ISIS Open House and User Conference 2010

DESIGN & FORMATTING

TRANSPROMO & CAMPAIGNS

CORRESPONDENCE TEXTSYSTEM

CUSTOMER RESPONSE MANAGEMENT

CASE MANAGEMENT

AUTOMATED DOCUMENT FACTORY

BUSINESS DOCUMENT CAPTURE

Archiving, eBox, Customer Care, iPhone

BANKING & FINANCE

INSURANCE & HEALTHCARE

TELECOM

UTILITY

PUBLIC ORGANIZATIONS

SERVICE BUREAUS

MANUFACTURING

RETAIL

CONFERENCE SESSIONS   WORKSHOPS/LABS   BRAINSTORMING SESSION   SOLUTIONS SHOWCASE   CASE STUDIES

Annemarie Pucher
CEO, ISIS Papyrus

Max J. Pucher
Chief Architect, ISIS Papyrus

Ladies and Gentlemen!

We would like to cordially invite you to our ISIS Open House 2010 from May 2 to May 4 in the ISIS Competence Center, Austria.

At this must-attend business conference of the year, we will show the latest and most amazing features of the Papyrus Platform.

More than ever have we focused on empowering the business user. Using the already well established Papyrus EYE user interface technology, we now bring you EYE-Widgets. It enables administrators and business users to link internal and external data sources to GUI components, define search criteria and filter results before display, create drill-down graphic dashboards, describe business rules using Natural Language with NLR, define BPMN-standard subprocesses, record Activities, and, last but not least, create 'Use Cases' with the amazing new ACTION concept. ACTIONs are the process-elevant user/role interactions with the data entities. The user simply defines the ACTION and creates interactively the links with all business entities. All of the above provides the most powerful and consolidated adaptive process environment available.

Why are we so focused on people empowerment? Organizations emerge hierarchically from the bottom when people collaborate. Management has the role to provide structure, goals and resources as enablers. Process management is not micro-managing everyday business processes from the boardroom. Empowerment is certainly not decision-making authority for everyone about everything. People are at their best when they feel that their contribution is valued as an individual. Businesses benefit from empowering employees and turning as many production workers as possible into knowledge workers and not vice-versa.

It will not be methodology that will change the world - it always has been and always will be technology!

We look forward to meet you at the Open House!

Annemarie Pucher   Max J. Pucher

Join us to enhance your perspective and to learn, network and develop new ideas

Business challenges you might face and we show solutions for:

1. **Customer Experience: Your team needs to proactively satisfy and retain customers**
Personalized, relevant communication with timely and consistent response to customer feedback makes customers feel valued and builds repeat business.

2. **Single View of the Customer: Everyone is working independently and separately on the same information**
Unified communications and real-time data sharing enable collaboration solutions that help you work as one internally and externally.

3. **Smart Resourcing: Your organization is spending millions annually on print, fulfillment and postage**
Today's consumer is online and operating 'green' is a priority … imagine the cost savings of reducing your hard copy mailings by half.

4. **Communications Compliance: Your business communication lacks a corporate standard**
Establishing a common infrastructure for customer communications is the best way to improve quality, consistency and compliance.

5. **Speeding "Time to Customer": Your call center is spending more time searching for documents than speaking to clients**
Centralizing all inbound and outbound business communication in one electronic folder improves customer response speed and quality

6. **Streamlining Development: Managing Microsoft Word templates is expensive and painful**
Generating and maintaining thousands of word processing templates for every possible customer need and variation is time consuming, inconsistent, inefficient and expensive … it's time to empower the business user.

7. **Front-end Capture: Customer care needs demand electronic access and recognition for all letters and documents**
Today all customer responses - mail, messages and documents - can be automatically recognized, captured and "filed" at the point of receipt.

8. **Minimizing Redundancy: Consolidating legacy systems, archives and CRM can create huge savings**
Large organizations may have 10 different document processing packages - consolidating homegrown and legacy systems can reduce IT and infrastructure cost, as well as collaboration barriers.

