ISISPAPYRUS

Omni Channel Communications

Campaign Management
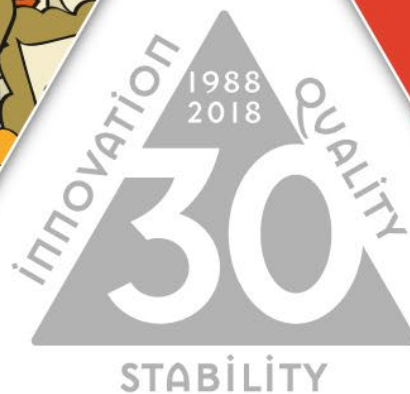
Correspondence Wizard

Ticketing/Incident Management

Adaptive Case Management in Use

Online Channel for Digital Business

Capture and Human Workflow

innovation
1988
2018
QUALITY
30
STABILITY

Open House
&
User Conference

Brunn am Gebirge/Vienna, Austria, May 27-29, 2018

> *"Packed with new ideas and inspiration we return home to put this into action."*
> -Martin Mögle, Finanz-Informatik Technologie Service

Ladies and Gentlemen!

Time flies, when you're having fun!

This is a large part of our motto for the 30 Year Anniversary Open House at ISIS Papyrus Software where we celebrate with two more major items on our agenda. We are proud to invite you to our new office building for this grand event, and we are excited to show you more of our new Papyrus Converse application environment.

In addition to the suddenly popular machine learning functionalities, which we have had in our software since 2009, a primary discussion topic in 2018 are the opportunities of Digital Transformation (DT). Content creation and content capture are the key functionalities of Digitalization and a component of DT. Beginning with images, the need for Digital Transformation leads to voice and finally video. The final step is to embed these capabilities in an application environment that supports goal-oriented processes between a business, its partners and customers.

The business world has not yet adopted much of these capabilities and only a third of businesses have Digital Transformation projects in plan. The reason is the immense complexity and the requirements around compliance and data security. These are thus the primary targets for Papyrus Converse next to simplicity in creating business-driven digital experiences while using ontology and rules to make compliance a natural part of the Digital Transformation.

We look forward to see you at the 2018, **30 Year Open House Celebration**. Don't miss it!

Annemarie Pucher
CEO, ISIS Papyrus

Max J. Pucher
CTO, ISIS Papyrus

Conference Overview:	English language			German language		
	Sunday 27	**Monday 28**	**Tuesday 29**	**Sunday 27**	**Monday 28**	**Tuesday 29**
Opening Event/30 Years	17.00			17.00		
Conference Sessions		9.00 - 16.30	9.00 - 15.30			
Management Circle Seminar		9.00 - 17.00	9.00 - 15.00		9.00 - 17.45	9.00 - 15.00
Workshops		13.30 - 17.30	13.30 - 15.30		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		12.15, 14.30	10.00, 14.30			
Ask the Expert Session		17.00 - 18.00				

Hot Topics at the Open House and User Conference 2018

Omni Channel Business Engagement

Customers use three or more channels when contacting companies. This demands a new business model moving beyond disconnected, multichannel communication to offer Omni Channel engagement with real-time back office integration for enhanced customer experience and streamlined operations. The consistency of the message is ensured by end-to-end integrated, seamless customer communications across the customer journey.

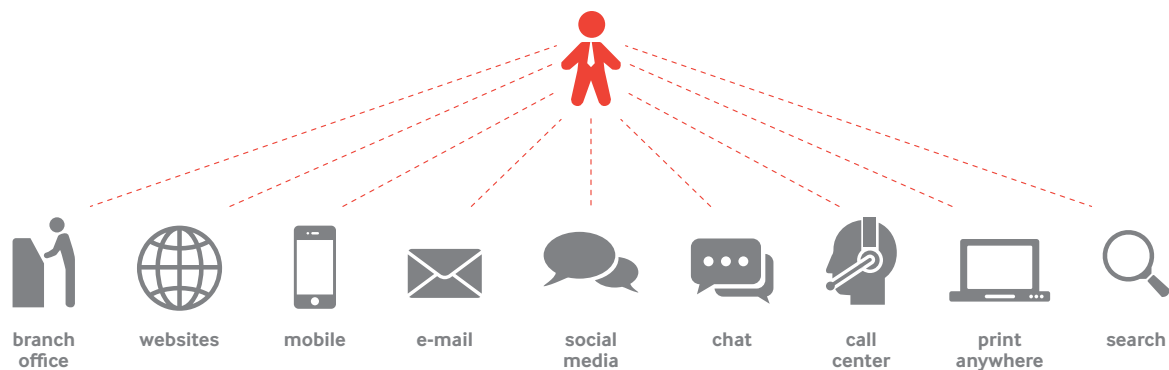### ■ Corporate design and approval including Blockchain

Corporate design is enforced and manually generated communications restricted to using pre-approved templates, layouts and resources. Changes to documents are quick, easy and cost effective, passing through an approval process in the award-winning Papyrus Change Management.

