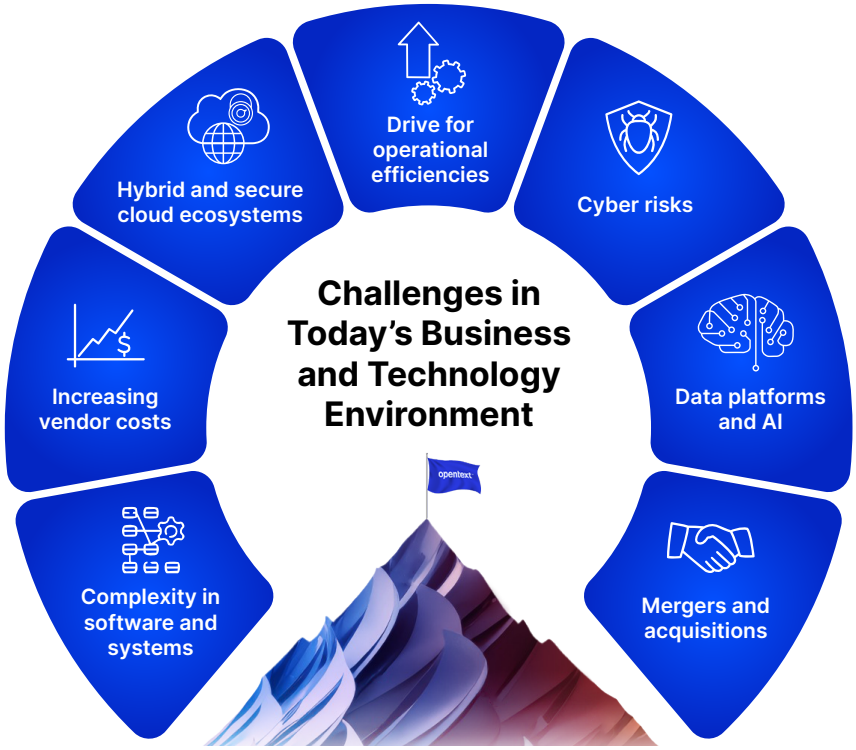


Figure 2:
Challenges in Today's Business and Technology Environment

Technology environments are growing and changing rapidly. It's an explosion of complexity, capacity, and capabilities. The ecosystem is big, and it's not always easy to get different technologies to play nicely with each other. On top of all that, the speed of business is getting faster and faster. Organizations must keep up, or face annihilation.

The solution isn't to simply increase technology spend. In fact, the gap between what organizations are spending and what they're achieving is part of the challenge here. Antiquated systems and rampant inefficiencies are devouring budgets, dragging down productivity, and stopping information flow in its tracks. A significant problem, because most business problems are actually information problems.

This is unacceptable.

But we all know the problems. Let's talk about solutions.

It's the digital age. The AI age. With the rise of the new digital workforce, organizations must create a "digital nervous system"—an AI-powered infrastructure that seamlessly connects and orchestrates information across the entire business. Just as the human

nervous system quickly gives us the relevant information we need to understand our environment, make good decisions, and react to danger, a company's digital nervous system must quickly provide the right information where and when it's needed throughout the organization and alert the right people to any impending problems.

And, like the human nervous system, this should all happen seamlessly, in the background, and without any integration problems. Could you imagine if the human body had a limb that didn't integrate and communicate with the rest of the nervous system? Or if we had to consciously focus on our hand in order to receive the signal that it's on a hot stove? It would be totally unviable. Unthinkable.

So should it be for business systems that can't interface smoothly and facilitate information flow.

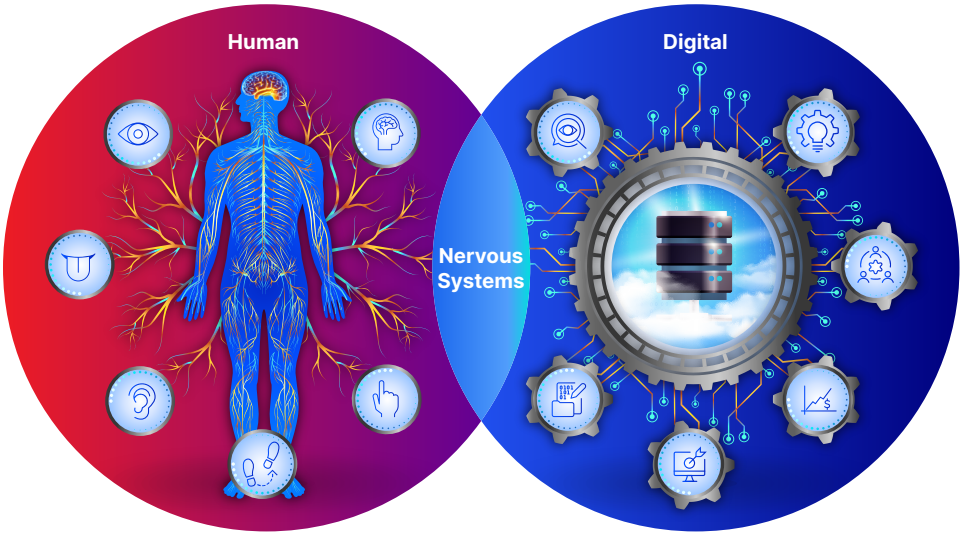


Figure 3:
The Digital Nervous System

The solution—and what OpenText has done with our own portfolio—is to transform operations, optimize systems, and simplify complexity.

We know it can work for you, because it worked for us.

We are, in essence, our own beta testers, a setup that has provided invaluable insights and immediate feedback. And by using ourselves as guinea pigs, we've refined our digital nervous system into an incredible cost-saving and productivity-enabling machine that can operate with autonomous, precise efficiency, and provide unparalleled insight into the business—a must in today's increasingly competitive global marketplace.

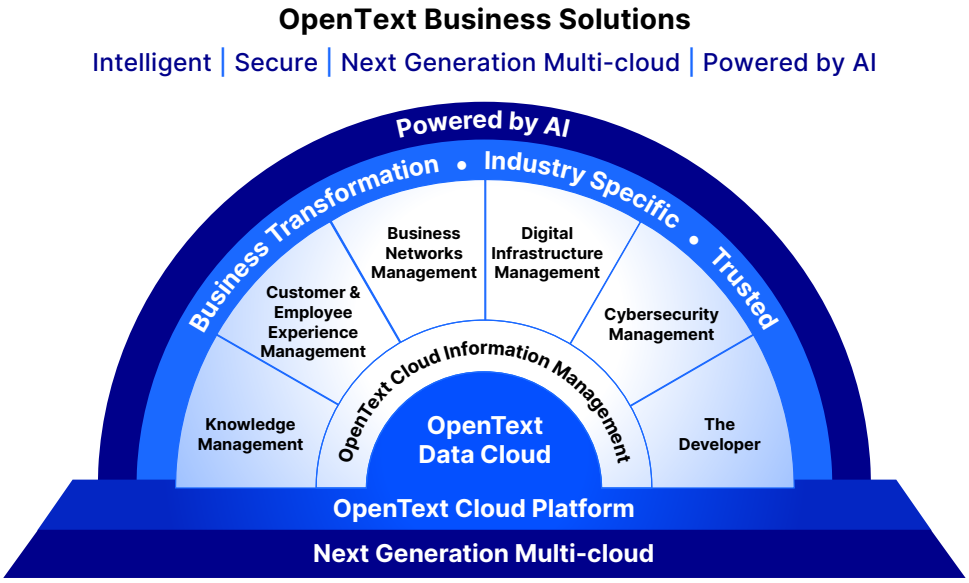


Figure 4:
OpenText Business Solutions

Information technology is enabling awesome things. It is not just a tool. It is a strategy, and it's one that brings tangible, measurable business value.

