

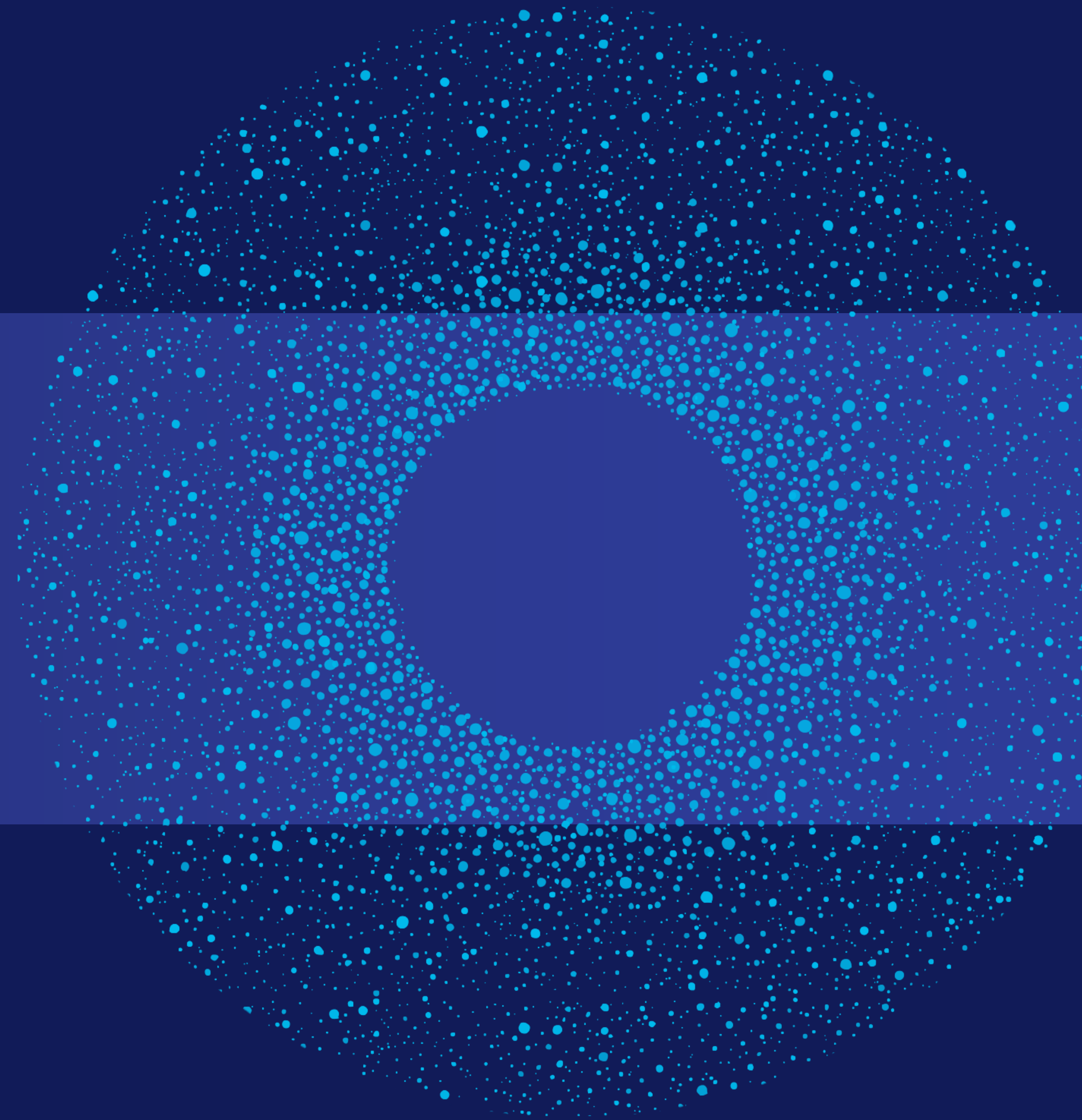
**opentext**<sup>TM</sup>

# OpenText<sup>TM</sup> Magellan<sup>TM</sup>

## An Overview

Michael Ridder – Senior Solution Consultant Analytics  
Thorsten Grimm – Sales Executive Analytics