■ Preferred channel delivery

Communication is delivered to each individual in their preferred channel and language. This channel could be an e-mail, Web-Chat, mail, SMS, Social or mobile. Whichever channel is used, it is integrated in a single solution to give your sales and customer service agent visibility of all customer contacts and current status, so queries can be resolved quickly and correctly.

■ Reporting and Monitoring

All channels are presented in a unified view to understand which communication has taken place (outbound/inbound) and which channel was used, even when crossing channels in parallel conversations. Monitoring and reporting tools provide evidence that communications get delivered in a timely manner and identify problems at the earliest point in a conversation.

| branch office | websites | mobile | e-mail | social media | chat | call center | print anywhere | search |

Digital Business Correspondence

Business First is an important concept when implementing a new global business communication solution. A powerful digital approach allows for business creativity and flexibility in multilingual product offerings, plus pricing and placement of promotional content across all lines of business. Invoicing customers can be per ad-hoc request, moving from paper to e-mail and Webportal to avoid payment delays, applying GDPR/EU-DSGVO.

■ Seamless across physical and digital

Business documents are a critical step in connecting your traditional and digital business channels. It sounds so simple, yet it's hard in practice to be effective when delivering documents and messages to your customer-preferred channel in an Omni Channel world.

■ Single Source for AFP, PDF and HTML

Creating and managing business documents for physical and digital can be an expensive nightmare. The Papyrus single source document administration is here to help! Document layouts and building blocks are created only once by business teams and re-used across templates for e-mail/HTML, Mobile, Web, PDF and AFP print – achieving efficiency, corporate design, precision and quality. How cool is that!

### ■ Transforming your Online Business Channel

Doing business online is a critical element of your organization's existence – it connects you faster and conveniently to customers, prospects and partners. Digital business transformation now demands that we ensure operational support for this external activity, increasing emphasis on how we deliver on the promise of digital business via the online channel.

■ Campaign Management

The Papyrus ACM-based collaboration platform for campaign management earned the highest honors for digital transformation excellence, agility and high value creation. Creative Services Teams are driving the creation, modification and administration of a large number of marketing and regulated materials with more than 60 media types in nearly 30 languages and more efficient approval cycles to guarantee quality and compliance.

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.
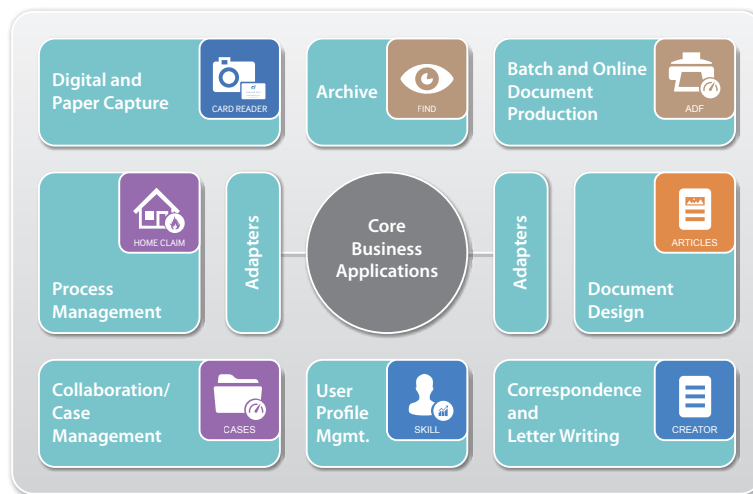
With core capabilities in CCM, adaptive case management (ACM) and intelligent capture, Papyrus is a new breed of software - a flexible, end-to-end business application platform natively designed and integrated to empower business users securely across the enterprise on desktop, browser and mobile devices, linking to Social and running in the Cloud. With the 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.

■ Machine Learning

Training machines to recognize documents and messages and to continuously optimize data capture is a remarkable technology that increases efficiency. But what really improves business capability is a process solution that learns over time what your knowledge workers do within a case when a certain document arrives or a particular state is recognized - or when an exception is encountered.

