Disruptive technologies are re-shaping our markets and re-writing the rules of business. In doing so, they are also introducing incredible opportunity for business growth. To excel in this new environment and seize these opportunities, organizations are transforming themselves into digital businesses.

Previously, we discussed the characteristics of a digital business—how it leverages digital technology to operate seamlessly within its business network for optimal efficiency and responsiveness to customer needs and expectations. In this article, we introduce the Digital Enterprise, which is a digital business that uses Enterprise Information Management (EIM) to manage and leverage its information as an asset for digital transformation and sustainable competitive advantage.

**EIM: A Platform for Transformation**

EIM is a set of technologies and practices that maximize the value of information as it flows within the organization and externally across its extended enterprise ecosystem. Its core technologies work together to create an end-to-end platform for sharing, collaboration, analysis, and decision-making. They effectively manage enterprise information to harness its potential while mitigating risk through governance, compliance, and security.

*Digital: Disrupt or Die*, authored by OpenText CEO Mark J. Barrenechea and Chairman of the Board for OpenText Tom Jenkins, explores the relationship between products, services and Enterprise Information Management (EIM). Download the book today [WWW.DIGITALDISRUPTORDIE.COM](http://WWW.DIGITALDISRUPTORDIE.COM) for the full story on how this transformative new technology can help your company simplify processes, accelerate business and stay ahead of competition in the Digital-First World.

**LEARN MORE ABOUT OPENTEXT PRODUCTS AND SOLUTIONS**

- 4 Ways to Transform Your Digital Experience Delivery
- Digital Governance: Finding the Balance between Opportunity and Risk
- The Digital Enterprise Challenge: An Information-Centric Strategy for Digital Transformation
- Benchmark Your Enterprise Cloud Adoption
A Comprehensive Platform for Enterprise Information Management (EIM)

Five Integrated EIM Suites

As depicted in the image above, EIM bundles core technologies together to add value as information flows across the digital enterprise. EIM is comprised of the following five integrated suites:

- **Content Suite**: Enterprise Content Management (ECM) solutions for managing information throughout its lifecycle—from capture through to archiving and disposition—applying secure and consistent governance policies across any type of content.

- **Process Suite**: Business Process Management (BPM) solutions for flexible, agile business processes that empower employees, customers, and partners to collaborate, streamline operations, and work efficiently.

- **Experience Suite**: Customer Experience Management (CEM) solutions for delivering responsive, compelling, and relevant user experiences across multiple channels to drive revenue and increase customer satisfaction.

- **Exchange Suite**: Information Exchange (IX) solutions for exchanging complex or sensitive information quickly, securely, and reliably—between specific organizations or across an extended ecosystem of trading partners.

- **Discovery Suite**: Applications that derive value from growing volumes of content produced as the output of enterprise business processes or exchanged between business partners. These applications help the enterprise transition from query to insight to action.

**AppWorks Development Platform**

The digital enterprise is fueled by unrestricted access to information from within the enterprise and across the extended enterprise. Complementing the five suites above, AppWorks is a common development platform for creating purpose-specific apps that assemble and consume enterprise information from across EIM suites and make it available on a desktop, web interface, or mobile device.

With AppWorks, enterprise apps are built simply and easily using modern web technologies, can be written once but deployed on any platform and can be managed securely from a centralized location. Businesses can deliver push notifications to enterprise apps, deliver seamless application updates, collect usage reporting, and more. AppWorks makes it easy to manage and use enterprise information securely and conveniently in customized ways that accelerate innovation and drive the digital enterprise forward.

**B2B Integration**

B2B Integration technologies also enable the fast, efficient, and secure flow of information across the extended enterprise ecosystem. B2B integration technologies fall under the umbrella of Information Exchange solutions, yet focus explicitly on real-time, automated exchanges between supply chain partners. The OpenText™ Trading Grid™, for instance, is a cloud-based B2B integration platform that allows for the secure, rapid exchange of information, money, products and services between retailers, manufacturers, customers, banks, logistics providers, and others. It creates an “information supply chain” for the digital enterprise, empowering a tightly integrated business network to transact in ways that are rapid and accurate, and to make decisions that are timely and intelligent.

**The OpenText Cloud**

The cloud is a central technology in this wave of IT-based disruption and a defining characteristics of the digital enterprise. For this reason, OpenText™ EIM solutions can be deployed both on premises and through the OpenText™ Cloud. The OpenText Cloud provides global operations and a range of flexible options for cloud-based deployment:

- **Cloud Perpetual**: A fully-owned license, customers have lifetime access and ownership of the software.

- **Cloud Subscription**: Customers subscribe to OpenText EIM products for a defined period of time with payments based on their consumption of services rather than through capital investment. One example is OpenText™ CORE which provides on-demand EIM capabilities in the cloud.

- **Managed Services**: With Managed Cloud Services, OpenText uses its expertise in EIM to set up and manage the daily operations of the customer’s OpenText Cloud solutions, such as network operations, cloud engineering, customer support services and client enablement.

OpenText™ B2B Managed Services is a core offering that provides the expertise, technical infrastructure, and process support for critical B2B programs. B2B Managed Services experts perform activities such as mapping, connectivity, onboarding, testing, monitoring, and end-user support to quickly connect business partners and resource projects on an as-needed basis. With supply chains becoming more complex, many organizations are opting to outsource their B2B integration and leverage a third-party Managed Service to simplify their operations, focus on their core competencies, and realize cost and productivity gains.
EIM: Bringing It All Together
To become a digital enterprise, organizations must reduce costs, improve efficiencies, and increase their competitiveness by automating information processes. They must consolidate and upgrade their information management platforms for the requirements of a new workforce and new customers in a disruptive world. And they must increase the speed of information delivery through integrated systems within and beyond the boundaries of the enterprise.

The Business Value of EIM
The core sets of technologies and services described in this article form a comprehensive platform for the digital enterprise. As shown above, an integrated EIM platform delivers better business results, improved relationships with customers, and helps to create an open, compliant IT infrastructure. EIM empowers the enterprise achieve all of the above, giving it the ability to simplify, transform, and accelerate its business in a Digital-First World.

To learn more, you can visit our website and download the book, Digital: Disrupt or Die.