



Analyst Briefing – Canada 3.0 2010

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Information is being authored by billions of people and flows from a trillion devices...



SMART DEVICES EVERYWHERE

54 million smartphones Q1 2010

1 million iPads sold in a few weeks

Cameras imbedded in “everything”

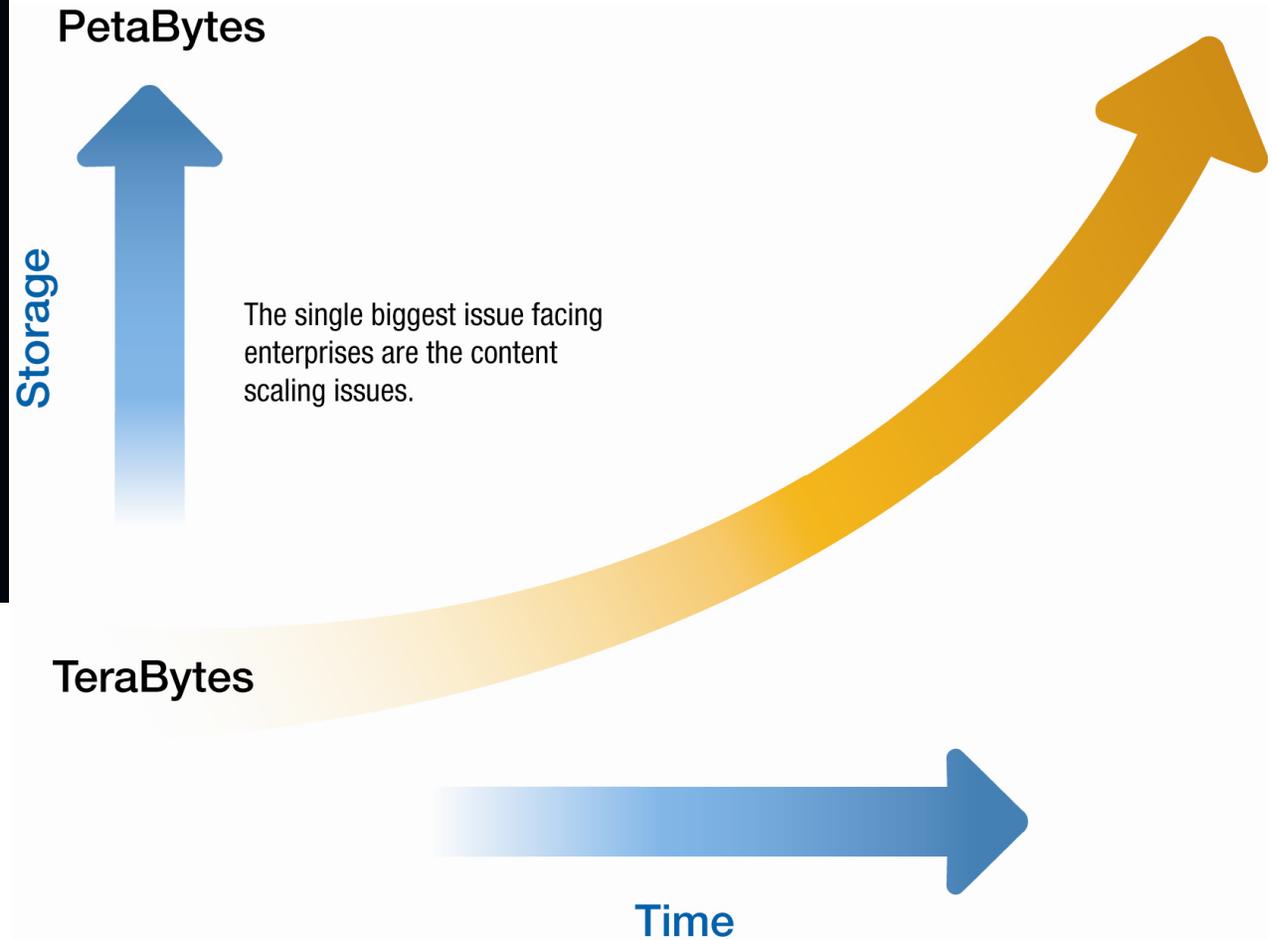
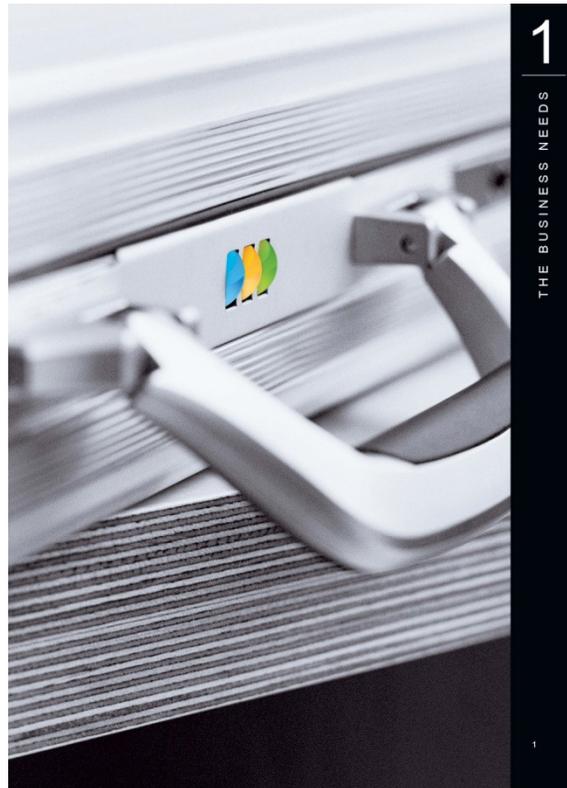
2010s Rising Content World

