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From Engagement to Insight: OpenText™ Release 16 and EP1

The world is on the brink of a digital revolution. Three key factors are coming together to drive digital transformation and enable the digital world: extreme automation, extreme computing power, and extreme connectivity. The pace of change is accelerating, and this digital revolution is toppling market leaders and restructuring industries faster than ever before.

That is partly thanks to the Internet of Things (IoT), the internetworking of everyday objects embedded with software, sensors, etc. The IoT is amplifying the already massive explosion of highly variable data and content coming at us at an high velocity and volume, and it has radically transformed both enterprise and consumer spaces, re-shaping our expectations of how we communicate, how we collaborate, and how we are served as customers.

While structured data has largely been tamed within organizations by distributed storage and processing, massive amounts of content and unstructured information continue to sit poorly managed and largely untapped. Information simply is not flowing effectively to the point of business impact. These challenges are not being addressed by legacy enterprise systems like ERP, which were designed to fit around standard business processes and rigidly structured data models.

To fill this gap, OpenText™ Release 16, and its new Enhancement Pack (EP1) offer the only complete solution for Enterprise Information Management (EIM)—with a comprehensive view of how information flows in a digital enterprise all the way from engagement to insight.

EIM: Release 16

Digital innovators are focusing on creating exceptional experiences for their consumers and benefiting from a lifetime of customer value. Brand experiences are built on networks, and companies are measuring their worth based on recurring metrics. Organizations will have to embrace digitization or face the risk of losing market share—or worse, becoming obsolete.
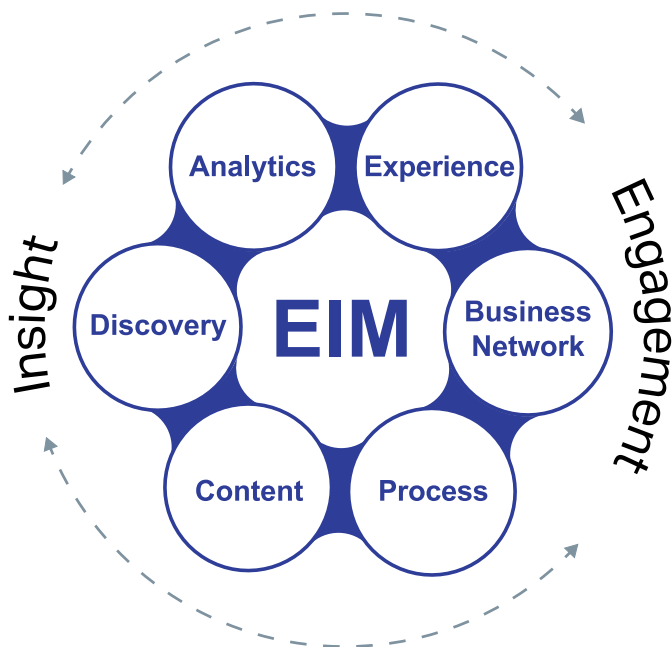
EVERY TOUCHPOINT IS AN OPPORTUNITY

In a digital world, the winning organizations will be the ones that find new customers, discover new markets, and pursue new revenue streams using digital channels.

OpenText Release 16 delivers the only integrated EIM platform that enables engagement to insight, and allows organizations to compete in today's world. With Enhancement Pack (EP)1, OpenText now supports the complete flow of information across the digital enterprise and extends its value via purpose-built business and industry solutions, enabling organizations to access a breadth and depth of capabilities never before available from a single platform.

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To enable organizations to meet the needs of the digital world, Release 16:

- Brokers the flow of information for initial and ongoing interactions with both customers (B2C) and partners (B2B) through OpenText Customer Experience Management (CEM) and OpenText™ Business Network (BN);

- Captures and orchestrates the flow of information across complex business processes with OpenText Business Process Management (BPM);

- Organizes and stores all the information assets in OpenText Enterprise Content Management (ECM);

- Adds content intelligence on those information assets with OpenText™ Discovery; and

- Delivers insights from content and data spread across and beyond the enterprise to the point of business impact with OpenText Analytics—to feedback and improve-upon engagement with customers.

"The new enhancements in OpenText Release 16 made it an easy decision for us to upgrade."

