

# 2016 Strategy and User Conference



SEE



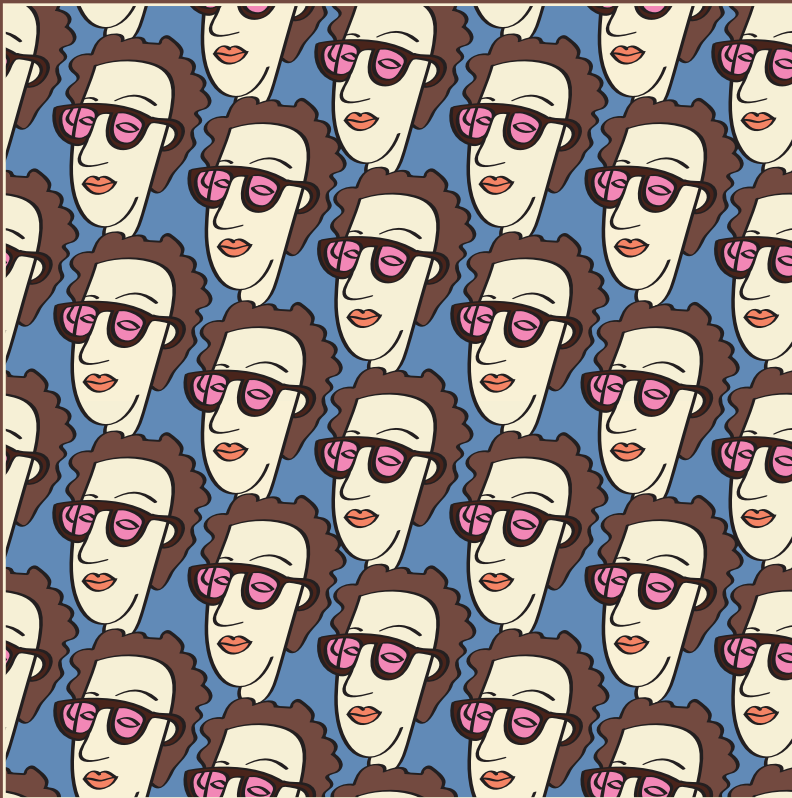
HEAR



TOUCH



TALK



Omnichannel  
Communications

Document Strategy

Correspondence  
Wizard

Mobile Office

Adaptive Case  
Management in Use

Digital Insurance  
Platform

Capture and  
Workflow

# Hot Topics at the Strategy and User Conference 2016

Holistic Solutions for today's Customer Communication environment, achieving a seamless Customer Experience, business-enabled smart document design and maintenance for print and digital

- Document output consolidation (batch, online, interactive, on-demand)
- Avoiding multiple disparate systems
- Omnichannel capabilities and mobile focus
- Device responsive documents (HTML5)
- Multimedia personalized documents
- Facilitated integration with business data
- Transforming MS Word documents into a holistic output strategy



## The Document Wizard

### **Award-winning business process-driven technology**

Supported by a thin-client browser architecture, clerks can now easily create documents that cater directly to each customer's needs by simply answering prompted questions. The associated document processes dynamically connect to various back-end services and provide required data on the fly, note the clerk's decisions and perform any required work - automatically assembling the document that will exactly match the customer-specific situation, while taking all relevant regulations into consideration and avoiding mistakes or omissions.

## Online Channel

The online sale of products and related services has tremendous potential for distributing policies while keeping overall costs low. The online channel can also be leveraged to provide claims management and to collect customer feedback. We show at the upcoming conferences a portal that works as an integrated part of the whole omnichannel network and is directly linked with the back-office where operational users perform Case Management.

## Multichannel Inbound Mail Capture and Customer Workflows

Intelligent cross-channel data and document capture is a remarkable technology, reading document and message content; extracting and interpreting document data of structured and unstructured content and handwriting; validating it faster than any human; eliminating bottlenecks in manual workflows; and enabling instant transfer of captured information to the archive and the inbox of your knowledge workers.

## 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.

## Innovation: Building the next-generation Digital Insurance Platform

The Papyrus Platform is disruptive technology that innovates the insurance software application market with a product much more affordable and simpler to use than what currently exists. Insurance applications are simpler and less expensive to build and maintain, resulting in a radical improvement in performance.

