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Guide to the information advantage

Unlock the power of information
to elevate your business

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Content

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Introduction: We are moving faster than ever before—but slower than we ever will again

The business landscape is changing at astounding speed. Today, we are more connected than ever. We are developing new technology faster than ever. We are generating a tsunami of information, that is growing day by day. And information is more complex and more distributed than ever.

Disruption is constant. Businesses today must navigate interconnected headwinds like inflation, the Great Attrition, workforce distribution, supply chain disruptions, changing customer expectations and global regulatory shifts, as well as the larger societal impacts of war, social injustice and climate change.

To ride the waves of disruption with agility, business leaders must embrace new rules for automation, talent, supply chains and frictionless business.

Information-led transformation is not a vision for the future. It is here. It is now. And it is vital.
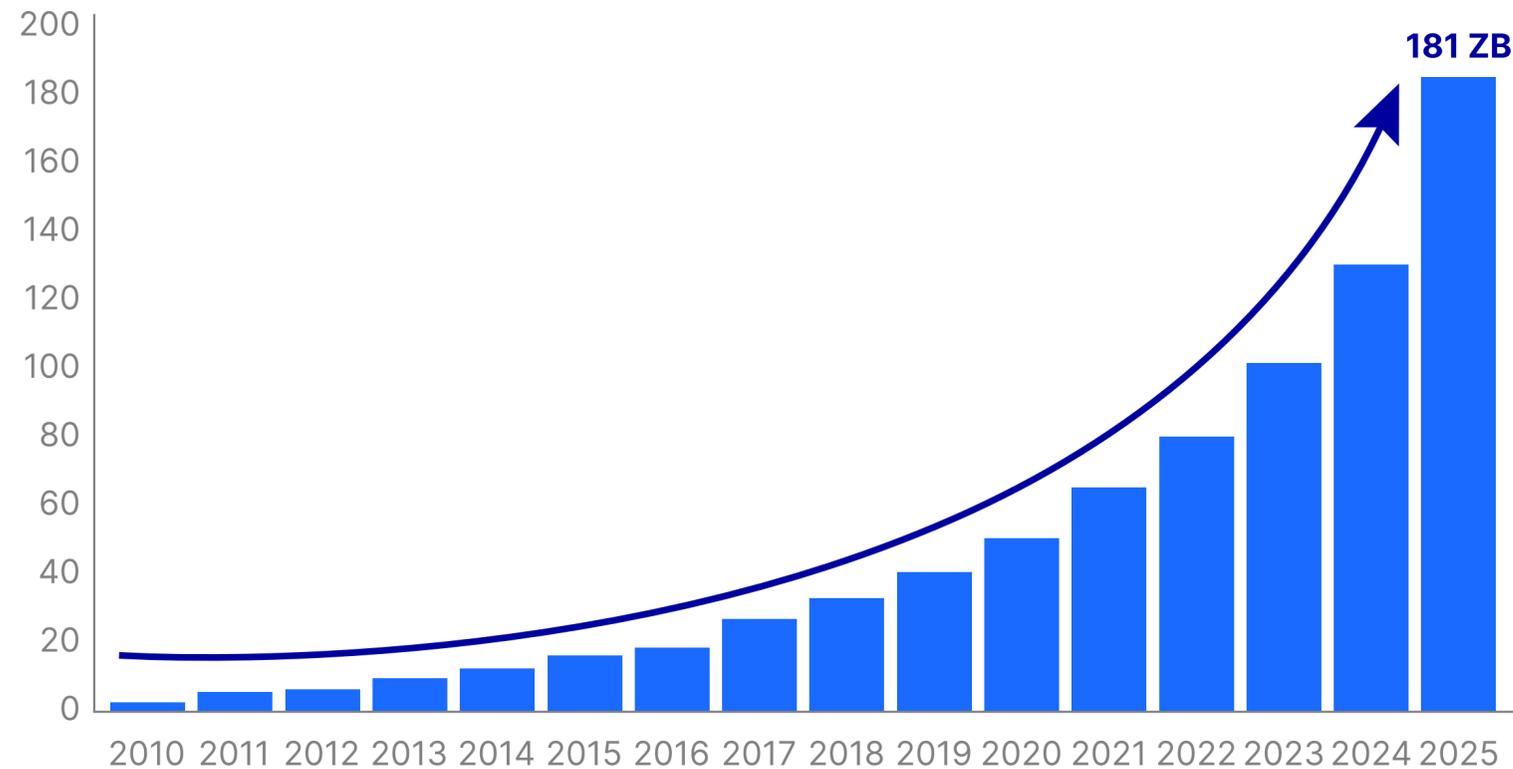
Only 11% of leaders believe their current business models will be economically viable through 2023.[1]

