kwsoft® Serie M/ User Group

Latest Updates from the User Group

November 10, 2026 | Kirchzarten | Michael Ohlert, Tim Koster, Kira Henssler

kwcon
the kwsoft conference

Agenda

1	Who are we?
2	What have we done this year?
3	Updates from the working groups
4	What are we planning for next year?
5	Interested in the user group?

Who are we?

November 10, 2026

User group representatives



Michael Ohlert

- Senior Expert Customer Communication Management at Helvetia Deutschland
- Experience with M/TEXT since 1998
- Topics: Initiator of the user group and much more



Tim Koster

- Solution Architect at Swiss Mobiliar Insurance
- Experience with M/TEXT since 2021
- Topics: TONIC, Content Hub, kwsoft® SaaS



Kira Henssler

- Product Owner for Output Management at Uelzener Allgemeine Versicherung
- Experience with M/TEXT since 2022
- Topics: M/TEXT update to version 6.16, TONIC migration

Who are we? A network of 51 companies with currently 160 registered members



….and many others

A network of Serie M/ users

Insurance companies

Health insurance providers

And more …

What are our goals?

Open exchange among members

Five virtual meetings per year

Meeting at kwcon in November

A direct line to kwsoft®

Important: Confidentiality!



Working groups

Working together on key topics

Mutual support

Suggesting new features

User-only group, no consultants

What have we done this year?

10. November 2026

The user group has been around since 2018…

…virtual meetings allow for more sessions and topics each year

2018	First meeting in Bad Homburg
2019	Reunion in Hamburg
2021	2 user group meetings: live & digital
2022	3 virtual meetings
2023	5 virtual meetings
2024-2026	5 virtual meetings, 5 working groups





Expectations for kwsoft® and release planning

Previous approach

Expectations after planning was finalized

6.28

6.27

Spring 2026

Release planning for 6.27 completed

Summer 2026

Expectations communicated to kwsoft®

November 2026

Expectations presented at kwcon

Spring 2027

Release 6.27 launched

Summer 2027

Major disappointment: Nothing has changed.

Fall 2027

Disappointment



New approach

Expectations before planning is finalized

6.28

6.27

January 2026

Expectations communicated to kwsoft®

March 2026

Expectations discussed with management

May 2026

Release planning for 6.27 completed

November 2026

kwsoft® presents the new features in release 6.27.

April 2027

Release 6.27 launched. All our requests have been implemented.

