

UK Open House and User Conference



SEE



HEAR



TOUCH



TALK



Business
Solutions

Process
Management

Correspondence

Print & eDelivery

Intelligent
Capture

Mobile/Social/
Cloud

Kingsclere, UK • 1 October 2015

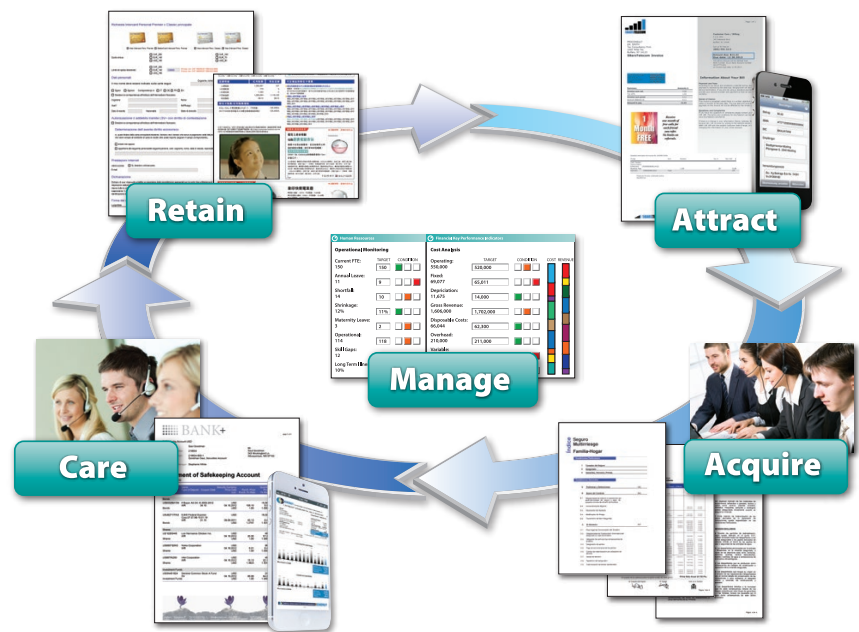
Hot Topics at the Open House and User Conference 2015

The "Social Mobile Cloud" provides new challenges for corporations. Paper loses its relevance as primary media and digital communication is in the foreground. A total understanding of the customer relationship goes much further than managing raw data in the CRM. Existing silos are ineffective to support the new way of customer communication.

The Digital Evolution.

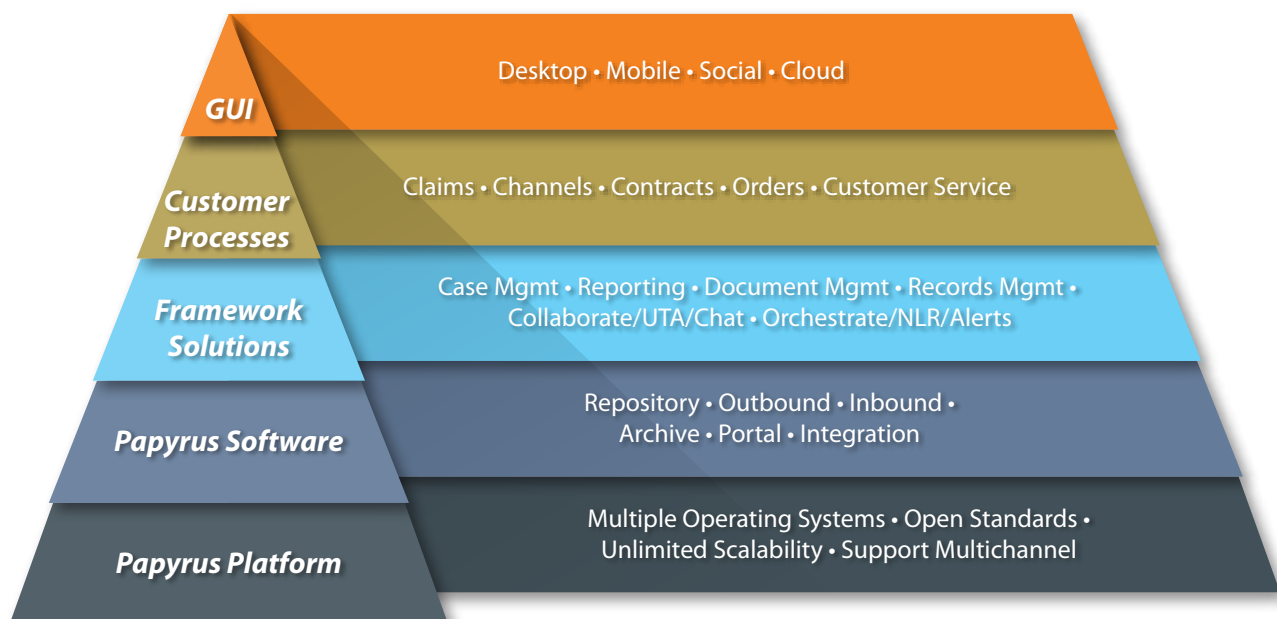
Communication and business processes with your customers span all areas of business activity. This means managing multiple inbound and outbound channels in a 2-way communication process combined with business processes and Case Management.

