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Strategy and Positioning of Web Content Management at Open Text

A Conversation with Open Text Management

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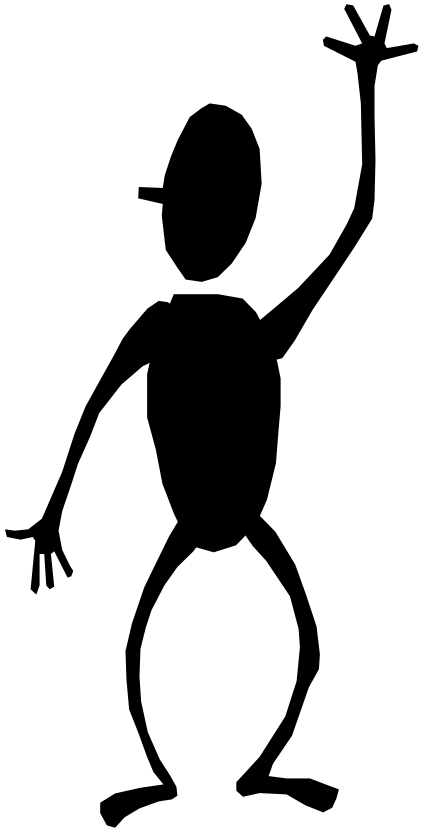
September 27, 2010

Guten Tag!



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rumors of RedDot demise have been greatly exaggerated

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Topic #1: Branding

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But Yes We Have Changed the Brand…

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Open Text
Web Site Management

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Why the Brand Change?

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- Avoid corporate brand confusion
  - *"One Voice, One Vision"* around Open Text brand
- Better leverage brand investments
  - Disparate brands are expensive to maintain
- Simplify multi-product portfolio
  - Consistency of functional brand labels

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Topic #2: Positioning

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Recent News

Open Text Positioned as a Leader in the 2010 Magic Quadrant for Web Content Management

Evaluation Based on Completeness of Vision and Ability to Execute

Waterloo, ON - 2010-09-16 - Open Text Corporation (NASDAQ: OTEX, TSX: OTC), the preeminent provider of enterprise content management (ECM) software, today announced it has been positioned by Gartner, Inc. in the "Leaders" quadrant of the "Magic Quadrant for Web Content Management,"* based on an evaluation of the company's ability to execute and its completeness of vision.

The Gartner report helps CIOs, business and IT leaders who are analyzing their Web strategies to consider whether they have the right WCM offering to support their business goals. View the full report here.

The report paints a picture of a fast-growing, dynamic market, stating: "The WCM software market achieved total revenue of $890 million in 2009, despite recessions in many major economies, and will likely exceed $1 billion in 2010." Gartner also projects that "the market will see a compound annual growth rate of 14 percent from 2009 to 2014. These numbers reflect enterprises' increasing emphasis on the online channel and improving visitors' experience. This level of growth has also led WCM to comprise a greater proportion of the overall enterprise content management (ECM) market than ever. In 2010, WCM will account for over 26% of this market," the report notes."

"We believe our presence as a "Leader" in the Web Content Management quadrant by Gartner affirms our strategy and continued investment in this space. The success we are having in helping some of the world's top brands improve their customers' Web experience is evident in our placement in this report," said Lubor Ptacek, Vice President of Product Marketing at Open Text. "We continue to innovate and execute on our WCM roadmap as illustrated by the recent release of Web Site Management 10.1 and continued rollout of new capabilities and streamline integrations of Web Experience Management into the ECM Suite."

The world's largest provider of WCM solutions, Open Text meets the full range of customer WCM needs from easy-to-deploy, departmental applications to more complex dynamic highly scalable Web deployments with Open Text Web Site Management and Open Text Web Experience Management (Vignette). Open Text will continue to add incremental features, integrations and innovative capabilities to both products to further strengthen Open Text's leadership position in the fast-growing WCM market.

For more information on Open Text Web Content Management solutions, go to: http://www.opentext.com/2/global/sol-tec-wcm.htm.