■ Robotic Process Automation and Chatbot

Process flow diagrams for the Customer Journey are often too rigid in the modern business world. Machine learning is the huge differentiator, and the key innovation is the Papyrus 'User Trained Agent' (UTA) that supports each customer individually. The UTA empowers the business user with interactive process discovery and pattern recognition capabilities. Papyrus can capture and classify an incoming document, automatically trigger the appropriate process/case, assign goals based on rules and suggest a rated 'best next action.'

■ Incident Management / Ticketing

Most customer service solutions cannot keep up with today's customer engagement requirements. Customers want to experience a fast and correct response right away, while using their preferred communication channel. Papyrus Ticketing helps companies to deliver satisfying and accurate services with increased employee productivity – a new way to customer engagement excellence.

■ Business Solutions for Mobile

Enterprise mobility means providing native applications on all leading mobile devices. Users are able to communicate, take actions, track events, send requests and receive notifications with direct back office connectivity and interfacing with existing CRM, BPM, ERP and database systems – even when out of the office.

■ Inbound mail automation

Digitizing and intelligently extracting data from incoming documents and messages in structured and unstructured formats including hand written information is a key strength of Papyrus Software. State-of-the-art machine learning technology utilizes pattern recognition to increase accuracy and efficiency of data capture.

Who should attend?

CIOs and Business Leaders

Enterprise Architecture Professionals

Technology Innovation Leaders

Business Application Architects and Analysts

Business Document Professionals

Output Management Experts

Content and Process Managers

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

Experience an overview of the 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.
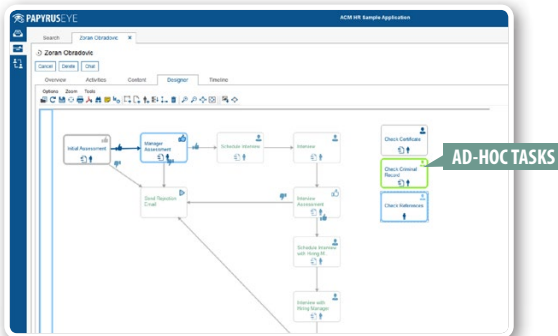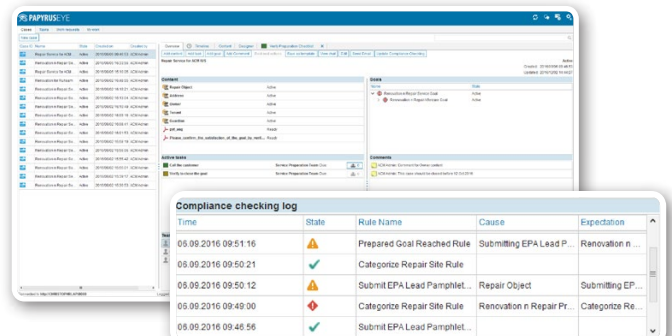
■ Digitization of Incoming Documents
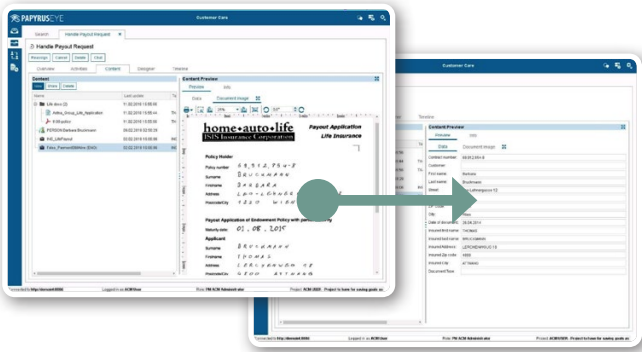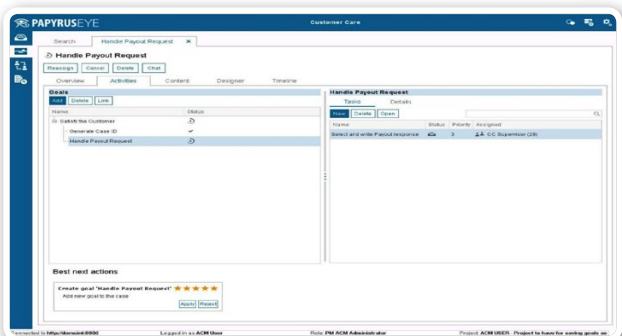

