



# **opentext™**

# **Talentathon**

Institute Of Product Leadership

By Asit Piri  
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# About Me

## Experiences

My name is Asit Piri, I am a seasoned technologist turned AI Product Manager with 20+ years industry experience and a purpose to build products that advance the way people live and work. Prior I played role as Engineering Program Manager, Data Engineer, Data Analytics Lead and Software Engineer.

## Educations

- Executive MBAs in Product Management & Business Analytics
- Certified AI Product Manager
- Certified Deep Learning Professional from DeepLearning.AI.
- Certified Google UX Design Professional from Coursera.



## Skills

- Product Management
- User Experience Research & Design
- Agile Dual-Track
- Product Marketing
- Business Finance
- Negotiation & Conflict Management
- Data Science & AI
- Hybrid Cloud Computing

## Competencies

- Business Acumen & Strategy
- Design Thinking
- Critical Problem Solving
- Cross-Functional Collaboration
- Business Story Telling
- Customer Centricity
- Self Driven
- Leadership Intelligence

## OpenText Case Study

The task is to come up with a quick presentation (not more than 8 slides) and

- Define the market problem for **B2B Integration** and **Supply Chain Domain**.
- Isolate and define a specific market problem/solution within the B2B Integration and supply chain domain as part of your presentation.
- Leveraging technologies such as IoT, **Analytics** or any other **emerging technologies**, propose an OpenText Business Network offering targeted (in high level) at driving efficiency and speed of transaction within the supply chain.

Some key considerations for your presentation

- Sufficiently describe **product/solution, key personas, target market, competition** etc.
- **State assumptions clearly wherever applicable**
- Propose an MVP (include mock ups if necessary) and share prioritizations framework
- Describe your **go to market and launch plan**
- How will you **measure the success of your product?**

**Most importantly, we recognise the limitations of such an exercise working off limited data (mostly public information). This is an exercise to understand your thought process and how you analyse a problem and articulate your recommendations.**

## Setting Context: How OpenText Business Network Help Organisations?



OpenText™ Business Network helps organisations digitise and integrate transaction-heavy business processes like "procure-to-pay" (P2P) and "order-to-cash" (O2C) so they can see and improve their mission-critical supply and demand chains.



### Customer Benefits

- Reducing manual data entry and data entry errors
- Improving supplier information management
- Lowering transaction costs
- Accelerating the receiving process

# Market Problem Definition for B2B Integration and Supply Chain Domain

## B2B Integration Problem

- Internal and external isolation of technology infrastructures, systems and applications is perhaps the most burning problem in the business-to-business world in terms of data and system integration.
- **Getting Value (insights) from Data**
  - Big Data (Volume, Velocity, Variety)
  - Data Quality
  - Security

## Supply Chain Domain Problem

- Supply Chain Digitisation
- Increasing Resiliency
- Boosting Flexibility
- **Gaining End-to-End Visibility**
- Improving Disruption and Change Management

**How might we be gaining the end to end supply chain visibility by getting insights from data using AI and data analytics so that we will be able to improve resilience and flexibility and customer satisfaction from currently 80% (assumption) to 95%?**



## Gaining End to End Supply Chain Visibility

Both of the successful supply chain qualities “**resilience and flexibility**” depend on **getting end-to-end supply chain visibility**. In the era of **Industry 4.0** and **digital transformation**, visibility tends to come from things technology integration, such as **IoT devices** on the factory floor that provide **real-time production feedback**, **RFID chips** across your fleet of vehicles that give live **logistics information**, and **shared IT between planners and suppliers** that can offer **raw goods availability** and **pricing information**. This integration will be vital when supplier management becomes mission-critical. Success requires creating strong, collaborative connections in which data sharing is mutually advantageous and improves performance up and down the chain. It's also important to use the correct technology so you can merge data from diverse sources without much opposition.

## Getting Value From Data

Many supply chain firms have struggled to upgrade to smart, digital data analysis in recent years, but **machine learning** is more valuable than ever. More **technological integration up and down the value stream generates more data, which may be utilised to make more accurate forecasts, projections, and process improvements**. Using logistics data and a transportation forecasting tool, you may evaluate your future logistics demands vs. available capacity to proactively arrange freight at the optimum pricing mode-by-mode or lane-by-lane. **You might also feed IoT and sensor data from your production plant into a prescriptive analytics programme to identify process changes**. In this unpredictable time, being proactive and efficient will be increasingly important. Sharing improves up-and-down-chain performance. It's also important to use the correct technology so you can merge data from diverse sources without much opposition.

