

# OpenText™

## Process Intelligence

### Turning Big Data into Process Intelligence and Putting it in the Hands of the End User

The OpenText Process Intelligence component of OpenText™ AppWorks Platform enables non-technical end users to intuitively and graphically model, select, manipulate, analyze, and visualize real-time operational data. It is built for business users so they can compose “intelligence applications” without IT support. For example, one of the world’s leading oil and gas companies is using the platform’s Process Intelligence to allow its field staff to create “smart applications” for operations intelligence, built on top of a company-wide, real-time data services layer.

#### Introduction

While there is a lot of talk about “big data” at the moment, one of the most common questions is, “How do I use it?” Operations personnel typically struggle to pull together a complete, timely picture of operations data on the basis of which they can monitor and improve the operations. Like missing pieces of a puzzle, critical information is often scattered throughout a variety of databases, enterprise applications, and operational systems, in a wide range of formats. If this information ever comes together in a meaningful way, it is often in a periodic report that is produced long after the opportunity to react to the information has passed.

Process Intelligence addresses the challenge by transforming this huge amount of data into usable, real-time operations intelligence.

#### How It Works

Process Intelligence allows end users to explore and manipulate many data sources, in addition to real-time big data; visualize it in many ways, including Microsoft® SharePoint®; and plug into many types of calculation engines, from common tools, such as Microsoft® Excel through to more advanced solutions. Combining multiple visualizations into a single dashboard allows the business user to quickly get a complete and up-to-date overview of all operations. Since the visualizations support the drill-down option, underlying causes can be analyzed immediately. In addition, users can simply define business rules that could trigger notifications or escalation processes if certain values go beyond an acceptable level.

#### WHAT IF END USERS COULD:

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- Access real-time operations data and create their own intelligence applications?
- Manipulate that data for monitoring and analysis using common tools like spreadsheets, as well as advanced predictive analysis engines?
- Visualize the data and graphs using the corporate portal and get time or event-based updates automatically?
- Compose “smart” intelligence applications in their web browser, in less than 20 minutes, without dependency on scarce IT experts?
- Leverage historical data silos together with real-time information to create information compositions that deliver actionable insight into past, present, and future business operations?

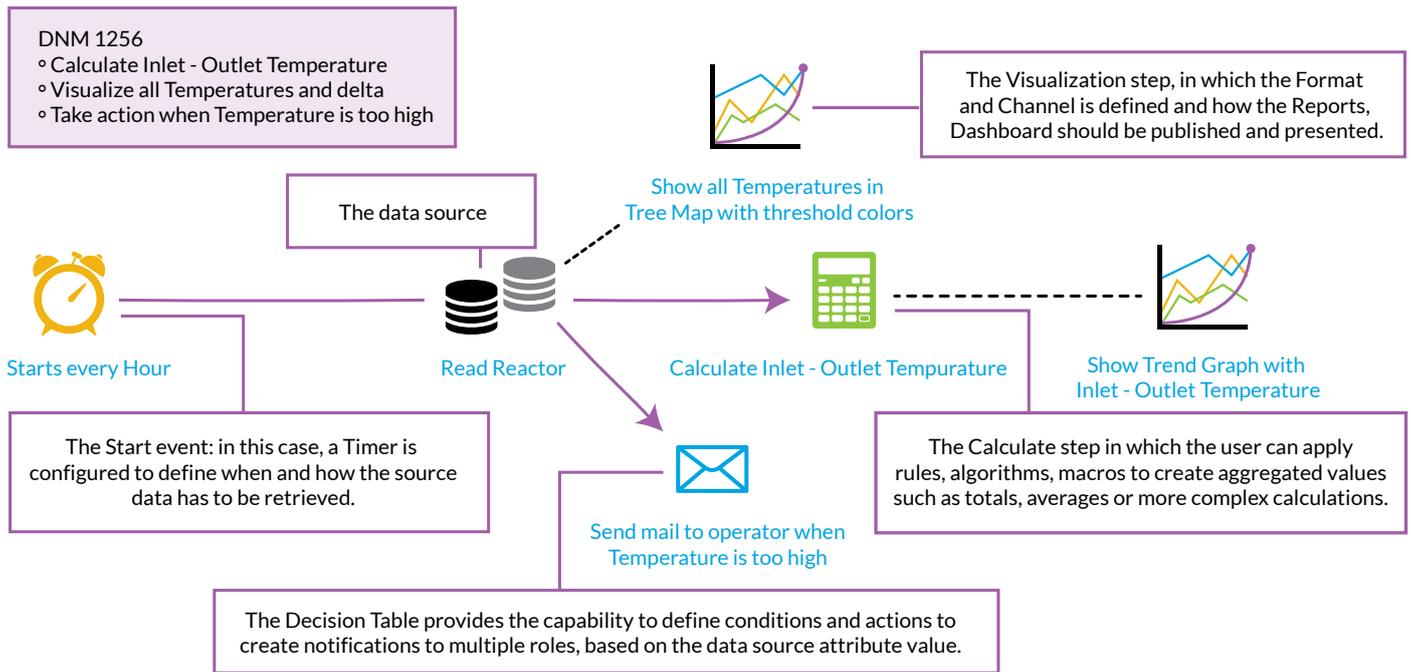


Diagram 1: Modeling Operations Intelligence in OpenText

## Key Benefits

### Make Better, Smarter, Faster Business Decisions

By eliminating the language and collaboration barriers between business personnel, who understand and define the business requirements for data, and the IT organization, which is responsible for technical deployment, OpenText Process Platform's Process Intelligence removes operational bottlenecks that slow responses to opportunities or threats. Business users can monitor business events continuously to gain visibility into relevant data to make smarter, better informed decisions, faster. The platform's Process Intelligence delivers the operational intelligence your company needs to exceed customer expectations and outmaneuver the competition.

