

# Global Open House and User Conference



SEE



HEAR



TOUCH



TALK



Omni Channel  
Communications

Document Strategy


Correspondence  
Wizard

Mobile Office

Adaptive Case  
Management in Use

Online Channel  
for Digital Business

Capture and  
Human Workflow

 The Open House event is much more than a conference, it's a knowledgefest and networking incubator which has helped me greatly in those two packed days.

- John R Vance, Solutions Architect, RR Donnelley (Global Document Solutions), UK



Dear Ladies and Gentlemen!

In 2017 we are inviting you for the last time ...

... into our IBC Building. In 2018 we will have moved to our new offices.

We had planned to move to a new office for many years but we waited for the right moment to ensure the best match of need and opportunity. Our growth makes it now a necessity to bring the parts of our company which have been housed in different locations back together again in 2018.



Being in an "old" building does not stop us from showing you everything that is "new" in the world of case, process and content management. Papyrus Software can reference in 2017 a large number of new applications which we enabled and created with the Papyrus Platform.

We will also show our radical reference applications for the financial industry that make all previous encoded process apps utterly obsolete. Driven by adaptation, empowered through social interaction, compliant through business rules and supported by machine learning ... they undeniably represent the state of the art in both browser and mobile-enabled customer engagement.

Our customers will attend to both - listen and speak - about successes and experiences with the Papyrus Platform in our Management Circle Seminar series.

We look forward to meet you at the ISIS Papyrus Open House and Strategy Conference.

With our best regards,

**Annemarie Pucher**  
CEO, ISIS Papyrus

**Max J. Pucher**  
CTO, ISIS Papyrus

Conference Overview:	English language			German language		
	Sunday 6	Monday 7	Tuesday 8	Sunday 6	Monday 7	Tuesday 8
Opening Event	17.00			17.00		
Conference Sessions		9.00 - 13.00	9.00 - 13.00		14.00 - 17.45	14.00 - 17.00
Management Circle Seminar		9.00 - 17.45	9.00 - 15.00		9.00 - 17.45	9.00 - 15.00
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		12.00 - 13.00	12.00 - 13.00		16.00 - 16.30	
Brainstorming Session		17.45 - 18.45				

# Hot Topics at the Open House and User Conference 2017

Exploring Innovation – Sharing Practical Experience – Creating Future Value

## Digital Business in Real Time

The strategy of digital transformation must translate into performance and generate results – for customers and for the business. Online Channel front-end interaction by Web, social and mobile users must be seamlessly connected with the back-office and existing business applications. Real-time processes and digitally signed documents spanning across departments are critical to win, serve and retain customers.

## Strategically Transforming your Physical-to-Digital Documents and Processes

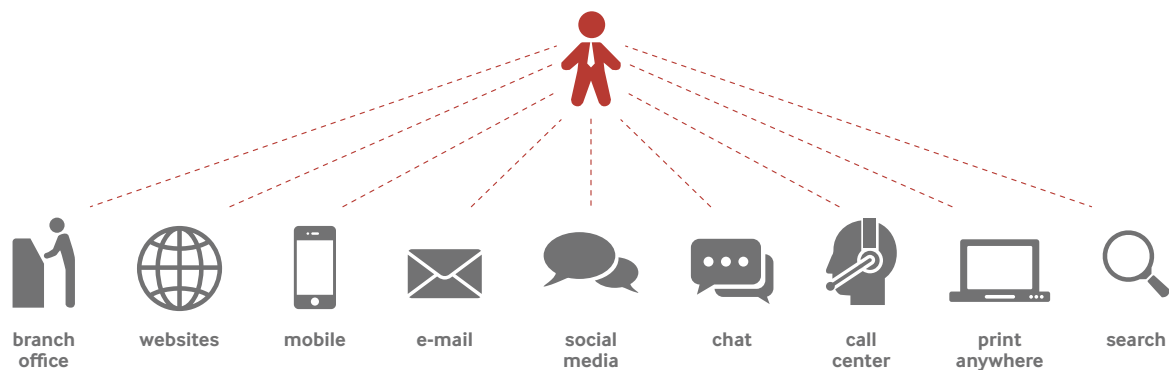
Since pioneering advanced document design, formatting and output for transactional and message-based communication, the Papyrus Platform has expanded to address omni channel, two-way communications and empower enterprise business users and knowledge workers to optimize and align documents, processes, collaboration and communication in customer service-focused organizations.

