



CONFERENCE SESSIONS



CASE STUDIES



WORKSHOPS/LABS



BRAINSTORMING SESSION



SOLUTIONS SHOWCASE

Sharing Experience

ISIS OPEN HOUSE

and user conference

*You are
invited...*

Ladies and Gentlemen,

**It is our pleasure to invite you to the 2009 ISIS Papyrus
Open House and User Conference.**

The media coverage is today painting an overwhelmingly negative perspective on the economy. Without that media coverage, the financial crisis would not necessarily have turned into the economic downturn that we are now experiencing. As a matter of fact, it is up to all people and businesses not to be frightened into an even deeper recession. No amount of government expenditure or regulation can bring us out of this crisis. Only we can!

As we were certain that such a correction was coming, we have been very cautious over the last years and have substantial cash (no risky stocks!) reserves that we can use now once more to grow in the downturn. Good business management is conservative at all times and does not go into a cost reduction frenzy when times are bad.

In terms of products, 2009 will be an exciting vintage, like a great bottle of red wine. Quality, rather than low-priced mass production, guarantees happy customers. If the vintner hands you the bottle with a handshake you know what you are getting. We have shipped V7 to our project customers and to those who had a functional need. Papyrus EYE has been convincing with fully functional proof of concepts for prospects with a specific GUI design in a few weeks. Chart graphs in combination with our reporting features enable intuitive dashboards and process monitoring. New user-interactive Role-Activity views offer perfect insight into process functionality for the process owner, manager and user. The Papyrus User-Trained Agent has been accepted as a new means to create processes without stumbling over rigid flowcharts.

The Papyrus Platform V7 offers now a consolidated environment that enables the business to create all business processes with content, views, and rules from the Business Architecture down, while connecting to backend applications. The three letter acronym fragments (ECM, CCM, BPM, BRM, ...) that would need to be integrated with expensive SOA projects and additional BPM and GUI coding, can now be consolidated and phased out. The opportunities for short term and long term savings are substantial.

We look forward to welcoming you.



Annemarie Pucher
CEO ISIS Papyrus



Max J. Pucher
Chief Architect

Annemarie Pucher

Max J. Pucher

Conference Overview

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.



CONFERENCE SESSIONS

Conference Sessions

These 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.



WORKSHOPS/LABS

Workshops and Labs

These very popular, instructor-led workshops help you build skills across a wide variety of Papyrus solutions. They will get you up to speed quickly with hands-on interaction directly with the Papyrus products. Work through your questions with experts and learn tips, tricks, and strategies to make your job easier and faster.



SOLUTIONS SHOWCASE

Solution Showcase

Throughout the entire 2 days, ISIS Papyrus executives and consultants are on hand for one-on-one meetings. New product features and enhancements of the current Papyrus software version are hands-on demoed in our state of the art demo center.



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.



BRAINSTORMING SESSION

Brainstorming Session

In this moderated session, attendees will have the opportunity to discuss in a group, have interactive idea exchanges and ask questions to the ISIS Papyrus management and experts. You will get answers to your specific questions and a deeper understanding of key concepts or technology.

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. The ISIS Open House event is truly an international conference. Sessions with presenters from leading companies and industries will give perspectives on your document process infrastructure to get the most out of Papyrus without additional investments.



"I attended the event having looked widely at the potential suppliers who could deliver a solution to the business requirements now and provide a scaleable growth option for the future. Visiting the event, listening to the key individuals enthuse about their product and then see it in action was enough to convince me that this would be a good company to work with."

*Michael Chaytor,
Bank of Scotland
International, UK*

Announcement:

ISIS Papyrus is proud to announce the availability of the most modern and user friendly Papyrus EYE GUI for desktop and web with central management, versioning and one time development for all browser types and the desktop.

“The high quality of information delivered at the event helps us to consequently and successfully continue our route with Papyrus”

*Dieter Schumann,
 ARAG, Germany*

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 Architects
- Customer service

Markets presented

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

If you are new to ISIS Papyrus

In 2009, ISIS Papyrus inaugurates its **third decade of innovation and excellence**. From humble beginnings in a basement home office, ISIS Papyrus is now a global organization with 16 subsidiaries, 3 development centers and over 2000 clients. They all use Papyrus Software for corporate business correspondence, transactional documents, multi-channel output management, document capture and archiving.