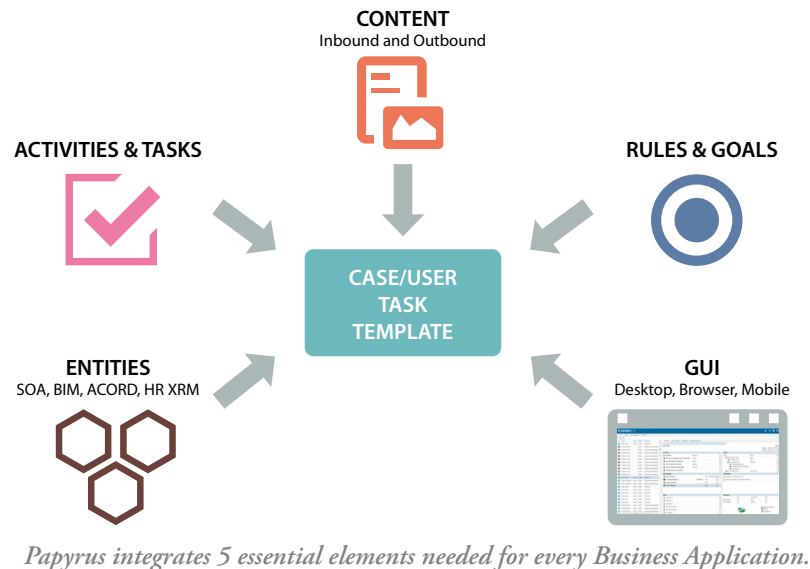
## Adaptive Case Management in Use

See customer-focused service and corporate environments benefit from Adaptive Case Management applications on browser, mobile and cloud. The Papyrus Platform and the ACM solution framework is geared for knowledge work and designed to enable rapid development of goal-driven, adaptive business applications and accommodate change, growth and innovation without limitations.

# Explore Innovation – Creating Future Value

## New Breed of Software: The Papyrus Platform

The Papyrus Platform is built from one source and seamlessly integrates enterprise content with business processes and customer communications for a One Company-One Voice approach. This unique capability results in significant cost savings and short-term results when implementing an advanced case management solution for responsive service environments. Our software and solution frameworks are geared for knowledge work and designed to enable rapid development of goal-driven, adaptive business applications and accommodate change, growth and innovation without limitations.



The Papyrus Platform with its service-oriented architecture leverages open source information models to build the next generation of business applications.

### Business Solutions for Customer Engagement

- Key Insurance applications (claims, first notice of loss)
- Account opening
- Customer on-boarding
- Loan/mortgage operations
- Campaign Management
- Contract creation & management
- Customer service & care
- Incident management/inspection

### Business Solutions for Corporate

- Project Management
- Purchase to payment processing
- Lead Management/Marketing
- HR time management
- Travel expense requests
- HR recruitment and on-boarding
- Project Information Management
- Change Management

### Key Platform Features

- 360° Communication Hub
- Adaptive BPM - real-time, event-based
- Collaborative Case Management
- Closed-loop business communication
- Integrated security/auditing/LDAP
- Data Capture: scan, extract, process
- Business-enabled document design
- Adapters – loosely coupling data
- Omnichannel capabilities
- Portal, desktop, mobile, cloud

### Value Proposition

- A solution much more affordable and simpler to use
- Less expensive to build and maintain
- Radical improvement of performance
- Business empowerment for knowledge work
- Adaptive processes: goal-driven, decision-based
- Consolidated view of customer/case
- Consolidation of ECM, BPM, CRM



Great presentations covering new possibilities and innovative ideas. - Flemming Bengtsen, ATP, Denmark

## 9.00 Keynote: The Art of Strategy



The most important knowledge work in the top hierarchy of the business is defining a STRATEGY. In 2010 Max J. Pucher wrote several blog posts saying that management -- and certainly creating a business strategy -- has a strong link to ART. This strategy should as quickly as possible be translated to supporting software applications. No such thing is on an executive's mindset today. 'The Art of Strategy' is adapted from 'The Art of War' by Sun Tzu (approx. 500BC) who said: "Creativity must go beyond generation of new ideas; it must become an ongoing activity."

## 10.00 Consolidate! The Papyrus Platform



Incoming and outgoing mail becomes an essential part of the context in Customer Engagement, and adaptive, goal-oriented service processes will result in a positive customer experience.

