

US Open House and User Conference



SEE



HEAR



TOUCH



TALK



Business
Solutions

Process
Management

Correspondence

Print & eDelivery

Intelligent
Capture

Mobile/Social/
Cloud

Viennese charm, Business and Networking at the same place and time, this happens only at the ISIS Papyrus Open House!

- Detlef Zeger, Head of Document Management, SV SparkassenVersicherung



Dear Ladies and Gentlemen!

Just as language shapes our brain's ability to think, the use of information technology shapes our behavior as customers and the ability of businesses as suppliers. The most valuable and fastest-growing companies are those that use technology to satisfy their customers' needs in new and visionary ways. It used to be heresy and unimaginable to IT architects that customers



would be allowed to directly access a banking system. Today, it is the gold standard by which a bank's customer service is judged.

It is further no longer possible to ignore that 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 deliver service in a flexible but still compliant manner.

The executive decides how technology will reshape the way a business works and he needs to fulfill his vision in a much shorter time than typical software development projects - in-house or outsourced - can deliver.

We look forward to welcoming you at the ISIS Papyrus Open House 2015 and the brave new world of Digital Collaboration.

Max J. Pucher
CTO, ISIS Papyrus

Annemarie Pucher
CEO, ISIS Papyrus

Conference Overview	Sunday, May 17	Monday, May 18	Tuesday, May 19
ISIS Open Golf Tournament	14.00		
Opening Event	20.00		
Conference Sessions		9.00 - 13.00	9.00 - 13.00
Management Circle Seminar		9.00 - 17.45	9.00 - 15.00
Workshops		14.00 - 17.00	14.00 - 16.00
Solution Showcase		9.00 - 18.00	9.00 - 18.00
Analyst Report/Case Studies		12.00 - 13.00	11.45 - 13.00
Brainstorming Session		17.45 - 18.45	

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.

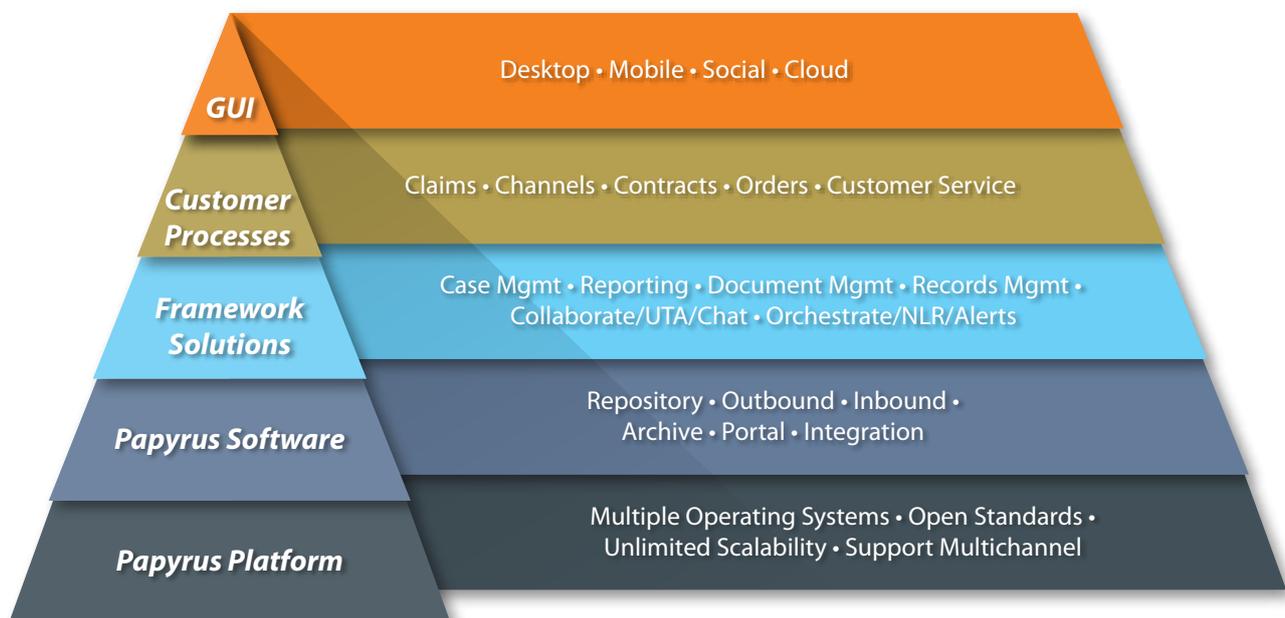
Communication and business processes with your customers span all areas of business activity. This means managing multiple inbound and outbound channels in a 2-way communication process combined with business processes and Case Management.

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.

