

5 October • Stockholm  
Radisson Blu Strand Hotel

# ISIS Papyrus Strategy and User Conference 2011

Be there.



# Topics of the Strategy 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.

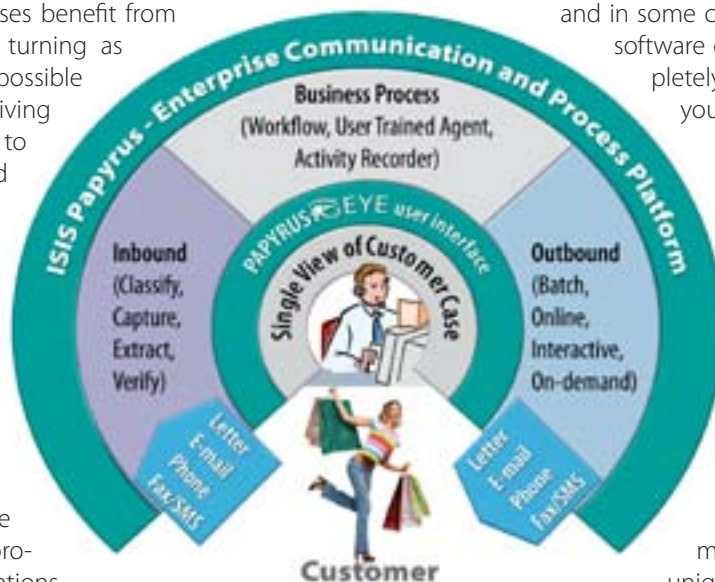
## Innovation - Breaking the Rules.

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.

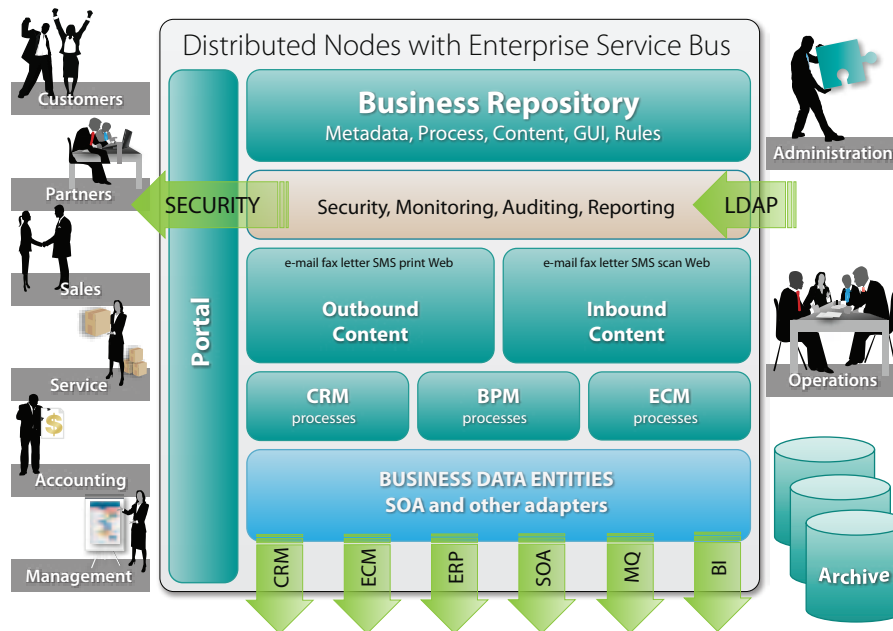
Papyrus consolidates the functions of process, content and customer communications management, providing SOA and other interfaces to integrate with ERP and other internal systems. Central project management and deployment for all definitions assets, integrated business correspondence, multichannel delivery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

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

*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.*

## 8.30 Welcome with coffee



## 9.00 Keynote – Leverage Points - From Strategy to Customer Outcome

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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

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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 - consolidated and efficient

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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
- Business document development by IT and business groups
- Integrating incoming and outgoing business correspondence
- Implementing a central point of control and administration
- Leveraging multichannel output management

## 12.15 Closing the communication loop

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

- One company / one voice treatment
- Creating outbound mail for automated recognition when received
- Automatically classifying inbound mail (paper, e-mail, fax, Web) and creating a response
- Achieving a consolidated view of all communication with your customer across channels



