

Global Open House and User Conference



SEE



HEAR



TOUCH



TALK



Output
Management

Mobile

Capture

Adaptive Case
Management

Business
Correspondence

Adaptive BPM

Viennese charm, Business and Networking at the same place and time, this happens only at ISIS Papyrus in Vienna!

Detlef Zeger, Head of Document Management, SV SparkassenVersicherung



Dear Ladies and Gentlemen,

When we listen to the media, it seems that there is a revolution going on in information technology. The 'Mobile Social Cloud' is disrupting existing customer service and communication channels. Exciting times!

When we then talk to our customers and prospects, we find a very different reality. Mobile is done, at best, for customers as standalone apps but not for employees. Social communication is hardly relevant both inside and outside the business. If at all, it is used by the marketing department. Cloud functionality is used by small businesses only, mostly because of security issues.

In effect it is just the combination of ALL THREE that allows the rapid entry into the new world. More than 50% of social communication is already via mobile and access to cloud services is virtually all mobile.

The reason is that IT departments work in their own way. They focus on quality, and project and rollout cycles are measured in quarters and not weeks. Given the incredible complexity of making a long list of silos work together, this is not surprising. IT departments work mostly with software that has been there a long time. The older the software gets the less it is possible to link it with the new world. What makes it all more complicated is that for the last 10 years many large businesses chose to outsource many aspects of their IT operations and they are not only tied to these contracts but they lost, in effect, the skill and knowhow to do it themselves. That makes any change even harder.

While Papyrus solutions have also been here a long time, they have undergone substantial innovation. We can prove that the Papyrus Platform can not only bring your business into the new world but offer substantial relief to IT for business process and content management (BPM, ACM, ECM, EDM and CCM, to throw around a few acronyms) at the same time.



Not only do we offer a consolidated platform that merges these functionalities into one easy-to-manage environment, but it is fully enabled for Mobile, Social and Cloud. Our embedded change management opens the creation and improvement of processes and content to non-technical business experts.

We have a long list of large projects around the globe in which we provide consolidated functionality to thousands of users. ISIS Papyrus has also been covered in recent analyst reports on ACM and CCM and always comes out at the top in functionality and ease-of-use.

We hope to see you at our 2014 events to show you why this is a breakthrough year for ISIS Papyrus.

Annemarie Pucher
CEO, ISIS Papyrus

Max J. Pucher
CTO, ISIS Papyrus

Conference Overview:	English language			German language		
	Sunday 4	Monday 5	Tuesday 6	Sunday 4	Monday 5	Tuesday 6
Opening Event	17.30			17.30		
Conference Sessions		9.00 - 13.00	9.00 - 13.00		14.00 - 17.45	13.30 - 17.30
Management Circle Seminar		9.00 - 17.45	9.00 - 15.00		9.00 - 17.45	9.00 - 15.00
Workshops		14.00 - 17.00	14.00 - 16.00		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 - 13.00	12.15 - 13.00		16.15 - 17.00	14.00 - 14.45
Brainstorming Session		17.45 - 18.45				

Hot Topics at the Open House and User Conference 2014

Communication with your customers spans across all areas of business activity. This means to manage multiple inbound and outbound channels in a 2-way communication process combined with business processes and Case Management. Our mission is sharing experience - showing best practices and innovative new ways for treating your customer across all channels as an individual. Content becomes an essential part of the context in customer engagement, and adaptive and goal-oriented service processes will result in a positive customer experience.