Unstructured content
Collaborative content
“Hyperlinked” content
Sentient content
Wikied content
Twittered content
Semantic content....



Well managed content reduces business risk and costs

Digital Content is on A Geometric Progression



The Enterprise Content Challenge



People and Information Locked Into Silos

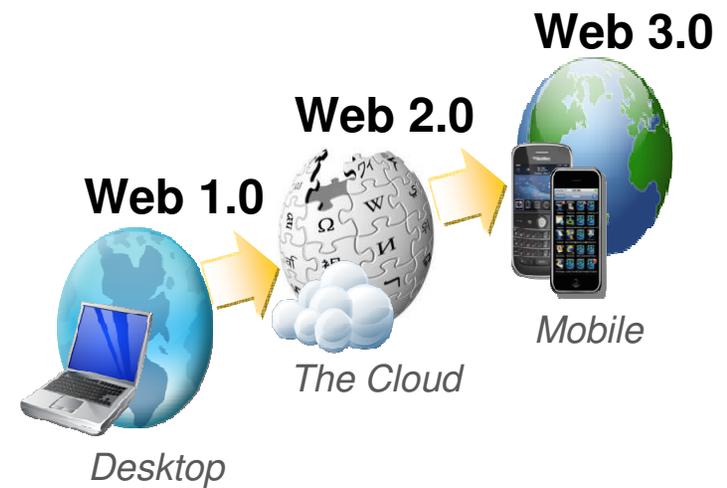


Info Overload

People have **INCREASING** difficulty in finding other people and information that is not in their direct sphere (or silo) of operation

