
ASX Announcement

Date: 5 October 2011

OBJECTIVE LAUNCHES ECM 8, DELIVERING A ZERO TRAINING USER EXPERIENCE AND OUTSTANDING SEARCH PERFORMANCE

Objective Corporation (ASX: OCL), an established leader and specialist provider of proven content, collaboration and process management solutions for the public sector today announced the immediate availability of its next generation enterprise content management (ECM) platform, Objective ECM 8 along with Objective Executive and Objective Discover.

Objective ECM is trusted and widely used by government organisations around the world. Used as a platform to gain control of the vast quantities of content and knowledge that proliferates all levels of government, Objective ECM also manages business processes and helps organisations meet their compliance and legislative responsibilities.

With ECM 8, Objective has introduced a browser based user experience that transforms ECM user adoption, a step change in search performance and functionality with a full 64 bit architecture that increases scale and performance.

Increasing user adoption with Objective Executive

Objective ECM has long held a reputation amongst its customers as being easy to use.

With ECM 8, Objective introduces Objective Executive, a highly intuitive, zero training user experience. Executive is delivered in the browser and runs on myriad mobile devices, providing a light touch and compelling alternative to the powerful, feature-rich interfaces for information managers and heavy-use document authors.

Objective Executive was developed for the large community of users in an organisation that need to search, read and contribute content.

With fast access to documents and folders; a simple “one-field” search facility, the ability to quickly add, approve and publish documents, it delivers a platform for pervasive user adoption.

“From extensive field testing we believe we’ve set the benchmark in our quest to deliver a zero-training ECM user experience and importantly, one which is also engaging to use. Objective Executive will enable substantially faster user adoption of ECM throughout an

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organisation, which in our experience, is the key success factor for enterprise information and content management,” said Mr Tony Walls, CEO Objective Corporation.

Simple, fast and secure search with Objective Discover

Objective ECM's new search capability, Objective Discover, combines the simplicity of one-field search with the relevancy of results derived from a structured information hierarchy.

As an information repository grows it is critical that people can find the piece of information they require amongst thousands of search results.

Objective Discover introduces faceted search; the ability for people to conduct a familiar, internet-style search, then further refine the search by applying filters for categories, content type or many other criteria based on the metadata and contents of the search results.

It can return results based on document title, metadata and document content. It can expose information that has always resided in the repository but may have been buried; highlighting for example search text frequency and use patterns or uncovering subject matter experts within an organisation. By uncovering the relationships in information the value people derive from their search results deepens, enhancing the accuracy and relevance of the results for better decisions.

Importantly, all of this is delivered at speeds users expect from an internet search experience.

As with any information managed by Objective ECM, search results are subject to the security, privacy and compliance restrictions that have resulted in Objective being trusted by government, defence and intelligence organisations world-wide.

Vast scale and improved performance with 64-bit architecture

Objective ECM 8 represents an architectural evolution, delivering improved speed, deployment flexibility and superior scale.

ECM 8 has a 64-bit architecture which gives our customers unprecedented flexibility in deployment and virtualisation options, allowing them to maximise the use of current infrastructure and optimise the performance of their solutions.

A new search engine and a new catalogue data model have delivered improvements in overall system performance and search speeds.

“As information growth accelerates, Objective's technology innovations allow customers to scale their Objective information management solutions while improving performance and user

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adoption. Objective ECM 8 translates into compelling value for our customers”, said Mr Walls.

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