Enable targeted messaging to drive business growth

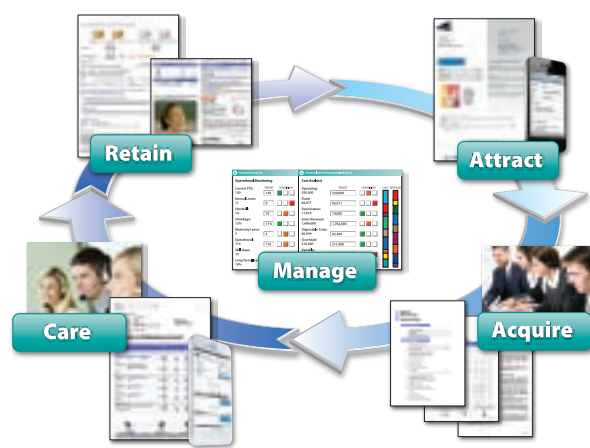
Papyrus provides a new and different approach to address targeted messaging embedded into business correspondence. Whether a highly personalized message containing news, announcements and marketing information is included in a dynamically formatted business document or as an attachment or insert, business users can have direct influence and control over the content of each message. With a fairly simple approach to centrally manage all versioned and validated messages for all possible output channels, it is critical to then measure the response rate and plan for improved messages.

Discover optimized eCommunication with optional print

Using the Papyrus eCommunication platform will give your customer the choice of communication channel. Bridging print and e-delivery for statements and bills, supporting digital interaction within the personalized document for surveys, applying for a credit card or loan, changing an address or phone number, including videos in the PDF or HTML using URLs and QR codes make very powerful customer interactions in a 2-way communication possible. E-delivered mail is tracked and traced by Papyrus for opening and click rates, bounced mail and return mail information.

Get to know Intelligent Data Capture with human workflow

Even at the basic level, intelligent data capture of documents, e-mails with PDFs, fax, Web, SMS and mobile content is a remarkable technology; reading document and e-mail content, extracting and interpreting document data, and validating it faster than any human; eliminating bottlenecks in manual workflows and physical document handling; and enabling the instant transfer of captured information into the archive and to the inbox of your knowledge worker. Now consider Papyrus achieving an average field-level extraction of 90%, handling multiple languages and document formats - supporting a complete solution that connects your people, processes and applications with information they need at their fingertips when servicing a customer.



Papyrus Adaptive Case Management brings it all together

ACM is an emerging opportunity in which case handling can be structured or needs to be extremely flexible. Knowledge workers are under constant pressure to work more efficiently. A holistic, 360-degree view of the client - with status, content, tasks, documents, rules and adaptive processes - achieves the best customer experience. Use cases are Service Request Cases with contractual obligations and service-level expectation. These cases are workflow and content-heavy, but with a total activity view annoying search times are gone. The result is comprehensive customer service at reduced cost: Insurance and healthcare claims, warranty and delivery fulfillment and payment processes benefit from control and compliance. Incident Management Cases are collaboration-heavy and don't happen on schedule. These cases are data-intensive and the process is highly ad-hoc and situational: Car and workplace accidents, disasters, illnesses and patient care don't follow scripts.

Use the power of the Wizard to generate customer correspondence

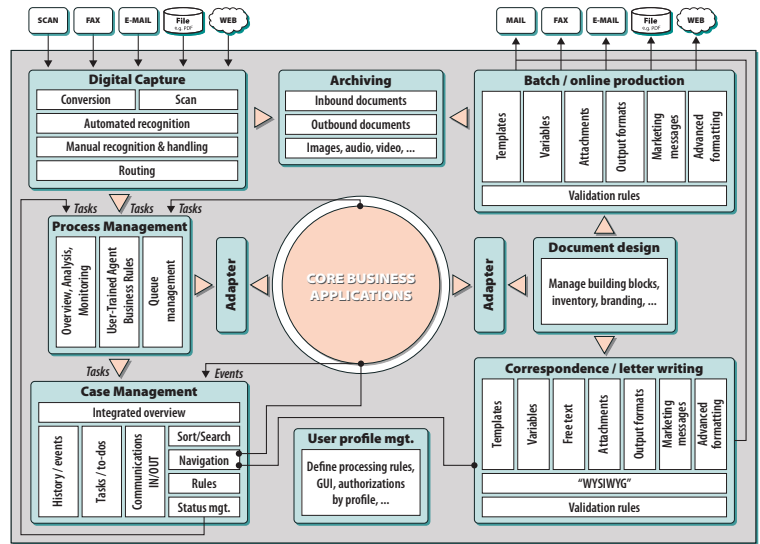
The Papyrus Wizard is assisting the end user through an interview-style process to acquire the answer data required for the document. The document is automatically created step-by-step based on the choices. The Wizard saves the user from having to think about where the information is placed in the final document. Prompting the user for additional text or data entry is possible at any point in the process.