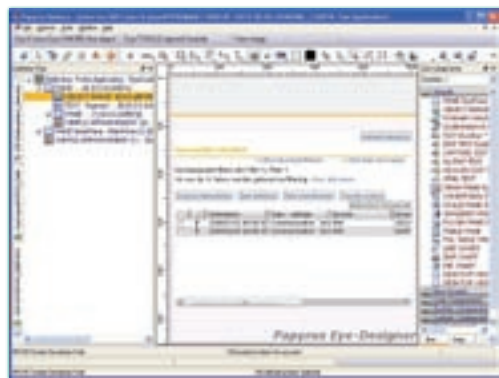
Papyrus is an integrated end to end solution that incorporates a full document lifecycle. It goes beyond outbound correspondence with the inclusion of comprehensive inbound document processing. And, it's because of **intriguing and innovative technology** based on the Papyrus Objects process kernel and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



What's new and available?

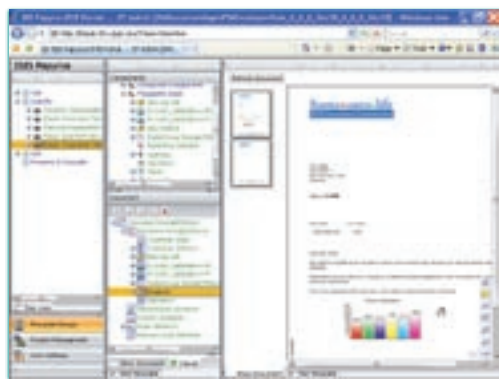
Papyrus EYE GUI Designer

Design your own powerful user GUI layout: once and in a fraction of time. For immediate deployment in any standard Web browser and on the Desktop.



Papyrus EYE GUI for WebPortal/Webapplications

Puts both interactive and ad hoc, business document generation back into the hands of the business while ensuring enterprise-wide standardization of forms and documents.



Papyrus integrated Security

Simplifies achieving compliance: Regulation and audit control is embedded in the process itself

Papyrus Case Management

The simple integration of Activity, Task, Process and Content Management

User Trained Agent

Innovation on Business Process Management

The Papyrus Demo Center is open...



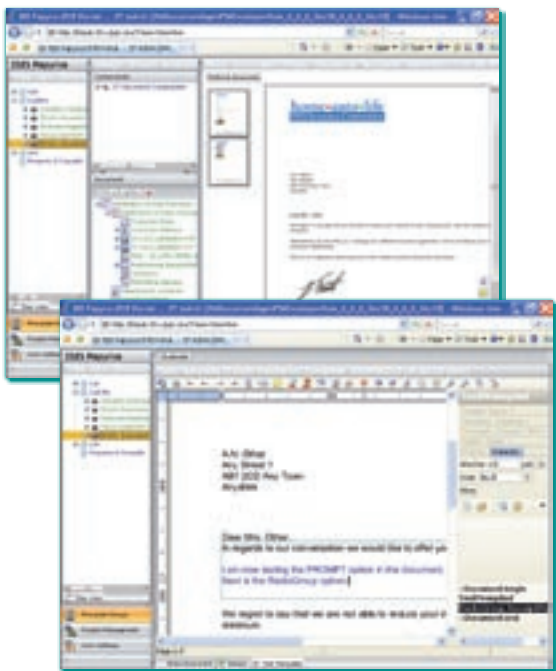
SOLUTIONS SHOWCASE

The ISIS Demo Center is open during the full duration of the conference.

