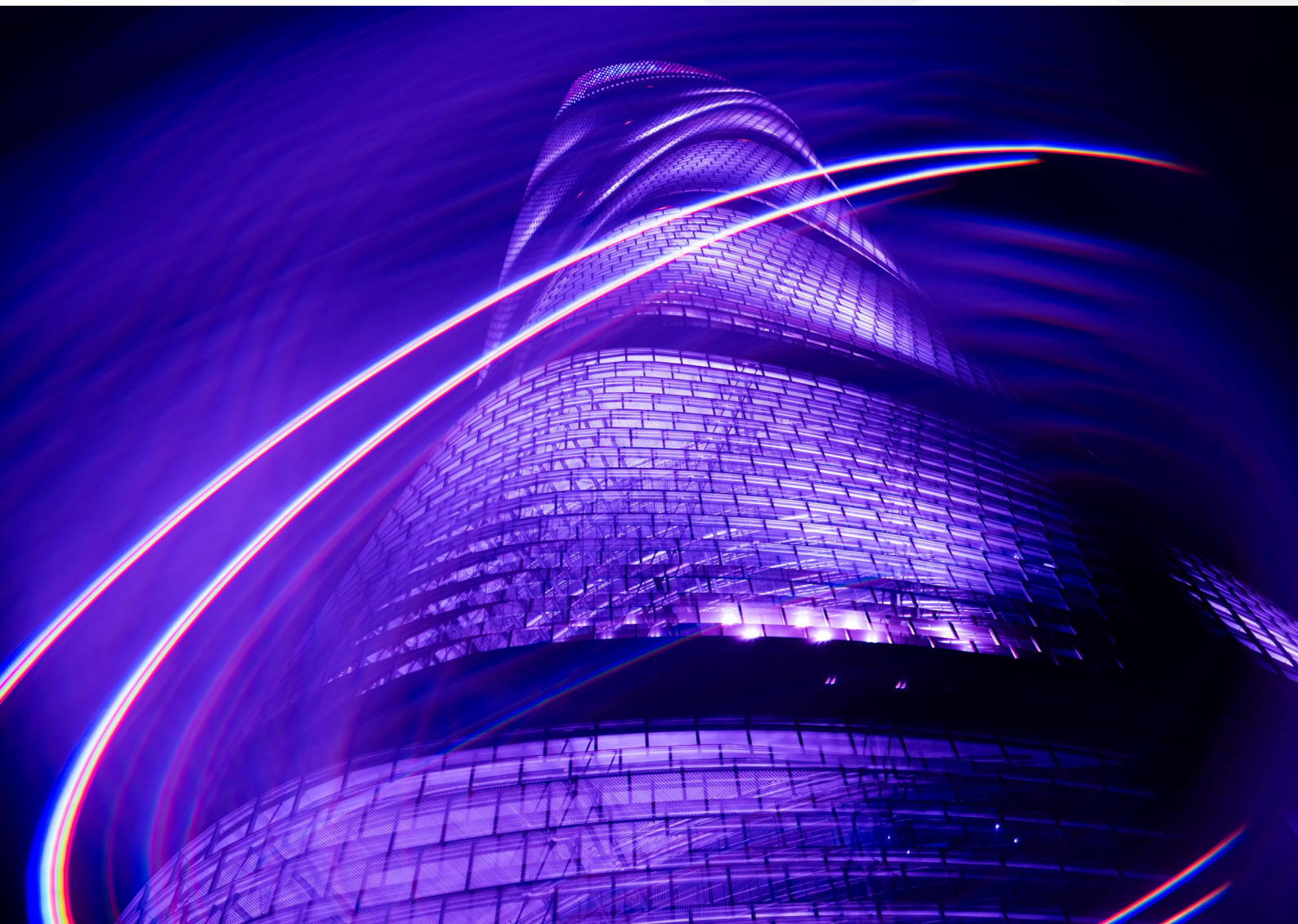


# **Future-proof enterprise software solutions: Empower customers to thrive in the digital world with OpenText OEM solutions**



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## Executive summary

Customers, consumers, and employees continue to demand digital solutions for their daily needs. In response, nearly every organization is embarking on digital transformation, leveraging new technology and strategic approaches—with different degrees of success. How to position their products as digital transformation enablers should be top of mind for every CTO, ISV leader, product manager, and team developing enterprise software solutions today.