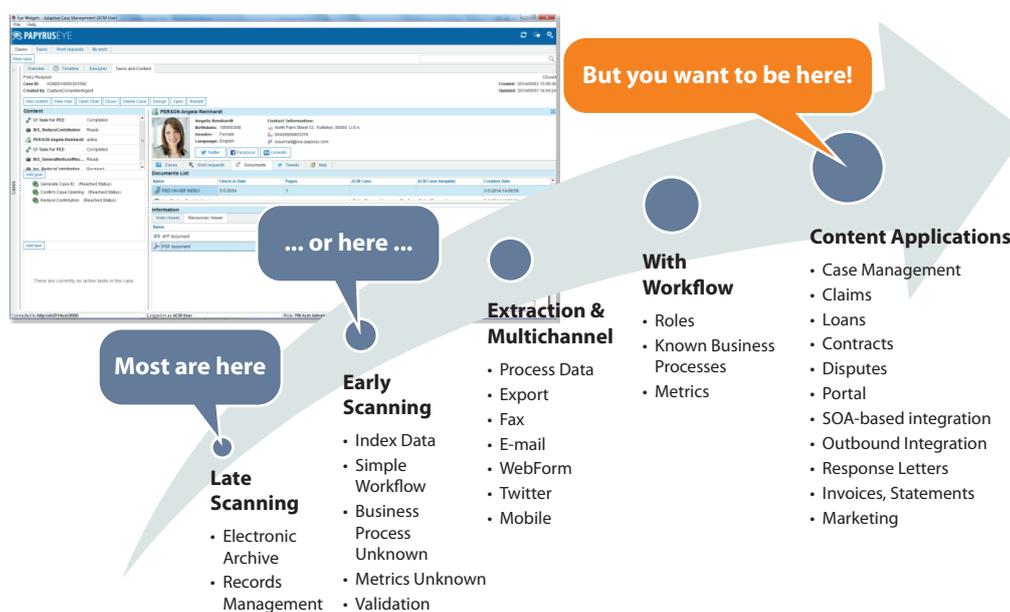
Papyrus lets you improve your documents with sophisticated design and smart layout to meet the requirements of the Digital Age and allow print and e-delivery across all channels. Documents can include personalized messages, color and charts with relevant one-to-one content and hyperlinks. The interactivity 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

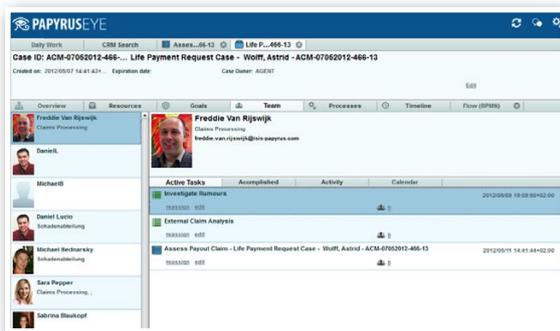
The Solutions Center is the heart of the Open House conference.

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

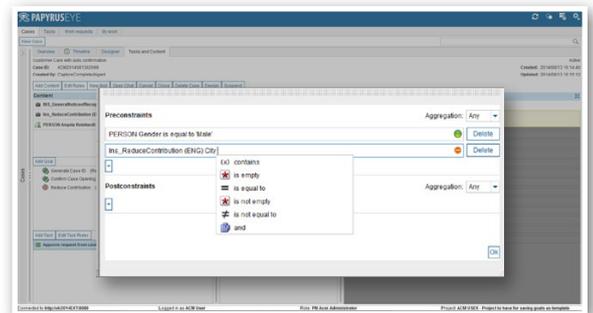
The ISIS Papyrus Solutions Center is available for our guests during the full duration of the two-day conference.



