ISISPAPYRUS™

2015 Strategy and User Conference

SEE   HEAR

TOUCH   TALK

Business Solutions

Process Management

Correspondence

Print & eDelivery

Intelligent Capture

Mobile/Social/ Cloud

Brussels - 4 June
Utrecht - 5 June

*Copenhagen - 10 June*
Stockholm - 11 June

Hot Topics at the Strategy 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.
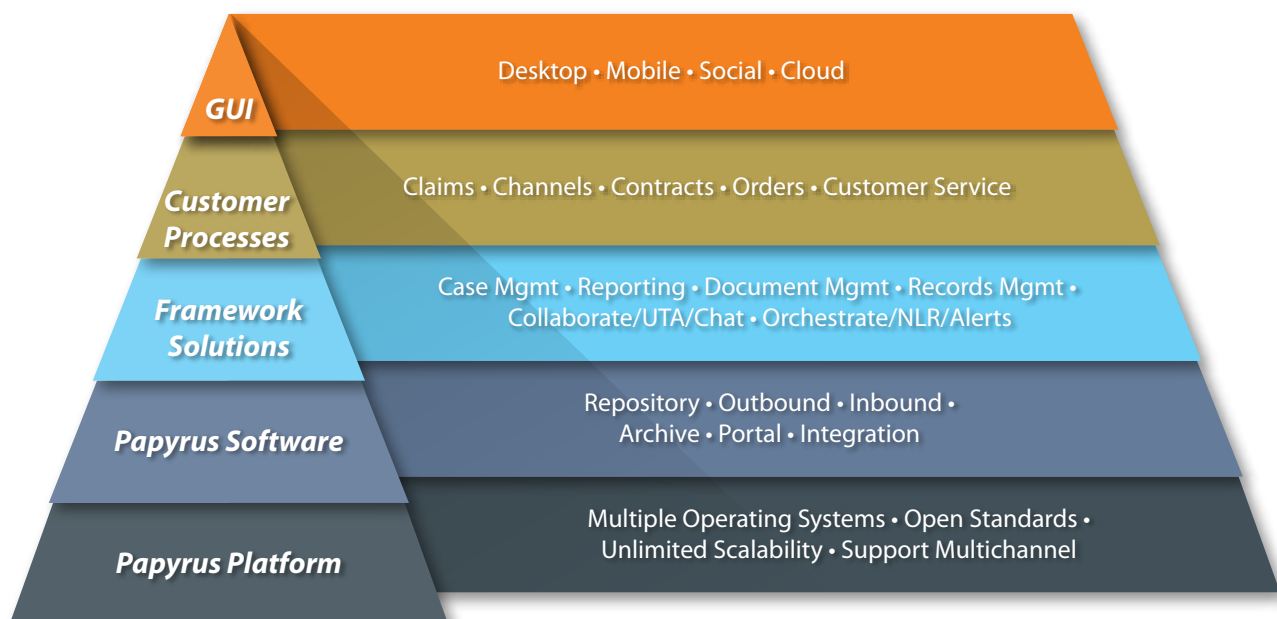
The Digital Evolution.

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.
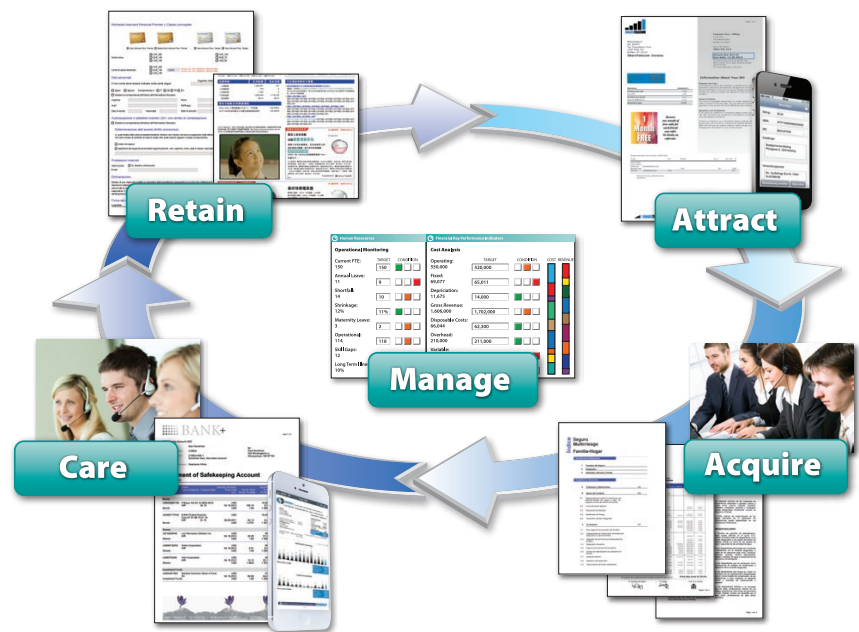
Papyrus Customer Engagement Cycle

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.