## 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. Now consider Papyrus cross-channel capture, automating inbound mail where the machine is trained, extracting and interpreting document data and validating it faster than any human, then transferring it to the archive and the inbox of your knowledge worker.

## Omni Channel Communication across all Inbound and Outbound Channels

Seamless integration between the digital and traditional customer journey on one platform provides the single view of all customer activity across departments and channels. Every incoming and outgoing message and document is intelligently classified, captured, tracked and stored in the Case. Knowledge workers have all information at their fingertips for optimal customer service.



## Building Business Solutions using ACM

A digital business platform is needed to execute your digital business strategy. We invite business and enterprise architects to join us and experience an innovative and unique new way of defining business architecture, supporting business language ontology and a ready-to-use Papyrus Business Reference Framework Solution.

## Adaptive Case Management – Unified Solution for Digital & Traditional Business

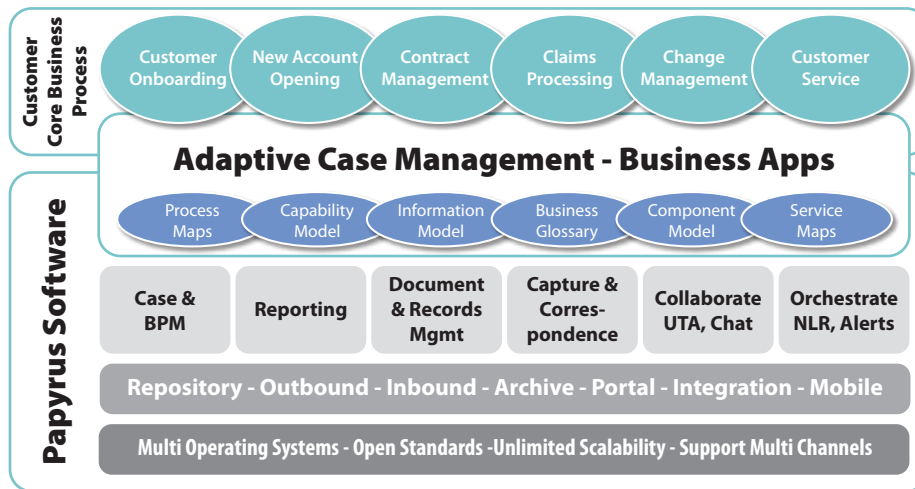
Gain strategic advantage when delivering solutions for the business that can be rapidly developed for a fraction of cost and time through configuration and adaption without traditional coding. The ACM Framework interoperates flexibly with other ready-to-use Papyrus Solution Frameworks to mix and match their functionalities when building advanced business solutions.

## The Mobile Office

Many business leaders talk about the importance of a mobile-first approach, citing the growing reliance on smart phones and tablets. We will show and discuss how to implement a mobile-first strategy supporting business users with direct mainframe and back office connectivity and a user-friendly, on-the-go mobile experience.

# New Breed of Software: The Papyrus Platform

Papyrus Software enables business applications for digital transformation, operational enhancement and customer engagement in an omni channel world. From insurance and banking to utilities and telecom to government and service providers, Papyrus technology supports service organizations by enabling business and technical teams to more effectively integrate, interact and innovate for real-world results across departments, functions and geographies.



