

Front & Center

The Future of EIM, OpenText and Documentum

A conversation with Adam Howatson, CMO, OpenText

Enterprise Information Management (EIM) powerhouse OpenText invested \$1.62 billion to acquire Documentum and the rest of Dell Technology's Enterprise Content Division in late 2016. Documentum users, including large and not-so-large biopharmaceutical firms, wondered what would become of their own ECM investments. Would they be forced to move to OpenText? Would OpenText continue to support and evolve Documentum?

The Short Answers: No and Yes

Pharmaceutical Executive put those questions to Adam Howatson, chief marketing officer for OpenText, in the month before the company unveiled its machine learning platform, Magellan, at its annual user conference, Enterprise World. EIM's first cognitive artificial intelligence (AI) platform carries the OpenText name, but allows Documentum users to dive deep into the disparate, unstructured data sources that account for 90% of a typical organization's knowledge and information base to generate actionable information. Documentum and OpenText users can expect ongoing investment and innovation in both platforms with a continuing focus on hybrid and cloud-based ECM solutions.

Coming Together

In 2016, Dell Technology and financial partners bought technology giant EMC for \$67 billion. The deal included leading Enterprise Content Management platform Documentum, which is widely used in the biopharmaceuticals, healthcare and life sciences sectors. A week later, Dell sold its Enterprise Content Division (ECD), including Documentum, to OpenText.

Analysts saw benefits to both sides. Documentum and the other ECD software offerings seemed unlikely to help Dell (a hardware company) sell more servers and other infrastructure products.

It made sense to spin off what was, to Dell, a non-core function.

OpenText had a global footprint, but it trod lightly in areas such as the Middle East, Africa, China, South Korea and Russia where Documentum had a more established presence. Documentum also brought deep experience and customer relationships in vertical markets like pharmaceutical and life sciences as well as energy, engineering and the US public sector. The acquisition played into OpenText's primary focus with expanded geographic and vertical market coverage.

Users are already seeing an active roadmap and growing investment profile in Documentum and other ECD products.



Adam Howatson

The goal is to combine Documentum's experience and product lineup with OpenText's product expertise, then roll back the integration into the combined portfolio. This integration will give biopharma firms the ability to explore the vast lakes of data that enterprises have created and acquired over recent years and decades.

Users need improved tools to help them search, find and use information that has been collected and stored across different research, clinical and regulatory programs in a host of systems and formats that weren't necessarily designed to meet the needs of different business units across multiple geographies and regulatory jurisdictions. In many organizations, this created vast information silos where valuable data is locked away, inaccessible to the rest of the organization. Some data may exist in structured databases, but most reside in unstructured collections of text, image, audio and video files. Some 80–90% of enterprise data resides in these unstructured repositories that may be invisible to conventional content

management and enterprise information management systems. Being able to map, search and use that now-obscure data is the key to managing deep content and facilitating collaboration across departments and functional units to improve operations and business outcomes.

Meeting the Integration Challenge

One key ECD asset was the InfoArchive platform, which archives information from legacy applications and in many formats into a single, searchable resource. The platform lets users pull from the enterprise resource planning (ERP) system, clinical data systems, document systems and other resources while segregating and maintaining essential metadata so the original records can be traced and audited as needed.

OpenText InfoFusion and OpenText Integration Center allow users to map and search information across multiple systems and formats. Data from different files, shared drives, legacy mainframe systems, older databases and current content can all be accessed to provide a centralized view.

Biopharma is one of the most highly document-centric and most tightly regulated industries. That combination of extensive documentation and tight regulation is both a benefit and a curse.

On the positive side, every step of the product research, discovery, development and testing process is documented and cross checked. The industry has internalized and operationalized the dictum that if it wasn't documented, it effectively didn't happen.

On the negative side, documenting and tracking every aspect of operations generates enormous amounts of data that grow at accelerating rates. A single clinical trial can generate petabytes of data that must be maintained and made accessible to regulatory officials in multiple jurisdictions, most of which have different, sometimes incompatible re-

quirements for data collection, reporting and privacy. Data must be managed and governed appropriately for each jurisdiction, it must be auditable and discoverable for regulatory and litigation purposes. Meeting those needs can impose extraordinary burdens in terms of efficiency, accuracy and economy. However, for the first time, biopharma companies can fully leverage this mandated data and document collection to gain new insights into their business and customers.

