



ISIS POPYRUS

Omni Channel
Communications

Campaign
Management

Correspondence
Wizard

Ticketing/Incident
Management

Adaptive Case
Management in Use

Online Channel
for Digital Business

Capture and
Human Workflow



2018 Strategy & User Conference Asia

Bangkok, Thailand, 5 July • Singapore, 12 July • Hong Kong, 17 July
Shanghai, 18 July • Taipei, Taiwan, 20 July

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

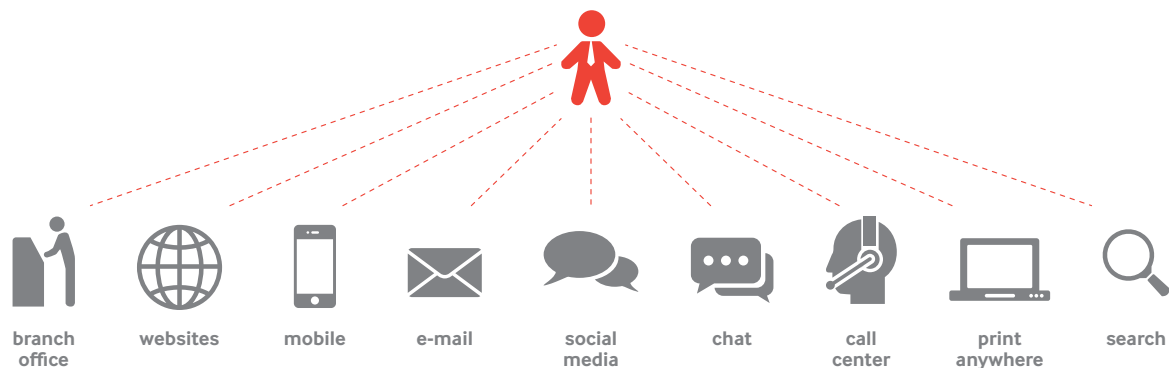
Corporate design is enforced and manually generated communications restricted to using pre-approved templates, layouts and resources. Changes to documents are quick, easy and cost effective, passing through an approval process in the award-winning Papyrus Change Management.

■ 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

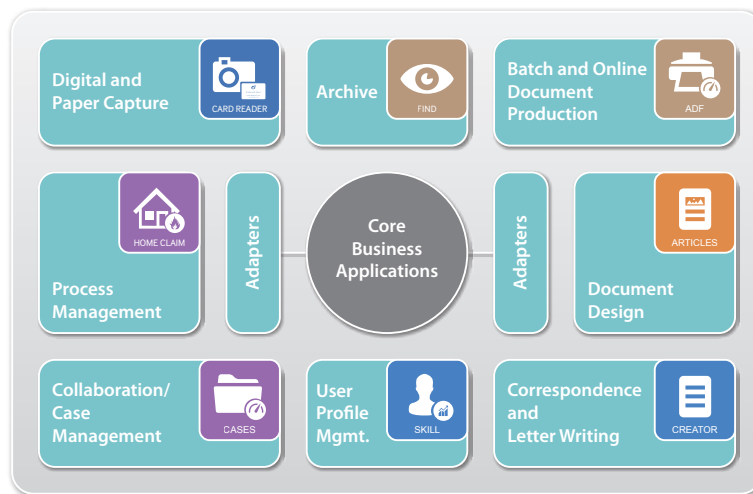
Doing business online is a critical element of your organization's existence – it connects you faster and conveniently to customers, prospects and partners. Digital business transformation now demands that we ensure operational support for this external activity, increasing emphasis on how we deliver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

8.30 Welcome with coffee

9.00 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
- Digital business in real time with e-Signature
- Live Chat/Chatbot/Social/Web/Mobile interfaces

10.00 Product launch: Papyrus Converse Speaker: Senior Manager Business Applications

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.

