

Conference



Sessions

Customer



Case Studies

Live



Demonstrations

Solutions



Presentations

# ISIS OPEN HOUSE

and user conference

The Premier  
Annual Event  
for Enterprise  
Communication  
and  
Business Process  
Management

ISIS Solutions and Competence Center  
Kingsclere, England  
10 June 2008

*“To meet with many other users gives us a good understanding of how the software is used in a variety of different sites, architectures and platforms. It is gratifying to be able to pass on and receive hints and tips.”*

*Marc Goldstein,  
 Docuplus UK*



## About this conference

This conference provides an excellent learning experience by hearing about new technologies and how these have been implemented within organizations. It brings together the technologies, people and ideas driving the future of strategic document management across the enterprise. This is the place to get practical answers you need for today's biggest concerns - doing more with less, coping with a complex business environment, satisfying customer demand and achieving measurable ROI.

## Networking and community building

Make connections and share ideas with peer executives who, like yourself, have found that in today's business climate you cannot afford to not have a corporate document strategy and lifecycle document management. Benefit from educational sessions and from real life customer case study presentations from leading companies and industries who can give perspectives on your document process infrastructure to get the most out of Papyrus without extra investment.

### Conference

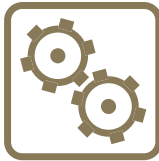


#### Sessions

## Conference Sessions

Are designed specifically for corporate executives, IT managers and key decision makers. Sessions in this program feature innovative ideas and successful strategies to demonstrate how to grow the business, improve customer service, reduce costs, manage risk and tackle leadership challenges.

### Solutions



#### Showcase

## Solutions Showcase

Attend software demonstrations and personally meet experienced consultants in your field who have found creative new ways for you to benefit using available Papyrus technology. Discover how Frameworks demonstrate unique and measurable advantages of the Papyrus system, talk to those already using the Papyrus Objects platform with its Repository and centralized point of control and hear firsthand how its enhanced performance can help you meet your goals. Also, get the latest information from ISIS Papyrus management on new software development.

### Customer



#### Case Studies

## Customer Case Studies

You will hear directly and candidly from customers who are eager to share their successes and challenges when implementing corporate business document solutions for outbound and inbound correspondence.

## RR Donnelley, UK

### Mr. John Vance, Customer Solutions Manager

# RR DONNELLEY

RR Donnelley Global Document Solutions (GDS) is a leader in the field of communications management outsourcing. It helps its clients to improve productivity, increase revenues, reduce costs and reduce risks by leveraging its experience, its robust outsourcing infrastructure, its leading technology platform and its global scale.

### The Business Case and User benefits of building and using a Papyrus Object system

GDS offers a broad range of solutions across the complete communications life-cycle including Creative & Presentation Services, Print Management, Transactional Print and Mail, Warehousing and Distribution Management and inbound document processing.

## Announcement:

ISIS is proud to globally announce the **FIRST** software system that uses machine-learning neural-net technology for Business Process Management in real-time.

# A Golden Opportunity...

## Focus on your industry

Experts will focus in their sessions on the unique challenges in your industry. This is your chance to hear how you can make a measurable impact in your organization with Papyrus. It's a fantastic opportunity to meet like-minded document professionals to discuss best practices and pragmatic solutions to common real-life challenges.

## Who Will You Meet

- Senior executives and key decision makers
- IT Managers / Business Line Managers
- Document Professionals
- Strategists / Corporate Architects
- Printing Specialists
- Business Application Manager
- Enterprise solutions architect
- Customer service

## Markets presented

- Banking/Finance
- Insurance/Medical/Healthcare
- Telecom
- Utilities
- Government
- Service Bureaus

## What you will gain from attending this Conference

**Knowledge** about of how to minimize application integration cost and time.

**Understanding** of how you greatly reduce IT costs by improving the efficiency and effectiveness of document utilization.

**Insight** on how to capitalize on document flexibility and guaranteed upward compatibility.

**Ideas** on how to resolve current and future document requirements.

**Information** on available technology that provides you with a unified document switchboard connecting platforms, applications, users and output channels.

## If you are new to ISIS Papyrus

In 2008 ISIS Papyrus celebrates **20 years of innovation and excellence**. From humble beginnings, what was once a home office in a basement ISIS Papyrus is now a global organization with 14 subsidiaries, 3 development centers and over 2000 clients. They all use Papyrus Software for corporate business correspondence creation, multi channel output management, document capture and archiving.