MARKOS C. DOLOPIKOS,
PRINCIPAL OFFICER, IT DEPARTMENT AT
BLACK SEA TRADE & DEVELOPMENT BANK

In Release 16, we created the most complete digital platform with the flexibility of the cloud, the ability to increase value, deep functional capabilities, the efficiency of information flows, and a focus on mobility.

Enhancement Pack 1 (EP1)

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

Complete EIM flow from engagement to insight

To manage and secure the entire flow of information inside and outside an enterprise, entire business processes need to be digitized from initial engagement with a data set right through to making the right information available in context for effective decision making.

In EP1, OpenText™ Experience Suite capabilities have been extended to include contact center optimization, automated interaction scoring, and optimized omnichannel communications. From marketing optimization to customer contact programs, OpenText is connecting the customer lifecycle and the data that encompasses it, and delivering relevant content orchestrated across different business processes for a connected customer experience. EP1 also adds the Discovery Suite to our Release 16 portfolio to complement OpenText™ Content Suite with content intelligence, along with search in context and a purpose-built solution for contract analysis. Discovery analytics further facilitates the flow of information for deeper data discovery and the Analytics Suite provides a single, integrated platform for self-service business intelligence, data preparation and advanced analytics on both structured and unstructured data.

No. 1 EIM cloud

Cloud continues to be the heart of innovation for OpenText. We have made significant investments into our own cloud infrastructure, and now virtually all our products are available in the OpenText Cloud. As customers are deciding which information and which solutions they should move into the cloud, they are often operating in a hybrid environment. To address this, OpenText solutions can be consumed on-premises or in the cloud.

In EP1, our cloud advances include:

- Simplified ability to deliver ECM in the cloud with several new editions, and added support for data sovereignty requirements and compliance with strict EU privacy regulations.

- OpenText™ Communications Center Enterprise in Experience Suite for true multi-tenant cloud deployment allows businesses to segregate services and data to meet regulatory or governance requirements in a single deployment.

"The new user interface and custom search have proven a big hit with users, and with Release 16 we have, in terms of corporate search, at last found the Holy Grail."

RICK QUARMBY, PRINCIPAL KNOWLEDGE MANAGEMENT ADVISOR FOR HYDRO TASMANIA

- A new SaaS web optimization platform to drive marketing campaign effectiveness, while media in the cloud removes the operational burden of everyday run and maintenance for centralizing all images, video, or rich media.
- Advanced supply chain automation solutions from expanded supply chain analytics solutions to faster provisioning of web services integration help companies embrace digital disruption and transform their supply chain ecosystems with secure, compliant information exchange and pervasive integration.
- Mature, rapidly scalable cloud and hybrid delivery for e-discovery, investigations, contract analysis, and more—all with state-of-the-art security features.

Business and industry solutions

Disruptive technologies, new business models, and lower barriers to market entry are putting enterprises under tremendous pressure today to stay relevant and competitive. Release 16 and EP continue to extend the OpenText EIM platform and the value of information flows via purpose-built business and industry solutions.

Release 16 provides:

- Improved process productivity is achieved by integrating ECM with lead applications, such as Salesforce®, SAP® SuccessFactors®, and OpenText™ Process Suite, to further connect the processes that generate enterprise information and ensure compliance and control across all systems.
- Support for public sector organizations shifting from paper-based to electronic record files by providing a platform to support current and future digitalization initiatives.
- A collaborative work environment for secure information sharing of documents, particularly well-suited for law firms, legal departments, and governmental organizations.
- Optimized patient information exchange in a single secure solution, including compliance with Healthcare Direct messaging mandates.
- Persona-driven dashboards and streamlined work processes for engineering departments that make finding information, getting work done, and controlling risk more efficient and effective than ever before.
- The ability to collect, store, combine, analyze, and visualize data from outside sources via data blending in OpenText™ Trading Grid™ Analytics, providing a 360-degree view of supply chain risk and opportunities.
- A more user-friendly way for "citizen developers" to build and deploy case management solutions and automate information-centric business processes.

The Complete Engagement to Insight Flow

Don't allow vital business insights to sit untapped deep within the massive amounts of content and unstructured information that is collecting at your organization right now. Embrace digital disruption: unlock the value of your information with Release 16 and Enhancement Pack 1, which brings with it the most comprehensive view of how information flows in a digital enterprise from engagement to insight.

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

www.opentext.com/contact