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Information Exchange

Extending the Power of Information

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Introduction

The OpenText Enterprise Information Management (EIM) White Paper Series is a set of publications from OpenText on the topic of Enterprise Information Management.

EIM is the discipline of discovering, managing, extracting value from, and building applications on top of unstructured enterprise information. At OpenText we know these Enterprise Information Management practices as the next generation of enterprise software.

To help present the topic of EIM, it will be described and detailed in the following white paper series:

- Enterprise Information Management (EIM)
- The Social Enterprise
- It's all Connected
- Focused on the Value
- The Journey
- Enterprise Content Management (ECM)
- Business Process Management (BPM)
- Customer Experience Management (CEM)
- **Information Exchange**
- Discovery
- Mobile and Cloud
- Security
- Governance, Compliance, and Risk Management
- Information Flows
- Customer Case Studies

These white papers will be delivered in a series starting in the fall of 2012 and completed by the spring of 2013.

Extending the Power of Information

As a practice of Enterprise Information Management (EIM), Information Exchange is a set of technologies that facilitates the efficient, secure, and compliant flow of information inside and outside the enterprise from any sender to any receiver in any format. Information Exchange encompasses the entire B2B value chain, facilitating an enormous (and ever-increasing) volume of transactional and conversational data through a host of mediums—from electronic faxes and cloud services to file sharing, Electronic Data Interchange, and Managed File Transfer.

Information Exchange is different from Business Process Management (BPM) and Enterprise Content Management (ECM) in that it focuses on the secure capture, processing, distribution, and sharing of information between internal and external stakeholders as opposed to addressing business information and governance policies on a predominantly “inside the firewall” basis. This difference does not make organizational challenges less daunting, however, and the prospects for reducing cost and generating value and opportunity are equally plentiful.

This paper discusses the issues and solutions associated with Information Exchange. It focuses on the areas where significant business value can be realized by implementing a comprehensive, global, and cloud-based approach.

The New Era of Information Exchange

Information Exchange doesn't facilitate the management of data objects that behave as a document or an email would; it functions to manage transient, communicative exchanges of information in different formats across processes and people, both inside and outside the firewall. This is the **conversation of an organization**—the language of an enterprise—internally among its employees and externally with its customers and partners (and all along the supply chain). An information exchange can be described as a payload of data, moved between one or more parties for the purpose of communication, sharing, or conducting business. These services generate truly massive amounts of information and often are tied into other practices such as Enterprise Content Management with very specific collection parameters.

Information Exchange is the lifeblood of a company's communications and represents a very steep challenge for overall EIM initiatives because of the sheer volume of data generated on a daily basis. It's not tenable to harvest, capture, and store every exchange an organization conducts. Some exchanges exist in a transient state where their information “payloads” are disposed of on a post-transaction basis, even though auditing of these transactions for compliance reasons is often required. This poses great risk (and processing burden) to organizations. In a sense, managing certain Information Exchange processes is like panning for gold, where the “dirt” must be separated from the “ore”—or the unessential from the essential.

But which exchanges are dirt and which ones are gold? Manually dealing with the disposition of information exchanges is simply not plausible. The effort and expense of the monitoring required to carry it out effectively is financially prohibitive. As such, combining Information Exchange services with **ECM** and **Discovery** practices allows for the automation, archiving, and monitoring capabilities to capitalize on the information exchanges created by an enterprise, without the overhead of accommodating them manually or the risk of leaving the data unattended or lost to a transient state.

The challenges of effective Information Exchange include managing enormous and mounting volumes of data, controlling costs with diminishing budgets, ensuring compliance and security, and improving agility and responsiveness for the business. And while these challenges are significant, there are also opportunities for progressive organizations that embrace a comprehensive approach to Information Exchange. These include increased efficiency and decreased costs by outsourcing to cloud services, automation to streamline information exchange processes, establishing an optimal B2B communication framework, and a keystone for executing a successful Enterprise Information Management strategy.

With this in mind, let's explore the various stakeholders across the enterprise—what they should consider focusing on and, more importantly, what's in it for them if they successfully deploy a sound Information Exchange strategy.

Who Should Care About Information Exchange (and Why)?

As with other aspects of EIM, Information Exchange requires a host of players representing departments and roles that stretch across the enterprise and around the world. Unlike other categories that support EIM, though, there is an added layer of complexity for Information Exchange professionals: Information Exchange involves a great deal of external parties or participants in business processes as opposed to the largely internal stakeholders of such EIM disciplines as ECM or Information Discovery.

So, what should forward-thinking organizations looking to capitalize on the significant and tangible benefits of Information Exchange do? Who are the key stakeholders? What are their roles and challenges? What's in it for them?

Chief Information Officers

According to the results of a recent IDG Research survey of large-organization CIOs and IT executives, the top two concerns and areas of budget spend for the business are 1) Ensuring information security across both internal and external processes and participants; and 2) Making sure that the systems that capture, manage, and exchange business information are available at all times.

Identifying the core challenges is one thing, but executing on strategies that overcome them is proving to be a highly complex, frustrating, and daunting task for a variety of stakeholders.