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 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 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

13.00 Lunch

14.00 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, 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

14.30 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

15.00 Networking coffee break

15.30 Innovation in Adaptive Case Management *Incident Management / Ticketing Framework Solution*

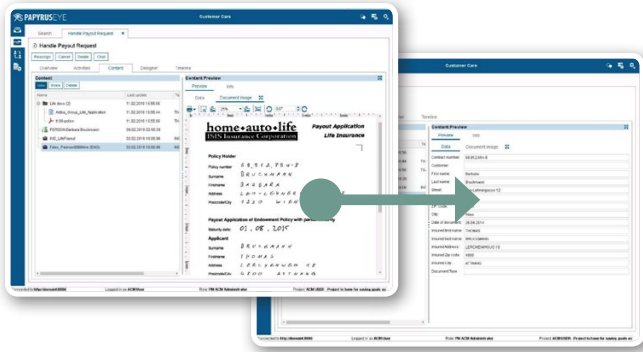
A ticket can be a reported issue, a question, an inquiry, a defect or a change request processed over a period of time to achieve a solution or any other type of complex activity before being 'completed'. The out-of-the box Papyrus Ticketing framework is fast to implement, adaptable and configurable, 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

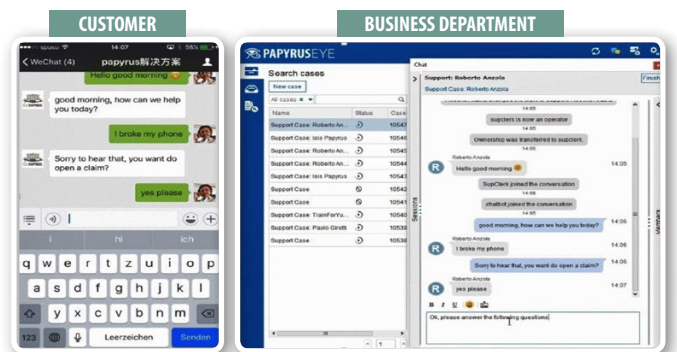
A real-world experience

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

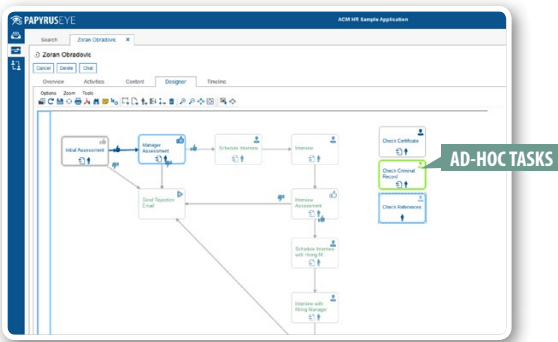
Digitization of Incoming Documents



Chat & Chatbot integrated with ACM



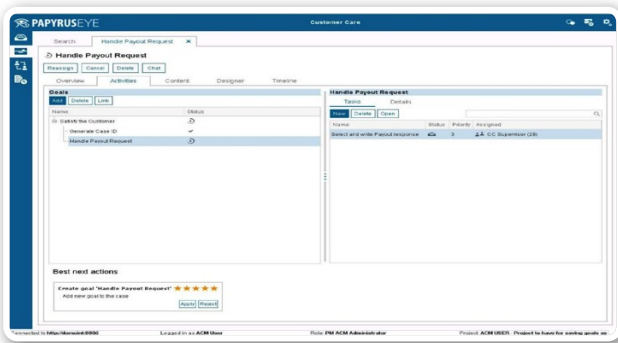
Unforeseen Events



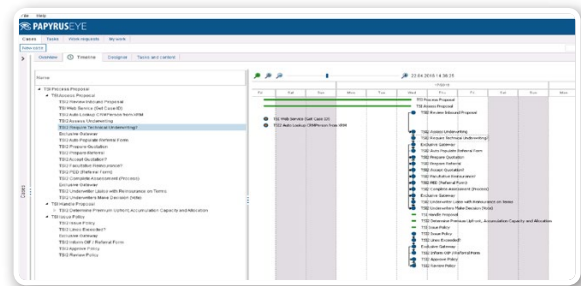
Compliance and Risk Management

Time	State	Rule Name	Cause	Expectation
05.09.2016 09:51:16	▲	Prepared Goal Reached Rule	Submitting EPA Lead P...	Renovation n...
05.09.2016 09:50:21	✓	Categorize Repair Site Rule		Submitting EP...
05.09.2016 09:50:12	▲	Submit EPA Lead Pamphlet...	Repair Object	Submitting EP...
05.09.2016 09:49:30	▲	Categorize Repair Site Rule	Renovation n Repair Pr...	Categorize Re...
05.09.2016 09:46:56	✓	Submit EPA Lead Pamphlet...		

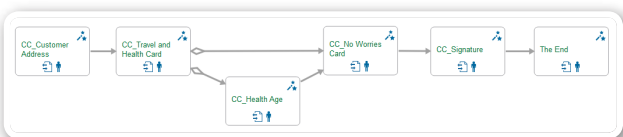
Best-Next-Action



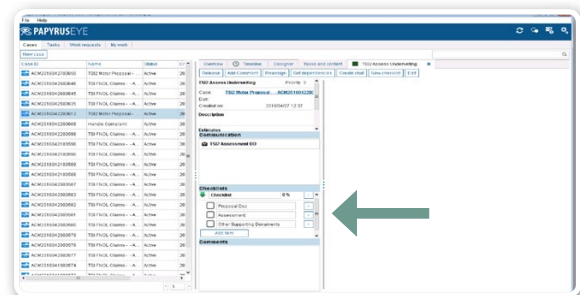
Work Tasks in Gantt chart



Ready and freely definable Release Cycles



