

ISIS PAPHYRUS



Omni Channel
Communications

Campaign
Management

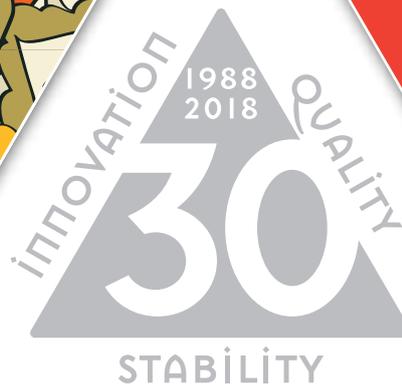
Correspondence
Wizard

Ticketing/Incident
Management

Adaptive Case
Management in Use

Online Channel
for Digital Business

Capture and
Human Workflow



Open House & User Conference

Southlake, Texas | October 21-23, 2018

 The Open House event is much more than a conference, it's a knowledgefest and networking incubator which has helped me greatly in those two packed days.

- John R Vance, Solutions Architect, RR Donnelley (Global Document Solutions), UK



Ladies and Gentlemen!

I would like to formally invite you to attend our annual Open House and User Conference on Oct. 21-23 in Southlake, TX.

This event gives you the opportunity to engage face-to-face with your peers, hear exciting presentations, and see break-through product showcases. We are also excited to present you with live demos and new product solutions. In addition to the suddenly popular machine learning functionalities, which we have had in our software since 2009, a primary discussion topic in 2018 focuses on the opportunities of Digital Transformation (DT).



Content creation and content capture are key functionalities of Digitalization in an Omni Channel world 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 yet to adopt much of these capabilities, and only one third of businesses have Digital Transformation projects in plan. The immense complexity and requirements around compliance and data security make Digital Transformation a difficult task. These barriers are the primary targets for our new product Papyrus Converse, along with its simplicity in creating business-driven digital experiences while using business language and natural language rules to make compliance a natural part of the Digital Transformation.

We look forward to seeing you at the Open House and User Conference!

Annemarie Pucher
CEO, ISIS Papyrus

Max J. Pucher
CTO, ISIS Papyrus

Conference Agenda	Sunday, Oct. 21	Monday, Oct. 22	Tuesday, Oct. 23
Golf Tournament	13.00		
Opening Event	19.00		
Conference Sessions		9.00 - 15.30	9.00 - 13.00
Management Circle Seminar		16.00 - 18.00	14.00 - 16.00
Workshops		14.00 - 18.00	14.00 - 16.00
Solution Showcase		9.00 - 18.00	9.00 - 18.00
Analyst Report/Case Study		14.00 - 14.30	12.30 - 13.00
Brainstorming Session		18.00 - 19.00	

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

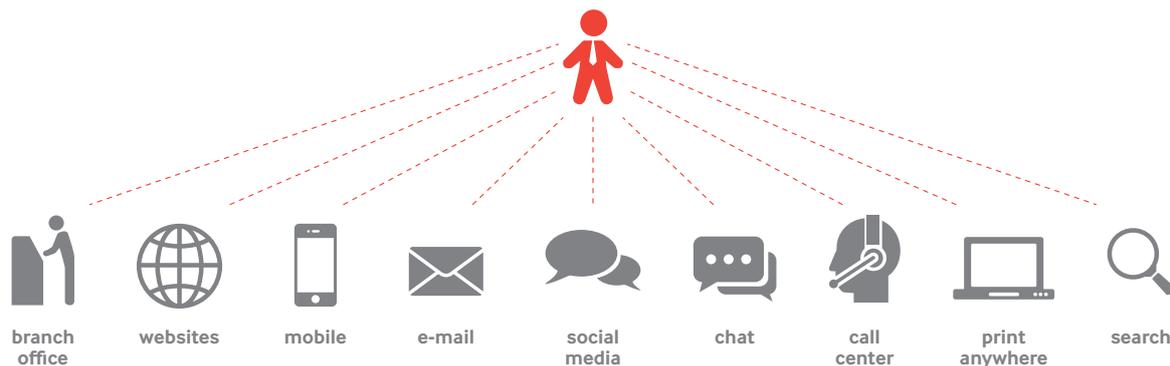
Corporate design is enforced and manually generated communications restricted to using pre-approved templates, layouts and resources. Changes to documents are quick, easy and cost effective, passing through an approval process in the award-winning Papyrus Change Management.

