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## **Are You Ready for the Great Rethink?**

**Exploring the Future of Business**

CEO White Paper

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## Introduction

We are experiencing the fastest, deepest, most consequential technology disruption in the history of the world.

Humanity is at a crossroads. The prevailing mode of thinking, working and living is being turned on its head.

Yet through technology, we can emerge stronger, faster, more resilient.

We have an unprecedented opportunity to create real change and adapt to the lightspeed pivots we are seeing across the world. Technology is helping researchers find vaccines and therapeutics to solve the pandemic. It is helping businesses find new ways to work. And it can help us solve the Infodemic—sorting accurate information from disinformation and winnowing valuable insights from the data sprawl.

A new equilibrium is emerging, one with enduring consequences for the human race.

### The New Equilibrium

Disruption has changed the world, plunging it into a new equilibrium whose changes are systemic, structural and lasting.

Even before COVID-19, the world was in the midst of massive change with the fourth industrial revolution. Industry 4.0 is characterized by great accelerations in connectivity, automation, AI, computing power. Extreme volumes of information. Extreme speed. Extreme innovation.

Now, COVID-19 has accelerated the acceleration.

Work from home (or work from anywhere) is here to stay. Direct to consumer has exploded. Contactless retail is the new normal. Supply chains are going digital. The window for Time-to-Value is shrinking. We cannot wait years or even months to deploy new solutions—we need them in a week. A day.

*This* is the new equilibrium.

### Two Worlds

Billions of humans are living in two worlds simultaneously—the virtual world and the physical world—and the new equilibrium is redefining both. People have migrated to the virtual world *en masse* since the beginning of the pandemic, straining the system with record demand, colossal scale and galactic connectivity.

But at the same time, there has never been a greater need for us to stay grounded. The physical world is where we make scientific breakthroughs, educate our children, care for our planet. It is where businesses produce and distribute goods, and provide services to meet our needs. And it is where we encounter nature in both its smallest beauties and its most stunning vistas.

The virtual and physical worlds, *together*, offer an opportunity to create a more social, just global society—one without bias, accessible by all. Technology in complete harmony with the physical world to build a better future. Data amplifying organizations' ability to assist society's most vulnerable. Artificial intelligence augmenting human intelligence to heal the environment.

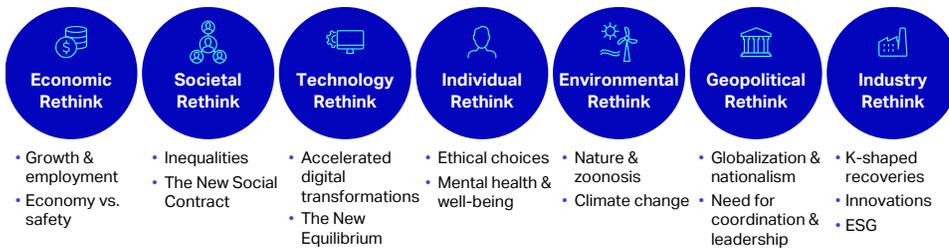
A better and kinder world is within reach, and, for the first time, we have the technology to get us there.

But we must set aside the old ways of doing things. We must rethink our strategies for the future.

**The Great Rethink**

The fault lines of our society have been exposed across the board. Economies. Societies. Technologies. Individuals. Environment. Geopolitics. And Industry.

**The Great Rethink**



**Figure 1:**

The Great Rethink

It is time for the Great Rethink. In less than a year, we have seen entirely new approaches to how we eat, shop, work, relax, learn and connect. Everything has shifted, from the way we spend our lunch breaks to the dynamics between nations.

Technology is both a driver of such transformations and the solution that will help organizations and individuals adapt and thrive. To truly rethink our world, we need accurate, real-time information. Technology helps us manage, analyze and visualize our mountains of data, so that we can make smart decisions and create groundbreaking solutions.

**Information & the Future of Business**

OpenText is designing the next era of technology—technology that will empower organizations to rethink the future, with the tools they need to manage their information and respond effectively, creatively, to change. In the Information Era, we are simultaneously generating more information than we ever have... and substantially less than we ever will again. Information can be an organization’s greatest asset, if it can learn how to engage meaningfully with it. This is the secret to success in the next wave of transformation.

OpenText’s Information Management strategy has five pillars: Content Services, Business Network, Cyber Resilience, Digital Experience and Advanced Technologies (such as developer tools, AI and others).

Likewise, five essential principles guide us as we rethink and evolve: Cloud, Edge, Security, API Services, and Data and AI. We take a comprehensive view of the cloud, which today must be more agile and flexible than ever. But we are also focused on cloud + edge. The edge is a top priority due to widespread decentralization, work from anywhere, 5G and complete global connectivity. And it must all be secure. Without a secure, trusted platform, nothing else matters. We also believe everything needs to be an API—massively scalable, running in the cloud, available to all. Finally, data and artificial intelligence (AI) enable the Information Era. Making data available is at the heart of Information Management.

