

IDC PERSPECTIVE

OpenText Magellan, Reborn Cloud, and Other Highlights from OpenText Enterprise World 2018

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EXECUTIVE SNAPSHOT

FIGURE 1

Executive Snapshot: Highlights from OpenText Enterprise World 2018

This IDC Perspective covers OpenText Enterprise World 2018 held at the Metro Toronto Convention Centre in July. Mark J. Barrenechea, vice chair, CEO, and CTO of OpenText, presented the keynote address on July 10. Barrenechea's remarks focused on the intelligent and connected enterprise as the way to scale and manage information for better decisioning and actions. OpenText views AI as augmented reality, requiring people and machines for decisioning, not people versus machines.

Key Takeaways

- OpenText announced its next-generation, hybrid cloud platform OT2. This SaaS platform brings together intelligent automation, security, and enterprise information applications in a unified platform.
- OpenText continues support of its Documentum clients (obtained via its acquisition of Dell EMC's Enterprise Content Division) through new releases and the new OT2 SaaS platform.
- OpenText Magellan, a flexible AI and analytics platform, is enhancing OpenText's EIM software suite through machine-assisted automation and decision making. OpenText Magellan has developed a machine learning platform that enables use by operational employees and knowledge workers in addition to data scientists.

Recommended Actions

- Government organizations should explore how OpenText is enhancing its enterprise information management software suite through machine-assisted automation and decision making.
- Agencies deploying any AI machine learning models should require the vendor to provide executive summaries within the model of algorithms used, which databases were selected, what weights were applied to the data, and what testing was done to determine bias in the data.
- OpenText is in the planning stages for FedRAMP certification. Agencies should require OpenText to provide plans for this and other relevant security certifications.

Source: IDC, 2018

SITUATION OVERVIEW

There were approximately 5,000 attendees from 50 countries at the OpenText Enterprise World 2018, held July 9-12 at the Metro Toronto Convention Centre in Toronto. Mark J. Barrenechea, vice chair, CEO, and CTO of OpenText, presented the keynote address on July 10. Barrenechea's remarks focused on the intelligent and connected enterprise as the way to scale and manage information for better decisioning and actions. The OpenText vision of an intelligent and connected enterprise has, at the intelligent information core, automation and AI, APIs, and data management and connects with enterprise information management (EIM) applications and platforms to provide secure data and content management and integration for customers and employees and more efficient operations. OpenText views AI as augmented intelligence, requiring people and machines for decisioning, not people versus machines.

In declaring "we are reborn in the cloud," Barrenechea announced the OpenText next-generation, hybrid cloud platform OT2. This SaaS platform brings together intelligent automation, security, and EIM applications in a unified platform. Barrenechea indicated that applications in OpenText OT2 will be tightly integrated with OpenText Release 16. With a unified data model and a standard user interface, OpenText OT2 enables developers to build SaaS applications in the OpenText Cloud. OpenText OT2 brings together microservices for content collaboration, security, process automation, and analytics, enabling customers and partners to rapidly develop and deploy applications into their operations. Customers will get a single solution whether securely sharing information internally or externally by integrating software solutions such as OpenText Core and OpenText Documentum.

Muhi S. Majzoub, EVP, Engineering and Cloud Services of OpenText, presented the keynote on July 11. Majzoub reiterated his commitment made a year earlier that OpenText will "take care of our Documentum customers and innovate on top of the platform." OpenText Documentum and its LEAP platform of content services and apps became part of OpenText when it acquired Dell EMC's Enterprise Content Division. Majzoub stated that Documentum had new features and capabilities as part of every new product release last year. Further, OT2 gives OpenText a platform to integrate software solutions either by developers building their own apps in the OpenText Cloud or by OpenText customers accessing an array of OpenText's own prebuilt applications that integrate with its own solutions such as OpenText Documentum to extend new capabilities to customers' existing investments in EIM software.

Majzoub also discussed new Magellan AI and machine-assisted automation features such as native direct connectors into EIM systems, enhanced content mining and analytics capabilities, and new data connecting and loading options for analysts and line-of-business users.

Leveraging AI: OpenText Magellan

OpenText Magellan is a flexible AI and analytics platform that combines open source machine learning (ML) with advanced analytics, enterprise-grade business intelligence, and capabilities to acquire, merge, manage, and analyze any data (structured or unstructured) of any size stored in an agency's enterprise information management systems. The platform is built on open standards such as HTML5, Java, SQL, and Hadoop. It includes prepackaged predictive algorithms and provides the capability for new algorithms to be written (via R, Python, Scala as well as other popular programming languages) using Apache Spark's scalable machine learning library (MLlib).

The EP4 release of OpenText Magellan includes native integrations into OpenText EIM solutions including Documentum, Content Server, Archive Center, and eDOCS for analysis of enterprise content management data alongside other sources such as web and social data. Direct integrations into third-party tools such as Box, Dropbox, Gmail, Google Drive, IBM FileNet, Microsoft Exchange, and SharePoint are also now available as add-ons.

The OpenText Enterprise World 2018 user conference illustrated throughout the breakout sessions and Magellan demos, and in the Integrated Analytics Hands-On Lab, how OpenText has created Magellan for multiple organizational users. Data scientists identify, train, and test a model using Magellan Notebook. Magellan Notebook (based on the Jupyter Notebook) is a web application that data scientists can use to create and share code, equations, visualizations, and explanatory text. Data scientists use this to design custom machine learning models and data processing routines leveraging Spark MLlib. The trained machine learning model is published to Magellan for the nondata scientists (i.e., business analysts or knowledge workers) to use. By simply dragging and dropping any data sets that appear to be relevant to solving the problem (either data sets provided by the data scientist or their own data), the knowledge worker runs data through the published machine learning model created by the data scientist. Data can be joined, extended, and enriched in a visual drag-and-drop process. Knowledge workers can then share results from the model with operational users, democratizing the ML process.