Ready to see exactly how?

3. The Math

It's easy to say, "we're saving $1 billion over the next ten years." But what about the specifics? Where will that $1 billion come from?

It's time to dive into the nitty-gritty, do some math, and take a look at how we are quantifying our billion-dollar plan.

Our roadmap to achieving $1 billion in savings breaks down like this (cumulative over ten years):

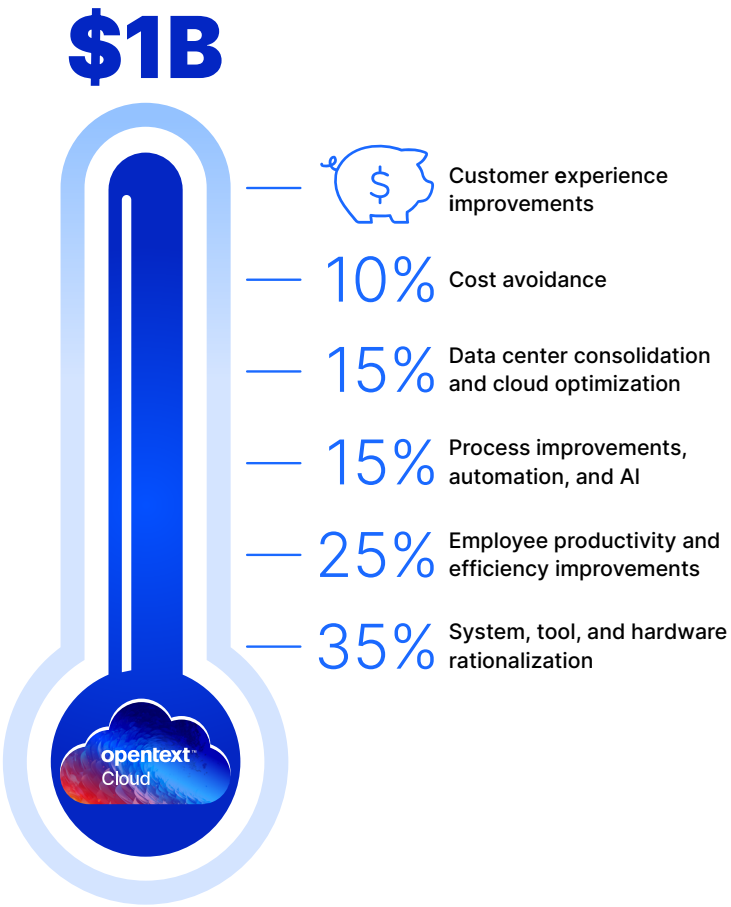


Figure 5:
Breakdown of Our Planned $1 Billion Savings

10% – Cost avoidance
Estimated savings: $100M

With the technologies we are implementing throughout our organization, we will have an enhanced ability to proactively manage and eliminate expenses before they arise.

15% – Data center consolidation and cloud optimization
Estimated savings: $160M

Through data center consolidation and cloud optimization, we will be able to streamline our infrastructure, maximize our cloud capabilities with an integrated multi-cloud approach, and reduce both our footprint and our cloud spend.

15% – Process improvements, automation, and AI
Estimated savings: $175M

We are infusing AI across our portfolio and leveraging it internally, along with automation and process improvements, to automate mundane tasks and free our teams to focus on innovation and strategy.

25% – Employee productivity and efficiency improvements
Estimated savings: $240M

We are empowering our employees—especially our developers, our knowledge workers, and our operational teams—with a seamless, consistent experience and advanced, integrated tools. This will significantly enhance our productivity and effectiveness.

35% – System, tool, and hardware rationalization
Estimated savings: $375M

By optimizing our toolset and infrastructure, we are eliminating redundancies in tools and hardware across OpenText, resulting in significant savings.

Bonus – Customer experience improvements

We are also transforming how we engage with customers to enhance service quality and the user experience. We did not put a dollar number on these improvements, so any additional savings or revenue in this category is icing on the $1 billion cake!

60+ Products. $1 Billion Savings.

When launched into action, these products deliver colossal value in six essential areas across our business—digital core, renewals, idea to product, the corporate helpdesk, digital operations, and customer experience.

Let’s get into each of these in more detail.

4. Digital Core

Today's knowledge workers have spent years being bogged down, besieged by too much information, document sprawl, disparate workflows, siloed systems, and repetitive work. It's overwhelming. It's also inefficient and ineffective.

But the amount of data generated by humans and machines is growing exponentially. Unprecedented volume combined with staggering speed. Our brains were not designed for this.

At OpenText, we have over 20 million business documents within our content ecosystem. More than a human could read in a lifetime.

That is why we have focused on taking our digital core to the next level, using OpenText products. We now have one unified digital core for corporate processes and information—cloud-based and infused with security and AI. That includes making enterprise applications such as SAP, Salesforce, and Microsoft (among others) integrate seamlessly. No more copying documents or data to other locations!

It's the brain—a single source of truth—for our organization's nervous system. And it's reshaping the future of work, making information management, knowledge discovery, and business process automation more efficient and intelligent.

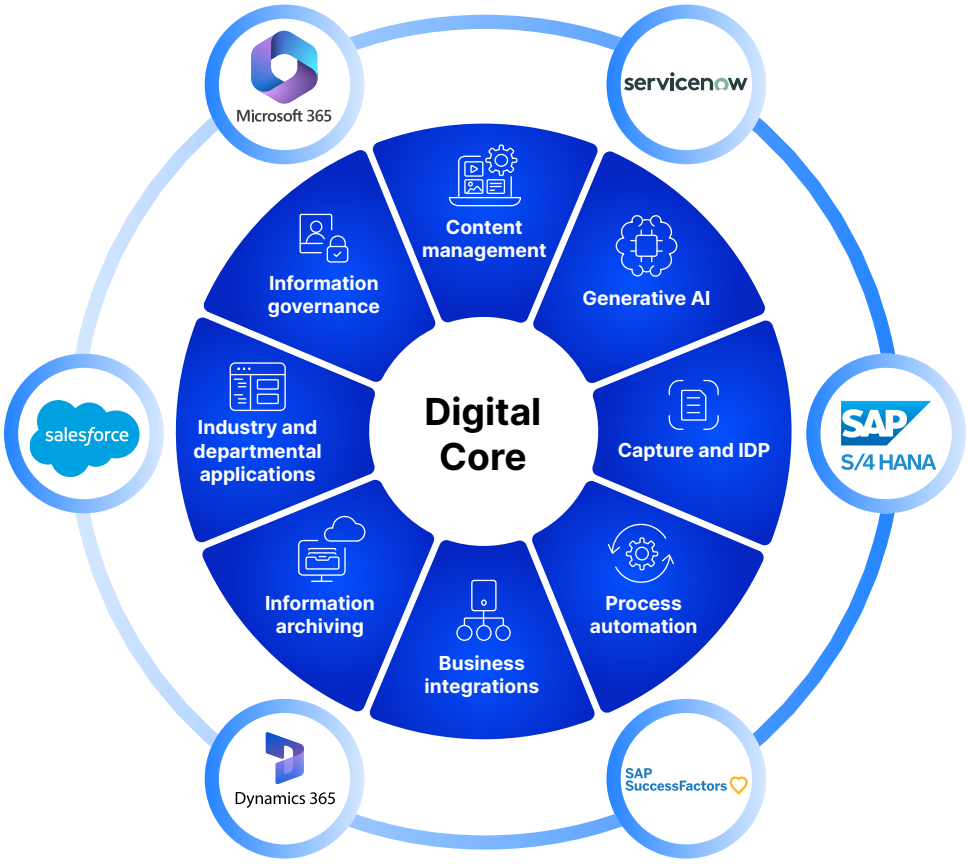


Figure 6:
The Digital Core

Organizations have two proprietary gifts. One is talent. The other is data. AI transforms the value of both, helping them work together in deep and meaningful ways. Technology is the great uplifter.