Digital transformation is not a one-time event, but an ongoing, iterative process to deliver superior user experiences through improved processes and decision-making, creating business value with new, data-driven business models. Throughout this process, information is king, and organizations are embarking on innovative approaches to manage it. The solution is intelligent information management, where information is managed in a more agile, decentralized manner.

OpenText is the leading information management software company and its OEM solutions make OpenText technology available to other software companies to be customized, extended, embedded, and white-labeled as part of their own product offerings. CTOs, ISV leaders, product managers, and product teams across industries trust OpenText information management capabilities to add critical functionality to their software, empowering their customers' digital journeys while allowing products to get to market faster and scale confidently. This means business and developer teams can focus on innovating the core product. Read on to understand how OpenText OEM solutions can be used to enhance their products and services and achieve a top market position as a digital enabler.



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## Digital transformation and the rise of intelligent information management

Digital transformation is just history repeating itself. According to AIIM, the digital transformation of today is the third wave of disruptive innovation that has occurred in recent history.<sup>1</sup> The first wave, in the 1980s, was driven by Moore's Law and the resulting decentralization of computing technology. The second wave, starting at the turn of the millennium, saw web-based technology and mobile innovations translated into practical business models. The explosive growth of data and the advent of artificial intelligence and automation technology has created a third wave—digital transformation.

Digital transformation is the reimagining of business for the digital age. Organizations want to take advantage of their data and content and continue to manage it in new and exciting ways. This means re-engineered, and even net new, processes, new data-driven decision-making models and, in certain cases, new business models, as this information creates opportunities for monetization.

In this digital world, traditional approaches to information management are not working— according to research by McKinsey, nearly 70 percent of digital transformations have failed<sup>2</sup> — and a new paradigm is emerging. This new approach to information management swaps monolithic applications and governance policies for more intelligent, agile, and decentralized models that adhere to overarching governance standards. Formerly centralized information management functions, such as data capture, content management, process automation and analytics, are being distributed across organizational processes as teams become more tech savvy, thanks to advancements in UI design and AI-based automation. As a result, organizations have more so-called citizen developers using sanctioned IT resources to build highly targeted solutions. Enterprise software companies are positioning themselves as digital transformation enablers by integrating these core information management features into their applications, making them more accessible to end-users in departments beyond IT.

This decentralized approach to information management has been dubbed intelligent information management by AIIM.

Gartner further supports the notion that information management as a practice is becoming more decentralized. According to Gartner Analyst Michael Woodbridge, organizations are living in a multi-repository world and by employing a robust content strategy and federating technology, they are better placed to achieve regulatory compliance and risk management, retention, and dissemination of business knowledge, cost, and process efficiencies, innovation and new ways of working.<sup>3</sup>



<sup>1</sup> AIIM, *The State of Intelligent Information Management: Getting Ahead of the Digital Transformation Curve*, 2018.

<sup>2</sup> McKinsey, *The 'how' of transformation*, May 2016.

<sup>3</sup> Gartner, *The Death of ECM and Birth of Content Services*, May 18, 2017.

## The opportunity for enterprise software vendors

As organizations embark on their digital journeys by moving toward intelligent information management, enterprise software companies have a unique opportunity to position themselves as a digital transformation enabler. After all, Forbes reports that only 55 percent of start-ups and 38 percent of incumbent organizations have adopted digital business strategies.<sup>4</sup>

By integrating intelligent information management capabilities into their products, enterprise software companies enable end-users to perform information management capabilities in real time at the point they need them and avoid having to engage a centralized service. This translates to a more seamless and efficient user experience for customers and employees alike.

The easiest way for CTOs, ISV leaders, product managers, and product teams to understand the information management capabilities that can be integrated into technology solutions is to understand the steps inherent in the information lifecycle. The information lifecycle is a theoretical model for understanding the stages information moves through as it is managed in an organization, from the moment information is created until it is disposed of.

