OpenText
Information Matters
Your monthly source of OpenText news

What's in It for You?

Everything is coming up digital. What are you going to do about it?

a. We're going to fight it and continue to do business just like we did in the '80s.
b. We're going to embrace the digital world and take our organization to the next level.
c. What do you mean by "digital"?

The digital world is here. it's going to keep on keepin' on, and if organizations don't embrace it, they will be left behind. So how can you help your organization transform to digital? Learn more below about what to do with what you've got and how to take it to the digital level.

Also in this issue, we have **free** reports for you from two of the world's top analysts: download your own copies of the new Gartner® Magic Quadrant and the new Forrester® Wave. And we will share the latest on analytics, and Content Suite releases!

Build Your Knowledge, Build Your Strategy

Enabling the Digital World

We live in a time of unprecedented technologic disruption (wearable technology, the Internet of Things, etc.), and it's impacting every area of the enterprise and changing the rules of business. You can't make it stop, and the sooner you embrace the digital world, the better it will be for you and your enterprise. Right now, there's an opportunity to become a leader, but if you hesitate, your organization might be fodder for the hyenas.

Digital transformation requires a radical overhaul of enterprise strategies, processes, products, services, and relationships. And EIM can enable your organization to make this journey. How? At a

OpenText TV

OTTV
OPENTEXT TELEVISION

Tune into the *Digital-First World* episodes on **OTTV** for all digital, all the time:

- *Digital-First World: The Internet of Things with Mark Morley*
- *Digital Marketing in Financial Services*
- *Digital-First World: Data Sovereignty and Privacy in the Cloud*
- *Digital-First World: Manufacturing Information Management*
- *Digital-First World: Defining the Enterprise Cloud*
- *Tech Talk Episode 10: The Digital Supply Chain with John Radko*
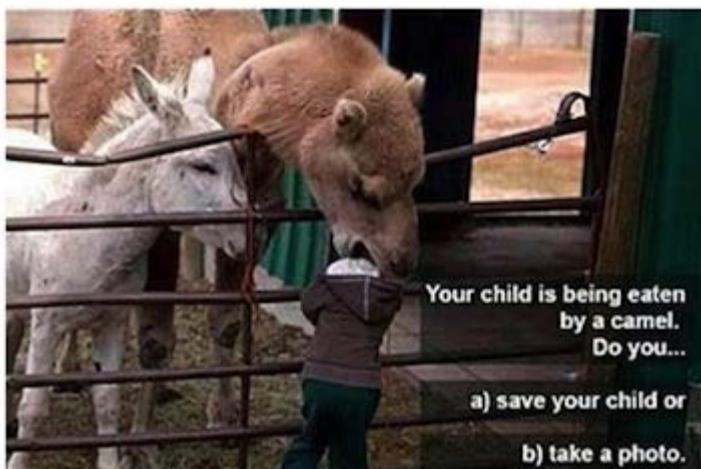
Links to Keep at Your Fingertips

- *Digital: Disrupt or Die book*
- Digital article series
- Enterprise World

basic level, it guides you through each phase of transformation, giving you effective ways to simplify, transform, and accelerate your business:

1. **Simplify.** You need to digitize information and automate processes. Research shows nearly half of all jobs over the next two years could be automated.
2. **Transform.** Agility rules, so your organization needs to focus on openness, trust, and innovation and solve business problems with imagination.
3. **Accelerate.** Increase the speed of your information delivery through integrated systems. (See the *What Others Are Doing* section below for digital success stories!)

See our infographic for another peek at these three steps.

Here's a very current digital dilemma for you:

Your child is being eaten by a camel. Do you...

a) save your child or
b) take a photo.

Hot Places to Be

Enterprise World

> *"Great event to see future solutions, influence them, and sense the pulse of the industry."*
> - Jean-Luc Faye, Michelin, Enterprise World 2014

WIIFM (what's in it for me) at Enterprise World?
At this one-of-a-kind event, you will receive an insightful, inspiring, and interactive deep dive into the possibilities of EIM and the role OpenText can play in helping you achieve success. And no matter your position, industry, or geography, the agenda offers a huge variety of presentations, breakouts, and roundtables to help make the most of your OpenText investment.

Don't Miss the Early-Bird Rate!
You can save $700 this month with the **Early-Bird Rate**—but once September hits, that bird will have flown! So get crackin' because the worm—OK, we're done with the bird references.

30 Days to Simple, Secure Document Access with OpenText Brava!
- Forrester Wave report
- Gartner Magic Quadrant report
- Big Data Analytics. Cloud Edition
- Success Stories
- Product Catalogue

Things that Make You Text OMG

Here is a global digital snapshot from the beginning of this year, and keep in mind that only 53% of the world's population is urbanized:

Global population: 7.210 billion
Active internet users: 3.010 billion
Active social media accounts: 2.078 billion
Unique mobile users: 3.649 billion
Active mobile social accounts: 1.685 billion

NEW! OpenText & the Digital World Infographic

The business world is experiencing a digital transformation. How are you going to compete in a digital world? For a look at the three basic steps of your digital journey, check out our new infographic.

