

# 2017 Strategy 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

# Hot Topics at the Strategy 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

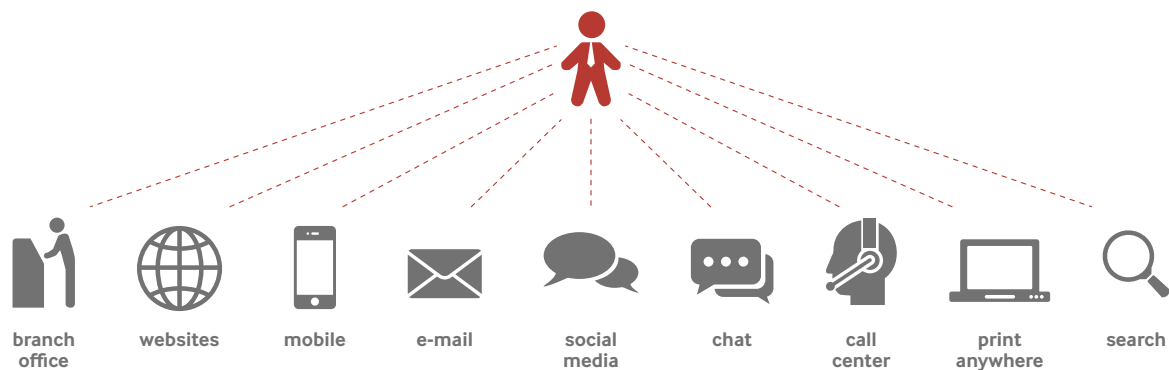
Since pioneering advanced document design, formatting and output for transactional and message-based communication, the Papyrus Platform has expanded to address omni channel, two-way communications and empower enterprise business users and knowledge workers to optimize and align documents, processes,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

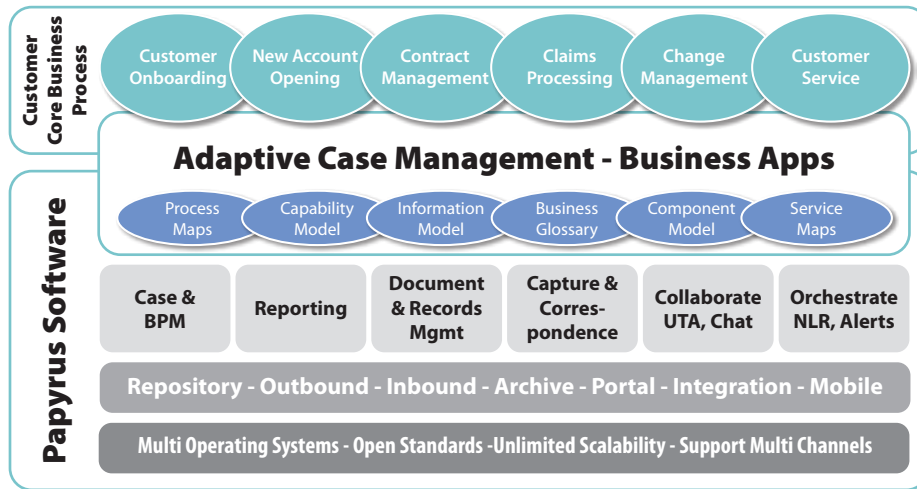
Gain strategic advantage when delivering solutions for the business that can be rapidly developed for a fraction of cost and time through configuration and adaption without traditional coding. The ACM Framework interoperates flexibly with other ready-to-use Papyrus Solution Frameworks to mix and match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



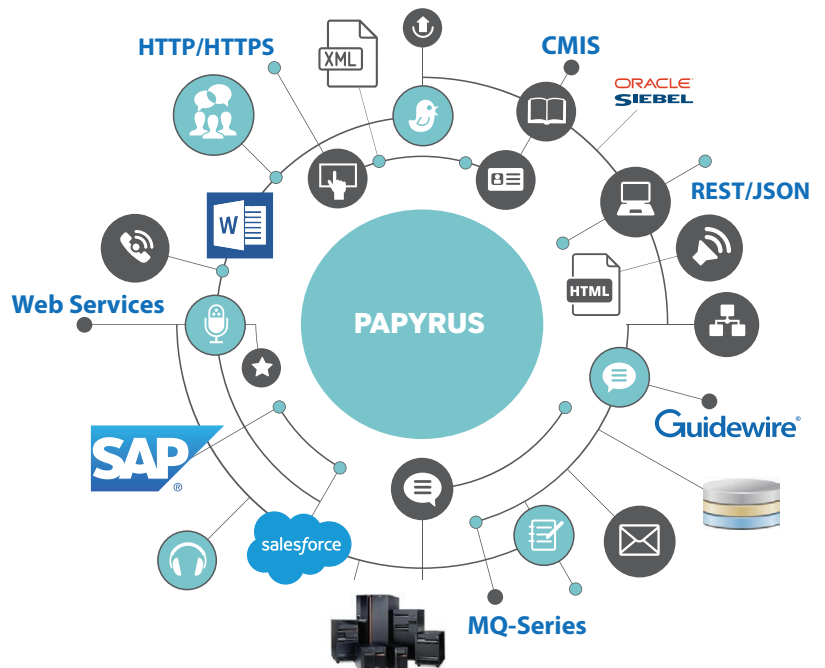
With core capabilities in CCM, adaptive case management (ACM) and intelligent capture, Papyrus is a new breed of software - a flexible, end-to-end business application platform natively designed and integrated to empower business users securely across the enterprise on desktop, browser and mobile devices, 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
- Enterprise Architecture Professionals
- Business Document Professionals
- Technology Innovation Leaders
- Output Management Experts
- Business Application Architects and Analysts
- Content and Process Managers