OpenText Information Management: Complete and Comprehensive

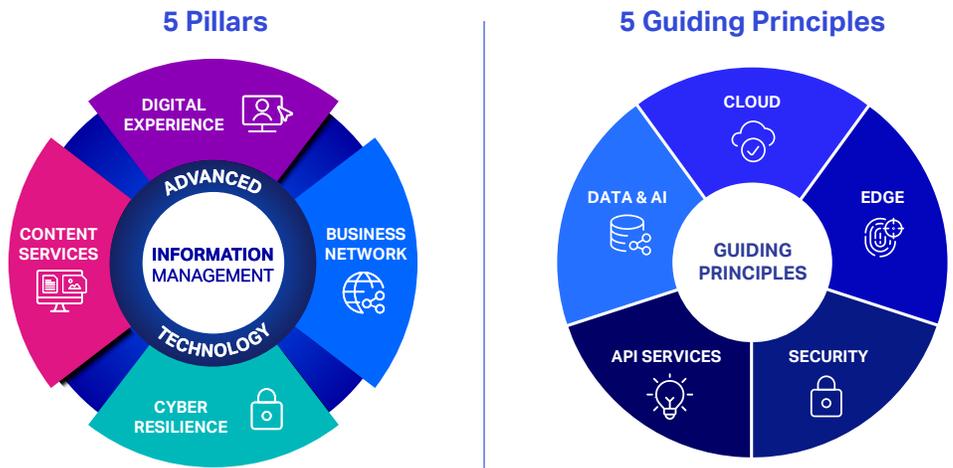


Figure 2:

OpenText's Five Information Management Pillars & Five Guiding Principles

We are focused on delivering strategies and tools in the OpenText Cloud platform to help organizations to adapt and grow, and truly shape the Great Rethink.

The new equilibrium is here. Own your digital capabilities, and rethink the future of business.

## Rethink the Cloud: Own Your Digital Capabilities

Organizations that want to survive and thrive in the new equilibrium must accelerate their digital transformations. Pre-COVID, transitioning to digital processes and ensuring digital access might not have been a top priority. Now, it is a baseline requirement for success.

As we adjust to global changes and companies rethink their industries from the ground up, more and more organizations are turning towards one crucial technology to accelerate innovation: that technology is the cloud.

Digital transformation is not a vision for the future. It is here.

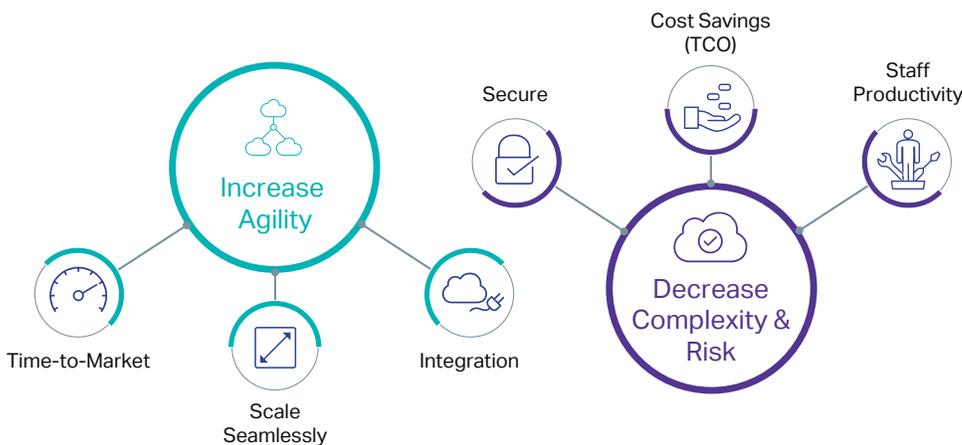
### Cloud: The Destination for Innovation

Over 90% of companies use some form of the cloud—public, private or hybrid.<sup>1</sup> We are living in a cloud-first world, and a cloud-everywhere world. The cloud connects: it brings together applications, processes, information, developers, business partners, vendors, customers. It removes barriers and smooths the flow of ideas. It enables agility and drives competitiveness.

The adoption of the cloud is—and will continue to be—critical for success.

Companies that use the cloud for content storage, management and collaboration cite greater improvements than their on-premises peers in customer satisfaction (72% vs. 25%), security (70% vs. 16%) and usability (64% vs. 16%).<sup>2</sup>

For companies, the climb to the cloud does not have to happen all at once. A hybrid or phased approach can generate benefits immediately—flexibility, faster sales and service cycles, better collaboration, higher customer satisfaction—and allow organizations to complete a larger migration at their own pace.<sup>3</sup>



**Figure 3:**  
Benefits of the Cloud

But the cloud is not an end. It is the route by which organizations reach destination innovation. The cloud supports and protects the edge. It enables advanced technologies and new applications. It facilitates the Information Era.

And it is at the center of the new equilibrium.

## Cloud Plus Edge

Technology has swung between centralization and decentralization since the early days of the mainframe. It was centralized with the mainframe, then became decentralized with client servers, then it recentralized with the internet. Now, with 5G, complete global connectivity and work from anywhere, the pendulum has swung far into decentralization. And that means it is time to pay attention to the edge.

Software and other technologies *must* empower the edge. The equation is cloud plus edge.