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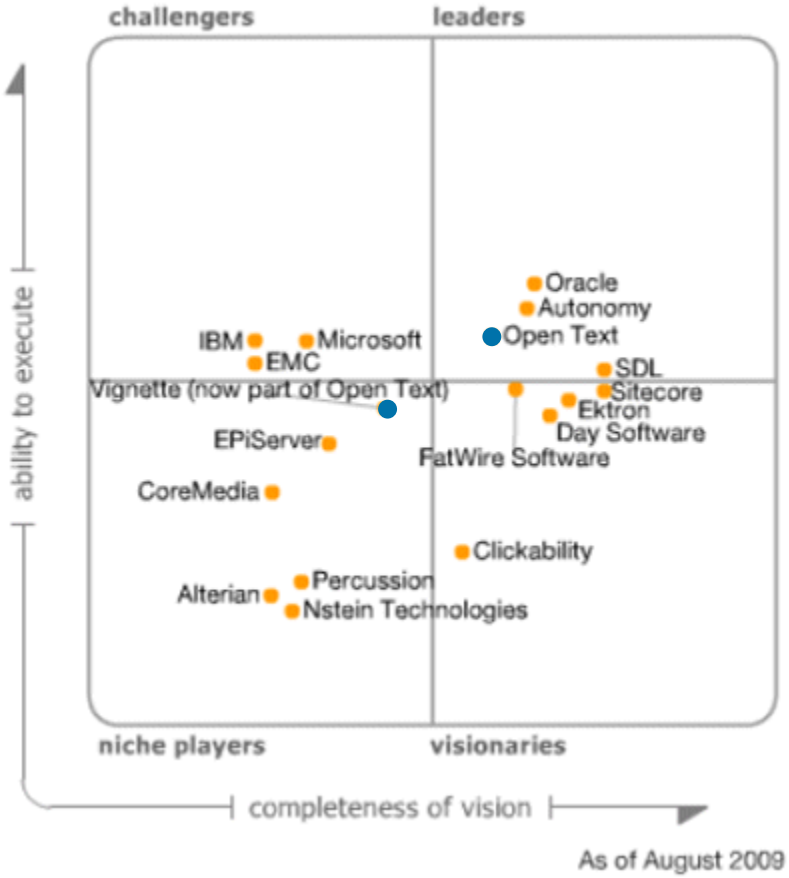
Gartner MQ for WCM 2009 and 2010



- Vignette was acquired by Open Text in 2009
- In 2009 each product was still listed separately
- In 2010 Gartner evaluates the overall WCM strategy of Open Text
- Open Text Web Content Management is one of the leaders

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Gartner on Open Text WCM in MQ2010

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- *"Open Text has two primary WCM offerings: Web Site Management and Web Experience Management, based on acquisitions of RedDot (through Hummingbird) and Vignette, respectively"*

- *"Open Text has made strides in integrating both its primary WCM offerings into its overall ECM strategy and social-networking capabilities, thereby appealing to organizations requiring a best-of-breed solution or platform.*

- *"Open Text has also made good progress in clarifying and streamlining its overall WCM strategy by focusing on these two primary offerings"*

- *"Open Text has the largest market share in WCM"*

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Open Text Web Site Management

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Quickly deploy Web sites, localized and targeted for any audience, with information from empowered authors inside and outside the organization

Empower business users to create, manage, and publish content to a Web site or other online destination without involving technical experts

Securely tap proprietary data across the ecosystem and centralizes access to a multitude of other repositories

Evoke social compliance across Web 2.0 tools with security rights and compliance guidelines

Deliver content to any device, across multi-cultural environments, Web sites, or leading portals

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Open Text Web Experience Management

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Deliver highly dynamic Web experiences that personally engage audiences with rich, timely content and multi-media across any medium.

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Attract, serve and grow online business and handle customer relationships in a Web 2.0 world

Evolve brochure-ware Web sites to a place where audiences want to learn, interact and return for valuable, personal and relevant information.

Streamline consistency in content creation and publication without IT assistance.

Make information easier to find & leverage, in context across many repositories to many devices.

Consolidate Web sites to meet stringent IT requirements, drive down application maintenance & operational costs in a unified, stable & agile environment.