The Papyrus Platform

Supports the full Customer Engagement Cycle by seamlessly integrating and consolidating incoming and outgoing communications, document management and process optimization. Using standard software, Papyrus enables goal-driven, customer-focused business applications to drive critical ATTRACT, ACQUIRE, CARE, RETAIN and MANAGE initiatives.

- Attract:** Personalized messaging and campaigns
- Acquire:** Optimizing the entire sales & contract lifecycle
- Care:** High-performance customer service
- Retain:** Proactive back office operations
- Manage:** Corporate management dashboard

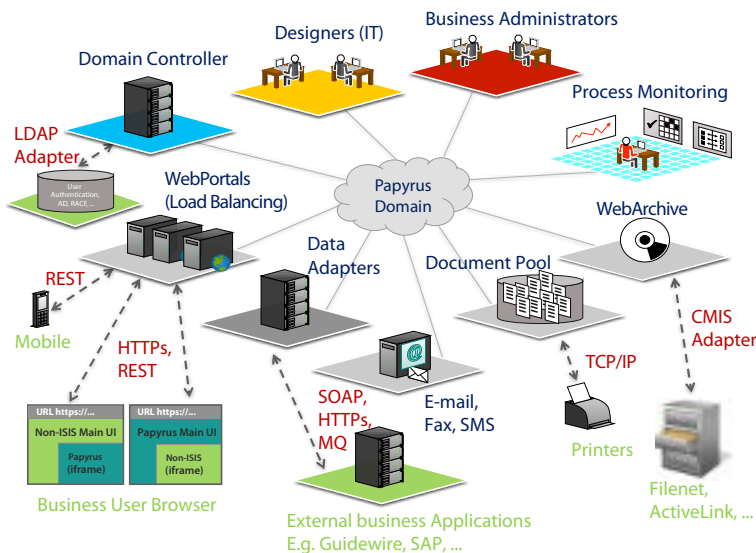
Combining content, data and process for end-to-end business communication flexibility, Papyrus Adaptive Process and Case Management (ACM) enables on-the-fly learning and exceptions alongside role-based content control, business correspondence creation and collaboration. Papyrus ACM connects business teams and management with a unified case folder to track and respond to customer needs without sacrificing quality, speed or compliance.



Papyrus Adaptive Case Management

Powerful peer-to-peer capabilities for enhanced productivity

With Papyrus, correspondence and case management applications have the potential to be fully scalable to thousands of users - really anybody who is on a computer or mobile device can share information, data or document resources with another peer in the intranet and Internet. The implemented security model in Papyrus prevents misuse of such a powerful open system. Deployment based on change management to all users and devices is fully automated by the Papyrus System and occur as needed.



Fully integrated Papyrus Architecture

Full Scalability - Fault Tolerance - Operating System Independence

A Papyrus Domain is a network of freely configurable and platform-independent scalable Papyrus Nodes, each fulfilling a specific business application need like Designer and Administrator nodes, data interface nodes running Papyrus Adapters for integration with external business systems, communication nodes for sending or receiving e-mails, fax, SMS, etc., a Document Pool storing documents whilst being processed before being sent to a WebArchive node for mid and long term storage and Portal nodes for connections with business users working on Mobile devices and/or Browsers.

 This conference presents fresh solutions for banks.
- Max Hsu, Vice President, FUBON Bank, Hong Kong

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



It delivers an overview of Papyrus solutions and business applications designed to address the challenges and needs of your specific industry.