With our digital core, employees can now interact directly with digital workers—OpenText's AI agents—as their main touchpoint within the applications where they do their work. And that interaction is simple and intuitive.

It's a conversation.

Through these conversations, we are leveraging the power of AI to find and summarize documents from within the digital core, parse huge volumes of information, create new content, get suggestions for next steps, and much more. Employees are able to find the information they need, when they need it, and automate common work tasks that used to take up the vast majority of their time.

For example, our sales teams are using it to generate RFPs, develop pursuit strategies, and generate highly effective communications. Our support reps are delivering more effective technical support, solving customer challenges faster than ever before. Tasks that would previously have taken hours or days are being shortened to minutes. Or even *seconds*.

It is a whole new way of engaging with content. All in one place.

Here are the benefits we are seeing:

- Smoother, integrated experiences with a zero-copy data approach
- Greater insights by connecting content to context
- Streamlined processes
- Better employee experience
- Boosted productivity and efficiency
- Consistent, built-in security and compliance across the business

To do it, we've harnessed the power of OpenText Content Aviator on top of our instance of OpenText Content Management (Extended ECM). We're using our digital core across the business and reaping the value.

OpenText™ Content Aviator

OpenText Content Aviator expands the value of business content through the power of generative AI (GenAI) and large language models (LLMs), built into OpenText content management platforms. This intelligent assistant puts chat-based conversational search, content discovery, summarization, and translation right at employees' fingertips.

Key Capabilities:

AI-powered Conversational Search

Sift through large volumes of organizational content to find what you need, faster. No more manual searching—just ask your content assistant. Get the best answers based on the most relevant content.

Summarize Content and Workspaces

Empower employees to act on content, not process. OpenText Content Aviator helps distill content and workspaces into easily digestible summaries, enhancing accessibility and usability.

Automation

Put AI into the hands of users to reduce repetitive work and enable teams to focus on higher value tasks.

Multilingual Translation

Built-in generative AI translation converts and generates content in multiple languages to break down language barriers and make information more accessible.

Next Generation Collaboration

Promote content sharing and ensure valuable insights and data are consistently identified, utilized, and reused across projects.

Built-in Security and Governance

Work confidently, knowing AI content management is keeping your data secure, and that your business and user data will never be used for LLM training without consent. Ensure employees only receive content relevant to their tasks, roles, and permissions.

OpenText™ Content Management (Extended ECM)

OpenText Content Management is a composable, scalable, and secure content management solution that deeply integrates with Microsoft, SAP, Salesforce, and other enterprise applications, helping to bridge information silos. It manages the entire content lifecycle and allows information to flow effortlessly, providing a complete 360-degree view.

Key Capabilities:

Document Management

Securely capture, index, organize, store, track, and dispose of documents to increase employee productivity, reduce storage costs, meet corporate and regulatory mandates, and ensure information governance.

Business Process Integration

Build bridges between the digital workplace and applications that power ERP, HCM, BPM, and CRM.

Business Workspaces

Get fast access to relevant information and pre-built templates to quickly create new workspaces that organize content, data, people, and tasks related to a project, case, or specific business goal.

Content Generation

Automate the creation of high volume and complex documents with intelligent templates and metadata aggregated from enterprise applications, ensuring assembled documents are securely managed and available for business processes.

Process Creation

Reduce implementation efforts with easy-to-deploy, pre-configured solutions in the business process library that improve productivity and time to value.

Enterprise-grade Information Governance and Protection

Leverage automated, defensible governance throughout the entire content lifecycle—which extends through other enterprise applications such as SAP. Manage information from creation to disposition in a structured, automated, and transparent way.

5. Renewals

At OpenText, our customers are very important to us. Our business model is based on keeping our customers forever, ensuring they have the latest and greatest technology through the drumbeat of our release schedule every 90 days. We're always looking for ways to make it easier to do business with us.

Naturally, then, the renewal process is a central pillar in our audacious plan to save $1 billion.

With over 5 million contracts to manage (or put another way, hundreds of thousands of customers to retain), it's critically important to us to have a renewal process that is easy, efficient, and scalable.

It's simply not feasible to manage such a large volume manually—that wouldn't be cost-effective for us, and it wouldn't provide the best user experience either. Automation also frees up sales representatives to focus on other essential tasks, like solving complex customer needs or closing new business.

We are using OpenText process automation tools to streamline and automate the renewal process for our customers. Our Online Renewal Center is a portal that has everything customers need for quick, simple, and secure control over their renewals, from auto-invoicing and renewal status tracking to contact management and reporting. It delivers access to all of the information they need, so they can renew online with only a few simple clicks at whatever time is convenient for them. And if they need to work with a human agent, our content management tools ensure OpenText's employees have a complete view of the customer's documents, needs, and ecosystem, to help create a smooth renewal process.

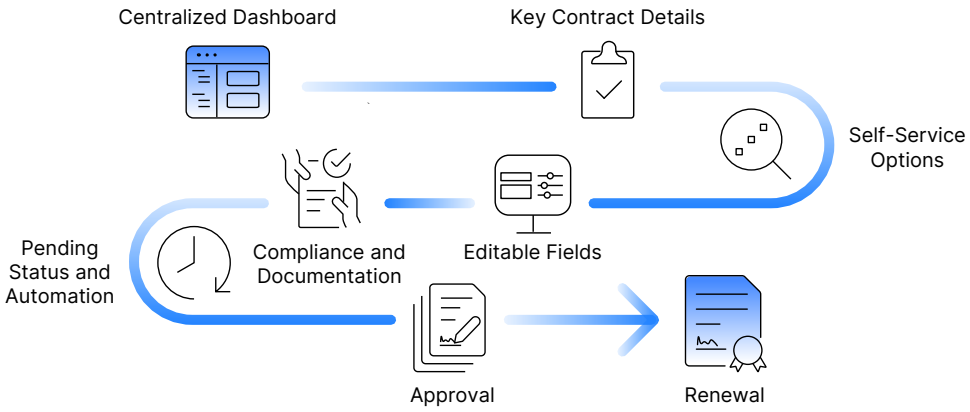


Figure 7:
Renewals in Our Contract Business

Here are the benefits we are seeing:

- Improved customer satisfaction
- Higher customer retention
- Faster renewals
- Increased process efficiency
- Standardization and consistent customer experience

- Internal operational efficiencies
- Enhanced sales effectiveness

We are using OpenText Process Automation and OpenText Content Management (Extended ECM) to build an application on top of our large data sets in renewals to manage $4 billion in revenue and more than 5 million contracts seamlessly. We have been able to share data, keep information governed and secure, and easily build an application to solve a critical business need.

OpenText™ Process Automation

This is a low-code development platform for building smart, engaging, and easy-to-deploy process automation and dynamic case management. OpenText Process Automation helps re-engineer business processes around customer, employee, and partner needs to deliver seamless digital experiences, adapt to changing market expectations, reduce manual effort, minimize errors, and manage risk.

Key Capabilities:

Intelligent Process Automation

Define, optimize, and automate repeatable business processes. Our solution integrates with robotic process automation (RPA) and intelligent document processing tools. It also incorporates business rules so users can standardize operational decisions and ensure consistent execution.

Dynamic Case Management

Provide knowledge workers access to the systems, content, and people they need to make informed decisions and move cases forward.

Enterprise Integration

Seamlessly connect information from a variety of systems—content services platforms, capture systems, AI, and more—and make it accessible to digital process automation applications. Connect content and process to common applications, including SAP, Salesforce, and Microsoft.

Packaged Applications

Fast-track business value with packaged applications focused on contract management, citizen services, bid management, opening new accounts, client servicing, claims management, and more.