Controlling the exponential growth of information is a well-known issue for CIOs, but in recent years that challenge has intensified. New ways of exchanging information and a host of new devices for creating and sharing information have led to increased security concerns, "rogue" information exchange between employees, partners, and customers, and the ever-present specter of regulatory compliance. In short, controlling, securing, and integrating all the systems that capture and manage information has become a colossal undertaking.

	(NET) TOP 2	CRITICAL	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT
INCREASING BUSINESS PRODUCTIVITY	80%	26%	55%	12%	2%	5%
GROWING REVENUE	77%	43%	34%	15%	1%	7%
IMPROVING THE QUALITY OF INFORMATION	75%	24%	51%	18%	3%	4%
REDUCING COSTS/IMPROVING EFFICIENCY	74%	33%	41%	18%	4%	4%
IMPROVING CUSTOMER SATISFACTION	74%	30%	44%	20%	2%	4%
INCREASING BUSINESS AGILITY	66%	22%	44%	26%	4%	4%
IMPROVING EMPLOYEE ENGAGEMENT	64%	15%	50%	25%	7%	4%
CREATING COMPETITIVE ADVANTAGE	63%	26%	36%	22%	9%	7%

“Do more with less budget and fewer resources” has long been the motto of IT departments, but the economic crisis, unprecedented competitive pressure, and other market factors have put an end to traditional “workarounds” and reassignment of people and money. This new reality is forcing CIOs to explore new horizons of cost efficiencies and elimination of stale, expensive approaches to information exchange in favor of a holistic approach. Progressive organizations are executing on strategies that treat all information exchange methods and systems under one “umbrella” as opposed to the point-by-point, application-specific mentality.

FIGURE 1:

Improving the Quality of Information One of Top Three Business Objectives for CIOs and IT Executives

(Unleashing the Power of Information, IDG Research, 2013)

Are you getting the most of your business data?

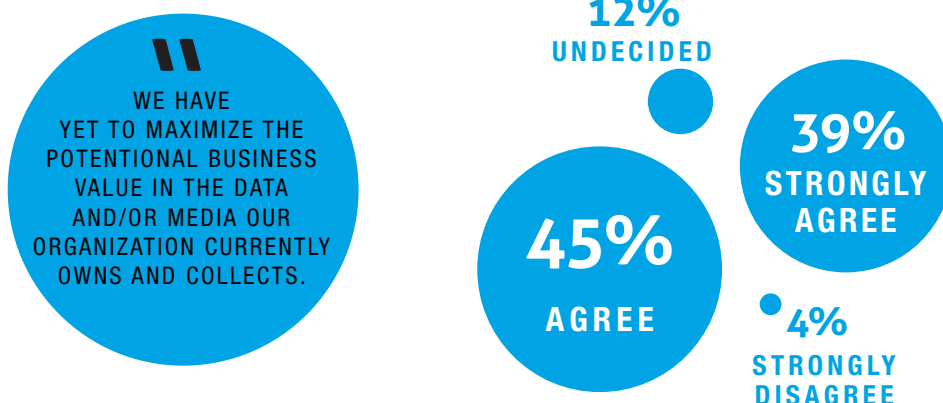


FIGURE 2:

CIOs Should Explore Ways to Exploit the Value of Enterprise Information

(Unleashing the Power of Information, IDG Research, 2013)

According to industry research, exploring and exploiting opportunities in the cloud is on the agenda of more than half of today’s CIOs. The cost-reduction benefits tied to IT administration and infrastructure management are a primary driver of the “move to the cloud” model, but there are other areas of tangible return. Many point to an increased ability to focus on innovation versus channeling time, resources, and money to less visible and valuable contributions to the business. Others indicate significant improvements in efficiency and effectiveness of IT resources, while increasing “responsiveness to the business” as significant drivers of a cloud-based model. In short, as CIOs explore ways to demonstrate their IT department’s ability to contribute to business transformation initiatives, many are finding that the cloud holds a great deal of promise.

Chief Compliance Officers

For years, the focus of Chief Compliance Officers (CCOs) and security officers was to develop information governance strategies that shored up transactional data (inbound via fax, email, and so forth), as well as what is known as “information at rest”—information that has been captured and requires policies applied for storage, retention, archiving, and ultimately, disposition. With more information to manage, alongside more systems, devices, and information-driven processes, compliance and security officers are now faced with the high risk associated with “information in motion.”

There is a higher risk in managing information that fuels processes, is shared between multiple parties, and moves across more systems and devices than before—making the traditional “capture and keep everything” mentality a standard of the past. Information in motion presents new challenges for compliance and security officers, particularly because some of the parties involved with information exchange processes are outside of the corporate perimeter, or firewall, and are not subject to the standard compliance mechanisms and tools that regulate internal users.

What if you could?

AN INTEGRATED EIM STRATEGY WILL DELIVER **BETTER** RESULTS, RELATIONSHIPS, AND IT INFRASTRUCTURE.



