


**OPEN TEXT**  
The Content Experts



**Capitalize on your Content**  
Open Text Yesterday, Today and in the Future

Tom Jenkins  
Executive Chairman and Chief Strategy Officer  
Open Text Corporation


**Tom Jenkins**  
Executive Chairman and Chief Strategy Officer  
Open Text Corporation

Slide 7  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**OPEN TEXT**  
The Content Experts

**Agenda**

- Open Text Update
- The Evolution of the Internet
  - Web 1.0
  - Web 2.0
  - Web 3.0
- The Future of ECM




Slide 8  
Copyright © Open Text Corporation. All rights reserved.

**Rediscover Open Text – We Have Expanded!** **OPEN TEXT**  
The Content Experts


Capitalize on your Content



Maximize your Investment



Extend ECM in New Ways



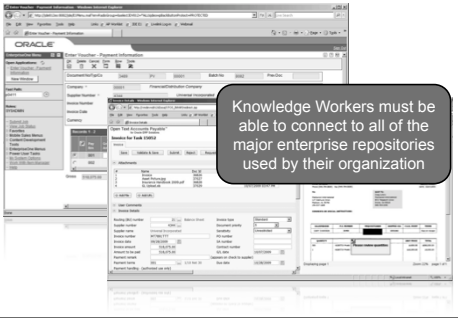
Slide 9  
Copyright © Open Text Corporation 2008 - 2009. All rights reserved.

**Capitalize on your Content** **OPEN TEXT**  
The Content Experts



Slide 10  
Copyright © Open Text Corporation 2008 - 2009. All rights reserved.

**Content is Corporate** **OPEN TEXT**  
The Content Experts



Knowledge Workers must be able to connect to all of the major enterprise repositories used by their organization

Slide 11

**Content is Social** **OPEN TEXT**  
The Content Experts



President Obama was a prolific user of **Twitter** and during the campaign he made history with his **Facebook** usage

Slide 12

### Content is mobile

OPEN TEXT  
The Content Experts

The NYT iPhone application allows you to enjoy the high-quality journalism of The New York Times on your iPhone..

Slide 13

### Content is Rich Media

OPEN TEXT  
The Content Experts

Jeep connects with customers via a community page with links to photos on Flickr, the company's MySpace and Facebook pages and a list enthusiast groups

Slide 14

### Content is in the Cloud

OPEN TEXT  
The Content Experts

Cloud computing providers must protect your data and ensure regulatory compliance, and they should explain their policies to recover your data if you decide to terminate the service.

Cloud Computing  
everything and the kitchen sink

Slide 15

### Agenda

OPEN TEXT  
The Content Experts

- Open Text Update
- The Evolution of the Internet
  - Web 1.0
  - Web 2.0
  - Web 3.0
- The Future of ECM

Slide 16  
Copyright © 2009 Open Text Corporation. All rights reserved.

### A Year Ago...

OPEN TEXT  
The Content Experts

#### Open Text ECM Suite

Slide 17  
Copyright © 2009 Open Text Corporation. All rights reserved.

### Open Text ECM Suite Today – Integrated!

OPEN TEXT  
The Content Experts

User Experience Services

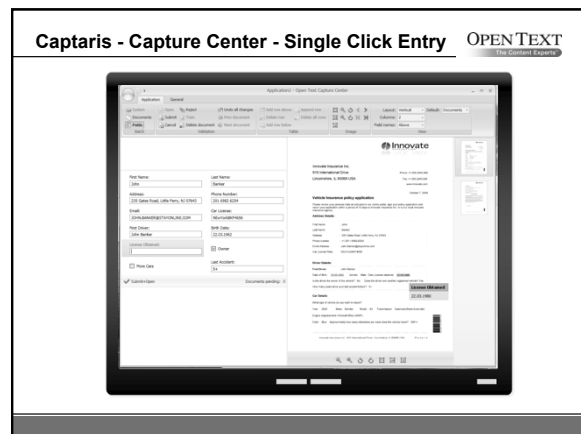
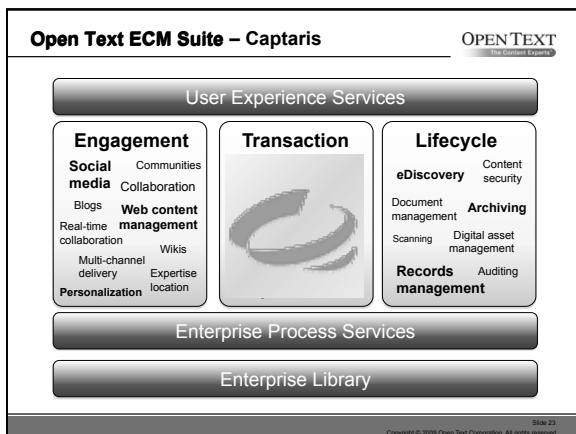
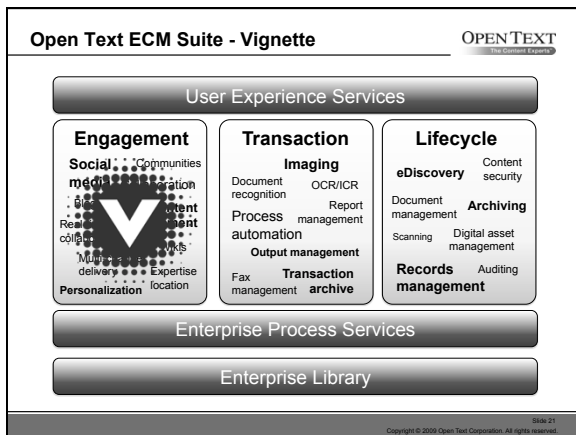
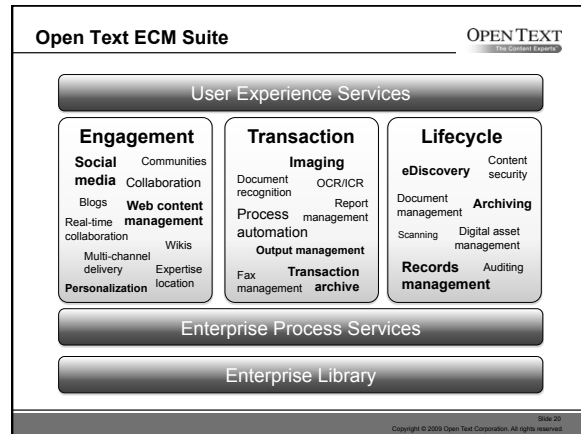
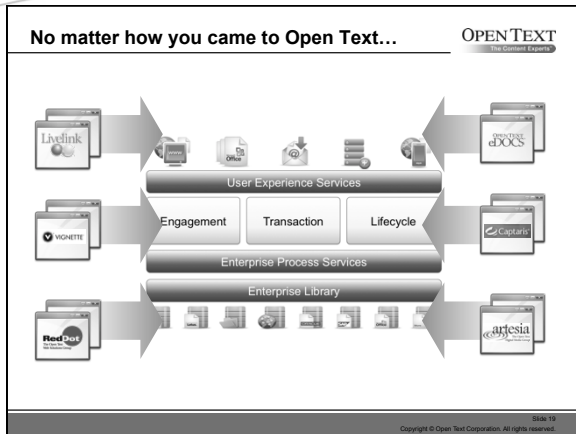
Engagement    Transaction    Lifecycle