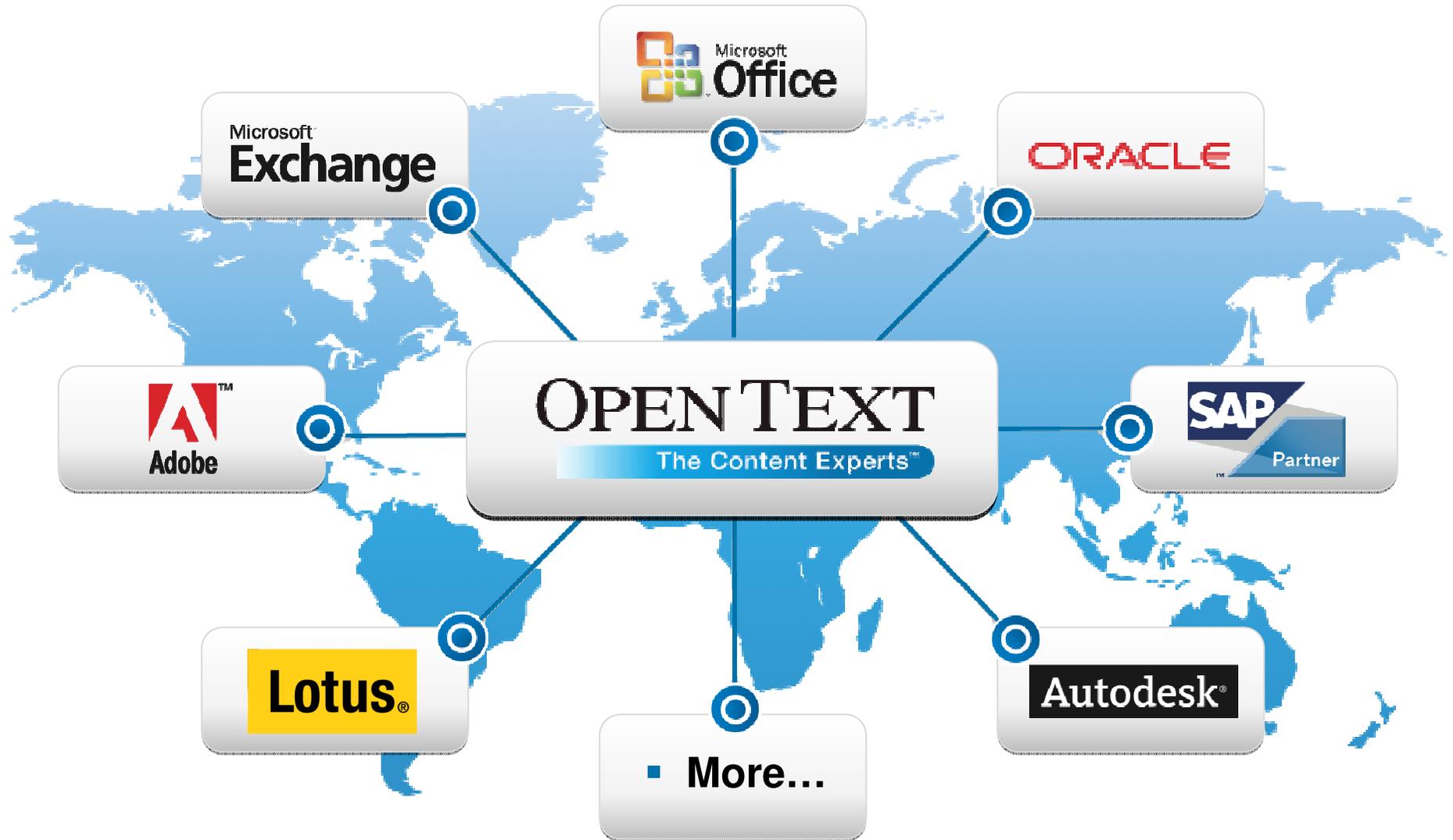
40 per cent of knowledge worker time spent “looking for info”

