You spoke and **WE LISTENED**, and are making changes based on your feedback

At Enterprise World 2016, we will have **20** dynamic Breakout Sessions for CEM. These sessions are designed and delivered by OpenText technical solution experts to drive the most value to you and your implementation.

Join us in Nashville for sessions of high-intensity training designed to:

- Optimize your deployments and get more value from your existing investment
- Ripen your skills with tips, tricks and best practices to master your implementation
- Supply checklists, plans and strategies to use when you get back to work
- Teach you how to plan and prepare for what’s next for you and your deployment
- Provide one-on-one time with OpenText professionals. Given the new user-centric and more technical focus at this year’s conference, OpenText is bringing a record number of product engineers and technical services professionals to meet with, educate, and assist you.

**Don’t miss this opportunity!**

**Enterprise World 16 Sessions Relevant to YOU:**

**CEM STRATEGY AND PRODUCT DIRECTION:**
**DESIGNING A CONTINUOUS DIGITAL CUSTOMER EXPERIENCE**

Managing and delivering a compelling customer experience has become a mission critical objective for digital business transformation. In this session we will discuss how to orchestrate a compelling digital experience; mapping the customer journey through that experience, and how to measure and manage the impact of the Customer’s Lifecycle Value to your organization.

**Session Track: CEM-100**
LEVERAGING THE NEW ADAPTIVE MEDIA DELIVERY FEATURES IN V16 TO PUBLISH ASSETS TO YOUR WCM

Content assets of all types become powerful when they can be reused across different delivery channels and applications. Reuse of media reinforces the brand, and provides for a continuous customer experience.

Session Track: CEM-202

ENHANCE OT EXPERIENCE ANALYTICS WITH CUSTOM INSIGHTS

OpenText Experience Analytics is a scalable analytics and data visualization platform fed with events and data from all Experience Suite products. It offers standard reports that show content usage and user behavior patterns, and provides advanced analytics and predictive intelligence. OpenText™ Experience Analytics gives insight into what customers did yesterday, and helps to make more informed decisions for the future. This breakout session will enhance the embedded analytics and show you how to:

- Create and share dashboards for custom reporting
- Aggregate activity across multiple OpenText Experience Suite products
- Find correlations across multiple applications and interactions
- Generate and deliver data in a variety of formats

Session Track: CEM-204

DATA GATHERING STRATEGIES FOR CCM

In the field of CCM, one big issue is that of interfaces and connectivity. In other words, how does one retrieve and add data from connected systems into a document, such as the customer information stored in a CRM system?

The three solutions to this issue are:

1. Pull strategy
   The CCM software retrieves (pull process) the required data in real time from the source, like the CRM system.

2. Push strategy
   The source system hands over (push process) defined data packets to the CCM software in an XML format or as flat files.

3. Combination strategy
   This takes the best from each of the two aforementioned strategies.

Session Track: CEM-203

INTEGRATION OF COMMUNICATIONS CENTER WITH CONTENT SERVER

How to integrate OpenText™ Communications Center with OpenText™ Content Server, leveraging the new Interactive Correspondence module for seamless template-based document generation and delivery inside the Content Server UI. In addition, the session will also cover how documents in various formats can be read from Content Server and re-used in communications, and how the new Content Server Archiving Filter can be used to archive batches of documents to dynamically determined Content Server folders.

Session Track: CEM-205

COMMUNICATIONS CENTER 16 WHAT’S NEW AND WHAT’S COMING (ROADMAP)

Release 16 of Communications Center (formerly StreamServe) is far more than just a new name. It is a major new release based on a new multi-tenant architecture and new metadata model. Users will benefit from major enhancements and new features that bring better performance, greater ease of use, insight and flexibility, as well as new UI that is simplified, embeddable and customizable. Hear Product Manager Phil Gyuling explain Release 16 highlights and Roadmap overview.

Session Track: CEM-206
WHAT’S NEW IN RIGHTFAX 10.6 FEATURE PACK 3?
Hot off the presses! The latest release of RightFax is filled with high value features and functionality to improve the user experience, increase enterprise-grade capabilities, enhance administrative functionality and so much more. Learn what’s new and how to get your organization on the path to RightFax 10.6 Feature Pack 3.