This session will discuss real-world benefits:



- Business can rapidly build new digital-process driven applications using ready solution frameworks
- Integrated ECM/BPM/CCM provides a 360° view of the customer
- Any data format and style can be used, also legacy – not limited to XML only
- Collaborative work uses chat, e-mail and mobile
- The platform's omnichannel capability is used for a successful Customer Experience
- Integration with existing backend systems can be facilitated

## 10.30 Networking coffee break

## 11.00 Business-enabled document design, maintenance and administration



- Manage all corporate document templates and related processes with one system
- Integrated document design and speedy creation of new document templates
- Ensure change management and versioning for fast-paced document updates
- Automate data exchange between existing business applications
- Integration of various delivery channels directly into communication process
- Global support for multilingual workspaces, templates and customer documents



## 11.30 The Wizard: Award-winning application



Experience a new "dual-level approach" with a process-driven working style that empowers each player to focus on their strengths and promotes collaboration along clearly defined lines of responsibilities.



- A thin-client browser architecture
- Clerks can easily create documents that cater directly to each customer's needs by simply answering prompted questions
- The associated document processes dynamically connect to various backend services and provides required data on the fly
- The system allows multilingual business staff to work in their language of choice regardless of the recipient's preferred correspondence language
- The document can be optionally edited by the clerk and locally printed, exported as PDF or delivered to customers by e-mail or fax per selected delivery channels

## 12.00 Online Channel for digital business and services



We present a website for public access that works as an integrated part of the whole omnichannel network and is directly linked with the back-office where operational users perform Case Management. Highlights are: ePolicy/e-contract, service request, claims submission, live chat, product information request, e-enrolment form with interactive questionnaire and validation, mobile optimized for mobile and tablet, as well as desktop/laptop



## 12.30 Mobile First



"Mobile first" is a common buzzword when it comes to building new business applications. But to tap the full potential of mobile for improving customer service and satisfaction, you need a new perspective. Meeting customer expectations means addressing the dual challenge of keeping up with the pace of innovation while providing a seamless cross-channel experience. But legacy systems and silos stand in the way of faster innovation and multichannel product and service delivery. Without addressing those backend issues, mobile could become just one more siloed channel, entrenching the organizational and IT gaps that prevent organizations from delivering the experience that customers demand. Learn about best practices for going mobile, plus real-world success stories and cautionary tales.



13.00 Lunch

#### 14.00 Omnichannel communications for online business and print



This presentation will show how collaborative work between business and IT results in flexible and high-quality output, unified and consistent across multiple communication channels - all possible using dynamic formatting capabilities in combination with powerful output management.



- Two-way online communication capabilities with response options and e-signed documents
- Collect documents of batch/online/interactive/Word/Excel origin in the central document pool
- Powerful reformatting options allow for unique final document composition for print and digital
- HTML5/PDF/SMS/e-mail/mobile, printing considerations and available solutions
- Reporting on bounced e-mail, clicks and opened e-mail, printing and archiving

#### 14.30 Multichannel Inbound Mail Capture



All your inbound communication channels can be commonly managed by one single definition and by events – routing mail through the different steps of classification, recognition and data extraction to validation and 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, full text search, quick access to documents on all devices

15.00 Networking coffee break

#### 15.30 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

#### 16.00 Building the next-generation digital insurance platform



Industry analysts highlight that Papyrus can import external information models, such as ACORD to jump start a process design. As a single, organically developed stack, there is a central point of management that draws on process data from one object repository.



- Business empowerment – Knowledge work is innovative and exploratory
- Adaptive Processes: Beyond BPM – Goal-driven, decision-based, flexible
- Consolidated view of customer case; Integrated omnichannel business correspondence (inbound and outbound)