Modern process management allows for non-routine, collaborative, goal-oriented, and knowledge worker-centric activity. It consolidates Case Management, Process Management and Document Management. The document content used in customer interaction is the central element. Paper is seamlessly supported with print and scan. Automated recognition of multichannel documents and data fields substantially reduces manual work and errors.



Papyrus Customer Engagement Cycle

Such an integrated function set is called ACM - Adaptive Case Management. Customer cases like inquiries, complaints and exception handling define customer happiness and are cost-relevant for the corporation. ACM prevents time and productivity loss because communication, processes, rules and documents are seamlessly integrated with business applications.



Business Applications built on the Papyrus Communications and Process Platform

Make your documents a unique experience in the Digital Age.

Smart Document Design for cross-channel delivery

Since documents are an integral part of the Digital Age, any game-changing innovation that affects IT and the Internet will change them as well.

As business documents continue to evolve, enterprise document-to-PDF conversion is insufficient.

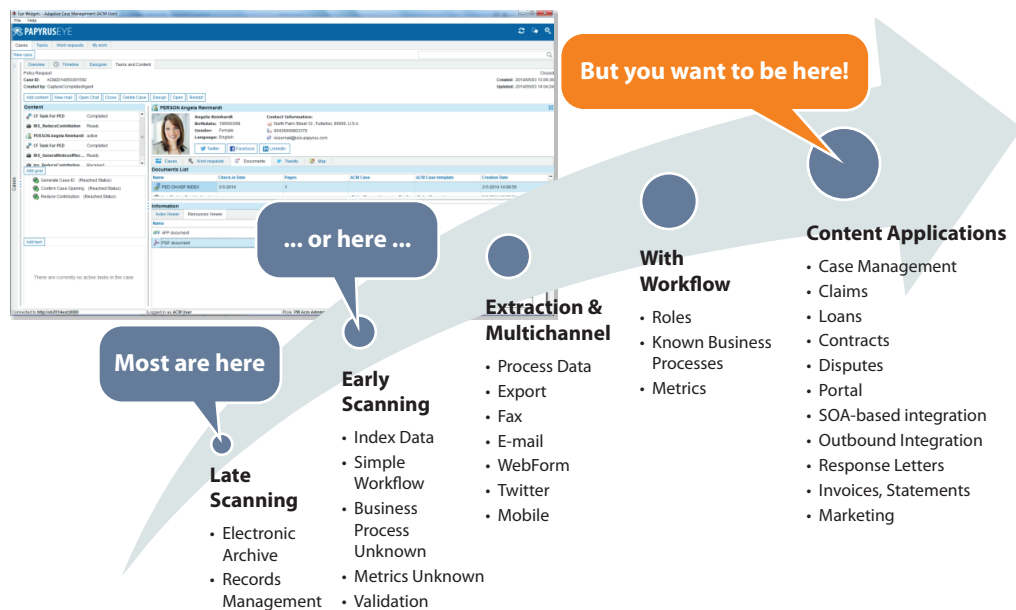
Papyrus lets you improve your documents with sophisticated design and smart layout to meet the requirements of the Digital Age and allow print and e-delivery across all channels. Documents can include personalized messages, color and charts with relevant one-to-one content and hyperlinks. The interactivity in e-documents allows the recipient to respond in real time when clicking on a link and sending a message.