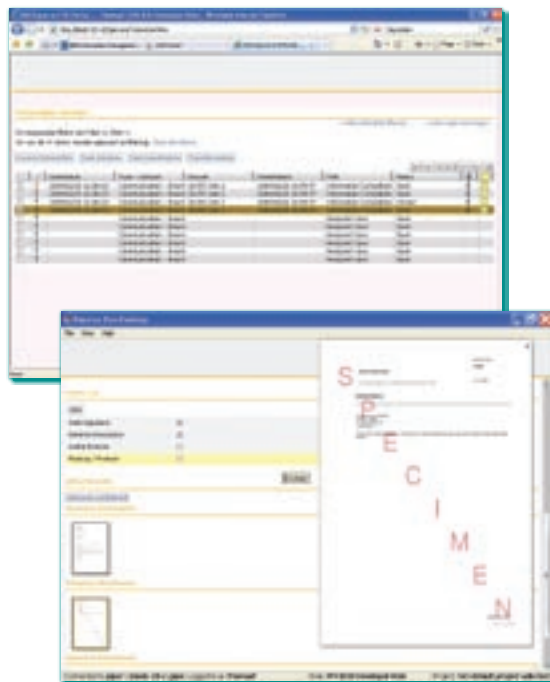
Papyrus EYE – More than just a powerful GUI

- Flexible, fully user definable, no hard-coding
- Any view needed and for each specific user role, is easily created in the Papyrus EYE GUI Designer
- Creating a single instance for delivery to all standard Web Browsers and for the Desktop
- Neither HTML or PPL knowledge nor Java coding required
- Total separation of layout and underlying processes
- Version control and Change Management
- Translation collection with centrally managed languages
- Integrated security

Business Correspondence



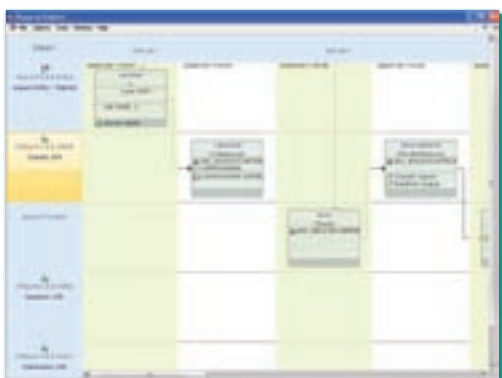
Response Management, Claims Management, Activity and Task Management, Printjob Management



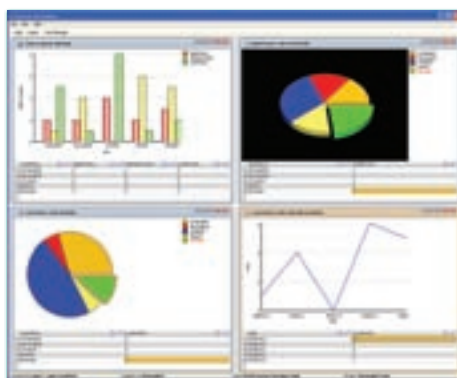
Transpromo / Campaign



Real-time Dashboard Chart



Performance Analyser



“I personally gained a lot of insight into how other users work with the product and felt even more assured with the RRD solution.”

*John Vance,
RR Donnelley, UK*



CONFERENCE SESSIONS

Monday, May 4

8.30 Welcome with coffee

9.00 Analyst Report

- Color print adoption
- Print suppression
- eDelivery metrics and strategies
- Understand the market drivers and trends affecting today's document production market
- Learn how to drive best practices into your document production strategies in the year to come

Mr. Kemal Carr - Madison Advisors

10.00 Keynote: From Business Architecture to the Real World

Many - including me - evangelize on the noble goal of defining a Business Architecture before setting out on an IT project. Corporate politics are not helpful in pursuing such larger goals. Reuse and sharing of conceptual business knowledge, for processes owned and created by the relevant business users, is the only chance to sell the benefits of a business architecture. Business users think in business terms, in documents and what they want to see onscreen. Data entities must be real-world plausible things that a business person can make sense of - items, content, views and rules. Not SOA/WSDL, BPMN or BPEL.

The benefits of creating a consolidated process and content driven architecture are:

- Create a reusable business architecture by doing local projects that are managed in a repository
- Grow the applications by involving business users iteratively within the project to define content, views and processes (not models!)
- These are linked to task/activity/todo and stored in a business library of processes.
- Utilize version controlled change management to deploy the architecture models into a scalable production environment
- Processes are not rigid flows that require analysis effort but are assembled by users and controlled by rules and trained patterns
- Enable business users to enter simple natural language business rules

This presentation will discuss the opportunities and challenges of implementing an Enterprise Business Architecture.