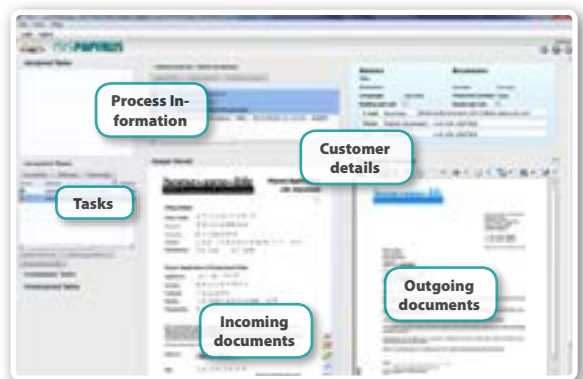
The ISIS Papyrus Solutions Center is available for our guests during the full duration of the two-day conference.



eDelivery reporting: e-mail unique openings, time opened, click rate and time, bounce rate



ACM optimized service: All needed information is available



Interactive data driven HTML and PDFs on different devices



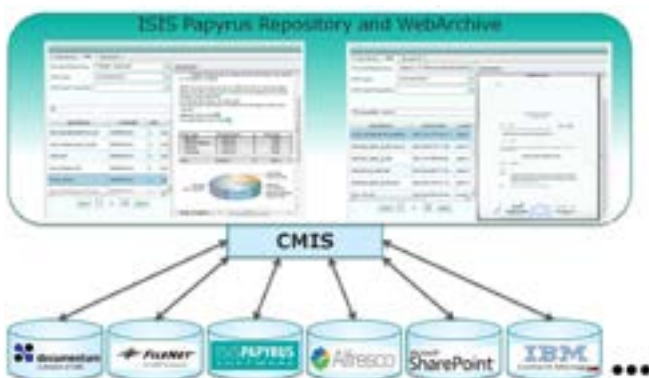
Rules in Natural Language



Papyrus Archive Integration via CMIS



Business creates and assembles mailings





Monday, 5 May

8.30 Welcome with coffee

9.00 Keynote: Business to Consumer or Human to Human?



There is much talk of Customer Service and so little understanding of what it is. Customer Experience is a new buzzword but businesses focus on CRM and 'data-technology-process' and ignore the only thing that makes relationships work: human-to-human emotional interaction! Customer conversation (process) and communication (content) is still looked at as a target for automation. While that is understandable from an efficiency perspective, it ignores that effectiveness always comes first. To be efficiently ineffective is still inefficient. Efficient communication without emotion is ineffective.

We need to focus on those who actually serve the customer: the sales representative, the account manager, the call center agent, the store clerks. What makes these often-thankless jobs not only bearable but truly enjoyable is human kindness and caring. Being 'kind' to a customer is often frowned upon by the bean counters as inefficient. We need to focus on creating software solutions that allow customer service interactions to be highly efficient and effective without being highly automated, cold and inhumane.

10.00 Networking coffee break

10.30 Achieving Integrated Customer Communication Management



Implementation considerations for a unified approach to all output and channels in corporate business communication - avoiding island solutions that are expensive and difficult to integrate and maintain. Ensuring quality, efficiency and leveraging centralized document and message pooling for flexibility, cost savings and optimized channel delivery. Learn how you can:



- Integrate with backend systems, ERP/SAP, CRM, SharePoint, Guidewire, Archives, incoming mail and processes
- Manage users, template design, building blocks, rules and document resources reused by all document types
- Perform change management, deployment and versioning
- Automate delivery to all output channels with highest fidelity, control and feedback loop on response mail
- Track, trace, monitor and audit the complete process end to end
- Optimize archiving

11.15 Design of documents across output channels with increased flexibility and unique experience



Learn about the extended capabilities of the new Correspondence Framework Solution for administrative and end users in business departments. Enable the business to create and manage content, templates and resources for batch, online, interactive and on-demand production of business correspondence. Creating multichannel documents in a single run using one unique template and how the business can contribute to generate business correspondence in real time are further topics of this session.



- Document design by the business in collaboration with IT
- Serial letter mailings
- On-demand PDF generation and Webportal delivery
- Interactive documents with prompt commands and Wizard for end users
- Design delivery considerations for different output channels including mobile

12.15 Sharing Practical Experience - Zurich Insurance Company Ltd.



Output Management System at Zurich Insurance to meet the growing demand of the Business

Roger Portmann, Head of Document and Output Management (see page 10)

13.00 Lunch

14.00 Solution Showcase and Workshop Program (see pages 5 and 9)

14.30 Management Circle Seminar (see page 8)

17.45 Brainstorming Session (see page 9)



Every time I attend Open House in Vienna I come away with tips and ideas that I will use in my own environment. It is a very worthwhile two days.