"Visiting the event, listening to the key individuals enthuse about their product and then seeing 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

Conference hours:	English language			German language		
	Sunday	**Monday**	**Tuesday**	**Sunday**	**Monday**	**Tuesday**
Opening Event	17.00			17.00		
Conference Sessions		9.00 - 13.00	8.45 - 13.15		14.00 - 18.00	14.00 - 18.00
Finance Forum					9.30 - 18.00	
Insurance Forum						9.00 - 15.30
Workshops		14.00 - 17.00	14.00 - 16.00		9.00 - 12.00	9.00 - 11.00
Solution Showcase		9.00 - 18.00	9.00 - 18.00		9.00 - 18.00	9.00 - 18.00
Customer Case Studies		12.15 - 13.00	12.30 - 13.15			
Analyst Report		16.15 - 17.00				
Brainstorming Session		18.00 - 19.00			18.00 - 19.00	

Focus on your industry

Experts sessions will focus 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
- Business Application Manager
- Enterprise Solutions Architects
- Customer Service Managers
- Printing Specialists

Markets presented

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

If you are new to ISIS Papyrus

In 2010, ISIS Papyrus energizes 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, business process management, 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?

ISIS Papyrus WebArchive Client for iPhone

We are very excited to announce the availability of the ISIS Papyrus WebArchive Client for iPhone on the Apple Appstore. Using Papyrus EYE Mobile technology, it enables mobile access to documents stored on a remote Papyrus WebArchive.

Wizards practical usage

- Web forms - collecting information like surveys or order forms and immediately generating the final document
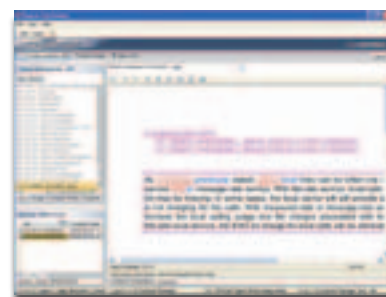- Interactive letter writing based on decisions paragraphs are added dynamically to the document
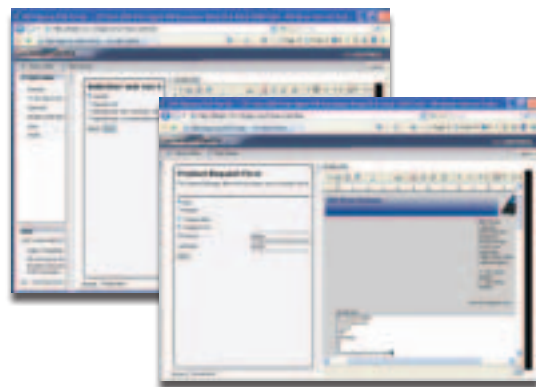
Papyrus EYE Widgets

A powerful way to assemble a GUI by the business user, so called Mashups.
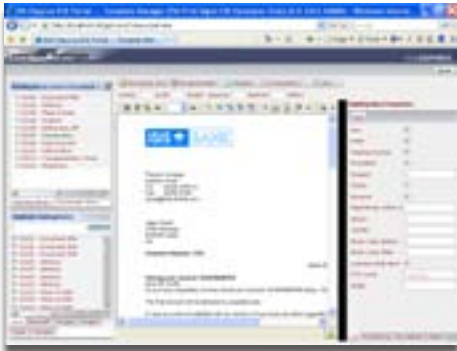
Papyrus Text Content Compare

Compare content and versions of different text paragraphs including approval workflow.

Demo Center: A real-world experience

Template administration by the business department

Intuitive Business Layouter

Case Management and Widgets

Automated Document Factory (ADF)

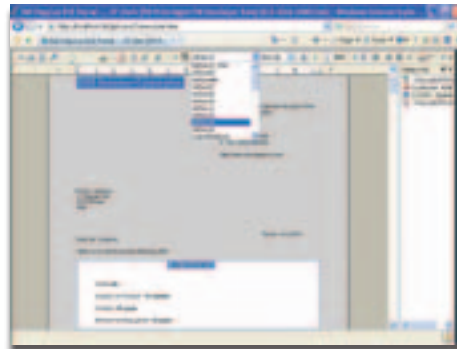## End-user experience:

- Letter writing and text editing using Wizards

- Interactive report generation by the CSR

- Promotions/campaigns
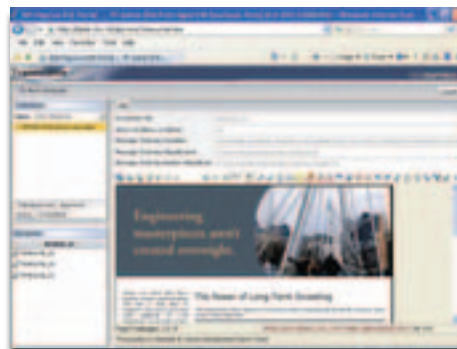
The ISIS Demo Center is open during the full duration of the conference.

> *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*

8.30 **Welcome with coffee**

9.00 **Keynote: Adaptive Process and Empowerment**

The reality of Business Process Management shows that it is very difficult to top-down analyze and simulate business processes and link them to key performance indicators in a continuous improvement cycle. 'Measure to Manage' optimization is counterproductive to improvement and innovation. The dynamics of economy require a self-organizing structure that is resilient to fast changes through its ability to adapt. Only empowered actors can use their intuition and experience for productive action. The Adaptive concept of the Papyrus Platform can unlock the creative powers of your people and innovate any process or case management work, without the need for complex development projects. Deployed on PCs, the Web and mobile devices Papyrus will provide transparent, yet secure collaboration and communication.
Speaker: Max J. Pucher - Chief Architect ISIS Papyrus

10.00 **Networking coffee break**

10.30 **Papyrus platform overview and directions**

- Papyrus standard software components and business applications
- ECM, CRM, BPM, EAI

10.45 **Document design and formatting**

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.
- 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
- Text and content compare

11.15 **Template creation and administration by the business department**

Experience live how the Papyrus EYE Widgets empower the business user with business-centric letter design and reduced dependency on IT. Documents are linked to business data with Adapters such as MQ or SOAP or Typemanagers connecting to databases while enabling the management of the related business process.
Focused applications:
- Serial letter/mass mailing
- Dynamic reporting
- Business letters
- Marketing campaigns / transpromo

Learn about:
- User authorization and auditing
- Automatic resource distribution across the network
- Letter process/workflow and rule definitions
- Central bundling and output management
- Seamless delivery to all output channels, print, e-mail, Web and iPhone

12.15 **Case Study – Sharing practical experiences**

The global shared document generation and distribution platform
Mr. Thomas Sternkopf, Zurich Financial Services

13.00 **Lunch**

Afternoon: Workshop Program, Lab Sessions and Demo Center (see pages 5 and 8)

18.00 **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**

8.45   **A consolidated view of customer care**

Papyrus Adaptive 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, moving, apply for a loan, request a permit.
Key areas addressed:
- Consolidating different task management platforms and services
- Creating tasks, assignment of tasks and check on completion of tasks
- Service tasks and user tasks
- Consolidating business communication by integrating inbound with outbound
- Multi-channel delivery

9.45   **Interactive letter writing and report generation**

Claims letters, customer care letters, investment portfolio, retirement plan review, credit risk analysis, sales reports and more. Templates move through development stages to test before being made available to the business user (i.e., customer relationship manager) in production.
Using a single approved template, the business user can request:
- Report/letter generation for a specific customer to customize interactively by entering text and data variables in specifically defined areas and sign-off
- Batch production of reports to be manually enhanced and completed
- Batch production of reports to automatically deliver them without user interactivity
- On-demand / online report generation
- Integration with business data through adapters
- Integrated multi-channel output management

10.30   **Networking coffee break**

11.00   **Purchase to Pay**

Manufacturing and trade organizations have high volumes of varying goods delivered by many different suppliers. Manage, control, monitor and automize processes from the point of entering an order to delivery and payment with optimization potentials including:
- Reduction of manual classification of incoming mail
- Consolidating departmental requirements for access to volume discounts, order quantities and shipping efficiencies
- Monitoring actual goods received
- Preventing payment duplication
- Deadline and supply chain management

11.30   **Electronic opportunities: e-box, e-billing, e-statements, e-insurance policies, iPhone**

