

ISIS Open House and User Conference 2010

May 23 - 25, 2010

Southlake, Texas



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



BUSINESS APPLICATIONS



BRAINSTORMING SESSION



SOLUTIONS SHOWCASE



CASE STUDIES

Ladies and Gentlemen!

We would like to cordially invite you to our ISIS Open House 2010 from May 23 to May 25 in the ISIS Competence Center, Southlake, Texas.

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



Annemarie Pucher
CEO, ISIS Papyrus



Max J. Pucher
Chief Architect, ISIS Papyrus

More than ever, we have focused on empowering the business user. Using the already well established Papyrus EYE user interface technology, we now bring you Papyrus 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-relevant user/role interactions with the data entities. The user simply defines the ACTION and interactively creates 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's role is 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 meeting you at the Open House!

Annemarie Pucher

Max J. Pucher



CONFERENCE SESSIONS

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CASE STUDIES

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.



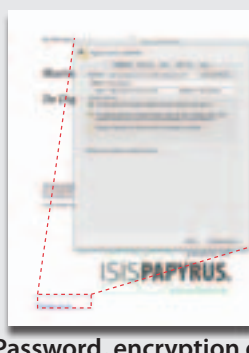
Michael Chaytor, Bank of Scotland International, UK



Announcement: Innovative Papyrus PDF features - interactive, dynamic, secure



Check boxes and input fields



Password, encryption or digital signature



Integrated Flash movies



Table sorting and selection



A Golden Opportunity

CONFERENCE SESSIONS

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.



Outstanding! The quality of this year's program was universally strong and is the ideal preparation for our current project 'Objects & WebRepository'.



*Christian Bienert,
ARAG, Germany*



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 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

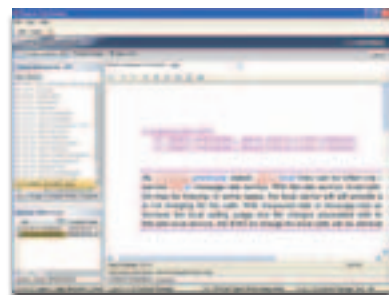


Papyrus EYE Widgets

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.





Template administration by the business department

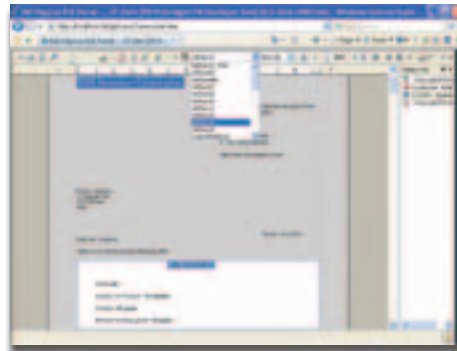


End-user experience:

- Letter writing and text editing using Wizards



Intuitive Business Layouter

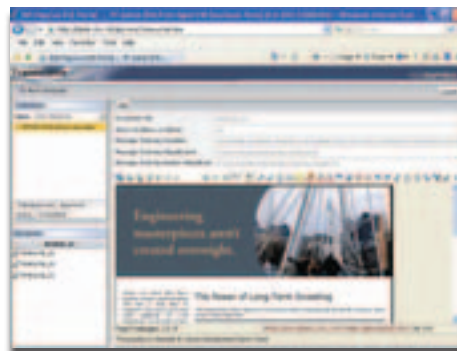


- Interactive report generation by the CSR



- Promotions/campaigns

Case Management and Widgets



Automated Document Factory (ADF)



“

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*



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



Agenda: Monday, May 24

CONFERENCE SESSIONS

8.30 **Welcome with coffee**

9.00 **Standards Report**

Content Management Interoperability Standards (CMIS) and Implications

Mr. Robin Cover, OASIS

9.45 **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

10.45 **Networking coffee break**

11.15 **Papyrus platform overview and directions**

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

11.30 **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, text versions, language variants, change management and processes
- Corporate design and identity with consistent 'look and feel' on all output channels
- Text and content compare

12.15 **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 correspondence
- 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



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*





13.00 Lunch

14.30 Case Study – Sharing practical experiences

Correspondence is the hub of every customer relationship

Mr. Rolf Kemmerich, AXA Health Insurance Germany

15.15 Papyrus, the ideal platform for claims processing

Processing claims in shorter cycles leads to better customer service and reduced cost

- Distributed scanning and classification of incoming mail
- Incoming and outgoing case-relevant documents saved and stored to virtual case file (e-mails, photos, reports, legal/court documents)
- Automatic or manual updates to case file overview, status and checklist with latest activity and data
- Optimization of liability process using business rules, ad-hoc activity and user-trained agent
- Integrated letter writing (cancellation letter, notification of claim, etc.) in a browser or fat client application for the claim worker and insurance agent
- Efficient central output management for all case-related correspondence