Tasks can have Checklists



2018 Strategy & User Conference Asia

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:

For Bangkok, Singapore and Hong Kong:
www.isis-papyrus.com/register-SCAsia



For Shanghai and Taipei
www.isis-papyrus.com/register-SCAsia2



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:

Ms. Janet NG

ISIS Papyrus Asia Pacific Ltd.
9 Temasek Blvd.
#29-01 Suntec City Tower 2
Singapore 038989

T: 0065-6339-8719

E-mail: events.asia@isis-papyrus.com

5 July - Bangkok, Thailand

Shangri-La Hotel Bangkok

89 Sol Wat Suan Plu, New Road
Bangkok, Thailand

T: +662-236-7777

www.shangri-la.com/bangkok

12 July - Singapore

Shangri-La Hotel

22 Orange Grove Road
Singapore 258350

T: +65-6737-3644

www.shangri-la.com/singapore

17 July - Hong Kong

Kowloon Shangri-La, Hong Kong

64 Mody Road, Tsim Sha Tsui East
Kowloon, Hong Kong

T: +852-2721-2111

www.shangri-la.com/kowloon

18 July - Shanghai

Pudong Shangri-La, East Shanghai

33 Fu Cheng Road,
Pudong, Shanghai, 200120, China

+86216882 8888

<https://tinyurl.com/yc7rbyst>

20 July - Taipei, Taiwan

Le Meridien, Taipei

38 SongRen Road, Xinyi District
Taipei, 110 Taiwan, ROC

T: +886-2-6622-8000

www.lemeridien-taipei.com



ISIS Papyrus Worldwide

Asia-Pacific Headquarters

ISIS Papyrus Asia Pacific Ltd

9 Temasek Blvd. #29-01
Suntec City Tower 2
Singapore 038989

T: +65-6339-8719

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

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

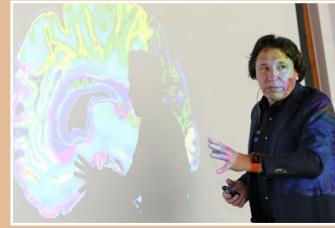
T: +45 8827 6170

Spain

ISIS Thot SL.

Sainz de la Calleja, 14
28023 Madrid

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



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Shanghai, July 18

Taipei, Taiwan, 20 July

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