FIGURE 3:

The Business Value of Effective Information Exchange
 (Unleashing the Power of Information, IDG Research, 2013)

The evolution of Information Exchange adds an element of increased risk. Controlling information that is not centrally located exposes that information to the risk of potential leaks of regulated data or highly valuable intellectual property to malicious third parties. CCOs must control information across business systems like SAP®, Oracle®, and Microsoft®. Combined Information Exchange solutions such as fax and document distribution, file sharing, and transactional content systems present a holistic solution that is more effective than a discrete approach.

Line-of-Business Managers

In the case of Line-of-Business (LOB) Managers, “knowing what we know is no easy task” is a common refrain in the age of a highly-dynamic IT landscape, a landscape that includes a growing number of repositories, new ways of capturing and exchanging information, and the mass of content that spans all of them. What LOB management is really looking for is an easy, fast, and centralized way to seek out and share not only the information across the systems and stores they have direct influence over, but all sources of information. The elusive “single version of the truth” and the ability to securely share that information in accordance with governance policies and regulations (without unnecessary or cumbersome manual tasks) is the chief success factor for LOB management.

Improving productivity with fewer resources is the mandate for all directors and LOB managers. But as information keeps growing both in size and volume, and security requirements increase, traditional information exchange mechanisms, such as email, fax, or file transfer, have shown their limits at the expense of the business itself. By looking to tools that will help them overcome those limits and adapt to the changes of a dynamic and global reality, LOB management and directors can enable a truly safe, rich, and swift platform for information exchange.

The Good News? Opportunities Abound...

As the exchange of information securely and efficiently becomes an increasingly daunting task, what can organizations take away in terms of hope? Is there a silver lining to the menacing clouds that shroud the efficient management of Information Exchange?

For organizations that take advantage of a central, comprehensive approach to Information Exchange, the answer is yes and the opportunities are significant and tangible.

Enterprise Information Management (EIM) is an approach that allows content to flow “at the speed of business” in a governed, secure, and efficient way to give organizations competitive edge, spur innovation, and increase revenue-generating opportunities and cost efficiencies. As part of a holistic EIM strategy, Information Exchange offers a set of applications and capabilities to facilitate efficient, secure, and compliant exchange of information, both inside and outside of the enterprise, regardless of format, in context of collaboration, and integrated with business processes.

Driving Value Across the Enterprise

Information Exchange is a centralized and global approach that delivers a set of offerings and capabilities that facilitates the efficient, secure, and compliant exchange of business information inside and outside of the organization, from any system or repository, in the cloud or on premises, from and to any device.

Key areas of business value that a holistic approach to Information Exchange impacts include:

- **Optimizing the reliability, reach, and cost efficiency of the electronic B2B supply chain.** Advanced Electronic Data Interchange (EDI) capabilities can cross the communication gaps that hinder effective process execution.
- **Cutting the cost of B2B information exchange processes.** Automate workflows, speed communications, and facilitate compliance with security and records-keeping mandates, all while lowering costs of information exchange, such as fax-based processes, by up to 70 percent. Additionally, enterprises can significantly reduce the administrative burden of B2B information exchange by moving the management of systems (fax and document distribution, data integration, file sharing, and others) to the cloud.
- **Efficiently sharing and managing vital high-volume data exchanges.** Being able to safely and cost-efficiently manage the flow of large files through Managed File Transfer (MFT) is a source of enormous cost savings compared to traditional approaches like FTP.
- **Improving flexibility without sacrificing security.** The ability to reach customers, employees, and other stakeholders across the entire B2B value chain using a variety of mediums—including email, SMS, voice, and fax—without having to manage separate processes and systems for each delivers substantial efficiencies and productivity improvements.
- **Safely and easily sharing files in the cloud.** Today, there is easy access to many public file-sharing apps and tools. To ensure security and compliance, organizations need to implement tools and processes to share, synchronize, access, and manage information in the cloud.
- **Increasing compliance and security of information.** Extending governance policies across all information channels to maintain a fully transparent audit trail and manage the flow of information in a defensible manner strengthens the ability of organizations to confidently address regulatory inquiries and litigation calls.
- **Accelerating business processes.** With a sound Information Exchange strategy, organizations remove geographic barriers to increase process velocity and accelerate the exchange of enterprise information with anyone, anywhere, on any device.
- **Enrich the impact of information.** Businesses can amplify the impact of information by building efficient communication channels across the entire network to get the right information to the right person at the right time, on any device.

Capitalizing on Opportunity

Information Exchange solutions safely move information from where it is to where it needs to be, regardless of what device it's on, anywhere at any time, on premises, or in the cloud. When used securely, organizations don't have to worry about the mounting threats of internal information leaks and cyberattacks. Data sovereignty is addressed with built-in capabilities as part of Information Exchange solutions.

Capitalizing on Opportunity: Information Exchange in Practice

The opportunities to drive business value through effective, secure Information Exchange are boundless. Take one of the largest neuroscience research facilities in North America, for example. With a highly intuitive and secure web environment that allows users to easily share information and collaborate online, the institute is accelerating time to market for new methods and completing research projects much faster than was possible even a few years ago.