■ Chat & Chatbot integrated with ACM
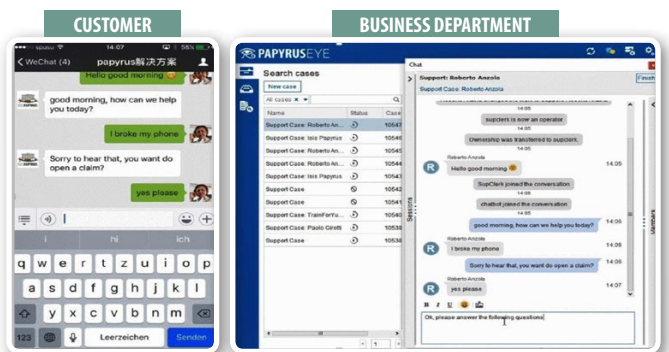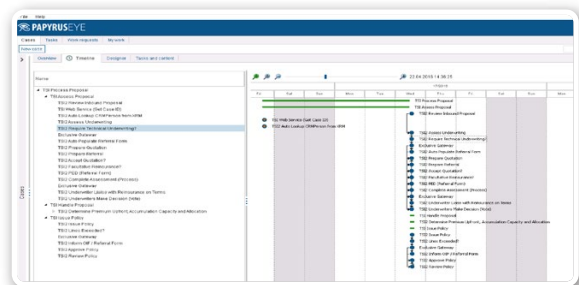

■ Unforeseen Events

■ Compliance and Risk Management
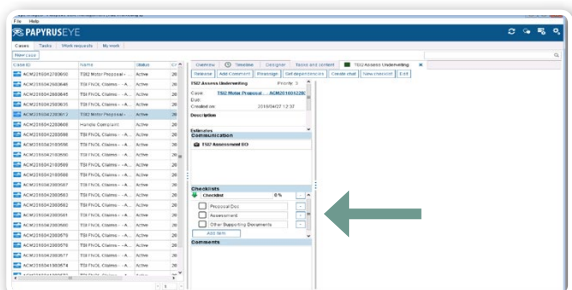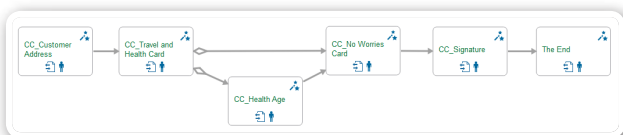

■ Best-Next-Action

■ Work Tasks in Gantt chart

■ Tasks can have Checklists

■ Ready and freely definable Release Cycles

8.30 Welcome with coffee

9.00 Keynote: Under The Covers of Digital Transformation
Speaker: Max J. Pucher - CTO Papyrus Software

In addition to the suddenly popular machine learning functionalities, the primary subjects of discussion are in 2018 the opportunities of Digital Transformation (DT). Little is however being said about how to actually achieve it in a reasonable time frame. Content creation and content capture are the key functionalities of Digitalization and a component of DT. From image the path leads to voice and video as Digitalization needs. The final step is to embed these capabilities in an application environment that supports goal-oriented processes between a business, its partners and customers.
Max J. Pucher will take with you a look under the covers of DT.

10.00 Omni Channel Business Engagement
Speaker: Annemarie Pucher – CEO Papyrus Software

Excellence in Omni Channel support is the ultimate goal achieving an outstanding customer experience.
• Engaging with both traditional and digital clients on one digital platform
• Striving to move beyond disconnected multichannel communications (inbound/outbound)
• Allowing for real-time messaging and integration with existing applications

10.30 Networking coffee break

11.00 Smart unified document design for physical and digital channels

A strategy to effectively consolidate customer documents for print and digital, achieving efficiency and a 'One Company - One Voice' customer communication.
• Best practices for creating highly personalized and consistent cross-channel business documents
• Single unified design for print, PDF and HTML reusing content building blocks across formats
• Inclusion of videos, graphics, charts, personalized messages and promotions
• Empowerment of business teams to create, extend and maintain templates, layouts, content and rules
• Migration from MS Word and other PC document formats

11.45 Preferred channel delivery with feedback loop

Powerful Postprocessing capabilities and the Automated Document Factory help you to move beyond disconnected multi-channel communications and lets you control your print and e-delivery operations.
• Best practices transforming from paper to digital
• Collect output in the Pool, bundle and augment each page with channel specific information
• HTML5/PDF/SMS/e-mail/mobile, printing considerations and available solutions
• Monitoring and reporting across e-mail, WebPortal, printing and archiving

12.15 Sharing experiences – Guest speaker Groupama –
Simplify Document Management by merging to a single platform

Gábor Budai-Tüske, CIO, Head Of IT (see page 14)

12.45 Lunch

14.00 Product launch: Papyrus Converse

Experience a mind shift. This revolutionary new product will help you build business applications for a fraction of the cost and time. Cut years of development down to months and get your ideas to execution through configuration and adoption.