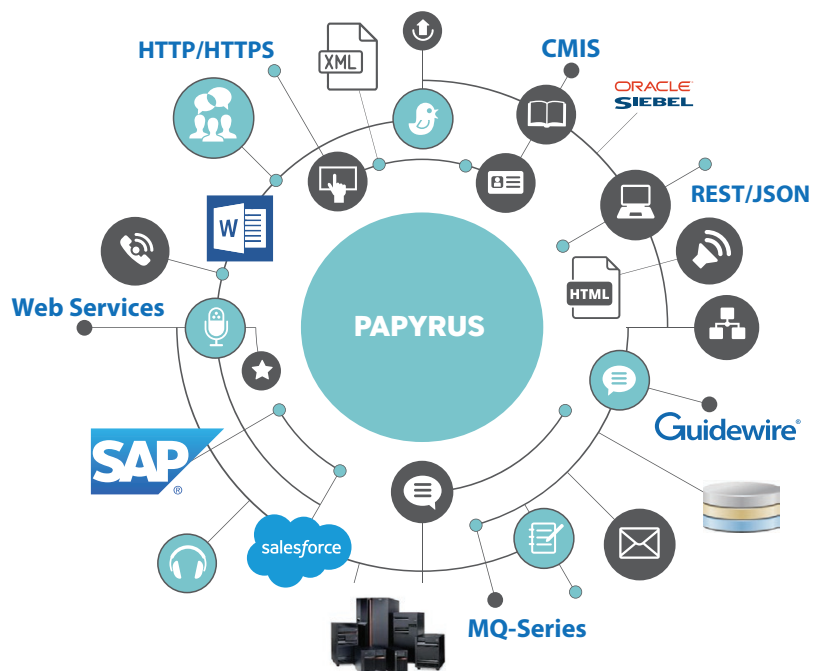
With core capabilities in CCM, adaptive case management (ACM) and intelligent capture, Papyrus is a new breed of software - a flexible, end-to-end business application platform natively designed and integrated to empower business users securely across the enterprise on desktop, browser and mobile devices, linking to social and running in the Cloud. With Papyrus Platform for Business Communication and Process, enterprise teams choose where to improve, whom to empower and how to scale - gaining the knowledge and tools to create, manage and enhance business applications with reduced IT dependence.

## Simplified Integration, Interoperability & Connectivity

Case management solutions are increasingly used to enhance knowledge worker productivity, provide transparency for case settlement decisions, improve compliance, facilitate collaboration among caseworkers, better coordinate information flows and provide better monitoring of case status.

A "Case" is a project or a service that is "opened" and processed over a period of time to achieve resolution of a request, problem, claim or any other type of complex activity before being "closed" again.

Typical knowledge work includes strategic planning, patient care and communication-intensive, event-driven activities such as customer onboarding, contract management, customer claims management, and purchase-to-pay, as well as legal, investigative and analytic work, and fraud investigations.



### Who should attend?

- CIOs and Business Leaders
- Business Document Professionals
- Enterprise Architecture Professionals
- Output Management Experts
- Technology Innovation Leaders
- Content and Process Managers
- Business Application Architects and Analysts

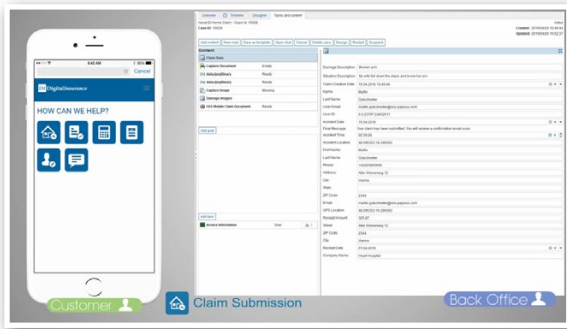
# The Solutions Center is the heart of the Open House conference.

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

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



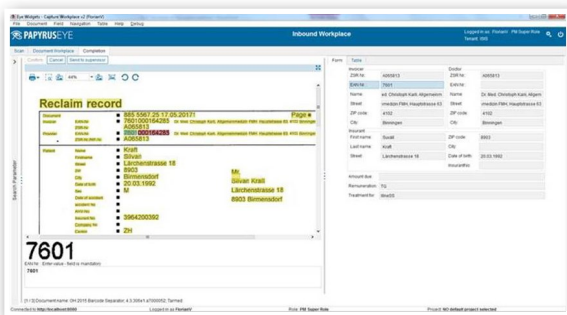
Online Channel integration with back office



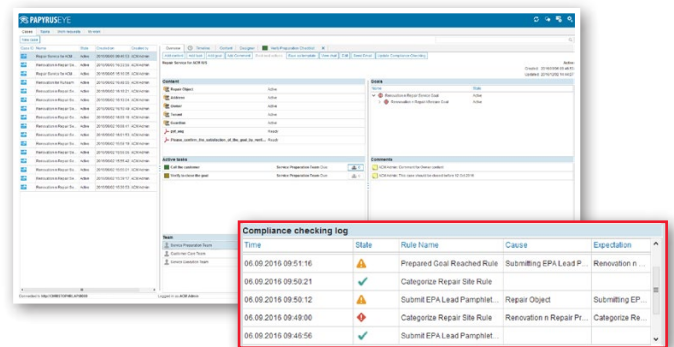
Responsive documents for optimal viewing on any device