This institute needed to overcome the barriers of location, department, and scientific discipline to provide the infrastructure necessary for communication and collaboration between researchers. With online collaborative workspaces, researchers are able to focus less on managing information and protecting its distribution for collaborative purposes. Instead, they can now concentrate almost exclusively on discovering, developing, and delivering new treatments for brain disorders.

Successful Information Exchange Strategies

Organizations looking to take full advantage of a unified approach to Information Exchange must facilitate the exchange of more information with more stakeholders, in a greater variety of sizes and formats, and across a number of devices that stem beyond traditional desktops and laptops.

Over time, enterprises have deployed systems and solutions to address a range of information formats and types that are becoming unsustainable to maintain and extend. Fax solutions, transactional data systems, and solutions to handle video, voice, SMS and other digital formats must be consolidated to achieve the cost-cutting and efficiency metrics that CIOs and IT directors are now measured by.

Additionally, Information Exchange approaches must take into account and strike a balance between the benefits and risks associated with mobile devices (tablets and smartphones), traditional systems, and new deployment models and approaches, especially file-sharing offerings and new options for public and private cloud computing.

Bullet-proof Compliance Programs

Enterprises across a wide range of industries—from financial services and healthcare to manufacturing, utilities, energy, and the public sector—need to make their information exchange practices compliant with increasingly stringent internal policies for security, retention, and disposal. They are also required to comply with a large number of industry regulations for the control, privacy assurance, and reporting on the exchange of information, regardless of device, system, or format.

Previously, organizations have taken a “lockdown” approach to certain types of information exchange processes—curbing the access, editing, sharing, or movement of information—in an effort to demonstrate control and adherence with regulations. This practice, however, often sacrificed the organization’s ability to extract and apply the full value of information to drive process and performance improvement. With the advent of consolidated Information Exchange solutions, organizations can free up systems and users to leverage enterprise information as they wish without jeopardizing the vital aspects of security, integrity, or compliance.

Controlling Costs

Maintaining point solutions for discrete information exchange processes and applications from a variety of providers is an expensive proposition. Organizations are rapidly discovering that this approach is unsustainable in terms of cost and unfeasible for supporting efficiency and productivity improvements.

A unified Information Exchange strategy serves to integrate the systems, governance models, and processes required to drive improvements across all business functions. Whether it's procurement, new account or loan application processing, uploading large files to service providers, sharing files with colleagues or partners, an all-inclusive set of capabilities to enable true Information Exchange covers every process and aspect of moving, collaborating, and filing information.

Core Technologies of Information Exchange

In terms of the functional components that enable Information Exchange, organizations should look to rationalize investments and establish a singular approach to handle the full range of applications, solutions, systems, and deployment models, including:

- Fax and Document Distribution solutions
- Enterprise File Sharing (public cloud, private cloud, and on-site)
- Transactional Information Management (EDI, voice, message, notifications)
- Data Extraction and Optical Character Recognition (OCR) applications that span all information exchange systems

The Building Blocks of Effective Information Exchange

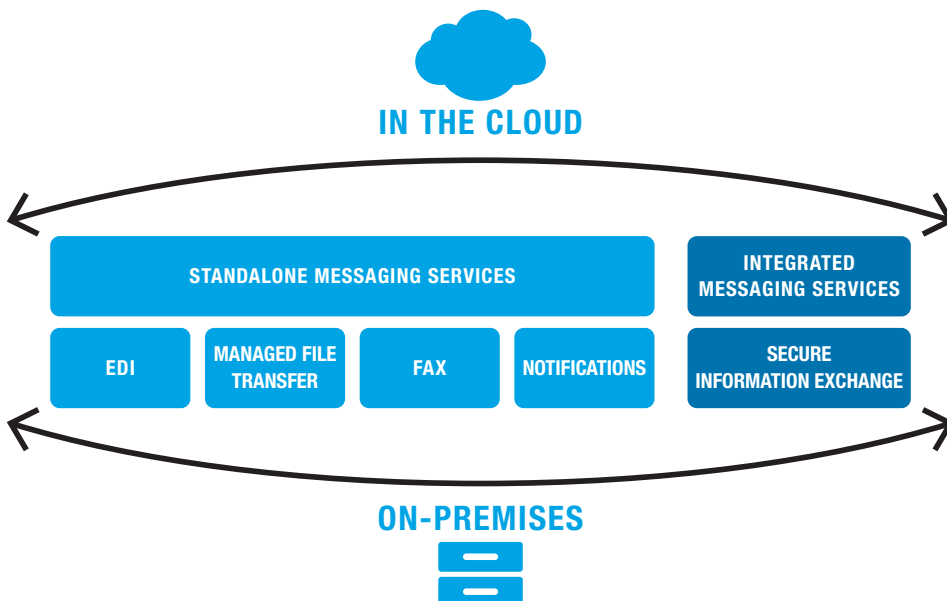


FIGURE 4:

The Building Blocks of Effective Information Exchange

A flexible approach that allows organizations to rapidly deploy Information Exchange is critical to driving overall EIM success. This includes B2B supply chain and business systems integration facilitated by EDI, the management of large files inside and outside the organization with airtight security and complete audit tracking supported by effective Managed File Transfer, and the automation of business critical fax and electronic document distribution to increase employee productivity and lower paper-based operational costs. On such a platform, information exchange between the enterprise and end users is integrated, collaborative, and secure.

