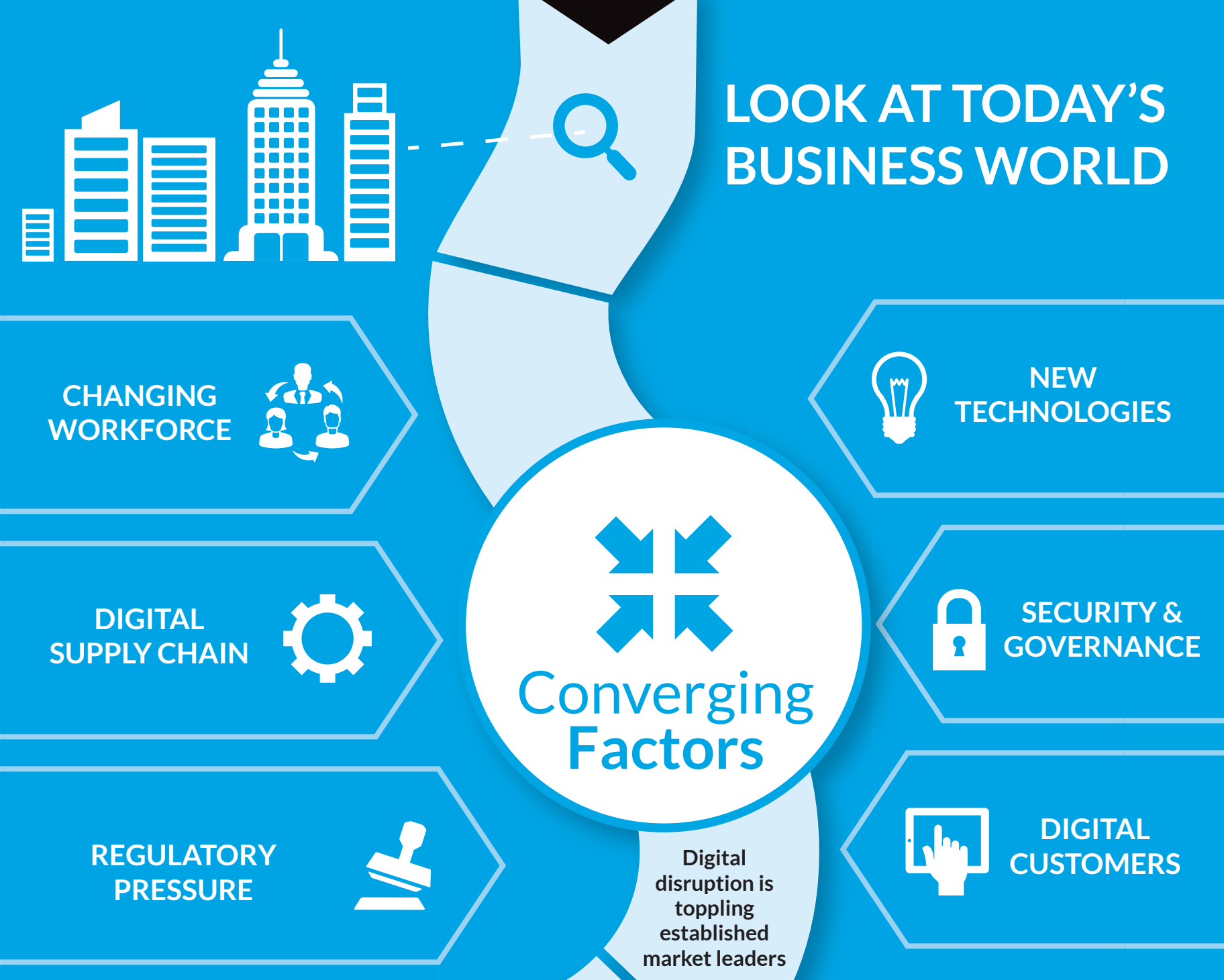


How to Survive (and Thrive) GOING DIGITAL

START HERE



LOOK AT TODAY'S BUSINESS WORLD

Go Digital to Survive

- Gartner® says more than half of all enterprises will use some combination of public and private cloud by 2017
- 40%** of companies will be dead within 10 years **R.I.P.**
- 25%** of the world's GDP will be digital by 2020
- Digital disruption is toppling established market leaders
- Digital leaders outperform their peers in every industry
- Digital leaders are **26%** more profitable than their competitors