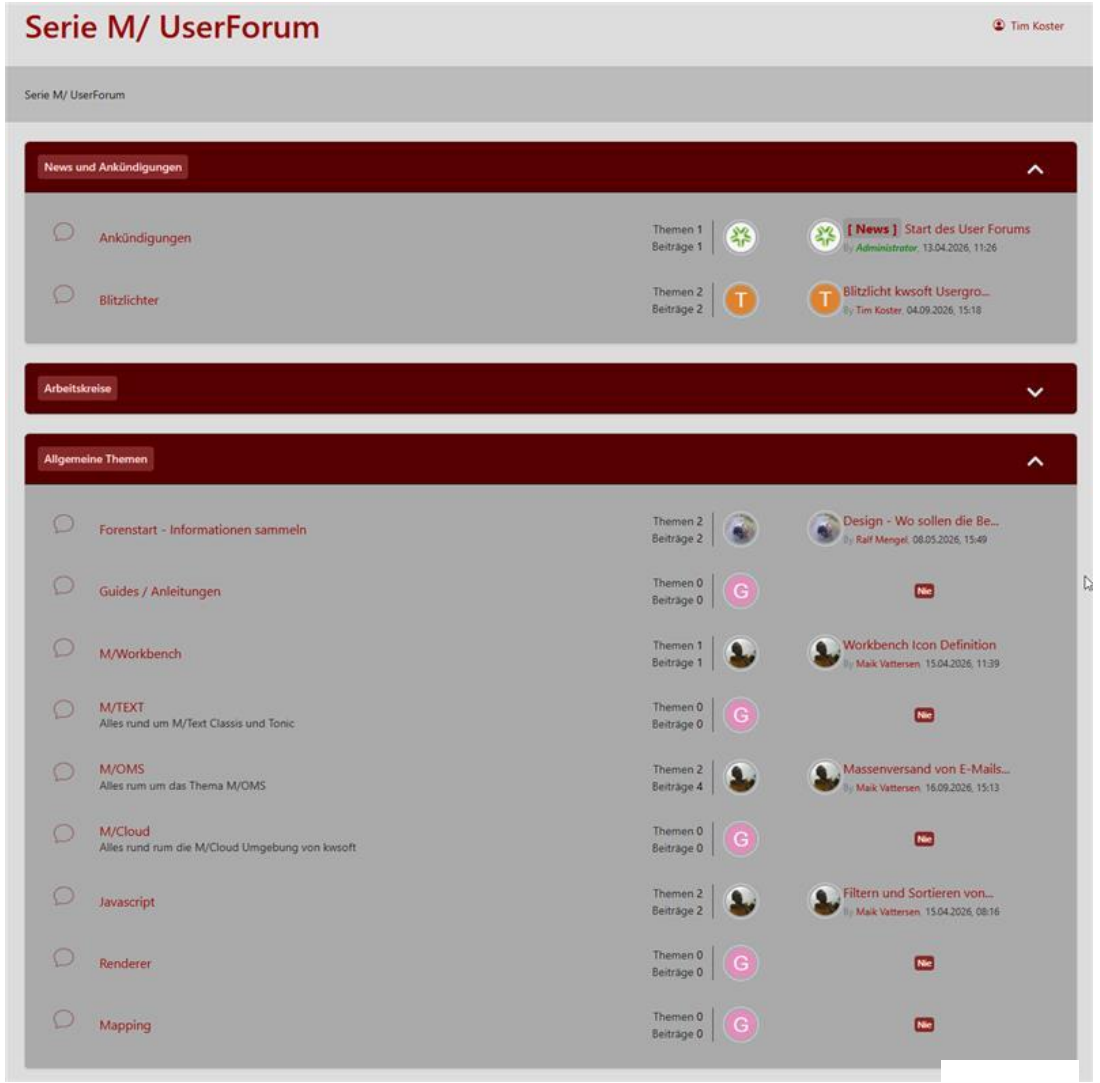
April 2027

Satisfaction



New forum for the user group

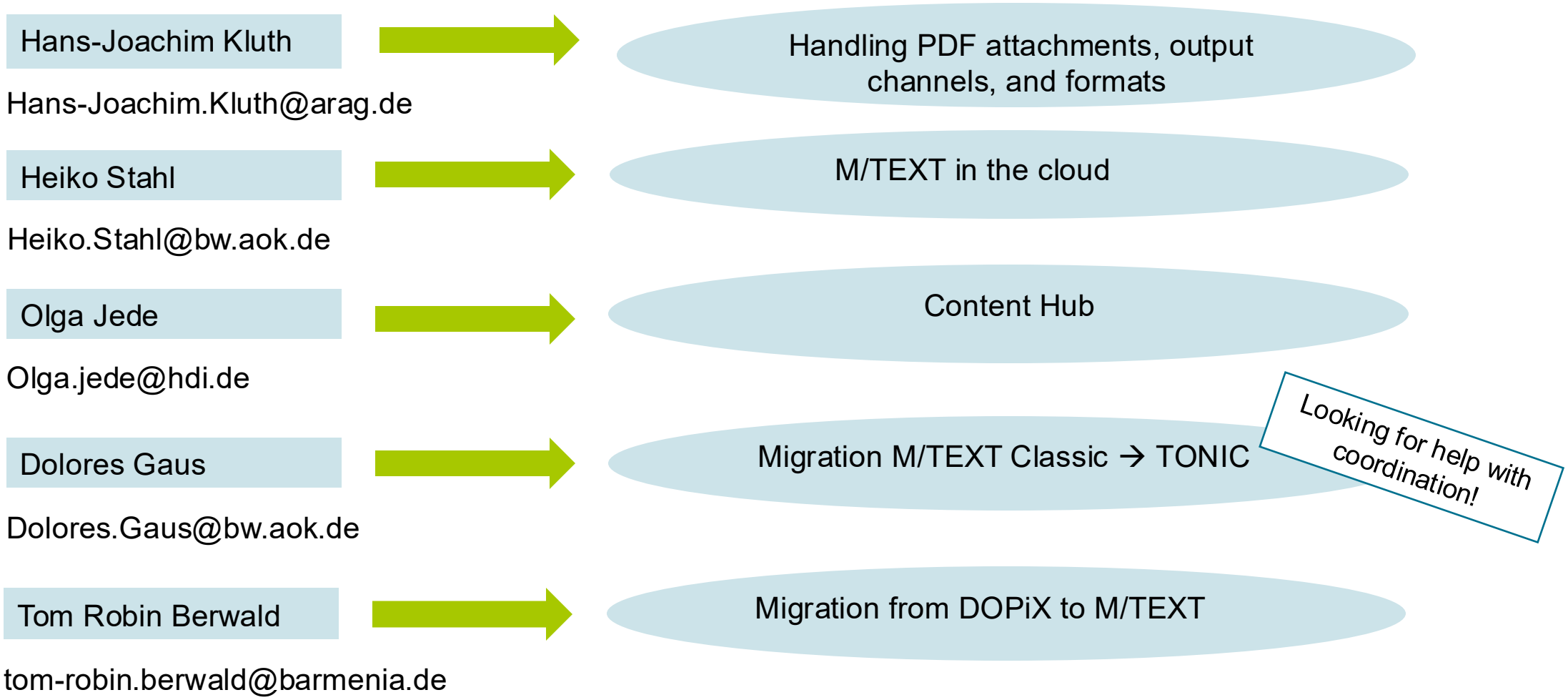
- Forum provided by WOBCOM
- Additional platform for exchanging ideas
- Usergroup.kwsoft.com
  → independent of kwsoft®, with no legal or editorial responsibility on the part of kwsoft®