Developer Agility

Enable developers and business experts to collaboratively work on applications, speeding development cycles and accelerating time to value.

OpenText™ Content Management (Extended ECM)

As we saw in the previous chapter, this enterprise content management solution securely governs the information lifecycle by integrating with leading enterprise applications. Bringing content and processes together, OpenText Content Management provides access to information when and where it's needed, improves decision-making, and drives operational effectiveness.

Key Capabilities:

Document Management

Securely capture, index, organize, store, track, and dispose of documents to increase employee productivity, reduce storage costs, meet corporate mandates, and enhance information governance.

Enhanced Efficiency

Automate tasks, simplify access, and improve collaboration to gain efficiency from both enterprise process applications and the enterprise content management system.

Improved User Experience and Productivity

Allow users to remain in the business applications they use every day, while providing a 360-degree view of both content and related processes from a single interface.

Automated Document Creation

Create high-volume and complex documents using automation, drawing on data from numerous business applications, while ensuring secure document management.

Risk Mitigation

Utilize automatic classifications and metadata within a process and in the context of a related business object to reduce end-user errors.

Streamlined Processes

With easy access to different projects, document types, and workflows, users can streamline managing documents from draft all the way through to signature.

6. Idea to Product

10,000 developers. 30 billion lines of code. Hundreds of technology solutions.

That's development at OpenText by the numbers.

Previously, our developers were using over 50 different standalone tools to do their work, across many different environments and platforms.

No longer. We have built a software delivery platform to bring these capabilities together, integrate them, and provide developers with a better, faster, higher quality experience. One integrated toolset and ecosystem for the whole developer lifecycle, codenamed "Platform Thor."

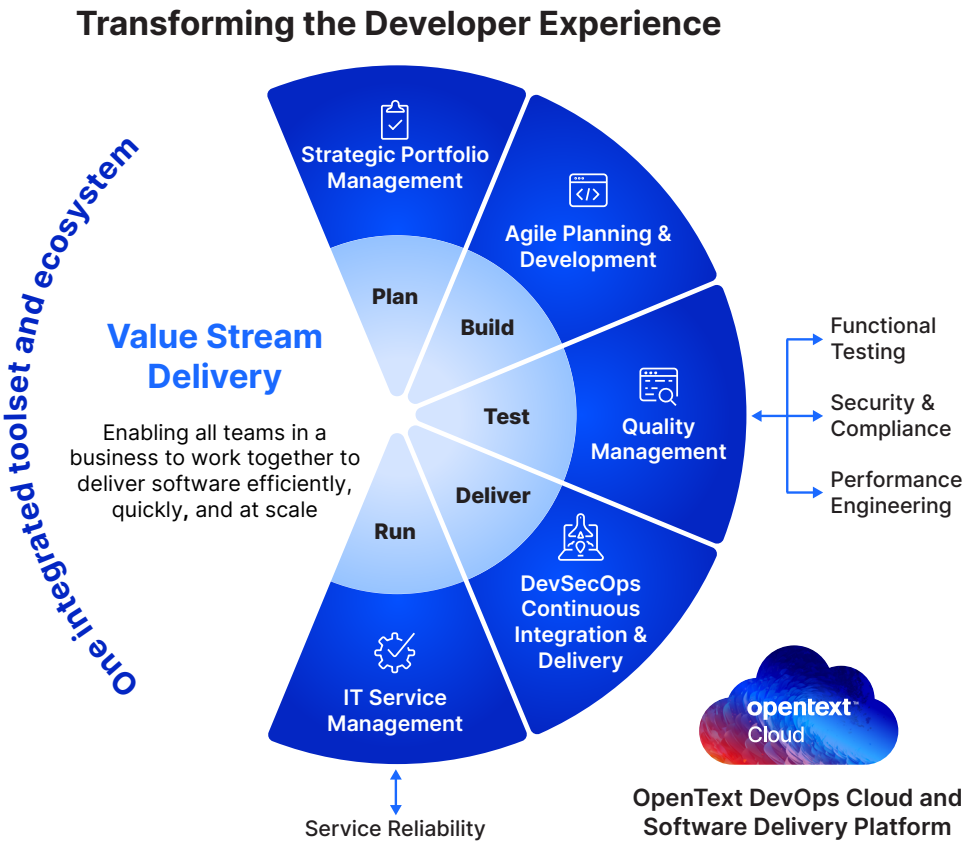


Figure 8:
Transforming the Developer Experience

It's a developer experience that unlocks speed and quality. More efficient, more productive, more collaborative, traceable, and accountable.

Our developers, who represent a diverse user base of different roles, seniorities, geographies, and levels of technical expertise across various departments including engineering, professional services, and cloud operations, can work together at scale to go from idea to product with newfound effectiveness.

They also have access to an intelligent dashboard that pulls together all of the information they need and presents it in ways that are easy to understand and easy to action.

We're also using AI to redefine the reality of DevSecOps. Imagine *codeless* automation and testing. Developers will be able to tell the system what they want to do, and the digital worker will take charge—handling everything from planning requirements and design to coding, testing, deployment, and maintenance. AI will be able to proactively identify and mitigate vulnerabilities, reducing risks and maintaining compliance without slowing down the development pipeline.

Eat requirements, output product. The entire software development lifecycle, automated. Consistent methodology. Baked-in security. A massive reduction in errors.

Here are the benefits we are seeing:

- Faster development cycles
- More capacity for addressing backlog
- Consistency in release management
- Higher quality through integrated quality assurance (testing) cycles
- Standardization and one security toolset managing product releases
- Increased collaboration, efficiency, and productivity across 10,000 developers

Over the next decade, this is projected to save us hundreds of millions. OpenText is unlocking the potential of the modern developer today.

To achieve it, we built Platform Thor using OpenText Core Software Delivery Platform for lifecycle management, OpenText Core Application Security (Fortify) for security checks, and OpenText Core Content Management to store our engineering and services documentation. And, as our digital core touches every aspect of our business, we are also leveraging OpenText™ Content Management.

OpenText™ Core Software Delivery Platform

OpenText Core Software Delivery Platform is a cloud-based, AI-driven value stream management (VSM) and DevOps platform. It's an adopt-at-your-own-pace modular platform designed to work seamlessly within the existing software toolchain environment and fill any gaps to achieve a holistic end-to-end solution. It streamlines the entire software development lifecycle, enabling faster delivery of high-quality applications.

Key Capabilities:

AI-powered Analysis

Identify issues and take AI-recommended actions to pinpoint breakdowns or bottlenecks, improve time to market, automate tedious tasks, and deliver more value—all from a real-time, customizable, intuitive interface. This is smarter DevOps.

Complete Visibility

Visualize, track, and manage value delivery across the entire digital value stream—from planning to building, testing, delivering, and running applications. With one holistic platform, metrics can be tracked and measured so businesses can build better software, faster.

Automation

Build, test, and deliver faster with smart CI/CD[i] tools, comprehensive testing, continuous quality, and automated workflow processes. Use AI-powered automation to effortlessly automate repetitive yet essential software delivery processes to maximize velocity and value delivery.

Comprehensive Testing

Find and resolve defects quickly with a complete suite of functional, performance, and security testing tools that employ automation, AI, and cloud connectivity to deliver the best possible applications.

Holistic Integration

Strategically align the people, tools, and data in the software delivery lifecycle from end-to-end. Over 100 application integrations enable ease of use with existing open-source or commercial software development toolchains.

Cloud Architecture

Rapidly deploy and seamlessly scale to address the needs of even the most demanding software teams.