## Cybersecurity

Cybersecurity is top-of-mind as businesses try to balance protecting employees' remote workspaces while ensuring teams have access to the information they need to collaborate. Cyber criminals are becoming more aggressive, more creative and more cunning by the day. This is where the cloud steps in once again. It can automatically roll out security updates, pulling in big data to predict and manage threats in real time, monitor all connected endpoints and sustain Zero Trust security.<sup>4</sup>

Innovation can only happen when a business is not worried about putting out fires. Security must be job one.

## Development & the Information Era in the Cloud

Evolving capabilities—like Software-as-a-Service (SaaS), the API economy and AI—are taking the cloud to the next level.

For example, the cloud is fundamental in using artificial intelligence and machine learning. Thinking about implementing AI to manage your information, or expanding your current AI systems? You need the cloud. AI requires large data sets to create insights and fuel innovation. Only in the cloud can this mass of data be captured, sorted, integrated, surfaced and analyzed in real time.

The massive capabilities of AI are real, and AI runs on the cloud.

APIs are another incredible use-case. Everything should be an API—massively scalable and available to all. Scalability and accessibility of APIs can only happen when they run in the cloud.

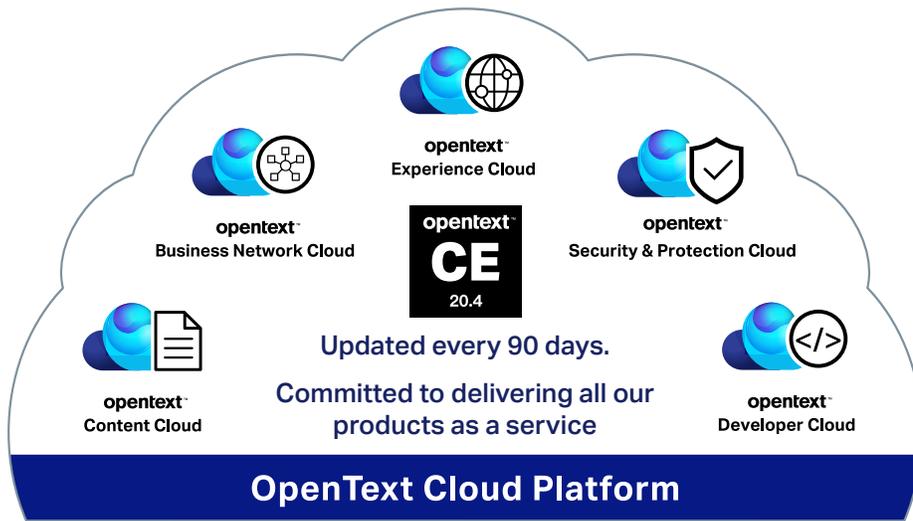
## OpenText Cloud: Migrate to Modernize

OpenText's latest release, Cloud Editions (CE) 20.4, provides innovations across our entire technology portfolio, and it marks the launch of our five domain-oriented clouds, all running on the OpenText Cloud: Content Cloud, Business Network Cloud, Security & Protection Cloud, Experience Cloud and Developer Cloud.

OpenText Cloud Editions 20.4 delivers a path to modernization, so businesses can accelerate innovation and digital transformation at scale.

Figure 4:

The OpenText Cloud Platform



We are 100% committed to delivering all of our products as a service. Our five expert, domain-oriented clouds deliver stunning capabilities across key business areas:

- **Content Cloud** connects content to digital business to improve user productivity, while meeting legal compliance and government requirements.
- **Business Network Cloud** connects any business, person, system or thing to build supply chains and trading ecosystems that are adaptable, ethical and sustainable.
- **Experience Cloud** delivers deeply personalized omnichannel experiences to customers at scale.
- **Security & Protection Cloud** provides organizations with the tools they need to keep intellectual property, customer records and sensitive financial information protected.
- **Developer Cloud** empowers developers to build applications and solution extensions quickly and cost effectively using service-based capabilities in the cloud.

Each one is built on the OpenText Cloud Platform, offering lasting benefits and greater agility for our customers.

Migrate to the cloud. It's as clear as ABC: Always. Be. Current.

## Content Cloud: Rethink Work from Anywhere

The new equilibrium is forcing new ways to work upon businesses of all sizes. They need to quickly adapt to new work environments, whether these are entirely remote, in-office but physically distanced, or hybrid. Regardless of how the workplace has transformed—and the transformations have been staggering—work still needs to get done. Teams need to collaborate. Employees need access to information. Now.