1 McKinsey Digital, The new digital edge: Rethinking strategy for the post-pandemic era. (May 2021)

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The information opportunity

In 2018, the total amount of data created and captured in the world was 33 zettabytes.[2] By 2025, this number is projected to soar to 181 zettabytes, according to Statista (see chart below left).[3] This is not only an unprecedented volume but a staggering speed, considering it took *decades* to create the first 33 zettabytes.

Information is exponential, along with its opportunity. More information means more possibilities, more connections and a greater advantage.
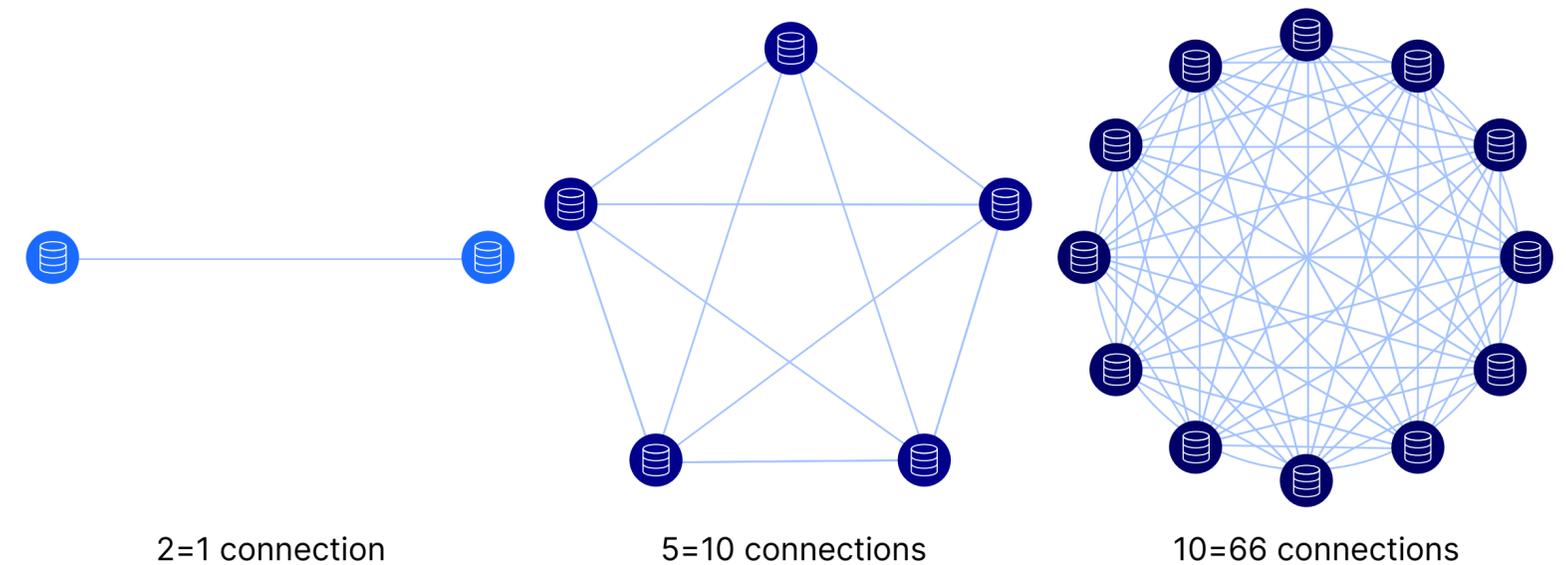
The exponential power of data

2=1 connection   5=10 connections   10=66 connections

The information opportunity (continued)

Built on a groundwork of automation, connectivity, integration and insight, we now have an unprecedented ability to create, capture, manage and make sense of this new mass of information. In doing so, we harness its true, holistic potential. Only with data can businesses see the whole picture, make better decisions faster, establish cultures of collaboration and master modern work, build a connective ecosystem between partners, vendors, customers and employees, and do it all securely.