OpenText™ Core Application Security (Fortify)

This is a comprehensive AppSec-as-a-Service solution that identifies, prioritizes, and remediates vulnerabilities across the software development lifecycle. By integrating advanced security testing into CI/CD pipelines, it empowers teams to deliver secure, high-quality applications faster, reducing risk and ensuring compliance. It supports secure development through continuous feedback to the developer's desktop at DevOps speed and scalable security testing embedded into the development toolchain.

Key Capabilities:

Comprehensive Security Testing and Automated Scans

Automatically scan a wide variety of applications, from web applications to mobile apps and APIs, to identify those that need to be secured and gain insights into potential risks.

Leverage a wide range of security testing techniques, including Static Application Security Testing (SAST), Software Composition Analysis (SCA), Dynamic Application Security Testing (DAST), and Mobile Application Security Testing (MAST).

Vulnerability Identification

Generate detailed reports that highlight vulnerabilities by their criticality, helping users prioritize remediation efforts.

Remediation and Reporting

Get guidance for remediating vulnerabilities and generate customizable reports so stakeholders can track progress.

[i] Continuous Integration and Continuous Delivery/Deployment

Continuous Monitoring

Continuously monitor applications, including automatic scans of your codebase as it evolves to ensure new vulnerabilities are promptly addressed.

Training and Education

Get educational resources and training materials so development and security teams can better understand AppSec practices, allowing organizations to build a strong AppSec culture.

Cloud-based and Scalable

Gain the flexibility and accessibility of a cloud-based service without having to install or maintain on-premises infrastructure. Manage a few applications or thousands with a solution that can scale to meet any needs, regardless of the organization's size.

Integrate with DevOps

Support DevOps and Agile development methodologies by seamlessly integrating into DevOps processes and enabling continuous security testing and rapid vulnerability remediation.

OpenText™ Core Content Management

OpenText Core Content Management is a cloud-based solution that centralizes and streamlines document storage, collaboration, and governance. It seamlessly integrates into critical business applications and enables secure, efficient access to business content, enhancing productivity and ensuring compliance across teams and workflows.

Key Capabilities:

Secure, Compliant Content Management

Achieve comprehensive content lifecycle management for all corporate records while ensuring automated, transparent governance.

AI-Powered

Take the guesswork out of managing content with an intelligent GenAI assistant that helps users find, summarize, translate, and create content in seconds.

Seamless Integration

Integrate with anything, anywhere. Core Content Management allows out-of-the-box integrations with leading business tools such as Salesforce, SAP, Microsoft, and Google Workspace, as well as any other application via APIs.

Process Automation

Automate dynamic, collaborative, case-based work for smarter decision making and faster case resolution. Simplify repeatable content-heavy processes with configurable no-code workflow templates.

Additional Applications

Easily integrate capture, digital signature, case management, service management, and archiving capabilities.

7. The Corporate Helpdesk

It's time to put the "help" back in "helpdesk."

We are reimagining the corporate helpdesk at OpenText, transforming the employee experience for our 22,000+ team members.

Before we deployed OpenText products internally, our service center employees had been using dozens of different systems, tools, legacy spreadsheets, and manual processes to serve our employee base. Tickets would pile up, employees had to learn to use different systems for different helpdesks (for example, IT vs. HR), and the information they needed wasn't always easy to find.

We needed a unified employee experience. One source for internal services, on-demand help, and extensive self-service capabilities. All infused with the power of AI.

And that's exactly what we did.

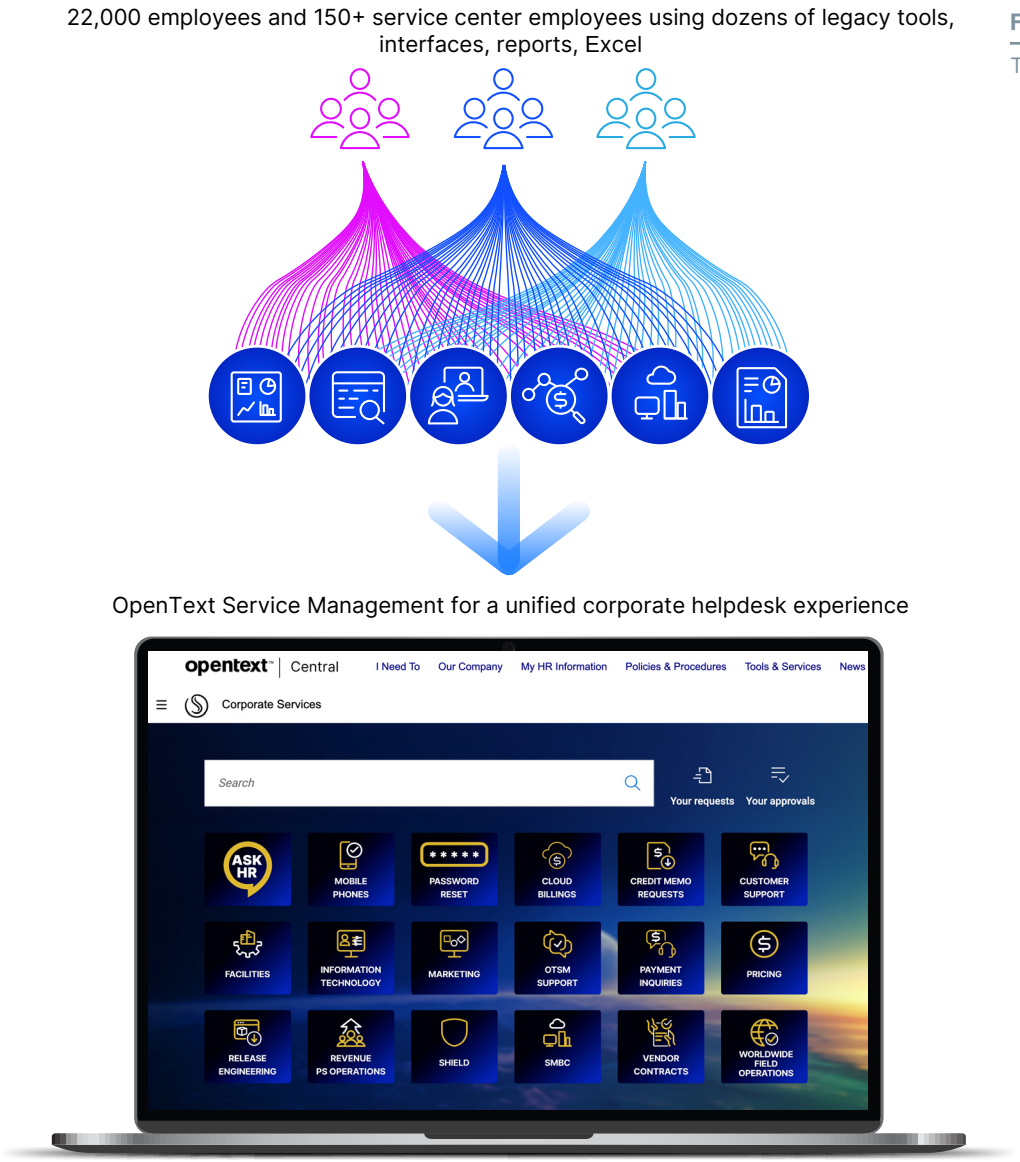


Figure 9:

Transforming the Employee Experience

We now have a single helpdesk portal for employees, with embedded conversational AI that knows the corporate data inside and out. No endless emailing or bouncing between platforms, and everything in one place. Plus, it can interact with employees in their language of choice, no matter what language the related resources are written in. All employees need to do is *ask a question*: "What is our parental leave policy?" "How can I get a replacement badge for building access?" "How do I reset my password?" The AI does the rest.

The AI assistant can populate a prebuilt workflow based on these conversations. It can quickly answer a question about something buried in the resource manuals with a link to the correct resource to read more—or employees can just ask AI to summarize the resource for them. It can suggest next steps and resolve problems.