#### 17.00 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



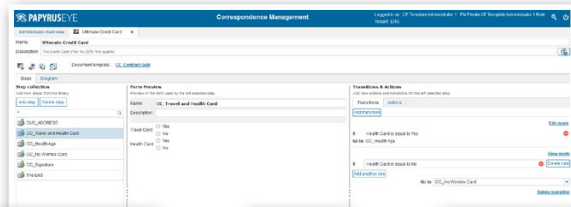


# A real-world experience

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



## The Document Wizard: A thin client application

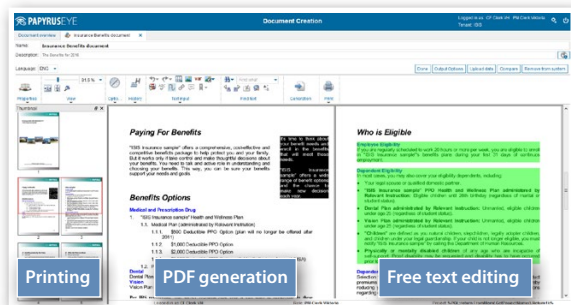


Generate Document process steps

Form for data input

Define transitions between steps

*Template administrator creating a document business process*



Printing

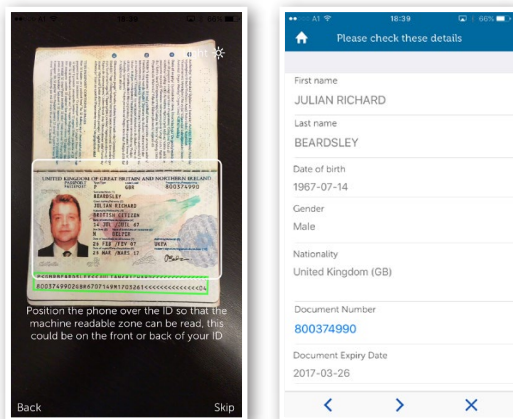
PDF generation

Free text editing

*Clerk: Free Text Editing in Papyrus Client*



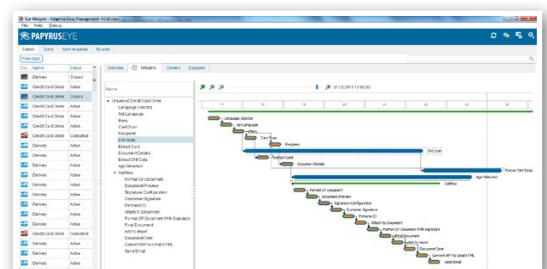
## Mobile Capture



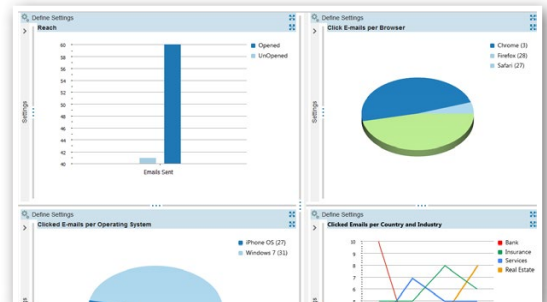
Position the phone over the ID so that the machine readable zone can be read, this could be on the front or back of your ID



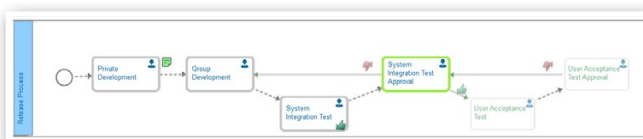
## Monitor and Track



## Reporting



## Change management/Deployment: Release flows can be defined



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

# ISIS Papyrus Strategy Conference 2016

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:

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](mailto:events@isis-papyrus.com)

## 1 June 2016 - Brussels

### Steigenberger Wiltcher's

71 Avenue Louise  
B-1050 Brussels  
Belgium

T: +32-2-542-42-42

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

## 2 June 2016 - Stockholm

### Sheraton Stockholm

Tegelbacken 6  
SE-10123 Stockholm  
Sweden

T: +46-08-412-34-00

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

## 3 June 2016 - Copenhagen

### Copenhagen Admiral Hotel

Toldbodgade 24-28  
DK-1253 Copenhagen  
Denmark

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

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



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](mailto: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

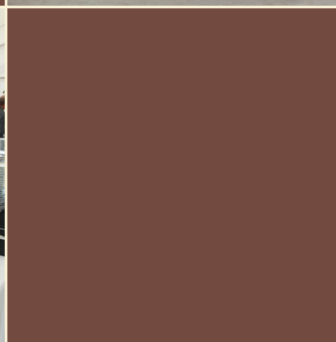
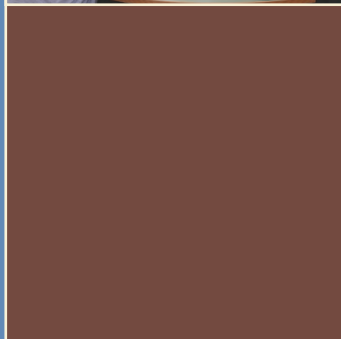
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# 2016 Strategy and User Conference

Brussels - 1 June

Stockholm - 2 June

Copenhagen - 3 June



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