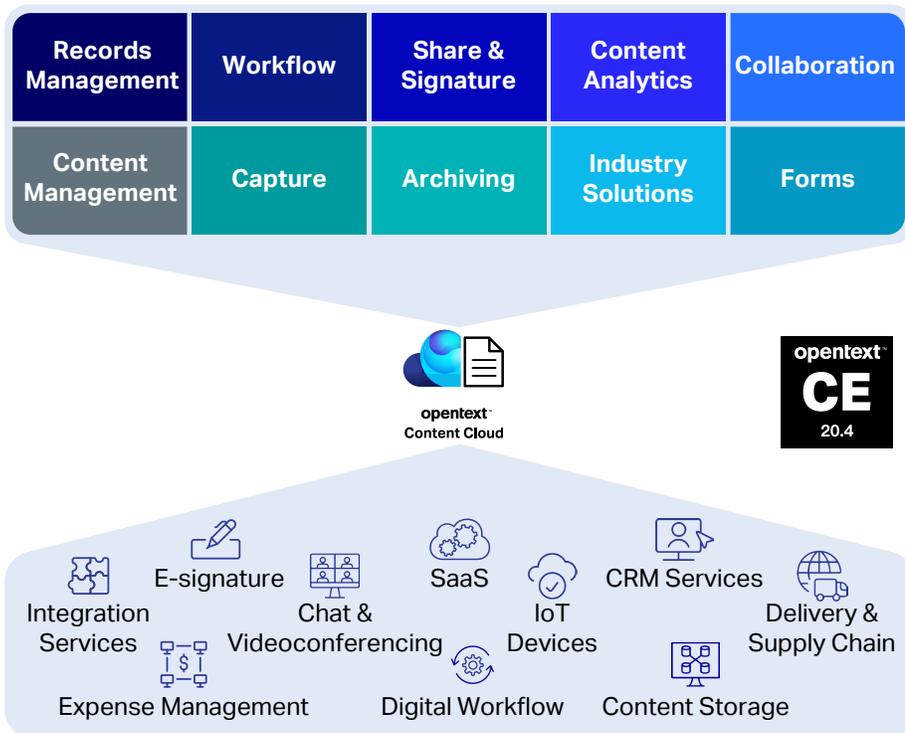
Content is the lifeblood of any business. But remote work creates barriers to information access and management. Users need remote access, while adhering to best practices and regulations for security, privacy and compliance. Some mission-critical applications, such as Microsoft Office and Teams, may be disconnected from content and business processes. Isolated content silos impede automation, collaboration and workflows—for instance, on average, over 50% of critical documents in an ERP application are stored outside of an organization’s Content Management System.<sup>5</sup>

### Solve the Infodemic

Businesses are facing an information sprawl of galactic proportions. Critical data and content are scattered across different processes, SaaS providers, applications and systems. It is an Infodemic.

OpenText Content Cloud delivers a single point of integration. It connects content to the digital business, eliminates siloes, and manages all of an organization’s structured and unstructured data—capturing, accessing, analyzing, distributing and governing it—while ensuring it is readily available to the people and processes that need it, when they need it. This is the key to a business using information to its full potential and generating a significant competitive advantage.

**Figure 5:**  
OpenText Content Cloud



Content Cloud creates cultures of knowing—which has never been more important.

The platform delivers key functionality across several areas: Records Management, Workflow, Share & Signature, Content Analytics, Collaboration, Content Management, Capture, Archiving, Industry Solutions and Forms.

It delivers robust content management capabilities seamlessly into the context of work. For example, it enables users to control content that is created collaboratively in MS Teams and even access this content from SAP or Salesforce. Controlled document sharing and digital signatures deliver accurate information across organizations. Intelligent automation helps users store and find documents quickly.

CE 20.4 enhancements include new capabilities to help organizations put power behind their information and solve the Infodemic:

- **Deeper integrations into critical business applications**, such as Microsoft, SAP and Salesforce, enable unstructured collaboration and new ways to work. For instance, specific new innovations support MS Teams and Salesforce Chatter.
- **Inter-company process support** delivers efficient document sharing and digital signatures across organizations.
- **Task and process automation** through intelligent services automates the complexities of information capture, collaboration, analysis and governance, boosting user efficiency. For example, intelligent folders automatically file content to help users stay organized and save time.
- **Enhanced interfaces** use OpenText Viewing, a cloud-first viewing technology, to provide user-friendly content viewing with annotation and redaction capabilities.
- **New SaaS applications** empower customers with capabilities such as secure e-signature and information modeling. The new release also delivers cloud-native editions of all major Content Suite products.
- Core for Federated Compliance adds **full records policy support and functions**. Organizations can manage enterprise-wide information governance policies from a centralized, cloud-based platform.

OpenText Content Cloud delivers world-class information governance and security, so organizations can mitigate compliance risk as they derive value from their information.

Using digital tools, businesses can grow and thrive in the new equilibrium. Instead of merely adapting, they can lead the new mindset of work from anywhere.

## **Business Network Cloud: Rethink Supply Chains**

Global supply chain operations across every industry are facing massive disruptions. Factories have slammed shut. Transportation networks have splintered. Businesses have to rethink their entire supply chains—often at the drop of a hat, as coronavirus numbers spike in new locations. In March of 2020, almost 75% of companies surveyed reported experiencing supply chain disruptions due to the coronavirus.<sup>6</sup>

Organizations have also had to rethink shipping, which has shifted from a process involving a few centralized hubs, to one that involves numerous scattered warehouses, or requires near-immediate delivery, directly to consumers. Indeed, direct-to-consumer is the new normal. Middleman, no more.

