

DB2 Data Management Software



# NA Content Management Channel Update

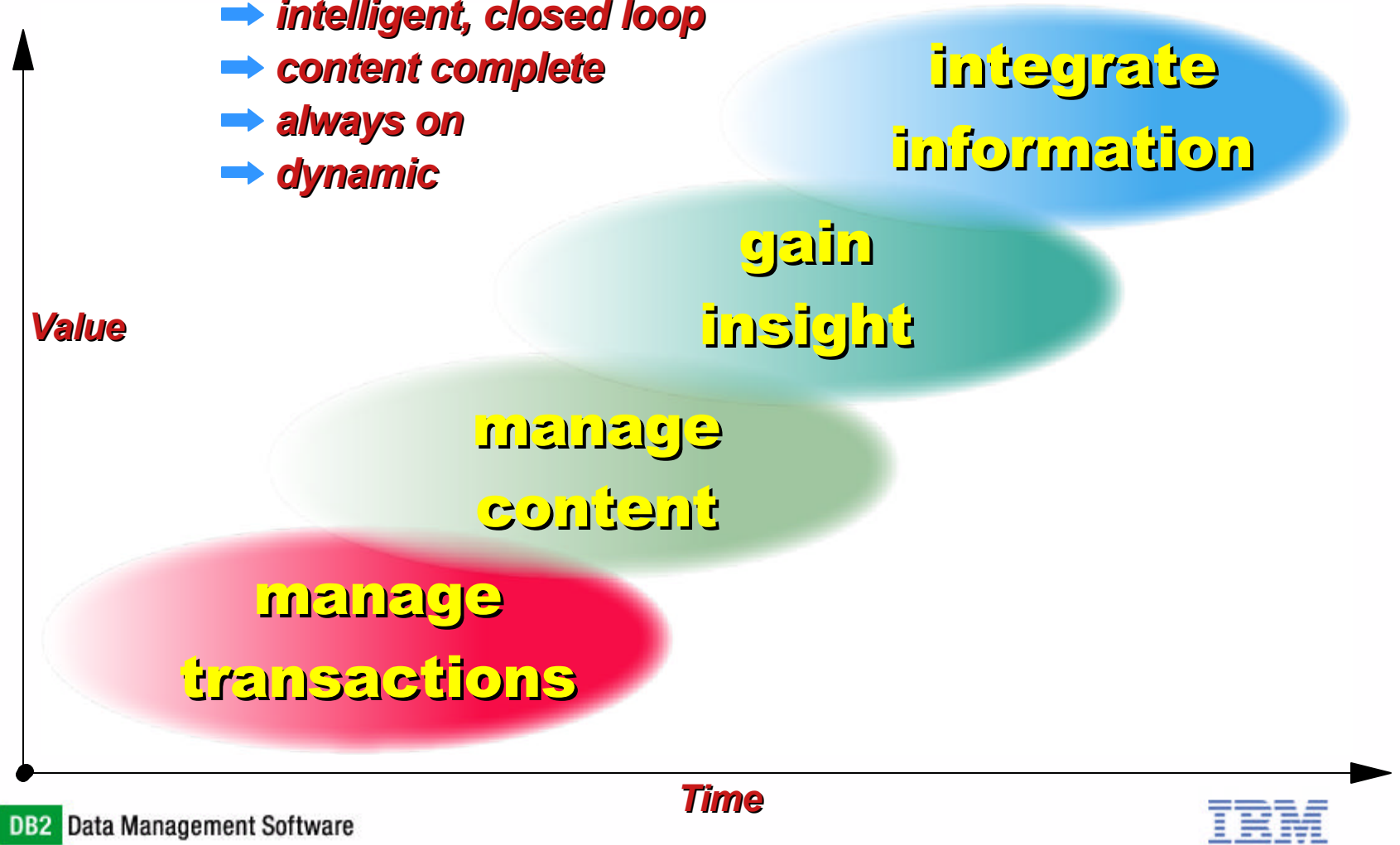
Debra Taufen, Director of Marketing, Content Management

IBM Software Group

# Data Management Evolution

## *e-business transactions:*

- *fast, secure*
- *intelligent, closed loop*
- *content complete*
- *always on*
- *dynamic*



# Market Trends

## ■ Web

- Web content management becomes critical as customers and business partners directly touch enterprise assets through the Internet.