CHOOSE YOUR DIGITAL PATH

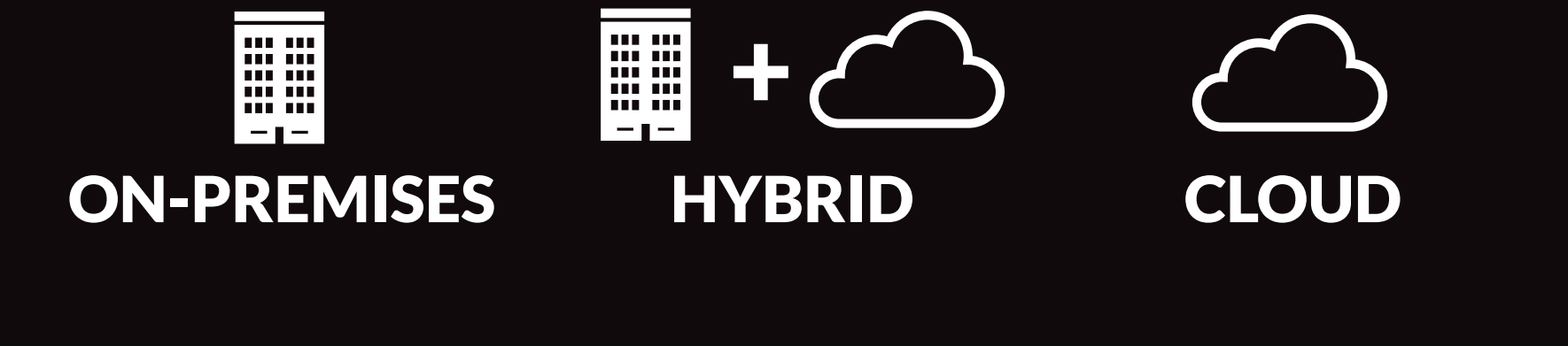
- Use the most complete digital platform
- Begin your digital journey
- JUMP 2 SPACES**
- GO BACK 4 SPACES** (Uh-oh... we have silos)
- Wing it
- Use products from different vendors
- GO BACK 4 SPACES** (Your competition gets an extra turn)
- GO BACK 3 SPACES** (MISS A TURN WHILE YOU TRY TO FIND A STATUS REPORT)
- Processes are inefficient
- Uh... information flow?
- Innovation suffers with no flexibility
- Cloud schmoud!
- TO CLOUD OR NOT TO CLOUD...**
- Find a cloud partner
- With flexible, secure solutions, you decide which data to move
- COLLECT A HIGH FIVE!**
- SHOULD YOU CARE HOW INFORMATION FLOWS THROUGH THE ENTERPRISE?**

BACK UP 4 SPACES

- Digitize processes on top of your new platform
- BONUS POINTS**
- DO YOU HAVE ENOUGH INSIGHT?**
- Take advantage of embedded analytics
- SKIP AHEAD**
- WHAT ARE MY USERS DOING?**
- Choose the right UI
- CREATE A BETTER WAY TO WORK**
- Leapfrog your competitor
- IS MOBILITY IMPORTANT?**
- Yes! Work anywhere, anytime, and on any device
- TURN AROUND**
- Ack! Nothing works on mobile devices
- No, I can do it all from my desk
- GO BACK 4 SPACES** (OR GO BACK TO THE '90S)
- You missed a key bit of information
- What else is there to know?
- Yes!
- It's about the back end, not the UI
- Meh!
- No one is using the system

OPENTEXT™ RELEASE 16

- BETTER INNOVATION**
- BETTER PRODUCTIVITY**
- BETTER ENGAGEMENT**
- BETTER INSIGHT**
- BETTER CONTROL**
- YOU WIN! #RELEASE16**
- To be digital outside, you have to be digital inside



SUITE 16

- CONTENT
- EXPERIENCE
- PROCESS
- ANALYTICS

CLOUD 16

- CONTENT
- EXPERIENCE
- PROCESS
- ANALYTICS
- BUSINESS NETWORK

appworks

LEARN MORE AT www.opentext.com/16

OPENTEXT™

SOURCES: https://www.cappgemini.com/resource-file-access/resource/pdf/The_Digital_Advantage_How_Digital_Leaders_Outperform_their_Peers_in_Every_Industry.pdf
<http://www.mckinsey.com/business-functions/business-technology/our-insights/cracking-the-digital-code>
<https://www.accenture.com/us-en/insight-digital-disruption-growth-multiplier.aspx>
<http://www.businessinsider.com/chambers-40-of-companies-are-dying-2015-6>

Copyright © 2016 Open Text SA or Open Text ULC (in Canada). All rights reserved. Trademarks owned by Open Text SA or Open Text ULC (in Canada). (04/2016)04655.EN