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Comparison – Best Fit Business Projects

Open Text Web Site Management	Open Text Web Experience Management
Fundamental	
Corporate Brochure Sites Basic Interactive SMB/Departmental Intranet	Community and Social Media Oriented Public Facing Sites
Enhanced	
Enterprise Intranet Microsites	Enterprise Intranet Interactive Marketing
Advanced	
Global Intranet Multi-language Global Public Websites or Extranets	Enterprise E-business Global Enterprise Multichannel Publishing Ultra-large Single sites

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Historic Differences in Philosophy

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Web Site Management		Web Experience Management
Views with Limited Interaction	Content Delivery	Highly interactive with frequent content changes
Page-centric in-line, limited content reuse	Content Editing & Reuse	Content-centric forms, heavy content reuse
OOTB features for Multiple translation sites	Translation	Custom fit translation workflow
Uses OOTB templating	Site Design	Portal Based or Template Enabled Custom Apps
OTEX, SAP, MSFT	Integrations	OTEX, Standard Portals, API
Microsoft / .NET	Technical Architecture	Java

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Topic #3: Structure

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Open Text Organization Structure

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- Open Text has recently organized the company into multiple ***Business Units***
- Web Site Management (WSM) is a distinct Business Unit
- WSM Business Unit is managed together with several others that share common themes
  - *Next-Generation-Web* functions
  - Appeal to Line of Business buyers
  - Cloud Computing in the future

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Cloud is Increasingly Strategic

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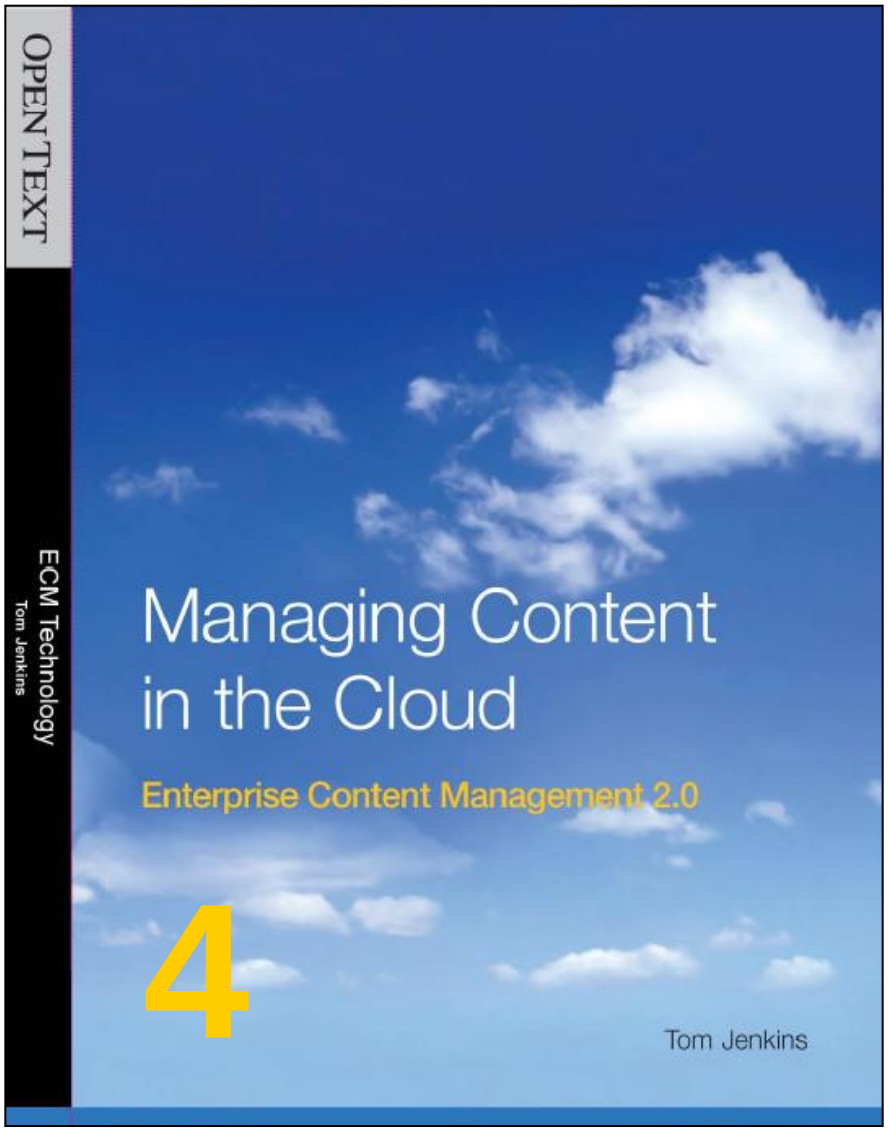