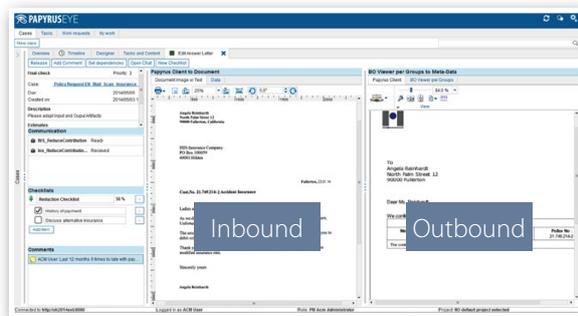
Case Team: Collaborative Work



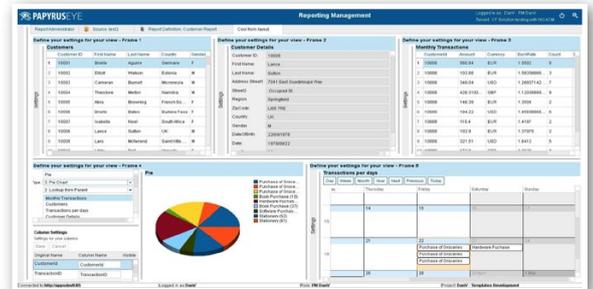
Rules in Natural Language



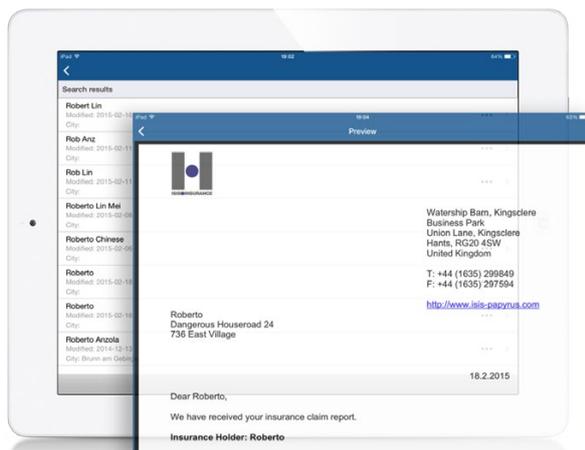
Closing the Communication Loop



Reporting: Business Intelligence Dashboard



Customer Service: Search cases, contracts, documents in WebArchive



Papyrus Mobile Business Apps



Monday, May 18 - Sessions

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 **Analyst Session:** Forrester Research - Reinvent Business Processes For Deeper Customer Intimacy



Clay Richardson, Principal Analyst, Enterprise Architecture
(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, May 19 - Sessions

8.00 Welcome with coffee

8.30 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

9.15 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

10.00 Networking coffee break

10.30 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

11.15 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

11.45 Sharing Practical Experience - BNP Paribas



Realizing a strategic personalized mass mailing solution to meet the growing demand of the business
(see page 10)

12.30 Sharing Practical Experience - Cyprus Telecommunications (Cyta)



Modernizing customer experience and operations with cross-channel document delivery
(see page 10)

13.00 Lunch

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

14.00 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 for 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 you can leverage more of your current Papyrus investment. This will lead into a moderated, interactive communication exchange and later open discussion.

Moderated by industry experts ...

Clay Richardson - Principal Analyst, Enterprise Architecture, Forrester Research

David Hodge - Operation Excellence Manager, British Telecom

Katherine Church - Digital Solution Director, CAPITA Insurance Services

Didier Di Palma - Project Manager, BNP Paribas

Monday, May 18

- 9.00 Opening Keynote:** Digital Collaboration
- 10.30** Networking coffee break
- 11.00 Solution Showcase:** Customer Engagement Platform Solutions
- 12.00 Analyst Session:** Forrester Research - Reinvent Business Processes For Deeper Customer Intimacy
- 13.00 Lunch**
- 14.30 Discussion:** The new way of working mobile
- 15.30** Networking coffee break
- 16.00 Discussion:** The next generation of documents in the digital revolution
- 17.00 Discussion:** What is needed to streamline your business processes?

Tuesday, May 19

- 10.30** Networking coffee break
- 11.00 Solution Showcase:** Adaptive Case Management for on-boarding staff and customers
- 11.45 Case Study: BNP Paribas**
Realizing a strategic personalized mass mailing solution to meet the growing demand of the business
- 12.30 Case Study: Cyprus Telecommunications (Cyta)**
Modernizing customer experience and operations with cross-channel document delivery
- 13.15 Lunch**
- 14.00 Discussion:** Content and Process Maturity – where are you?



Workshops & Labs



Monday, May 18

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 prompting functionality
- Text and data entry
- Using the Wizard for interactive letter writing
- Sign-off process with stickers

16.00 Adaptive Process and Case Management



- Learn the fundamentals on how to setup a Case
- Define event-driven Business Processes
- Experience how easy it is to integrate Correspondence

17.45 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

Tuesday, May 19

14.00 Output Management – Print and eDelivery



- Bundling and sorting of outbound mail
- Learn how to further automate document delivery and save cost
- Setup delivery rules and learn that no or limited change is needed on your documents
- Experience how print documents are transformed and being electronically delivered
- Get an introduction to how you could do Dynamic HTML documents

15.00 Incoming Mail – Capture, manage and distribute



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

 Nice to come back again after 5 years. Great keynote and content! Thank you.

- E. Michael Chaytor, Lloyds Bank, Jersey Island

Real-World Reports

Monday, May 18

12.00 - **Analyst Session:** Forrester Research

Reinvent Business Processes For Deeper Customer Intimacy



Process change is typically rooted in driving improved worker productivity and operational efficiencies. However, in the "Age of the Customer", process change teams must shift to design and reinvent core business processes to power customer experiences and unlock new revenue streams. In this session, Clay Richardson from Forrester will share insights, examples, and new practices on how innovative companies use new approaches and techniques to design business processes for deeper customer intimacy, understanding, and engagement.