The future of business is inseparable from the future of information. Information is an organization's greatest asset… *if* we can learn how to engage meaningfully with it. This is the secret to success in a world of constant transformation.

25%

of companies say digitizing, automating and integrating processes is the top information challenge, followed closely by managing information throughout its lifecycle at 24%.[6]

4.5X

the expected average volume of growth of information coming into organizations over the next two years.[4]

57%

of this information will be unstructured (like a contract or a conversation) or semi-structured (like an invoice or a form).[5]

What is the information advantage?

Modern business is frictionless, automated, distributed, sustainable and inclusive. It requires a connected ecosystem of seamless integrations that power and protect core business processes. It must engage customers with future-proof architectures that deliver unbeatable digital experiences. It should combine machines and humans in ways that elevate us to new summits.

Mastering all of this requires unlocking a "digital sixth sense," generated from the enormous, and growing, amount of information with which we create and interact.

So, what *is* the information advantage?

The information advantage means harnessing the power of information and managing it securely, intelligently and, as a whole, rather than in parts. It is attaining tactical, operational and strategic advantages over competitors using information systems, processes and influence.

And it is achieved when a business successfully transforms how it manages and leverages information.

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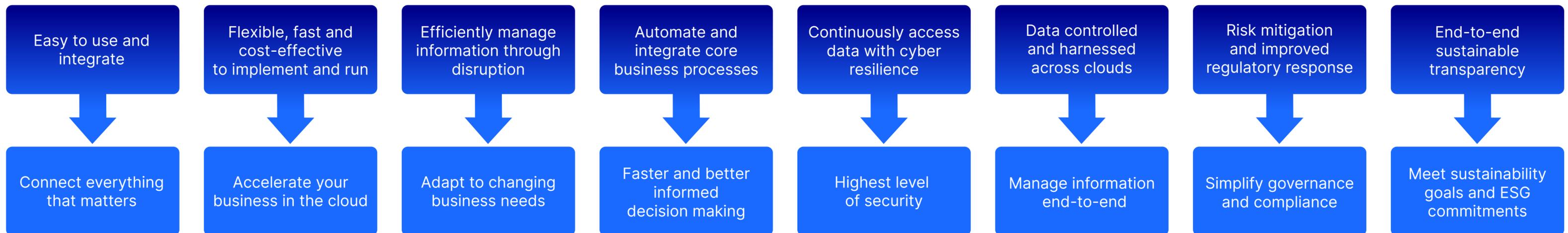# Information management provides the information advantage

Information management is the foundation from which raw data can be transformed into valuable insights and intelligent action. It enables organizations to capture, govern, exchange and gain insight from data while keeping it secure. It enriches end-to-end processes with knowledge.

Both unstructured and structured information flows across the business ecosystem. Through information management, businesses can consolidate and integrate information so it can be managed transparently throughout its

entire lifecycle. The most complete portfolios enable collaboration, automate processes, integrate deeply with open APIs, extract new value from existing data and ensure all information and devices are securely managed on and off cloud.

Through information management, the whole becomes greater than the sum of its parts. *This* is how information management delivers the information advantage.

