

OPENTEXT

# Investor Briefing New York City, Palace Hotel

Greg Corgan  
OpenText EVP Worldwide  
Field Operations

September 6<sup>th</sup>, 2012



# Safe Harbor Statement

Certain statements in this presentation constitute forward-looking statements or forward-looking information within the meaning of applicable securities laws (“forward-looking statements”). Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of Open Text, or developments in Open Text’s business or in its industry, to differ materially from the anticipated results, performance, achievements or developments expressed or implied by such forward-looking statements. The historical increases in the Company’s revenues and earnings do not assure the revenues and earnings will not decrease in the future. Forward-looking statements include all disclosure regarding possible events, conditions or results of operations that is based on assumptions about future economic conditions and courses of action. Forward-looking statements may also include any statement relating to future events, conditions or circumstances. Open Text cautions you not to place undue reliance upon any such forward-looking statements, which speak only as of the date they are made. Forward-looking statements relate to, among other things, changes in the EIM market; the market focus of Open Text, Open Text’s revenue mix and margin targets; Open Text’s operations priorities; and Open Text’s strategy for its products and solutions. The risks and uncertainties that may affect forward-looking statements include, among others, the completion and integration of acquisitions, the possibility of technical, logistical or planning issues in connection with deployments, the continuous commitment of Open Text’s customers, demand for Open Text’s products and other risks detailed from time to time in Open Text’s filings with the Securities and Exchange Commission and Canadian provincial securities regulators, including Open Text’s Annual Report on Form 10-K for the year ended June 30, 2012. Forward-looking statements are based on management’s current plans, estimates, projections, beliefs and opinions, and the Company does not undertake any obligation to update forward-looking statements should assumptions related to these plans, estimates, projections, beliefs and opinions change.

# Greg Corgan

- 24 Years with **IBM**
- 2 Startups
- EVP Worldwide Sales at **CA Technologies**
- EVP Worldwide Field Operations at **Infor**

# First Principles



## Delivering Success in Fiscal 2013

- Cross sell and up sell into customer base
- Greater discipline in deal structure & discounting
- Emerging market expansion
- SAP
- Partner program
- Sales force expansion



# Update on Priorities

OpenText	My Day 1 Observations	Go Forward Priorities
Leadership	Solid Management Team	Build out their teams
Customers	Strong Customer Base	Expand and optimize coverage
Partners	Outstanding SAP Relationship	Drive Harder Leverage more productively Build additional relationships
Distribution	Coverage Gaps Geographic Partner Strategies	Hire to Grow Hire to Focus World Class Partner Organization
Processes	Localized Processes	Worldwide Alignment of 'How we do things'
Services	Solid Implementers Good Margins	Higher Value Content Continued Good Margins

# Field Organization



Steve Best  
America Sales



Ted Harrison  
EMEA Sales



Graham Pullen  
APJ Sales



Gary Weiss  
iX & Portfolio Sales



Walter Kohler  
Professional Services



Patrick Barnert  
Partners



Brad Keller  
WW Sales Operations

# Update on Priorities

OpenText	My Day 1 Observations	Go Forward Priorities
Leadership	Solid Management Team	Build out their teams
Customers	Strong Customer Base	Expand and optimize coverage
Partners	Outstanding SAP Relationship	Drive Harder Leverage more productively Build additional relationships
Distribution	Coverage Gaps Geographic Partner Strategies	Hire to Grow Hire to Focus World Class Partner Organization
Processes	Localized Processes	Worldwide Alignment of 'How we do things'
Services	Solid Implementers Good Margins	Higher Value Content Continued Good Margins

# Account Segmentation Model

## Key Accounts

- Top historical and potential future revenue producers
- 1 to 10 per “Key Account” AE
- Focus on building relationships and getting deeper and wider
- Highest level of support (Value Engr, SC’s, etc.)

## Named Accounts

- Next band of accounts based on historical and potential future revenue
- 15 to 30 per “Named Account” AE
- Focus on mining opportunities

## Territory Accounts

- Remaining accounts
- Narrow product focus
- Inside sales
- Partner support
- “Virtual” AE Deployment SWAT team