Additionally, businesses have seen immediate changes in buying behavior, as consumers buy more of some goods and less of others. Sudden spikes in demand lead to lost revenue with inventory and labor shortages, while sudden drops lead to increased waste/expiration/carry cost with inventory overages.

Businesses also need to be able to onboard new suppliers quickly, while ensuring that these new suppliers are reputable and reliable—information that may be difficult to come by.

Yet many organizations are missing the digital capabilities to adapt to these new needs. In fact, almost 80% of companies lack the technology they need to give them full visibility into their supply chains.<sup>7</sup>

### **Build a Trusted & Secure Digital Ecosystem**

OpenText Business Network Cloud connects any business, person, system or thing to build digital ecosystems that are adaptive, secure, compliant and ethical. It mitigates the impact of disruptions and supports customers with pre-connected networks, cloud-based solutions with high resilience and security, a Managed Services delivery model, full digitization of information flows, and multiple methods of secure information access and exchange. It links internal systems—ERP, CRM, HR—to external partners, data services and devices. It supplies hundreds of integrations out-of-the box.

With Business Network Cloud, businesses can build adaptive, ethical and sustainable trading networks, with anything-to-anything connectivity. Rapidly connect partners into the organization's digital ecosystem. Get actionable insights into operations with new, purpose-built apps. Leverage the Internet of Things (IoT) to track shipments in real time.

OpenText already operates the world's largest Business Network with 65,000 customers, 1 million pre-connected trading partners and 26 billion electronic transactions exchanged across our network each year. Nine trillion dollars in commerce is processed across our network annually. If we were a country, OpenText would be the third largest economy in the world by GDP!

Business Network Cloud builds on this foundation to provide customers with new capabilities on a cloud-based platform that will support business strategies now and in the future.

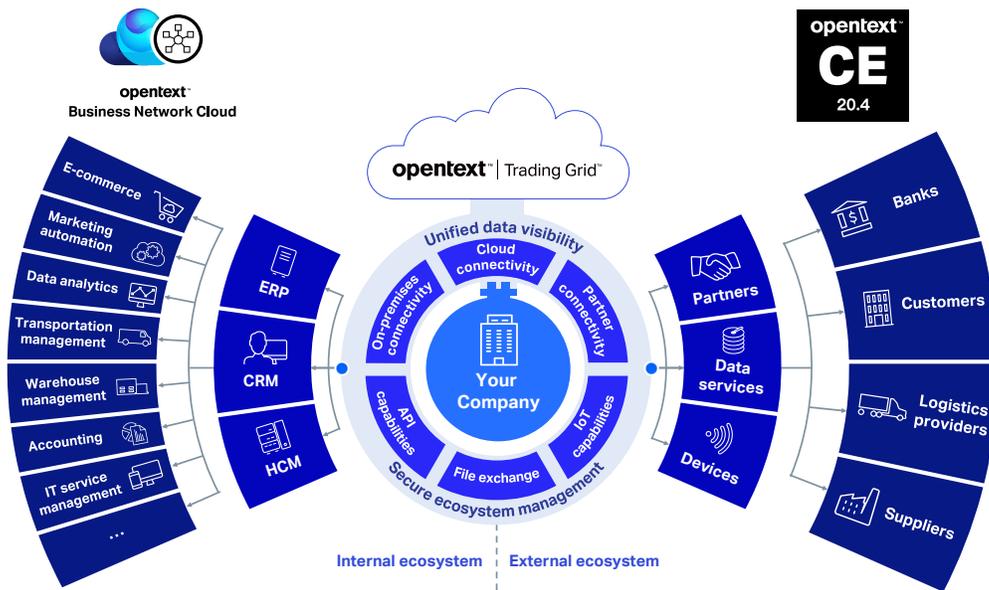


Figure 6:

OpenText Business Network Cloud

OpenText Cloud Editions 20.4 offers exciting new capabilities that allow businesses to:

- Prevent gaps in supply by **rapidly connecting partners** in their digital ecosystems. For instance, Freeway Cloud offers self-serve options for small and mid-sized companies to quickly add new trading partners across a global supplier network.
- Establish a **single view of internal and external information flows** to identify problems before they occur. New applications, such as Ecosystem Viewer, deliver actionable insights into operations, with visualizations of digital twins and relationships across ecosystems.
- **Accelerate business integration** with an expanded library of 100 API connectors and 40 new connectors to integrate Trading Grid with critical business applications.
- Aggregate B2B transactions and IoT data to bring **deep visibility into shipping**. Track shipments as they move through the supply chain, with visuals and mapping to pinpoint shipment progress in real time.
- Improve **ethical sourcing strategies** with integration into EcoVadis supplier ratings and Dun & Bradstreet matching, to evaluate new partners *before* selection and onboarding, as part of the Global Partner Directory.
- Leverage a **scalable and compliant platform** that adapts quickly to market conditions.

OpenText Business Network Cloud enables businesses to build a trusted and secure digital ecosystem and adapt—at lightning speed—to unthinkable change, while creating a foundation for lasting growth in the new equilibrium.