## **Solution: Integration Platform as a Service (iPaaS)**

**iPaaS** is an excellent tool for various integration scenarios, like:

- Data Integration
- System Integration
- Hybrid Integration
- Business Process Automation

### **Benefits iPaaS:**

- Scalable and supported managed service for business-critical needs
- “Time to market” is very short – things happen fast
- Service is constantly developing
- Cost-efficiency and clear, predictable pricing model



## Personas: Cross Domain

### Supply Chain Management Personas

- Supply Chain Planning & Procurement Officer (Buyer Persona)
- Warehouse Manager
- Logistician
- Delivery Driver

### B2B Integration

- CIO (Buyer Persona)
- Database Administrator
- System Administrator
- Big Data Architect
- Application Architect
- Cloud System Administrator
- Subject Matter (Domain) Expert

### Cross Domain Personas

- CTO (Buyer Persona)
- Product Manager
- Engineering Manager
- UX Researcher
- UX Design Manager
- Data Scientist
- ML Engineer
- Customer

## Persona: Amit - OpenText iPaaS Cloud Admin



*"Our Product & Services are the digital root system of our company's Values. Our power lies in both anchoring our business operations and fuelling its competitive edge"*

### Demography

Age: 28

Work: OpenText iPaaS Cloud

Family: Bachelor, stay with parents

Location: Bangalore

### Attributes

Intuitive

Curious

Analytical

Strong Coding Skill

Database Expert

Cloud Expert

Amit is a OpenText iPaaS Cloud Admin as part of a Company's Cloud Infrastructure team working from Bangalore.

As a OpenText iPaaS Cloud Admin his roles is to work with customers and internal Product team to secure and maintain data and infrastructure efficiently with minimum down time.

### Goals

- Subject matter expert Cloud Administration.
- Work with other stake holders to secure and maintain data and infrastructure efficiently with minimum down time.

### Frustrations

- Server Downtime and Data Security concern.
- Collaborate with cross functional team and customer counter part across globe.

### Personality

Introvert  Extrovert

Thinking  Feeling

Sensing  Intuition

Judging  Perceiving

### Motivation

Incentive

Social

Growth

Power

## Persona: Raj - ABC Inc. Customer Admin



*“Our Company’s Infrastructure & Operations are the digital root system of our company’s Technology Service. Our power lies in both anchoring our business operations and fuelling its competitive edge”*

### Demography

Age: 30

Work: ABC Inc. Cloud Admin

Family: NA

Location: Toronto, Canada.

### Attributes

Intuitive

Curious

Analytical

Stakeholder  
Management Skills

Cloud Expert

Database Expert

Raj is a ABC Inc. Customer Admin part of a Company’s IT team working at ABC Inc, Toronto, Canada.

As a Cloud Admin his roles is to work with his team to secure and maintain data with high quality and low downtime.

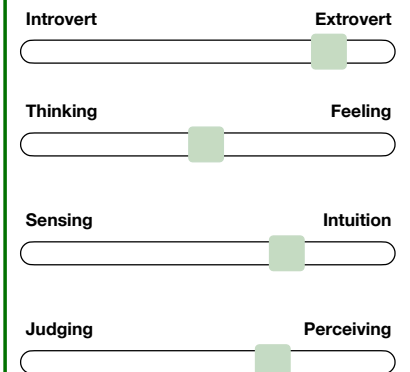
### Goals

- Subject matter expert and Cloud Administration.
- Work with other stake holders to secure and maintain data and infrastructure efficiently with minimum down time.

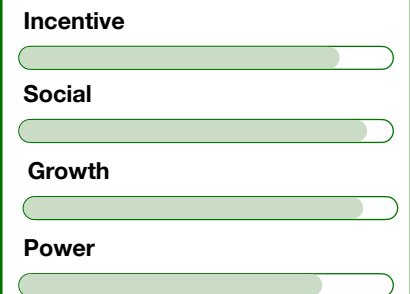
### Frustrations

- Server Downtime and Data Security concern.
- Collaborate with cross functional team and customer counter part across globe.

### Personality



### Motivation



## iPaas Market Evaluation: Total Addressable Market (TAM) & Key Players

According to Verified Market Research, the Global Integration Platform As A Service **(iPAAS) Market size (TAM) was valued at USD 2.57 Billion in 2020 and is projected to reach USD 23.71 Billion by 2028**, growing at a Compound Annual Growth Rate (CAGR) of 37.2% from 2021 to 2028.

The growing adoption of cloud-based technology is expected to boost market growth during the forecast period.

### Key Players

1. SAP SE
2. Dell Boomi
3. IBM corporation
4. Informatica Corporation
5. Oracle Corporation
6. MuleSoft Inc
7. Jitterbit Inc
8. Snap Logic Inc
9. Celigo Inc
10. Scribe Software Corporation

# Customer Segments: Integration Platform As A Service (iPaaS)

## Segmented by Service

- Data Integration
- Data Transformation
- API Management
- Real-Time Monitoring And Integration

## Segmented By Vertical

- BFSI
- Government & Public Sector
- Healthcare & Life Science
- Telecom & IT
- Retail & Consumer Goods
- Manufacturing
- Others