16.00 Networking coffee break

16.30 Contract management – a Papyrus business application

Monitors and speeds up the complete contract process from the creation and sign-off to the final completion due to integrated end-to-end process. Optimization of important processes for the total contract lifecycle:

- Contract creation / agent or direct customer?
- Linking to the case-letters, documents, scanned pictures, e-mails and videos, etc.
- Contract document generation – electronic forms
- User authorization and compliance
- Contract author uses approved contract content
- Collaboration – multiple people can work together on a single case
- Delivery to agent or direct to customer

17.15 Implementation of an account opening application

- Application completed in the front office at the branch or online via Web form
- Scanned identification documents are linked to the case
- Credit assessment and identification check
- Application approved or denied
- Creation of account opening documents
- Delivery to the agent or direct to the customer
- Automatic recognition of signed documents and linking them with the case



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 24, 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



Agenda: Tuesday, May 25

CONFERENCE SESSIONS

8.30 Welcome with coffee

9.00 The right document strategy guarantees successful Output Management

- Consolidating business communication on one platform
- Loose coupling of document application with data from CRM and ERP
- Advantages closing the inbound and outbound loop
- The automated document factory (ADF) spanning print, e-mail, Web and archive
- Flexibility and security using dynamic process optimization and monitoring

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 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 for automatic delivery 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 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 speed resolution. Examples: Opening or closing account, underwriting, handling claim, negotiating contracts, moving, applying for loan, requesting permit.

Key areas addressed:

- Consolidating different task management platforms and services
- Creating tasks, assigning of tasks and checking completion of tasks
- Service tasks and user tasks
- Consolidating business communication by integrating inbound with outbound
- Multi-channel delivery

12.15 Case Study – Sharing practical experiences

Optimizing compliance with contract management

Mrs. Jennifer Deering, Wyndham Vacation Ownership

13.00 Lunch

14.00 Purchase to Pay

Manufacturing and trade organizations have high volumes of varying goods delivered by many different suppliers. Manage, control, monitor and automate 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

14.45 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 and 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

Sharing Practical Experiences



CASE STUDIES

Monday, May 24, 14.30

Mr. Rolf Kemmerich, AXA Health Insurance Germany



The AXA Group supports and advises 80 million individual and business clients around the world by responding to their insurance, personal protection, savings, retirement and financial planning needs throughout their lives. With more than 200,000 employees and presence in more than 50 countries, AXA is committed to providing quality products, service and innovation and achieved 80% client satisfaction in 2008. AXA Life and Savings represents 58% of the company's business, offering a wide range of personal and group insurance policies that include retirement savings, personal protection and health coverage.

Correspondence is the hub of every customer relationship

Mr. Kemmerich, acting as the Leader IT-Steering Department, will share practical experiences from AXA's successful end-to-end customer communications with Papyrus Objects. Since first implementing Papyrus more than 10 years ago, AXA has extended the platform to 2,000 business users who manage a diverse set of automated and ad-hoc claims correspondence as well as batch document generation and processing to deliver and maintain excellence in service and support for its valued life and health policyholders. Discussion will include AXA's use of end user business correspondence, document design and formatting, and fully automated print job and output management.

Tuesday, May 25, 12.15

Mrs. Jennifer Deering, Wyndham Vacation Ownership



Wyndham Vacation Ownership is the world's largest developer and marketer of the flexible, points-based vacation ownership products. Wyndham Vacation Ownership offers a diverse and extensive portfolio of more than 150 vacation ownership resorts throughout the United States, Canada, Mexico, the Caribbean and the South Pacific. The company's flexible, points-based model provides our more than 800,000 owners with an allocation of points to use towards vacations at the company's many resorts.

Optimizing compliance with contract management

As Sales Documents Director for the Office of the General Counsel, Mrs. Deering will outline the various ways that Wyndham Vacation Ownership utilizes ISIS Papyrus products to generate sales documentation. The discussion will explain the use of Papyrus Designer to help streamline contract production and delivery for multiple states and countries across 82 different locations, enabling fast, accurate and efficient reviews among authorized business users to ensure corporate and regulatory compliance and maintain customer confidence and satisfaction.



“

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



Standards Report: Mr. Robin Cover, OASIS, Monday, May 24, 9.00



OASIS is a not-for-profit consortium that drives the development, convergence and adoption of open standards for the global information society, with emphasis in Web services, security and e-business, as well as support for the public sector and application-specific markets. Founded in 1993, OASIS has more than 5,000 participants representing over 600 organizations and individual members in 100 countries, including ISIS Papyrus.