GUI	Desktop • Mobile • Social • Cloud
Customer Processes	Claims • Channels • Contracts • Orders • Customer Service
Framework Solutions	Case Mgmt • Reporting • Document Mgmt • Records Mgmt • Collaborate/UTA/Chat • Orchestrate/NLR/Alerts
Papyrus Software	Repository • Outbound • Inbound • Archive • Portal • Integration
Papyrus Platform	Multiple Operating Systems • Open Standards • Unlimited Scalability • Support Multichannel

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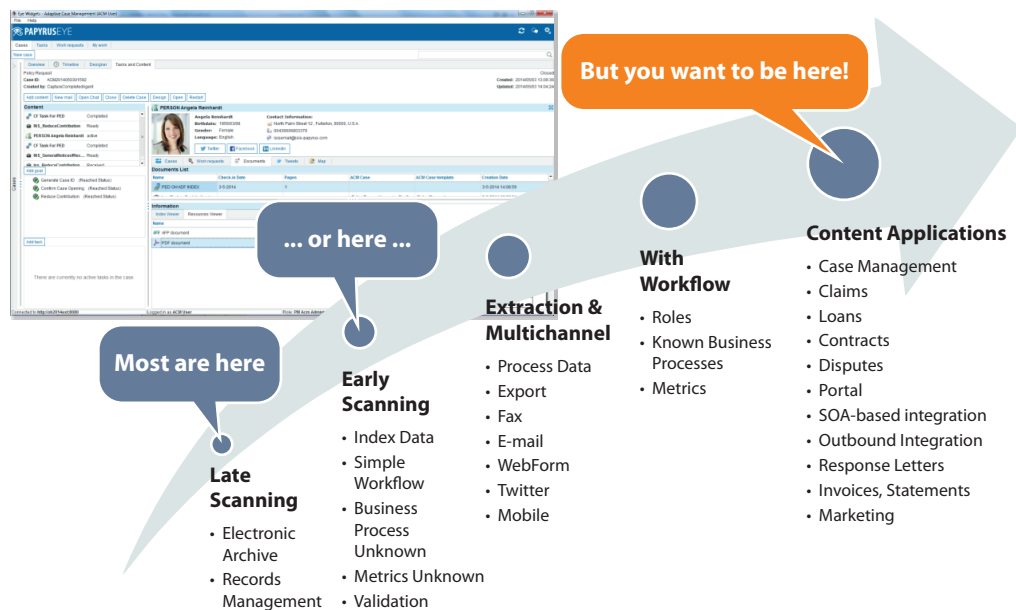
Papyrus lets you improve your documents with sophisticated design and smart layout to meet the requirements of the Digital Age and allow print and e-delivery across all channels. Documents can include personalized messages, color and charts with relevant one-to-one content and hyperlinks. The interactivity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

But you want to be here!

... or here ...

Most are here

Late Scanning
- Electronic Archive
- Records Management

Early Scanning
- Index Data
- Simple Workflow
- Business Process Unknown
- Metrics Unknown
- Validation

Extraction & Multichannel
- Process Data
- Export
- Fax
- E-mail
- WebForm
- Twitter
- Mobile

With Workflow
- Roles
- Known Business Processes
- Metrics

Content Applications
- Case Management
- Claims
- Loans
- Contracts
- Disputes
- Portal
- SOA-based integration
- Outbound Integration
- Response Letters
- Invoices, Statements
- Marketing

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
- 360º 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

13.00   Lunch

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

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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

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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

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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

TALK

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
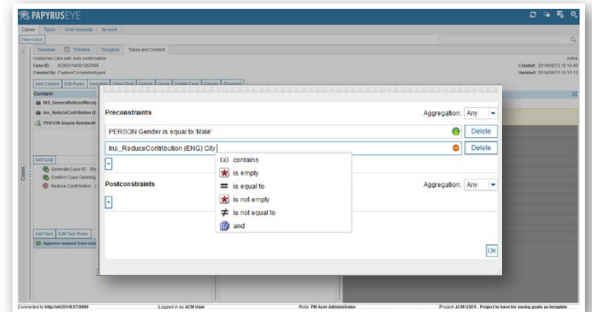
A real-world experience

