

Southlake, Texas
May 15-17, 2011

ISIS Papyrus Open House and User Conference 2011

Be there.



Ladies and Gentlemen!

We would like to cordially invite you to our ISIS Papyrus Open House 2011 from May 15 to May 17 in the ISIS Competence Center Southlake, Texas.

At this year's conference, you will see real-world solutions that implement the ADAPTIVE process management paradigm, including Adaptive Case Management.



Annemarie Pucher
CEO, ISIS Papyrus

In 2010, process management has been amended with the aspects and needs of social networks extended with mobile access. That alone is a departure from the usual control-mindset of BPM. But social and mobile communication improvements alone do not improve governance. Beyond the market hype, we find the acceptance that content, process and customer relationship management are not only related, but must be consolidated to provide a completely customer-focused solution.

We also find that for most functional content or process needs, empowerment of the knowledge worker is a requirement. Therefore we take an embedded approach to long-term governing processes at ISIS Papyrus.

The ADAPTIVE paradigm is about a globally encompassing process technology approach linked to business architecture and strategy. That architectural structure enables the focus on individual goals and outcomes as an embedded functionality of the empowerment technology, while being guided by the business strategy. The ADAPTIVE paradigm needs technology empowerment similar to SOCIAL and MOBILE, but in contrast provides top-down *and* bottom-up transparency.

The Papyrus Outbound content generation functionality with DocEXEC is one of the mainstays of our business. Correspondence, mass-document formatting, and multichannel marketing campaigns are essential for holistic customer communication. Therefore all functions have been substantially extended and user front-ends, as well as design tools, have been homogenized and simplified. The Papyrus Platform core technology has also been continuously extended to improve scalability, fault tolerance and control and monitoring mechanisms.

But clearly, the best way to understand the above is to see firsthand the reality of practical applications and the benefits that these provide to so many different organizations.

We look forward to meeting you at the Open House!



Max J. Pucher
Chief Architect, ISIS Papyrus

Annemarie Pucher

Max J. Pucher

Conference hours:	Sunday 15	Monday 16	Tuesday 17
ISIS Open Golf Tournament	14.00		
Opening Event	20.00		
Conference Sessions		9.00 - 13.00	9.00 - 13.00
Business Track		14.00 - 17.30	14.00 - 15.30
Workshops		14.00 - 17.00	14.00 - 16.00
Solution Showcase		9.00 - 18.00	9.00 - 18.00
Customer Case Studies		12.15 - 13.00	12.15 - 13.00
Brainstorming Session		17.00 - 18.00	

Topics of the Open House and User Conference 2011

Successful organizations build on competitive business models by differing in product and service offerings.

Leaders create their markets, rather than following in others' footsteps. A single view of your customer and the underlying data - regardless of how your customer chooses to interact - ensures a superior, consistent experience across all touch points. Knowledge workers need the right information at the right time at their fingertips for a complete view and understanding of each customer. Businesses benefit from empowering employees and turning as many production workers as possible into knowledge workers. Giving knowledge workers the power to create exactly what they need to achieve the best possible process outcome for the customer is critical for success and growth.

Effective Solutions. Efficiently.

Continuous cost reduction requires high efficiency but the days of rigidly programmed processes and document applications are over. These must follow the dynamic marketing and communication concepts so clearly demonstrated by the Internet age. Nature has shown us that simple, flexible designs which dynamically ADAPT, rather than ENFORCE, enable us to create the harmonious balance needed for survival. Survival of the most adaptable, and thus fittest, is Darwin's message for today's CIOs.

Two Teams - One Goal.

You are the expert in your company's business. We are experts in business application solutions. We will travel this road together until you have the industry's best system for your special needs. The Papyrus object-oriented component concept enables us to collaboratively enhance our software in a short time without sacrificing quality.

The Client - More than a Project.

The technical installation of a Papyrus System is surprisingly simple, but setting up real-world business applications requires a more project-oriented implementation approach. The result is a solution as individual as your business. It amplifies your competitive edge, rather than acting as an equalizer between you and your competition. Once you tell us your needs, your expectations, your standards, then we define, interface, and in some cases even enhance our standard software components, to give you a completely integrated system matching your blueprint.

Innovation - Breaking the Rules.