# Selling Areas (Americas)



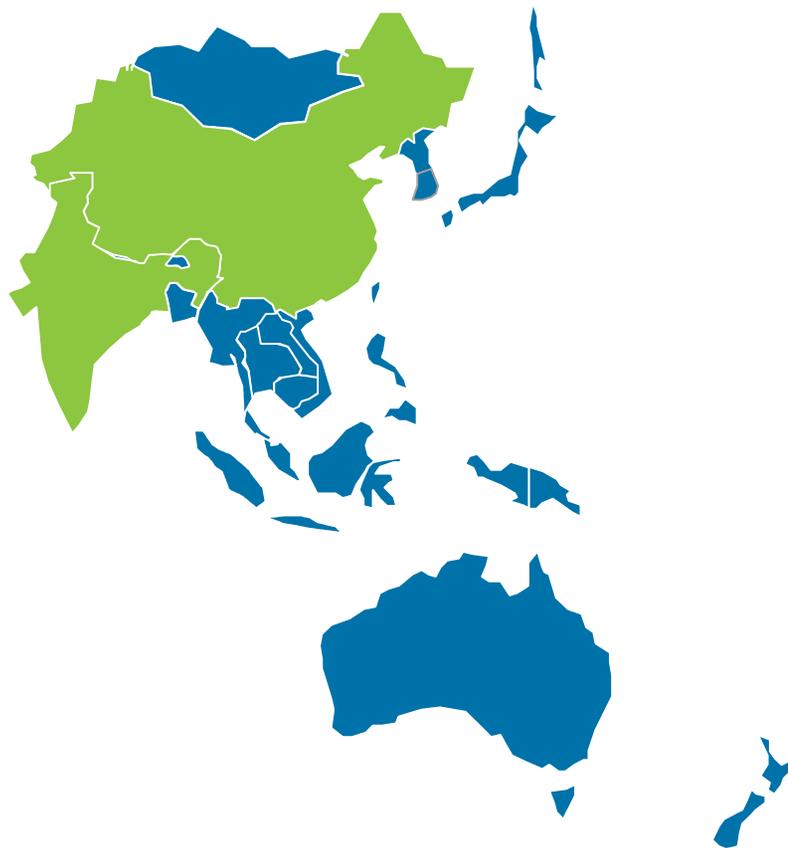
Americas
Canada
East USA
West USA
Public Sector
Latin America (■ expanding)

# Selling Areas (EMEA)



EMEA
UK
Northern Europe
Southern Europe
DACH
Emerging (■ expanding)

## Selling Areas (APJ)



<b>EMEA</b>
ANZ
South East Asia
Japan
India (■ expanding)
China (■ expanding)

# Distribution Model



# Professional Services at OpenText

## FACTS

Global Presence  
FY12 Revenue 257.2M  
FY12 Margin 20.3%

## MISSION

Help our customers derive **value** from their OpenText investment in a **fast, cost-effective and predictable** way.

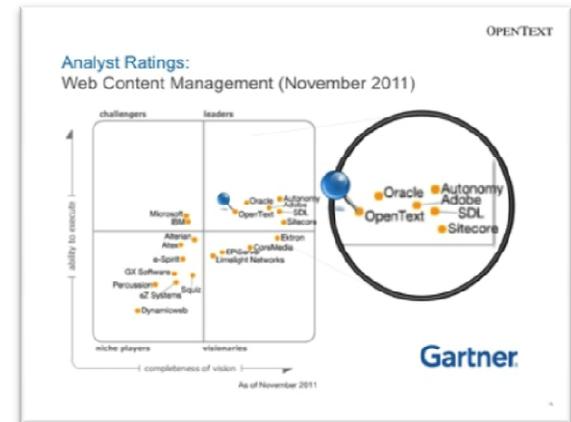
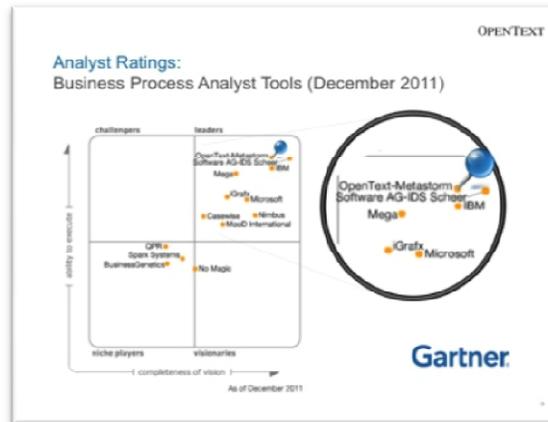
## COMPLETE OFFERING

Strategy Consulting  
Design / Blueprinting  
Implementation  
Change Mgmt / Training  
Managed Services / Operation

## FUTURE / INITIATIVES

EIM Strategy Focus  
Best Practice Solutions  
Industry Blueprints  
Growth & Profitability

# Leaders Buy From Leaders





# OPEN TEXT

Unleashing the Power of Information