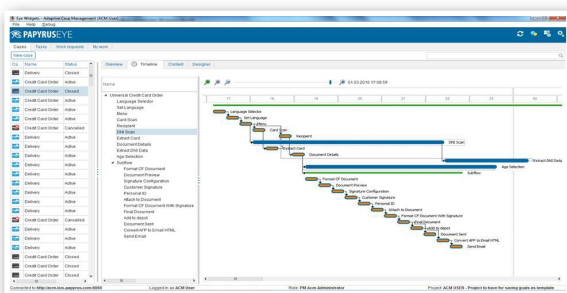
Papyrus UTA captures data – machine trained by user



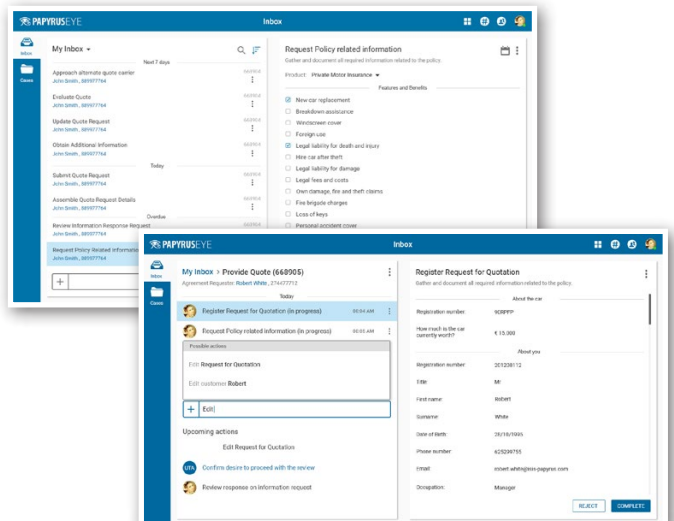
Compliance and risk management



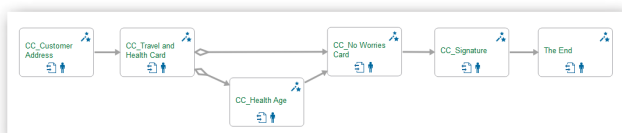
Monitor and track – powerful reporting capabilities



Building business applications using ACM



Ready and definable Release Cycles



# Monday, 8 May - Sessions

8.30 Welcome with coffee

## 9.00 Keynote: Artificial Intelligence - Hype and Real Applications



Following Big Data, the hype now switches to artificial intelligence. Yes, there are some impressive machine learning capabilities that far surpass human ability, but statistical learning has substantial limitations and true cognitive computing is still in a galaxy far, far away. The reality of machine learning has been available in the Papyrus Platform for more than five years as the User Trained Agent, which also supports so-called deep learning or continuous improvement. In his keynote Max J. Pucher will explore both the hype and the reality.

## 10.00 Digital Business in Real Time



Win, serve and retain customers in an omni channel world. Empower your business staff to deliver and maintain Wizard forms with questions, validation rules, process and document templates.



- Online Channel front-end interaction by Web, social and mobile users
- Tailor-made proposals, online purchase, payment, claims, service requests
- Seamless connection with back-office and existing business applications
- Real-time processes and digitally signed documents
- Omni Channel closed-loop communications across departments and channels
- Integrated collaborative work by backoffice users (case management)

10.30 Networking coffee break

## 11.00 A digital document strategy for physical and digital



Your clients span across all age groups with preferred channels across touchpoints. To improve customer experience, addressing physical and digital on one platform for all customer communications proves to be most efficient and effective.



- Smart cross-channel document design by business teams for print and e-delivery
- Process-driven document composition by the Document Wizard
- Facilitated SOA data integration with existing applications
- Migration from Word using the Papyrus Word Converter
- Delivery to various channels directly and reports on delivery status

## 11.30 Automate and digitize inbound mail channels



Achieve increased efficiency with accuracy and a reduction of manual work by training the machine.