All without a single ticket being created.

For example, password resets used to account for 30% of our IT ticket volume. Now, we drive that to a self-serve process. Better experience. Decrease in IT tickets. Win-win.

That's how we get to the on-demand experience that employees want. And it's not an exaggeration to say that this is fast. Nearly instant. Processes that used to take 30 minutes are now 30 seconds. Troubleshooting that would have taken days now takes minutes. Questions are answered as soon as they're asked.

We're also meeting our employees on their channel of choice. Sixty-five percent of our employees are millennials or Gen Z, and they want experiences that are instant, streamlined, convenient, and omnichannel—and in particular, mobile. Our technology comes with a mobile app right out of the box that allows all the same functionality as the desktop version. So now our employees can ask a question about HR while they're commuting. They can solve an IT problem if their computer isn't working. Sales reps can submit a ticket on the fly while they're with a customer.

We are seeing vast improvements for service center employees too. Faster resolutions, automated Tier 1 support, and an analytics dashboard that is invaluable for managing both the team and the incoming tickets.

This cuts service management costs, integrates the experience, closes tickets faster, prevents recurring issues, and enhances productivity.

And of course, makes employees happier.

Here are the benefits we are seeing:

- Reduced operational costs by a 25% reduction in frontline staff
- Improved employee satisfaction and engagement
- 40% call deflection to self-serve
- Improved first time resolution (FTR) to >80%
- 100% reduced manual report generation with automated real-time dashboards
- Faster updates through codeless configuration

All of this stems from our implementation of one key OpenText solution: OpenText™ Service Management (SMAX).

OpenText™ Service Management (SMAX)

OpenText Service Management (SMAX) uses built-in AI and analytics to automate IT service management (ITSM), IT asset management (ITAM), and enterprise service management (ESM). With a private GenAI virtual agent, our SMAX software empowers users to make requests, get answers, and resolve issues on their own.

Key Capabilities:

AI and Automation

Speed up response times, incident resolution, problem identification, and change management.

Private GenAI

Chat with a private GenAI large language model (LLM) that offers human-like responses while keeping proprietary data secure, elevating user experiences, and cutting support costs.

Codeless Configurations

Configure tasks and workflows without writing any code. A low-code/no-code design studio makes creating applications extra easy.

Service Portal and Mobile App

Give employees anytime, anywhere access to one central helpdesk where they can find and request services and information from across the organization—from IT to HR, facilities, finance, and customer support.

Hot Topic Analytics

Identify patterns across incidents to quickly spot problem areas for further investigation. Advanced search and analytics capabilities automatically detect trends in structured and unstructured data.

ITIL[ii]-Certified Out-of-the-Box Processes

Save time with customizable best-practice templates for incident, problem, change, release, configuration, knowledge, service request, service level, survey, vendor, service catalog, and service portfolio management. Templates help standardize your ITIL framework and achieve consistency across services.

[ii] Information Technology Infrastructure Library

8. Digital Operations

Information technology can enable awesome capabilities across every aspect of the business. But to get that advantage, the new IT landscape needs to be managed effectively and efficiently. Costs must be monitored and controlled, assets maintained across their lifecycles, issues resolved as quickly as possible, and disruptions prevented before they begin.

The size, scale, and complexity of the cloud and operations that we support globally at OpenText is phenomenal. Our 2,000-person IT team manages 30,000 assets, oversees 100,000 cases per annum, and serves over 330,000 customers. Our cloud platform encompasses two network operations centers, two security operations centers, over 70 data centers and points of presence, plus 49 landing zones. When you add our hyperscaler platforms on top of it, it is a vast ecosystem.

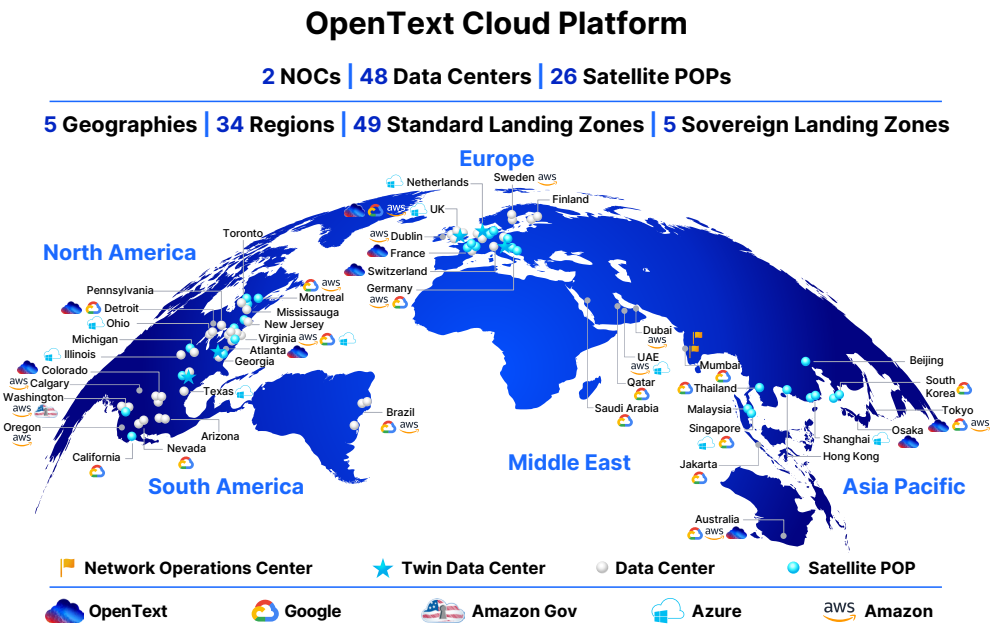


Figure 10:

OpenText's IT Ecosystem

To ensure the best internal and external customer experience in operations, we are constantly making decisions about our technologies. And we need to make them quickly and accurately. Having real-time visibility and access to data points is critical.

However, this can be impeded by the human factor. People make mistakes, and machines can be unforgiving when they do. But when machines take on repetitive tasks, employees can focus on more nuanced tasks for customers.

Machines automate. Humans innovate.

With OpenText's modern Observability and Service Management solutions, our CloudOps platform, and the integration of our AI capabilities, we are transforming our operations and boosting service availability. AI Operations Management (AIOps) incorporates big data analytics and machine learning to automate ITOps, so we can identify patterns, augment common tasks, and resolve IT issues faster.

Previously, our legacy CMDB, the configuration management database that holds our assets, was plagued by manual processes and unnecessarily complex design. That ultimately led to errors.

When we transitioned to our updated ITOps technologies, we were able to completely automate our discovery. We can now scan huge numbers of devices and assets at faster intervals, across every corner of our network, so that we can operate with an accurate understanding of what we have and how it contributes to service delivery.

And as we discover devices, we also automatically monitor them. By eradicating the manual process, we quickly troubleshoot and find the needle in the haystack. Where we do have incidents, AI-driven insights empower us to reduce our mean time to restore (MTTR) for both internal and external customers.

Because we have precise asset information, we can create robust plans for our infrastructure lifecycle management. Replacement is a highly complex task. Think about tens of thousands of devices, functioning at different stages in their lifecycles. How could a human manually track them all? But when we have data points at our fingertips, accurate every minute of the day, the job is infinitely easier.

Here are the benefits we are seeing:

- Increased service availability
- Improved Recovery Time Objective (RTO) and Recovery Point Objectives (RPO)
- Reduced mean time to repair and time to restore (MTTR)
- Increased operations team capacity to drive currency and enhancements
- Reduced costs through leveraging AI and automation

Having a mission-critical operations center with access to the latest technology enables OpenText to deliver vital services to our hundreds of thousands of customers. Two of the incredible tools that we're using to achieve these results are OpenText AI Operations Management (Operations Bridge) and OpenText Universal Discovery and CMDB.