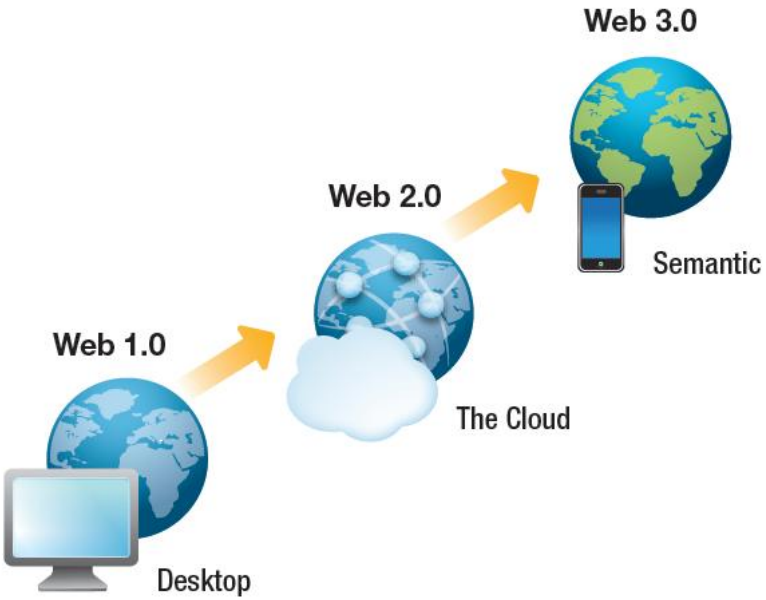

Figure 2.2: Eras of ECM

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Online Cloud Survey May 2010

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- 24’071 eMail invitations sent to our customer base
  - 568 responses received
    - Americas: 324
    - Asia Pacific: 34
    - EMEA: 210

- 42% of the respondents are using or considering the use of external hosting or managed services

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Applications for Cloud Services

