

Gruppo Campari Chooses OpenText Business Network for B2B Growth

Campari Selects OpenText Managed Services to Manage, Exchange and Process Digital B2B Transactions with Large Retailers and Duty Free Shops around the World

SYDNEY, Australia – December 7, 2016 – OpenText™ (NASDAQ: OTEX, TSX: OTC), a global leader in Enterprise Information Management (EIM), today announced that Gruppo Campari, a leading global branded beverage company, has selected OpenText to digitise the company's Order-to-Cash processes and streamline B2B transactions with its major customers. Using OpenText Managed Services and OpenText Active Invoices with Compliance, Campari is able to exchange information with each of its trading partners while managing compliance with country-specific tax regulations.

Campari is a major player in the global spirits industry, with a portfolio of over 50 premium and super-premium brands, including Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. Founded in 1860, Campari has become the sixth-largest player worldwide in the premium spirits industry. Campari faced challenges managing its disparate B2B systems and was looking to modernise and consolidate its infrastructure to support its key business initiatives.

“By consolidating onto a single B2B backbone, managed by a single global provider, we can provide the highest level of service to our customers, significantly reduce complexity and gain better control and visibility into our global supply chain,” said Christopher Woods, Head of Group IT, Campari. “With OpenText Managed Services, we have complete visibility across all our business systems and information silos both inside and outside the enterprise.”

Campari selected OpenText to create a single, integrated B2B backbone that would enable it to gain greater visibility and insight into B2B transactions, minimise supply-chain disruption and capture significant business value through increased operational and competitive agility.

Campari also looked to automate its Order-to-Cash processes that handle more than 500,000 transactions every year. This was an opportunity for the group to rethink its B2B strategy and move to a more agile, cloud-based B2B integration platform which could connect all formats and systems via one link into the ERP system.

As Campari operates in multiple jurisdictions across the globe, it also opted to implement OpenText Active Invoices with Compliance to get a single solution to help maintain tax compliance for electronic invoicing with customers located in different countries.

“A key factor in electronic invoicing is ensuring that each invoice is compliant with local tax authority regulations, and it is a complex challenge for businesses with our scale and reach,” said Woods. “OpenText Active Invoices with Compliance helps us manage compliance with regulations across 41 countries.”

To learn more about OpenText B2B Managed Services and OpenText Business Network, visit www.opentext.com.

About OpenText

OpenText enables the digital world, creating a better way for organisations to work with information, on premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTC) visit opentext.com.

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