Updates from the working groups

November 10, 2026

There are currently five active working groups
If you would like to get involved, please contact the respective group coordinators directly.



Updates from the working groups
Handling PDF attachments, output channels, and formats

Working group topics:

- All aspects of handling PDFs and PDF derivatives
- Use of different PDF formats
- Use of various color profiles for electronic and print delivery channels
- Printing documents with PDF attachments
- Creating and converting accessible PDF documents (PDF/UA)
- Migrating archived documents to PDF/UA
- PDF attachments – implementing an attachment provider
- Last working group meeting: October 23, 2026

Updates from the working groups
M/TEXT in the cloud

- Meetings take place on the fourth Monday of every month.
- The atmosphere is informal and relaxed.
- Open discussions on various current topics (experiences with releases or new features, e.g., Quarkus).
- No in-person meeting is planned.
- No predefined topics or agendas are announced in advance
- New members are always welcome.
- Questions, requests, or suggestions regarding the format: heiko.stahl@bw.aok.de or +49 711 6525-13609

Updates from the working groups

Content Hub working group | initiated at kwcon 2025 | established in spring 2026

37 Specialists and managers

19 Companies

6 Companies with Content Hub experience

SHARED GOAL

Share best practices. Learn faster together.

OUR WORK IN 2026

Four key topics combining practical examples with group discussions

01	**Implementation**	Configuration, system landscapes, roles, permissions, and Git integration
02	**Editorial processes**	Role models, responsibilities, and division of tasks between Content Hub and Workbench
03	**Editorial enablement**	Training, documentation, and support models for editors
04	**Staging & governance**	Versioning, approvals, testing, system environments, and staging

Practical knowledge is scarce	Contributions from experienced users are particularly valuable for discussions
Many approaches are possible	Editorial processes, versioning, testing, and staging are handled differently.
Editorial role models vary	Approaches range from text changes to working with Git, creating branches, and independent staging.

NEXT STEPS

AXA presentation on Git-based staging; planning topics for 2027; attracting more experienced users

KEY TAKEAWAY

Successful editorial workflows depend on the interaction between tools, roles, and processes.

Updates from the working groups
Migration from M/TEXT Classic → TONIC

Our topics

- Sharing experiences with readiness assessments, (semi-)automated or manual migration, etc.
- Insights, challenges, limitations, and questions related to TONIC implementation
- Library Manager – experiences with using it for migration and beyond
- Best practices for TONIC (e.g., forms, email solutions, etc.)
- Innovative solutions (AI, etc.)

Looking for help with coordination!

Our goals

- Mutual support and sharing experiences
- Sharing knowledge

Meeting format

- Approximately every 12 weeks
- Remote meetings

Updates from the working groups
Migration DOPiX → M/TEXT

- 13 meetings since the group was founded (14th meeting at kwcon)
- 7 companies

Goals:

- Building connections, addressing challenges (through mutual support), and sharing experiences with service providers, concepts, and solutions

Our topics:

- Project status updates
- Experiences with service providers
- Quarkus
- Template administration / Content Hub
- Staging changes
- Handling attachments
- Reducing testing effort (with AI assistance) – approach to be presented at the user group meeting in January

What are we planning for next year?

November 10, 2026

Dates & Topics

2027

Five virtual meetings

Always on Fridays, from 2:00 to 4:00 PM

January 15	Review kwcon 2026, outlook for 2027, and finalizing expectations for kwsoft®
March 5	Meeting with kwsoft® management
May 7	Topics to be determined
July 2	Topics to be determined
September 3	Expectations for kwsoft®

And of course, kwcon 2027

Interested in the user group?

Feel free to come talk to us!

November 10, 2026

Interested in the user group?
Our contact details – Feel free to reach out!

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And of course, you can also talk to us here during the breaks!

Goodbye

and thank you!