Enterprise Process Services

Enterprise Library


Email    GroupWare    Filers    Web Sites    ERP    ERP    Basic ECM    Other ECM

Slide 18  
Copyright © 2009 Open Text Corporation. All rights reserved.



**Global Impact** OPEN TEXT  
The Content Experts

1 in 3 global Internet users view web sites enabled by Open Text technology




**500 million users**

*That means that decisions we make together have a strong impact on the setting of standards throughout the Internet*

Slide 22  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.


**Agenda** OPEN TEXT  
The Content Experts

- Open Text Update
- **The Evolution of the Internet**
  - Web 1.0
  - Web 2.0
  - Web 3.0
- The Future of ECM



Slide 28  
Copyright © Open Text Corporation. All rights reserved.

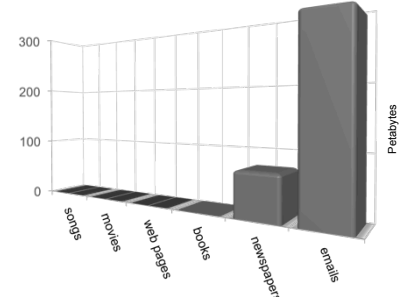
**How much content?** OPEN TEXT  
The Content Experts



- 32 million books
- 100,000 films
- 2 million songs
- 10 billion web pages
- 1 million newspapers

Slide 27  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**Newspapers and email dominate** OPEN TEXT  
The Content Experts

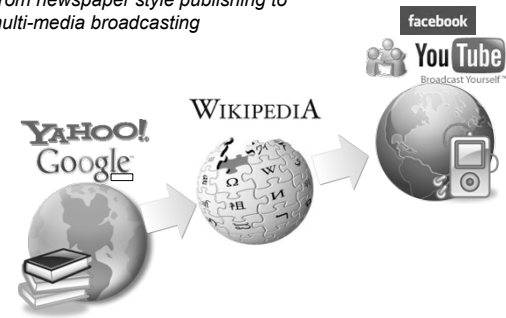


**\*FY05 Company Estimates**

Slide 25  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**The Web is Evolving to Broadcast** OPEN TEXT  
The Content Experts

*From newspaper style publishing to multi-media broadcasting*



Slide 29  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**Social Media is the new content** OPEN TEXT  
The Content Experts

**Rich Media  
Social Media  
Social Network**

*20CISI MGIMOLK*

Slide 30  
Copyright © Open Text Corporation 2008 - 2009. All rights reserved.

### Social Media Drives Content & Bandwidth

OPEN TEXT  
The Content Experts

The amount of content required for one web page written, spoken and video recorded text audio video

This will have a huge impact on the amount of content.....

© 1995-2009 Open Text Corporation. All rights reserved. Slide 21

### Bandwidth Issues – This matters now!

OPEN TEXT  
The Content Experts

- 2000
  - Email dominates (Microsoft)
  - Web page viewing
  - Dark Fiber – Net Neutrality
- 2009
  - Social networking dominates (Twitter)
  - Fiber overload
  - Wireless use rises
- 2011
  - Rich media dominates (Bit Torrent)
  - Bandwidth becomes a major variable cost
  - Managing content is a key factor for bandwidth management!

© 1995-2009 Open Text Corporation. All rights reserved. Slide 22

### Phases of the Internet Evolution

OPEN TEXT  
The Content Experts

Web 1.0 Desktop

Web 2.0 The Cloud

Web 3.0 Mobile

© 1995-2009 Open Text Inc. All rights reserved. Slide 33

### Agenda

OPEN TEXT  
The Content Experts

- Open Text Update
- The Evolution of the Internet
  - Web 1.0
  - Web 2.0
  - Web 3.0
- The Future of ECM

© 1995-2009 Open Text Corporation. All rights reserved. Slide 34

### Maximize Your Investment

OPEN TEXT  
The Content Experts

© 1995-2009 Open Text Corporation. All rights reserved. Slide 35

### Competing Challenges for ECM

OPEN TEXT  
The Content Experts

Sarbanes Oxley

Litigation

Increasing Regulatory Scrutiny

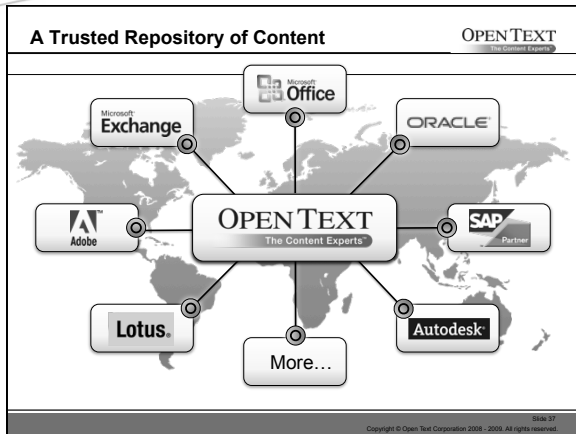
Shareholder Value

Growth & Profitability

Competitive Pressure

Compliance vs. Performance

© 1995-2009 Open Text Corporation. All rights reserved. Slide 36



### Transparency: Many Rich User Experiences

Copyright © 2009 Open Text Corporation. All rights reserved.