**14.30 Sharing experiences - Guest speaker Dexcom –
Machine assisted intelligent e-mail/document capture brings efficiency and productivity**

Sam Marsh, Director IT, Architecture and Technical Services (see page 14)

15.00 Automate and digitize inbound mail channels

Manage all your inbound channels by one single definition and by events, routing mail through the steps of classification, recognition and data extraction to validation and distribution to users in different departments.
- Supervised learning and continuously improving the intelligent data capture
- User-trained, multi-channel Inbound Capture
- Integration with existing hardware, software and applications
- System monitoring and auditing

15.30 Networking coffee break

16.00 Integrating with existing applications and legacy

Simplified integration, interoperability and connectivity asks for a SOA handshake integration agreement, platform-independent, loosely coupled between the enterprise business application and the Papyrus platform.
- File and messaging Adapters
- Native integration with databases
- Integration with 3rd party archiving systems
- Integration with existing hardware and software

17.00 Ask the expert session

Discuss with the 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

YOU ARE CORDIALLY INVITED

ISIS Papyrus celebrates 30 years of quality, stability and innovation, and at the same time, the opening of our brand new and state-of-the-art Papyrus Competence Center in Austria. Join us in our new spacious facilities in Brunn/Vienna on Sunday May 27 at 5 pm for a great afternoon and evening program. Celebrate with us this very special anniversary where you will experience what makes ISIS Papyrus 'More than a Company.' We would really love to share this great and pleasant double event with you. We kindly ask for your registration.

May 27 at 5:00 pm

Papyrus Platz 1
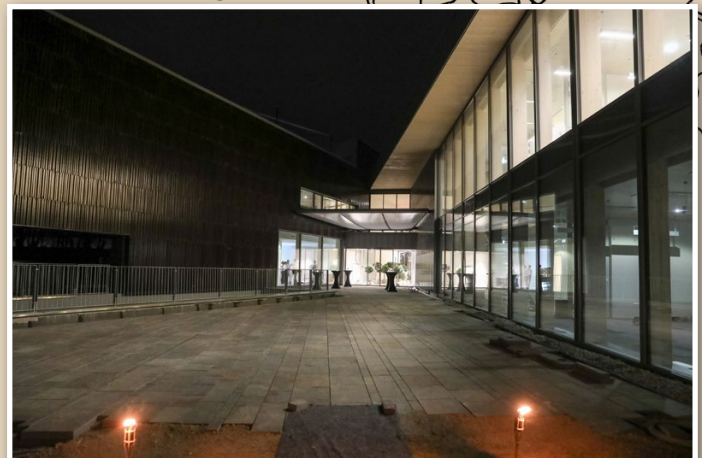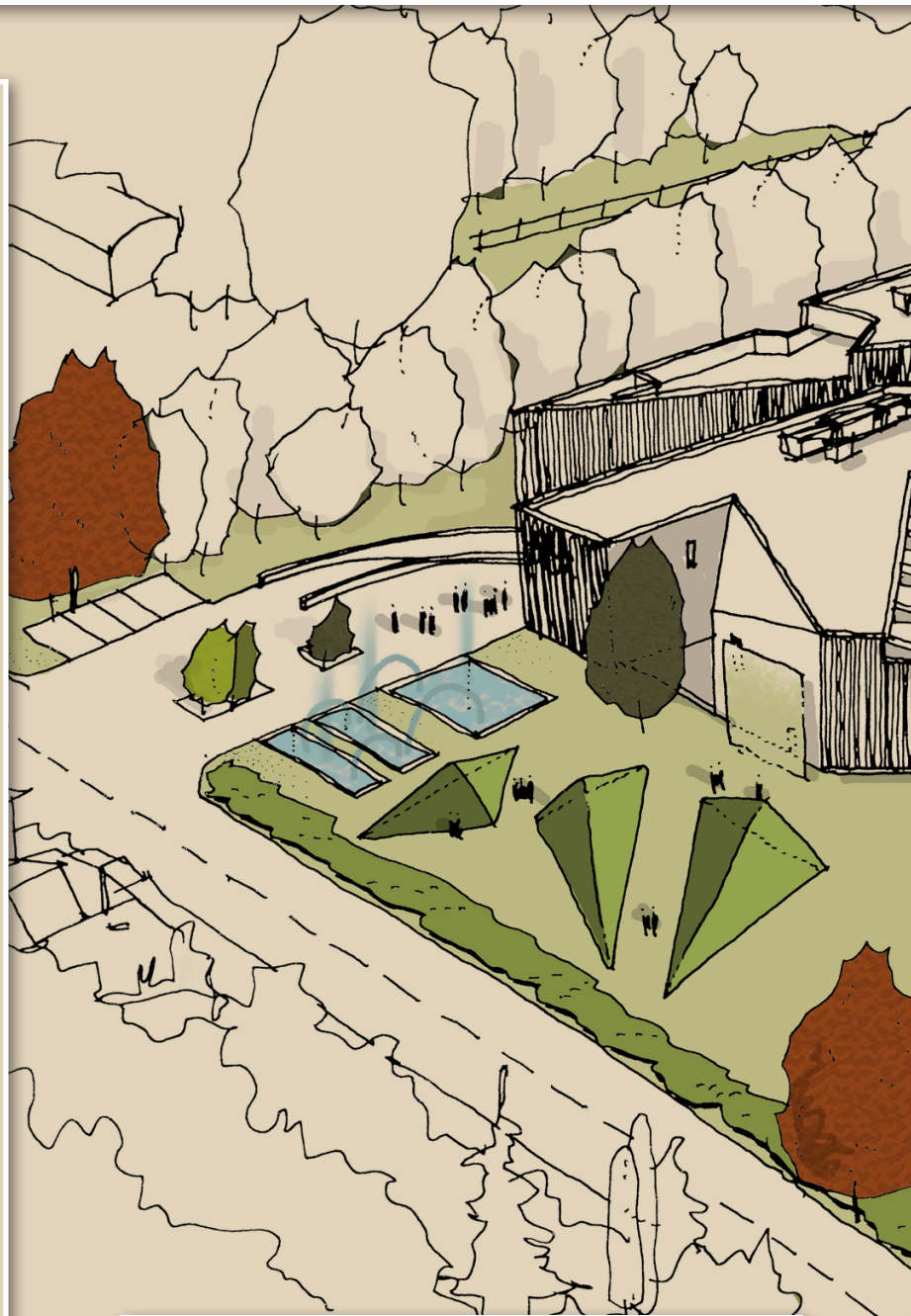
2345 Brunn/Gebirge, Vienna