The Information Company<sup>TM</sup>



# Agenda

1. Überblick über OpenText Magellan
2. Business Cases für OT Magellan und AI/ML
3. Live Demo am Beispiel eines CarSharing-Unternehmens
4. Diskussion/Feedback "real world business cases"

# Jede Art von Reporting-Anforderungen

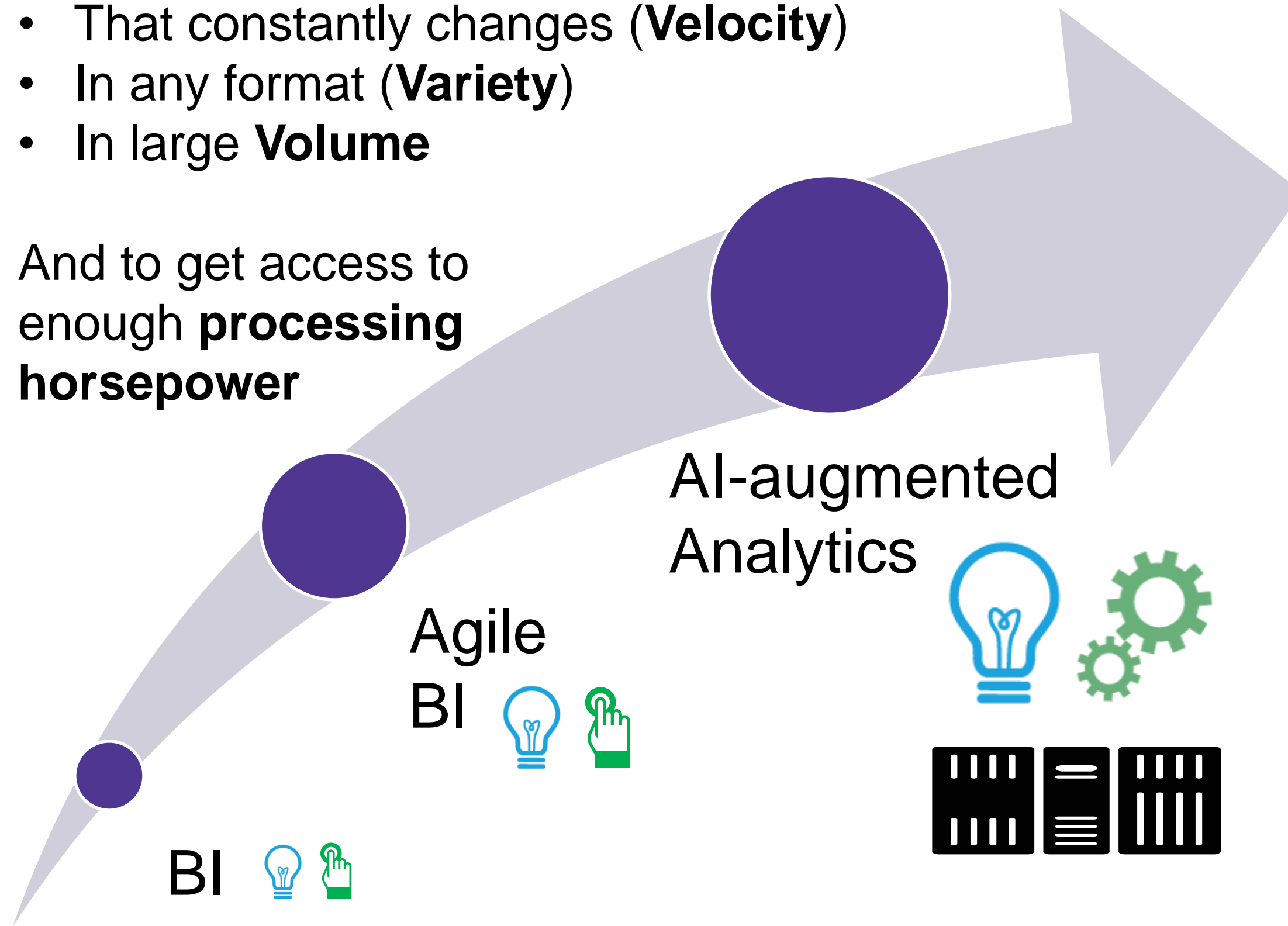
- Operatives Reporting
- Verkaufsstatistiken (z. B. Händlerberichte)
- Mustererkennung für Upsell oder Churn Risk Analytics
- IoT-Analytics
- Supply Chain Risk Reporting - Predictive Analytics
- Prozessautomatisierungsfunktionen unter Verwendung von Algorithmen für künstliche Intelligenz / maschinelles Lernen