### 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 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

## 12.30 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

13.00 Lunch

#### 14.00 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

#### 14.30 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

15.00 Networking coffee break

#### 15.30 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

#### 16.30 Brainstorming Session



##### 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

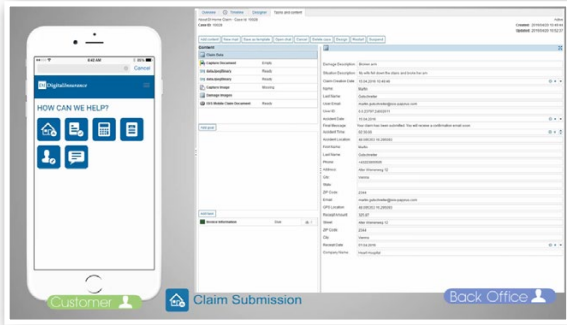


# A real-world experience

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



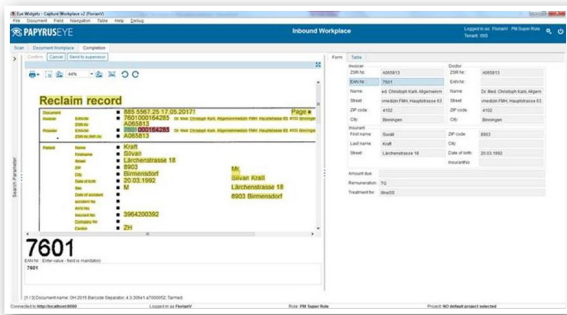
Online Channel and back office integrated in real-time



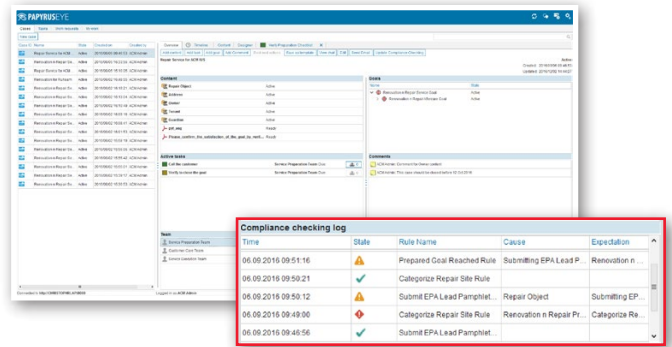
Responsive documents for optimal viewing on any device



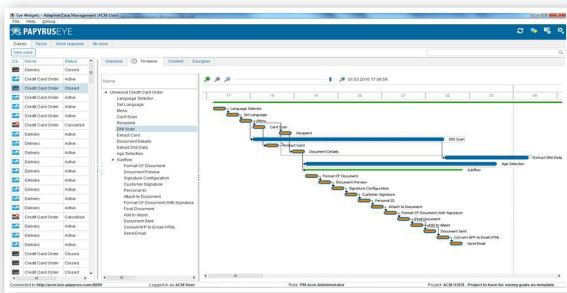
Papyrus UTA captures data – machine trained by user



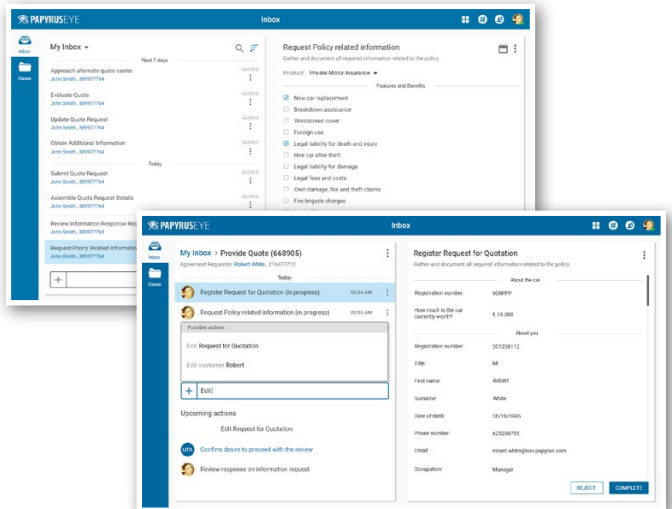
Compliance and risk management



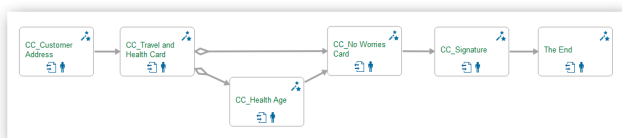
Monitor and track – powerful reporting capabilities



Building business applications using ACM



Ready and definable Release Cycles



A very good mix of interesting lectures, practical experience and networking. - Markus Bucher, CREDIT SUISSE

# ISIS Papyrus Strategy Conference 2017

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.



## Enrolment

To register for the ISIS Papyrus Strategy and User Conference please register online:  
[www.isis-papyrus.com/register-SCE](http://www.isis-papyrus.com/register-SCE)



## Fees

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

## Language

Sessions will be held in English.

## Meals

ISIS Papyrus will provide coffee breaks and lunch at the conference hotels.

## For more information please contact:

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T: +46-8-407-23-00

[www.hotelskeppsholmen.se](http://www.hotelskeppsholmen.se)



## 9 June 2017 - Copenhagen

### Copenhagen Admiral Hotel

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DK-1253 Copenhagen  
Denmark

T: +45-33-74-14-14

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



## 16 June 2017 - Brussels

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# 2017 Strategy and User Conference

Stockholm - 8 June  
Copenhagen - 9 June  
Brussels - 16 June



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