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OPENTEXT

Information Matters
Your monthly source of OpenText news

What's in It for You?

From **Analytics** in the cloud to **Zeus**, the Greek god of clouds, we've got the **A to Z** on what you need to know about the cloud. Also in this issue, we have great Enterprise Content Management (ECM) news from Forrester for the second month in a row, and we've got the latest on Enterprise World, our annual user conference, which is coming up in November. So let's get the dry ice going to create some atmosphere and cloud it up!

Build Your Knowledge, Build Your Strategy

Three Myths About Cloud

Sure, the nephelai were the cloud nymphs, but when you were serious, you'd call in the big boy: Zeus, the king of the gods, ruler of the heavens, and god of clouds, rain, thunder, and lightning. Yep, Zeus had his giant finger on the button: the cloud is quickly becoming a business imperative. What used to be seen as a potential option for managing budgets is now a strategic direction that drives competitive positioning, product innovation, business agility, and cost management.

Still, Chaos reigns, and it's no different with the cloud. Here are three myths from **Gartner's top 10 cloud myths** that you may have heard:

1. **Cloud is always about money.**
   It's not about money; it's about agility. Well, it's about both, but mostly agility…which leads to money…so, wait…
2. **Cloud is less secure than on-premises capabilities.**
   There have been very few security breaches in the public cloud—most have involved on-premises data centers.
3. **Cloud is not for mission-critical use.**
   Cloud computing is for pretty much anything but should be adopted in steps and in specific cases.

OpenText TV

Tune into **OTTV** to cloud it up:

- Digital-First World: Data Sovereignty and Privacy in the Cloud
- Digital-First World: Defining the Enterprise Cloud

OTTV
OPENTEXT TELEVISION

Links to Keep at Your Fingertips

- Power of the OpenText Cloud
- Enterprise World
- The Next Wave of Advanced Analytics
- Forrester Wave report
- Big Data Analytics in the Cloud
- Success Stories
- Product Catalogue

Things that Make You Text OMG

Ancient Hindus believed clouds were flying white elephants. They thought all white elephants could fly and change shape, but one day a flock(?) of these achromatic pachyderms landed

OpenText Cloud: The Four Things to Be Happiest About

Here are few things you should know about the power of the OpenText Cloud:

1. **There are clouds, and then there is the OpenText Cloud.** We provide complete managed cloud services. Yes, we manage the full application—including the operating environment. That leaves you free to focus on your business. We operate our cloud, and it's optimized to run our applications.
2. **Flexible service level.** From all-inclusive to customized services, you can take advantage of a comprehensive set of managed cloud services to ensure transitioning business to the cloud is trusted, tested, and reliable.
3. **Flexible deployment strategy.** Flexible cloud models for public, private, or hybrid deployments enable organizations to protect and manage information within the rules that govern it.
4. **Trusted platform.** Global, tested, and reliable, we have more than 65K customers on the OpenText Cloud and drive more than $6.5 trillion in commerce annually.

For more happy thoughts, click here, and for a quick read about how to get started, check out this blog.

In 2014, the OpenText Trading Grid processed 16 billion paperless transactions--and saved 3.65 million trees.

Big Data Analytics Available in the OpenText Cloud

You want the benefits of analytics, and you need the convenience of the cloud. No problem. Big Data Analytics in the Cloud is advanced-analytics-as-a-managed-service so you can access, blend, explore, and model big data without depending on IT or data experts. Read our CEO's blog about Big Data Analytics.

Archive Center Available in the OpenText Cloud

Got unstructured data? Archive Center is a scalable, multi-tenant archive that helps organizations manage unstructured data—and it'll be available in the cloud Sep. 30. Read more…

OpenText Core

Put OpenText Core through the paces and discover the value it adds by way of delivering an easy and fast way for workers to get things done! With **free 90-day trials** of every subscription

in a tree, and a bunch of branches fell on some students a yogi was teaching. Well, the yogi snapped and condemned white elephants to a life on the ground.

NOTE: If we had elephants flying around, we'd all stand under trees—and get our cars washed way more often.

