

OPENTEXT™

# Information Matters

Your monthly source of OpenText news

## What's in it for You?



This issue is almost all about Enterprise World, where you'll have the opportunity to hear directly from organizations around the world that are on their own journey to create a digital enterprise. So what exactly happens at Enterprise World? Aside from the fact that it's in Vegas in November, we'll be taking over the infamous nightclub OMNIA, and Mike Myers will be there as our special guest, it's about enabling the digital world. You'll find keynotes, sessions, networking opportunities, demos, and exciting news at Enterprise World 2015 (including special announcement)! And together, we're going to dive into the hottest topics in Enterprise Information Management.

## Hot Places to Be

At Enterprise World, we'll discuss and share all we know about digital, analytics, experience, ecosystems, and so much more! It's an interactive deep dive into the possibilities of EIM and the role OpenText can play in helping you achieve success.

## Announcing Mike Myers as our special guest!

Mike Myers, one of the most multifaceted performers of his generation, has brought an astonishing array of memorable characters to life in film and television as an actor, director,



## Enterprise World 2015 Advance Rate

**RIGHT NOW!** Save \$200 till Oct. 31 with the **Advance Rate!** And here's the [justification letter](#) and [top 5 reasons](#) to attend!!

## Big Announcements at Enterprise World

Don't miss the exclusive announcements only for attendees in Vegas! Something about

- creating a better way to work in this [digital world](#) of ours.
- rewarding customers and partners...look for clues on our [website](#), social media, and future communications. We'll be **on point** by Enterprise World (wink).



## OpenText TV

Tune into [OTTV](#) to get more on Enterprise Information Management:

- [Tech Talk Episode 3: Managing Content with](#)

producer, writer, and creator behind such iconic characters as Wayne Campbell, Austin Powers, Dr. Evil, and Shrek. And he'll be [on our stage](#) at Enterprise World on Wed, Nov. 11 at 8.30am.

### Don't miss OMNIA on Thursday night!

Among all the networking, sessions, conversations, testing, and learning, we'll be shaking it up at OMNIA, Vegas' latest hot spot on Thursday night. Yes, it's been exclusively [reserved](#) for Enterprise World attendees!



### Big Reveal at Enterprise World

Of course there is a big reveal for you at Enterprise World! Would we ever let you down? All we can say now is that it's big, it's exciting, it's exclusive to those who attend, and it creates a better way to work. Keep your ears open!

**NOW!** Save \$200 till Oct. 31 with the **Advance Rate!** For your convenience, here's the [justification letter and top reasons](#) to attend!

### Keeping You in the Know

#### Digital Readiness Assessment Tool

The OpenText [Digital Readiness Assessment Tool](#) is live! Customers rate their digital readiness in a series of questions and receive a personalized guide and helpful resources to digital transformation.

### Build Your Knowledge, Build Your Strategy

As business models and entire markets are being disrupted by digital technologies, a changing workforce, a global marketplace, and digital consumers, organizations need to evolve and operate at the speed of digital or face the risk of losing market share and becoming obsolete. As well as being at risk however, these disruptions are presenting the enterprise with enormous opportunity. That's why we're focusing on "Enabling the Digital World" at [Enterprise World 2015](#).



### ECM

Over the years, our ECM message has remained focused: content is king, and ECM is the key to unlocking its potential. And the topics we were starting to look at in 2006 have grown to become critical business issues in 2015. [Read more...](#) Are you still wondering about ECM training at Enterprise World? [Get the details](#) straight from the team. And have you heard about our Content Suite 16 beta

[Calle Johannesson](#)

- [Digital-First World: Defining the Enterprise Cloud](#)



### Links to Keep at Your Fingertips

- [Enterprise World](#)
- [Digital Readiness Assessment Tool](#)
- [Forrester Wave report](#)
- [Success Stories](#)
- [Product Catalogue](#)

### Things that Make You Text OMG

According to [conventionindustry.org](#), 205 million people in the US attend "the 1.8M conventions, conferences, congresses, trade shows and exhibitions, incentive events, and corporate/business meetings" each year.

### Conference Attendee Types

Here's a little collection of different types of attendees you might find at a business conference. Which one are [you?](#)



### OpenText & the Digital World Infographic

The business world is experiencing a digital transformation. How are you

program? We want to create ECM solutions focused on user adoption and enterprise success, and we need your [input](#)!