Cloud-based File Transfer and Messaging

Today's high-risk environment demands an Information Exchange solution that protects valued content while enabling organizations to fully benefit from it. Inactive information is neither useful nor safe—the power of information comes from the ability to securely share it. For most organizations, the safe transmission of confidential and sensitive data is of the utmost importance, and as a result, the requirement for a secure information exchange continues to grow.

Cloud-based file transfer and messaging capabilities combine enterprise-level security with collaborative features and the flexibility of the cloud. The result is a technology that helps organizations exchange information with customers, partners and employees easily, securely and collaboratively from any device and any location.



EMAIL IS UNSECURE AND LIMITED BY SIZE



SECURE INFORMATION EXCHANGE WITH MESSAGES, DOCUMENTS AND EXTREMELY LARGE FILES

The secure exchange of messages, documents, and files results in a communications stream that is as easy to use as email, yet meets the security and audit trail requirements of today's enterprise for compliance and governance. Superior protection of sensitive data is ensured by encryption during file transfer. End users are empowered to collaborate effectively and transparently using threaded messages that include file uploads with multi-layered security.

FIGURE 5:

Secure Information Exchange with Messages, Documents, and Large Files

A reliance on the limited ability of email is reduced, as is overall cost, by moving complex information exchange infrastructure off the premises. Information flow is unimpeded, improving efficiency and productivity as organizations exchange messages and information in a trusted, integrated, and collaborative cloud environment.

Cloud-based File Sharing

With cloud-based file sharing, enterprises can share and synchronize files across the entire organization for access to accurate information without sacrificing the stringent demands for information governance and security.

Businesses can't let their users upload and store files in just any cloud. The influx of free file-sharing apps has come with both the advantage of cost and the risk of security breaches, leaks, and exposure to improper handling of private or sensitive information. Cloud-based file-sharing systems give the enterprise a simple, fast, reliable and highly secure way to share, access, and manage information in the Cloud, without sacrificing the simplicity and familiarity of public file-sharing apps.

Enterprise-class file-sharing solutions are flexible (both cloud-based or on-premises) and offer secure file sharing to simplify the content management experience. Users can easily access, share, and store information across all the devices they use, without sacrificing the records management rigor and security demanded by an organization's internal policies and industry regulations.

A leading provider of diagnostics is using cloud-based file sharing to improve their review process. They used to take ten to 14 days on average to move documents through their review process. With the new system, their turnaround time has been reduced to half at five to seven days. This has also resulted in a much higher volume of documents being processed per year. The solution has enabled a more efficient and automated document review process. Administrative efforts have been significantly reduced and faster document turnaround times have resulted in increased production and efficiency.

Fax and Document Distribution Solutions

Everything to do with capturing, controlling, and managing business processes related to facsimile-based information—core fax-driven processes to multi-function device management, email and desktop faxing, fax automation, and compliance and security measures for fax operations—is supported in an effective Information Exchange portfolio.

Organizations can capitalize on significant cost and efficiency gains by deploying fax and document distribution solutions as part of their broad Information Exchange and EIM strategies. Fax and document distribution solutions automate time-intensive, manual, paper-driven processes to reduce paper-based operational costs, increase employee productivity, and decrease the risks associated with unsecure communications. A complete portfolio of solutions includes secure document management, email and desktop faxing, automated faxing, and printer integration.

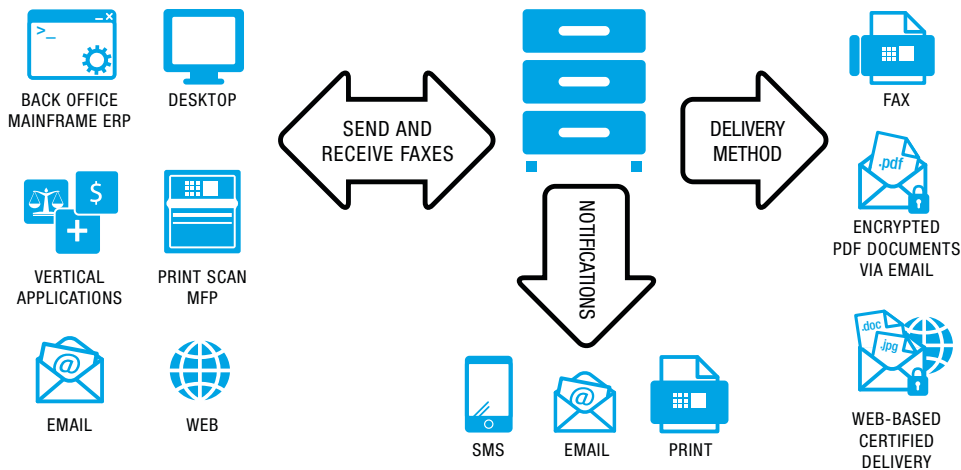


FIGURE 6:

Comprehensive Fax and Document Distribution

A complete portfolio of solutions will include:

Document Management to handle all of the inbound documents and data in an organization’s electronic file cabinet that lets users securely file, archive, and find every document, no matter its original source.

