

Drive more impact from data

Information has replaced oil as “the world’s most valuable resource.”¹



The fact is, siloed systems hinder organizations from harnessing information to:

- Achieve operational efficiency.
- Deliver an engaged customer experience.
- Find new sources of customer value.

Siloed enterprise systems

“84% of organizations have 50 or more business applications to integrate and 34% have 200 or more”.²



Siloed enterprise systems prevent a 360° view into operations, while platforms that connect disparate systems:

- ✓ Move data behind the scenes.
- ✓ Limit access to information.

Data visibility

Organizations require a single platform to integrate and manage data from:

- 1 On-premises systems
- 2 Cloud systems
- 3 Trading partner systems



This offers visibility into data flows between:

- 1 Enterprise applications
- 2 Customers
- 3 Suppliers
- 4 Partners



The solution should offer:

- Personalized dashboards and filters
- Powerful search capabilities
- Transaction lifecycle management
- Notifications and alerting
- Trending and timeline comparison
- Data collaboration
- Payload encryption and viewing

Benefits

- Increase end-to-end data visibility
- Improve business agility
- Unify data visibility
- Extract information advantage
- Empower more users with insights

OpenText Lens

OpenText™ Lens™ is a cloud-based data visibility tool that helps monitor data flows between any system or data source, within the enterprise and with business partners.

Get realtime visibility into all A2A and B2B data flows with a single solution.

[Learn more >](#)

¹The Economist, *The world's most valuable resource is no longer oil, but data*, May 6, 2017.
²Aberdeen Group, *The Great Middleware Transition: Managed Services Address Key Needs*, June 2017.