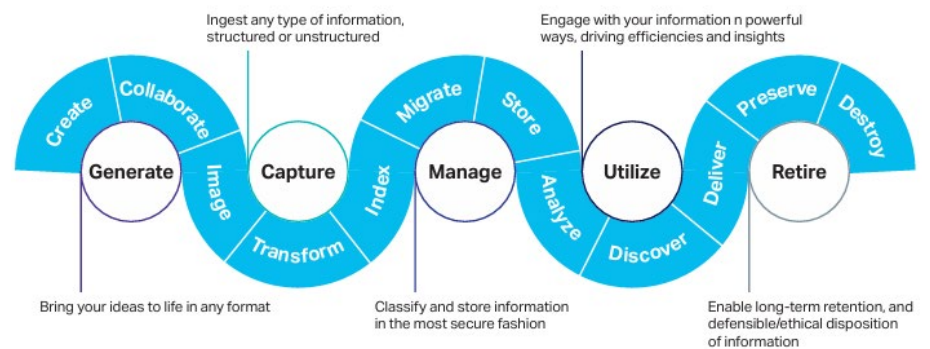


Figure 1. Information lifecycle model

Whereas the traditional approach to information management envisioned a singular system to perform all these functions, modern intelligent information management sees each function as a discrete operator, ready to be used only when needed, e.g., a microservice. For example, capturing information into a system should happen at the point at which data or content is generated and, therefore, within the application. The talent acquisition module of a human resource information system (HRIS) is responsible for managing requisitions, posting jobs, and screening candidates, and as an intermediary during the employee onboarding process. Part of the talent acquisition process includes reviewing resumes against the requirements of the role.

<sup>4</sup> Forbes, The State Of Digital Business Transformation, 2018, April 22, 2018.

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By integrating imaging and indexing capabilities into the talent management modules, HRIS vendors could simplify the process, allowing applicants to submit their resume and enabling recruiters to validate a report that compares the applicant to the hiring rubric. Analytic capabilities could be further integrated to generate a dashboard to compare applicants in real time. Content management capabilities could also be built in to store the original files in accordance with policy. Any taxonomical considerations, such as naming conventions, metadata, folder structures, are governed by central organizational policies to ensure consistency across the systems used in the rest of the HR process.



## How OpenText OEM solutions enable enterprise software vendors

When it comes to adding capabilities to a product set, CTOs, ISV leaders, product managers, and product teams face a classic technology conundrum: do they build, buy, or partner?

If the capabilities are core competencies of the developer team, the decision to build makes sense. If the organization is large enough and the capabilities are aligned to broader business objectives, buying the company that has the capabilities may be appropriate. Often though, the capabilities required are not core competencies and are not strategically aligned. In these cases, it makes sense to partner with an organization that can provide the desired capabilities.

OpenText is The Information Company. It enables organizations of all shapes and sizes to leverage their information for operational excellence and market supremacy through a suite of world-class information management technology—the broadest selection of information management technology available. OpenText OEM solutions makes this technology available to partners to be customized, extended, embedded, white-labeled, and sold as part of their own solution offerings, using OpenText toolkits, APIs, frameworks, SDKs, microservices, and other integration options.

OpenText OEM solutions make it easy to build cloud-based, hybrid, or on-premises solutions with trustworthy, secure, and up-to-date OpenText technology. There are several OEM solution areas, each addressing digital transformation challenges in their own way.