Session Track: FAX-209

FAST TRACK SALES FROM CONTRACT TO DIGITAL SIGNATURE
When it comes to binding contracts and legal documents many companies struggle with the last ‘Digital Mile’ in taking full advantage of the Digital Transformation. Converting your communications from paper to pixels, doesn’t eliminate the need for a validation. On the contrary, doing business today, in a global environment, means having a stronger method of authentication, tracking and tracing. Hear from experts on how to evaluate, select and implement the solutions that are right for your business, whether B2B or B2C. Avoid the pitfalls and remove the fear in abandoning pen and paper and embracing a Digital First business approach.

Session Track: CEM-207

DEVELOPING STATE OF THE ART DYNAMIC TEMPLATES FOR COMMUNICATIONS
Harness the power of Communications Center from within your systems of record and execute rich communications that increase effectiveness and control but decrease time and effort, even with very complex documents like contracts. In this session, Product Manager David Bares will give you a deep dive tour into the capabilities of the main template design environment of Communications Center; StoryTeller. Take this unique opportunity to learn from a true expert in this area of developing dynamic, adaptive document templates that can be used for personalized multi-channel communications, ranging from interactive PDFs, HTML or Microsoft® Word documents to classic Print channels and leveraging features, such as balanced columns, nested tables, interactive controls, reusable design objects, business graphics, barcodes and much more.

Session Track: FAX-214

UPGRADE AND MIGRATION PLANNING: THE HOW-TO STRATEGY FOR SUCCESS
What version of RightFax are you running? Do you have a strategy to move to a newer release of RightFax? Join this session to learn best practices for upgrading and migrating RightFax to a more recent release. Hear from our most experienced RightFax SMEs based on real field experience with upgrades and migrations. Walk away with a complete checklist and strategy for a successful upgrade plan.

Session Track: CEM-208

LESSONS LEARNED WITH COMMUNICATIONS CENTER
Learn how AmerisourceBergen is embracing Release 16 to gain greater insight and control over production and consumption in Customer Communications Management across its extensive enterprise. AmerisourceBergen Corporation (ABC) is one of North America’s largest pharmaceutical services providers with a mission to improve product access and efficiency throughout the healthcare supply chain. OpenText Communications Center (formally StreamServe) has been a part of its growth from the beginning. In an open discussion, learn how ABC partners with OpenText Professional Services to ensure it is prepared to take best advantage of Release 16, exercising best practices to support the business’ exponential growth, in the past and the future.

Session Track: CEM-209
CREATING CUSTOM WIDGETS AND TRANSFORMERS IN MEDIA MANAGEMENT 16
In OpenText™ Media Management 16, your users can choose widgets to display folders, saved searches, and other information on their personal home page dashboards. In this session, learn how to create new widgets.
Session Track: CEM-210

USING WEM’S NEW TEMPLATING FEATURES
OpenText™ Web Experience Management (WEM) 16 introduces managed templates, and recent releases have added features like drag-and-drop lists, responsive options, and more. In this session, we’ll cover ways to use these features to achieve the agility and user experience (for WEM users and customers) you’re after.
Session Track: CEM-211

APPLICATION INTEGRATIONS FOR WEM
WEM provides a number of features, integration frameworks, and pre-built integrations to work with other applications. These integrations perform tasks such as getting customer data, localizing content, leveraging content from other systems, or providing drag and drop widgets back-ended by other systems. In this session, we’ll look at these integrations and frameworks and how to use and extend them.
Session Track: CEM-213

RESPONSIVE DESIGN AND WEM
Responsive design has taken over the world. The next frontier is to expose responsive design controls to users. In this session, we look at the ways WEM supports responsive designs and responsive images, with a focus on making responsive design accessible to WEM users.
Session Track: CEM-214