Please RSVP at

www.isis-papyrus.com/rsvp

or call +43 2236 27551

Conference guest will enjoy a private bus shuttle departing from the conference hotels "Babenbergerhof" and "Austria Trend Eventhotel Pyramide" at 4:30 pm.

ISIS Papyrus Celebrates 30 Years and the Opening of new Austrian Facilities

8.30 Welcome with coffee

9.00 Keynote: Digital Business in Real Time

A Website or Mobile device provides public access as an integrated part of the whole Omni Channel network and is directly linked with operational users performing Case Management.
- Real-time, responsive communications with back-office user integration
- Live Chat/Chatbot/Social/Web/Mobile interfaces
- Documents in real time with e-Signature
- Easy Onboarding for new products and services, e-Enrollment, e-Signature
- Claims submission, service request

9.30 Content Management with human workflow and collaboration

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 real-time, responsive communications with back-office user integration.
- Short-term and long-term archiving via distributed depots
- Drag-and-drop or directly scan into Archive
- Automatic indexing for full-text search
- Archiving of complete case, annotations and comments
- E-delivery, Mobile and Cloud support

10.00 Sharing experiences – Guest speaker Paragon Group –
Flying high – leveraging the Cloud to support exponential growth

Alan Peters, IT Director, Global Solutions (see page 14)

10.30 Networking coffee break

11.00 Incident Management / Ticketing Framework Solution

A ticket can be a reported issue, a question, an inquiry, a defect or a change request processed over a period of time to achieve a solution or any other type of complex activity before being 'completed.' The out-of-the box Papyrus Ticketing framework is fast to implement, adaptable and configurable, and unlike alternatives provides your customer the Omni Channel communication experience.
- A unified single user interface with a 360-degree view of the ticket case for higher productivity
- Adaptive processes for exception handling
- Ticket cases can have related tickets or dependent sub-tickets, all accessed directly from the displayed ticket

11.30 Innovation in Adaptive Case Management

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 of customer service case resolution
- Collaboration and knowledge work
- Desktop, Browser, Mobile, Cloud