## Experience Cloud: Rethink Customer Interactions

The digital space is more crowded than ever. If it was a busy marketplace before COVID-19, the pandemic has turned e-commerce into a crushing throng.

Companies must fight to engage customers and have their own voices heard in the cacophony of offerings. Local providers, used to relying on neighborhood relationships and in-store interactions, must now compete with global companies more intensely for online sales and same-day deliveries.

And all organizations must keep pace as customer behaviors and preferences morph without notice. The rise of Social Commerce—the evolution of social media meets shopping—means that businesses must track customers' attitudes and sentiment across a universe of channels. Facebook, Twitter, TikTok, Amazon reviews, blogger sites—all of these must be analyzed to make sure businesses understand what customers want.

In fact, it is customers, not competitors, that are now the primary disruptive force for businesses.<sup>8</sup> And 70% of customers say connected and seamless processes—like contextualized engagement and frictionless experiences—are crucial to winning and retaining their business.<sup>9</sup> Business buyers have equally high expectations, with 89% saying that the experience a company provides is as important as its products and services.<sup>10</sup>

It is therefore no longer good enough to talk about e-commerce. It's about so much more.

It's about a unified brand. It's about rights management. It's about providing trusted content across every channel, from video to voice to images to content, in order to engage and delight customers. And it's about an outstanding post-sales experience.

### Enable Social Commerce

Accomplishing this requires a more agile, data-driven and scalable approach to the customer experience. OpenText Experience Cloud is built on first-party data and empowers organizations with all of the capabilities they need to deliver the personalized, contextualized, frictionless, omnichannel experiences customers have come to expect—then, exceed those expectations.

To create an exceptional experience, businesses must be able to listen to customers and process the feedback across all channels, and use AI-driven analytics to personalize the end-to-end social commerce experience.

OpenText Experience Cloud delivers an unmatched breadth of capabilities for servicing the entire customer journey. AI-assisted authoring creates deeply personalized, omnichannel customer communications. Real-time speech analytics rapidly resolve customer inquiries and drive optimized outcomes. OpenText Core Experience Insights delivers end-to-end customer journey mapping. OpenText Experience Cloud brings together direct mail, email, SMS, interactive XTML, personal video, contact center software, social, web, applications, displays, wearable technology integration and—the world would not be complete without them chatbots.

Experience Cloud simplifies the user and buyer experience, and unifies all customer experience capabilities under a single platform.

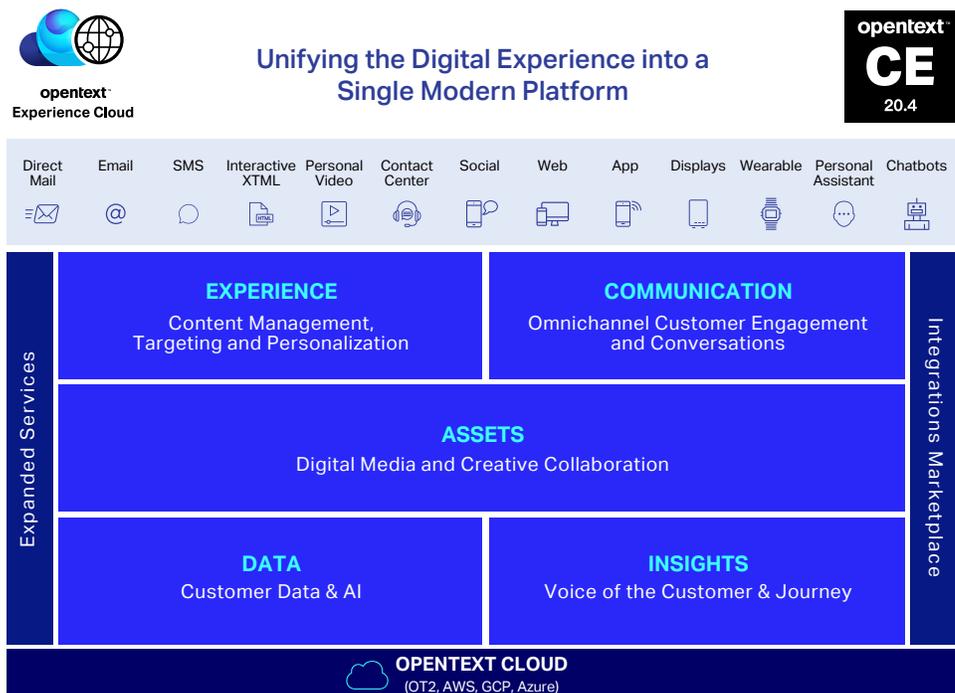


Figure 7:  
OpenText Experience Cloud

Our newest product release, OpenText CE 20.4, delivers exciting innovations for the Experience Cloud to help businesses exceed customer expectations:

- AI-assisted communications design and authoring help create personalized content for deeper **customer engagement and conversations**. New Exstream Managed Services integration with Core Experience Insights and OpenText Notifications support cloud-based communication.
- OpenText Core Experience Insights draws on **customer data & AI** to deliver end-to-end customer journey orchestration and mapping across all channels—from website interactions to email engagement, social media content and call center performance.
- **Media management** is streamlined with real-time browser navigation for Digital Media and Creative Collaboration. New native review and annotation capabilities consolidate the visual review process.
- AI-driven real-time speech analytics and sentiment analysis through Qfiniti provide **deeper insights** on live conversations, to help quickly resolve caller inquiries and respond to contact center agent needs.
- **Content management, targeting & personalization** through Audience Engine drive real-time personalized web experiences.

