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OpenText™ Content Suite Redefines the Possibilities of Enterprise Content Management

OpenText ECM creates an integrated, enterprise-wide information grid that transforms Personal Productivity, Process Productivity, and Control

In the age of the digital enterprise, organizations are realizing that they need to be ever more efficient and effective to stay relevant. Heightened levels of competitive pressures and customer expectations require new ways of addressing the information they control and the technology they utilize to maximize its value. Becoming a digital organization has become a "must-have," with organizations needing to integrate solutions that will allow them to manage, organize, control, and generate value from the digital data they own, whatever its form and source.

For many progressive enterprises, rethinking and reframing the role their ECM platform plays in the organization is the path to success in digital transformation. OpenText Content Suite is a new generation of ECM solution that is dynamic and fully integrated; no longer a one-way destination where content solutions are relegated for long-term storage but a multi-lane backbone facilitating information exchange with systems and individuals across the enterprise through:

• Bridging isolated information silos

• Integrating and sharing information across the lead applications that drive processes

• Offering a simplified, unified user experience that promotes collaboration, sharing, and output

• Transparently applying automated governance policies and practices to a much wider pool of information behind the scenes

OpenText Content Suite—with its capabilities to support Process Productivity, Personal Productivity, and Control—is uniquely positioned to be a foundational platform helping enterprises achieve success through digital transformation.

SUMMARY

OpenText Content Suite is a new way to think about ECM; a new way to build the foundation for Digital Transformation and drive collaboration, competitive advantage, and customer service across the enterprise. Content Suite is about:

• *The end user and Personal Productivity, with simple, intuitive tools and experiences that let people engage and work the way they want to*

• *Process Productivity has never been so well-connected; Content Suite bridges the silos and communication gaps that have isolated lead applications and hindered back-office efficiency*

• *It's all supported by new levels of industry-leading OpenText Control, the transparent, automated application of full governance and security to more structured and unstructured information than ever before*

Process Productivity

All organizations must become digital organizations in order to gain competitive advantage through a combination of increased efficiencies and productivity, the creation of new business models and/or a differentiated customer experience. But, much of our digital information is isolated in applications and systems that can't "talk" to other systems across the enterprise. By integrating ECM with the lead applications where work actually takes place, it can connect disparate business processes and information sources to share content in order to improve insight, efficiency, and throughput.

OpenText Content Suite enables new levels of Process Productivity integrations with more lead applications like SAP® solutions and SuccessFactors, Microsoft® SharePoint® and Office 365, Oracle® E-Business Suite, and Salesforce®. By seamlessly bridging silos to share information across the enterprise, it embeds a seamless network of structured and unstructured information sharing between applications to fuel business processes. Through the transparent application of metadata values behind the scenes, content is enriched and can be delivered in the right business context. All of this improves productivity, collaboration, and compliance while reducing costs.

By improving Process Productivity and enabling access to the right information within business context, organizations also can provide the insight required for agility and innovation. Innovation can be expedited simply by reducing the time needed for tedious, manual tasks and removing barriers to collaboration—adapting information management to the needs of the users, making it easier to share ideas and align joint efforts to business strategy.

The proven capabilities of Content Suite support The PrivateBank's strategic plan to tie digitization, analytics, and mobility to the enterprise: "OpenText is a key part of all three of those as we see our content being managed across multiple processes and multiple places by people who are on the move. We really see a key foundation of our architecture with OpenText and expect to gain a lot of benefits from that partnership."

DEAN HAACKER, CHIEF TECHNOLOGY OFFICER, THE PRIVATEBANK

Personal Productivity

OpenText Content Suite gives a new generation of knowledge workers access to their files anywhere, on any device providing effortless sharing and collaboration without resorting to unsecure consumer applications.

With its progressive UI, simple, intuitive tools, and built-in social functionality, end users are able to more effectively manage information, collaborate more efficiently with teams, and have anywhere/anytime access to information—all without compromising governance on either side of the firewall.

Giving people ready access, whether they're at their desk or on the road, to a single source of truth and improving the processes by which they create and consume information allows them to work more productively and efficiently. Simply put, people are empowered to make better decisions and ultimately accelerate time to competitive advantage for the organization.

Control

Organizations utilize Content Suite to effectively use and manage information assets to maximize value, while minimizing information related risks. Enterprises need control of the information lifecycle to reduce that risk without negatively impacting end-user productivity or impeding business process. Content Suite can deliver transparent, automated, enterprise-wide governance to produce industry-leading security, privacy, and compliance–for content captured for both Personal and Process Productivity use cases.

Content created by knowledge workers in their day-to-day personal productivity activities tends to be the riskiest and costliest content from the perspective of the legal department and the storage budget. Due to the perception of users that this is "My Document" and "My Email," it is also content that resists oversight and organization. In order to control this content, it must be captured automatically and simple retention policies must be applied. Content Suite achieves this by transparently capturing content where user Personal Productivity happens, in applications like file synch and share, email and SharePoint. Retention policies are applied using OpenText Auto-Classification, a revolutionary application that classifies content based on machine learning.

Content captured and created in the course of business process tends to be the most critical content in the organization when it comes to compliance and business continuity; it is most often the "official records" of the organization, and needs to be managed as such. By embedding Content Suite directly into business applications, content can be captured as part of the business process, and by being in context of the business process, can be transparently placed under records management control.

For both of the key use cases that ECM supports, Process and Personal Productivity, Content Suite transparently applies the right amount of control without involving or impacting end-users.

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OpenText Content Suite

It's time to push the reset button on ECM. It's now inaccurate—to both the capabilities of the software and the market needs—to talk about ECM as merely a standalone storehouse for governed information. OpenText Content Suite allows organizations to actually create a governed information network; one that provides the tools and framework to dynamically aggregate, categorize, correlate, share, and extract value from information generated by people and processes across the enterprise.

OpenText ECM provides a number of unique benefits that has consistently earned it a leadership position in industry analyst reports and as the ECM system of choice for the world's top performing organizations:

• With industry leading Enterprise Information Management and governance injected with a consumer-based experience driven by simplicity, transparency, and engagement, OpenText has created an all-inclusive ECM platform that offers more breadth, depth, and benefits than any vendor.

• Out-of-the-box integration with and support for major enterprise applications such as SAP ERP, CRM, and SuccessFactors; Oracle E-Business Suite; Salesforce; Microsoft Office 365 and SharePoint builds a bridge that enables true digital transformation within organizations and supports a comprehensive Information Governance program.

• A wide variety of industry-specific solution accelerators speed deployment and integration with lead applications.

• Deep integrations between products that enables an easy flow of information from one business application to another as solutions grow.

• Consistently highly rated Records Management that has earned OpenText a reputation for being the leader in compliance.

• Flexible architecture enables customers to deploy any offering individually without the interdependencies of monolithic stack architecture.

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