12.00 Business Applications on Mobile

The 'Mobile workplace' business initiatives reflect a growing reliance on smartphones and tablets. Learn about best practices for going mobile, plus real-world success stories and cautionary tales.
- Which business segments benefit most from a mobile application?
- Mobile backend as a service (MBaaS)
- Integration with existing legacy applications and security

12.30 Analyst Session – Forrester Research
Customer Obsession Is Changing The Way We Think About Business Processes

Rob Koplowitz, Analyst (see page 14)

13.00 Lunch

14.00 Modern business correspondence using a Wizard on browser and tablet

Experience a new "dual-level approach" with a process-driven working style.
- Clerks create documents by simply answering prompted questions
- Connected WebServices provide required data on the fly
- Multi-lingual business staff works in their language of choice
- Selected delivery channels: local print by the clerk, exported as PDF or e-mail and fax

14.30 Sharing experiences – Guest speaker Mobiliar Insurance –
Expanding Global Customer Communication to Meet Customer Preferences

Natalie Abgottspon, Specialist Customer Output (see page 14)

15.00 Campaign Management with Targeted Messaging

Creative business teams plan a campaign that stretch across multiple channels. They create the marketing content as text, image or video building blocks and define rules for including such content into highly personalized data-driven business correspondence per e-mail and paper.
- Creating personalized marketing messages
- Integration with data and definition of rules for the Campaign
- Delivery management (e-mail, SMS, portal, Mobile, paper)
- Tracking, monitoring and reporting with feedback loop (bounced, clicked, opened)
- Campaign performance analytics

Management**CIRCLE**Seminar

The **Management Circle Seminar** offers inspiring interdisciplinary topics and engages participants in interesting 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 open discussion.

Moderated by industry experts

Gábor Budai-Tüske, CIO, Head of IT, Groupama Insurance, Hungary

Sam Marsh, Director IT Architecture and Technical Services, Dexcom Healthcare Products, USA

**Alan Peters,** IT Director, Global Solutions, Paragon Group, UK

Rob Koplowitz, Analyst, Forrester Research

Monday, 28 May

9.00	**Opening Keynote:** Under the Covers of Digital Transformation
10.00	**Keynote:** Omni Channel Business Engagement
10.30	Networking coffee break
11.00	**Discussion:** The Digital Enterprise – Business Processes in the Digital Age
12.15	**Case Study:** Groupama – Simplify document management by merging to a single platform
13.00	Lunch
14.00	**Product Launch:** Papyrus Converse
14.30	**Case Study:** Dexcom – Machine-assisted intelligent e-mail/document capture brings efficiency and productivity
15.00	Networking coffee break
15.30	**Discussion:** Managed Content Services – an Evolution is here
17.00	**Discussion:** Ask the expert session

Tuesday, 29 May

9:00	**Keynote:** Digital Business in Real Time
10:00	**Case Study:** Paragon Group – Flying high – leveraging the Cloud to support exponential growth
10.30	Networking coffee break
11.00	**Discussion:** Building Business Applications – A mind shift is needed
12.30	**Analyst session:** Forrester Research – Customer Obsession Is Changing The Way We Think About Business Processes
13.00	Lunch
14:30	**Case Study:** Mobiliar Insurance – Expanding Global Customer Communication to Meet Customer Preferences
15.00	**Discussion:** The Digital Document – from physical to digital

Workshops & Labs
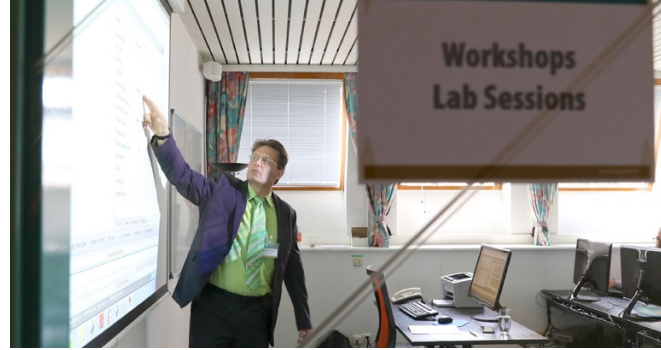
Monday, 28 May

13.30   Business Correspondence Framework Solution

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

14.30   Implementing single source document templates for print/PDF/HTML

- Get an introduction to creating responsive HTML documents
- Creating and reusing building blocks for each channel
- Creating Wizard forms and its processes
- Defining rules in natural language
- Interactive text editing and letter writing