UPGRADE CONSIDERATIONS FOR MOVING TO OTMM V16
Practical tips and techniques for successfully running an OpenText™ Media Management upgrade from 10.5 or below.
Session Track: CEM-200

WEB CONTENT, THIRD-PARTY CONTENT AND NAVIGATION ON DEMAND
The concept of a fixed hierarchical website navigation is aging. In content-centric-design, the navigation is already moved into the background. In dynamic sites, visitor information influences not only the content but also the navigation. Skip links, sidebars and links to related content have been used as tools, but are considered as disturbing the user experience. More and more websites are using content pools and dynamically creating navigation for each user through search. This approach allows especially in extranet, where user information is already available– the inclusion of content from third-party systems seamlessly weaved into navigation and content. The information architecture of the site still plays a vital part, as all information needs to be correctly tagged, to provide the dynamic, personalized navigation through search.
Session Track: CEM-302

BEST PRACTICES AND TIPS FOR A SCALABLE, SECURE AND PERFORMANCE TUNED PLATFORM
Learn best practice tuning advice for environmental settings that help it to scale and perform better. This session includes an overview of release over release performance improvements – covering OTMM (includes advice on how to secure your OTMM deployment).
Session Track: CEM-300
MEDIA MANAGEMENT - SYSTEM MONITORING, TROUBLESHOOTING, AND LOGGING

New System Monitoring features in OTMM will be demonstrated along with common Troubleshooting and Logging Analysis.

Session Track: CEM-301

GOING HEADLESS: USING WEM CONTENT IN OTHER APPLICATIONS

Increasingly customers leverage WEM REST APIs to provide content to other applications. In this session, we’ll look at the REST APIs and provide some examples of using them in a Node.js and React.js.

Session Track: CEM-303

Want more??

3 Special Accelerated Training Sessions:

CONTENT DELIVERY DEVELOPMENT WITH WEB EXPERIENCE MANAGEMENT V16

The course presents concepts and practical examples to assist in delivering content to customers. It also provides information on the prerequisites that must be completed in the Management stage using the Management Console, along with code for retrieving and displaying channels and content. It covers in detail the process for building and deploying web applications from Web Experience Management.

The course also covers how to build a delivery application and publish content, specifically using Dynamic Portal and Dynamic Site delivery functionality.

Audience: intended for individuals responsible for the design and development of a comprehensive content management and delivery web application.

Training Track: U-TR-4-3427a
Dates: July 10 or July 11
Cost: $2985

IMPLEMENTING OPENTEXT MEDIA MANAGEMENT V16

This training course will provide an end to end understanding of the OpenText Media Management system. The course begins with an introduction to the end-user experience, continues with the installation, configuration, and maintenance of the software, and finally provides the opportunity to perform some real-world customization of the installed product. All sections of the training combine presentations, discussions, and hands-on exercises to provide a broad range of product knowledge in a brief period of time.

Training Track: U-TR-3-0805a
Dates: July 9-11
Cost: $2985

CUSTOMER COMMUNICATIONS (STREAMSERVE) FUNDAMENTALS

Document processing from backend systems is often a time-consuming and inefficient process, with limited support for various formats and distribution channels.

In this session, you use Design Center to develop a Customer Communications Project to run the entire document process in a dynamic, flexible, and feature-rich way. You also use the web-based Correspondence Management solution to add more dynamics and set business rules.

Training Track: U-TR-3-3710a
Dates: July 9-11
Cost: $2985
ASK THE EXPERTS!
Visit our Experience Suite Expo Theatre, where you can sit one-on-one with CEM subject matter experts for demonstrations, Q&A, best practices and learn more about Release 16. It’s your opportunity to let your voice be heard in a more intimate setting with our experts.

WANT A HANDS-ON DEEP DIVE?
Join the OpenText crew in our Innovation Lab, where visitors have the opportunity to evaluate innovative new designs and collaborate with OpenText user experience designers and researchers.

Join the OpenText Developer Lab to learn how to build applications with our Engineering team in Beginner and Advanced sessions.

Learn and network with OpenText experts and partners at the OpenText Enterprise Expo.

You don’t want to miss out.