### ECM Market Trends

ECM must be integrated, with E-mail (Lifecycle)

Slide 39

### ECM Market Trends

ECM must be integrated, with Front Office (Engagement)

Slide 40

### ECM Market Trends

ECM must be integrated, with the Back Office (Transactions)

Slide 41

### Agenda

- Open Text Update
- The Evolution of the Internet
  - Web 1.0
  - Web 2.0**
  - Web 3.0
- The Future of ECM

Slide 42  
Copyright © Open Text Corporation. All rights reserved.

**We are listening!** OPEN TEXT  
The Content Experts

Make Web 2.0 Safe!

Slide 43  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**Finding the Right Balance again!** OPEN TEXT  
The Content Experts

Balance the Opportunity and Risk in Web 2.0

Slide 44  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**Extending Trusted Repository to Web 2.0** OPEN TEXT  
The Content Experts

Communities, Social Bookmarking, Podcasts, Social Networks, Videocasting, Folksonomies, Aggregators, Wikis, Blogs, Widgets, AJAX, Exchange, RSS, IM, Oracle PeopleSoft, Oracle JDEdwards, Lotus software.

**OPEN TEXT**

Slide 45  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**Work Place connects into Market Place** OPEN TEXT  
The Content Experts

Social Market Place, Social Work Place, Corporate Memory

Slide 46  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**Web 2.0 is also Evolving into Rich Media** OPEN TEXT  
The Content Experts

twitter, Blogs, facebook, Wiki, YouTube, Web 2.0, Social Networks, Podcasts, Yammer

Slide 47  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**Open Text Social Media - Today** OPEN TEXT  
The Content Experts

Related Blogs, Related Content, Content Server, Content, Content Rendered by Vizible, Related Bookmarks

Slide 48  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**Agenda**

- Open Text Update
- The Evolution of the Internet
  - Web 1.0
  - Web 2.0
  - **Web 3.0**
- The Future of ECM



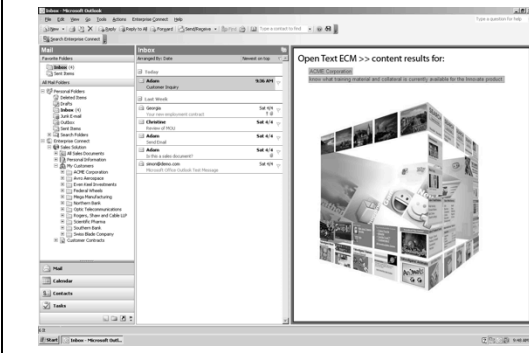
Slide 40  
Copyright © Open Text Corporation. All rights reserved.

**How do we make this easy?**



Slide 50  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**3D Content Visualization and Preview**



Slide 51  
Copyright © Open Text Corporation 2008 - 2009. All rights reserved.

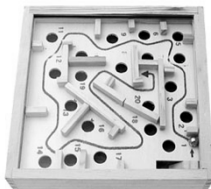
**The Hard Part – Interface to Repository**



Slide 52  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**Social Media: Digitizing the Analog World**

*Just a kids game?*



*Or is there something more going on?*

Slide 53  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

**Moving away from keyboard entry**



**...and away from our desks**

Slide 54  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

### Extend ECM in New Ways

OPEN TEXT  
The Content Experts

Slide 22  
Copyright © Open Text Corporation 2008 - 2009. All rights reserved.

### Delivery Across Mobile Platforms

OPEN TEXT  
The Content Experts

Comprehensive views of people, process and content delivered via a native application unique to each mobility platform

Slide 23  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

### Content From Multiple Sources

OPEN TEXT  
The Content Experts

Slide 27  
Copyright © 1995 - 2009 Open Text Corporation. All rights reserved.

### Agenda

OPEN TEXT  
The Content Experts

- Open Text Update
- The Evolution of the Internet
  - Web 1.0
  - Web 2.0
  - Web 3.0
- The Future of ECM

Slide 28  
Copyright © Open Text Corporation 2008 - 2009. All rights reserved.

### Investing \$1 Billion into ECM Innovation

OPEN TEXT  
The Content Experts

Year	Investment (\$ Billion)
2009	~150
2010	~180
2011	~220
2012	~250
2013	~280

- \$1 Billion for ECM Research
- 2,000 Developers over the next five years
- Inventing the Future of ECM together
- Help us invest effectively

Slide 30  
Copyright © Open Text Corporation 2008 - 2009. All rights reserved.

### Working Together with Electronic Arts (EA)

OPEN TEXT  
The Content Experts

Slide 31  
Copyright © Open Text Corporation 2008 - 2009. All rights reserved.

**Social Media Research Partnership**

OPEN TEXT  
The Content Experts



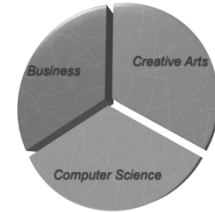
*Innovative software that ties together key new web technologies in Digital Media, Web Solutions, Social Networking and Mobility.*

**Open Text Center for Digital Media**

OPEN TEXT  
The Content Experts

UNIVERSITY OF  
**Waterloo STRATFORD**

- Inventing the future of ECM
- Open Text created a fund of \$10m
- Collaboration organized by Open Text with you and academic institutions
- Capitalizes on the creative triangle of IT, Business and Creative Arts



**Let's develop the future together!**

OPEN TEXT  
The Content Experts

- Send senior staff on sabbatical
- Hire students trained in your software
- Invest in research by professors & students
- Receive matching funding from Open Text
- Participate in May 20, 2010 Conference in Waterloo-Stratford

UNIVERSITY OF  
**Waterloo STRATFORD**



**Agenda**

OPEN TEXT  
The Content Experts

- Open Text Update
- The Evolution of the Internet
  - Web 1.0
  - Web 2.0
  - Web 3.0
- The Future of ECM
- **Summary**