by Max J. Pucher - Chief Architect ISIS Papyrus

11.15 Networking coffee break

11.45 Presentation and Live Demonstration: Business Correspondence

Experience live how the new Papyrus EYE GUI empowers the business user with business-centric letter design and reduces the dependency on IT. Documents are linked to business data while enabling the management of the related business process. Learn about:

- user authorization and auditing
- automatic resource distribution across the network
- letter process/workflow and rule definitions
- central bundling and output management reducing cost
- seamlessly deliver to all output channels, print, e-mail, Web and iPhone

13.00 Lunch

14.00 Case Study – Real life experiences

TransPromo - the new challenge

The presentation will focus initially on the environment that we have developed to support the wide variety of customers that we must support as an outsourcer.

Daniel Longpré - Director - Operations and Strategic Business Development, Canada Post

14.45 Presentation and Live Demonstration: Document creation with Messaging/Transpromo

Gaining a competitive edge through fast development of personalized documents with campaign and message content created by the business user. Dependency on IT is reduced and consistency is ensured across the enterprise spanning all output channels, Web and e-mail.

- Centralized Resource Collection and administration of all document elements (data, text, logic..)
- Business users deliver message content efficiently with reduced dependency on IT
- A central Repository manages user authorization, versions of text, variants of languages, change management and processes
- Corporate design and identity with consistent 'look and feel' on all output channels

17.30 Brainstorming Session (see page 8)

“It was interesting to hear the vision of the future from Max, particularly with regards to Papyrus EYE.”

Presentations of TransPromo and ADF were very detailed and most informative.”

*Christopher Pieters,
SunLife, Canada*





CONFERENCE SESSIONS

8.30 Welcome with coffee

9.00 Presentation and Live Demonstration: Turning Green into Gold - Choose Electronic!

Digital insurance documents, Internet Banking, electronic bill presentment

The objective is to unleash the power of multi channel communication and to decrease the time to market, enable reuse and enforce compliance. This session focuses on how you can leverage electronic communication with customers, partners and within the organization to simply achieve the following benefits:

- potential significant savings in printing, equipment and postage
- achieving compliance through integrated security
- shorter development-cycles
- increased customer retention
- turning your customer contact center into a profit center

9.45 Presentation and Live Demonstration: Response Management

Closed loop: Straight through processing – inbound and outbound integration

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

10.30 Networking coffee break

11.00 Presentation and Live Demonstration: Case Management – in practice

Task management integrated with Process and Content Management

Case management is a collaborative process of assessment, planning, facilitation and advocacy for options and services. Case management is about receiving information, delivering the right information to the right people at the right time and having the correct processes in place so that timely actions can be taken. For example: Opening or closing an account, Underwriting, Handling a claim, Negotiate Contract, Movement, Apply for a loan, Request a Permit. Key areas addressed are:

- consolidating different task management platforms and services
- creating tasks manually or automatically, assignment of tasks and check on completion of tasks
- manual or automatic instantiation and tracking of steps
- consolidating business communication by integrating inbound with outbound
- multi-channel delivery service

11.45 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 envelope

12.30 Case Study – Real life experiences

Patient Friendly Statements for Healthcare

- Custom statements made easy. Never need to tell a customer "No"
- Support of Document Imaging, ePresentment & Payment
- Color usage and conditional, full color inserts printed on-the-fly

Mr. Robert J. Kennon - Application Specialist, Statement Service, Siemens Medical Solutions

13.15 Lunch

Afternoon on both days: Workshop Program, Lab Sessions and Demo Center (see page 5 and 8)



“All in all a great conference adding a lot of value in just helping us understand the power of the product.”

*Gabriel Msithini,
Liberty Life, South Africa*



WORKSHOPS/LABS



Hands-On Experience

Monday, May 4

15.30 Workshop/Lab

Dynamic document design, development, central administration and reuse of resources

- With the Papyrus graphical toolkit you define logic, data interface, classes, versions, variants, adapters to business applications and type managers to databases.
- Change Management (development/test/production) and validation (from/to)

16.30 Workshop

Implementing online correspondence and ad hoc interactive letters

- With the Papyrus Business Layout tool you assemble personalized letter templates consisting of multiple elements, text, logic and data
- Define multi-level security and letter processes, sign off processes and output workflows
- Learn about real-time and offline access to documents and applications for agents

