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OpenText Enterprise Information Management

Turn off your phone and your computer. Shut down your servers.
Now - can you do business?

Every business is an information business. Whether you are selling sneakers or music, running movie theatres or hospitals, manufacturing x-ray machines or popcorn - every plan, product, meeting, every sale, every web page and order both consumes and creates information. Growth and innovation – in product, strategy, and experience – are more dependent on your information capabilities than any other factor. Enterprise Information Management is how you will grow and innovate in the next decade.

EVERY BUSINESS IS AN INFORMATION BUSINESS.

To succeed you need:

1. A strategic CIO who partners with the CEO, CMO and the rest of the executive team on business strategy
2. An EIM strategy that can
   - Manage the challenges of the past, present and future.
   - Ensure Information confidence, capabilities, and readiness

Most organizations are struggling with the staggering volume, velocity and variety of information coursing through their organizations. Few have a complete - or even decent - understanding of what it is, where it goes, who can use it and how. This is the major obstacle to efficiency, innovation and growth.

The role of IT has changed. Meet the Strategic CIO

Our new information-saturated world demands a new kind of IT leader, one who looks at technology as a business strategy. One who is building an IT organization that can drive and sustain a responsive, innovative, rapidly growing enterprise and prepare it for the future. CEOs, CMOs and the rest of the leadership team are turning to CIOs to enable them to move fast, to identify areas of opportunity, and to enable rapid execution on new initiatives.

But the CIO has a hard job.

- **Silos:** Most enterprises have vast stores of information in aging, silo'd systems that are too expensive to migrate and too important to abandon.

- **Security:** In addition to the risks that have always existed, now employees are using consumer software like Google® and Dropbox™ to store and share information. We call this "Bring your own cloud." They are inadvertently giving away not just control, but all rights and privileges to that information. Furthermore this information – which might be valuable - R&D, marketing material or deal information, for example, it walks out the door with the employee.

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- **Workforce enablement:** New information technologies can amplify the insights, creativity and efficiency of individuals and teams. It s imperative that we create information experiences that meet and exceed their expectations. Productivity, creativity and efficiency should not have to suffer in order to comply with IT and legal policy.
- **Mobile, social and cloud** Opportunities for better experience and agility are great, but the risks of silo building are also very high. How do we get the benefits without the risks?
- **Governance** The regulatory environment becomes more complex each year, and if you are a global organization, it means each region may have its own compliance standards.
- **New relationships, new politics** Innovation is most likely at the edges between disciplines, and the collaboration between the CIO and the other business leaders can create rich opportunities. CMOs are increasingly influential in technology decisions. Many now own their own technical marketing teams, technologies and budget. The CIO can ensure that the outcome is synergy rather than discord and chaos.

The complexity can be staggering. The pace, dizzying. The strategic CIO recognizes that he or she must manage the assets of the past, the urgency of the present and the opportunity of the future. They recognize that the goal of IT is to build and sustain an Information Enterprise, and that the path is a solid Enterprise Information Management Strategy.

The Rise of the Information Enterprise.

Information defines our relationships with our teams, our customers, our partners, our products, our markets and our futures. The winner is the one that can do the most with that information.

The information enterprise looks at its information operations and its business operations as one. Its leaders look at information flows – how information and work flow through the organization. Information flows are part process, part organizational design, part technical capabilities, and part collaboration. Information enterprises understand how information is created and used in the enterprise. While they may have a multitude of information systems, they act as a cohesive whole, providing each business function and team member the insight, collaboration and capabilities they need to succeed and grow.

EIM: Information Confidence, Capability, and Readiness

Enterprise Information Management is the technology and practice of maximizing the value of information while minimizing its risks.

An EIM strategy looks at the enterprise and its information systems as an integrated whole. EIM is an approach and a system that supports and enables every part of the organization with the information, process and experience they require, while minimizing the risks and effort of security, compliance.

OpenText EIM is not a 'rip and replace' approach. We know that you have Information systems in place, almost certainly for structured data, and most likely for some kinds of unstructured as well – your website, for example. Our goal is to meet you where you are and help you go forward, by integrating with what you have now, and is designed to ensure that as the future unfolds, your EIM can grow, and evolve with it.

"The new enterprise is an information enterprise. The winners are the ones that master their approach to information"

MARK BARRENECHEA, CEO, OPENTEXT

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EIM The three core tenets of OpenText EIM

Confidence

An enterprise cannot responsibly function without information confidence. Confidence in this context means several things.

1. The enterprise is assured that their information is secure and accessible to all of those who are entitled to see it, and no others.

2. The information is governed according to the policies of the organization and the regulations of the environment in which it operates.

3. Information sources are authoritative and verifiable.

Capability

Managing information is good. But its value is in what you can do with it – discover, inform, create, build, process, collaborate, publish, invent, build insight, make decisions and take action. OpenText organizes its information capabilities into five key pillars:

1. **Enterprise Content Management** – Full lifecycle information management of all types and sources of information. This is the basis of information confidence.