While all the data must be protected against inappropriate disclosure, it must also be easy to share. The drug approval process, for example, requires effective and efficient information sharing between the clinical trial team, regulatory, operations, management and others.

The consumer cloud experience of almost-automatic sharing and prompt generation of actionable insights may not be a good fit for the highly regulated biopharma landscape, but it shapes expectations within biopharma. Some companies have shifted information systems into the cloud to foster the mobile, intuitive and engaging user experience that is so common in the consumer world.

There is strong movement toward cloud adoption. Market research leader Gartner, Inc. predicts that at least half of leading ECM vendors will move to cloud-based platforms by 2018. By 2019, more than 30% of new software investments by the 100 largest vendors will shift from cloud-first (the current standard) to cloud-only.

But the shift to cloud-based ECM is neither uniform nor steady. Not every enterprise can unplug legacy information systems tomorrow or next month and move to the cloud. Most organizations are pursuing, and will continue to pursue, a hybrid strategy. Most will continue to maintain an on-site or hosted data center capability, but far more computing power will be provided by Infrastructure as a Service (IaaS) and Platform as a Service (PaaS).

ECM, analytics, collaboration and

similar information functions are relatively easy to move to the cloud. Other functions, particularly ERP and finance, are more likely to remain in-house and under the direct control of IT for perceived ease of access and security.

Collaboration Is Key

The public cloud (such as that offered by Microsoft, Google, Apple and others) offers limited options and compliance capability to meet the highly specific regulatory needs that are part of the biopharma ecosystem. Biopharma companies need more complex and customized services than are common in the public cloud.

OpenText has its own cloud infrastructure expressly designed for customized management services. Biopharma, healthcare, life sciences and other enterprises can create bespoke clouds that meet their individual needs for security, patient privacy, multiple levels of access, even data sovereignty across many locations and jurisdictions.

A global drug trial has several security, privacy and regulatory needs in different jurisdictions while facilitating easy data sharing across the entire trial. A private cloud lets firms stipulate system design and deployment to manage information and access based on geography, regulatory jurisdiction and other parameters. Data from European trial centers might be managed in a European data center while US trial centers are managed in a US-based data center, and so on. Each center meets its own regulatory requirements while the trial as a whole encourages collaboration and supports multiple regulatory approval processes.

The combined OpenText-Documentum platform serves all three levels of information integration and management regardless of the data source or format. Even sometimes-difficult issues such as the secure transmission of medical images can be integrated seamlessly.

From the user's perspective, an MRI scan is just one more image to be shared. It is irrelevant that medical images are

used and exchanged in a unique format, DICOM (digital imaging and communications in medicine) or that an MRI stack may have petabytes of data and be subject to multiple requirements for secure transmission, patient privacy, retention, records management and more. All the user needs to know is how to assemble a transverse scan or other image. It is up to the system to get the image to the correct radiologist for interpretation and assessment and deal with regulatory needs in all the appropriate locations.

Collaboration is emerging as a key to long-term success in biopharma industry.

For enterprises that evolved back when information was an asset to be guarded and hoarded, collaboration can be difficult. Systems and mindsets that are focused on limiting the sharing of information must be redesigned and retained.

Moving to collaboration is a two-pronged process. Breaking down internal barriers to information sharing requires dedicated leadership from top executives who are empowered to and require restrictive processes to be changed and eager to implement change.

Collaboration also requires broad internal support. Moving ECM to the cloud and creating a consumer-like mobile experience with an intuitive, engaging user experience is what makes collaboration so compelling. Combining the resources and the experience of OpenText and Documentum is already helping biopharma firms leverage information resources to extract more meaningful and actionable insights than had been possible with either platform previously.

Documentum and OpenText users can expect ongoing innovation and investment in both platforms with a continuing focus on hybrid cloud-based ECM solutions as well as cloud-native platforms. New information management tools will make information sharing and collaboration easier and more intuitive while maintaining privacy and access safeguards as required by different regulatory regimes around the world.