- E-mails, paper scans, PDFs, Web messages, fax, social and mobile
- Event-driven intelligent recognition and data extraction, validation and archiving
- Machine learning by document example and by user definitions
- Process and rule-defined delivery to business departments for case work
- Mobile/Capture of invoices, passports and payment slips
- Search and view content in archive by index, full text, taxonomy and rules

## 12.00 Sharing Practical Experience – Best practices when implementing Customer Communications Mgmt (CCM) for the front office



Thomas Bodin – Projektchef, ATP  
(see page 10)

## 12.30 Analyst Session - Creating a Strategic Plan for Digital Automation



Gordon Barnett – Principal Analyst, Enterprise Architecture, Forrester Research (see page 10)

13.00 Lunch

14.00 Solution Showcase and Workshop Program  
(see pages 5 and 9)

14.30 Management Circle Seminar (see page 8)

17.45 Brainstorming Session (see page 9)



# Tuesday, 9 May - Sessions

8.30 Welcome with coffee

## 9.00 Omni Channel communication must seamlessly integrate the physical and digital



Seamless engagement across digital and traditional business increases interactions with customers. Learn how to leverage existing investments in traditional Customer Communications Management (CCM) for consistent and compelling interactions at every touchpoint with on-premise to cloud flexibility.



- A single-360 degree view of the Customer Journey
- Integration of inbound and outbound communication channels
- State and event processing for monitoring and reporting across channels
- Consistent messaging across Webportal, e-mail, mobile, social, chat, fax, print
- Online Channel integration with back office

## 9.30 Mobile First: CRM - the most wanted mobile app



The Mobile workplace business initiatives reflect a growing reliance on smartphones and tablets. Executives want customer relationship management (CRM) apps in the palm of their hands, according to an ISD/IDC enterprise mobility study. Our experts will show best practices for going mobile, plus real-world success stories in various industries.



- What 'mobile first' means
- Which business segments benefit most?
- Mobile backend as a service
- Integration with existing legacy applications and security

## 10.00 Archiving for real-time living documents



Knowledge workers need all information at their fingertips when processing a case. Customer service and call centers must find, view, send and possibly resend information. WebPortal access to documents and e-mail utilize the short-term archive to control, monitor and report on delivery.



- Difference between short-term and long-term archiving
- Drag-and-drop or directly scan into Archive
- Automatic indexing for full text search
- Archiving the complete case; Annotation and comments
- E-communication and e-delivery; Mobile and Cloud support

10.30 Networking coffee break

## 11.00 Adaptive Case Management delivers significant business benefits



See the full range from straight-through processes through dynamic processes to completely unstructured processes driven by rules and ad-hoc content arrival, such as scans, e-mails, PDFs, and mobile content.



- On-boarding, recruitment, time management, work task management, lead management
- Adaptive and goal-oriented business processes supporting exception handling
- Enhanced quality and speed on case completion in Customer Service
- Collaboration and knowledge work
- Desktop, Browser, Mobile, Cloud

## 11.30 A new world of disruptive business application building



With new ways to transform your business, digital transformation demands a mind shift in building new business applications. This session shows a new way of rapid business application building where user interaction, process and rules, information and organization are fully separated.



- A ready-to-use Solution Framework eliminating coding
- Business Architecture and value stream definition
- Business language (ontology)-enabled business empowerment
- A digital business platform empowered by ACM and Omni Channel

## 12.00 Sharing Practical Experience - Implementing a high performance e-bill solution

Bruno Delzant – Consultant, Belgacom Proximus (see page 10)

## 12.30 Session – The future of business-driven software development

Silvie Spreeuwenberg – professional in IT, authority in business rules, LIBRT (see page 10)

13.00 Lunch

14.00 Solution Showcase and Workshop Program (See pages 5 and 9) / Management Circle Seminar (see page 8)

# Management **CIRCLE** Seminar

The **Management Circle Seminar** contains inspiring interdisciplinary topics and connects discussions in a relaxing atmosphere.