Information management features

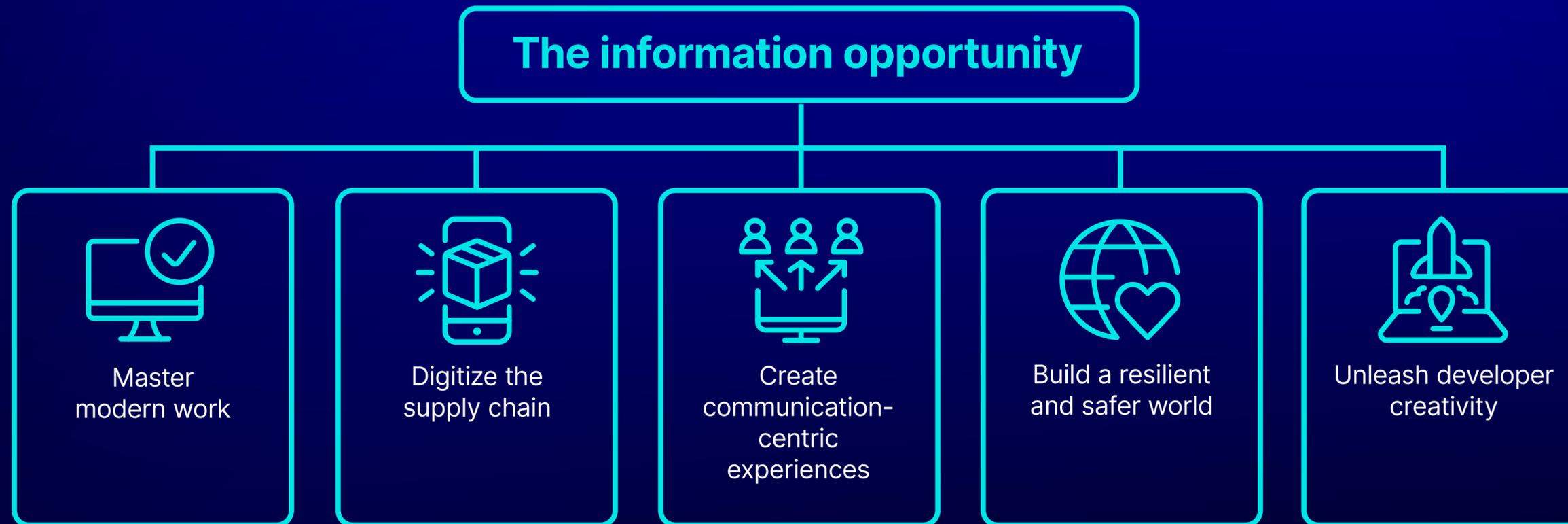| Easy to use and integrate	Flexible, fast and cost-effective to implement and run	Efficiently manage information through disruption	Automate and integrate core business processes	Continuously access data with cyber resilience	Data controlled and harnessed across clouds	Risk mitigation and improved regulatory response	End-to-end sustainable transparency
Connect everything that matters	Accelerate your business in the cloud	Adapt to changing business needs	Faster and better informed decision making	Highest level of security	Manage information end-to-end	Simplify governance and compliance	Meet sustainability goals and ESG commitments

The information advantage

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Information management provides the information advantage (continued)

Fundamental to an information management portfolio are the systems that manage and integrate business information at scale, including Content Services, Business Network, Experience Management, Security, and Developer tools.

When these platforms are combined with accelerants, such as cloud, artificial intelligence, automation and analytics, organizations benefit exponentially.

The information opportunity

Master modern work

Digitize the supply chain

Create communication-centric experiences

Build a resilient and safer world

Unleash developer creativity

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What can you achieve with the information advantage?

Through a connected, intelligent network, the information advantage elevates individuals and businesses.

OPEN employees' state of mind

Empower your workforce with knowledge by ensuring information flows easily, quickly and flexibly. Frictionless organizations are agile, efficient and able to weather change without disruption to operations.

From the moment information is captured until it reaches its ultimate destination, information management fundamentally integrates the parts of your business that matter, delivering the right information to the right people at the right time.

Productivity (people & process)

One version of the truth

Compliance and control

Information flows through your business

Productivity (people & process)

- Manage information from the moment it's captured until it reaches its ultimate destination
- Leverage information as fuel for business processes

One version of the truth

- Provide the right information at the right time to the right people
- Reduce errors and enable faster decision making

Compliance control

- Govern information defensively and at scale
- Protect sensitive data and privacy

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What can you achieve with the information advantage? (continued)

OPEN trust in an untrusted world

Combat rising security threats with a strong cyber resilience platform. Multi-layered data security protects critical information at scale and creates a safe environment for people to collaborate without risk.

Meet ever-changing global governance requirements related to data privacy and protection, investigations, regulatory response and third-party risk with compliance embedded into business processes.

OPEN trust means organizations can focus on what they do best with the peace of mind that they are protected.

Protect

- Protect endpoints, servers, VM platforms and browsers from rising cyberattacks
- Protect data no matter where it lives

Detect and respond

- Detect rapidly and respond forensically to threats that put corporate assets and public safety at risk
- Make the world a safer and more secure place by finding the truth in data

Recover

- Use insights gained and replicate systems to recover from threats and minimize impacts to business operations
- Ensure the entire lifespan of data for the people and organizations that need it

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What can you achieve with the information advantage? (continued)

OPEN creativity to change the world

Build a more resilient, agile and sustainable business that is ready for the digital future. It has never been more important to drive purpose and impact in the world.