## ■ Portals

- Portals emerge for e-commerce, CRM, ERM, BI, Investments, Insurance to enhance and personalize customer, partners, employee experience with easy access to information and collaboration.

## ■ Business Continuity

- Companies seek to digitalize and manage all types of corporate information to insure the continuation of business after a catastrophic event,

## ■ Back to the basics ... ROI apps

- "With the US economy clearly in recession after the September 11th terrorist attacks, and other economies in Europe, Asia and Latin America also in or headed toward a slowdown, companies are primarily focused on cutting costs. Financial returns, not strategic positioning, are the top priority for companies." (GIGA )

## ■ Customer care

- The CRM market continues to grow at 50 percent to 100 percent annually, the leading eCRM suite vendors have grown 400 percent to 800 percent during the last year. (GIGA)

## ■ e-Billing

- Online statement presentation (OSP) is an emerging high-growth Web application ... The modest demand for OSP today masks the coming avalanche of user demand. (Gartner)

# Market Trends, continued

## ■ e-Mail management/archival

- The explosive growth in the use of email as the new way to do business will cause daily email volume in the U.S. to snowball from 3.2 billion emails to over 9 billion by the year 2003. Effectively managing this email growth is a critical business function. (OTG White Paper)

## ■ e-Learning

- A 35 percent to 50 percent compounded annual growth rate is still expected in this market during the next four to five years. (GIGA)

## ■ Rich Media/DRM ...

- This market will exhibit tremendous growth over the next five years, as a broad range of corporations across multiple vertical markets invest in digital technologies to streamline operations and realize the untapped value of content. (IDC)
- By 2004/05, 35% of the Web's content will be downloadable digital media (video, audio, images, e-books, animation, etc.) (Meta)

## ■ Digital Rights Management

- Meta Group predicts that by 2004, \$300B of content will be distributed electronically, without DRM up to 40% of publishers' revenue could be lost due to piracy and illegal use/distribution of content. (Meta)
- The Internet is driving digital asset management and web content management markets to converge by 2003. By 2004, \$300 billion of content will be distributed electronically. Nearly \$100 billion of that content will be digitally downloadable.

## ■ XML Adoption

- The importance of XML functionality will be realized by those customers implementing enterprise information portal or full content management application solutions. Analysts agree that the maturation of the XML market is at least 3 years away. Source: Meta Group



## Business Drivers

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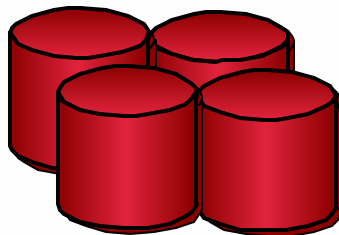
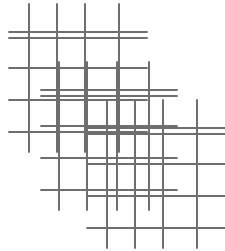
- Improved customer service with immediate access to information.
- Effective supply chain management across the supply chain between manufacturers, suppliers and buyers.
- Ability to archive information while keeping it readily accessible.
- e-Commerce of digital assets, such as pictures, videos and music.
  - asset management and protection requirements.
  - Digital watermarking and rights management
- Ability to access and protect information accessed/ managed by partners/customers or available on the world wide web.
- Ability to correlate data and content to identify patterns that can be leveraged for competitive advantage.
- IT skills shortages driving organizations to reduce cost of ownership.

# e-Business Requires Dynamic Content



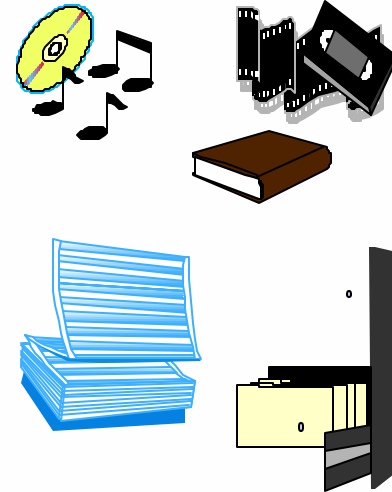
Relevant, Personalized, Comprehensive  
24 X 7