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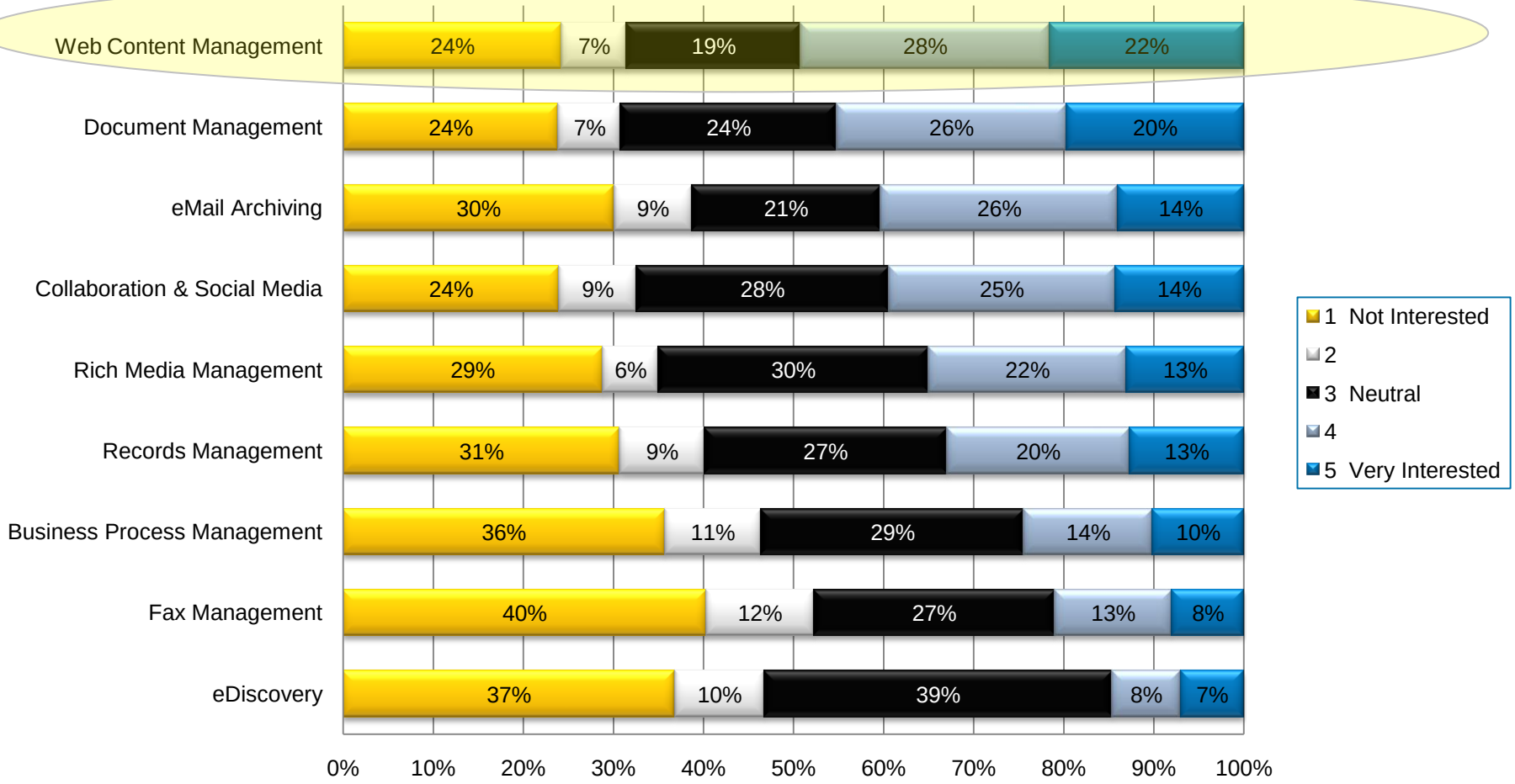
Please indicate your company's interest level in having the following applications provided via external hosting or managed service (n



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Topic #4: Roadmap

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WSM Customer Advisory Board - Results

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Features	Pos (S)	Pos (A)	# of 0$	Sum of Rangs#	Median	Sum	Average of Spending (ex 0$)	Maximum
Extended Multi Site Support	1	1	3	5	$18	$264	$22	$45
Extended Multi Language Support	3	4	2	9	$15	$187	$14	$25
Unified Asset & Repository Management	2	2	3	7	$10	$200	$17	$40
Management of Content Snippets	4	6	4	14	$8	$123	$11	$25
Meta Data Manager	6	7	5	18	$5	$105	$11	$20
Solution Templates for Social Communities	7	9	6	22	$5	$84	$9	$30
Extended WSM MS/DS Integration	5	3	7	15	$3	$122	$15	$40
Search Engine Optimization (SEO)	8	10	7	25	$2	$72	$9	$15
MS SharePoint Portal Integration	9	13	7	29	$2	$66	$8	$15

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Web Site Management Roadmap Overview

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Calendar Year

Q4 2009 | Q1 2010 | Q2 2010 | Q3 2010 | Q4 2010 | Q1 2011 | Q2 2011 | Q3 2011 | Q4 2011 | Q1 2012 | Q2 2012

Web Site Management 10.1 (Dolphin)

- Open Text Social Communities Integration
  - New HTTP Connector to consume REST API methods (of OTSC)
  - Extended Portlet Connector to consume JSR286 Portlets (of OTSC)
- Extended OT Common Search Integration
  - OTCS is now standard search engine
  - Extended Search Engine Connector
- Management Server Improv.
  - New Asset Panel in SmartEdit
  - New Drag&Drop in SmartEdit
  - Renewed Redlining Component
- New Delivery Server GUI
- Portal Manager for SAP 9.0 SP2 (Feb 2010)

ECM Suite Advances

- Common Search, Social Com.