The right technology can help responsible organizations transform the world to protect people, the environment and our society for years to come. We can use the mass of information at our disposal to benefit our greatest enterprise: humanity.

83%
of consumers think companies should be actively shaping ESG best practices

91%
of business leaders believe their company has a responsibility to act on ESG issues

86%
of employees prefer to support or work for companies that care about the same issues they do

Source: PwC: 2021 ESG Consumer Intelligence Series

We are all information companies

Every business must use its data to disrupt—disrupt its own relationship with information, disrupt its business models, disrupt its competitors, disrupt its industry.

Information disruption requires an information-first business model and culture. This means companies that embrace information management as a strategy will win in the market because they are intelligent, connected and responsible.

Intelligent organizations drive global processes with simplicity and security to derive insights and remove friction.

Connected organizations ensure customers, partners, talent and machines are connected at the core and at the edge via sophisticated business networks.

Responsible organizations apply information management to solve the next big problems—from climate and sustainability, to diversity and inclusion, to governance and trust.

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What does an information company look like?

The future of the automotive industry illustrates the disruptive power of the information advantage. To stay relevant, top automakers must transcend their mindset about everything from production processes to fuel sources, to who (or what) drives the vehicle, to the very essence of what constitutes an automobile company. This fundamental re-architecting provides an opportunity to rethink the purpose of the vehicle—and in doing so, it becomes clear that information is fueling the various cloud-based systems needed for operation and the very nature of the industry itself.

All vehicles will have fully connected digital twins with information that provides insights into the vehicle's operation and performance, as well as intelligence to predict and react to different situations. Meanwhile, non-traditional companies will enter the vehicle manufacturing space. Brands will differentiate themselves not by engineering and styling, but by how they use information. And in a world of ride sharing, consumers will want "Bring Your Own Information" capabilities regardless of which vehicle they are in. Technology companies that specialize in operating systems, such as Microsoft®, Google™ and Apple®, will help drive innovation for the automotive industry of the future.

Driver and passenger data

In-car software

Ride-sharing services

Circular economy

Electric vehicles

Self-driving vehicles

Bring Your Own Information

Digital twins

Predictive AI

5G connectivity

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What does an information company look like? (continued)

Automotive companies will also have to ensure that their customers are able to engage in a fully connected experience. 5G connectivity will unlock the information held within vehicles, and that information will power new vehicle data services, provide the foundation for predictive maintenance systems, enhanced safety and security features and a new era of personalization.

Vehicle manufacturers will need to fully embrace the consumer-driven need for more ethical and sustainable products. This means transparency for where all raw materials and parts are sourced from, designing vehicles to be 100%

recyclable, and reducing emissions by building sustainable supply chains and shifting to more electric vehicles. Getting this done requires digitizing end-to-end business ecosystems to improve how business stakeholders access, manage and collaborate on information.

For the automotive industry, building a great car is only the beginning. The future is about using information systems to make that car more intelligent, connected and responsible. And with an information advantage, companies will anticipate trends, outmaneuver competition, seize opportunities and win market share.

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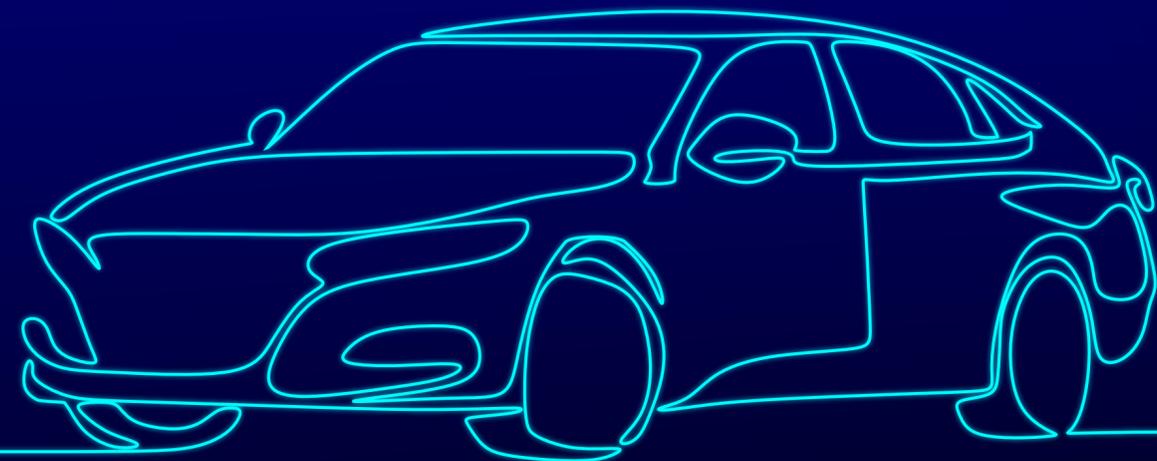
# Information-led transformation