Enterprise content doubling every 16-24 months

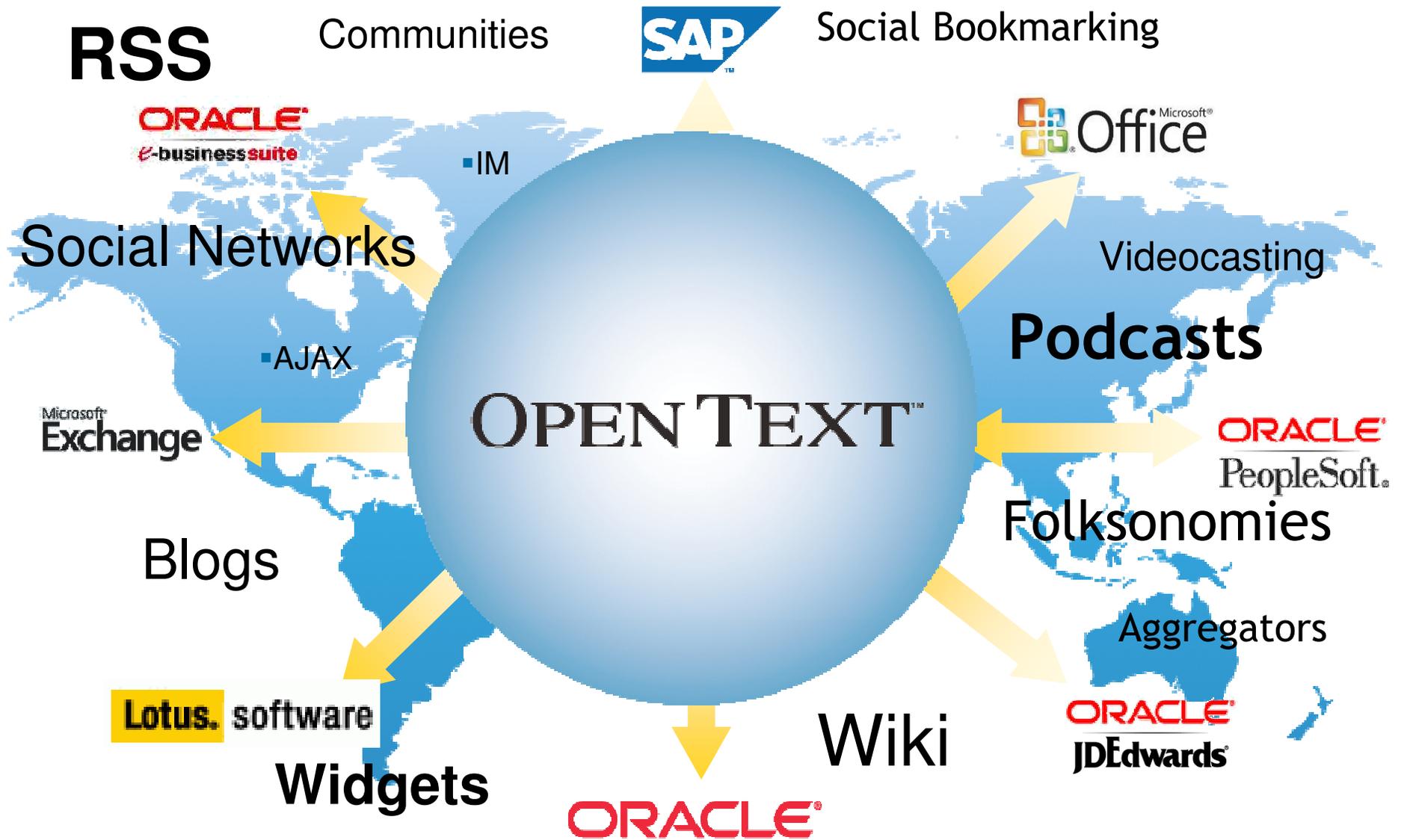


Scalable, Powerful and Leading Edge ECM Needed

A Trusted Repository of Content



The Future: Extending Trusted Repository to Web 2.0



Open Text Ecosystem – People, Process, Content @ Work



Engagement

Social media Communities
Collaboration
Blogs
Real-time collaboration
Multi-channel delivery
Personalization