# Smarter OEM-ing with OpenText

Content	Experience	Business Network	Cybersecurity	Application Delivery	IT Operations	Analytics & AI
<b>Smarter information</b>	<b>Smarter experiences</b>	<b>Smarter connections</b>	<b>Smarter cyber security</b>	<b>Smarter DevOps</b>	<b>Smarter digital operations</b>	<b>Smarter decisions</b>
Master modern work with a composable platform that connects people, content, and process to power employee productivity, uplift operational efficiency, and secure and control information.	Deliver the unexpected by transforming relationships and powering digital interactions for customers, partners, and employees across the digital journey.	Unleash information by simplifying business ecosystem collaboration with future-proof integration capabilities offering greater scalability, insights and compliance.	Stop threat in their tracks. Protect, detect, and recover from advanced threats. Evolve at the speed of change with security analytics for hybrid environments.	Meet today's speed requirements and deliver high-quality applications at scale – from strategy to release – using AI powered DevOps and value stream management.	Optimize IT operations and IT service management by adopting a unified, AI-based, composable solution that frees resources and improves performance while taming cloud costs.	Gain actionable data insights using analytics and AI in real time, in place, or in flight across any data type. Achieve high performance at scale for accurate, predictive insights and governance.
<ul style="list-style-type: none"> <li>Content Management</li> <li>Intelligent Capture</li> <li>Process Automation</li> <li>Information Archiving</li> <li>Security &amp; Governance</li> <li>Business Integrations</li> <li>Departmental Applications</li> <li>Generative AI</li> <li>Industry Solutions</li> </ul>	<ul style="list-style-type: none"> <li>Web Platform</li> <li>Communications Platform</li> <li>Voice &amp; Contact Center</li> <li>Rich Media Asset Management</li> <li>Digital Fax</li> <li>Customer Data Management</li> <li>AI-Driven Customer Insights</li> <li>Messaging APIs</li> </ul>	<ul style="list-style-type: none"> <li>B2B/EDI Integration</li> <li>Supply Chain Optimization</li> <li>Secure Collaboration</li> <li>Electronic Invoicing</li> <li>Treasury Integration</li> <li>Hybrid Integration Platform</li> <li>API Integration</li> <li>IAM &amp; IoT</li> <li>Generative AI</li> </ul>	<ul style="list-style-type: none"> <li>Data Protection, Back-up, Recovery</li> <li>Endpoint Network Security</li> <li>AI-Driven Threat Intelligence</li> <li>Application Security</li> <li>Digital Forensics</li> <li>SIEM</li> <li>SOAR</li> <li>IAM</li> </ul>	<ul style="list-style-type: none"> <li>AI Powered DevOps</li> <li>Value Stream Management</li> <li>Application Delivery</li> <li>ALM Quality Governance</li> <li>Application Testing</li> <li>Performance Engineering</li> <li>Release Control</li> <li>Deployment Automation</li> </ul>	<ul style="list-style-type: none"> <li>AIOps</li> <li>Network Management</li> <li>IT Service Management</li> <li>FinOps &amp; Cloud Management</li> <li>Patch Automation</li> <li>Asset Management</li> <li>IT Process Automation</li> <li>Discovery &amp; CMDB</li> </ul>	<ul style="list-style-type: none"> <li>Any-data Analytics</li> <li>Petabyte scale</li> <li>Text Mining</li> <li>AI-decision making</li> <li>Data Science Platform</li> <li>BI reporting &amp; eDiscovery &amp; Investigations</li> <li>Analytics APIs</li> </ul>

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## Benefits of OpenText OEM solutions

Here are some of the key advantages of choosing an OEM strategy:

### Access to new business opportunities

Adding plug-in and ready-to-use functionalities to business applications allow enterprises, ISVs, and software vendors to access a new range of business opportunities, which would otherwise not been possible due to resourcing, cost, or expertise. Having the option to leverage a wide range of solutions puts companies in a privileged position to go after new deals and new verticals.

### Use of advanced features and functionalities

OEM solutions are updated on a quarterly basis, which means the options not only extend but are also improved automatically. Know that you can always pick services that are constantly updated and include the latest functionalities and features in the market.

### Flexible pricing options

OEM pricing adjusts to development strategies and models, which means that options such as fee for the right to use, revenue sharing royalties, and price per customer options are available.

### Flexible licensing models

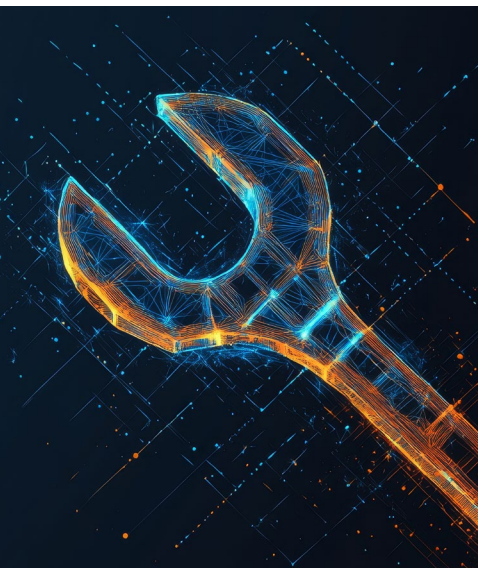
If there is a specific need, there is likely a tailored option your licensing solution. OEM options are very flexible and can be accommodated to the specific needs of ISVs and software vendors based on their business model.

### Co-selling opportunities

Under an OEM solution, companies and ISV teams have the support of a dedicated group of sales and tech experts who can provide support, guidance, and leadership to support business deals. Each component has an expert who is available to support your selling needs.

