



Community*LIVE*

October 11-15



**JUSTIFICATION TOOLKIT**

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## SAMPLE JUSTIFICATION LETTER

To: [Your Manager]

Subject: Why I should attend CommunityLIVE

Dear [Manager],

I'd like to request approval to attend CommunityLIVE, Hyland's premier annual event, which will be taking place virtually, October 11-15.

This is an invaluable, once-a-year opportunity to learn about how to extend our technology investments and connect with experts specific to our industry. With education on the latest innovative technology and cloud-based solutions, our organization will be better equipped to accelerate our digital evolution.

*(Our new Alfresco and Nuxeo customers: This is an invaluable, once-a-year opportunity to become acquainted with the team that is now supporting our [Alfresco or Nuxeo] investment. This time will be spent learning about Hyland services, as well as some of the latest tech solutions that will help our organization be better equipped to accelerate our digital evolution.)*

CommunityLIVE promises to be a virtual experience with exceptional value and learning opportunities – with zero cost to attend the main conference, October 13-15. *(Optional for customers: It would also be beneficial for me to add on two pre-conference days of Hands-on Technical Training for \$1,000 to sharpen my [OnBase or Perceptive Content] expertise).*

The conference includes networking with fellow attendees, many from the [our industry] industry, sharing best practices and success stories. I'll be able to learn how others in our industry are navigating today's challenges and learn from product experts about how to leverage the Hyland platform to be more adaptable, agile and ready for what's next.

This targeted professional development opportunity allows me to:

- Explore the newest features and functionality of Hyland solutions at dozens of self-paced labs and solution showcases
- Engage with knowledge experts, developers and technical support staff as well as Hyland leadership
- Strengthen and continue to build my group of resources that I can call upon for insight and guidance when we face challenges or need to grow our solution

CommunityLIVE 2021 will take place virtually between 9 a.m. and 5 p.m. EDT each day. My free registration also includes on-demand access to session recordings through December 31, allowing to me to take advantage of sessions I may have missed or revisit valuable content.

I'm happy to submit a post-conference report to you and our key personnel in [my department] and [the executive team], listing major takeaways, user tips and a set of recommended actions to help us maximize our investment in Hyland solutions.

Thank you in advance for considering this request. Please let me know if I have your approval to attend this valuable event.

Regards,

[Insert signature]

## WHO SHOULD ATTEND?

CommunityLIVE offers sessions for everyone in your organization – whether you're a current Hyland customer or simply interested in digital transformation.

The agenda is designed to help you accelerate digital transformation strategies as you address today's challenges and prepare for the future. Build your agenda from targeted sessions that explore innovative solutions by role, industry and product. Gain insights from thought leaders and develop strategies for innovation to adapt to today's challenges and be ready for what's next

### SOLUTION BUILDERS

System and IT admins, power users, developers and business analysts will discover valuable sessions, hear success stories and explore new digital solutions that will provide immediate value to the organization. Expand technical expertise and renew certifications at Hands-on Technical Training, and learn new skills in self-paced labs.

#### Key takeaways:

- Cloud migration
- Upgrades and add-ons
- Legacy migration
- Roadmapping
- Solution building and expansion
- New capabilities
- Complementary offerings
- Improving adoption

#### Industries served:

Financial Services  
Credit Unions  
Government  
Healthcare  
Higher Education  
Insurance  
Manufacturing  
Retail  
Other industries  
Business and Departmental Solutions (Finance and Accounting, Human Resources)

### BUSINESS PROCESS OWNERS

Departmental and solution managers, directors and end users will hear from the experts about the latest tech, learn from analysts about business transformation and attend role-specific sessions.

#### Key takeaways:

- Legacy migration
- Platform capabilities
- Addressing business challenges
- Championing solutions
- Managed services offerings

### IT LEADERS

Confidently navigate digital transformation strategies and build a roadmap to take advantage of enterprise app development, digital asset management, intelligent automation, low code development and much more.

#### Key takeaways:

- Cloud migration
- Legacy migration
- Reducing application sprawl
- Strategic planning
- Managed services offerings
- Integrations

With the ever-changing tech landscape, there's always something new to learn about how to adapt with the latest digital solutions.

# REGISTRATION

There is no charge for this year's main CommunityLIVE conference experience, taking place October 13-15.

## Your free CommunityLIVE registration includes:

- Daily keynote sessions, Wednesday-Friday
- Educational breakout sessions
- Product module training
- Self-paced labs
- Access to sponsor booths and Hyland industry, product and solution showcases
- User Group participation
- Access to on-demand content through December 31, 2021
- Networking with peers and Hyland experts in engaging and fun events, including CommunityFIT classes, group lounges and more
- Commemorative t-shirt for participating in CommunityLIVE 2021, to be mailed after the conference (mailing addresses in the contiguous U.S. only)

For OnBase and Perceptive Content customers, add pre-conference **Hands-on Technical Training** October 11-12 for only \$1,000. Gain updated technical expertise and renew select certifications. You'll interact with expert engineers and trainers in morning and afternoon sessions as you learn about trending topics and build solutions from the comfort of your home or office.