15.30   ACM Process and Case Management

- 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

16.30   Incoming Mail – Capture, manage, distribute and archive

- Intelligent classification, content extraction and automated distribution
- Self-learning with user-trained processes
- User-supported 'Lasso' functionality
- Embedding Inbound mail into Case Management
- Archiving – short-term, long-term, search

Tuesday, 29 May

13.30   Output Management – Omni Channel print and e-delivery

- Bundle and sort outbound mail in the central pool
- Learn how to further automate document delivery to e-channels
- Setup delivery rules, allow for feedback loop and reporting
- Experience how documents are optimized with channel-specific content at time of delivery

14.30   Mobile Business Apps

- Learn how to create your own dashboard
- Define the Business Process that can be performed on Mobile
- Setup a new existing Correspondence Framework document wizard on the Creator

Real-World Reports

Monday, 28 May

12.15 – Groupama – Gábor Budai-Tüske, CIO, Head of IT

Simplify Document Management by merging to a single platform
Groupama Hungary restructured its entire business document lifecycle around Papyrus to implement a single platform environment for all content administration and document production. The company selected the Papyrus business correspondence solution and Automated Document Factory to achieve this solution.

14.30 – Dexcom – Sam Marsh, Director IT, Architecture and Technical Services

Machine-assisted intelligent e-mail/document capture brings efficiency and productivity
Dexcom is transforming diabetes care by providing continuous glucose monitoring technology to help patients and healthcare professionals better manage diabetes. Dexcom receives around 5,000 documents a day that must be processed within 24 hours. With Papyrus Capture's remarkable technology of training machines to recognize documents and messages, Dexcom can complete all documents within 4 hours upon receipt.

Tuesday, 29 May

10.00 – Paragon Group – Alan Peters, IT Director

Flying high – leveraging the Cloud to support exponential growth
Paragon Group is exploiting the power of Papyrus deployed on cloud hosting with IPAS-as-a-service. Benefits include increased performance, robustness, scalability, and agility, supporting advanced omni-channel, bi-directional services with a truly international footprint from a single deployment. A back-to-basics approach to development, leveraging traditional Papyrus strengths fused with cloud flexibility, maximizes productivity across geographically disparate teams.

12.30 – Forrester Research – Rob Koplowitz, Analyst

Customer Obsession Is Changing The Way We Think About Business Processes
With customers driving toward digital transformation, every company is in the software business. Digital Process Automation (DPA) is becoming a critical part of Digital Transformation, with the primary purpose of business processes shifting from Cost reduction via Customer experience towards Acceleration of Digital Transformation

14.30 – Mobiliar Insurance – Natalie Abgottspon, Specialist Customer Output

Expanding Global Customer Communication to Meet Customer Preferences
With annual business user correspondence volumes exceeding 6.3 million envelopes, Die Mobiliar recognized the importance of an effective system capable of producing and delivering huge amounts of high-quality, multichannel customer communications in a short time. Die Mobiliar utilized the Papyrus Platform to implement a dynamic process management system and gain a competitive edge.

General Information

Conference Location

ISIS Papyrus Solutions and Competence Center (ISCC)
Papyrus Platz 1
Brunn am Gebirge
Austria

Enrollment

To register for the ISIS Papyrus Open House and
User Conference 2017, please register online:
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

Hotel Reservations

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

Hotel Babenbergerhof
www.babenbergerhof.com
Babenbergergasse 6, 2340 Mödling
The Hotel Babenbergerhof is located close to the ISCC in
Mödling, on the outskirts of Vienna.
Costs: room rates € 90 for comfort room for single use per night
including breakfast buffet

Austria Trend Eventhotel Pyramide
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 Brunn am Gebirge/
Vienna.

Travel Information

By plane:
From Vienna International Airport you can take a taxi or rental
car to get to the ISCC and our conference hotels. The trip takes
about 30 minutes. Airport taxi service starts at € 32.
By car:
In general coming from the airport on the Autobahn, follow
the signs to Graz on A4, change to S1, then to A21 and take Exit
36 'Brunn am Gebirge' or coming from the West Autobahn A1,
change to A23 and take Exit 36 'Brunn am Gebirge'.

Travel Maps: www.isis-papyrus.com/travelinfo

ISIS Papyrus Worldwide

International Headquarters, Austria

ISIS Papyrus Europe AG
Papyrus Platz 1
A-2345 Brunn/Gebirge

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

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