Web content management
Wikis
Expertise location

Lifecycle

eDiscovery Content security
Document management
Scanning
Records management

Archiving
Digital asset management
Auditing

Transaction

Imaging
Document recognition
Process automation
Output management

Report management
Fax management
Transaction archive



Email



GroupWare



Filers



Web Sites



ERP



ERP



Basic ECM



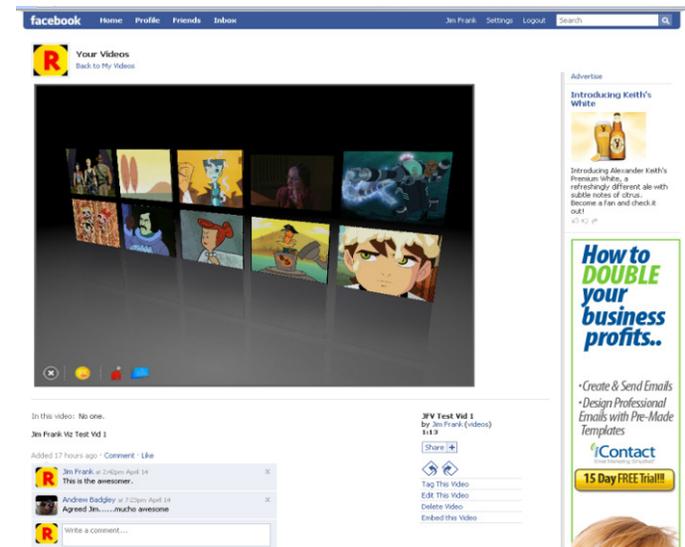
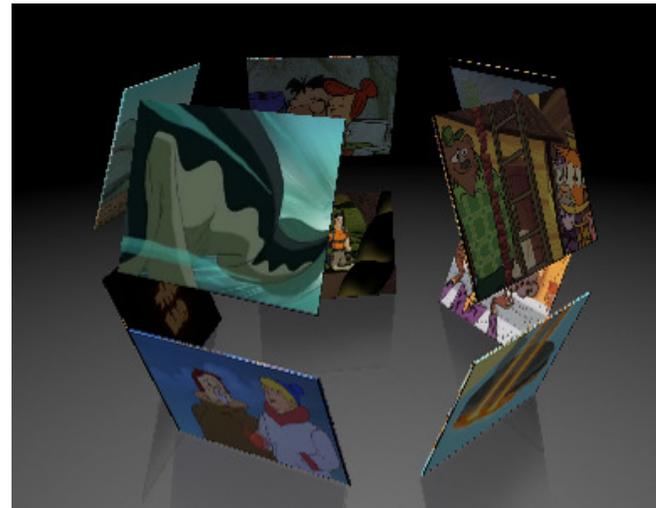
Other ECM

The Future: Managing Mobile Content

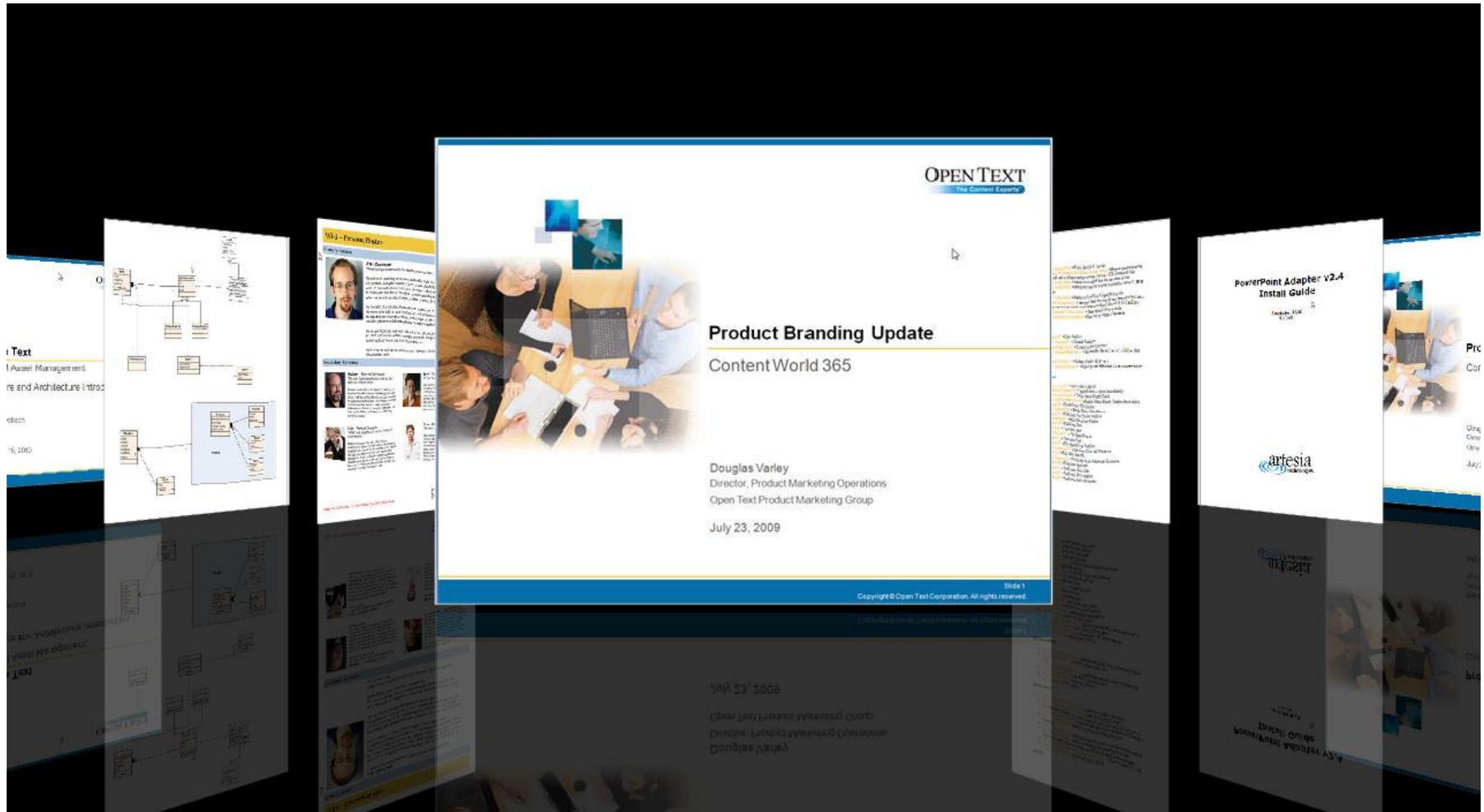
- Device Formats
- Content Formats
- New Applications
- Integration with Enterprise