Tuesday, May 5

14.15 Workshop

Building modern, customized user friendly GUIs in days and not weeks

- Learn how to use the Papyrus EYE Designer for fast and intuitive GUI development
- Versioning and automatic deployment of GUI building blocks
- Work with translation collection to allow user language based on user role

15.00 Workshop

Optimized Output Management / Print and Mail with Papyrus PrintPool and ADF

- Bundling, sorting and postal optimization
- Adding barcodes and OMR codes
- Banner pages, reprinting
- Multi-channel delivery (print, fax, e-mail, Web delivery and archive)
- Job/spool/queue/print management definitions

15.45 Workshop

Incoming Mail and Fax – capture, manage and distribute content

- Intelligent classification, content extraction and automated distribution
- Self-learning system, user-trained processes
- Case Management and Archiving

Monday, May 4, 17.30 Brainstorming Session

Discuss with the ISIS Papyrus Management and solution architects:

- Translating company goals into a technology strategy that consolidates ECM, CRM and BPM
- Optimizing your investment by building an agile communication platform of the future
- Discuss the requirements for the business user graphical interface
- Integrating inbound with outbound business communication as a business need

“ISIS is a great fit for those organizations looking for true supplier partnerships that provide long lasting value.”

*Kemal Carr,
Madison Advisors, USA*



BRAINSTORMING



Monday, May 4

Madison Advisors
Mr. Kemal Carr

MADISON|ADVISORS

Since its inception in 2001, Madison Advisors provided thought leadership, strategic consulting, and market research to clients in the print and electronic communications industries.

Color and Print Suppression Market Trends

The print and electronic communications industry is experiencing dramatic change across several key areas – transpromo, color, and print suppression to name a few – as well as extensive merger and acquisition activity in the vendor and print service provider (PSP) communities.

What do these changes mean to your organization? Are you poised to capitalize on market opportunities presented by this rapidly evolving market? This session will cover how the right mix of technology, solution providers, and internal management can help introduce best practices, increase efficiencies, and lower costs associated with document production.

Key Takeaways:

- Understand the market drivers and trends affecting today's document production market
- Learn how to drive best practices into your document production strategies in the year to come

Canada Post

Daniel Longpré

Director - Operations and Strategic Business Development



Canada Post's Multi Channel Solutions group originated in 1986 as an HP based Mail Service Provider with print facilities in 11 locations across Canada. In 1999, the epost service was introduced to provide a consolidated electronic post office box for Canadian consumers. In 2001, the physical production side migrated from a Metacode based print provider to an open AFP environment with both cut sheet and roll feed printing. At that time, they also implemented a new document composition platform based on ISIS Papyrus designer and DocExec. In 2008, we provided production services to approximately 250 clients.

TransPromo- the New Challenge

The presentation will focus initially on the environment that we have developed to support the wide variety of customers as an outsourcer. It will also discuss our current project to satisfy our clients' transpromo needs thru the use of the Papyrus WebRepository.

Tuesday, May 5

Siemens Medical Solutions
Mr. Robert J. Kennon - Application Specialist, Statement Service

SIEMENS

The Siemens Healthcare Sector is one of the world's largest suppliers to the healthcare industry. The company is a renowned medical solutions provider with core competence and innovative strength in diagnostic and therapeutic technologies as well as in knowledge engineering, including information technology and system integration. With its laboratory diagnostics acquisitions, Siemens Healthcare is the first integrated healthcare company, bringing together imaging and lab diagnostics, therapy, and healthcare information technology solutions, supplemented by consulting and support services.

Customer friendliness and satisfaction through optimized client communication

For several years Mr. Volker Mattes has acted as the corporate architect and team leader of the phased Papyrus implementation. Several different projects in the area of corporate insurance document application design with focus on many different brands with their specific branding and a central output management using the PrintPool for document bundling and postal optimization have been implemented and are in production today. Change Management and a unique setup of the test environment were other high priority tasks and are successfully in use.

“The ISIS Open House is a great opportunity to confer with other ISIS users and gain valuable insight to how they are using the product.”