Optimizing Print and Mail – Archiving and Customer Care
To implement an automated document factory (ADF) that executes end-to-end document process management, tracks and monitors jobs across platforms and output channels can be a difficult task – unless you have Papyrus!
- Potential significant savings in printing equipment and postage
- Job management across printers and other output channels whether print/fax/e-mail/archive
- Savings achieved by bundling documents into one envelope (PrintPool)
- Short-term and long-term archiving with integrated customer care

12.30   **Case Study – Sharing practical experiences**

Implementing an end-to-end customer document solution
Mr. Tor Tjeldnes, TrygVesta Insurance

13.15   **Lunch**
Afternoon: Workshop Program, Lab Sessions and Demo Center (see pages 5 and 8)

"
An excellent event with plenty of new information documenting the great evolution of Papyrus. I would highly recommend attending the conference to any executive looking for ideas and visions for driving their business communication forward.
"

Karin Neuhold, Skandia Insurance, Austria

Hands-On Experience

Monday, May 3

14.00 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)

15.00 Workshop

Implementing online correspondence and ad-hoc interactive letters
- With the Papyrus Wizards 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

16.00 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

Tuesday, May 4

14.00 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

15.00 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

The 2009 Open House offered a wealth of opportunities and new ideas with interesting enlightening explanations. The future looks exciting!

André Lang, Dreyfus Söhne & Cie AG, Switzerland

BRAINSTORMING

Brainstorming Session: Monday, May 3, 18.00

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 (GUI)
- Integrating inbound and outbound business communication as a business need

Monday, May 3, 12.15

Mr. Thomas Sternkopf, Zurich Financial Services, Switzerland

Zurich Financial Services Group is an insurance-based financial services provider with headquarters in Switzerland and a global network in North America, Europe, Asia Pacific, Latin America and other markets. Approximately 60,000 employees serve customers in more than 170 countries with general and life insurance products and services for individuals, small businesses, commercial enterprises, mid-sized and large corporations and multinational companies.

The global shared document generation and distribution platform
Mr. Thomas Sternkopf, acting as the program manager for document management, will share with you the requirements of such a platform and the targets to be achieved. The focus lies in providing the business departments with an easy-to-use GUI to develop and maintain any type of business correspondence by themselves. The business user also has a live preview of the document and can print locally or centrally.

Tuesday, May 4, 12.30

Mr. Tor Tjeldnes, TrygVesta Insurance, Denmark

TrygVesta is the second largest general insurer in the Nordic region with activities in Denmark, Norway, Finland and Sweden. As the leading peace of mind provider in the Nordic region, TrygVesta's insurance products provide protection for more than two million private individuals and the Group employs a total of 4,000 people. The company is focused on maintaining its ability to innovate and develop in markets that are changing at an increasing pace to meet new and rapidly arising demands.

Implementing an end-to-end customer document solution
Mr. Tor Tjeldnes, Systems Manager in TrygVesta Insurance Process & IT, will share practical experiences implementing an end-to-end customer business solution for batch document creation and processing, including fully automated print job and output management.

> **"**
> *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*

Analyst Report: Monday, May 3, 16.15 - 17.00

Strategy Partners, The Netherlands, Mr. Oscar Dubbeldam

Strategy Partners is a leading European market research company covering electronic document management, enterprise output management, process management and document capture.

The Future of Document Composition
Mr. Oscar Dubbeldam, Master in electronic document professional, will share trends of high-volume document composition. The past 15 years have shown little innovation, but the new world of communication - multi-channel, business process-oriented, full-color, iPad, and highly individualized - requires a different strategy. Learn what to expect from the vendor and what to do as the customer (user).