Several sessions covered how Magellan is enhancing OpenText's EIM software suite through machine-assisted automation and decision making including:

- **Experience Suite.** Magellan provides AI-enhanced customer experience that combines and analyzes all customer touches across all channels. Magellan can monitor customer experiences such as onboarding, delivery, and case resolution and detect key decision points in customer journeys. The solution leverages components of Magellan to deliver insights from unstructured speech data, including natural language processing capabilities for concept identification, categorization, and sentiment analysis. This analysis delivers insight into constituent interactions, allowing contact center professionals to better understand customer behavior and feedback.
- **Business Network.** Magellan provides AI-enhanced supply chain for operational and performance metrics, now including predictive analytics, for trading partner risk, likelihood to pay on time, and more. OpenText communicated a vision for intelligent supply chain supporting predictive maintenance for fleets, transport vehicles, military equipment, and so forth by amassing data from usage and comparing this with historic usage, breakdowns, weather factors, and part lots with known or greater propensity for issues. This solution enables alerting, recommending action, and proactively ordering parts when needed. One presenter referred to this capability as a "machine whisperer," capable of replacing retiring experienced workers who can figure out errors and solutions by listening to noise.
- **AppWorks.** Magellan supports agency processes such as human resources personnel using Magellan to apply learning algorithms to classes of applicant or employee data and prioritize follow-up among thousands of applicants based on highest score and likelihood to fit. Magellan also assists in helping managers understand which employees are high performers but likely to leave.
- **Content Services.** Magellan includes AI-based natural language processing that can analyze content managed on OpenText Content Services solutions. Magellan can classify, automate routing and processing, and enrich and migrate documents based on the text contained in the content. It can find related documents, perform a semantic analysis of captured documents, and identify areas where archiving can be optimized. AI-driven capture allows agencies to digitize documents through a picture or content scan.

- **Discovery Suite.** Magellan provides AI-augmented case insight by analyzing all related documents (such as the present case and all analogous cases and past judge rulings) and can predict settlement amounts and billable hours even before discovery begins. Magellan can ensure compliance by monitoring all internal and external communications, media outlets, social networks, and stock prices. This feature may also be of interest to regulatory agencies as it offers insights into such issues as insider trading.

ADVICE FOR THE TECHNOLOGY BUYER

Magellan can assist government by providing enhanced search capabilities, better classification and extraction for intelligent capture and automated records declaration, and provide the ability to derive actionable insights from very large amounts of unstructured information.

Data analytics is increasingly being adopted in the public sector because of its strong return on investment and ability to identify areas for streamlining operations. And in complex systems where algorithms are hard to design or when an agency needs to work with extensive databases and information is being accumulated faster than can be analyzed by humans, agencies are turning to machine learning. Magellan will enable government organizations to take advantage of innovations in open source machine learning and analyze content via AI-driven, intelligent capture. Given the notable shortage of data scientists, public sector organizations at the federal, state, and local levels compete for these key skills with the private sector. Having the ability to leverage data scientist's skills by enabling business analysts and knowledge workers to add data sets and conduct their own analysis on a platform such as Magellan should help alleviate this situation. Integrating Magellan into software applications that many government agencies already have, such as Documentum and Content Suite repositories, will make it easier for line-of-business users to create, modify, and run machine learning models.

However, IDC recommends that all agency users request that any/all vendors' AI machine learning models provide an executive summary within the model that includes the processes used for recommended actions including what algorithm was used, what databases were used, what weights if any were applied to each database, and what testing if any was conducted for bias in the data. This type of summary will reinforce the concept of augmented reality and may assuage senior executives concerns of the accountability of recommendations made by a machine.

A note of caution: OpenText is still in the initial stages of planning for FedRAMP certification for its cloud-based software solutions. To properly manage risk, agencies should require OpenText to share plans for FedRAMP and other relevant security certifications.

LEARN MORE

Related Research

- *Moving from Theory to Reality – Outcomes-Based Digital Transformation in the Public Sector* (IDC #US44159518, August 2018)
- *Executive and Legislative Alignment on Federal Government IT Modernization: Now What?* (IDC #US43842218, May 2018)
- *IDC's Worldwide Digital Transformation Use Case Taxonomy, 2018: National Civilian Government* (IDC #US43635818, March 2018)

- *IDC PlanScope: Essential Elements for Government Advanced and Predictive Analytics Adoption* (IDC #US42168417, February 2018)
- *IDC FutureScope: Worldwide Federal and Central Governments 2018 Predictions* (IDC #US43156017, October 2017)

Synopsis

This IDC Perspective covers OpenText Enterprise World 2018 held at the Metro Toronto Convention Center in July. OpenText announced its next-generation, hybrid cloud SaaS platform, OT2, and continued support for its Documentum clients through new releases and the new OT2 SaaS platform. OpenText Magellan, a flexible AI and analytics platform, is enhancing OpenText's EIM software suite through machine-assisted automation and decision making.

"Having the ability to leverage data scientist's skills by enabling knowledge workers to add data sets and conduct their own analysis on a platform such as OpenText Magellan should help alleviate the shortage of data scientists," says Adelaide O'Brien, research director, IDC Government Insights. "Integrating Magellan into software applications that many government agencies already have, such as Documentum and Content Suite repositories, will make it easier for line-of-business users to create, modify, and run machine learning models," she adds.

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