- Mark Lester, Print Development Team Leader, OCE, UK

Tuesday, 6 May

8.30 Welcome with coffee

9.00 Sharing Practical Experience - RR Donnelley



Dynamic HTML for empowered Web and Mobile business communications

Ian Smith, Technical Delivery Manager (see page 10)

9.45 Make your bill a unique experience: New perspectives on targeted messaging



Dynamic white space management leverages unused white space on monthly statement, invoices and other customer correspondence to provide news and improve marketing and sales. But elegant solutions require the proper tools and strategies. This presentation will explore the use of a centrally defined approach for messages independent of the target template. Business users are provided with new capabilities to generate messages and complete mailings while relieving IT of time-intensive document support and programming.



- Planning a campaign
- Business and marketing teams creating versioned and validated messages
- Attachment or insert as a message type

10.30 Networking coffee break

11.00 How 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-mail or social media.



- Single view of the customer
- Adaptive and goal-oriented business processes supporting exception handling
- Enhanced quality and speed on case completion in Customer Care and Call Center
- Integration with your backend systems through SOA loose coupling - no APIs required
- Desktop, Browser and Mobile support

11.45 Intelligent Data Capture with human workflow and response management



Find out how all your inbound communication channels can be commonly managed by one single definition and events routing mail through the different steps of classification, recognition and data extraction to validation and then distribution to users in different departments. Our integrated workflow capabilities and the supervised learning of our intelligent data capture technology continuously improves the system to get smarter results in reduced cycle time, lower labor costs and maximized human capital for tasks that challenge, engage and move the organizations forward. Join us to examine four possible scenarios:



- A case opened by the user
- A message automatically routed to an existing case
- A new case automatically opened by the system
- A response management step performed

12.15 Sharing Practical Experience - NFU Mutual UK



Adaptive Case Management empowers Insurance Business Correspondence

Andrew Jackson, Print and Documentation Manager Group Marketing (see page 10)

13.00 Lunch

14.00 Solution Showcase and Workshop Program (See pages 5 and 9)

14.00 Management Circle Seminar (see page 8)

Management **CIRCLE** Seminar

The **Management Circle Seminar** contains inspiring interdisciplinary topics and connects discussions in a relaxing atmosphere.

This seminar is dedicated for 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 you can leverage more of your current Papyrus investment. This will lead into a moderated, interactive communication exchange and later open discussion.

Monday, 5 May

- 9.00 Opening Keynote – Business to Consumer or Human to Human?**
- 10.30 Networking coffee break**
- 11.00 Solution Showcase / Targeted messaging in e-documents with feedback loop**
- 12.15 Case Study: Zurich Insurance Company Ltd.**
Strategic Output Management System at Zurich Insurance to meet the growing demand of the Business
- 13.00 Lunch**
- 14.30 Discussion: Evaluating Digital Communication versus Print**
- 15.30 Networking coffee break**
- 16.00 Discussion: How can targeted messaging in business documents drive business growth?**
- 17.00 Discussion: The evolution of Adaptive Case Management, its use cases and the value it brings to the business**

Moderated by industry experts ...

- Andrew Jackson** - Print and Documentation Manager
Group Marketing, NFU Mutual
- Ian Smith** - Technical Delivery Manager, RR Donnelley
- Roger Portmann** - Head of Document and Output Management, Zurich Insurance Company
- Simon Schelling** - Software Architect, Lichtensteinische Landesbank
- Peter Henger** - Head of Production & Operations
Banking Software, CPB Software AG
- Michael Chaytor** - Head of Islands Retail Banking, Lloyds Bank International