■ 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.



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

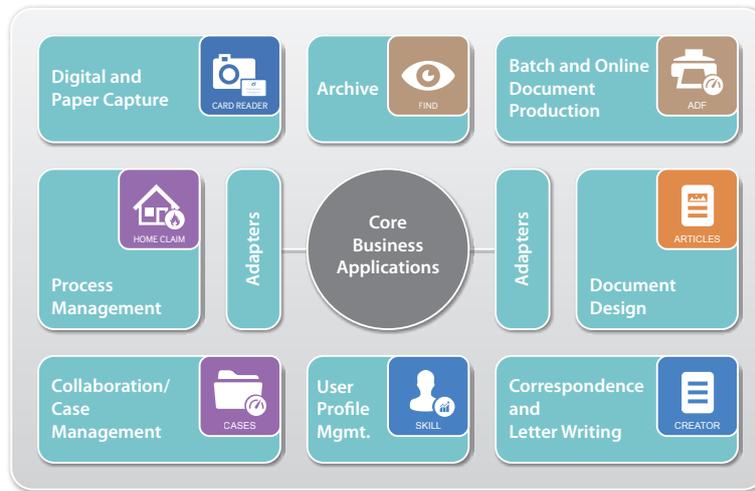
Doing business online is a critical element of your organization's existence – it connects you faster and conveniently to customers, prospects and partners. Digital business transformation now demands that we ensure operational support for this external activity, increasing emphasis on how we deliver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

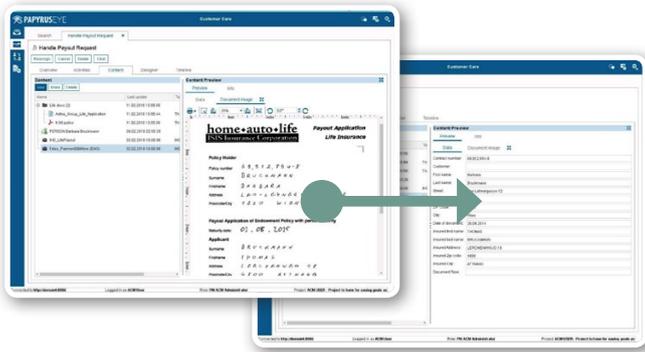
Business Document Professionals
Output Management Experts
Content and Process Managers



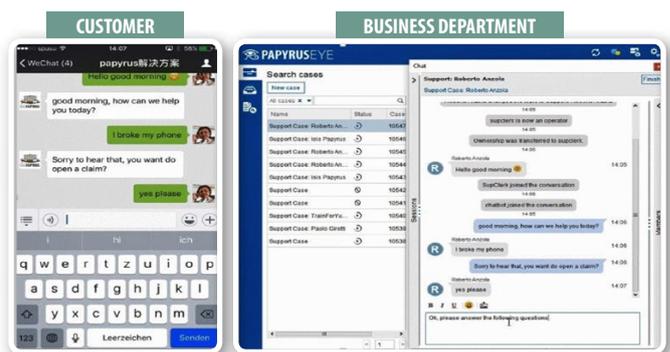
The Solutions Center is the heart of the Open House conference.

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.