Josh Hall, Consumers Energy, USA





SOLUTIONS SHOWCASE

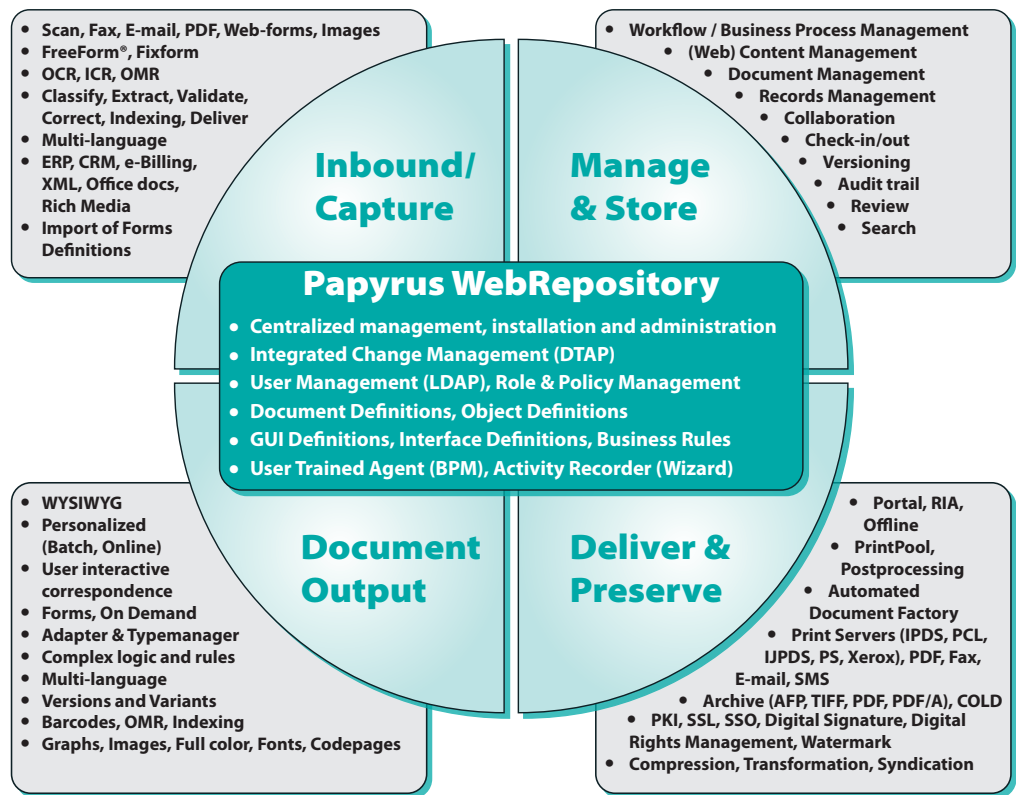
*Papyrus
Objects
is true
Innovation*

*“Sharing
experience
provided me
with many
fresh, new ideas
to take back
and apply as
needed.”*

*Chris Kalkman,
Vangent, Inc., USA*

Get Your Solution!

Single Integrated Communication and Process Platform



Outbound Communication

Papyrus graphical design tools span the complete range of business document development for high volume batch, online and user interactive correspondence. The 100% WYSIWYG and integrated way of working with business data, logic, layout and resources and the option to have users with different skills (developers, administrators, business users) be part of the process, provides companies with a much faster time to market ensuring corporate design. Versioning of all elements, variant control for brands and languages, integrated user authorization and Change Management, and other important functions are available in the core system.

Inbound/Capture

Papyrus Capture Technology on pattern recognition are state of the art and specifically strong in understanding data in a FreeForm® application. Papyrus components cover the graphical definition in the designer, the scanning and classification, data extraction and validation. To link the incoming e-mail, letter or fax with an outgoing business letter is fully available in the Customer Response Management Framework.

Process Management

The document is the content and the driver of all processes. The Papyrus integrated process management delivers a data record, an incoming or outgoing document, a sticker on a page or an e-mail to the defined destination based on authorization and business rules. Process management is absolutely definable and not hardcoded. The UTA User-Trained Agent uses pattern recognition technology to learn from an experienced user and to perform his actions automatically after the training is completed. This way long studies and chart drawings how the user works become obsolete. A huge amount of time is saved and flexibility when changes occur is guaranteed.