See the power of a one-system solution or just the capabilities you need
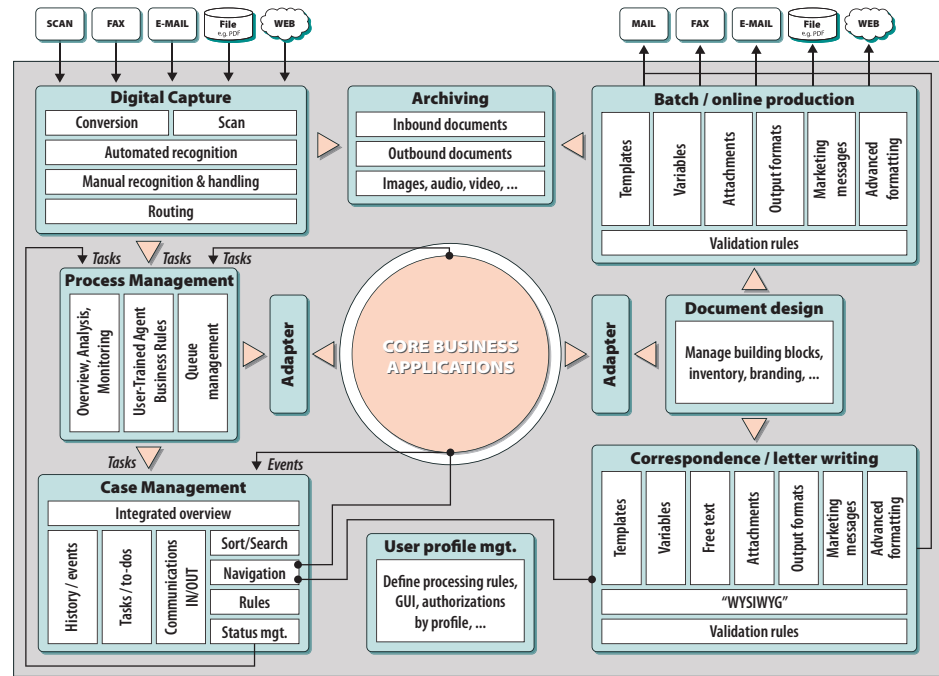
Adaptive Case Management
with integrated inbound and outbound correspondence

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 plus the option to involve users with different skills (developers, administrators, business users) in the process provides companies with a much faster time to market and corporate compliance. Versioning of all elements, variant control for brands and languages, integrated user authorization, change management, and other important functions are available in the core system.

Inbound/Capture

Papyrus Capture technology on pattern recognition is state of the art and specifically strong in understanding data in a FreeForm® application. Papyrus components cover graphical definition in the Designer, 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.

CRM

Manage your customer relations-defining company hierarchies, contact persons and appointments with integrated inbound and outbound correspondence.

Dynamic Business Process Management

The document is the content and the driver of all processes. 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 User-Trained Agent uses pattern recognition technology to learn from an experienced user and to perform his actions automatically after the training is completed. Long studies and chart drawings of 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. Big savings are gained by being able to optimize envelopes and by using central print and mail equipment for distributed letters. All Papyrus generated documents are completely independent of the output channel and platform and based on a customer profile immediately available for e-delivery. Inbound and outbound communication - even audio and video - can be stored in the WebArchive. Auditing and digital signature are standard integrated functions.

Conference Location

ISIS Solutions and Competence Center Vienna
Alter Wienerweg 12
A-2344 Maria Enzersdorf, Austria

T: +43-2236-27551   F: +43-2236-21081

Enrollment

To register for the ISIS Open House and User Conference 2010 please complete the enrollment form included with this brochure or use the online registration: www.isis-papyrus.com/registration

Language

Sessions will be held in English and German.

Meals

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

Fees

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

Currency

The local currency is the Euro. Most leading credit cards are accepted.

Travel Information

By plane: From Vienna International Airport you can take a taxi or rental car to get to the ISCC and hotels in Vienna and Mödling. The trip takes about 30 minutes. Airport taxi service starts at € 32.

Exit A21
A21
Exit 36/Brunn am Gebirge
A21 to A1 (Linz, Salzburg, Munich)
B12A
Austria Trend Eventhotel Pyramide
Parkallee
A2 (Graz)
Johann-Steinböck-Strasse
In den Schnablern
Gabrielerstrasse
ISIS Solutions and Competence Center

By car: In general follow the signs to GRAZ on the Autobahn coming from the airport (A4 to S1 to A2, Exit 7 - Mödling/ SCS) or from the West Autobahn (A1), take A23 to Exit 36, - Brunn am Gebirge. Travel Maps: www.isis-papyrus.com/travelinfo

Hotel Reservations

We have reserved blocks of rooms at two hotels:

Austria Trend Eventhotel Pyramide
Parkallee 2, 2334 Vösendorf
The Eventhotel Pyramide is located close to the ISCC and 30 minutes from Vienna's city center by train. Costs: € 93,- for single room, € 113,- for double room, both per night including breakfast buffet.