Security and Compliance to comply with internal and external regulations so a business can prove they are in compliance with the information security standards that govern their business.

Email and Desktop Faxing to consolidate fax with email, documents, and desktop applications so employees can communicate more effectively by bringing technologies together in a centralized location.

Fax Automation to streamline the exchange of information to improve security and reduce costs while optimizing overall fax-driven business processes.

Multi-Function Printer Integration to save significant money and boost employee efficiency by integrating MFPs and MFDs through the industry.

In the healthcare industry, for example, switching from a manual-based solution to a fax and document distribution solution enables organizations to securely send, receive, and store confidential information about patients, providers, and insurers. Secure Information Exchange includes admittance documents, physician orders, claims, payment and remittance advice, claim status, lab reports, prescriptions and more. For many clinics and hospitals, Information Exchange technologies provide a vital bridge between paper and digital worlds. Secure fax and document distribution fully supports regulatory compliance and provides an easy, familiar path for digitizing paper health records so they can be incorporated into electronic health systems of record.

Capture and Imaging Solutions

This category of offerings provides organizations with the ability to capture paper documents and transform them into digital content for interpretation and processing. Capture and imaging solutions help organizations capture digital document images, email attachments, and faxes using sophisticated character recognition, document transformation, and data extraction software to reduce manual keying and automate paper handling for increased process velocity and improved Information Exchange.

Often, business documents are tied to document-centric processes like order management, accounts payable, and contract management. The speed, efficiency, and cost-effectiveness of these processes are driven by the integration of structured information (data from business or ERP applications) and unstructured information (such as emails, images, documents). Capture solutions bridge the gap between the structured and the unstructured world. By extracting business-relevant data from documents with technology based on optical character recognition (OCR), a collection of pixels is transformed into actionable information.

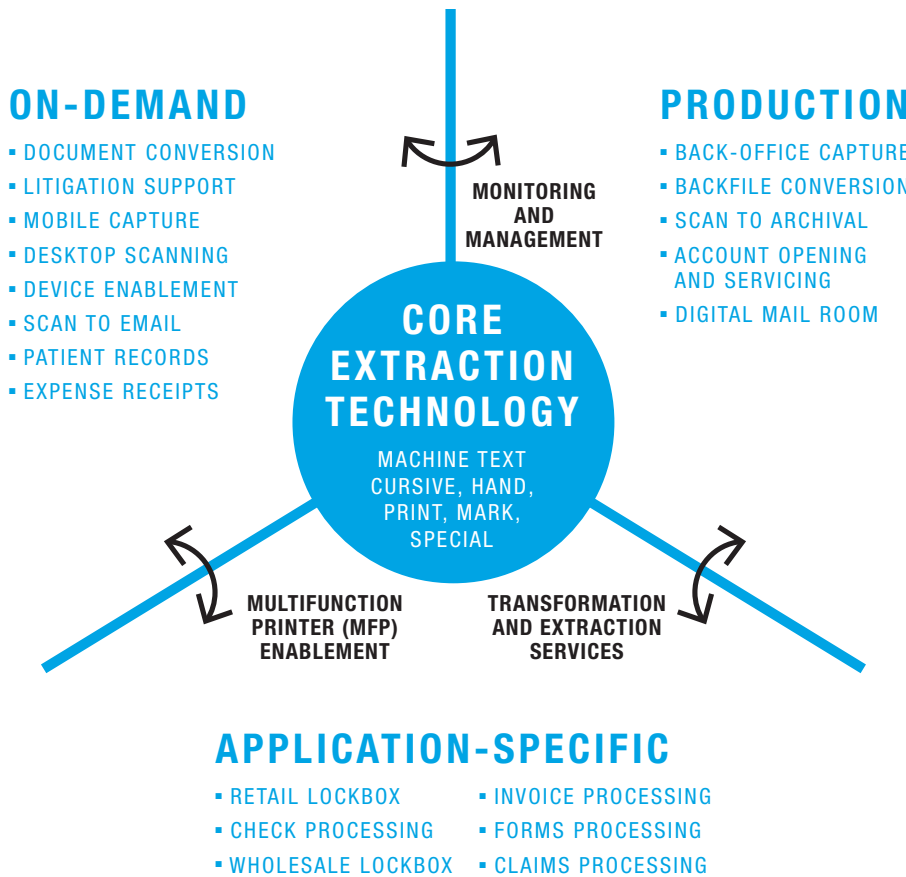


FIGURE 7:

Capture Solutions
(The Forrester Wave™: Multichannel Capture, Q3, 2012, Forrester Research Inc.)

Capture and imaging solutions enable organizations to promote business efficiency, ensure wider accessibility, and support employee productivity. By eliminating the high cost of processing paper, organizations can realize a substantial, measurable ROI. The cost and time spent on storing and retrieving paper is reduced and productivity is improved. In addition, knowledge workers can now get to the information they need faster without needing to sift through volumes of paper documents.