### Co-marketing

OpenText OEM solutions also provide the opportunity to drive co-marketing tactics to reach new customers via constant marketing support in the form of white papers, videos, webinars, events, marketplaces, and a whole array of marketing solutions that can be leveraged to drive up sales.





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## Use cases

### Financial services: Capturing and digitizing solutions

No digital transformation is complete unless it addresses the way information, both structured and unstructured, is ingested into a system. Information must be converted from physical, e.g., paper, film, microfiche, into digital for its true value to be realized; that is for the information to be adapted to improve process, decision-making, and business model opportunities. Digital information is also much easier to manage throughout the remainder of the information lifecycle than physical information.

Modern capture and digitize solutions go beyond merely converting highly structured paper information to an electronic format. According to Harvey Spencer Associates, a leading analyst firm focused on capture, we are entering the era of Capture 2.0, which expands the traditional definition of physical information to include unstructured content, such as handwriting, images, video, text and more.<sup>5</sup> While it uses classic processing methods, including OCR, ICR, OMR, barcodes, language translation, and text and object classification to interpret meaning from data, OpenText™ Capture also leverages artificial intelligence and machine learning in the indexing and classification stages to extract further value from the source information. Methods such as sentiment understanding, semantic analysis, and natural language processing are applied. The true value of capture and digitize solutions are two-fold. First, they minimize the need for manual intervention in the data entry process. Users are not required to key data into systems when it is automatically imaged and indexed. They also enable the further extraction of value from information, as it is used in downstream systems and processes. Data must be digestible by machines for it to be used effectively, otherwise it might as well stay in analog form.



<sup>5</sup> Harvey Spencer Associates, Robotic Process Automation & Capture 2.0, December, 2017.

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### **Use-case study: Credit reporting agency automates background check service with OpenText Capture**

Verifying the identity, income, employment, and criminal history of potential hires is a critical task for organizations across all industries. In addition to credit monitoring services, a leading credit reporting agency also provides background checks for organizations looking to hire. As part of this service, reams of paper—upwards of 20 million per year—are digitized, indexed, and classified as part of the intake process. The information is then sent to relevant systems, people, and processes to complete the remaining verification steps. OpenText Capture provides the core functionality of this scanning process, enabling paper-based information to be transformed into digital information that is machine readable. In this use case, OpenText Capture has been configured to identify and process more than 2,500 form types and supports more than 700 users that provide the service. A high functioning, highly scalable solution, OpenText Capture is trusted by the credit reporting agency as they move into the cloud era.



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## Educational services: Store, manage, and migrate information

A single organization can amass as much information as the entirety of humanity created in the 20th century. Now that is big data.

All of this information needs to be stored and organized for retrieval and use, or archived for long-term preservation, and that is where store, manage, and migrate solutions come in. Historically, content services solutions provided users with the means to store and organize their information in a central location so it could be shared and accessed across the organization. However, organizations never really followed through on this intent. Instead, they used ECM platforms as point solutions to address specific content management needs, often using multiple ECM systems. AIIM reports that the number of content systems within an organization has grown by 30 percent in the last five years.<sup>6</sup> As a result, today's vendors develop and market content services platforms (CSPs) that consist of the same functionality ECM provides, but delivered in a highly modular fashion via microservices, so organizations can apply the functionality they need within the process or application it is required.

In addition to providing storage and organization capabilities, modern store, manage, and migrate solutions can also enable users with:

- Collaboration services and other library functions
- Document and records management
- Information capture functionality
- Process and workflow management and automation
- Content and process analytics
- Search capabilities

### Use-case study: OpenText ApplicationXtender provides backbone of ERP solution for educational institutions

Schools, including colleges and universities, rely on educational ERP systems to help with HR management, financial management, student management, and other functionality critical to operating a school. One of the fastest growing educational software providers markets an educational ERP system that is used in more than 1,400 schools worldwide.

ApplicationXtender is deployed within this ERP system to provide the content management back-end. When information is captured into the system, through physical or digital means, it is stored within ApplicationXtender, and when it is needed again, the ERP calls on content, which ApplicationXtender pushes out to the various modules. This educational software provider trusts OpenText technology to scale with the organization as it grows. Throughout 20 years of partnership, OpenText has innovated its content services solution to meet changing market needs.

