



## **HCL Technologies Selected as an Artesia Consulting Alliance Partner**

*HCL Strengthens Partnership through Launch of Content 2.0, a New Network Publishing Platform Leveraging Artesia Digital Asset Management*

### **Los Angeles, CA – Henry Stewart Conference (Booth #133) – November 12, 2007:**

HCL Technologies Ltd. (“HCL”), India’s leading global IT services company, today announced a new partnership with Open Text™ Corporation’s (Nasdaq: OTEX, TSX: OTC) Artesia Digital Media Group, the leading provider of Digital Asset Management solutions. As part of this alliance, HCL has been added as one of Artesia’s select Consulting Alliances partners and will serve as a systems integrator for Artesia’s products.

Artesia’s Consulting Alliance members offer Artesia’s customers an extensive range of services including industry best practices, business analysis and reengineering, software installation, implementation and integration services, project management, product localization, training expertise, and outsourcing administration.

“Artesia is committed to working with partners who bring specialized expertise and knowledge to our customer engagements,” said Michael Barros, VP of Sales & Business Development for Open Text’s Artesia Digital Media Group. “By adding HCL as a Consulting Alliance partner, we’re expanding our capabilities for our customers and offering a deeper level of expertise and global reach.”

“The changing dynamics of the digital content industry are forcing media, entertainment and marketing enterprises to re-evaluate their content strategy,” explained Karan Puri, Senior Vice President, HCL Technologies. “By partnering with Artesia, we’re offering our global customers the combined strength and synergy of both companies from a single source, and in turn giving our customers a competitive edge.”

Additionally, HCL today launched Content 2.0, a network publishing platform for the automation and improvement of workflows across the publishing lifecycle (i.e. creation, management and delivery). Based on best-of-breed publishing technologies and tools, Content 2.0 also leverages Artesia Digital Asset Management for multi-channel publishing and digital asset creation workflows. The new platform supports XML-based collaborative authoring, multi-format content ingestion, federated content and digital asset repositories, and metadata/full text search. Furthermore, Content 2.0 offers tight integration with print and interactive composition tools and digital delivery over multiple channels.

“Content 2.0 enables customers to solve a critical business need with a single solution and is representative of each company’s continuing efforts to combine best-of-breed technologies and services to best serve the market,” added Barros of Artesia.



### **About The Artesia Digital Media Group and Open Text**

Open Text, an enterprise software company and leader in enterprise content management, helps organizations manage and gain the true value of their business content. For more information about Open Text, please visit: <http://www.opentext.com/>. The Artesia Digital Media Group is a leader in enterprise Digital Asset Management (DAM) solutions that help information-intensive companies more efficiently manage and deploy their rich media content. For more information about The Artesia Digital Media Group, go to: <http://www.artesia.com>.

### **About HCL Technologies Ltd.**

HCL Technologies is one of India's leading global IT Services companies, providing software-led IT solutions, remote infrastructure management services and BPO. Having made a foray into the global IT landscape in 1999 after its IPO, HCL Technologies focuses on Transformational Outsourcing, working with clients in areas that impact and re-define the core of their business. The company leverages an extensive global offshore infrastructure and its global network of offices in 18 countries to deliver solutions across select verticals including Financial Services, Retail & Consumer, Life Sciences & Healthcare, Hi-Tech & Manufacturing, Telecom and Media & Entertainment (M&E). For the quarter ended 30th September 2007, HCL Technologies, along with its subsidiaries had last twelve months (LTM) revenue of US \$ 1.5 billion (Rs. 6363 crores) and employed 45,622 professionals. For more information, please visit [www.hcltech.com](http://www.hcltech.com)

### **About HCL Enterprise**

HCL Enterprise is a leading Global Technology and IT enterprise that comprises two companies listed in India - HCL Technologies & HCL Infosystems. The 3-decade-old enterprise, founded in 1976, is one of India's original IT garage start-ups. Its range of offerings span Product Engineering, Custom & Package Applications, BPO, IT Infrastructure Services, IT Hardware, Systems Integration, and distribution of ICT products. The HCL team comprises approximately 51,000 professionals of diverse nationalities, who operate from 18 countries including 360 points of presence in India. HCL has global partnerships with several leading Fortune 1000 firms, including leading IT and Technology firms. For more information, please visit [www.hcl.in](http://www.hcl.in)

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