This seminar is dedicated to enterprise management and directors who like to exchange experience and ideas with their peers on strategic IT subjects. The ISIS Papyrus Executives will present four short presentations including different perspectives of important current and future IT topics and how to leverage more of your current Papyrus investment. This will lead into a moderated, interactive communication exchange and later open discussion.

## Monday, 8 May

- 9.00** **Opening Keynote:** Artificial Intelligence - Hype and Real Applications
- 10.30** Networking coffee break
- 11.00** **Solution Showcase:** Building Business Solutions using ACM
- 12.00** **Case Study: ATP** – Best practices when implementing Customer Communications Mgmt (CCM) for the front office
- 12.30** **Analyst Session: Forrester Research** - Creating a Strategic Plan for Digital Automation
- 13.00** **Lunch**
- 14.30** **Discussion:** Omni Channel Strategy
- 15.30** Networking coffee break
- 16.00** **Discussion:** Can investments made in traditional channels be leveraged for digital?
- 17.00** **Discussion:** Building business applications: A mind shift is needed

Moderated by industry experts ...

**Gordon Barnett** – Principal Analyst, Enterprise Architecture, Forrester Research

**Silvie Spreeuwenberg** – professional in IT, authority in business rules, LIBRT

**Thomas Bodin** – Projektchef, ATP

**Kaspar Roos** – CEO, Aspire Customer Communications Services

## Tuesday, 9 May

- 10.30** Networking coffee break
- 11.00** **Solution Showcase:** The digital Enterprise - Machine Learning
- 12.00** **Case Study: Belgacom Proximus** – Implementing a high-performance e-billing solution
- 12.30** **Session: Silvie Spreeuwenberg** - The future of business-driven software development
- 13.00** **Lunch**
- 14.00** **Discussion:** The Digital Enterprise – Machine Learning





# Workshops & Labs

Monday, 8 May



## 14.00 Business document solution for business teams and IT



TOUCH

- Data interface definition
- Template, content, rule creation
- Central resource management for corporate fonts and images
- Change management – from development to production
- Sign-off, text and content compare

## 15.00 Implementing business-driven online and user interactive communication channels



TOUCH

- Incoming online request generates on-demand digital e-policy/contract
- Business users in front office, laptop or tablet use prompting functionality
- Text and data entry, decision execution
- Creating Wizard forms and its processes
- Seamless integration with back office

## 16.00 ACM Adaptive Process and Case Management



TOUCH

- Learn the fundamentals of case setup
- Define event-driven business processes
- Use ACM framework solution on desktop, mobile and cloud
- Integrate Correspondence and inbound Capture into process-driven business applications

## 17.45 Brainstorming Session



TALK

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

- Translating company goals into a 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 communication as a business need

Tuesday, 9 May

## 14.00 Output Management – Omnichannel print and e-communication



TOUCH


- Bundle and sort outbound mail in the central pool
- Learn how to further automate document delivery and save cost
- Setup delivery rules, allow for feedback loop and reporting
- Experience how documents are optimized with channel specific content at time of delivery
- Get an introduction to creating responsive HTML documents

## 15.00 Incoming Mail – Capture, manage and distribute



TOUCH

- Intelligent classification, content extraction and automated distribution
- Self-learning with user-trained processes
- User-supported 'Lasso' functionality
- Embedding inbound mail into Case Management
- Archiving

 A very good mix of interesting lectures, practical experience and networking. I have taken away lots of inspiration. - Markus Bucher, CREDIT SUISSE AG, Switzerland

# Real-World Reports

Monday, 8 May

12.00 - ATP - Thomas Bodin, Projektchef

atp=

## Best practices when implementing Customer Communications Mgmt (CCM) for the front office

The ATP Group in Denmark provides its services in pension, hedging, investment, insurance, and administration activities.

At ATP business users can flexibly design document templates and maintain content and processes by using the Papyrus business administrator workplace. To ensure consistency, the implemented solution allows large-scale re-usability of document components across document types and output options such as PDF and HTML. The Papyrus integrated change management ensures quality and flexible release cycles. The documents can be optionally edited by the insurance clerk and locally printed and delivered to customers per selected channels. The newly implemented services reduced the number of document templates and time to market significantly and improved document quality.