## BPM

Entity modeling is the innovative new approach to simplify application development. It enables the “Citizen Developer” to build and evolve applications as the business requires. In the session Agile Business Solutions with Process Suite, we’ll dive into Entity Modeling, look at use cases, share details on the how it will add value to your business, and examine what future releases will deliver. [Check out session BPM-200 for more...](#)

## CEM

The Customer Experience Management (CEM) track this year is focusing on key areas of digital transformation related to better customer engagement, better business insights, and better employee productivity. [Read more...](#)

## IX

On Tues, Nov. 10—right before Enterprise World officially begins—we’re holding a special (and [free!](#)) educational session about how to digitize and automate your supply chain. The session will include a discussion of how outsourcing B2B integration to an expert can reduce costs and shorten implementation times. And we’ll share a couple examples of how OpenText customers transformed their B2B integration program.

## Discovery

When you are processing more than 600 million emails a year across 14 bureaus, decisions on what to archive present a real challenge. The US Department of the Interior will share its OpenText Discovery success story with us in the session, (DSC-400) *Customer Story: When Emails Matter—Using Technology to Categorize File Content*. [Join us there!](#)

## Cloud

Get ready for a fabulous Enterprise World workshop for those upgrading to Content Suite 10.5 or thinking about it that provides an overview of the OpenText Cloud, benefits of Managed Cloud Services, and a blueprint on how to develop a business case for moving the ECM process into the OpenText Cloud. [Learn more...](#)



## Analytics

Analytics enables your digital strategy and is the bridge between data, insight, and smarter decisions. At Enterprise World, we’ll

going to compete in a digital world? For a look at how to begin your digital journey, check out our new [infographic](#).



## Upcoming Events

[Enterprise World 2015](#)

Las Vegas - Nov. 8-13

## Questions?

Please [email us](#) anytime.

explore the key requirements for transforming ordinary apps into data-driven powerhouses that can access information from any source and deliver insights to millions of users. [Read more...](#)

## Ecosystems

Attend our breakout sessions to see our latest advances, join us for lunch with customers like SCE, Heinekan, and CenterPoint, and then look for us in the Innovation Zone and at the EcoSystem and hybris stands. And we might make a surprise announcement or two. Here's our [schedule...](#) Check out the OpenText [EcoSystem blog](#) and Twitter, @OpenText with #RunDigital for details.

## eDOCS

Don't miss our Enterprise World session about how eDOCS prevents security breaches at legal and highly regulated firms. For a teaser, [read the blog.](#)

## Industry

One of the key focus areas at Enterprise World is the Expo Hall where all OpenText solutions can be seen in action. A new addition this year will be the Digital Disruption Zone, a small part of the expo hall where you will be able to see how disruptive technologies can be embraced across their digital environments. [Read the blog](#) for more info, and meet us at the Disruption Zone!

## Training

With courses that show you how to increase user adoption, implement, and optimize the latest OpenText solutions, design systems and utilize the broad, powerful functionality of your enterprise tools, Enterprise World Training is an invaluable opportunity that only comes around once a year. Make sure you build your Enterprise World Training [agenda](#) and register for the conference by Oct. 31 to be entered into our draw for

- 1-of-3 guest passes to the Thursday off-site evening event (\$300 value each).
- 1 free student-day of Enterprise World Training (\$995 value).

## What Others Are Doing

### Alcatel-Lucent

Alcatel-Lucent is a leading telecommunications company with millions of documents to manage across the globe. Using OpenText Content Server, Extended ECM for SAP Solutions, and Archive Server, they are now saving 25-35% just on storage! With such a great start, they are looking to the future and plan to expand their usage. [Read the story...](#)

## Things You May Have Missed

- A new fun, interactive Digital Asset Management adventure game is now available! Check out the game and see how to slay deadlines, create best masterpiece ever, and become a DAM hero. [Check it out!](#)
- This new performance white paper, OpenText Content Server 10.5 on Microsoft Azure, describes the testing efforts undertaken by OpenText to determine the key performance characteristics of Content Server 10.5 SP1 on different Azure cloud platforms. Test results were compared with OpenText performance lab also, to help customers with their cost/benefit decision. [Read more...](#)
- A new [SlideShare](#)® on reframing the concept of ECM from content repository to facilitator of information flows across previously siloed systems. It's a great intro to the transformations possible through extending ECM.
- Download the webcast, [Shinydrive for Content Server: Eliminate your shared drives with ZERO change management. Seriously.](#), to find out how you can ensure 100% of your content goes into Content Server instead of into shared drives. For more, [email Paul](#).



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