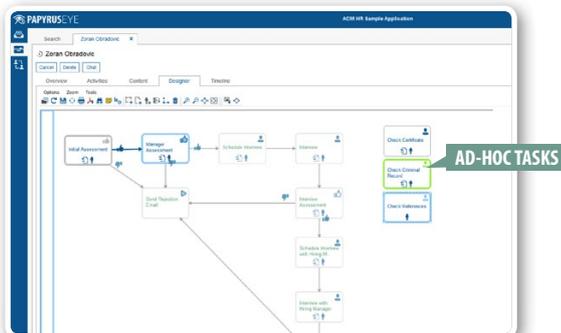
Digitization of Incoming Documents



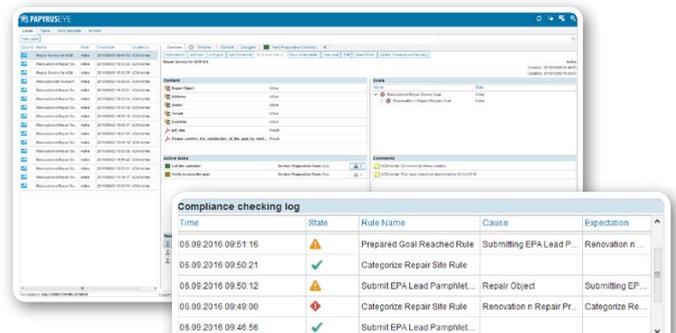
Chat & Chatbot integrated with ACM



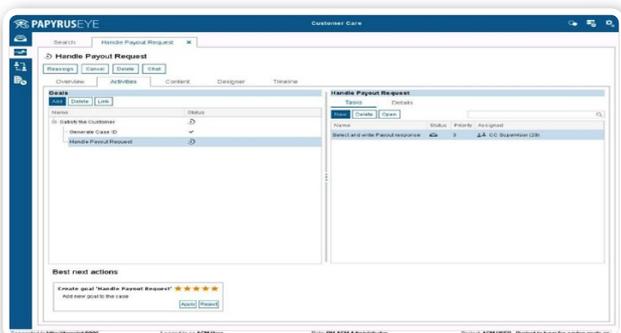
Unforeseen Events



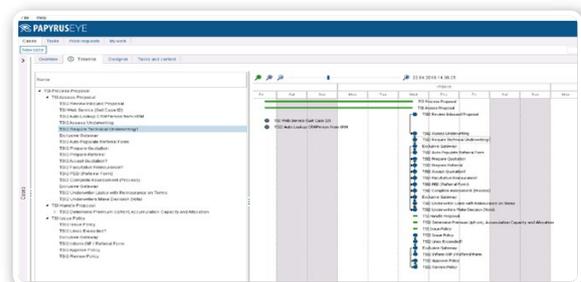
Compliance and Risk Management



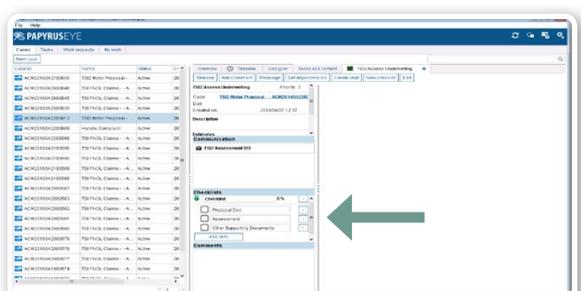
Best-Next-Action



Work Tasks in Gantt chart



Tasks can have Checklists



Ready and freely definable Release Cycles



Monday, October 22 - Sessions

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 in 2018 are 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 you for 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 to 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
- Digital business in real time with e-Signature
- Live Chat/Chatbot/Social/Web/Mobile interfaces

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
- Modern business correspondence using a Wizard on browser and tablet
- 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 in 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: Bill Alward, Senior Professional and Expert, Pennsylvania Dept. of Revenue

e-CORR Roadmap: Electronic CORResponse is unique yet similar regardless of your environment. All documents have value whereas electronic documents facilitate communication. Really, why the big hype...? What might it mean to you...? When and how can you engage...?