Business Data



Structured Data

Business Content



Unstructured Data

# Content Convergence - All Business Processes Rely On Enterprise Content

## ■ Operational Content

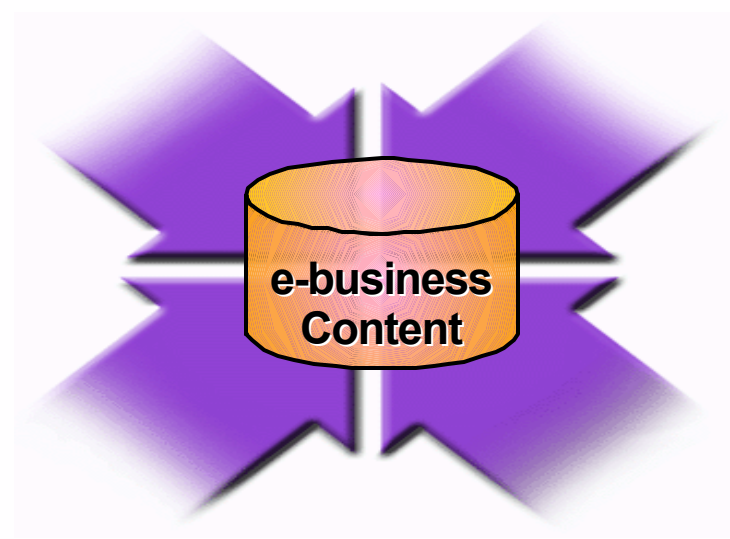
- Applications
- Invoices and Statements
- Correspondence
- Incoming Mail

## ■ Workgroup documents

- Documents
- Spreadsheets
- Presentations
- e-mail

*Integration with Business Applications*

*Storage and Version Control*



*Search and Access*

- Audio
- Video
- Art
- Photos
- Images

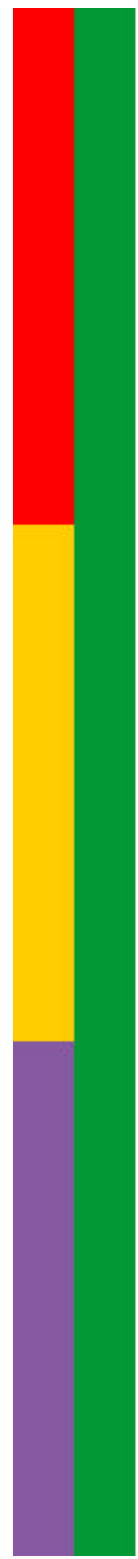
- Web pages
- Graphic elements
- Text Components
- Product Catalogs
- Pricing

*Rapid Delivery over the Internet*

## ■ Media Assets

## ■ Web Content

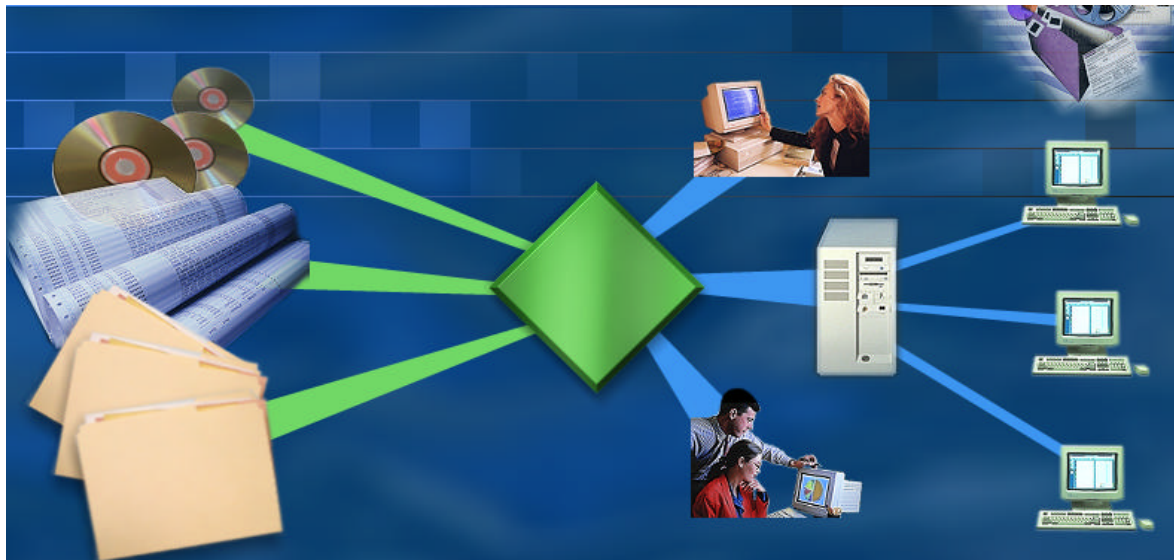
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# The ECM Framework