### Leverage Real-Time and Historical Information Together

Organizations have numerous historical data silos that are the result of once real-time information feeds. OpenText Process Platform's Process Intelligence provides the ability to create composite data visualizations, combining historical data, near real-time data, and real-time data to perform risk analysis and analyze trends. These composites become a valuable decision support tool for the business as they take all available data into consideration, providing a broad, comprehensive view. Additionally, the platform's Process Intelligence positions the organization to create intelligence applications that assist in making business decisions and assessing the impact of risk.

### Increase IT Productivity

OpenText Process Platform's Process Intelligence enables IT organizations to easily capture and share collective operational intelligence. It automates the analysis of disparate data sources and minimizes duplicate analysis efforts. What really boosts IT productivity is the software's self-service capabilities. IT organiza-

tions use the platform's Process Intelligence to deploy an event-driven architecture that empowers business users to quickly fulfill their own event processing requirements—without needing IT support. This self-service model enables IT organizations to meet their service level agreements, enhances alignment and collaboration between IT and the business, and accelerates the development cycle.

### Improve Business User Productivity

OpenText Process Platform's Process Intelligence is designed with business users' productivity in mind. The software helps business users start quickly, easily leverage rules already defined in other parts of the organization, effortlessly turn rules into templates, and readily share these templates across the enterprise. The business no longer needs to rely on IT to handle business events processing. Business users can optimize analysis without needing technical support.

### Decrease Costs

OpenText Process Platform's Process Intelligence reduces the costs of developing data analysis applications. With pre-built adapters for industry-standard data sources, the software decreases implementation costs. Without having to tap limited IT budgets, it delivers visibility into business events. In addition, the platform's Process Intelligence ability to extend and integrate easily with existing IT environments enables it to increase and accelerate returns on investment.

### Minimize Risks

By improving the quality of data analysis—and by delivering relevant intelligence and responses to individuals and systems rapidly—OpenText Process Platform's Process Intelligence reduces risk and waste.



**Initiation**

Defines when the OI Application should be triggered and executed



**Data**

Defines the data from the desired information model(s)



**Calculation**

Define calculations for analysis and visualization



**Visualization**

Define graphical representations of data for analysis and visualization



**Decision & Notification**

Define when events should trigger notifications or actions

Diagram 2: Components of OpenText Process Intelligence

**Summary**

- Easy to use, end user created operational intelligence composed of data, rules, events, and visualization that is agnostic to data source, calculation engine and presentation technology.
- Built, tested, and hardened in the field, in close cooperation with a leading energy and petrochemical company.
- Out-of-the-box support for Microsoft® Excel for data manipulation and data controls input and output, in re-usable templates, without storing data in spreadsheets.
- Out-of-the-box support for Microsoft® SharePoint to visualize and share the operations intelligence dashboards.
- Applicable in any industry for companies that rely on permanent monitoring of data sources for operating processes to function effectively.
- Hides underlying complexity by offering out-of-the-box integration and an easy to use graphical modeler.
- Intelligence applications modeled in the web browser, by anybody, at any time and anywhere around the globe.

**OpenText Platform in Action at a Leading Oil and Gas Company**

One of the world's top three Oil and Gas companies faced difficulties with real-time operations data. They needed to find a better way to get the latest, relevant oil and gas production and operational data into the hands of the people who needed it. This data was hard to get, to keep real-time, and to visualize. This affected not only plant production and operational efficiency but also risk, governance, and compliance reporting. They had to find a way to automate and optimize business visibility, as well as a way to represent huge amounts of complex data.

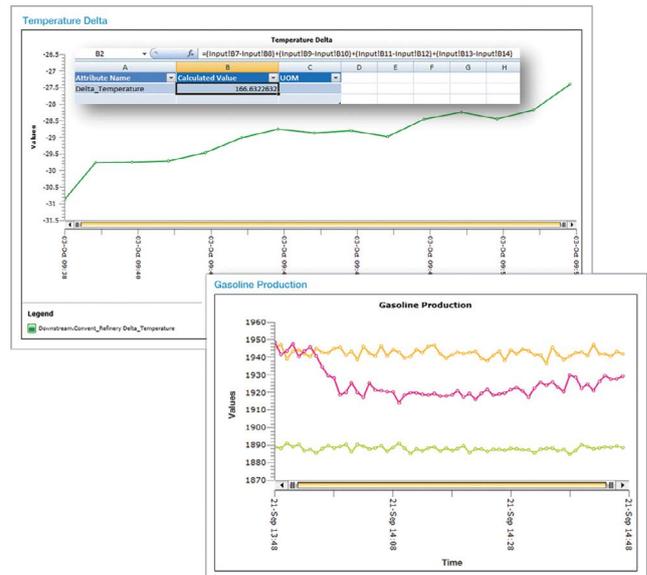


Diagram 3: A view of OpenText Process Intelligence

They had invested in a unified data services layer and needed a platform on which to build smart solutions that would:

- Empower business users with self-service composition of operations “intelligence apps” based on the data store
- Provide an environment where business users could quickly try out and share new concepts
- Offer a simple, consistent user interface
- Simplify the generation of reports and reduce their cost
- Reduce the report-generation burden on IT

Having evaluated the market, the company adopted OpenText Process Platform's Process Intelligence as part of its smart solutions initiative worldwide. The platform's Process Intelligence is used to deliver “intelligence apps” composition for business users that enables direct, real-time access to information, and turns this high-volume, complex data into easy to use operations intelligence.

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