**Discover the new possibilities in ECM**

OPEN TEXT  
The Content Experts

Capitalize on your Content

Maximize your Investment

Extend ECM in New Ways

**Open Text ECM Suite**

OPEN TEXT  
The Content Experts

User Experience Services

Engagement

Transaction

Lifecycle

Enterprise Process Services

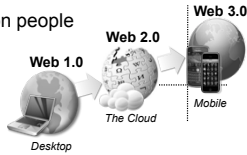
Enterprise Library

Email
GroupWare
Files
Web Sites
ERP
ERP
Basic ECM
Other ECM

**Summary**

**We together are the Content Experts**

- We drive content for 500 Million people
- Draw from a great Experience
- Agility to cope with Economy



**Our Partnership**

- We will invest \$1 Billion into ECM Research
- We continue to invest in new acquisitions (\$500 M last year)
- Make Enterprise 2.0 a Reality with your current investments

Slide 67

**OPEN TEXT**  
The Content Experts | **Thank You**

Slide 68

Copyright © 2008 Open Text Corporation. All rights reserved.



**OPEN TEXT**  
The Content Experts


**Capitalize on Your Content**  
Open Text Products

**Kirk Roberts**  
Executive Vice President, Products


Copyright © 2008 Open Text Corporation. All rights reserved.

**A Few Introductions**


**OPEN TEXT**  
The Content Experts




**Nick Oddson**  
SVP Research and Development



**Scott Bowen**  
SVP Enterprise 2.0 Line of Business



**Richard Anstey**  
VP Technology and Product Strategy



**Lubor Ptacek**  
VP Product Marketing

Slide 72  
Copyright © 2008 Open Text Corporation. All rights reserved.

**What Happened Since Content World 2008**



- Introduced new innovations
  - Social Media, Rights Management, CMIS, Cloud support
- Emerged as a leader in the Enterprise 2.0 “Sweet Spot”
- Acquired Captaris, Vizible, and Vignette
- Focused on value and ROI
- Expanded work with SAP, Microsoft, Oracle

Slide 73  
Copyright © 2008 Open Text Corporation. All rights reserved.

**Important Releases Since Content World 2008**



- Social Media
- Content Server modules and language releases
- Web Solutions
- Digital Asset Management
- Records Management DoD v3
- Email Management
- Enterprise Library Services
- Enterprise Connect
- Case Management
- Accounts Payable for Oracle
- Integration Center
- Invoice Capture Center
- Vendor Invoice Management for SAP
- Extended ECM for SAP
- Employee Information Management for SAP
- Exceed on Demand
- Transactional Content Processing
- Fax Server (RightFax Edition)

Slide 74  
Copyright © 2008 Open Text Corporation. All rights reserved.

**A Year Ago...**



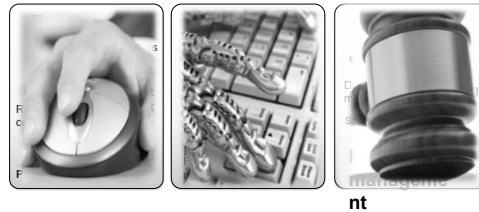
Open Text ECM Suite

Slide 75  
Copyright © 2008 Open Text Corporation. All rights reserved.

**Open Text ECM Suite**



**Empower      Agility      Control**



nt

Slide 76  
Copyright © 2008 Open Text Corporation. All rights reserved.

**We are listening!**



- Focus on quality...
- Give us a better UI...
- Make integration easy...
- Add value to your investment...

Slide 77  
Copyright © 2008 Open Text Corporation. All rights reserved.


**What are we announcing today**



- Next generation ECM Suite integration
- Upgrade and administration streamlining
- Shipping software from Vignette integration
- ECM Suite mobility enablement
- New User Experience Services and Video Handling Service
- End to end content flow within the ECM Suite
- Focus on Transactional Content Management
- Extending control beyond the repository with Rights Management
- Industry solution update

Slide 78  
Copyright © 2008 Open Text Corporation. All rights reserved.

OPEN TEXT  
The Content Experts



**Transaction**

---

**HAND OFF TO NICK**


#Rev 1.1 02/26/2009

OPEN TEXT  
The Content Experts

**R&D Focus on Quality**

*Methodologies & Measurements*

- Agile practice across all technologies and acquired entities
  - Goal of continuous integration across all components of the ECM suite
- Measured on customer problems
  - In partnership with support, include more effective metrics and goals for customer issues
- Usability as a requirement
  - Defined targets on releases for quantifiable improvement using industry standard methods



#Rev 1.1 02/26/2009


OPEN TEXT  
The Content Experts

**Common Services**

Installer	Reporting
Unified MMC Administration	Web Service
Common Authentication	Monitoring
User Management	Jobs Management
Notification	File Transfer

#Rev 1.1 02/26/2009

OPEN TEXT  
The Content Experts



**Transaction**

---

**HAND OFF TO RICHARD**

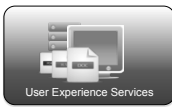
#Rev 1.1 02/26/2009

OPEN TEXT  
The Content Experts


**Open Text ECM Suite - Shared Services**

*Defined layers of integration:*


- **User Experience Services**
  - User experience-level integration providing access to all content no matter where it is stored.
- **Enterprise Process Services**
  - Process-level integration enabling orchestration of all content applications.
- **Enterprise Library Services**
  - Repository level integration with services such as metadata services, records services, archiving, and search.



User Experience Services



Enterprise Process Services








Enterprise Library

#Slide #3  
Copyright © 2009 Open Text Corporation. All rights reserved.

OPEN TEXT  
The Content Experts

**Open Text ECM Suite**

User Experience Services


Engagement


Transaction


Lifecycle


Enterprise Process Services


Enterprise Library


 Exchange


 GroupWare


 Files

 Web Sites

 ERP

 ERP

 Basic ECM

 Other ECM

#Slide #4  
Copyright © 2009 Open Text Corporation. All rights reserved.

### User Experience Services

OPEN TEXT  
The Content Experts

User Experience Services

Desktop    Web    Portal    Mobile

Enterprise Widget Framework

Email    GroupWare    Filers    Web Sites    ERP    SAP    Basic ECM    Other ECM

Slide 82  
Copyright © 2008 Open Text Corporation. All rights reserved.