The Future: Media Syndication /Tethered Content



The Future: Visualize Content/ Immersive Experiences



■¹Source: "Information Behavior of the Researcher of the Future": British Library Study, 11 January 2008

The Future: Content Analytics



▪Corporate Memory



▪Web Experience



▪Social Network



▪Recommended Content



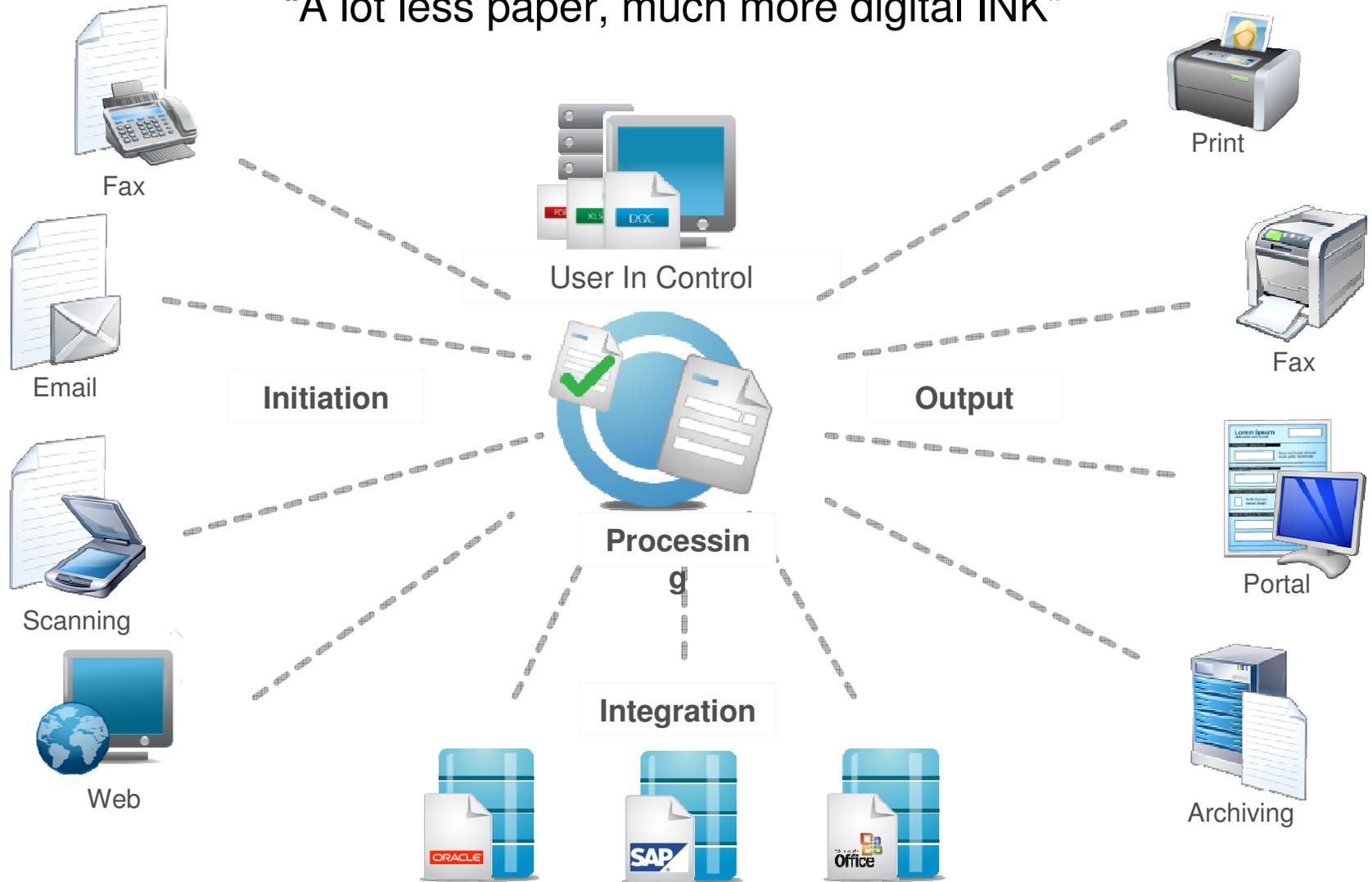
▪Expertise Location



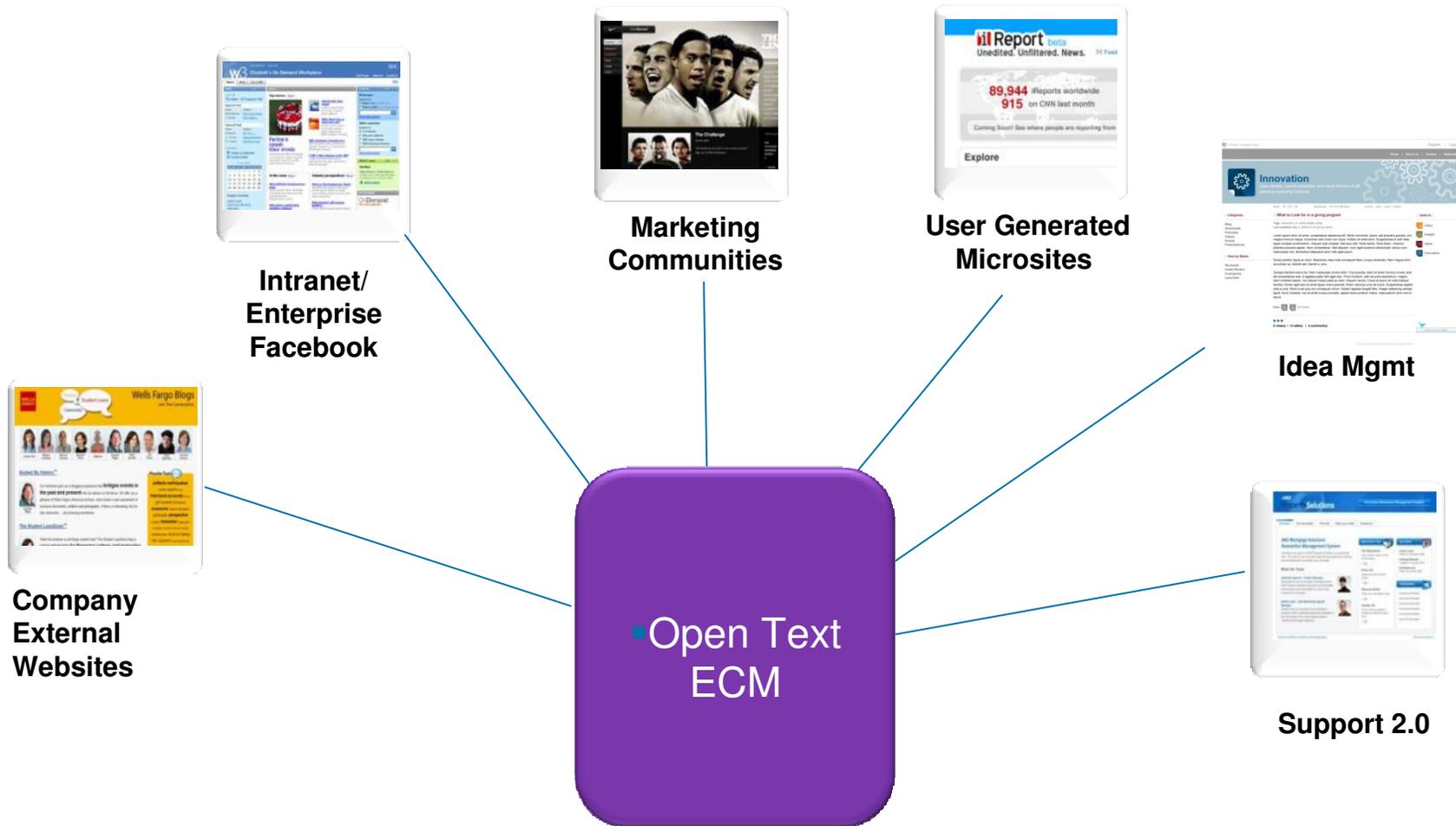
▪Knowledge Discovery

The Future: Digital Control of Transactional Content

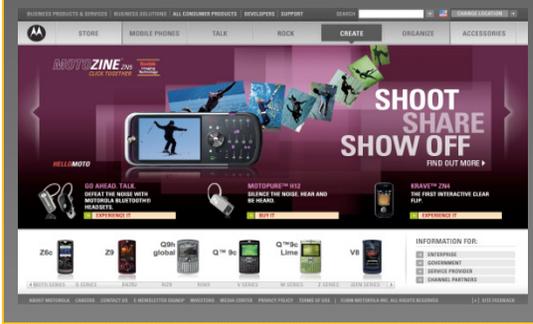
“A lot less paper, much more digital INK”



Integrated Content Solutions For All Your Needs



Advanced Web Solutions
Leverage the dynamic evolution of the web



Ubiquitous Digital Content
As it becomes a standard way for interacting



Pervasive Social Networking