<sup>6</sup> AIIM, *The State of Intelligent Information Management: Getting Ahead of the Digital Transformation Curve*, 2018.



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## Human resources: Analyzing, reporting, and predicting solutions

In the digital world, there is perhaps no asset as valuable to an organization as information. According to Clive Humby, author and chief data scientist at Starcount, a data science consultancy, data is the new oil.<sup>7</sup> Like oil, it exists in a latent state and must be refined for its true value to be realized. It is next broken down, analyzed, and elevated into valuable insights to drive improved user experience through better processes and decision-making, as well as market value through the discovery of new business models.

Analytics capabilities need not be the sole domain of IT or data scientist departments either. In fact, as capabilities such as analysis, dashboards, and forecasting, work their way into the feature sets of enterprise software, organizational analytic functions become more democratized, too. The rise of citizen data scientists, who extend these functions to more specific and nuanced areas of the organization, is one example of this. The trend towards more explicit references to information as an asset in corporate strategies is another. While fewer than 50 percent of organizations acknowledge information as a critical asset in their strategies today, Gartner predicts that, by 2022, this number will increase to more than 90 percent.<sup>8</sup>

Today's most innovative analyze, report, and predict solutions are driving enterprise value by expanding the scope of applicable information and the depth of processing capabilities. Leading vendors offer solutions that analyze unstructured information, including text, image, and video, while also offering more advanced capabilities for how that information is analyzed. For example, predictive analytics, powered by artificial intelligence and machine learning, enable users to forecast with greater accuracy and detail, while sentiment analysis help users automatically determine meaning from large swaths of information.

### Use-case study: OpenText Intelligence adds critical analytic functionality to leading HRIS solution

Core HR functions, such as payroll and administration, are ubiquitous in most organizations, while more advanced HR functions, including talent acquisition, workforce management, and succession planning, are increasingly becoming the focus of HR departments as they seek to become strategic players in organizations. HR leaders require accurate information to inform decision-making to make these goals a reality and HRIS vendors are responding by adding impressive analytics capabilities to their products. One of the largest HRIS vendors in the world trusts OpenText™ Intelligence (Magellan BI & Reporting) to unlock the value of the information its system processes. OpenText Intelligence offers full reporting and dashboard capabilities within a modern UI for HRIS users, enabling users to visualize HRIS information to drive key decisions across their HR processes. The HRIS vendor selected OpenText to replace its incumbent reporting technology, SAP® Crystal Reports®, because, in addition to offering the latest analytic and reporting features, OpenText Intelligence performs at scale and allows the HRIS vendor to serve its massive client base with confidence.

<sup>7</sup> The Guardian, Tech giants may be huge, but nothing matches big data, 2013.

<sup>8</sup> Gartner, Why Data and Analytics Are Key to Digital Transformation, March 8, 2019.



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## Healthcare: Processing and automating solutions

When done right, digital transformation results in user experiences that delight and deliver, regardless of whether customer- or employee-user experience satisfaction is directly tied to process efficiency. Process and automate solutions help organizations automate repetitive, manual workflows, resulting in fewer errors, faster turnarounds and more output, making a difference to staff and customers alike. Additionally, automating processes is key to survival in the digital world as it allows organizations to act quicker to respond to market changes.

Traditional approaches to process automation relied heavily on information management practices. In fact, a recent study from AIIM suggests that process automation is still the No. 1 goal of information management initiatives.<sup>9</sup> However, the processes that could be automated this way were limited to document-intensive processes that followed a predictable flow. Of course, not all processes align to predictable workflows, so organizations expanded their focus to BPM and case management solutions, which can address more unstructured, unpredictable work.

Modern process and automate solutions are increasingly low-code or no-code. This democratizes automation in an organization, making it easier for less technical users to build their own workflows and apps to automate processes. Other innovations organizations look for in process and automate technology include built-in analytics and insights, embedded AI and dynamic case management.