### Mobility

OPEN TEXT  
The Content Experts

OPEN TEXT  
Process

Slide 83  
Copyright © 2008 Open Text Corporation. All rights reserved.

### Open Text ECM Mobility

OPEN TEXT  
The Content Experts

- Content Server / Enterprise Library Browsing Support

OPEN TEXT  
Enterprise Content  
Search  
Browse Content Server

Slide 87  
Copyright © 2008 Open Text Corporation. All rights reserved.

### Open Text ECM Mobility

OPEN TEXT  
The Content Experts

- Multi-format Document Viewing

Open Text ECM Suite

Engagement    Transaction    Lifecycle

Slide 85  
Copyright © 2008 Open Text Corporation. All rights reserved.

### Open Text ECM Mobility

OPEN TEXT  
The Content Experts

- Content Server Workflow
- Dispositions
- Process Forms
- Attachments & Viewing

OPEN TEXT  
Travel Request  
Name: Adam Howatson  
Customer Name: Innovate Corporation  
Airline: American Airlines  
Flight#: 839  
Cost: \$1294.39  
Start  
Attachments  
Global Travel Policy.pdf

Slide 89  
Copyright © 2008 Open Text Corporation. All rights reserved.

### Open Text ECM Mobility

OPEN TEXT  
The Content Experts

- Real Time Collaboration Chat
- Mobile Presence Awareness

OPEN TEXT  
Real Time  
Offline Messages (0)  
Chats (0 active)

Contacts

- Adkins, Carmie (Available)
- Anstey, Richard (Offline)
- Barbu, Jeannie (Offline)
- Barkley, Dan (Available)
- Barnes, Jeremy (Available)
- Bartosek, Virginia (Available)
- Bekker, Tony (Offline)
- Bishop, Alvin (Available)

Slide 90  
Copyright © 2008 Open Text Corporation. All rights reserved.

**Preparing for the next generation user experience** OPEN TEXT  
The Content Experts

Open Text ECM Suite

User Experience Services

Engagement Transaction

Enterprise Process Services

Enterprise Library

4 of 8

© 2009 Open Text Corporation. All rights reserved.

**Open Text ECM Suite** OPEN TEXT  
The Content Experts

User Experience Services

Engagement Transaction Lifecycle

Enterprise Process Services

Enterprise Library

Email GroupWare Files Web Sites ERP CRM CAP Basic ECM Other ECM

© 2009 Open Text Corporation. All rights reserved.