The Papyrus Platform is an integrated end to end solution that incorporates a full document lifecycle. It goes beyond outbound correspondence with the inclusion of comprehensive inbound document processing. And it's because of this **intriguing and innovative technology** based on the Papyrus Objects process kernel and the Papyrus Repository organizations can perform complex document process management functions including CASE Management.

## New and available technology

### Papyrus Business Layouter

Empowers the business administrator with an rich and easy to use user interface to assemble and define new letter types and templates with business rules and processes.

### A new perspective on: CASE Management

The integration of Content Management and Process Management

### Innovation on Business Process Management

The event driven and state controlled Papyrus system provides agility like a navigation system in a car. It enables the user trained agent (UTA) to learn from the user interaction with a business case in real time and executes the trained functionality.

### Papyrus: The Process and Content Platform

Consolidates all aspects of ECM, CRM and BPM and Business Rules using the EAI capabilities of Papyrus without the need for complex SOA projects.

### Papyrus Color Management

For full color document applications on any output channel and UNICODE font support for SBCS and DBCS in AFP and PDF.

### Papyrus Eye User Interface for WebPortal/ Webapplications

Puts user interactive and on demand business document generation back in the hands of the business while ensuring enterprise wide standardization (customer experience) of documents.



*“It was very useful for me to see new improvements and discuss details regarding ISIS products in a face-to-face live environment. To meet and share experiences with other ISIS users was valuable.”*

*M.E. Günsür,  
Hobim A.S., Turkey*

PAPYRUS  EYE



## 8.30 Welcome with coffee

## 9.00 Keynote: Sharing Experience! Living Innovation in business process.

Is it application integration or development, ECM, BPM, CRM or even a Mashup? Maybe it is even Web 2.0 because of the powerful collaboration features? But then - who really cares! Let's forget the confusing market fragmentation created by analysts. With ISIS Papyrus, business users can define customer focused business information services without SOA or integration projects.

### Presentation Focus:

- How to reduce the effort and time for process analysis and optimization
- Empowering the business user with user defined activities and rules
- Closing the holes in the customer-business-customer communication loop
- Human Focused Quality: How to reduce the dependence on complex technology

### Max J. Pucher

Chief Architect of ISIS Papyrus Software

## 10.00 Presentation and Live Demonstration: Response Management

### Closed Loop: Inbound and outbound customer correspondence

Business cases are not a simplistic, flowing process but rather they're an assembly of information such as documents, DB-records, e-mails, phone messages, memos, stickers, questions and answers. Therefore it is essential to handle all inbound and outbound documents in one environment.

- Achieve complete customer-focused business case automation
- Client Response Management and Campaign Management
- Enable tracking and monitoring of all incoming and outgoing mail i.e. claims, responses...
- Ensure that all contact with the customer is relevant and timely

## 10.45 Networking coffee break

## 11.15 Presentation and Live Demonstration: Document Development Framework

**Gaining a competitive edge through fast development** of personalized business communication that allows business departments to manage the creation of their transactional documents in such a way that dependency on IT is reduced and consistency is ensured across the enterprise spanning all output channels, Web and e-mail.

- Centralized Resource Management and administration for all documents and building blocks
- The Papyrus Business Layout tool enables simple development and assembly of templates
- The reuse of document building blocks reduces maintenance and saves time
- Corporate design and identity with a consistent 'look and feel' on all output channels
- State and event driven Change Management executing version control and user roles

## 12.15 Case Study – Real life experiences

### The Business Case and User benefits of building and using a Papyrus Object system

- RR Donnelley Global Document Solutions (GDS) offers a broad range of solutions across the complete communications life-cycle
- Creative & Presentation Services
- Print Management, Transactional Print and Mail,
- Warehousing and Distribution Management and
- In-bound document processing

### John Vance, Customer Solutions Manager

RR Donnelley, UK

*“Max's vision of the new trends in this world is very useful. It raises opportunities and brings agility to our organisation.”*

*Miguel Angel Sánchez Ariz, Inforsistem, S.A, Spain*





### 13.00 Lunch

### 14.00 Presentation and Live Demonstration: Messaging/TransPromo

#### Personalized documents with campaign and message content created by business users

To remain competitive, compliant and to improve the customer's experience, corporations must significantly alter the way they approach business communication. Highly personalized documents that incorporate dynamic marketing content can increase efficiency and boost profitability.