12.45 Lunch

14.00 Case Study: Mobiliar Insurance. 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 Campaign Management with Targeted Messaging

Creative business teams plan a campaign that stretches 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

15.00 Integrating with existing applications and legacy

- File and messaging Adapters
- Native integration with databases
- Integration with 3rd party archiving systems
- Integration with existing hardware and software

15.30 Networking coffee break

16.00 Management Circle Discussions – Demo stations – Workshops

8.30 Welcome with coffee

9.00 Product launch: Papyrus Converse

Freddie van Rijswijk, Senior Manager Business Applications, Papyrus Software

9.30 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

10.00 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 and 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

10.30 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 with 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 Guest Speaker Low-Code Development Platforms: An Overview and Future

John Rymer, Vice President, Principal Analyst serving
Application Development & Delivery Professionals, Forrester Research

13.00 Lunch

14.00 Management Circle Discussions – Demo stations – Workshops



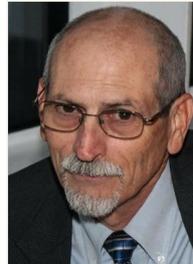


Management **CIRCLE** Seminar

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



Bill Alward,
Senior Professional,
Pennsylvania Dept.
of Revenue



John Rymer,
VP, Principal Analyst,
Forrester Research



Max J Pucher,
CTO,
Papyrus Software

Monday, October 22

- 16.00 Discussion:** The Digital Document – from physical to digital
- 17.00 Discussion:** The Digital Enterprise – Business Processes in the Digital Age

Tuesday, October 23

- 14:00 Discussion:** Building Business Applications – A mind shift is needed. Moderated by Forrester guest speaker John Rymer
- 15.00 Discussion:** Managed Content Services – an Evolution is here

Real-World Reports

Monday, October 22



12.15 – Pennsylvania Department of Revenue – Bill Alward

e-CORR Roadmap

Electronic CORRESPONDENCE is unique yet similar regardless of your environment. All documents have value whereas electronic documents facilitate communication. Really, why the big hype...? What might it mean to you...? When and how can you engage...?

Tuesday, October 23



12.30 – Forrester Guest Speaker – John Rymer, Vice President, Principal Analyst

Low-Code Development Platforms: An Overview and Future

Every company is in the software business. Fast, iterative delivery of high-quality software means better customer engagement and higher satisfaction. Companies are taking on new opportunities in delivering for the business - AI, Low-Code Platforms and Natural Interfaces. 2018 will be the year to actively engage the business and AD&D leaders in embracing new ways of automation to provide business value to organizations and, even more important, to customers.

Workshops & Labs



Monday, October 22

16.00 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

17.00 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

18.00 Brainstorming Session

Discuss with Papyrus Software 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

Tuesday, October 23

14.00 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

15.00 Incoming Mail – Capture, manage, distribute and archive

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



You are cordially invited: **Golf and Gala Dinner**

You are cordially invited to join us for the annual Golf Tournament on Sunday, October 21, starting at 1:00 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

Papyrus Software Solutions and Competence Center
301 Bank St
Southlake, TX 76092

T: 817-416-2345, F: 817-416-1223
E-mail: events.us@isis-papyrus.com

Enrollment

To register for the Papyrus Software Open House and User Conference 2018, please visit:
www.isis-papyrus.com/register-OHUS



Fees

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

Meals

Papyrus Software will provide lunch on both conference days

Conference Hotel

We will provide round-trip transportation to registered guests for the opening events on Sunday and the main program at the Solutions and Competence Center on Monday and Tuesday from the conference hotel. Direct booking is requested, and alternative hotel recommendations are available, as needed.

Hilton Southlake Town Square

1400 Plaza Place
Southlake, Texas 76092
T: (817) 442-9900 or (800) HILTONS (800-445-8667)

Group Rate Code: PAS021

www.hiltonsouthlaketownsquare.com

Travel Information

The Papyrus Software 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 right onto Industrial Blvd and immediately right onto Private Drive • turn left onto Bank St and immediately turn left into the Papyrus Software 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 Papyrus Software will be on your left after 0.1 miles.

For more information please contact us:

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