# Magellan: The Journey from (Big) Data to AI!

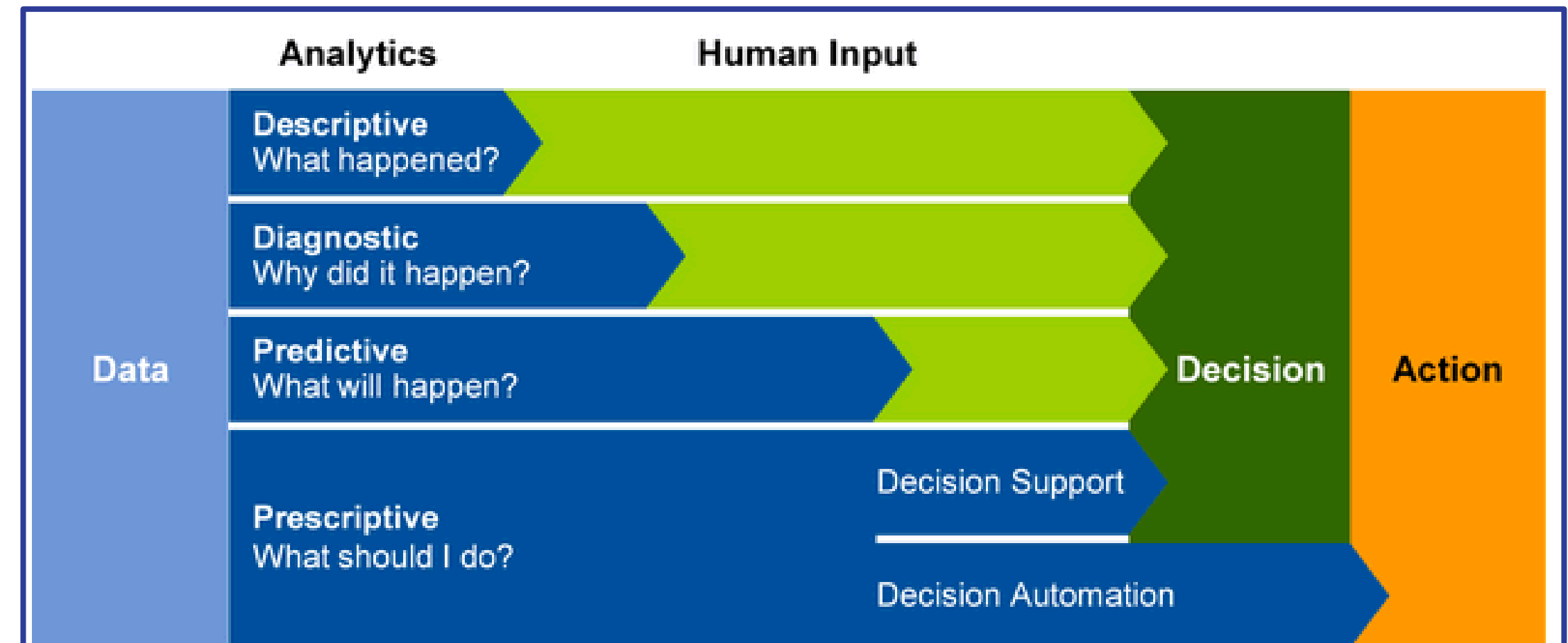
It is nowadays finally possible to store and process data

- That constantly changes (**Velocity**)
- In any format (**Variety**)
- In large **Volume**

And to get access to enough **processing horsepower**



More and more powerful Analytics



Analytics used to just help understand **what** happened and in some cases **why**