In 2020, we reside within a digital ecosystem of personal data, content and devices that makes the online world different for every user. It is the Internet of Me.

The next phase of digital experience is not about what technologies can do for your business, but what they can do for your customers—as the unique individuals that they are. It is time to discover and then reimagine the digital universe for each of them.

## Security & Protection Cloud: Rethink Cyber Resilience

In 2020, we have become more dependent than ever on technology in order to work, to send our kids to school, to order supplies for our homes and to stay connected to other human beings. And because of this dependence, we are more vulnerable. Organizations are distributed, with employees working from home (and often using personal devices). Most home-based offices involve exposed endpoints that are disconnected from the safety of a corporate network or enterprise VPN. We have increased the surface area for bad actors to attack, and we have never needed cyber resilience more than we need it right now.

Cyber criminals have not slowed down. Just the opposite. INTERPOL has reported a startling spike in cyberattacks since the beginning of the COVID-19 pandemic.<sup>11</sup> Such cybercrime has massive ramifications for businesses. When an endpoint is attacked, users and IT departments experience a 37% drop in productivity. Moreover, 51% of businesses cite “loss of customer confidence” as a result of downtime due to attacks.<sup>12</sup>

To stay productive and profitable, companies need always-on access to critical data. If businesses and their employees cannot access, process and share data, they cannot work effectively, serve their customers or generate revenue. Especially in these challenging times, data must be backed up and easily recoverable no matter where it resides.

Today’s workforce relies on cloud plus edge—and all of it must be secure.

### Trusted & Secure

Think of cyber resilience as digital fitness. It is the ability to absorb punches and get back on your feet, no matter what threatens.

OpenText Security & Protection Cloud keeps sensitive information protected while ensuring reliable access. Made up of Carbonite, Webroot, EnCase and BrightCloud, it is the optimal platform for network security, endpoint detection and protection, data backup and recovery, ransomware protection, malware protection, forensics and behavior analysis.



Figure 8:  
OpenText Security & Protection Cloud

CE 20.4 brings features that augment incident response, as well as enhancing support for data visibility, investigation and forensic tools:

- Full-feature Endpoint Detection & Response (EDR) with over 250 out-of-the-box detection rules aligned with MITRE ATT&CK **simplifies and streamlines incident response** to advanced and complicated threats.
- Expanded OS and artifact support ensures security, legal and law enforcement professionals have **unrivaled data visibility and investigation** tools.
- Enhanced tools support **remote forensic** collections and investigations with preview and collection of distributed endpoints off the corporate network in EnCase Endpoint Investigator.
- Carbonite solutions are now available to the enterprise to **protect from data loss** on endpoints and in Microsoft 365 applications, and to ensure critical systems availability.
- Webroot BrightCloud Threat Intelligence services strengthen the **reputation capabilities** offered by EnCase Endpoint Security in the enterprise.

OpenText Security & Protection Cloud serves businesses of all sizes and users of all kinds. It is mature and enterprise-ready, able to protect thousands and hundreds of thousands of endpoints.

In fact, OpenText runs on OpenText Security & Protection Cloud. Fifteen thousand OpenTexters use it every day to ensure their endpoints are backed up and they are protected from ransomware, whether they are on our corporate network or working from home (or anywhere else, for that matter).

The same platform serves small and medium-sized businesses, as well as cybersecurity experts and consumers. One service for all. The most comprehensive platform on the market.

## Developer Cloud: Rethink Application Development

Banish software and you banish the world.

If you turned off all software, nothing would run. You would hear crickets. In the virtual world, the world of software, it is the developer who creates all things.

But recent, drastic shifts in priorities have left development teams to support entirely new use-cases with fewer resources. Two out of three developers rank legacy code and lack of time as their top challenges.<sup>13</sup>

Fortunately, integrating cloud microservices into applications can dramatically increase efficiency for developers. Companies that adopt cloud services see a 20% improvement in time to market, an 18% improvement in process efficiency and a 15% reduction in IT spending.<sup>14</sup>

### Bring Information to Any Solution

OpenText Developer Cloud enables and empowers developers, so they can create the software that powers the world. Built on APIs in the cloud, it offers a faster, smarter way to build applications, software and solution extensions to meet new use-cases and solve business challenges quickly.

OpenText is committed to delivering everything as an API service. When we build a new app, it's an API. A new product? It starts with an API. And those APIs will be publicly available and massively scalable.

As part of our new product release, we now offer numerous new services in eight capability groupings. For example, under the Analyze & Report grouping, we have taken Magellan, our AI and analytics platform, and turned it into a set of API services for developers to use. Under View & Transform, OpenText Brava!—which allows users to securely view, annotate and redact virtually any type of file—is now an API. And under Protect & Secure, BrightCloud Threat Intelligence tools are now APIs and fully available in Developer Cloud.

