

EXECUTIVE BRIEF

# Extended ECM Platform Development Integrations

Integrating Content Services into business applications to accelerate processes, expand insights, and fuel operations is easier than you may think, with customizable development solutions to fit your needs.



-  **Enhance current lead system capabilities** and leverage existing IT investments to produce better business outcomes
-  **Maximize process and operational efficiencies** through automated identification, classification, analysis and distribution of information
-  **Improve productivity and user experiences** with seamless instant access to information for improved employee insights
-  **Provide better information governance and control** of content of across the entire organization
-  **Minimize development cycles** to free up IT resources for higher-level strategic purposes

## OpenText Extended ECM Platform developer tools enable content services integrations to any business application—providing a simple path to bridging siloes, automating processes and enabling better use of information.

As people and processes become increasingly dependent on accessing and using digital content from across the enterprise, isolated siloes of unmanaged content and data—associated with either legacy systems or mission-critical applications—are no longer justifiable. The information stored within has tremendous value; easy access to it can make workers more efficient and enable better decisions. It also has risk; in many organizations, most of their enterprise information sits ungoverned or unused in these repositories.

However this need to recognize the full value and risk of the information housed in active or legacy systems often poses integration and compatibility challenges. These individual systems were generally not designed or configured to act as a link in an interconnected content management chain. Undertaking one-off customization projects to connect these systems requires resources that may not even exist within any given organization.

In the age of digital information immediacy, agility and consumerized experiences, that's no longer enough to stay connected and competitive.

Integration of previously isolated stores of information into a centralized content management framework is the key to unlocking its value, and content integration opens the door for the automated analysis and classification of this siloed information. It facilitates the automatic application of centrally defined lifecycle management and governance rules. It creates context for the content and data by connecting it to relevant information drawn from other relevant sources, and allows that information to enter workflows and be seamlessly surfaced to those users who can readily consume it.

Content services platforms and applications were originally conceptualized to solve this problem. By simplifying integration to any lead application, they extend the reach of an organization’s investment in its central content management software into information repositories related to lead business systems.

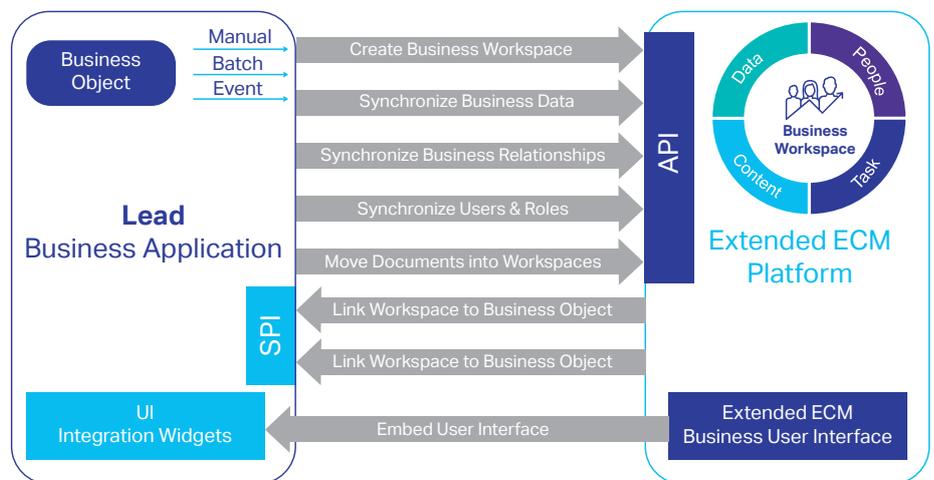
Integrating information at this level helps an organization truly understand how to optimize its supply chain, develop successful products, optimize asset performance and best engage with employees and customers. How organizations analyze, connect and use information produced by the lead systems they use every day, such as CRM, ERP and HCM, is what will set them apart from the competition in an era where information is the ultimate currency.

Connecting critical business content to lead applications processes, and having a digital framework for a business workspace that represents a meaningful entity (object) in an organization digitally is key to this solution’s success - e.g. a customer, a sales opportunity, a project, a part, or even a community of people with common interests. A workspace is a folder that provides insight from data, content, people, and tasks pulling it all together in one place. Users of the lead business application can access relevant content items seamlessly in the business workspace without leaving the business application UI.

Not all lead applications driving processes across the enterprise are created equally, though. Some, such as Salesforce, SAP, and Microsoft, are pervasive enough that out-of-the-box integration solutions are essentially plug-and-play.

**Others, often highly specialized to perform specific tasks or legacy systems, invoke cost-effectiveness discussions when it comes to integration—even though the information they contain has value and risk that must be addressed.**

The OpenText Extended ECM Platform pioneered the concept of extending content management best practices into the industry-standard lead applications that drive business processes. We’ve built on that expertise to provide a class-leading, flexible development approach—providing tools, APIs and templates needed to create customized integrations to virtually ANY application. Our developer tools hugely simplify the integration process for even the most obscure software, fully integrating it to introduce the content and data within into a cross-enterprise information management program.



Extended ECM integration architecture

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Providing standardized APIs makes it easy to deliver custom content-centric solutions and application connectivity. OpenText Extended ECM Platform is highly extensible through configuration and customization. There are several powerful developer tools that allow for easy customization of the platform to meet the specific needs of each implementation. Designed to create scalable enterprise solutions, our developer tools enable rapid development and deployment of customizations to enable integrations with OpenText Extended ECM and your enterprise applications. Whatever the integration or application, you need to enhance and extend your information environment. These tools provide simple, secure and easily upgradable developer access points.

- Access and manipulate Extended ECM components including document management objects, user and group objects, attributes, workflow objects and search functionality
- Create applications and components that manipulate ECM data in a distributed environment and extend these to bring together structured and unstructured data and processes together
- Customize user experiences to provide dashboards, visual and role-based views and specific UI enhancements that maximum ease of use

## An open and simplified Developer Toolkit for business application integration

Content Web Services (CWS) and Content Server REST API are foundational programmatic interfaces to Extended ECM that allow you to write programs that interact with data in the content repository. With the Extended ECM API, the business application does not just send technical data, but directly sends critical business data and requests the creation of a business workspaces, and the same mechanism works to update attributes for an existing business workspace. It is complemented by the Extended ECM Service Provider Interface (SPI) for providing feedback to the business application.

## The support you need to build integrations that accelerate time-to-value

OpenText Platform and Developer Extensions has a community for developers to share code samples, best practices, API documentation, and guidance. The community is accessible for registered customers and partners. OpenText has had success in many different industries through our Professional Services team, developing solutions to bridge business processes and content management together in highly varied use cases and regulatory environments.

The Extended ECM Platform offers organizations a flexible integration to transparently combine OpenText™ content services with lead applications, allowing for seamless information flow across the enterprise. Available in out-of-the-box solutions for leading business applications, such as SAP®, Oracle® E-Business Suite, Salesforce® and Microsoft® Office 365®, Extended ECM also comes with the tools and APIs needed to create custom integrations to just about any lead system.

## About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: [opentext.com](https://www.opentext.com).

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