OPEN TEXT  
The Content Experts

**Transaction**

**NICK AND SCOTT TAKE PLACES FOR THE DEMO**

OPEN TEXT  
The Content Experts

**Product Demo**

Content World, October 2009

**Nick Oddson**  
SVP Research and Development

**Scott Bowen**  
SVP Enterprise 2.0 Line of Business

Open Text Corporation

**Tom Jenkins**  
Executive Chairman and Chief Strategy Officer  
Open Text Corporation

**Engagement – Extend Your ECM Journey** OPEN TEXT  
The Content Experts

Media

Social Web

Wikis Social Networks Microblogging Forums Blogs Ratings Communities IM RSS

Core ECM Content

Core ECM Content

**Engagement – Inside & Outside the Firewall** OPEN TEXT  
The Content Experts

Presentation Services

Workplace Marketplace

IM presence tagging blog forum web experiences rich media wiki

Core Content Sou

Enterprise Process Services

Enterprise Library Services



**globalcomm**

**GlobalComm Employees**

**Adam,**  
VP of Operations

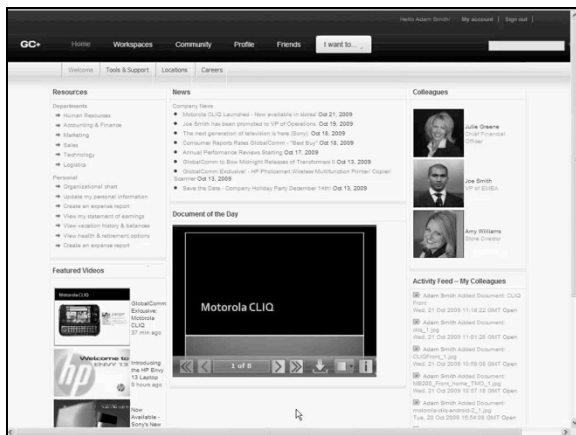
**Kristen,**  
VP of Marketing

**Consumers**

**Matt,** Early Adopter

**Kelly,** Alumni Friend of Matt

**Susie,** Kelly's Sister



**globalcomm**

**GlobalComm Employees**

**Adam,**  
VP of Operations

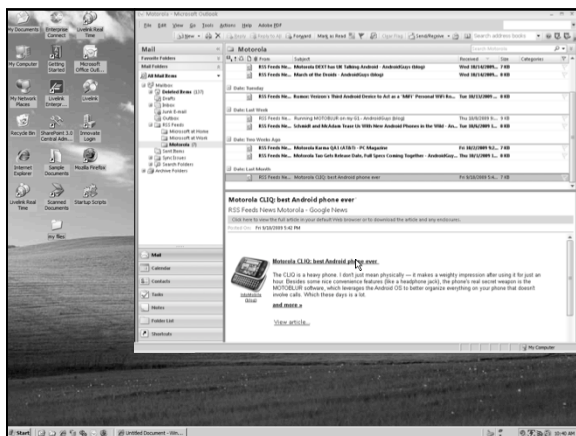
**Kristen,**  
VP of Marketing

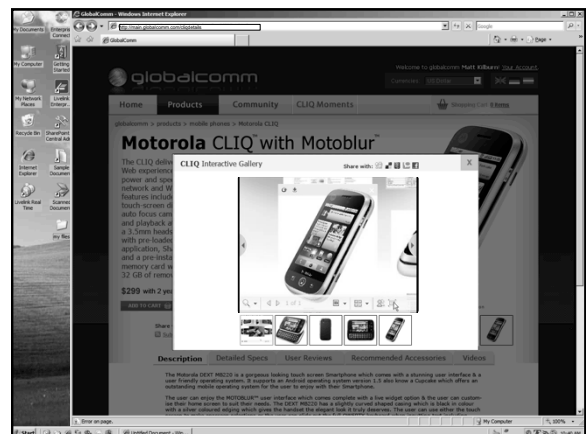
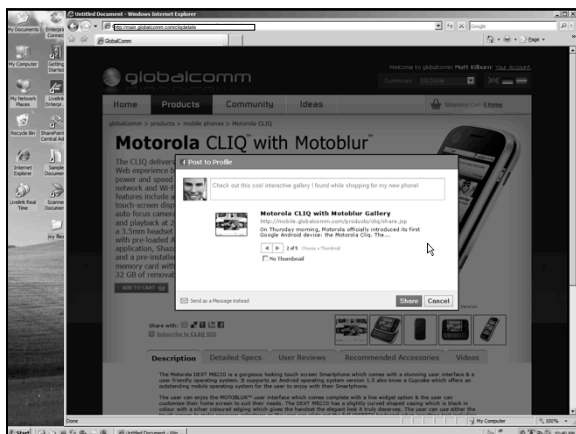
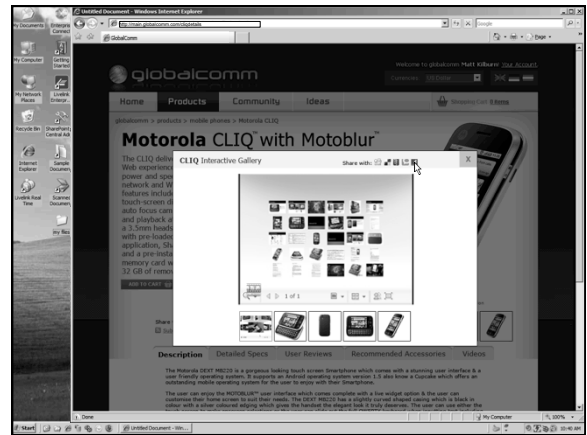
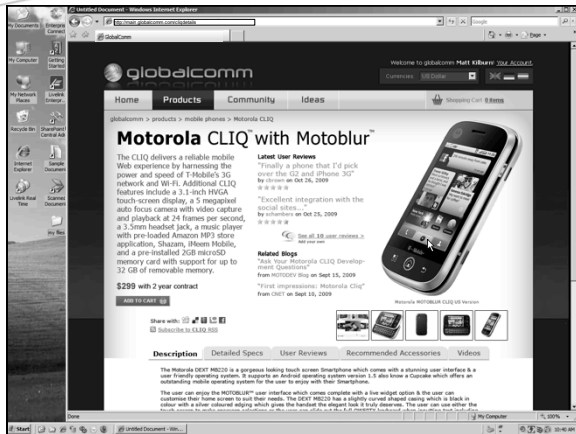
**Consumers**

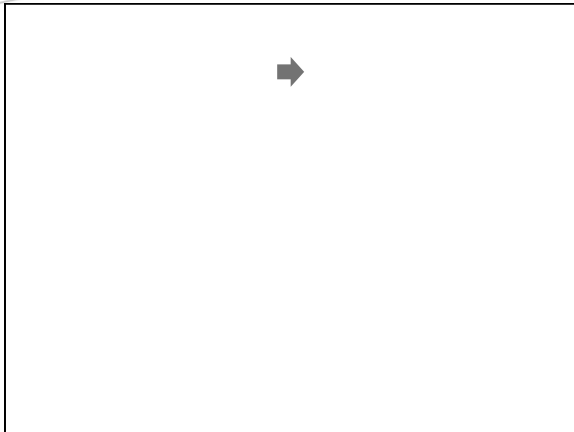
**Matt,** Early Adopter

**Kelly,** Alumni Friend of Matt

**Susie,** Kelly's Sister







**globalcomm**

**GlobalComm Employees**

**Adam,**  
VP of Operations

**Kristen,**  
VP of Marketing

**Consumers**

**Matt,** Early Adopter

**Kelly,** Alumni Friend of Matt

**Susie,** Kelly's Sister



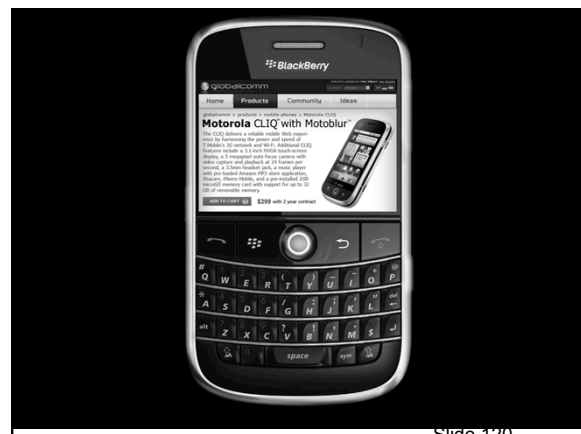
Slide 116



Slide 117



Slide 118



Slide 120



**globalcomm**

**GlobalComm Employees**

**Adam,**  
VP of Operations

**Kristen,**  
VP of Marketing

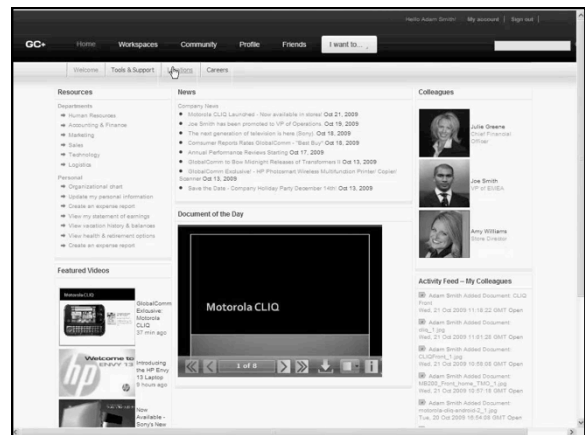
**Consumers**

**Matt,** Early Adopter

**Kelly,** Alumni Friend of Matt

**Susie,** Kelly's Sister





**Win a Motorola CLIQ!**

How can Open Text best help extend your ECM Journey into the world of Enterprise 2.0?