Running with the crowd will take you, your job and your company to the same place as everybody else - nowhere special! Don't ask how many others already have the same system and application running, rather ask how ISIS can make YOUR system and application unique and better than everyone else's.



Papyrus is unique in many ways.

We measure our success by our customers' improved competitive edge, overall satisfaction and lowest total cost of ownership. One-to-one communication quality through different channels can be achieved without sacrificing requirements for fast development and throughput, as well as platform and channel independence.

With Papyrus, powerful interactive tools and adaptive goal-oriented process definition by the knowledge worker enable the complete application development cycle. While other vendors successfully accomplish single functions in a certain area, Papyrus Adaptive technology consolidates data, inbound and outbound content and communications, rules, goals, processes and GUI for multi-function performance on a single system platform.

Closing the Business Communication Loop

Papyrus Adaptive Case Management is communication and process in ONE. Processing a case involves a substantial amount of business communication - both incoming and outgoing - which adds to the complexity.

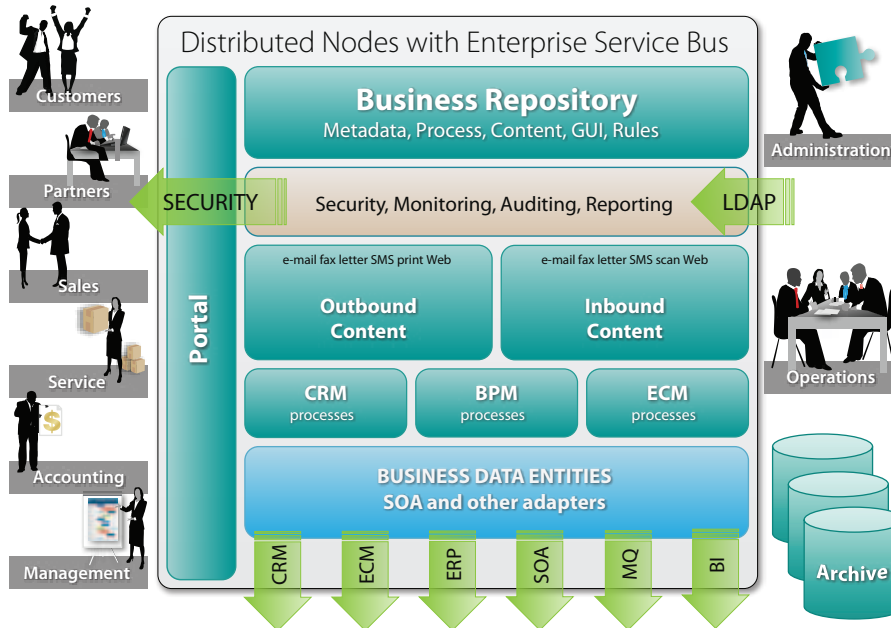
Papyrus consolidates the functions of process, content and customer communications management, providing SOA and other interfaces to integrate with ERP and other internal systems. Central project management and deployment for all definitions assets, integrated business correspondence, multichannel delivery and archiving are included.

Cross Industry	Healthcare	Insurance	Financials	Public Sector
<ul style="list-style-type: none"> Accounts payable Contract management Employee on-boarding Problem tracking 	<ul style="list-style-type: none"> Virtual patient records Claims processing Member enrollment Revenue cycle management 	<ul style="list-style-type: none"> Claims handling Underwriting New accounts Policy management Partner management 	<ul style="list-style-type: none"> Loans operations New accounts Wealth management Branch operations 	<ul style="list-style-type: none"> Grants management Tax processing Investigation Case management Environmental

Cross-Industry Applications build on Papyrus standard software components and Frameworks.

The Papyrus Platform

... offers a comprehensive, flexible and scalable solution for ACM - Adaptive Case Management Applications. Organizations can define, measure and manage process, content and data in complex service environments with a shared customer view and customized GUIs.



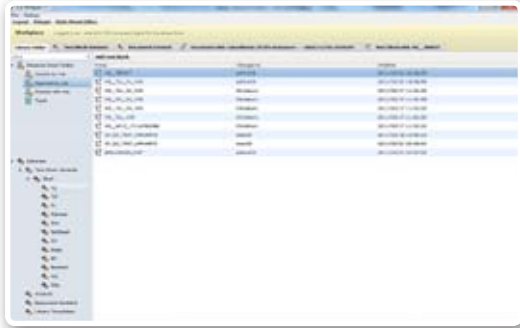
See the power of a one-system-solution or just the capabilities you need.