Each session includes a LIVE demonstration to show you real-world applications of Papyrus platform functionalities.
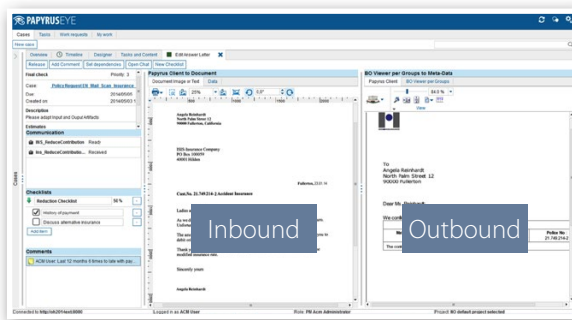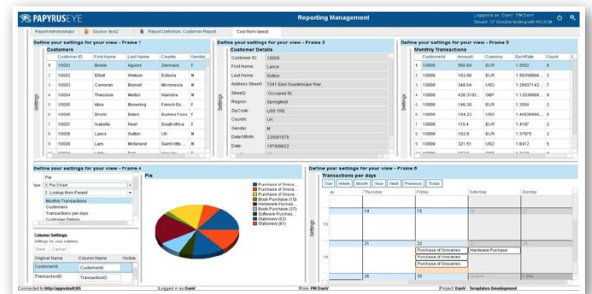
Case Team: Collaborative Work
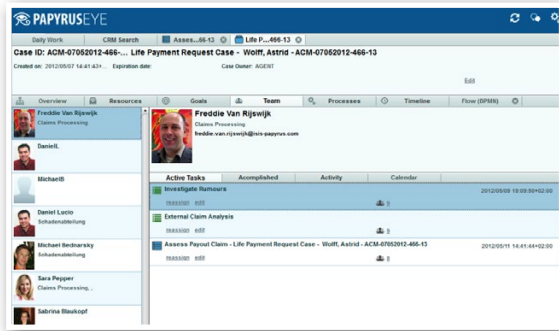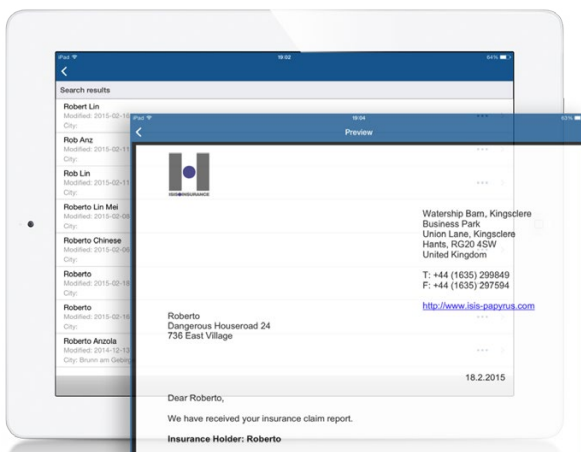
Rules in Natural Language
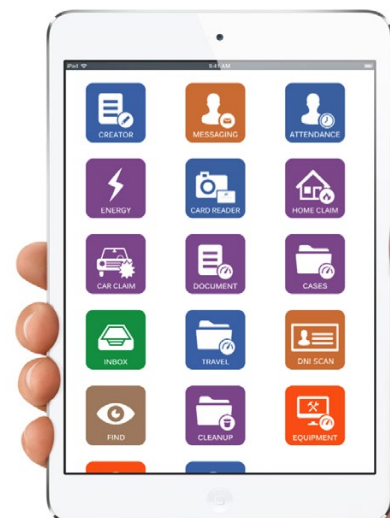
Closing the Communication Loop

Reporting: Business Intelligence Dashboard

Customer Service: Search cases, contracts, documents in WebArchive

Papyrus Mobile Business Apps

💬 I received very detailed info about what the platform is capable of. - Fanny Decorte, Group Oz, Belgium

ISIS Papyrus Strategy Conference 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.

Enrolment

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

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:

Christian Berchtold
ISIS Papyrus Europe AG

Alter Wienerweg 12
A-2344 Maria Enzersdorf

T: +43-2236-27551
F: +43-2236-21081
E-mail: events@isis-papyrus.com

4 June 2015 - Brussels

Hilton Brussels Grand Place
Carrefour de l'Europe 3
B-1000 Brussels
Belgium

T: +32-2-548-4211

 www.brusselsgrandplace.hilton.com

5 June 2015 - Utrecht

Grand Hotel Karel V
Geertebolwerk 1
3511 XA Utrecht
The Netherlands

T: +31-30-23-37-555

www.karelv.nl

10 June 2015 - Copenhagen

Copenhagen Admiral Hotel
Toldbodgade 24-28
DK-1253 Copenhagen
Denmark

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

www.admiralhotel.dk

11 June 2015 - Stockholm

Radisson Blu Strand Hotel
Nybrokajen 9
SE-103 27 Stockholm
Sweden

T: +46-8-50-66-4000

www.radissonblu.com/strandhotel-stockholm

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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: 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
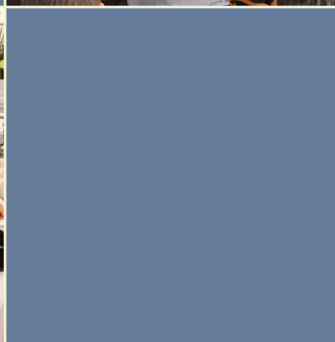28023 Madrid

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

www.isis-papyrus.com

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