Web Site Management 10.1 SP1

- Content Distribution Service (CDS) SP 1 (Bug Fixes & Documentation)
- MS-DS Collaboration (Publication Improvements)
- Social Community Integration (more supported VCA 8.0 portlets)
- Enhanced Drag & Drop in SmartEdit
- Enhanced Common Search
- Enhanced Best Practices Project
- Media Management 7 (Sept. 2010)
- Language Packs (Oct. 2010)
- OT WSM Portal Manager for SAP NW Portal SP3 (Dec. 2010)

Under investigation

- Translation Editor Usability
- Publishing Interface for DM Integrations

ECM Suite Advances

- Extended Social Communities
- Support latest DAM release

Web Site Management 11.0 (Swan)

- Extended Multi-Language Management
- Extended Multi-Site Management
- Extended Asset Management (e.g. Folder Structure)
- Semantic Navigation Integration (e.g. content analysis, automatic categorization)

Under investigation

- Management of Content Snippets
- MS/DS Collaboration (Delivery Server Elements, Social Communities Solution Templates)
- OT Content Server 10 Integration
- Portal Manager for SAP 10.0

ECM Suite Advances

- Consume documents from Content Server Repository

Web Site Management Future Releases

Under investigation

- Unified Asset & Repository Management
- Meta Data Management
- Search Engine Optimization
- SharePoint Portal Integration
- Semantic Search
- Web Archiving
- Mobile Device Support
- Web Compliance Management
- Unified User Management and SSO
- Web Analytics
- Cloud Enablement