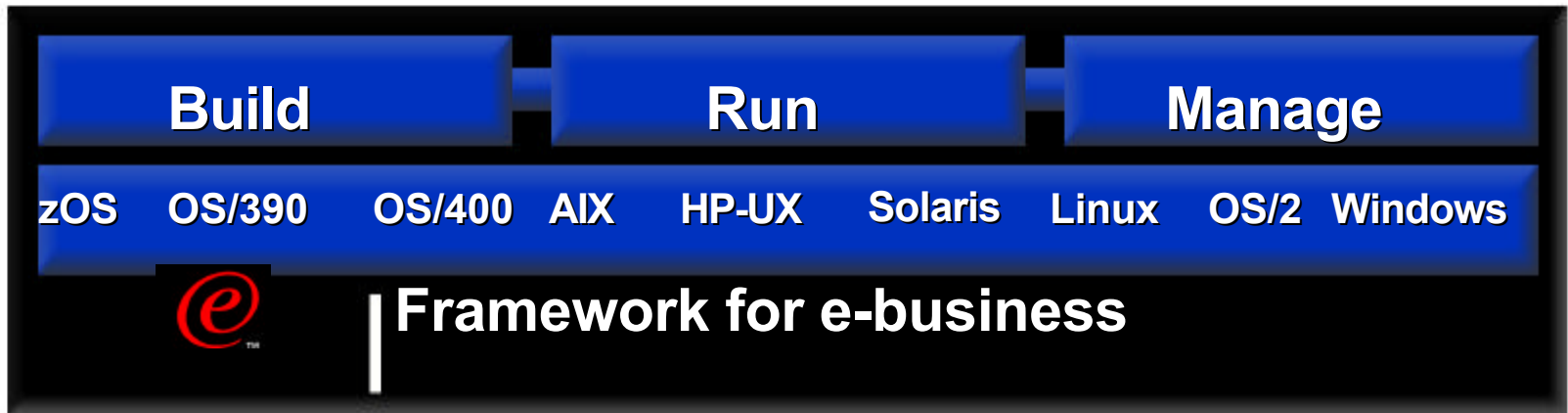
***“Enterprise Content Management (ECM) provides companies with the unified framework for managing, web-enabling and delivering digital content that is critical to their success in e-business. To deliver real business results..... that ECM framework must be integrated, robust and open.”***

***– Janet Perna, General Manager, Data Management, IBM Software Group***





# IBM: enabling the e-infrastructure



# IBM's ECM Infrastructure



Customers,  
Employees,  
Suppliers,  
Investors

## IBM WebSphere Portal Server

### Content-Enabled Applications

|                          |                     |            |
|--------------------------|---------------------|------------|
| Vertical<br>Applications | e-Commerce          | e-Learning |
| ERP                      | Media<br>Production | CRM        |