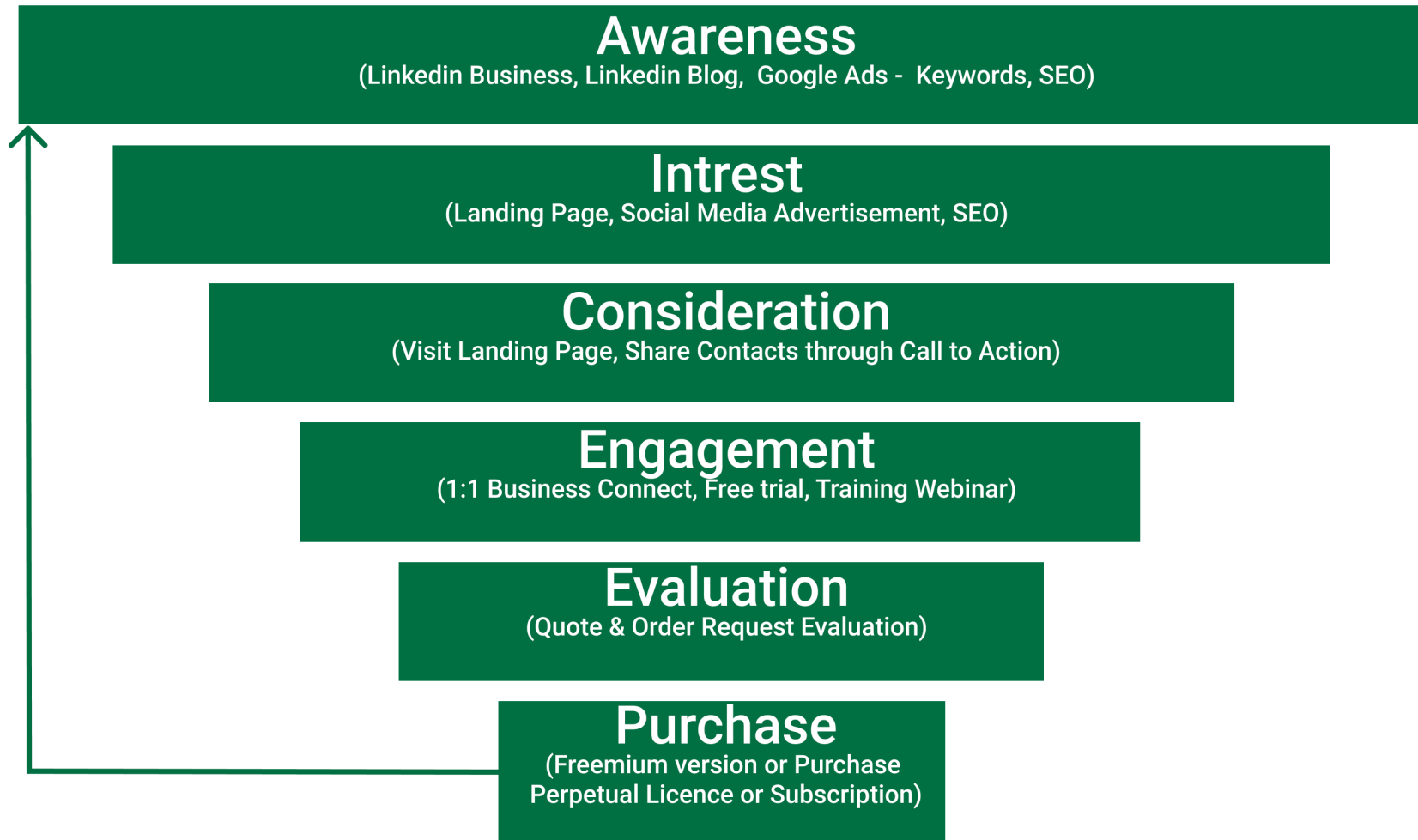
## Segmented By Geography

- North America: US, Canada & Mexico
- Europe: Germany, France, UK etc
- Asia Pacific: China, Japan, India etc
- ROW: Middle East & Africa & Latin America

## Segmented By Company

- Google
- Amazon
- Microsoft
- Dell
- Hewlett Packard Enterprise

# GTM Plan - Distribution Channel & Flow(s)





# Key Metrics

## Adoption

- How many users created a itinerary this quarter?
- How many new users requested for Trial this quarter?
- How many times use the trial this quarter?
- How many customer request for second trial this quarter?
- How many customer purchase the product this quarter?

## Engagement

- Monthly Active Users
- Product Demo
- Product Sales, Training & Support
- Webinar
- Survey
- Social Media Forum
- Referral/Advocate of our Product

## Usage

- Monthly/Quarterly Usage Trend
- Frequency
- Sessions

## Churn

- Getting users to use the service often and behave in a way that helps the users and business.
- Net Promoter Score (NPS)
- How many users made a second itinerary?

The background of the slide is a light gray abstract pattern. It consists of a network of thin, dark gray lines connecting various nodes. Some nodes are small white circles, while others are larger, multi-layered white circles. The lines form a complex web of triangles and polygons, creating a sense of interconnectedness and structure.

**Thank you!**