A range of applications and solutions for capture and imaging supports broad Information Exchange and EIM strategies and is comprised of:

Information Capture and Imaging Offerings, which automatically capture and interpret paper documents, scanned images, email, and faxes using the most advanced document and character recognition capabilities available to turn documents into machine-readable information.

Imaging Tools and Solutions, which provide a complete approach for capturing and viewing business documents from various sources, such as scanners, faxes, email, and other office applications, and linking them to all types of business objects within enterprise applications.

Businesses can't let their users upload and store files in just any cloud. The influx of free file-sharing apps has come with both the advantage of cost but also the risk of security breaches, leaks, and exposure to improper handling of private or sensitive information. Enterprises need a simple, fast, reliable, and highly secure way to share, sync, access, and manage their information.

Data and Information Integration

By enabling organizations to capture, transform, integrate, and migrate information across the enterprise, data and information integration solutions help consolidate and transform data and content throughout the entire information ecosystem. The ability to combine and contextualize information from any source (in a way that is seamless and transparent) has unequivocal business value. However, in today's global economy, an ever-expanding proliferation of data sources—structured, semi-structured, and unstructured—on top of the various formats and software applications they reside in—has brought about a new mindset.

Companies can no longer simply analyze information with traditional views of data in structured databases or focus solely on content and its lifecycle. The emergence of 2.0 technologies, global competition, strict compliance policies, and the most intelligent consumer yet, has created a whole new world of information needs that requires analysis and context alongside traditional takes on corporate data. In order to compete, organizations must understand the full scope of enterprise information, breaking down silos and managing relevance during its lifecycle.

Data and information integration offerings include:

- **Content Migration**, which enables end-to-end migration of content from one or many disparate repositories to any new destination.
- **Data Archiving**, which delivers full audit and records management for data archiving alongside files and emails from any business application to Enterprise Information Management systems.
- **Legacy Decommissioning**, which migrates, enriches, and applies records management controls for structured business data from any legacy system to sophisticated content management systems.

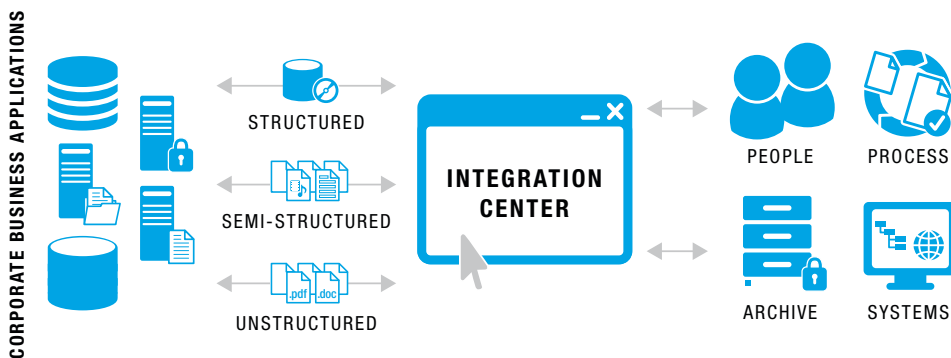


FIGURE 8:

Integrate Business Systems to Capture, Transform, and Deliver Enterprise Information

- **Data Integration**, which accesses, enriches, and delivers corporate data from any source to any target for warehousing and business intelligence solutions.
- **Electronic Data Interchange**, which is the computer-to-computer exchange of routine business data like purchase orders and invoices between trading partners in standard data formats. This definition contains three key concepts about EDI:
 1. *Computer-to-Computer: EDI in its most efficient form flows directly out of a sender's computer system directly into a receiver's computer system without any human intervention; however, it is not always possible for EDI to flow in this most efficient manner.*
 2. *Routing Business Data: EDI is used for routine business documents like purchase orders and invoices. It is not used for non-routine business documents like complicated contracts or information meant for humans to read and analyze.*
 3. *Standard Data Formats: A standard definition of the location and structure of the data is provided. Unstructured text is not EDI.*

Managed File Transfer

A file is no longer “just a file.” Information files are the result of business transactions and transactional processes that need to be managed in accordance with internal policies, processes, and regulations. Whether the goal is to deliver superior customer service, reduce operating costs, drive efficiency improvements, or strengthen compliance programs, high-performing businesses require a high-performance file transfer solution.

Sophisticated managed file transfer enables users to reduce large file delivery from hours to minutes to increase productivity, improve business agility, and ensure compliance for lowered corporate risk—all without sacrificing information integrity, security, or the scrutiny of compliance law. By allowing users to seamlessly exchange large and often sensitive files from their desktop without turning to alternative methods such as DVDs and CDs, USB keys, insecure FTP, and even couriers for large file delivery, managed file transfer empowers organizations with complete transparency and full auditability in all events related to information exchange.