The information advantage requires a new mindset. Data is not a by-product of doing business. Data is *the* product, *the* service and *the* method of doing business. Each company needs information-driven processes, people, technologies and business models—an end-to-end transformation. An information-led transformation.

Think big, start small, scale fast, disrupt. We are all information companies.

And all information companies need the information advantage.

With world-class information management technologies and services, OpenText helps organizations discover and unleash the information advantage.

Learn how to get started with information management from OpenText.
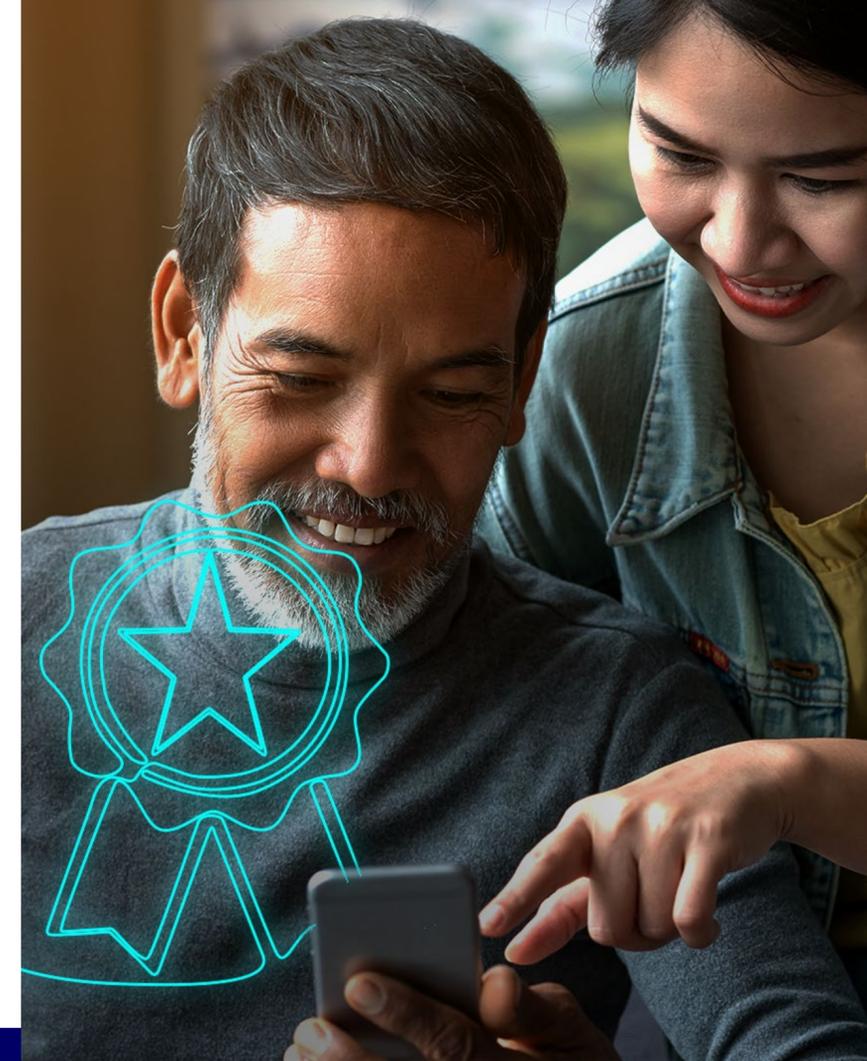
About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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