OpenText™ AI Operations Management (Operations Bridge)

OpenText AI Operations Management is an AI-powered platform that provides comprehensive IT observability and automation. It helps organizations proactively identify and resolve IT issues across hybrid and multi-cloud environments, reducing downtime, improving operational efficiency, and delivering a seamless, intelligent IT experience.

Key Capabilities:

Speed and Simplicity

Adopt AIOps capabilities faster with a SaaS platform that consolidates data across toolsets, pinpoints service slowdowns, and assists in uncovering solutions with generative AI.

Discovery and Monitoring Automation

Dynamically discover services and dependent resources in the cloud and on-premises, for applications, infrastructure, and networks—gaining complete IT observability to resolve problems faster. A built-in OpenTelemetry collector allows portability of any pre-configured application telemetry for metrics, logs, and traces to accelerate adoption.

Remediation

Automate tasks and remedial actions for known errors with thousands of out-of-the-box workflows.

AI-based Event and Performance Management

Manage symptomatic alerts with powerful AI that automatically groups events to offer answers. Reduce event noise, uncover root cause faster, and speed MTTR.

Service Performance Insights

Proactively improve service health by discovering which resource—on cloud, on-premises, or XaaS—is hurting performance, supported by Business Process Monitoring and Real User Monitoring.

OpenText™ Universal Discovery and CMDB

OpenText Universal Discovery and CMDB is a comprehensive solution for automated IT infrastructure discovery and configuration management. It provides real-time visibility into IT assets, dependencies, and relationships, enabling organizations to maintain an accurate and up-to-date Configuration Management Database (CMDB), optimizing IT operations, enhancing service delivery, and supporting informed decision-making through a unified, actionable view of the IT environment.

Key Capabilities:

Multi-cloud Discovery

Know the IaaS and PaaS resources used across AWS, Azure, Google Cloud, and Oracle Cloud with a single tool that doesn't consume thousands of discovery licenses for needed clarity.

Vendor-Neutral Discovery and CMDB

Leverage our more accurate discovery to improve the CMDB you already use, including ServiceNow, BMC, Jira, OpenText, and Microsoft.

Advanced Network Discovery

Discover more than 250 vendors and 3,500 network devices for detailed Layer-2 discovery of physical and virtual networking components, including SDN, SDWAN, firewall, and wireless.

Dynamic Software Discovery

Draw from a constantly growing content library that recognizes 139,000+ software titles with end-of-life data to strengthen the compliance and security of installed software, while spending more wisely.

Map and Model Services

Understand how your apps and infrastructure deliver business-critical applications and services to improve change management, event management, configuration management, and MTTR.

Powerful, Intuitive, and Modern Discovery and CMDB Management

Design and deploy discovery jobs and service maps in minutes, not days, with assisted workflows, reusable templates, and out-of-the-box content.

9. Customer Experience

Every day, 252,000 new websites are created.[1] Every minute, 251 million emails are sent.[2] By 2028, the total amount of data created, captured, copied, and consumed globally will more than double what it is today.[3]

How do you make your voice heard in the middle of this information hurricane?

Businesses must slice through the static in order to reach their customers with outstanding and customized content. They must identify and leverage the data that will help them tailor engaging experiences. And they must manage the complex fabric of digital technologies that it takes to make these things happen.

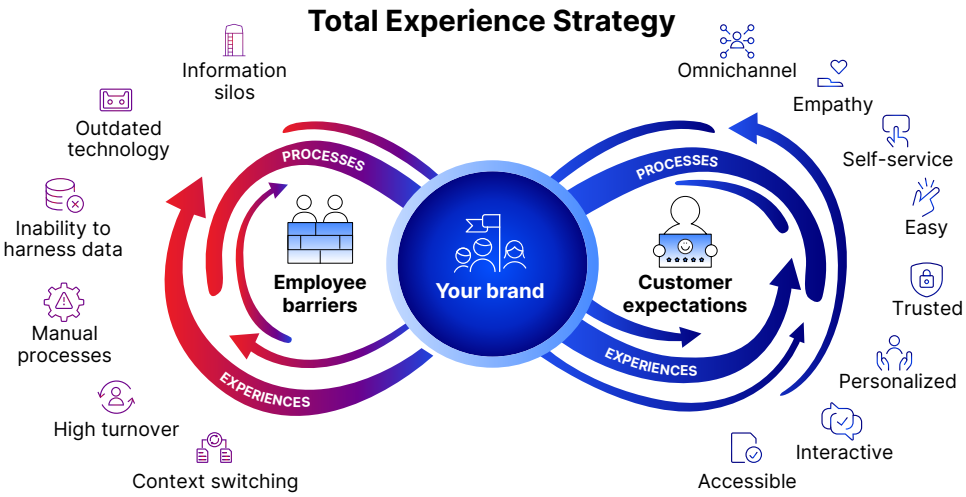


Figure 11:
Overcoming Hurdles to Create a Total Customer Experience

At OpenText, we understand these challenges deeply. We have over 120,000 enterprise customers, including 98 of the top 100 global companies. Creating experiences that *wow* across every corner of our ecosystem is vital.

To better serve our customers, OpenText recently underwent a massive brand refresh. This meant revitalizing our look and streamlining product names, while maintaining the same core offerings and quality. Our goal was to help customers quickly discover, understand, and navigate OpenText products with greater clarity and focus. We also reimagined the OpenText digital front door, where customers and prospective customers go to engage with us online.

In total, we updated over 200 product names, over 150 webpages, and nearly 600 assets. And we did it at lightspeed, with tremendous coordination across teams.

How did we do it? We leveraged several of our own technologies to create, manage, and publish an enormous range of assets—and we are continuing to use these same technologies to constantly refine and evolve our customers' experiences.

Our AI capabilities allow us to tailor impactful content, automate tasks, get data-driven insights, and empower employees with the tools they need to speed creativity and productivity. We aim to improve the customer's experience at every touchpoint of their OpenText journey.

Here are the benefits we are seeing:

- Accelerated create-to-publish cycle
- Simplified and streamlined launch of new campaigns and channels
- Improved audience engagement
- Better insight into how, where, and why content is performing
- Brand consistency across channels
- Increased return on marketing investment

I am incredibly excited about the impact our solutions are having on the customer experience. We are able to bring in this new era of customer engagement with tools including OpenText Digital Asset Management and OpenText Web CMS.

OpenText™ Digital Asset Management

This is a powerful, innovative, and highly scalable solution that manages rich media content through creation, distribution, and retirement, using practical AI from OpenText Experience Aviator. It offers an integrated digital library for marketing, branding, commerce, broadcast, heritage, security, and training content. With it, organizations can accelerate time-to-market, improve brand consistency, and elevate customer engagement.

Key Capabilities:

Powerful Search

Benefit from leading search capabilities, including intuitive keyword search, complex multi-term search, adaptive facets, and shareable search templates, using OpenText Experience Aviator.

Maximum Extensibility

Use APIs, versatile frameworks, and a library of connectors to extend and integrate digital media services into other systems and processes. Take advantage of powerful tools for no-code optimization.

Access Control and Personalization

Combine simple integration into authentication services with powerful tools for governing user experiences, as well as accessing content and functions.

Flexible Metadata

Leverage prebuilt templates or “build your own” models to record and structure asset metadata, including tags, expiry dates, linked object data, usage rights, approval history, and custom fields.

Limitless Scalability

Handle large file sizes and enormous libraries, and manage billions of assets and petabytes of data, without searches taking longer.

OpenText™ Web CMS

OpenText Web Content Management System delivers marketing and developer tools from a single, easy-to-use interface. It simplifies the process of managing content across all channels, including websites, mobile, email, social, composite applications, and a variety of portals. Users can incorporate rich media, build interactive applications, and manage the full lifecycle from design to publication.