The design of e-documents can be responsive to the screen size for those who prefer to review them on mobile or tablet. Engagement analytics, campaign results, e-mail openings and click rates are other important reporting features of the solution.

Leverage data directly from any source to drive effective and informed cross-channel marketing:

- Delivery to print and e-channels
- Integrated social, e-mail, messaging/chat and mobile communications
- Included hyperlinks for response mail management
- Signing documents electronically

Content & Process Management Maturity - Where Are You?



Even at a basic level, intelligent data capture - of documents, e-mails with PDFs, fax, Web, SMS and mobile content - is a remarkable technology: reading document and message content, extracting and interpreting document data, and validating it faster than any human; eliminating bottlenecks in manual workflows and physical document handling; and enabling instant transfer of captured information to the archive and the inbox of your

knowledge worker. Now consider Papyrus cross-channel capture, achieving average field-level extraction of 85%, handling multiple languages, document and message formats - supporting a complete solution that connects your people, processes and applications with information they need at hand when servicing a customer.

Thank you very much for this very interesting and useful day! Great Event. - Benoit Huver, Orange, France



Agenda

8.30 Welcome with coffee

9.00 Keynote: Digital Collaboration



The four layers of customer interaction, business interaction and content, compliance and policy rules, and data transactions have to converge. Mobile and browser front-ends must connect to a homogeneous digital collaboration infrastructure that does not restrict but empowers company staff to service in a flexible but still compliant manner. Max J. Pucher will discuss the incredible opportunities and substantial challenges for business and technology management.

10.00 Networking coffee break

10.30 Make your customer communication a unique experience in the digital age



Communication with your customers spans across all areas of business activity. This means managing multiple inbound and outbound channels and integrating with data from multiple business applications. Content becomes an essential part of the context in Customer Engagement, and adaptive and goal-oriented service processes will result in a positive customer experience. The Papyrus Platform capabilities are unique in many ways. Forrester Research noted ISIS Papyrus as a leader with a most unique vision and "an adaptive platform with exacting results".

In this session you will learn how:

- IT and Business can rapidly build new business process applications using ready solution frameworks
- 360° view of the customer can be achieved to improve customer experience and increase customer loyalty
- To use the platform's cross-channel capability for a seamless and successful Customer Experience
- How integration with your existing backend systems can be achieved
- The platform can help you to embrace Mobile, Social & Cloud

11.15 Leverage smart document design concepts for cross channel delivery



Learn about the extended capabilities of the new Correspondence Framework Solution for administrative and end users, relieving IT of time-intensive document support. Business teams are enabled to create and manage content, templates and resources for batch, online, interactive and on-demand production of business correspondence. Smart design of templates and building blocks allow for unique multichannel output with interactivity and real-time feedback loop.

- Design and delivery considerations for different output channels including mobile
- Central resource management with versioning, change and release management
- Include response options such as URLs, e-mail, SMS and e-forms for immediate 2-way communications
- Interactive documents with prompt commands and Wizard for front office users
- eDocuments: Your clients and team sign electronically and securely
- Auditing and reporting

12.00 The great leap in cross channel eCommunication with optional print



This presentation will show how collaborative work of business and IT results in flexible and high-quality output for each delivery channel using dynamic formatting capabilities in combination with powerful output management.