<http://ideas.OpenText.com>

**Transaction**

**HAND OFF TO LUBOR**

### The Open Text ECM Suite

**User Experience Services**

- Engagement
- Transaction
- Lifecycle

**Enterprise Process Services**

**Enterprise Library**

- Email
- GroupWare
- Files
- Web Sites
- ERP
- ERP
- Basic ECM
- Other ECM

Slide 127  
Copyright © 2008 Open Text Corporation. All rights reserved.

### Challenges of Transactional Content

- "Costly to process"
- "Not integrated"
- "Lack of context"
- "Poorly controlled"
- "No standardization"

Slide 128  
Copyright © Open Text Corporation. All rights reserved.

### Managing the Transaction Life-Cycle

**Business Process Management**

- Output Management
- Process Design
- Process Monitoring
- Archiving
- Process Integration
- Process Reporting
- Process Orchestration
- Imaging
- Document Recognition
- Forms
- Fax Management
- OCR/ICR
- Report Management

**Process Flow:** Capture → Process → Integrate → Access → Preserve

Slide 135  
Copyright © 2008 Open Text Corporation. All rights reserved.

### Delivering Comprehensive Business Value

**Business Competitiveness**

- Value-added activity
- Data quality
- Straight through processing
- Customer & supplier satisfaction
- Business process alignment
- Content management

**Strategic Value**

**Process Improvement**

**Content Leverage**

**Tactical**

**Compliance**

Slide 136  
Copyright © Open Text Corporation. All rights reserved.

### Strengthened Over the Past 12 Months

- Best-in-class OCR/ICR functionality
- De facto standard for fax content management
- Serving the leaders in Healthcare and Health Insurance
- Industry-specific integrations & format support
- Proven scalability & performance

Slide 137  
Copyright © Open Text Corporation. All rights reserved.

### New Products for OCR

**Enterprise Scan 9.7.1**

**Invoice Capture Center 5.2**  
**Capture Center 4.0**

- Invoice
- Claim
- Check
- Application

**Target Application**

- SAP
- OPEN TEXT Content Server
- OPEN TEXT TCP
- ORACLE

Slide 138  
Copyright © Open Text Corporation 2008 - 2009. All rights reserved.

### Fax Server Integration

OPEN TEXT  
The Content Experts

The screenshot shows a web-based interface for managing fax transmissions. It includes a search bar, navigation tabs (Personal, Enterprise, Tools, Help), and a main area with a table of fax jobs. A 'Send Fax Form' is also visible, with fields for 'To Name', 'Fax Number', and 'Notification Email Address'. A physical fax machine is shown in the foreground.

### Strong Offerings & Market Presence...

OPEN TEXT  
The Content Experts

- Foundation
  - Enterprise Library
  - Enterprise Process Services
- Framework
  - Imaging
  - OCR/ICR
  - Fax Management
  - Transactional Content Processing
- Eco-System
  - SAP Invoice Management
  - Oracle Accounts Payable

© 2009 143

### With More to Come

OPEN TEXT  
The Content Experts

- Cross-industry & vertical focus
  - Industry-specific implementations, e.g., AP for Retail, Public Sector
  - Packaged solutions
  - Industry partnerships
- Deeper product capability
  - Native scan/capture
  - Mobile access
- And more...
  - Vignette + ECM Suite integration

© 2009 143

### Transaction

**HAND OFF FROM LUBOR TO LUBOR!**

© 2009 144

### Fundamental to the Open Text ECM Suite

OPEN TEXT  
The Content Experts

The diagram illustrates the Open Text ECM Suite architecture. At the top are icons for various services. Below them are three main service categories: 'User Experience Services' (containing Engagement, Transaction, and Lifecycle), 'Enterprise Process Services', and 'Enterprise Library'. At the bottom are icons for specific applications: Email, GroupWare, Filers, Web Sites, ERP, ERP, Basic ECM, and Other ECM.

© 2009 143  
Copyright © 2009 Open Text Corporation. All rights reserved.

### Challenges of Lifecycle Management

OPEN TEXT

- “Regulatory pressures”
- “Litigation readiness”
- “Interoperability”
- “Security”
- “Content growth”

© 2009 144  
Copyright © Open Text Corporation. All rights reserved.

**Striking the balance**

Users Legal

**ENTERPRISE CONTENT**

Value Risk

Slide 147  
Copyright © Open Text Corporation. All rights reserved.

**Content Server 2010**

OPEN TEXT

**Properties**

No. of Items: 1,720  
Owner: Bill Normans  
Last Updated: Yesterday (2009-09-17)

**Browse Filter**

Object: Document  
Document Type: Office Documents  
Year: 2009

**Document Type**

Diagrams  
Emails  
Images  
Notes  
Presentations  
Spreadsheets  
Word Processor documents

**Search**

Search Type: Full Text  
Scope: Enterprise  
Mode: All Words  
Modifier: Related To  
Object Type: Everything  
Created By: Anyone  
Last Modified: Anytime

**Edit Additional Languages**

Name	Date
Annual Report	English
Report Annual	Deutsch
Report Annual	Français (Canada)
التقرير السنوي	العربية

- Multi-lingual capabilities
- UI improvements
- Scalability and performance
- Native 64-bit support
- EPS integration
- Release in Q2 2010

Slide 148  
Copyright © Open Text Corporation. All rights reserved.

**Content Server: My Feed**

OPEN TEXT

Slide 147  
Copyright © Open Text Corporation. All rights reserved.

**Content Server: My Feed**

OPEN TEXT

Slide 148  
Copyright © Open Text Corporation. All rights reserved.

**Content Server: My Feed**

OPEN TEXT

Slide 149  
Copyright © Open Text Corporation. All rights reserved.

**Content Server: Profile Page of Another User**

OPEN TEXT

Slide 150  
Copyright © Open Text Corporation. All rights reserved.

### Content Server: Enhanced News

OPEN TEXT  
The Content Experts

Product:	HP Photosmart Wireless Multifunction Printer/ Copier/ S
Effective Date:	September 30 2009 8 PM
Expiration Date:	December 15 2009 8 PM
Headline:	GlobalComm Exclusive! - HP Photosmart Wireless Multifunction P
Highlights:	<ul style="list-style-type: none"> <li>MSRP - \$149. Introductory Sale Price - \$129</li> <li>Model: C4795   SKU: 9364163</li> <li>Available Nov-4th, 2009</li> </ul>

Slide 127  
Copyright © Open Text Corporation. All rights reserved.