- Business users deliver campaign and message content efficiently with reduced dependency on IT
- Plan, create, target, approve, deliver and track campaigns through a web-based user interface
- A central repository manages user authorization, versions of text, variants of languages and processes
- Output can be printed, faxed, e-mailed and archived

### 14.45 Presentation and Live Demonstration: Claims processing

#### Transforming the claims process to maximize customer service

The ability to communicate with clients swiftly and accurately plays a key role in closing more claims with higher quality and in a shorter amount of time. A professional and robust correspondence solution must enable the free definition of letter elements and link documents to business data whilst enabling the management of the related business process. In addition, User authorization, automatic resource distribution across the network, letter process definitions and the integration of printing, faxing, e-mailing and archiving need to be addressed.

- Learn how corporations successfully automate this process for reduced risk and better results
- Implementing an end to end integrated document solution for client communications.

### 15.30 Networking coffee break

### 16.00 Presentation and Live Demonstration: Automated Document Factory

#### Optimizing Print and Mail – Centralized Output Management Opportunities

To implement an automated document factory (ADF) that executes end to end document process management, tracks and monitoring jobs across platforms and output channels can be a difficult task – unless you have Papyrus!

- Effective use of the Papyrus PrintPool
- Job management across printers and other output channels whether print/fax/e-mail/archive
- Savings achieved by the bundling of documents into one envelop

### 16.45 Presentation: Case Management

#### A New Perspective on Case Management: The integration of Content and Process Management

Case Management, for example an insurance case or tax allowance case, is a complex entity that is typically related to multiple processes and changes in regulation and law. Case Management is about receiving information, getting the right information to the right people and having the correct processes in place so that appropriate and timely actions can be taken and an accurate response made.

- Integration with 3rd party software, databases, a rule engine, BPM, time travel considerations
- How ECM can play an important role
- Problems with the implementation of Case Management
- Understanding the limitations of traditional workflow, BPM and rules
- Closing the loop between inbound and outbound is critical for success



*“We gathered useful information on how other customers implemented various Papyrus projects.”*

*Endre Eikeland,  
KLP Insurance, Norway*

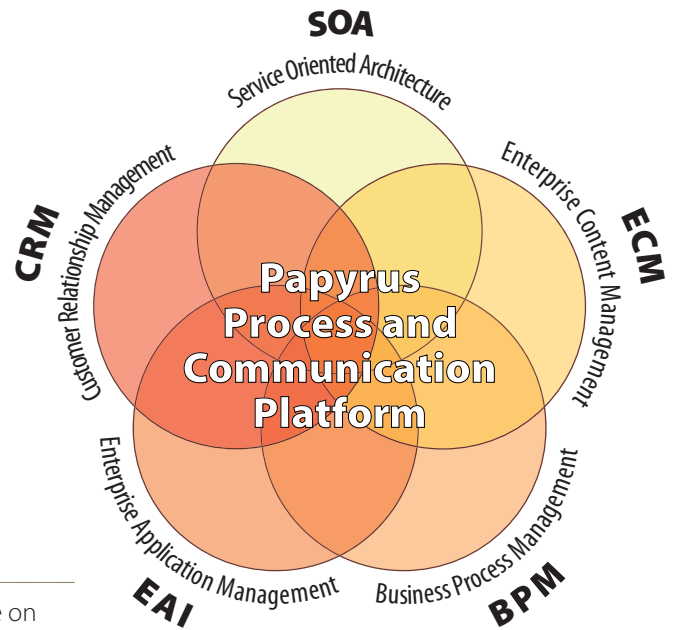


# Get Your Solution!

*Papyrus Objects is true Innovation*

## Enterprise Communication and Business Process Platform.

**The Papyrus Platform** is much more than a collection of software components. Its architecture follows a thoughtfully designed blueprint that provides solutions to individual customer problems as well as long-term concepts for the integration of new technologies naturally into your environment. These Papyrus components can be used as stand alone products or combined in an integrated system where they cover the complete life cycle of inbound and outbound Correspondence including Process Management.



### Papyrus Designer Suite

A complete graphical development package on Windows, for both outgoing and incoming documents.

### Papyrus DocEXEC

A high-speed formatting engine that's available on 12 platforms for high volume batch and interactive ad hoc document production.

### Papyrus Client

Offers Word-like text editing and data entry functions. The integrated DocEXEC functionality performs online and user interactive document formatting and printing.

### Papyrus WebPortal/WebApplications

Places user interactive ad hoc and on demand business document generation in the hands of the business whilst ensuring enterprise wide standardization of documents.

### Papyrus Capture

Imports incoming paper, fax and e-mail into the system by classification according to a sample document set or keywords. Text and data fields are extracted for further processing and archiving.