- Collect documents of batch/online/interactive origin (AFP/PDF/TIFFS/HTML/XML) in the central document pool
- Powerful reformatting options allow for unique final document composition on each print and eDelivery channel
- HTML5/PDF/SMS/e-mail/Mobile, printing considerations and available solutions
- Two-way communication capabilities with response options in digital output
- Powerful reporting on bounced e-mail, clicks and opened e-mail, printing and archiving



Listening to the key individuals enthuse about their product and then seeing it in action convinced me that this is a good company to work with. - Michael Chaytor, Head of Islands Retail Banking, Lloyds Bank Offshore, UK

13.00 Lunch

14.00 Transform mainframe architecture to eChannels, mobile, social and the cloud



Business solutions are built on an enterprise mobility strategy. The Papyrus Platform enables the new mobile workstyle, changing the way companies communicate internally and with their customers, making it convenient and secure while creating new revenue.



- Mobile Backend-as-a-Service
- Sales and customer service solution Frameworks
- Mobile Marketing
- Mobile for Executives
- Integration with Social channels
- Deployment in the Cloud

14.45 ACM-built business solutions optimize customer experience and deliver significant business benefits



In the Digital Age non-routine, collaborative, knowledge worker-centric activities will dominate how work is done in your organization - exceptions are the norm. See a full range of business solutions using straight-through processes to dynamic processes to completely unstructured processes driven by rules and ad-hoc content arrival, such as scans, e-mail or social media.



- Collaborative work and task management based on user profile
- Adaptive and goal-oriented business processes supporting exception handling
- Enhanced quality and speed in case completion in Customer Care and Call Center
- HR and new customer on-boarding case management solution framework
- Lead management solution framework – from suspect to prospect to pipeline
- Contract generation and management solution framework

15.45 Networking coffee break

16.15 Cross-channel intelligent inbound mail Capture



All your inbound communication channels can be commonly managed by one single definition and events - routing mail through the different steps of classification, recognition and data extraction to validation and then distribution to users in different departments. Our integrated workflow capabilities and the supervised learning of our intelligent data capture technology continuously improve the system to get smarter results in reduced cycle time, lower labor costs and maximized human capital.



- Every mail received in the organization is a known incoming event
- An intelligent capture process starts extracting relevant information from structured and unstructured forms
- A new case is automatically opened or content is routed to an existing case
- Archiving of complete case, content and process

17.00 Brainstorming Session



Discuss with ISIS Papyrus management and solution architects:

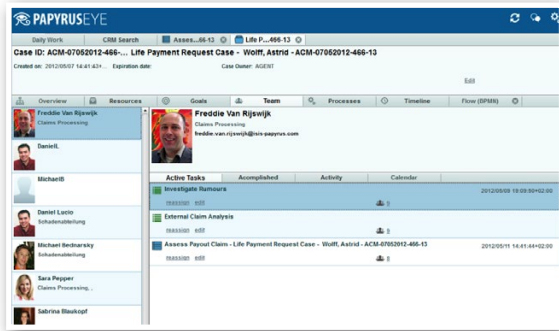
- Translating company goals into a technology strategy that consolidates ECM, CRM and BPM
- Optimizing your investment by building an agile communication platform for the future
- Discuss the requirements for the business graphical user interface (GUI)
- Integrating inbound and outbound business communication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

A real-world experience

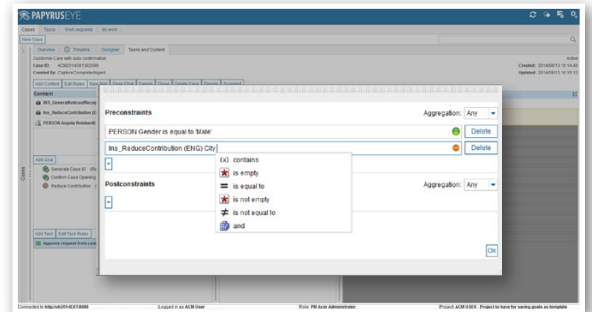
Each session includes a LIVE demonstration to show you real-world applications of Papyrus platform functionalities.