### Cloud Computing

OPEN TEXT  
The Content Experts

Slide 128  
Copyright © Open Text Corporation. All rights reserved.

### CMIS Standard

OPEN TEXT  
The Content Experts

Slide 153  
Copyright © Open Text Corporation. All rights reserved.

### Rights Management Services

OPEN TEXT  
The Content Experts

Slide 154  
Copyright © Open Text Corporation. All rights reserved.

### Understanding the Real Business Problems

OPEN TEXT  
The Content Experts

Slide 156  
Copyright © 2009 Open Text Corporation. All rights reserved.

### ECM Suite – Lifecycle Applications

OPEN TEXT  
The Content Experts

Slide 156  
Copyright © 2009 Open Text Corporation. All rights reserved.

**Enterprise Connect** OPEN TEXT  
The Content Experts

Enterprise Content Management  
Executive Summary  
Open Text Products Division  
September 2009

**Abstract**  
Use the abstract to provide a summary of the white paper. This is the last thing you should write, but it's the first thing most people will read. In essence, you should provide them with a compelling reason to read the paper (download) the white paper. What will they gain? What's the most valuable thing this paper has to say? Can you provide a reason that will cause them to read more? You may also want to highlight the major sections. For example:

Exchange    GroupWare    Filers    Web Sites    ERP    ERP    Basic ECM    Other ECM

**Summary**

**HAND OFF TO KIRK ROBERTS**

OPEN TEXT  
The Content Experts

**ECM Suite for SAP** OPEN TEXT  
The Content Experts

OPEN TEXT | **SAP** Powered by NetWeaver

Supplier Information Management	Employee Information Management	Customer Information Management
Vendor Invoice Management	Extended ECM for SAP	Archiving & Document Access for SAP

User Experience Services

Engagement    Transaction    Lifecycle

Enterprise Process Services

Enterprise Library

\*Slide 139  
© Copyright © 2009 Open Text Corporation. All rights reserved.

**ECM Suite for Microsoft** OPEN TEXT  
The Content Experts

OPEN TEXT | **Microsoft** Native SharePoint Applications

Case Management Framework	Regulated Documents	Customer Information Management
CLM Services for SharePoint	Storage Services for SharePoint	Legal Information Management

User Experience Services

Engagement    Transaction    Lifecycle

Enterprise Process Services

Enterprise Library

\*Slide 140  
© Copyright © 2009 Open Text Corporation. All rights reserved.

**ECM Suite for Oracle** OPEN TEXT  
The Content Experts

OPEN TEXT | **ORACLE** Leveraging Fusion Middleware

Accounts Payable for Oracle eBusiness	Accounts Payable for PeopleSoft	Accounts Payable for JD Edwards
---------------------------------------	---------------------------------	---------------------------------

Content Access for Oracle

User Experience Services

Engagement    Transaction    Lifecycle

Enterprise Process Services

Enterprise Library

\*Slide 141  
© Copyright © 2009 Open Text Corporation. All rights reserved.

**No matter how you came to Open Text...** OPEN TEXT  
The Content Experts

Presentation Services

Engagement    Transaction    Lifecycle

Enterprise Processes Services

Enterprise Library

\*Slide 142  
© Copyright © 2009 Open Text Corporation. All rights reserved.

**In Summary**

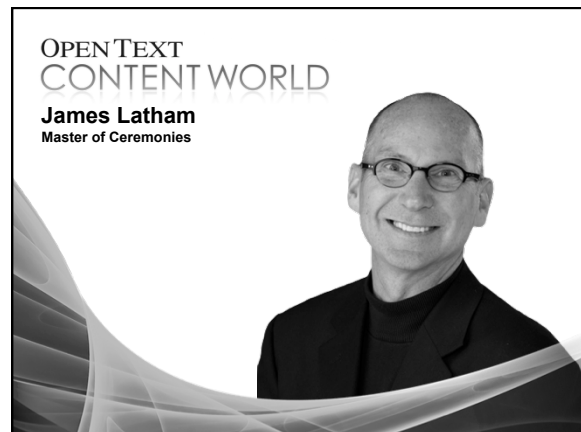


- Our aim is to extend the reach of your investment in Open Text
- New User experience and Mobility Flexibility
- Let's Talk
  - At **Breakout Sessions**
  - at Open Text **Demo Pods**
  - at the **Innovation Lab**
  - One on One with the **Content Experts**
- **What do you want us to hear this year?**



Thank You

Slide 104  
Copyright © 2009 Open Text Corporation. All rights reserved.



**Capitalize on your Time**



- General Sessions – Including the Product Roadmap
- Over 125 Breakout Sessions
  - Industry Specific Tracks
  - Product and Solution Tracks
- Industry Peer-to-Peer Meetings
- Partner Exhibits
- Open Text Demo Pods
- The Innovation Lab
- Special Event
- Networking



Slide 107

**Surveys**



- Breakout Session Surveys
- Cyber Café Surveys



Slide 108

**Twitter** OPEN TEXT  
The Content Experts

**OTContentWorld**

Are you fr a legal organization? #OTContentWorld recommended agenda is up for both Corporate Legal www.ow.ly/2DB & Law Firms www.ow.ly/2CC

*Twitter and event hashtag #otcw*

Slide 169

**Community** OPEN TEXT  
The Content Experts

OPEN TEXT CONTENT WORLD  
Orlando, Florida | October 25-31, 2009

**Presentations**

Content World on YouTube  
Find out what the conference is all about.  
View the 2008 only podcasts

Stay Connected & Collaborate

- Subscribe to conference updates
- Follow us on Twitter
- Become a Fan on Facebook
- Photos
- Press

Content World 2009 Blog

<http://communities.opentext.com>

Slide 170

Thank You

Slide 171  
Copyright © 2009 Open Text Corporation. All rights reserved.

OPEN TEXT  
CONTENT WORLD

CAPITALIZE ON YOUR CONTENT