## The pre-conference Hands-on Technical Training includes the main conference, plus:

- Two days of hands-on training including recertification for:
  - System Administration (OCSA)
  - OnBase Certified Advanced System Administrator (OCASA)
  - OnBase Certified Support Engineer (OCSE)
  - OnBase Certified Workflow Administrator (OCWA)
  - OnBase Certified Advanced Workflow Administrator (OCAWA)
  - OnBase Certified Workflow Engineer (OCWE)
  - OnBase Certified WorkView Developer (OCWV)
  - Access to course materials and lab environment post course
  - \$200 off TechQuest registration fee for the Nov 2021, March 2022, or August 2022 TechQuest Conference (customers only; this discount cannot be combined with any other offers and expires August 1, 2022)
  - 20 percent off Premium Subscription (valid on new and renewal one-year or two-year subscriptions to on-demand Hyland Training; offer valid October 18, 2021 through February 5, 2022)

## AGENDA

As you plan your CommunityLIVE experience, check out the agenda on [CommunityLIVE.com](https://communitylive.com) and refer to the Explore pages as your guide. With sessions specific to your role and solution, you'll connect with content that is most valuable to you. And be sure to check out the Business Transformation and Hyland Innovation tracks to explore insights and best practices from thought leaders on all things digital transformation.

There's something for everyone at your organization, including the following roles:

- Business analyst
- Business process manager
- Developer
- Department or solution manager
- End user
- Executive
- Finance Professional
- HR professional
- IT professional
- Perceptive Content user
- Power user
- Project manager
- System administrator
- WorkView | Case Management user
- Workflow administrator

To discover the most valuable sessions for you, visit [CommunityLIVE.com/Explore](https://communitylive.com/Explore).

## TESTIMONIALS

"I absolutely loved this virtual version of CommunityLIVE. In the past, I would be torn between choosing courses that were scheduled at the same time. With this version, I could attend all the classes I was interested in because of the Playback/On Demand feature. So I don't think I missed a thing."

- Stephanie Birch, HCA

"CommunityLIVE was a great eye-opening experience. I had no idea that Hyland offers as much as they do. This conference (specifically the demos and presentations) helped me to find the motivation that I needed to want to take our current OnBase solution to the next level."

- Sergio Castro, Missoula County

"A wonderful virtual experience! Session content was relevant and meaningful to how businesses are evolving to meet needs of their consumers. Loved the breakout sessions and FUN unique ways to keep us connected throughout the week! Thank you, Hylanders!"

- Sheri Deist, STCU

"CommunityLIVE was the easiest virtual conference to navigate and network with Hyland resources and other users."

- Kelby Adams, State Department Federal Credit Union

"Hyland managed to keep me engaged in a virtual conference all week, not an easy task. I enjoyed connecting with other customers and the informative sessions. I can't wait until CommunityLIVE 2021."

- Marlyn Soto, Fordham University

"CommunityLIVE is consistently one of the best organized, most informative, and most fun conferences that I go to. Even in the virtual format, Hyland was able to make the event feel personal and complete."

- John Sakers, Imaging Solutions and Services, Inc.

"I wasn't sure how virtual would be, but surprisingly, I was renewed and rejuvenated, and I feel like I fit way more learning in without moving around a conference center. Great job getting the virtual part to be so flawless!"

- Terri Maguire, North Star Mutual Insurance Company

"By far the best 'virtual' conference I have experienced since Covid hit. Hyland took what was always a phenomenal conference and didn't disappoint with the move to virtual. Thank you!"

- Jennifer Hoege, SVA

"While virtual was different, the opportunities to see more sessions was great! Reduced cost allowed more team members to attend."

- Sarah Nickelson, North Star Mutual Insurance

## AFTER THE CONFERENCE

Share what you've learned! Here are some tips for taking action after this year's CommunityLIVE:

### Consider your audience

Is your IT department custom-coding applications from scratch? Communicate how they can leverage cloud technology and low-code solutions. Is Legal struggling with processes? Tell them about the latest in Workflow. Does your CIO stress about secure file sharing? Explain what you learned about ShareBase.

### Bring back powerful insights on the topics that matter to the stakeholders at your organization:

- Cloud migration
- Reducing application sprawl
- Intelligent automation
- Business agility: Leveraging low code
- Moving from legacy platforms
- Achieving platform-specific goals for:
  - OnBase
  - Perceptive Content
  - Alfresco
  - Nuxeo

### Leverage resources

Access recorded on-demand content, demos and more after the conference concludes through December 31, 2021.

Thinking about your next steps on the digital transformation journey? The industry experts at Hyland can help to address challenges, adapt to change and build a foundation to innovate.

### Involve your account manager

Your Hyland account manager can provide tips and talking points to help you communicate the value of what you've learned.

If you're ready to help your organization adapt and build a foundation to innovate, consider hosting a **Hyland strategic workshop**. Contact your authorized solution provider or Hyland Account Manager to find out how strategic workshops transform end user input into a 12-month action plan that will help you get more value from your Hyland investment.

### Keep learning

Hyland product users can stay up to date on the latest enhancements, renew certifications and find out about other events at [Training.Hyland.com](https://Training.Hyland.com).