Tuesday, 6 May

- 9.00 Case Study: RR Donnelley**
Empowered Web and Mobile Business Communications using dynamic HTML
- 10.30 Networking coffee break**
- 11.00 Solution Showcase / Adaptive Case Management for Incident Management**
- 12.30 Case Study: NFU Mutual**
Adaptive Case Management empowers Insurance Business Correspondence
- 13.15 Lunch**
- 14.00 Discussion: Can intelligent Data Capture with integrated human workflow bring a return of investment in 12 months?**



Workshops & Labs



Monday, 5 May

14.00 Business document application design by business and IT



- Data interface definition
- Template and content creation
- Resource generation and central resource management
- Change management – from development to production
- Text and content compare

15.00 Implementing a business correspondence system for online and interactive letters



- Correspondence framework for end users with prompting functionality
- Text and data entry
- Using the Wizard for interactive letter writing
- Sign-off process with stickers

16.00 Adaptive Process and Case Management



- Learn the fundamentals on how to setup a Case
- Define event driven Business Processes
- Experience how easy it is to integrate Correspondence

17.45 Brainstorming Session



Discuss with ISIS Papyrus management and solution architects:

- Translating company goals into a technology strategy that consolidates ECM, CRM and BPM
- Optimizing your investment by building an agile communication platform for the future
- Discuss the requirements for the business graphical user interface (GUI)
- Integrating inbound and outbound business communication as a business need

Tuesday, 6 May

14.00 Output Management – Print and eDelivery



- Bundling and sorting of outbound mail
- Learn how to further automate document delivery and save cost
- Setup Delivery Rules and learn that no or limited change is needed on your documents
- Experience how print documents are transformed and being E-delivered
- Get an introduction in how you could do Dynamic HTML documents

15.00 Incoming Mail – Capture, manage and distribute



- Intelligent classification, content extraction and automated distribution
- Self-learning with user-trained processes
- Embedding inbound mail into case management
- Archiving



At the Management Circle Seminar, personalities meet, that put innovation, technologization and modernization as the focus of their professional activities. Networking creates added value! - Ulrike Huemer, Head of MA6, City of Vienna

Real-World Reports

Monday, 5 May

12.15 - Zurich Insurance Company - Roger Portmann, Head of Document and Output Management



Strategic Output Management System at Zurich Insurance to meet growing demand of the Business

Implementing a strategic output management solution with ISIS Papyrus, Zurich achieved a stable, scalable and reliable business communication platform that is future-proof and easy to change. Topics in this session include:

- Rationalization of templates, building blocks and input data; Platform design with Papyrus node architecture
- Multi-tenancy support for plug-and-play platform with IT cost reduction
- Consolidation of output management
- Reducing print preview and document generation time

16.15 - Liechtensteinische Landesbank - Simon Schelling, IT Engineer (German)

Core banking operations and multichannel output enhanced to improve customer satisfaction

The IT Group of LLB is implementing core banking application AVALOG and a new output management system across the company. With the support of ISIS and local partner Swisscom IT, the successful production of the solution consists of document design and formatting, post processing and Printpool capabilities. Papyrus enables MQ Series interface for online banking; front office document access for customer dialog; printed and online transactional documents keep customers updated about their business.

Tuesday, 6 May

9.00 - RR Donnelley - Ian Smith, Technical Delivery Manager

Dynamic HTML for empowered Web and Mobile business communications

Interactive functionality with HTML offers wide browser support and Mobile support in contrast to PDF. The HTML template is filled directly with business data by the Papyrus high-speed formatter, creating for every recipient a personalized, interactive and tabulated transactional statement or bill with dynamically grouped data. There is no integration effort for the customer with the backend system and the HTML can point to the PDF for local archiving. The data is delivered separately from the HTML, ensuring security via WebPortal login.

12.15 - NFU Mutual - Andrew Jackson, Print and Documentation Manager Group Marketing

Adaptive Case Management empowers collaboration for accurate Insurance Business Correspondence

Document Verification, Correction and Printing all help NFU make use of ACM not only to help spot-check 10% of all documents created and correct invalid document input data but also to confirm the changes of the data via a supervisor approval process and forward the corrected data for document printing using the Papyrus output management solution.