### Use-case study: OpenText LiquidOffice modernizes customer experience for healthcare diagnostic solution provider

In the process of treating patient medical conditions, diagnosing the situation correctly is half the battle. Healthcare facilities face this enormous responsibility multiple times a day. Since speed and accuracy is of the essence when it comes to diagnoses, the more efficient the diagnostic process the better. However, one of the biggest bottlenecks and points of failure is data entry, where doctors and medical professionals translate information from all their various sources into the diagnostic system, such as manual examinations, sensors, MRIs, x-rays and imaging. This process traditionally involves a lot of handwriting on paper forms, read and manually keyed into the diagnostic system. With OpenText™ LiquidOffice™, a leading healthcare diagnostic vendor has all but eliminated the data re-entry step, increasing the speed and accuracy of diagnoses, while improving user experience. OpenText LiquidOffice provides a forms front-end for doctors and medical professionals to enter data directly into the diagnostic system at the point of data generation using remote devices.

<sup>9</sup> AIIM, The State of Intelligent Information Management: Getting Ahead of the Digital Transformation Curve, 2018.

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## Cybersecurity: Searching and discovering solutions

A key component of generating value from information is knowing what information exists and applying it at the appropriate point in a process. As the old saying goes, information at rest is cost, information in motion is value. This is perhaps even more true in the digital world, where exponential data growth has led to massive amounts of information stored within organizations. Having the right information at the right time and in the right format is also key to user experience improvements, operational efficiency and decision-making effectiveness.

Search and discover solutions help keep information in motion by allowing organizations and users to identify the information within their repositories and quickly retrieve it when necessary. The more innovative search and discover solutions allow users to search not only files, but projects, people, and processes as well.

Organizations must also maintain compliance with external regulations and internal policies related to information security and governance. Search and discover solutions enable users to identify, analyze, and act on information that may be non-compliant from a central interface. Modern advancements in machine learning and analytic capabilities have led to earlier insights, faster review and better results through features including smart filters, phrase analysis, hypergraphs, predictive coding, smart redactions, and portfolio dashboards.

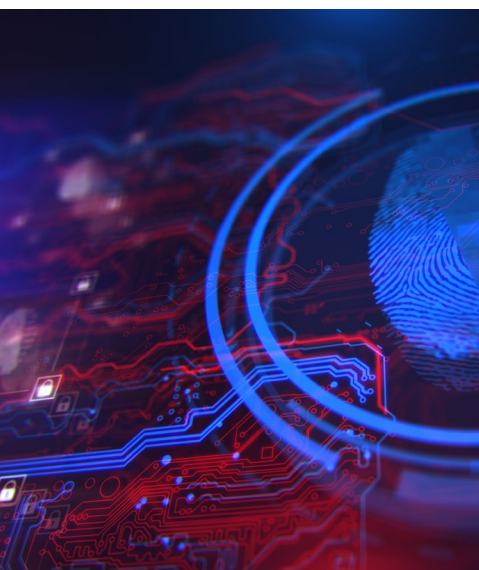
Search and discover solutions deliver three key benefits:

1. Fast, relevant, and accurate search results for information retrieval
2. Detailed information investigation capabilities that aid in discovery processes
3. The ability to act on non-compliant information, including legal holds, redactions, purging, editing, freezing, etc.

### Use-case study: Integrate OpenText File Intelligence to enhance information governance feature sets

Cybersecurity is a major challenge for all organizations today, and cyberthreats, most notably data breaches, are chief among them. According to recent research from the Identity Theft Resource Center, three data breaches occur daily.<sup>10</sup> Unless organizations implement cybersecurity technology and formalized information governance programs, it is not if it will happen, but when. However, traditional, centralized approaches to these programs do not seem to be getting the job done, creating an opportunity for enterprise software vendors. To be impactful, information governance must be a shared responsibility. Relying on one person or team to perform all tasks associated with effectively governing information is a recipe for disaster. By integrating search and discover capabilities, such as OpenText™ File Intelligence, vendors make it easy for everyone in the organization to play a part in good information governance. With OpenText File Intelligence, vendors can add the ability to automatically search for, surface and act on sensitive information to ensure it is defended from cyberthreats.

<sup>10</sup> Identity Theft Resource Center, Data breach reports, November 30, 2018.



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## Healthcare: Integrating and accessing solutions

Digital transformation is not always as simple as ripping and replacing enterprise applications with modern, cloud-based, and data-driven equivalents. According to AIIM, 75 percent of organizations recognize that getting access to the information locked in legacy systems is vital, and this is a core requirement to achieve true digital transformation.<sup>11</sup> Not only are the costs of migrating information to new systems prohibitive in certain cases, the process can be quite complex. What information must be kept and what can be purged? What data conversion needs to occur as part of the ETL? Who needs to be informed? How should events be sequenced? Sometimes it is easier to maintain legacy systems and leverage integrate and access solutions to access the information stored within them, at least in the short term, while the migration is planned.