IT'S A DIGITAL WORLD

Key Topics & Themes

Here is a short list of some of the key topics and themes at Enterprise World 2015:

- OpenText vision and strategy
- Enabling the Digital World
- OpenText Cloud and cloud-based services
- Embedding analytics into your existing deployments
- Bridging the gap between content and business processes
- Getting more value from your B2B business network
- Expanding the OpenText ecosystem
- Roadmaps, tips, and experts

Agenda at a Glance

Not only is [Enterprise World](#) the place to go to meet others who face the same business challenges every day at work, it's also the ideal place to learn how to master the strategies, tactics, and tools needed to meet and even take advantage of digital change. Many of the keynotes and sessions are focused solely on helping navigate digital transformation. So download the [justification letter](#), and we'll meet you there!

- **Training & Workshops:** Sun., Nov. 8 – Tues., Nov. 10
- **Partner Summit:** Mon., Nov. 9 – Tues., Nov. 10
- **Conference:** Tues., Nov. 10 – Thurs., Nov. 12
- **Enterprise Expo:** Tues., Nov. 10 – Thurs. Nov. 12
- **Innovation Lab:** Mon., Nov. 9 – Thurs., Nov.12

OPENTEXT
ENTERPRISE WORLD 2015

ARE YOU READY?

November 8-13 | MGM Grand, Las Vegas, Nevada

www.opentext.com/EW2015

Keeping You in the Know

Questions?

Please [email us](#) anytime.

New Gartner Magic Quadrant Report

Gartner [released its latest Magic Quadrant report](#) recently. Spoiler alert: Gartner places OpenText WEM in the leader quadrant for WCM, noting our "versatility in managing various content types, including text and rich media as well as its versatile handling of applications and business processes, including marketing and customer service". For the highlights, go to the [press release](#) or [blog](#).

New Forrester Wave Report

Have you fueled your processes with content yet? This [blog](#) discusses a recent "transactional content" [report from Forrester](#) and how your ECM platform can act as the glue between BPM, HCM, ERP, and CRM to more effectively drive back-office business processes, amping up the value of the content you're already managing.

Analytics

OpenText Actuate Big Data Analytics

If you're struggling to bring all your data from across the enterprise together, take a look at the latest OpenText Actuate Big Data Analytics release, which offers a new integrated data-loading module and connectors to more data sources, along with a REST API that enables developers to embed content in web and mobile applications. See all your data in a single view! Ah, Valhalla! [Read more...](#)

OpenText Actuate Big Data Analytics, Cloud Edition

Keen on the cloud? No problem. The same Big Data Analytics—but in the cloud—will be available in early September. It's advanced-analytics-as-a-managed-service, so you can access, blend, explore, and model big data without depending on IT or data experts. [Read more...](#)

OpenText Actuate iHub

Need scalability and stability? The latest OpenText Actuate iHub release enables easier, faster integration of visualizations in web and mobile apps and improved dashboard performance and security that meet the needs of today's digital consumers. [Download the white paper](#).

Core

Here's more **free** stuff! The latest release of OpenText Core delivers a polished user experience and new apps—and you can [try it for free](#) for 90 days! Experience the convenience of storing, sharing, and accessing

your documents, photos, videos, and more—anytime, anywhere, and from any device. Really.

OpenText xECM for Oracle® eBusiness Suite

If you're using Oracle, your Enterprise Resource Planning (ERP) is in good hands, but what about your unstructured content? The latest version of OpenText Extended ECM for Oracle E-Business Suite (EBS) handles all your Enterprise Content Management (ECM) needs and will be available next week. New features include full support for Solaris 11, the sea change EBS release, and new features to support U.S. DOD Records Management certification. [Read more]…

What Others Are Doing

Customers on the Journey of Digital Transformation

All of our customers are on the journey of digital transformation. Here are some success stories of how they are using cloud, analytics, process automation, and mobile computing to simplify their information, digitize their operations, and accelerate their opportunities:

- [Mitsubishi Motors] is outsourcing its B2B e-commerce capabilities to the Cloud and achieves stronger integration with its suppliers in Europe, without making additional investments in headcount or software.
- [Dell Services] is setting new standards of excellence within the IT services industry. Using analytics has helped them drive positive change, increase value, and improve engagement with organizations worldwide.
- [First United Bank] is using a BPM solution to help it achieve its goal of going paperless. To date, the Company has digitized over 200 processes and converted over 2.5 million documents and images into digital format for considerable business improvements, including overall growth and customer satisfaction.
- [The City of Barcelona] has a comprehensive digital strategy that embraces delivering more targeted and mobile services to its constituents based on the innovative mobile identification system called "mobileID".

Things You May Have Missed

- Using Adobe Experience Manager? Read this [new blog](#) about the ROI on their Digital Asset Management (DAM).
- For more about using EIM to embrace change in the digital future, read *[Digital: Disrupt or Die](#)*, the book about digital.
- This [eight-article series](#) on the digital world is a bite-sized way to learn more.
- Check out this [new blog series](#) about digital transformation.
- Read the [new blog](#) about addressing the challenges of user adoption in the legal industry.
- Want to boost productivity with secure mobile access to matter? 91% of legal organizations support mobile devices in some way. [Read the blog](#).
- The information management needs of legal organizations are changing. Don't miss this [blog](#) about how they are evolving to meet the digital world.

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