A leading expert on BPM software, services and methodologies, Clay delivers strategic guidance to professionals seeking to improve collaborative and operational business processes. Having led projects to successfully deploy BPM solutions for government and commercial organizations worldwide, he specifically helps enterprises establish BPM strategies, governance standards and centers of excellence; identify Agile and Lean methodologies best suited for BPM projects; and establish vendors and technologies that help automate and optimize mission-critical business processes.

Tuesday, May 19

11.45 - BNP Paribas



BNP PARIBAS

Realizing a strategic personalized mass mailing solution to meet the growing demand of the business

With this corporate mass mailing solution using ISIS Papyrus, BNP increased efficiency of the mass mail process and the generation of mailings with less time and effort. The solution is a personalized 'one-off' Mass Mailing Client Solution which meets the growing demand of the Business and avoids as much as possible the 'IT bottleneck' - empowering 3 business units to design, create and maintain multi-language, multichannel mass mailings without IT support, as well as achieving seamless integration with current output management. Key highlights are role management with unique UIs, specific building blocks customized on-site, delivery to different output channels based on client preferences, and user management of templates, rules and content.

12.30 - Cyprus Telecommunications (Cyta)



Modernizing customer experience & operations with cross-channel document delivery

Cyta's strategy was to fully implement electronic customer communications – to improve customer service and satisfaction, respond to customer preferences and leverage the cost advantages of reduced printing and mailing. Extending use of the powerful Papyrus Platform was decided to leverage the company's existing investment and knowledge by using the full document management and multichannel delivery capabilities of Papyrus technology. The new Cyta Electronic Invoicing program offers customers more convenience and account access with monthly bill notification by e-mail; 24/7 bill access, download and/or printing; and online bill storage for 24 months.



Strategies were openly shared with real-world examples on how to expand customer satisfaction.

- Bill Alward, Application Development Administrator, Pennsylvania Department of Revenue

You are cordially invited: Golf and Gala Dinner

You are cordially invited to join us for the annual ISIS Open Golf Tournament on Sunday, May 17 starting at 2.00 pm, followed by our traditional Gala Dinner.

A shuttle bus to the events will be provided for guests staying at the conference hotel.



General Information

Conference Location

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

T: 817-416-2345, F: 817-416-1223

E-mail: info@isis-papyrus.com

Enrollment

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



Fees

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

Meals

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

Conference Hotel

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 conference hotel.

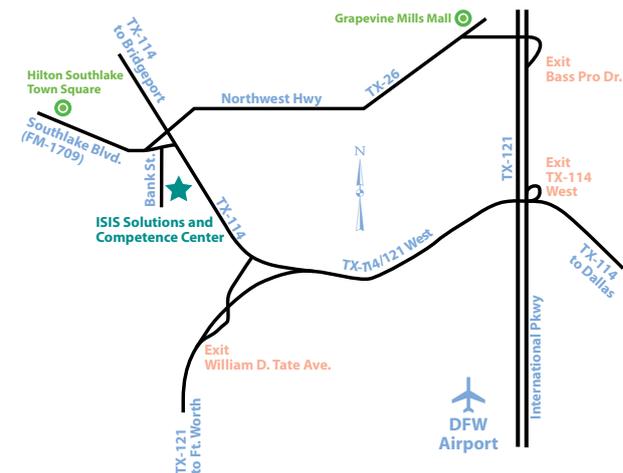
Hilton Southlake Town Square

1400 Plaza Place
Southlake, Texas 76092
T: (817) 442-9900 or (800) HILTONS (800-445-8667)
Rate: \$170 (+ tax) per night
www.hiltonsouthlaketownsquare.com

Once registration is confirmed, attendees should book directly with the hotel **by May 4** to receive the preferred rate package - Group Code: ISPA17 - booking early is suggested to ensure availability. We will provide a list of area hotels upon registration, should alternative options be required.

Travel Information

The ISIS Solutions and Competence Center in Southlake, Texas, is located near the Dallas/Fort Worth Airport



Directions

Coming from DFW Airport:

Take International Pkwy to the North exit of the airport • exit TX114 West • take exit Southlake Blvd • stay in the left lane until Southlake Blvd • make a U-Turn at the Southlake Blvd bridge onto the eastbound 114 service road • after 300' turn into the "Red Dog Right" parking lot • proceed straight through the parking lot and right onto Private Drive • turn left onto Bank St and immediately turn left into the ISIS Papyrus parking lot

Coming from the Hilton Southlake Town Square hotel:

Exit the Southlake Town Square area on Federal Way to the West and turn left onto Carroll Ave • turn left on Southlake Blvd (FM1709) • follow Southlake Blvd for 1.8 miles • turn right onto Bank St • the ISCC will be on your left after 0.1 miles

For more information please contact:

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Global Open House and User Conference

SOUTHLAKE, TEXAS | May 17-19, 2015



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