Superior service, reliable, and trusted. Take a look at the 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.

plan—Team, Business, and Enterprise—and a discounted annual payment option, there's no better time to see what OpenText Core can do to enhance day-to-day productivity.

Beta Program: Want to Test Drive Content Suite 16?

Our vision is simple: create ECM solutions focused on user adoption and enterprise success. And we need input from you, our customers and partners! The Content Suite 16 Beta Program offers early access to the exciting updates coming in this innovative release. Learn more and register.

We're 2-for-2 with the Forrester Wave™!

Fresh off our recent distinction as a leader in ECM Transactional Content Services, we're thrilled to also be recognized as a leader in ECM Business Content Services! What's it mean to you? It means OpenText is leading the charge when it comes to providing comprehensive ECM solutions for the digital enterprise. Read the reports—you'll never look at the possibilities of ECM the same way again!

Hot Places To Be

Enterprise World 2015

Learn all about OpenText Cloud—cloud, on premise, hybrid—at Enterprise World. Of course, we'll also discuss and share all we know about digital, analytics, experience, ecosystems, … It's an interactive deep dive into the possibilities of EIM and the role OpenText can play in helping you achieve success.

OpenText ENTERPRISE WORLD 2015
ARE YOU READY?
November 8-13 | MGM Grand, Las Vegas, Nevada
www.opentext.com/EW2015

NOW! Save $200 till Oct. 15 with the Advance Rate! For your

- OpenText Extended ECM for Oracle® EBS 10.5 SP2 - Oct. 6
- Project & Program Management for OpenText Content Server - Oct. 8
- Records Disposition Simplified - Oct. 14

Upcoming Events

Oracle OpenWorld 2015
San Francisco – Oct. 25-29

Enterprise World 2015
Las Vegas – Nov. 8-13

Questions?

Please email us anytime!

convenience, here's the [justification letter and top 5 reasons to attend](#)!

Join us in the OpenText Heroes Lounge
The OpenText Heroes Lounge is the place to be at our Enterprise Expo. You can relax, have an espresso, and network with your peers. It's also the place to "Meet the Experts". Chat with the stakeholders who support the solution you've implemented or want to learn more about. Stay tuned for a [published schedule](#)!

What Others Are Doing

Success in the OpenText Cloud

Cloud is cheaper, faster, easier. Take a look at how these organizations are reaping the cloud rewards:

- **Alstom Power** harmonized their business processes and increased productivity with OpenText Active Orders and B2B Managed Services. [Read the new success story!](#)
- **Knight Transportation** was experiencing delays due to B2B network outages. Now they use OpenText Trading Grid Messaging Service to [provide real-time access](#) to docs— with a full audit trail!
- **ZOLL Medical** was having major fax issues, but now that they are using OpenText RightFax Connect, they enjoy a stable, scalable enterprise fax solution and hybrid cloud deployment. [Read the story!](#)

Things You May Have Missed

- Don't miss this *Compliance Week* article about why [compliance officers should be at the table](#) for discussions around cloud computing and data privacy controls.
- *[Best Practices – Microsoft SQL Server for OpenText Content Server](#)*, a new white paper, explores aspects of Microsoft SQL Server that could help when configuring and scaling OpenText Content Server 10 and 10.5.
- *[OpenText Media Management 10.5 - Performance Assessment](#)* describes our testing to assess the performance of OpenText Media Management 10.5 and analyze and resolve any performance bottlenecks and benchmark the application.
- *[Performance White Paper: OpenText Archive for Google Apps](#)* is a guide to the Archive Server and Content Server Administrators implementing document archiving from Google Drive using OpenText Archive for Google Apps.
- Read this *[KMWorld](#)* [feature article](#) that explains how taking ECM beyond info governance and embedding its capabilities in lead applications can generate a huge transformation.

- ARC Advisory Group released a white paper about a new manufacturing-focused EIM. No time? **Read the blog.**
- Don't miss this blog about the new **OpenText Information Exchange/SAP partnership**.
- *Best Practices_Applying Service Pack 1 Update 2015-09 to OpenText Content Server 10.5 SP1* will walk you, the Content Server Administrator, through the deployment of a Content Server Update using only Cluster Management.

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