Solutions Center: A real-world experience ...

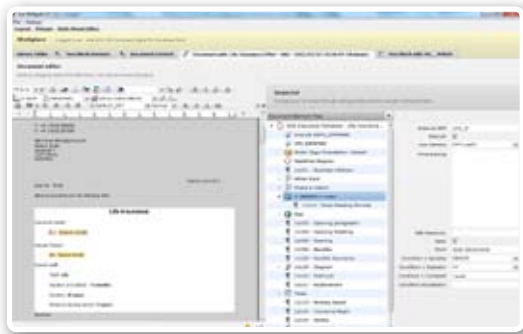
The Solutions Center is the heart of the Open House conference.

It contains an overview of Papyrus solutions and business applications designed to address the challenges and needs of your specific industry.

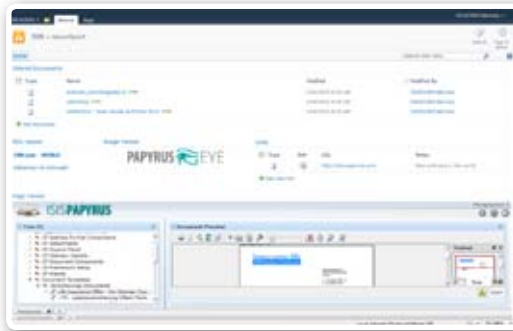
Business Correspondence with EYE Widgets



Adaptive Case Management Dashboard



Papyrus - SharePoint Integration



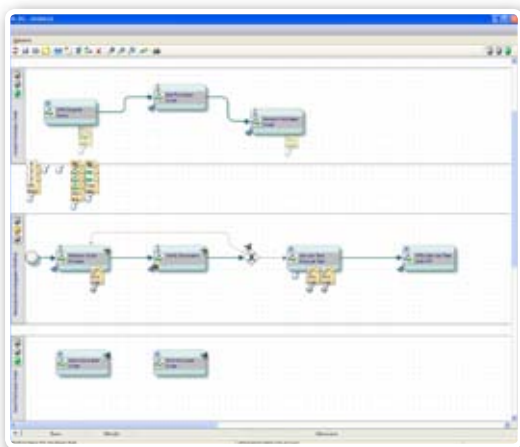
Universal Compare Objects and AFP



Papyrus ACM Social integration



Adaptive Business Process Management



Papyrus Capture



The ISIS Solutions Center is available during the full duration of the two-day conference.



Monday, May 16



8.30 Welcome with coffee

9.00 Keynote – Leverage Points - From Strategy to Customer Outcome

In his keynote, ISIS Papyrus' Chief Architect will present a holistic, long-term perspective on how to ensure that business processes reflect the business strategy by verifying perceived outcomes.

In process management the subjects of social collaboration and mobile connectivity have become very relevant. However there is little gained unless participants are directly empowered to not only influence process execution but also actively create and adapt processes and all related resources. From a current BPM control mindset, that sounds like heresy, but clearly the process owner will remain in full control. Empowering experienced participants reduces cost and bureaucracy, as well as correction time lags.

Leverage Points in the process execution define where people skill and experience are relevant and essential in influencing a positive customer outcome. It defines the context of skill, business information and IT resources necessary.

To align process creation and adoption, the process definition must include strategic objectives, targets and process goals. Rather than monitoring process execution and then statistically measuring customers satisfaction, the perceived customer outcome is verified directly with the customer, even through social networking. The customer loop is closed.