Content Management Interoperability Standards (CMIS) and Implications

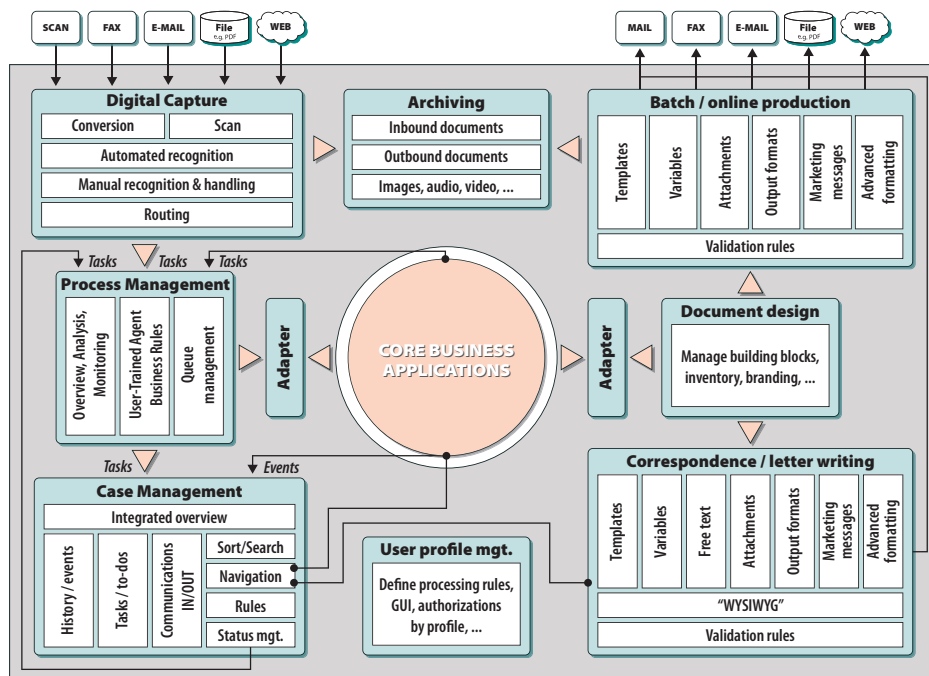
Mr. Robin Cover, Director of Information Services at OASIS, is a recognized expert in the field of structured information standards who will provide an overview of CMIS, the ratification of CMIS Version 1.0 as an OASIS Standard and the technical and business use implications for practitioners and users of ECM systems. He will also share perspective on the evolving landscape for ensuring open access to information, relevant standards and applications conforming to Web Architecture best practices.



Get Your Solution!

SOLUTIONS SHOWCASE

See the power of a one-system solution or just the capabilities you need



“

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

”

Chris Kalkman,
Vangent, Inc., USA



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 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. Linking 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.

General Information



www.isis-papyrus.com/OH-US

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 2010 please complete the enrollment form included with this brochure or use the online registration: www.isis-papyrus.com/registration

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 left turn 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, Texas 76092
817-442-9900

Price: \$169 per night

Please book your rooms online at www.gaylordhotels.com for best rates.

Gaylord Texan Resort & Convention Center

1501 Gaylord Trail, Grapevine, Texas 76051
817-778-2022

Price: \$189 per night

www.gaylordhotels.com

Please contact Virginia Mitchen for direct hotel fax reservation form. Room reservation deadline is May 21, 2010. 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 23, 2010 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.
301 Bank St.
Southlake, Texas 76092

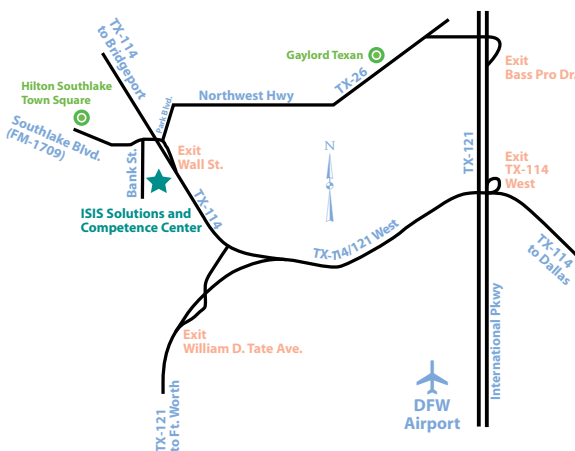
T: 817-416-2345 F: 817-416-1223
E-mail: events@isis-papyrus.com



ISIS OPEN 2010



GOLF TOURNAMENT



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

ISIS Open House and User Conference 2010

ISIS Papyrus Locations Worldwide

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

US Headquarters

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

T: 817-416-2345
F: 817-416-1223
www.isis-papyrus.com/OH-US

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
F: +45-8827-6171

Germany

ISIS Papyrus Deutschland GmbH
Heerdter Lohweg 81
40549 Düsseldorf

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