Web Site  
Management  
Tools



E  
C  
M

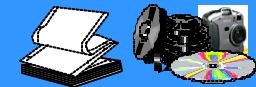
Information Integration - IBM EIP



Digital Rights Mgt - IBM EMMS



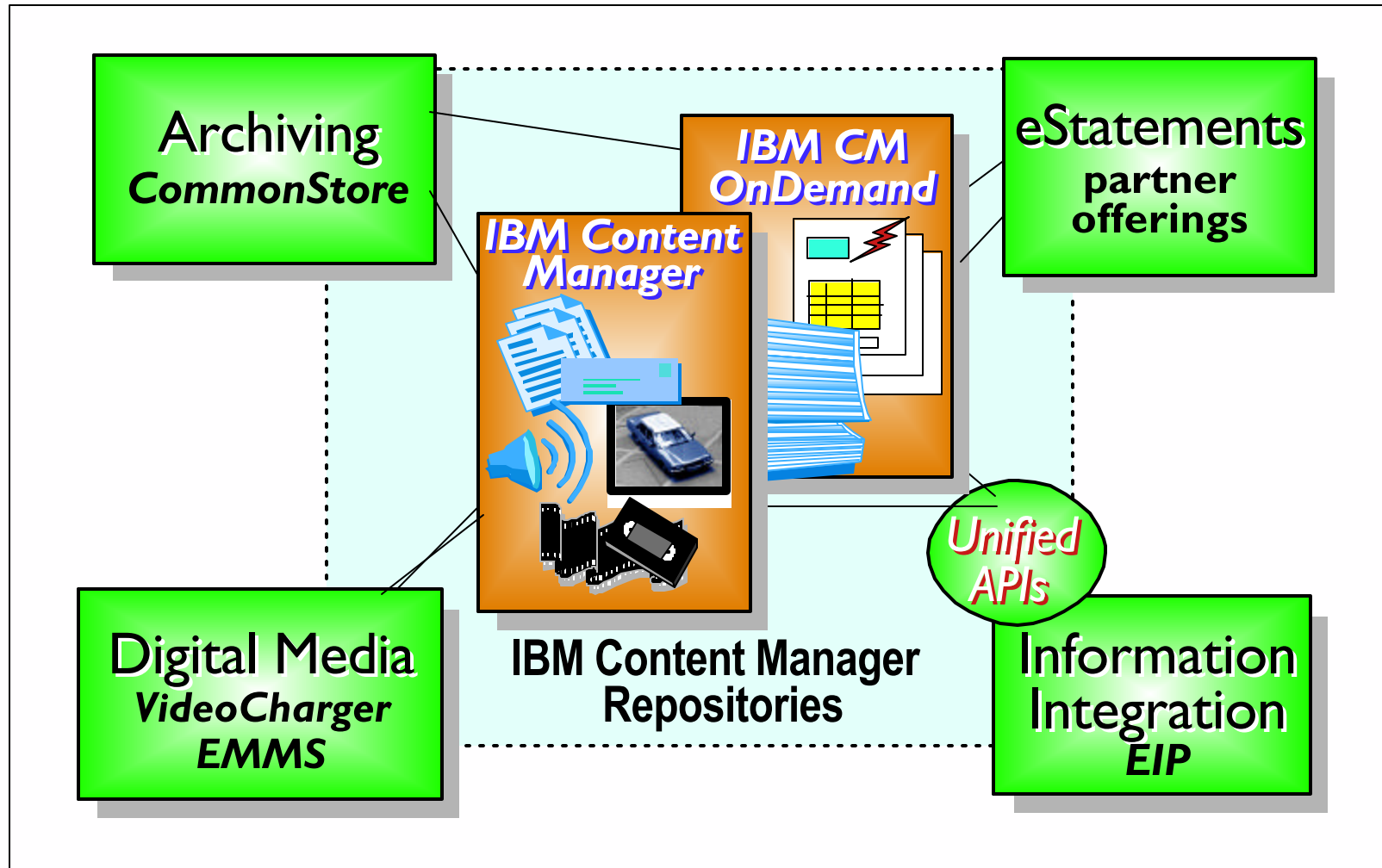
IBM Content Manager



## IBM WebSphere Application Server

IBM DB2 Universal Database -- Tivoli Storage Manager

# IBM Content Manager Portfolio



# Value of IBM Content Manager

- **Productivity** - drives reductions in personnel or ability to handle increased business with same staff
- **Customer Service Improvements** - speed of digital access and accuracy/completeness of a digital supporting file
- **Consistent, Shorter, work processes** - Automated workflow: Work moves immediately- shorter cycle times
- **e-business enablement** - support core business web applications with all digital back office processes
- **Digital Asset repurposing** - drive revenue
- **Digital Infrastructure** - full disaster recovery, SAP / Notes / e-mail archiving, portal enablement, digital libraries

## **IBM Key Differentiator:**

IBM Content Manager provides an ECM infrastructure that is enterprise-scalable, integrated across heterogeneous systems and content types, functionally complete, and open to multiple components that may exist throughout an organization.