10.00 Networking coffee break

10.30 Papyrus – The Power of One System Platform

Experience an integrated system mastering closed-loop business communications and process management

- Opportunity: consolidating business correspondence on one platform
- Loosely coupling business data from CRM and ERP applications with document output
- Integrating inbound and outbound mail for faster response and optimal customer service
- Optimized customer interaction in a digital world

11.15 Business Correspondence

Join us to see the powerful document design and deployment capabilities for a variety of business documents and users

- Business document development by IT and business groups
- Online and user-interactive business correspondence on desktop and browser
- Central management of resources, user roles and change management
- Sign-off processes, content compare functions and Wizard capabilities

12.15 Sharing Practical Experience: Canada Post Corporation - Mr. Daniel Longpré

Message Manager and its use of the Papyrus WebRepository

Canada Post's SmartFlow™ Send transforms your raw billing, payroll and customer care data into documents that you can automatically send through multiple physical and electronic channels—including epost™, mail, secure e-mail, courier, fax and online.

13.00 Lunch

14.00 Business Track (see page 8)

14.00 Workshop Program, Lab Sessions and Demo Center (see pages 5 and 9)



Tuesday, May 17

8.30 Welcome with coffee

9.00 Papyrus Adaptive Case Management

Differentiate through innovation and a single view of your customer for optimal customer experiences

- Industry business applications
- Case elements: data, tasks, content, rules, goals and GUI
- Adaptive processes and collaboration
- Adaptive case management for knowledge work

9.45 Papyrus Capture

See how document capture can automate your incoming mail and bring value to your organization

- Intelligent recognition and classification of incoming mail
- Distributed scanning and delivery to different destinations
- Prepare outgoing mail for automatic capture when returned (Campaigns)
- Integrated response management

10.30 Networking coffee break

11.00 The Automated Document Factory

A seamless multichannel experience with end-to-end monitoring and control delivers cost savings and customer satisfaction

- Job/spool/queue management across platforms for inbound and outbound mail
- Central document pooling and bundling for optimized output delivery
- Short-term and long-term archiving

11.45 ePresentment and Mobile Applications

Smarter customer communications through the Web and mobile technologies expands services while reducing cost

- Electronic business document delivery
- Electronic offers and contracts
- iPhone, iPad and Android

12.15 Sharing Practical Experience: Adaptive Corporation - Dr. Christian Zeidler

Paneon is a start-up network marketing company with the slogan 'Your World - Your Choice' that combines the network marketing concept with Social and Mobile technology empowerment.

Paneon - Network Marketing goes Social and Mobile

Paneon requires an adaptive customer relationship and process management solution that is tightly integrated with e-commerce. In the network marketing domain the border between customer and employee doesn't exist and each person can take many roles with different responsibilities. Paneon chose the Papyrus Platform to design a business architecture that matches its strategy!

13.00 Lunch

14.00 Business Track (see page 8)

14.00 Workshop Program, Lab Sessions and Demo Center (see pages 5 and 9)



*Papyrus
Mobile*



*iPhone
iPad
Android*



Monday, May 16

14.00 Closing the communication loop

This session will share best practices and insights on integrating inbound with outbound communications for improved customer experience and sales

- Preparing outbound mail for automated recognition when returned
- Automatically classifying inbound documents and creating a response
- Achieving a consolidated view of all customer communications across channels

14.45 From straight-through processing to social media

Take a look into the near future and explore the critical success factors for creating smarter business processes

- Repetitive exploitation versus emergent exploration
- Cost reliability versus opportunity and outcome
- Goal-oriented and adaptive business processes
- Informal communication networks

15.30 Break

16.00 Financial business applications built on Adaptive Case Management

Learn how to create smart business applications in a fraction of time compared with rational approaches

- Standard software and its open-source Frameworks
- An application as individual as your business
- Account opening/cancellation, claims, loans, mortgage, product management, human resource management

16.45 Customer Communication in an increasingly paperless world

Customers expect the same level of service over the Web, phone and other channels

- One company / one voice treatment
- Voice, e-mail, chat and fax interactions handled within a single interface
- Delivering business documents to Web and mobile platforms
- Payment transactions via mobile

Tuesday, May 17

14.00 A communication platform to optimize customer service and sales

This session will focus on achievable gains when consolidating all business documents on one platform

- A single approach for batch, online and user-interactive business correspondence
- Integrating incoming and outgoing business correspondence
- Implementing a central point of control and administration
- Leveraging multichannel output management

14.45 Insurance business applications built on Adaptive Case Management

This session will examine how ACM can help insurance rapidly build business applications

- Claims processing, contract management, offers and payments
- Inbound mail triggers outgoing response
- Supporting online and offline users
- Process management