### Papyrus Postprocessing/PrintPool

Documents of any data source can be bundled, sorted and merged into one envelope. Storing documents in the PrintPool with document index information allows for them to be output managed and distributed across different channels such a fax, e-mail, archive, Internet delivery and print.

### Papyrus WebRepository

Provides end-to-end application life-cycle management for metadata, processes, activities, content, views, service interfaces (SOA) and role/policy security from model to production. All application resources including document components and resources are versioned and distributed. PKI Digital signatures are managed for authentication and signoff.

### Papyrus WebArchive

Performs long-term and short-term archiving onto the media of your choice all whilst fulfilling customer care and e-document delivery requirements. Documents can be viewed and printed in AFP or PDF format or converted on the fly into a PDF, GIF or TIFF file. An XML interface links the document index information to third party archiving systems.

### Papyrus WebControl

Controls all background processes that do not require user interaction. Typically all inbound and outbound processing is queued and managed from the WebControl interface. Operators can view job/spool/queue and print management information across all platforms and different output channels using the WebPortal browser or Papyrus Desktop.

### Papyrus Server

Transparently converts AFP and PDF with the highest fidelity to the required output formats for printing, faxing, mailing, web delivery and archiving.

*"I appreciated very much the possibility of attending demo desks where we could find ad-hoc advice and solutions for our technical requirements, in addition to the demos after each conference session."*

*Alberto Piombo,  
Postel, Italy*

## ISIS Open House 2008

Join us on this conference day to hear about the latest ISIS Papyrus solutions, meet ISIS Papyrus consultants, network with other customers and share new ideas and experience.

## Conference Location

### ISIS Papyrus UK Ltd.

Watership Barn  
Kingsclere Business Park  
Kingsclere, Hampshire, RG20 4SW

Tel: +44 (0) 1635-299849  
Fax: +44 (0) 1635-297594

## Fees

The Open House and User Conference is free of charge. Registration is required.

## Enrolment

To register for the ISIS Open House and User Conference please complete the details on the enrolment form included with this brochure and return as indicated.

## Hotel Reservation

We are glad to arrange your accommodation at the Hilton Newbury Centre Hotel  
Pinchington Lane, Newbury, RG14 7HL

Tel: +44 (0) 1635-529000  
Fax: +44 (0) 1635-529337  
www.hilton.com

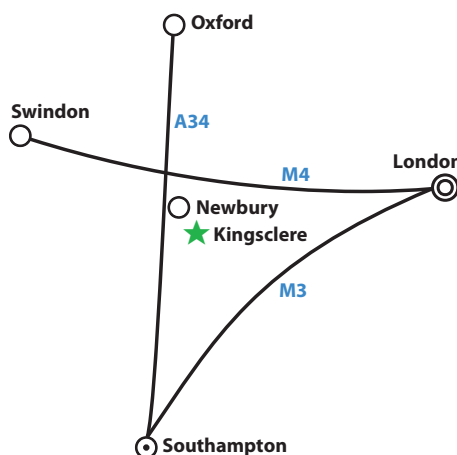
## How to get there

### From the M4/A34

- At Junction 13 take/continue A34 going south
- Continue down the A34 till you reach the Tothill Junction and exit the A34
- Take the first exit for the B4640 and follow this road till you reach the A339
- Take the second exit onto the A339 heading east towards Basingstoke
- At the 4th roundabout you will take the first exit for Union Lane and turn left immediately into Kingsclere Business Park.
- Follow the road to left through the brick gates and around to the last barn on the site.

### From the East/M3

- Leave the M3 at junction 6 (sign posted Basingstoke)
- Then at roundabout take the 2nd exit onto the M3 SPUR (sign posted Town centre) Entering Basingstoke M3 SPUR
- At Black Dam Roundabout take the 2nd exit onto Ringway East - A339 (sign posted Ring Road (N), Town Centre)
- At roundabout take the 2nd exit onto the A339 (sign posted Newbury)
- At roundabout take the 2nd exit onto Kingsclere Road - A339 (sign posted Newbury)
- At roundabout take the 3rd exit onto Union Lane
- Turn left into Kingsclere Business Park
- Follow the road to left through the brick gates and around to the last barn on the site.



*“I've said this in previous years, but I have to say it again, the hospitality is BRILLIANT!”*

*Frank Hindmarch,  
Siemens IT Solutions,  
UK*

# ISIS Locations Worldwide

## International Headquarters, Austria

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## US Headquarters

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