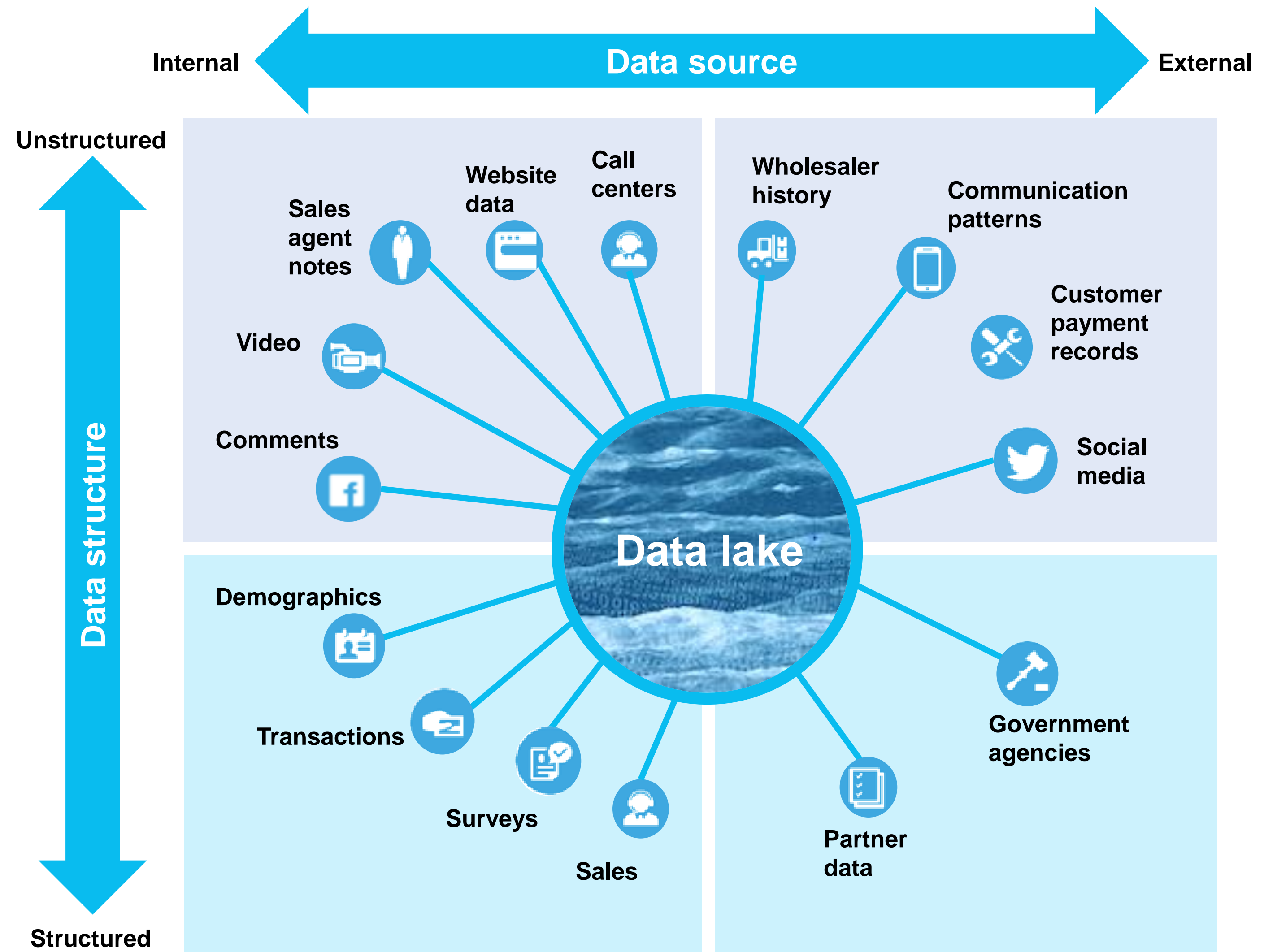
Now it is more and more possible to **predict** what is likely to happen in the future, to automatically come up with **recommendations**, or even to make automatic **decisions**