Monday, May 16

14.00 Business document application design by business and IT

- Data interface definition
- Template and content creation
- Resource generation and central resource management
- Change management – from development to production
- Text and content compare

15.00 Implementing a business correspondence system for online and interactive letters

- Correspondence framework for end users with prompt functionality
- Text and data entry
- Using the Wizard for interactive letter writing
- Sign-off process with stickers

16.00 Papyrus EYE/Widgets GUI customization

- Learn how to define EYE Widgets mash-up GUIs
- Versioning and deployment
- Translation collection for user language based on user role

17.00 Brainstorming Session

Discuss with 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 for the future
- Discuss the requirements for the business GUI
- Integrating inbound and outbound business communication as a business need



*Workshops
&
Labs*



Tuesday, May 17

14.00 Output Management - automate with multichannel support

- Bundling and sorting outbound mail
- Adding barcodes and OMR codes
- Defining job/spool/queue management for delivery to desired output channel(s)

15.00 Incoming Mail/Faxes – capture, manage and distribute

- Intelligent classification, content extraction and automated distribution
- Self-learning with user-trained processes
- Embed inbound mail into case management
- Archiving

Monday, May 16 - 12.15

Canada Post Corporation - Mr. Daniel Longpré, Director of Physical Operations



Canada Post Corporation is one of the largest federal Crown corporations and one of the largest employers in Canada, employing either directly or through its subsidiaries approximately 71,000 employees. Its employees deliver approximately 11 billion pieces of mail, parcels and messages each year to some 15 million addresses in urban, rural and remote locations across Canada. The Canada Post segment operates the largest retail network in Canada with 6,532 post offices. A Crown corporation since 1981, Canada Post reports to Parliament through the Minister of Transport, Infrastructure and Communities and has a single Shareholder, the Government of Canada.

Message Manager and its use of the Papyrus WebRepository

Canada Post's SmartFlow™ Send transforms your raw billing, payroll and customer care data into documents that you can automatically send through multiple physical and electronic channels—including epost™, mail, secure e-mail, courier, fax and online. The SmartFlow Console is a user-friendly Web interface designed to help you manage your SmartFlow Send mailings. You can even use it to create and insert targeted messages and images in your bills and statements through the Message Manager interface. This presentation will discuss the design points for Message Manager and its use of the Papyrus WebRepository.

Tuesday, May 17 - 12.15



Adaptive Corporation - Dr. Christian Zeidler, CRM Designer

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Conference Location

ISIS Solutions and Competence Center Southlake, Texas
301 Bank St
Southlake, TX 76092

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Enrollment

To register for the ISIS Open House and User Conference 2011, please complete the enrollment form included with this brochure or register online: www.isis-papyrus.com/registration

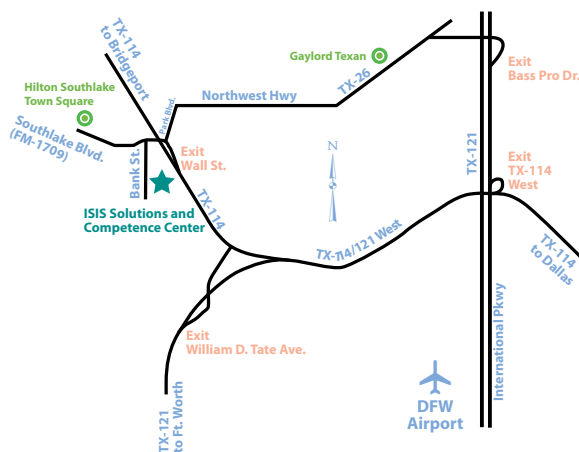
Fees

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.

Directions



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

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, Texas 76092
817-442-9900

Price: \$169 per night
Please book your rooms online at www.hilton.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 13, 2011.** Reservations will be confirmed on a space-available basis.

ISIS Opening Event

You are cordially invited to join us for the annual ISIS Open Golf Tournament and traditional Gala Dinner on Sunday, May 15, 2011 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:

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ISIS OPEN 2011



GOLF TOURNAMENT



ISIS Papyrus Open House and User Conference 2011

Southlake, Texas | May 15 - 17, 2011



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