Legend: Delivered | In Progress | Proposed

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Content Analytics: Examples

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Custom or IPTC taxonomy

Links to related content

Realtime content updates

Automatically generated summary

Concept extraction

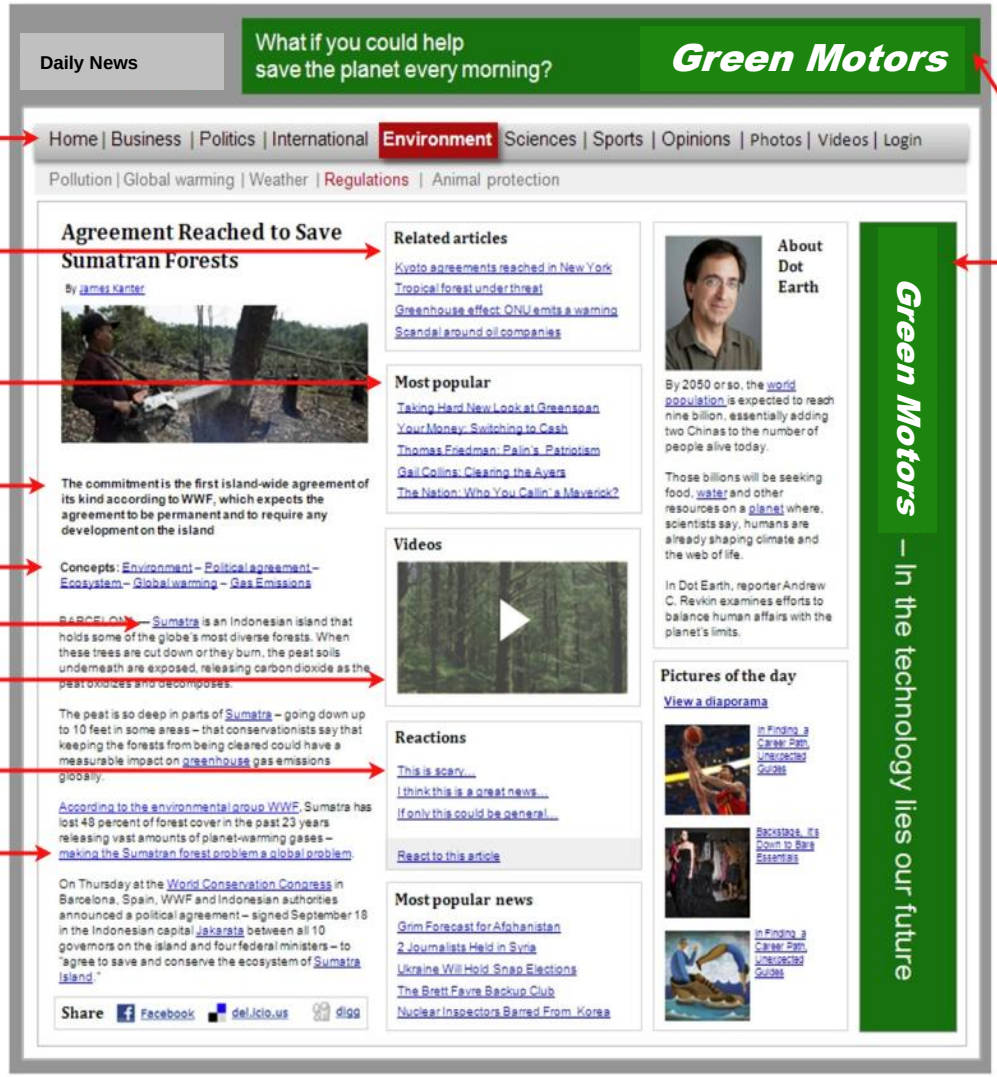
Entity extraction

Rich media

User-generated content

Inline tagging

Contextual advertising



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Topic #5: Resources

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Open Text Launches Solution Exchange

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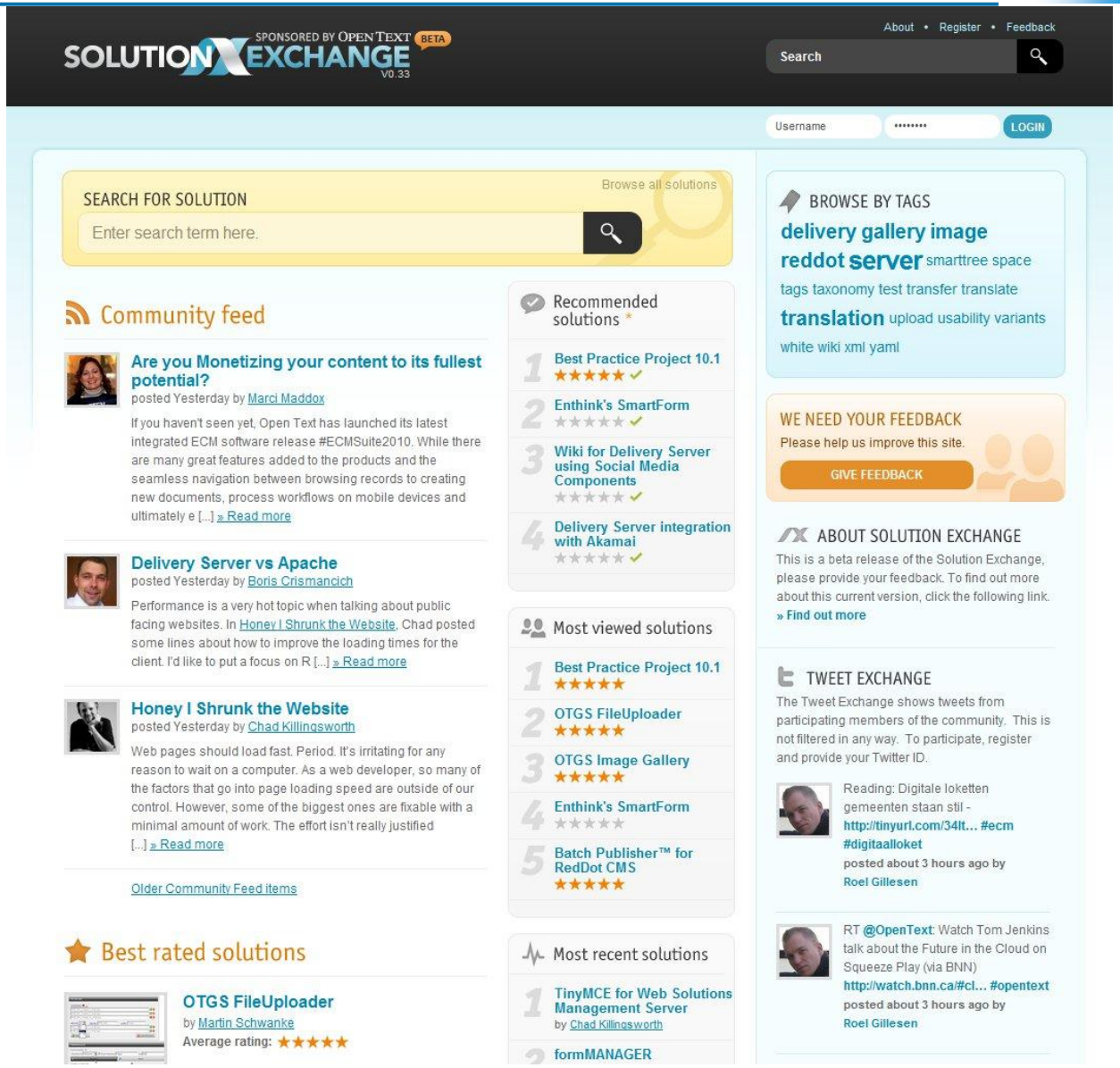