12.30 - Forrester Research - Gordon Barnett, Principal Analyst, Enterprise Architecture

FORRESTER®

## Creating a Strategic Plan for Digital Automation

The days of massive, long-term projects are fading as quick wins and customer obsession move to the forefront. Firms are shifting their process improvement goals from cost reduction to digital transformation. Vendors have responded with solution-focused offerings and rapid development environments. For application professionals focused on business process advances, the time is now to align your approach with your organization's broader customer operations strategy.

Tuesday, 9 May

12.00 - Belgacom Proximus – Bruno Delzant, Consultant

proximus

## Implementing a high-performance e-billing solution

Proximus is the leading provider of telephony, Internet and network-based services in Belgium and is also operating in international markets. The company focuses their communication on customer preferred channels and implemented new customer touchpoints that provide customer service for a greater success. With the Papyrus multichannel output solution they leverage the best of CCM and Web technologies for optimal customer engagement and substantially improved bill payment processes.

12.30 - LIBRT - Silvie Spreeuwenberg, professional in IT, authority in business rules

Librt

## The future of business-driven software development

We will discuss how business optimises policy compliance by taking a decision perspective. Compliance and efficiency are greatly improved when departments use the same definitions in decision making. Stop coding your business rules in hard-to-maintain code and start having the business people themselves take control.



From the professional organization through interesting agenda to competent partners - everything was there! - Roger Easo, Finance, Senior Expert Processes, Telekom Deutschland GmbH



# You are cordially invited: ISIS Papyrus Gala Dinner

You are cordially invited to join us on a guided tour about Europe's power woman of the Baroque Age - Empress Maria Theresa of Austria. In the impressive historic State Hall of the Austrian National Library, experience what made her, 300 years ago, the most powerful regent, good wife, mother of 16 children, reformist and strictly religious person at the same time. After this social event we invite you to a delicious seated gala dinner at the historic Palais Ferstel. We kindly ask for your registration.

A private bus shuttle will take guests from the conference hotels "Babenbergerhof" and "Austria Trend Eventhotel Pyramide" to the event. The bus shuttle will depart the hotels at 5pm and return around midnight.



## General Information

### Conference Location

ISIS Papyrus Solutions and Competence Center (ISCC)  
Alter Wienerweg 12  
A-2344 Maria Enzersdorf, Austria

### Enrollment

To register for the ISIS Papyrus Open House and User Conference 2017, please register online:  
[www.isis-papyrus.com/register-OHA](http://www.isis-papyrus.com/register-OHA)



### Language

Sessions will be held in English and German.

### Meals

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

### Fees

Participation at the Open House and User Conference and the Management Circle Seminar is free of charge. Registration is required.

### Currency

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

### For more information please contact:

Christian Berchtold  
ISIS Papyrus Europe AG  
Alter Wienerweg 12  
A-2344 Maria Enzersdorf  
T: +43-2236-27551  
E-mail: [events@isis-papyrus.com](mailto:events@isis-papyrus.com)

### Hotel Reservations

We have reserved rooms at two close-by hotels:  
(subject to availability)

#### Hotel Babenbergerhof

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

Babenberggasse 6, 2340 Mödling

The Hotel Babenbergerhof is located close to the ISCC in Mödling, on the outskirts of Vienna.

Costs: room rates € 89 for comfort room for single use per night including breakfast buffet

#### Austria Trend Eventhotel Pyramide

[www.austria-trend.at/eventhotel-pyramide](http://www.austria-trend.at/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: room rates starting at € 111 for comfort room for single use per night including breakfast buffet

On Monday and Tuesday mornings a shuttle bus will bring guests from both hotels to the ISCC in Maria Enzersdorf/Vienna.

### 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.

#### 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](http://www.isis-papyrus.com/travelinfo)



ISIS Papyrus Worldwide

*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: +1-817-416-2345

*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

*United Kingdom*

**ISIS Papyrus UK Ltd.**

Watership Barn  
Kingsclere Business Park  
Union Lane, Kingsclere  
Hants, RG20 4SW

T: +44-1635-299849

*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

# Global Open House and User Conference

VIENNA, AUSTRIA | 7-9 May 2017



[www.isis-papyrus.com](http://www.isis-papyrus.com)

**ISIS PYPYRUS**™