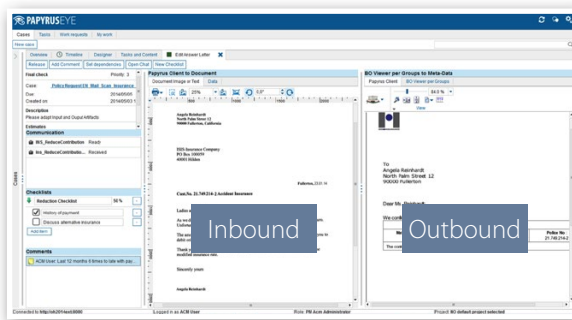
Case Team: Collaborative Work



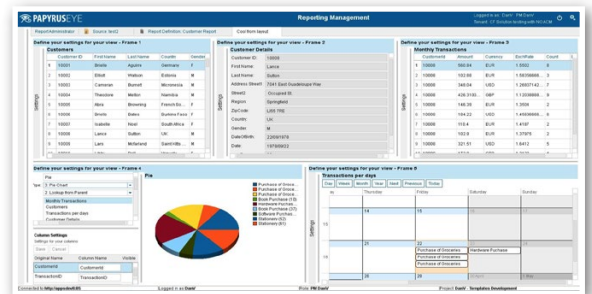
Rules in Natural Language



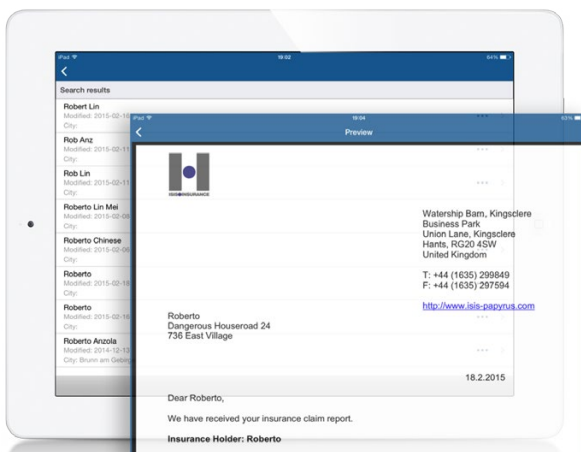
Closing the Communication Loop



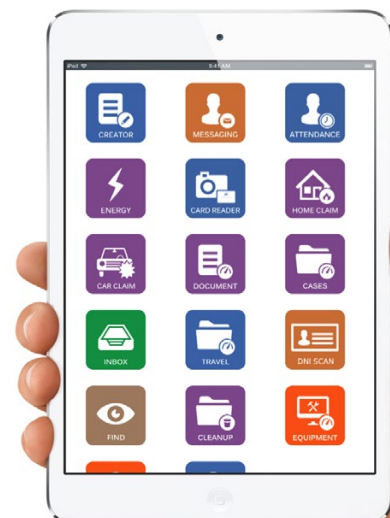
Reporting: Business Intelligence Dashboard



Customer Service: Search cases, contracts, documents in WebArchive



Papyrus Mobile Business Apps



Nice to come back again after 5 years. Great keynote and content! Thank you. - E. Michael Chaytor, Lloyds Bank, Jersey Island

ISIS Papyrus Open House 2015

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



Conference Location

ISIS Papyrus UK Ltd.
Watership Barn
Kingsclere Business Park
Kingsclere, Hampshire, RG20 4SW

Tel +44 (0) 1635-299 849

Hotel Reservation

We are glad to arrange your accommodation.