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Summary Message – Customers

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Open Text has a sustainable and long-term WSM strategy and roadmap and is committed to continue to develop and support WSM products to maintain a leading position in the WCM market

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Summary Message – Partners

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Partners will continue to play a critical role in Open Text's Go-to-Market strategy for WSM, and will receive enablement and support services through regional Open Text and dedicated Business Unit resources

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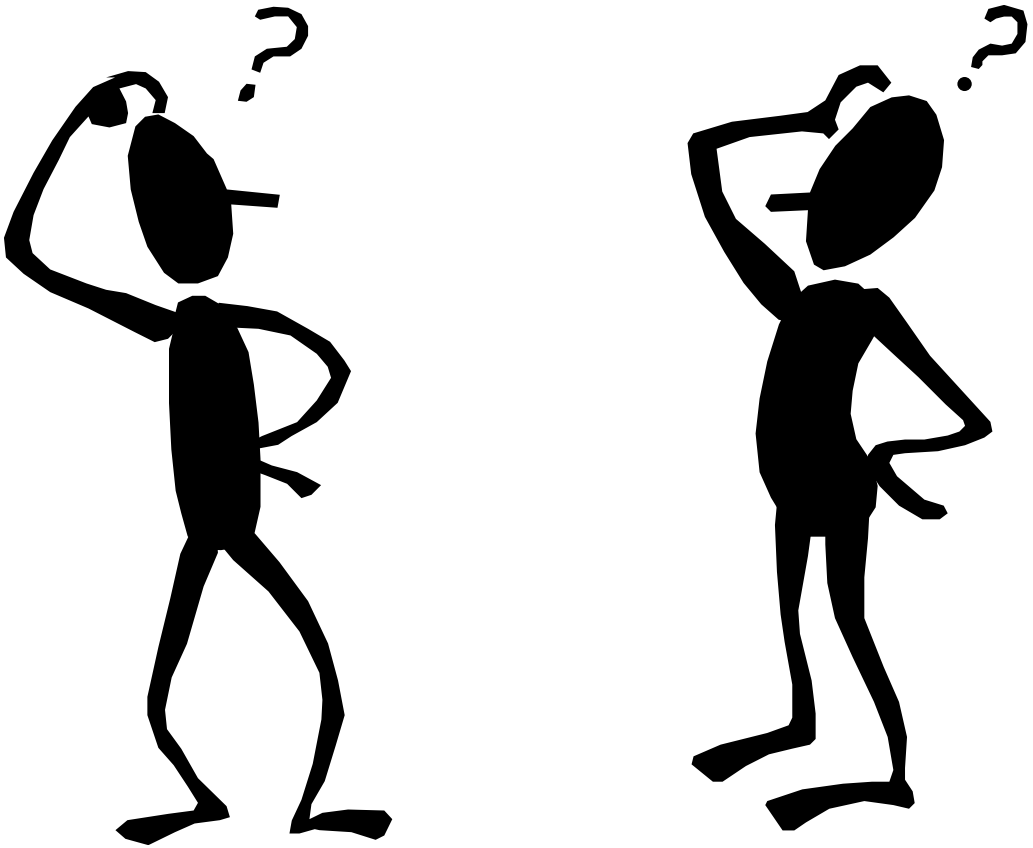
Questions



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