Less and Less Human Input needed

# What makes it challenging?

## The Data

Amount  
Speed  
Diversity



SOURCE: McKinsey Global Institute analysis

# Data



# AI



# Process

Listen to the world at IoT scale



Ingest billions of messages a day through open protocols

Drives insight through AI & triggers actions



Improve business outcomes

Perform the actions and preserve the result



Simple, easy to use applications to process and manage content

## Information



## Algorithms

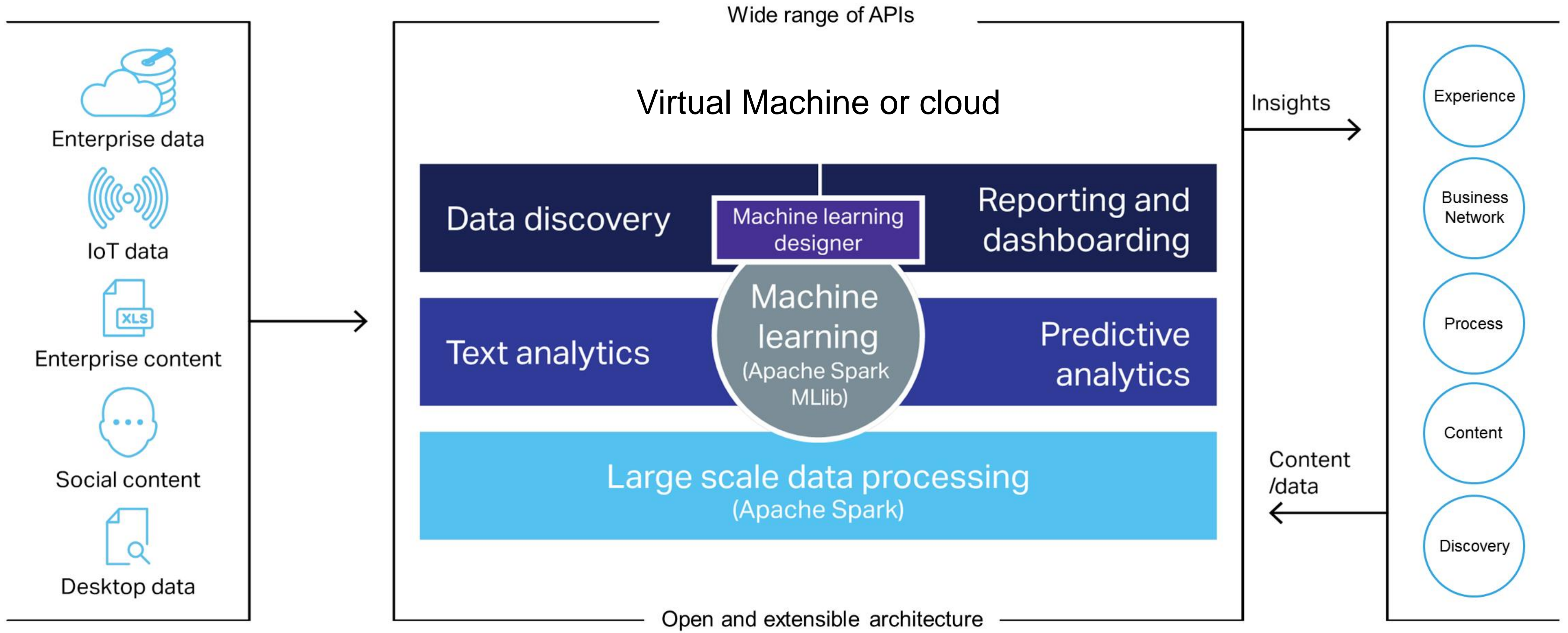
Many built-in in BDA and more from Spark MLlib & Notebook



## Insights

Employee Retention, Reduce Churn, Improve Forecasting, Supplier Performance, Preventive Maintenance, Purchasing Behaviors, Fraud Detection