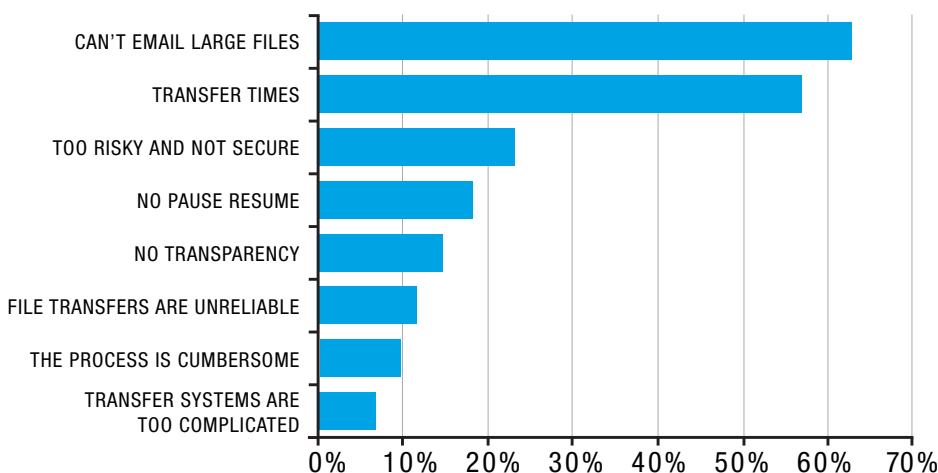


FIGURE 9:

Typical Organizational Issues with Large-file Transfer
(OpenText 2011 Survey of 1,565 Customers)

Available for both cloud-based and on-premises deployment, Managed File Transfer offerings include:

Managed File Transfer, which provides onsite capabilities for managing large files. It can exchange them in minutes instead of hours and without jeopardizing file security or integrity.

Cloud-based Managed File Transfer, which offers a completely cloud-based messaging service that allows organizations to manage large file transfers or high-volume data exchanges safely and securely. Consolidation of all enterprise information communications through a single, secure connection with a cloud-managed file-transfer service, where messaging is completely controlled and audited, eliminates complexity, reduces costs, optimizes security, and offloads the entire file transfer challenge from IT staff.

In distance-learning programs, for example, there are often requirements to send certification or training videos to students around the world. Using Managed File Transfer, large videos can be distributed with ease, keeping a full of audit of who downloaded the file. Email limitations are bypassed using a high-performance solution for managing the exchange of educational content inside and outside of an organization. Likewise, engineering files are often large and contain sensitive data. To meet deadlines, these large files must be delivered to clients in a timely and secure manner. Managed File Transfer delivers a solution for effectively managing the exchange of large engineering files. It secures, audits, and accelerates file delivery, enabling global users to efficiently collaborate to improve productivity and agility and reduce risk.

Redefining Enterprise Conversations with Information Exchange

Information Exchange is a set of solutions within the broader Enterprise Information Management (EIM) suite that facilitates efficient, secure, and compliant exchange of information, both inside and outside of the enterprise.

From extending governance policies and best practices across channels to ensure compliance, to removing barriers by accelerating information sharing through mobile devices, Information Exchange is redefining enterprise conversations. Within the next decade, we'll see a closer alignment of Information Exchange capabilities with ECM, Discovery and content analytics technologies, business process and case management applications, and mobile solutions.

With Information Exchange, the enterprise can safely share information across business systems and devices, from user to user, from anywhere at any time, without having to worry about data integrity or security—to get the right information to the right person quickly, unleashing the power of the information—whether on premises, across mobile devices, or in the cloud.

For more information visit:

<http://www.opentext.com/2/global/products/information-exchange.htm>

OpenText Locations

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Canada:

- Waterloo, ON
- Richmond Hill, ON
- Ottawa, ON
- Montreal, QC
- Peterborough, ON
- Kingston, ON
- Calgary, AB

U.S.:

- Tinton Falls, NJ
- Austin, TX
- Tucson, AZ
- Norcross, GA
- Irvine, CA
- Tallahassee, FL
- Chicago, IL
- New York, NY
- Rockville, MD
- Columbus, OH
- Burlington, MA
- Alameda, CA
- Bellevue, WA
- Tampa, FL
- Reston, VA
- Arlington, VA
- Rochester, NY
- San Antonio, TX

Brazil:

- Sao Paulo

EMEA

Germany:

- Munich (Grassbrunn)
- Konstanz
- Oldenburg
- Düsseldorf
- Kempten
- Hamburg
- Bad Homburg v.d.Höhe

Great Britain:

- Reading
- Wimbledon
- London
- St Albans

France:

- Paris

Sweden:

- Stockholm
- Gothenburg

Switzerland:

- Baden

The Netherlands:

- Hoofddorp

Ireland:

- Clonakilty

Spain:

- Madrid

Austria:

- Klagenfurt
- Wien

Czech Republic:

- Prague

Italy:

- Rome

Finland:

- Espoo

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- Johannesburg

U.A.E.:

- Dubai

ASIA, PACIFIC

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- Hyderabad

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- Sydney
- Melbourne
- Canberra

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- Tokyo
- Osaka

Singapore:

- Singapore

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- Hong Kong

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- Seoul

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- Auckland

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