14.00 - CPB Software AG - Peter Henger, Head of Production & Operations Banking Software (German)

Achieving high document output standards for personalization in banking communications

CPB Software AG delivers a modern document management solution to banking customers using the optimal, highly efficient ISIS Papyrus solution for complete output management that achieves high standards. Managing finance software operation in Austria & Germany for Customer Care & Sales, Mr. Henger shares a report on the technical change of the output management for a high number of private customers, addressing individuality, time to market, ROI, compliance, flexibility and customer acceptance.



NFU Mutual



 Strategies were openly shared with real-world examples on how to expand customer satisfaction.

- Bill Award, Application Development Administrator, Pennsylvania Department of Revenue

You are cordially invited: ISIS Papyrus Gala Dinner

Join us for our annual Opening Event at the Leopold Museum, Museumsplatz 1, 1070 Vienna, on Sunday 4 May, 2014. We start the evening with a welcome reception, continue with a highlight tour of the museum with famous Schiele paintings and masterpieces of the Viennese secessionist and look forward to an enjoyable seated Gala Dinner together with you.

A private bus shuttle will take guests from the conference hotels "Austria Trend Eventhotel Pyramide" and "Babenbergerhof" to the event. The bus shuttle will depart the hotels at 17:30 and return around midnight.



General Information

Conference Location

ISIS Papyrus Solutions and Competence Center Vienna
Alter Wienerweg 12
A-2344 Maria Enzersdorf, Austria

Enrollment

To register for the ISIS Papyrus Open House and User Conference 2014, please register online:
www.isis-papyrus.com/registration
Upon request, we will e-mail you a fax registration form as PDF.

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:

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Hotel Reservations

We have reserved blocks of rooms at two hotels:

Austria Trend 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: € 93 for single deluxe room, € 114 for double deluxe room - both per night including breakfast buffet.

Babenbergerhof

Babenbergergasse 6, 2340 Mödling
The Hotel Babenbergerhof is located close to the ISCC in Mödling, on the outskirts of Vienna.

Costs: € 83 for single comfort room, € 110 for double comfort room - both per night including breakfast buffet.

Hotel reservations are subject to availability.

On Monday and Tuesday mornings a shuttle bus will bring guests from both hotels to the ISCC in Maria Enzersdorf/Vienna.

Travel Information

By plane:

From Vienna International Airport you can take a taxi or rental car to get to the ISCC and hotels in Vienna and Mödling. The trip takes about 30 minutes. Airport taxi service starts at € 29.

By car:

In general follow the signs to GRAZ on the Autobahn coming from the airport (A4 to S1 to A2, Exit 7 - Mödling/ SCS) or from the West Autobahn (A1), take A23 to Exit 36 - Brunn am Gebirge.

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

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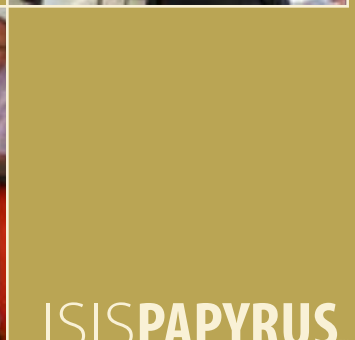
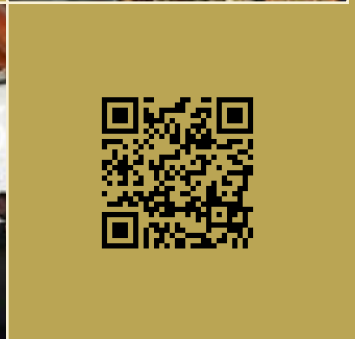
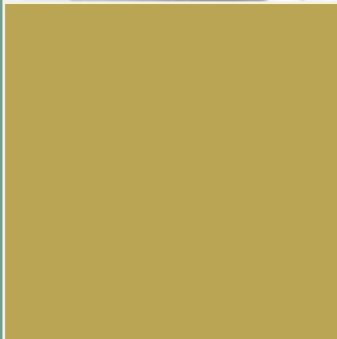
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Global Open House and User Conference

VIENNA, AUSTRIA | 4-6 May 2014



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