# OpenText Magellan



# Agenda

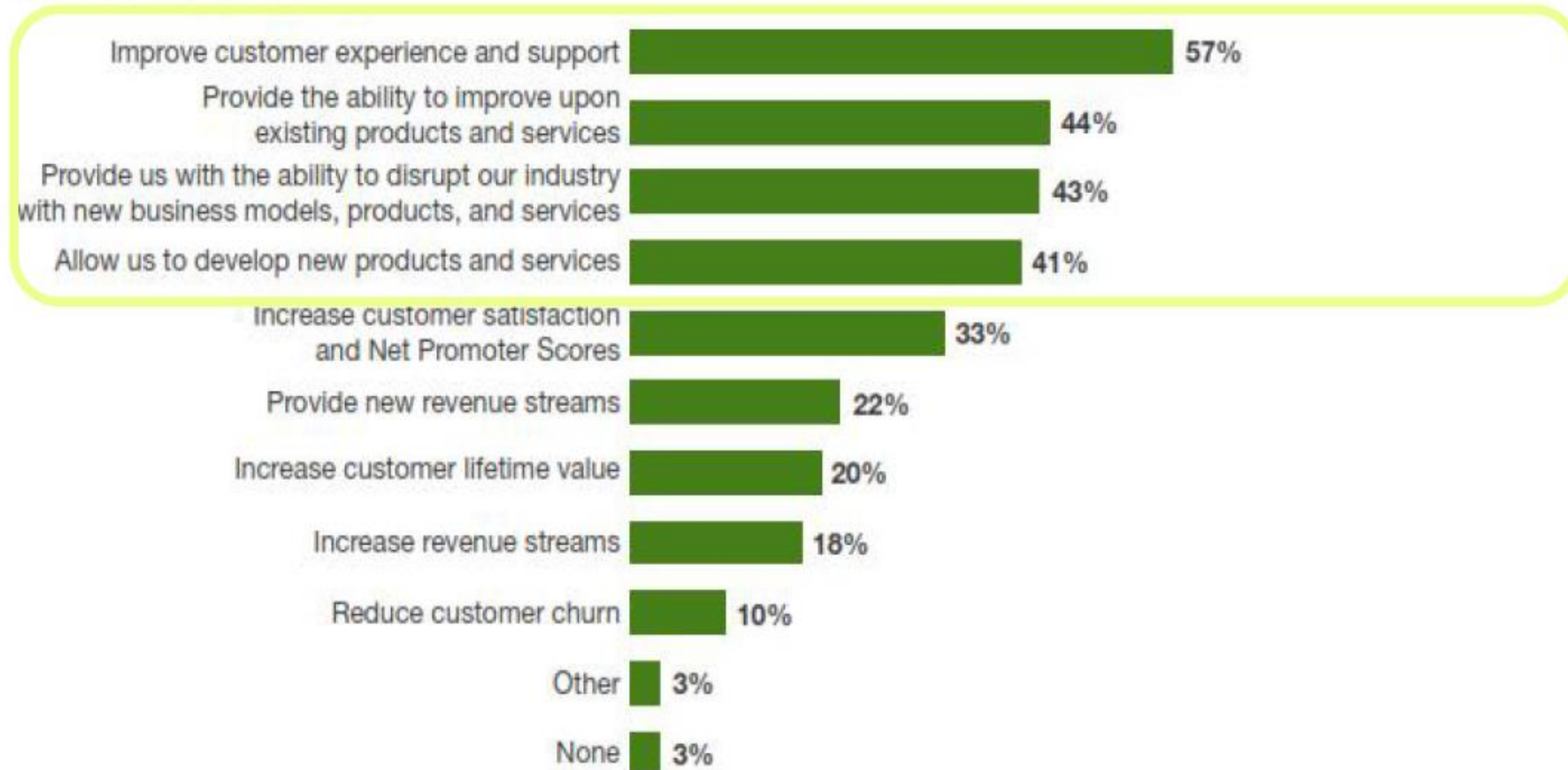
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# Where is the interest?

**“What are the biggest strategic/growth benefits AI will contribute to your organization?”**

(Please select up to three)



Base: 598 business and technology professionals

Source: Forrester's Q2 2016 Global State Of Artificial Intelligence Online Survey

# Make more Money or speed up Processes

Utilities Provider Consumer Data

Insurance Claims identification

Insurance Fraud Detection

Asset and Wealth Management Product offerings

Automotive/Manufacturing: Agile Supply Chain Analytics (wheather conditions, crisis)

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# opentext™

## Thank you



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