2. **Business Process Management** - Allows for the rapid modeling and automation of smart process applications, and the ability to constantly improve them.

3. **Customer Experience Management** – The ability to create and use information of all types to build rich information experiences that educate, entertain, support collaboration, build relationships, and support customers - on any channel, including web, mobile and more.

4. **Information Exchange** - the ability to exchange information with any party and system securely and verifiably.

5. **Discovery** - the ability to find and learn about the right information at the right time and place, no matter where is that information located.

Readiness: Start fast, evolve fast.

Readiness allows you to meet the urgency of the present, by being easy to integrate and deploy, and build confidence that your systems are ready for whatever future arrives because they are interoperable and extensible.

Its increasingly difficult to know what the future will bring, and increasingly expensive to spend excessive time and energy anticipating a detailed future and locking into a single approach. Readiness is an architecture designed for change. We want to collapse the time from idea to done.

Understanding OpenText EIM

The four layers of OpenText EIM deliver what you need to build a holistic, agile EIM strategy and system that will drive the business innovation and growth you need.

Layer one allows you to access information regardless of where it is stored, and establishes a single archive for new information.

Layer two establishes content management and other fundamental information capabilities. Layers three and four ensure readiness, and experience – the required elements to ensure the success of the others.

Layer three provides for readiness – ensuring that we can connect into your existing assets and move forward at the pace you set. APIs allow us to build powerful point solutions while allowing customers and partners to do likewise. And each has confidence, capabilities and readiness baked in.

Layer four is about how information flows through the organization and is experienced by the people who connect with it. Mobile, social, and web experiences, that are compelling and powerful. Experiences that are tuned to a specific user in a specific context (employee, customer, prospect, partner etc). Layer four is where companies become good or great.

> *"Information is the ultimate competitive advantage"*
>
> FORRESTER RESEARCH

FIGURE 2:

EXPERIENCE

READINESS

CAPABILITIES

CONFIDENCE

The structure of OpenText's EIM offering reflects our core tenets.

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RESPONSIVE EXPERIENCE

4

| CREATE TO CONSUME | ISSUE TO RESOLUTION | CAPTURE TO ARCHIVE | MORE... |

3

| 3RD PARTY APPS | OPENTEXT APPS | CUSTOM APPS |

DEVELOPER PLATFORM — APIS AND COMPONENTS — APPLICATION MANAGEMENT

UNIFIED INFORMATION ACCESS PLATFORM

2

COMMON SERVICES

| CONTENT SERVICES | PROCESS SERVICES | EXPERIENCE SERVICES | EXCHANGE SERVICES | DISCOVERY SERVICES |

1

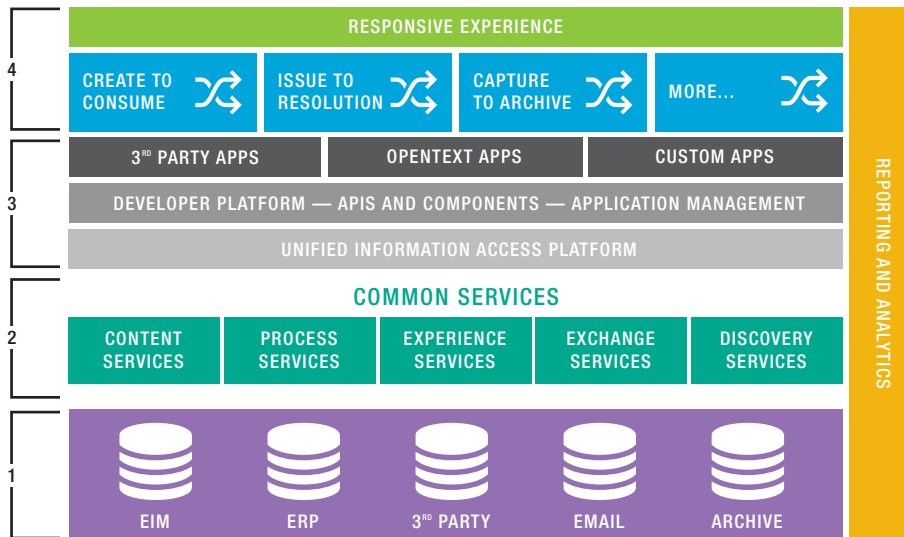| EIM | ERP | 3RD PARTY | EMAIL | ARCHIVE |

REPORTING AND ANALYTICS

FIGURE 3:

How the pieces fit together.

Get started.

The sooner you begin, the sooner you'll be able to move forward. The approach is to start somewhere. Ensure that your next project is building information confidence, capability and readiness. Build on it with each successive project. Succeed.

For more information on EIM and how OpenText can help, please visit www.opentext.com/EIM. We look forward to being your partner in building your Information Enterprise. ■

www.opentext.com

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