Output Management

All communication pieces can be automatically delivered to the central Printpool. There are big savings to be gained by being able to optimize envelopes and by using central print and mail equipment also for distributed letters. All Papyrus generated documents are completely independent of the output channel and platform and based on a customer profile immediately also available for e-delivery. Inbound and outbound communication even voice and movie can be stored in the WebArchive. Auditing and Digital signature are standard integrated functions.

General Information



Conference Location

ISIS Solutions and Competence Center Southlake, Texas

301 Bank St.
Southlake, TX 76092

T: 817-416-2345 F: 817-416-1223
E-mail: info@isis-papyrus.com

Enrollment

To register for the ISIS Open House and User Conference 2009, please complete the enrollment form included with this brochure and return as indicated. Online registration available.

Fees

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

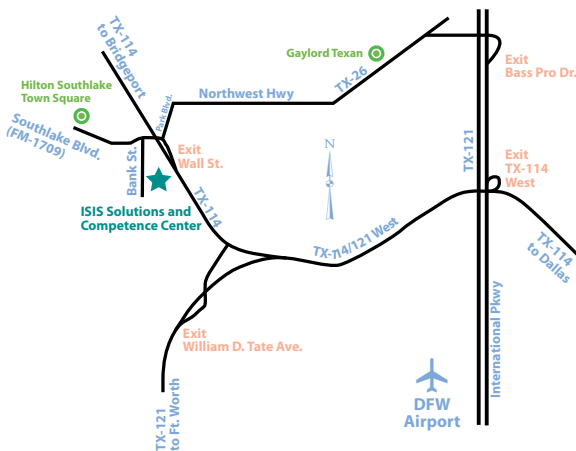
Travel Information

The **ISIS Solutions and Competence Center Southlake, Texas** is located in the Dallas/Fort Worth Metroplex area.

How to get there

Coming from DFW Airport:

Take International Pkwy. to the North Exit of the airport • take Exit TX-114 West • keep to the right at the TX-114/121 split to stay on TX-114 to Bridgeport • take Exit Wall St. • turn left at the light to cross over TX-114 • take the second turn on the left onto Bank St. • the ISCC is on your left hand side



Coming from the Gaylord Texan hotel:

Take TX-26 west until it turns into Northwest Hwy. • turn left onto Park Blvd. • turn right onto Wall St. to cross over TX-114 • take the second turn on the left onto Bank St. • the ISCC is on your left hand side

Language

Sessions will be held in English.

Meals

ISIS will provide lunch on both conference days at the ISIS Solutions and Competence Center.

Conference Hotels

We will provide a shuttle bus to the opening events on Sunday and to the ISIS Solutions and Competence Center on Monday and Tuesday from the two conference hotels.

Hilton Southlake Town Square

1400 Plaza Place, Southlake, TX 76092

Price: \$169 per night

Reservation deadline: April 20 or until sold out
817-442-9900

www.hilton.com

Please e-mail us for direct reservation link to get the special event rate.

Gaylord Texan Resort & Convention Center

1501 Gaylord Trail, Grapevine, Texas 76051

Price: \$189 per night

Contact: Susan Banner 817-778-2022

sbanner@gaylordhotels.com

www.gaylordhotels.com

Please contact Virginia Mitchen for direct hotel fax reservation form (booking code is "ISIS"). Room reservation deadline is May 1, 2009. Reservations will be confirmed on a space available basis.

ISIS Opening Event

You are cordially invited to join us for our annual **ISIS Open Golf Tournament** and the traditional **Gala Dinner** on Sunday, May 3, 2009 starting at 2 pm.

You Are Cordially Invited!

A shuttle bus to the events will be provided for guests staying at both conference hotels.

For more information please contact:

Ms. Virginia Mitchen

ISIS Papyrus America, Inc.

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T: 817-416-2345 F: 817-416-1223

E-mail: info@isis-papyrus.com

"With the added bonus of some genuine Viennese hospitality and culture you could not leave the event unimpressed"

*John Vance,
RR Donnelley, UK*

ISIS OPEN 2009



GOLF TOURNAMENT



www.isis-papyrus.com

ISIS Locations Worldwide

International Headquarters, Austria

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