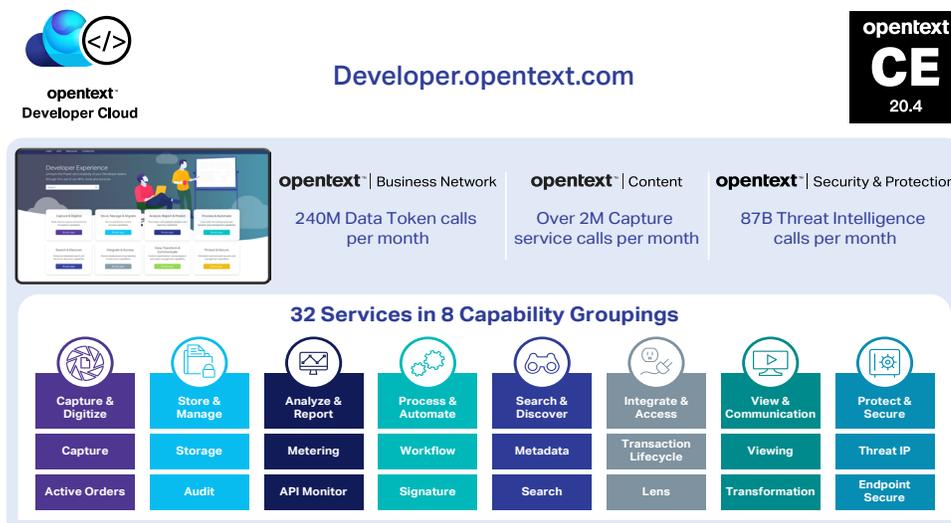


Figure 9: OpenText Developer Cloud

Developer Cloud is brand new with CE 20.4, and offers developers unmatched experiences, highly integrated with the OpenText ecosystem:

- **A platform based on OpenText Content Services** empowers developers to create custom solutions to manage information and helps build a community of innovators that can create better enterprise applications.
- **A broad collection of cloud capabilities** helps manage information, consumable via API.
- **Consolidated access and authorization** across all OpenText Cloud services includes: Capture & Digitize, Store & Manage, Analyze & Report, Process & Automate, Search & Discover, Integrate & Access, View & Communicate, and Protect & Secure.
- **Access via the Developer Portal to resources**, such as training documentation, blogs, code snippets, and a community of developers, enables developers to be successful.

The OpenText Developer platform delivers the broadest and deepest set of Information Management capabilities-as-a-service, for improving processes and products across all industries.

This is only the beginning. We will continue expanding the platform to include all of our Information Management services along with regular updates to tools and capabilities, so that customers can unleash the power and creativity of their developer teams—and rethink how software supports their organizations.

**Brighter. Bolder. Always On.**

Let me say it again:

We are experiencing the fastest, deepest, most consequential technology disruption in the history of the world.

And there is no limit on how far we will go.

For OpenText, this means that we will never stop optimizing our technologies. Organizations need solutions *today*, and Cloud Editions 20.4 is simply the most comprehensive Information Management platform on the planet.

But companies' needs will change, and we will be ready. We are constantly evolving and expanding what "comprehensive" really means.

Moving forward, OpenText will release new versions of our software every 12 weeks, as we create new technology for a digital tomorrow. Customers will get all of our new features and capabilities every 90 days. The OpenText roadmap through the next year includes reaching 20,000 features across each of the five clouds, introducing a new unified endpoint platform, and declaring complete programmability across every product, every product family, every cloud.

By the end of 2021, OpenText customers will be in a position where they will always be up to date. Customers will be able to migrate across platforms and live in a hybrid world—cloud plus edge. It will be more than majority cloud, more than cloud first. Customers will run *only* in the cloud.

CE 20.4 Oct '20	CE 21.1 Jan '21	CE 21.2 Apr '21	CE 21.3 Jul '21	CE 21.4 Oct '21
5 New Functional Clouds	20,000 Features	Unified Endpoint Platform	Complete Programmability	Never Upgrade Again
Cloud Native. Containerized. Runs in all Major Clouds. Secure.				

**Figure 10:**

OpenText Will Release New Software Every 12 Weeks

Organizations must be agile and responsive to environments that change unexpectedly and, sometimes, drastically. OpenText is always on, always here, always ready to rethink the future of business with customers. With 99.99% uptime, we only take eight seconds off per week!

The new equilibrium has accelerated Industry 4.0 and the Information Era. Indeed, business requirements have changed more in the last six months than they have across the previous two decades. And Information Management is at the center. It is foundational for thriving in this rapidly evolving world—and the world we will build with the Great Rethink. We have an opportunity to make sure that digital disruption leaves no one behind. To make sure that organizations can access powerful technologies and information to rethink their strategies. To make sure that they ultimately reach new heights of success, justice and impact.

Technological change is already here. Respond to change *with* change, and lead employees, customers and communities into the new equilibrium. Build—but build back better. Use your information and put power behind your organization. Adapting and thriving are well within reach, for those who embrace digital transformation.

## Endnotes

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