Babenbergerhof
Babenbergergasse 6, 2340 Mödling
The Hotel Babenbergerhof is located close to the ISCC in Mödling, on the outskirts of Vienna. Costs: € 77,- for single room, € 98,- for double room, both per night including breakfast buffet.

Hotel reservations are subject to availability.

A shuttle bus will bring you on Monday and Tuesday mornings from both hotels to the ISCC in Maria Enzersdorf/Vienna.

For more information please contact:

Christian Berchtold / Simona Zauner
ISIS Marketing Service GmbH
Alter Wienerweg 12
A-2344 Maria Enzersdorf
T: +43-2236-27551 F: +43-2236-21081
E-mail: events@isis-papyrus.com

ISIS Gala Event

You are cordially invited to join us for our traditional Opening Event on Sunday, May 2, 2010, for an exclusive Gala in the historic Collection of Arms and Armor of the former Habsburg emperors in Vienna's City Center. We will open the ISIS Open House with a Welcome Cocktail at 18.00 and look forward to spending this evening together with our guests.

You Are Cordially Invited!

A private bus shuttle will take guests from the conference hotels "Austria Trend Eventhotel Pyramide" and "Babenbergerhof" to the event. The bus shuttle will depart the hotels at 17.00 and return around midnight.

Travel Tip

If you travel by plane, consider flying on a Saturday. With most airlines you save up to 50% on the airfare and you will have two additional days in beautiful Vienna.

> *ISIS Open House 2009 started reaching staggering heights with a little help from the Vienna Ferris Wheel. The following days brought together people and ideas from diverse geographies, industries and technologies and created an exceptional environment for networking, innovation and learning.*
>
> *Barbara Bittner, Zürich, Switzerland*

ISIS Papyrus Locations Wordwide

International Headquarters, Austria

ISIS Information Systems GmbH
ISIS Marketing Service GmbH
Alter Wienerweg 12
A-2344 Maria Enzersdorf

T: +43-2236-27551
F: +43-2236-21081
E-mail: info@isis-papyrus.com
www.isis-papyrus.com/OH-AT

US Headquarters

ISIS Papyrus America, Inc.
301 Bank St
Southlake, Texas 76092

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

Asia-Pacific Headquarters

ISIS Papyrus Asia Pacific Ltd
9 Temasek Blvd. #15-03
Suntec City Tower 2
Singapore 038989

T: +65-6339-8719
F: +65-6336-6933

United Kingdom

ISIS Papyrus UK Ltd.
Watership Barn, Kingsclere Business Park
Union Lane, Kingsclere
Hants, RG20 4SW

T: +44-1635-299849
F: +44-1635-297594

France

ISIS Papyrus France SARL
21, Rue Vernet
75008 Paris

T: +33-1-47 20 08 99
F: +33-1-47 20 15 43

Italy

ISIS Papyrus Italy Srl
via Monte Navale 11
10015 Ivrea (TO)

T: +39-0125-6455-00
F: +39-0125-6455-150

Spain

ISIS Thot SL.
Sainz de la Calleja, 14
28023 Madrid

T: +34-91-307-78-41
F: +34-91-307-75-08

The Netherlands

ISIS Papyrus Netherlands B.V.
WTC World Trade Center
Zuidplein 36
1077 XV Amsterdam

T: +31-20-799-7800
F: +31-20-799-7801

Nordics

ISIS Papyrus Nordics ApS
Science Park Scion DTU
Diplomvej 381
2800 Lyngby, Denmark

T: +45 8827 6170

Germany

ISIS Papyrus Deutschland GmbH
Heerdter Lohweg 81
40549 Düsseldorf

T: +43-2236-27551
F: +43-2236-21081