Modern information management technology vendors must understand and incorporate this learning into their product offerings. For example, in the realm of content services platforms, when evaluating for legacy data access the sign of a strong solution is one that can integrate with legacy systems, map metadata from legacy systems and provide federated access to the information within legacy systems. This provides the end user with access to all the required information in one place.

Integrate and access solutions provide critical connectivity to the modern enterprise. Remote workers can access applications residing on computer systems in a different location and legacy information may be leveraged for use in modern applications. The result is seamless, any-device access to all systems and information within an organization

### **Use-case study: OpenText Exceed TurboX enables pixel-perfect image access for a leading oncology solution**

In the healthcare industry, accuracy and speed can be the difference between life and death. This is certainly true for the diagnosis and treatment of cancer. Oncology departments rely on analysis of high-resolution x-ray images to properly diagnose tumors in a timely fashion. They trust the oncology software from a leading United States healthcare technology company to help with this vital task. OpenText™ Exceed™ TurboX plays a key role in the oncology solution by ensuring unrivaled pixel-perfect drawing and precise color rendering, increasing productivity and quality of work. This enables doctors and oncology professionals to slice through images pixel by pixel to really understand what is going on inside a patient and make quick, accurate diagnoses. It also supports the way today's oncology professionals work by enabling the manual suspension and continuation of in-app sessions across devices. Doctors can begin work on their laptop, transition to their phone while en route and pick up again using their tablet at home, without disruption to their workflow.



<sup>11</sup> AIIM, The State of Intelligent Information Management: Getting Ahead of the Digital Transformation Curve, 2018.

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## Information technology: Viewing, transforming, and communicating solutions

Superior user experience is a key part of an organization's digital transformation. Providing employees and customers with the information they need, in the format they need, with the appropriate tools to manipulate the information is what view, transform, and communicate solutions deliver. After all, great user experience is about more than remembering the customer's name in communications. It is about ensuring a hyper personalized experience that provides ultimate accommodation for every need and every information type, from communications to 3D renderings.

View, transform, and communicate solutions are a loose grouping of products that enable the following functionality:

- View any file type
- Convert between file types automatically
- Mark-up, watermark, redact, and custom stamp files
- Customize and personalize content/communications
- Auto-generate AODA compliant content/communications
- Auto-archive information for long-term storage

### Use-case study: OpenText Viewing and Transformation expands managed service provider's content service offerings

To grow, a managed service provider (MSP) must do one of two things: either find new customers or find new business through existing customers. One of the most straightforward ways to grow is to expand service offerings and sell these into current accounts. A leading global MSP decided to do this when it got into the content services game. Through its content service offering, the MSP sought to expand its business, not to mention increase its stickiness with customers.

The plan was simple: stand-up data centers to host client information and provide content management services. The content services offered by the MSP included capture, document management, records management and business process management. OpenText™ Viewing and Transformation was added to the mix of services to expand the MSPs collaboration feature sets for document management and business process management. With these services, the MSP ensures end-users have redaction, viewing, annotation, and mark-up capabilities within the managed service.





## Conclusion

While digital transformations is disrupting end-user organizations in every field, it is not only the end-user organization that must transform. Companies that serve these organizations, most notably enterprise software companies, need to transform into a digital transformation enabler to effectively serve the market. As end-user organizations embark on initiatives, such as intelligent information management, to advance and expand their digital transformation to every process and service offered, they will look to technology vendors to provide the requisite solutions.

OpenText OEM solutions offer enterprise software companies the means to upgrade their products and services to enable digital transformation for their customers.

By partnering with OpenText, enterprise software companies get access to trusted technology from a trusted company. OpenText technology is embedded in more than 1,200 solutions, serving virtually every industry and organizational function. Its OEM partners rely on OpenText technology to get to market faster, scale with confidence, and increase ROI, while maintaining a focus on developing innovative features and functions for their core product. Become an OEM partner, or expand your organization's current agreement, to customize, extend, embed, and white-label OpenText technology as part of its own solution offerings.