Moving beyond technologies such as email



Powerful, Useful, Valuable Content using Open Text Technologies

Investing \$1B in Innovation in next 5 years

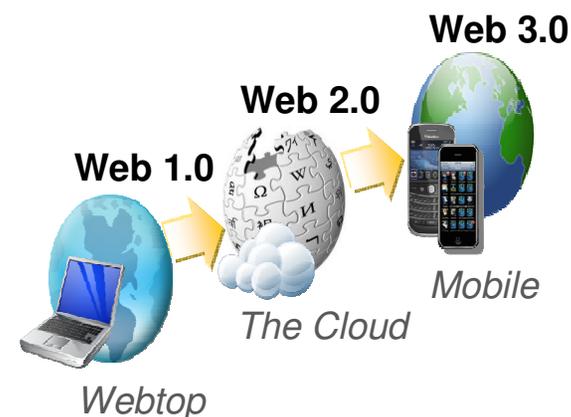
Return on People, Process, Content

- Saving time
- Lower cost
- Gain control of content
- Increase collaboration
- Ensuring compliance/reduce risk
- Repurposing/reusing/recycling content
- Creating new revenue streams
- Harness the power of digital ecosystems



We are Content Experts

- We drive content for 500 Million+ people
- Draw from a global expertise
- Agility to cope with evolving Content World



Our Install Base Partnership

- We have 100 Million Install Base Users
- We will invest \$1 Billion into Innovation
- We continue to invest in new acquisitions (\$500 M last year)

Thank You

