RedDot UK and Global Update

What has happened since we last met?

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RedDot: The Open Text Web Solutions Group

RedDot -

- A Global leader in Web Content Management

- #1 in Europe, #3 Worldwide, 2,600 customers globally with 160 Business Partners

- Global #1 in Microsoft and SAP integration solutions

13 years of leading innovation in Content Management

- 1st in introduce WYSIWYG (SmartEdit)

- 1st to introduce a working SharePoint Integration (2003)

- 1st to release SAP Portal Integration (2002), IBM Websphere Portal, multiple repository integrations

- First to deliver a fully integrated Web 2.0 Strategy

Industry Recognition

RedDot, **now a solid enterprise player with cross-platform technology…**gives Open Text a market-leading WCM product. The combination of these two companies creates an industry leader at the high end of the Positive category

- 2007 WCM MarketScope

RedDot has **excellent reporting functionality**, with comprehensive Web analytics that show how visitors are viewing and interacting with Web sites

- 2007 Forrester Wave

RedDot's **competitive advantage lies in its content delivery capabilities**… you will be able to ensure that your employees, stakeholders and customers who are interested in specific topics will get access to the content they expect and need

- 2007 Content Management Solutions

Customers can quickly achieve the primary GCM objectives of content velocity and brand consistency…For any customer in a hurry to build their multilingual web presence, **RedDot continues to be a good choice**

- 2006 Global Content Management Technology: A Buyer's Guide

RedDot seems to have found a successful strategy in its expansion from a strictly WCM product. By providing a solution that **consistently shows return on investment** in three to six months, this company helps fill a market that has gone underserved in the past

2007 Global Content Management Technology: A Buyer's Guide

Open Text: The Company

- Located in Beaconsfield in the UK, Waterloo in Canada …

- Largest Independent Enterprise Content Management vendor globally
- Public Company: OTEX (Nasdaq), OTC (TSX)

- 46,000 + customers worldwide across 114 countries in 12 languages

- Acquired Hummingbird and RedDot – October 2006

- Other Group Companies
    - Artesia – Digital Asset Management Solutions
    - First Class – Communication and Collaboration Solutions
    - Hummingbird Connectivity – Integration Connectivity Solutions

- Extended Business Partners
    - Logica, Steria, Hedra, BT, Accenture, …..

RedDot: The Company

- **Wholly owned by Open Text since October 2006**

- **Located in UK (Wokingham), US (New York), DE (Oldenburg), AUS (Sydney)**

- **Functional areas**
    - Sales and Marketing
    - Professional Services
    - Education Services
    - Customer Technical Support

    - Operational Resources provided by Open Text globally
        - Finance
        - Human Resources
        - Internal IT Support

- **Growth in all Functional Areas**
    - New employees
    - New Infrastructure
    - New Systems

Customer

- Dealogic – Financial Services

- University of Central Lancashire – Higher Education

- Barclays Wealth – Banking and Investment

- Baxi Group – Heating Manufacture and Supply

- Friends of the Earth – Charity

- Veterinary Medicines Directorate – Medical

- Graduate Prospects – Higher Education

- Seatem – Ticketing Broker

- AGCO – Agricultural Manufacture and Supply

- Colliers Cre – Global Commercial Estate Agents

- … plus all Open Text Obtree UK customers

RedDot UK: 2007 Customers via Business Partners

Business Partner	Customer
▪ Grand Union	British Army
▪ CDS	North Yorkshire Tourist Board
	Environment Agency
	Irish Taxation
	British Veterinary Association
▪ Hummingbird	The Pensions Regulator
▪ Open Text	Harper Adams
▪ Th_nk	Newcastle NHS
	Taylor Nelson Sofres
▪ Clarity Information Solutions	Cleveland Police
	Cambridge Fire and Rescue
▪ RedWeb	Honeywell
	LLUK

RedDot UK: The Products

- RedDot CMS V7.5

- RedDot LiveServer V4.0

- RedDot integration solutions –

    - Microsoft SharePoint 2003
    - Microsoft MOSS 2007
    - SAP Portal via iViews
    - Open Text LiveLink Enterprise Server
    - Open Text eDocs

- RedDot Web Components
    - Blog, Wiki, Forum, Event Calendar …..

Thanks for Listening – Questions?