Regency Park Hotel

Bowling Green Road
Thatcham, Berkshire, RG18 3RP

Tel +44 (0) 1635 - 871 555

Fax +44 (0) 1635 - 871 571

www.regencyparkhotel.co.uk

Rate starting from £110.00 per night for single occupancy, including unlimited complimentary broadband, full English breakfast, use of the Health Club, car parking and taxes.

Enrolment

To register for the 2015 ISIS Papyrus UK Open House and User Conference please register online:
www.isis-papyrus.com/registration



Fees

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

Questions

For any question, please feel free to contact the event team per e-mail or phone.

Tel +44 (0) 1635-299 849

E-mail events.uk@isis-papyrus.com

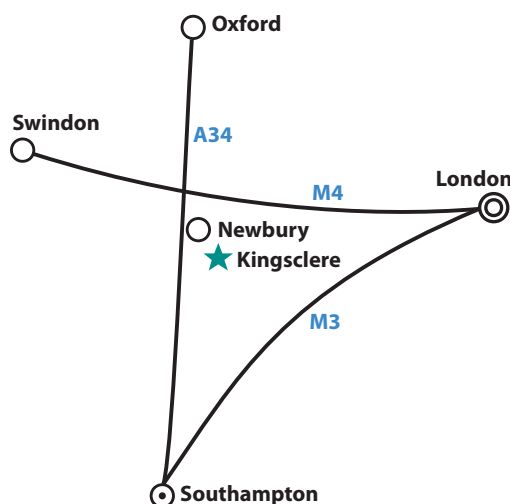
How to get there

From the M4/A34

- At Junction 13 take/continue A34 going south
- Continue down the A34 till you reach the Tothill Junction and exit the A34
- Take the first exit for the B4640 and follow this road till you reach the A339
- Take the second exit onto the A339 heading east towards Basingstoke
- At the 4th roundabout you will take the first exit for Union Lane and turn left immediately into Kingsclere Business Park.
- Follow the road to left through the brick gates and around to the last barn on the site.

From the East/M3

- Leave the M3 at junction 6 (sign posted Basingstoke)
- Then at roundabout take the 2nd exit onto the M3 SPUR (sign posted Town centre) Entering Basingstoke M3 SPUR
- At Black Dam Roundabout take the 2nd exit onto Ringway East - A339 (sign posted Ring Road (N), Town Centre)
- At roundabout take the 2nd exit onto the A339 (sign posted Newbury)
- At roundabout take the 2nd exit onto Kingsclere Road - A339 (sign posted Newbury)
- At roundabout take the 3rd exit onto Union Lane
- Turn left into Kingsclere Business Park
- Follow the road to left through the brick gates and around to the last barn on the site.



ISIS Papyrus Worldwide

United Kingdom

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

T: +44-1635-299849

International Headquarters, Austria

ISIS Papyrus Europe AG
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

T: 817-416-2345

Asia-Pacific Headquarters

ISIS Papyrus Asia Pacific Ltd
9 Temasek Blvd. #29-01
Suntec City Tower 2
Singapore 038989

T: +65-6339-8719

Italy

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

T: +39-0125-6455-00

France

ISIS Papyrus France SARL
21, Rue Vernet
75008 Paris

T: +33-1-47 20 08 99

The Netherlands

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

T: +31-20-799-7716

Germany

ISIS Papyrus Deutschland GmbH
Heerdter Lohweg 81
40549 Düsseldorf

T: +43-2236-27551

Nordics

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

T: +45 8827 6170

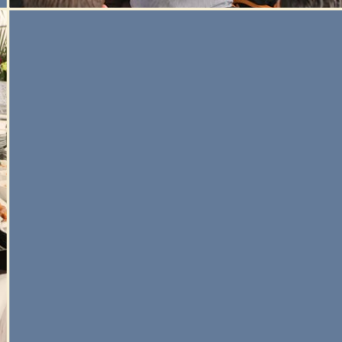
Spain

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

T: +34-91-307-78-41

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KINGSCLERE, UK | 1 October 2015



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