Key Capabilities:

Web Authoring

Accelerate the create-to-publish cycle with an interface that offers WYSIWYG[iii] editing, drag-and-drop components, and interactive apps development, so you can preview and publish at the tap of a finger.

Embedded Targeting, Testing, and Personalization

Utilize customer data and web optimization analysis to design, target, test, and deliver personalized experiences.

Flexible Decoupled and Headless Content

Push content to third-party applications with both decoupled and headless options that separate content creation from delivery and presentation. Use powerful presentation services that enable personalized and dynamic self-service experiences for site users.

Multichannel Analytics and Journey Tracking

Get a 360-degree view using event tracking and dashboards in OpenText Core Journey, track performance with integrated Google Analytics, and perform behavioral data analysis.

Scalable, Extensible Architecture

Leverage an open, robust, and flexible platform architecture focused on compliance and identity access management to easily develop, integrate, and deliver highly reusable content.

Comprehensive CMS Integrations

Integrate with market-leading applications and solutions, such as Salesforce and Google, and easily extend to other capabilities, such as OpenText Digital Asset Management and any other information data sources.

[iii] What you see is what you get (allows users to see content that appears as it would when displayed in its final form).

10. Save a Billion. Build the Future.

Now you know how we are planning to save $1 billion over the next 10 years.

Our core competencies at OpenText are foundational—just look at how, by leveraging the power of our own technology, we are transforming our business. We are unlocking efficiencies, boosting productivity, and delivering exceptional experiences for both customers and employees.

Across the six areas we discussed—digital core, renewals, idea to product, the corporate helpdesk, digital operations, and customer experience—we are seeing real differences. Real improvements, real efficiencies, real cost savings.

This is OpenText digital agility: transforming every relationship, process, and transaction to deliver unmatched value—with significantly lower risk than traditional digital transformation efforts.

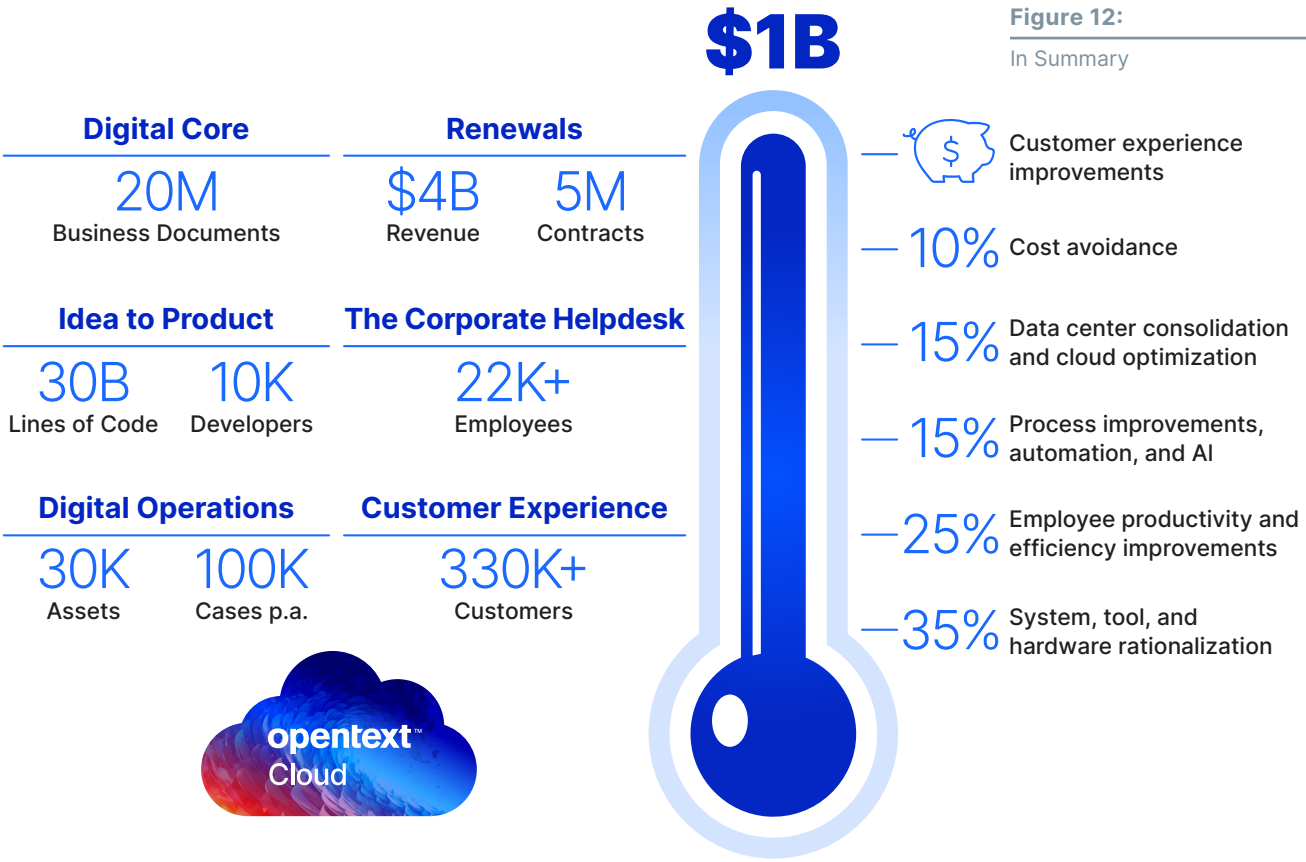


Figure 12:
In Summary

If I had to distill everything in this paper into three takeaways, they would be these:

- **ROI on tools and cost reduction:** By decommissioning legacy tools, while adopting additional automation and AI, we're seeing a massive surge in savings.
- **Productivity and efficiency gains:** From improved developer outputs to reduced manual checks, we're lowering costs and enhancing every part of our ecosystem.
- **Customer-centric improvements:** We're committed to elevating the user experience, with advancements including self-service access and faster incident resolution.

The scope of what is in our grasp with next generation information management technologies—like AI, automation, or multi-cloud—is limited only by our imaginations.

The future of business is already here. I hope you are feeling as invigorated as I am about the possibilities.

We trust OpenText products to lead us as we embrace this promising future. They could do the same for you.

Ask us how we can help.

Endnotes

[1]Matt Loy, "How Many Websites Are There?" Digital Silk, Nov. 11, 2024, *https://www.digitalsilk.com/digital-trends/how-many-websites-are-there/* (accessed January 2025).

[2]"Media usage in an internet minute as of December 2024," Statista, December 2024, *https://www.statista.com/statistics/195140/new-user-generated-content-uploaded-by-users-per-minute* (accessed April 2025).

[3]"Volume of data/information created, captured, copied, and consumed worldwide from 2010 to 2023, with forecasts from 2024 to 2028," Statista, November 21, 2024, *https://www.statista.com/statistics/871513/worldwide-data-created/* (accessed January 2025).

Forward-Looking Statement

Certain statements in this paper may contain words considered forward-looking statements or information under applicable securities laws. These statements are based on OpenText's current expectations, estimates, forecasts and projections about the operating environment, economies and markets in which the company operates. These statements are subject to important assumptions, risks and uncertainties that are difficult to predict, and the actual outcome may be materially different. OpenText's assumptions, although considered reasonable by the company at the date of this paper, may prove to be inaccurate and consequently its actual results could differ materially from the expectations set out herein. For additional information with respect to risks and other factors which could occur, see OpenText's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other securities filings with the SEC and other securities regulators. Readers are cautioned not to place undue reliance upon any such forward-looking statements, which speak only as of the date made. Unless otherwise required by applicable securities laws, OpenText disclaims any intention or obligations to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

About OpenText

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