👤 Personas

OpenText Sales Team User (ps-1)

Opi Zales
Sales Representative

> Enterprise World is a great opportunity for our customer to really get to know OpenText. I want to make sure they get the absolute most out of their experience. Having an Agenda Builder that makes that easy is what I'm looking for

Duties
- Accesses the Agenda Builder to propose agendas to their customers and encourage registration.

Demographics
- 45 years old
- Married with two children in high school
- Bachelor's degree in Economics
- MBA
- committed to quality service.

Goals
- His main goals are to ensure a great turnout and successful execution of the EW15. He aims to help assist by helping prospective attendees to find an agenda that will best serve them at the conference.

Environment
Opi is comfortable using a computer and web applications to perform sales and knows how to serve the opentext customer. He considers himself the first line of representation for OpenText and is committed to delivering an experience which will instill trust in 'The OpenText Way'

Linked To
- us-1 **OT Sales Agenda Pitch** (Phase 1)

Registered Event Attendee (ps-2)

Dee Attendi
Accounts Payable Specialist

> It's always good to hear your peers present. I'm really looking forward to the breakout sessions.

Duties
- Manage the finance applications for their company
- handle account payable and receivable
- streamline operations for finance

Demographics
- 31 years old
- Single
- Master's Degree in Finance
- Would have been an artist in another life

Goals
- Dee's company just deployed OpenText Business Process Management software and she want to see what event sessions she is scheduled to attend and potentially add new sessions that can improve her knowledge and capabilties with her company's new OpenText products.

Environment
Dee is regular user of finance and accounting applications so she is used to a high level of complication and frustration with poorly designed software applications. She hopes that EW15 has the answers she is looking for.

Linked To
- us-2 **Modify Agenda (Returning User)** (Phase 1)
- us-4 **Overbooking Agenda** (Phase 1)

Prospective Event Attendee (ps-3)

Frank Seiter

Applications Developer

> What new products are coming onto the market. What we could be doing differently. How we could be doing it better. That's really, really helpful

Duties
- Develop and maintain solutions for his company using OpenText tools and products. Find new ways to capitalize on his companies investment in technology.

Demographics
- 40 years old
- Single
- Bachelors of Computer Engineering

Goals
- Frank has been using OpenText products at his company for a while. He's even build some neat customizations for what they have. Frank wants to attend some sessions that will further is knowledge of key OpenText applications and platforms. He wants to take in as much as he can of EW15.

Environment

Frank is comfortable in all things technical. What he needs is information delivered to him in a way he can use. He hopes EW15 will energize him and give him new ideas on how to make the most of his OpenText products.

Linked To
- us-3 **Make Agenda (New User)** (Phase 1)