## 13.00 Lunch

## 14.00 Papyrus Adaptive Case Management

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

- Industry business applications: Account opening/cancellation, loans, mortgage, product management, human resource management, claims processing, contract management, offers and payments
- Case elements: data, tasks, content, rules, goals and GUI
- Adaptive processes and collaboration
- Adaptive case management for knowledge work
- Inbound mail triggers outgoing response
- Papyrus EYE/Widgets GUI customization
- Supporting online and offline users
- Process management



*Papyrus  
Mobile*

## 15.00 Customer Communication in an increasingly paperless world

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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 the Web and mobile platforms
- Payment transactions via mobile
- eBilling, eBox and mobile applications
- iPhone, iPad and Android
- Social media: Facebook / Twitter



## 16.00 Networking coffee break

## 16.30 The Automated Document Factory

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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
- Monitoring and reporting
- Short-term and long term-archiving

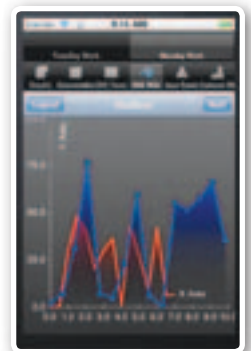
*iPhone  
iPad  
Android*

## 17.15 Brainstorming Session

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**Discuss with ISIS Papyrus management and solution architects:**

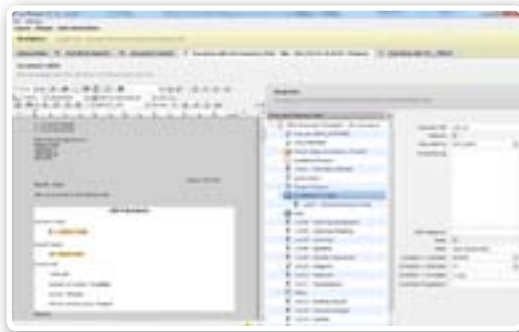
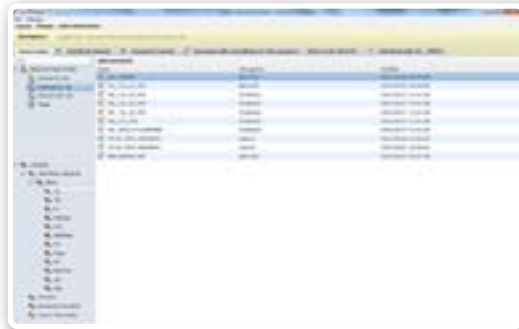
- Translating company goals into a technology strategy that consolidates ECM, CRM and BPM
- Optimizing your investment by building an agile communication platform for the future
- Discuss the requirements for the business graphical user interface (GUI)
- Integrating inbound and outbound business communication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



# A real-world experience ...

Each session includes a **LIVE demonstration** to show you real-world applications of Papyrus platform functionalities.

## 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



## ISIS Strategy Conference 2011

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

## Fees

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The ISIS Papyrus Strategy and User Conference is free of charge. Registration is required.

## Enrolment

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To register for the ISIS Papyrus Strategy and User Conference please complete the enrolment form included with this brochure and return as indicated. Online Registration available:  
[www.isis-papyrus.com/registration](http://www.isis-papyrus.com/registration)

## Language

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Sessions will be held in English.

## Meals

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ISIS Papyrus will provide lunch at the conference hotels.

## For more information please contact:

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## 5 October 2011 - Stockholm

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### Radisson Blu Strand Hotel

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S-103 27 Stockholm  
Sweden

T: +46 8 5066 4000

[www.radissonblu.com/strandhotel-stockholm](http://www.radissonblu.com/strandhotel-stockholm)



## 9 June 2011 - Amsterdam

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### Sheraton Pulitzer Hotel

Prinsengracht 315-331  
NL-1016 GZ, Amsterdam  
The Netherlands

T: +31 20 5235235

[www.pulitzeramsterdam.com](http://www.pulitzeramsterdam.com)



## 14 June 2011 - Copenhagen

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### Hotel Schæffergården

Jægersborg Allé 166  
DK-2820 Gentofte  
Denmark

T: +45 3977 2800

[www.schaeffergaarden.dk](http://www.schaeffergaarden.dk)



## 21 June 2011 - Brussels

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### Radisson Blu Royal Brussels

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B-1000 Brussels  
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# ISIS Papyrus Strategy and User Conference 2011

Stockholm | 5 October



## ISIS Papyrus Locations **Worldwide**

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