

## IBM Software Demos

### IBM Content Federation Solutions

Organizations trying to manage disparate content sources face many challenges. In the case of GlobalCo, it has been growing its business organically, as well as expanding through acquisitions. This has led to a proliferation of content management silos spanning multiple business units and customer-facing services. Rather than expose themselves to the high costs, risks, and ongoing maintenance demands of custom integration, GlobalCo needed a sophisticated approach to content management that enabled a multi-pronged content integration strategy.

Through the use of IBM WebSphere Information Integrator Content Edition, or IICE and IBM FileNet Content Federation Services, or CFS, GlobalCo implemented an enterprise-wide content integration strategy that had the flexibility to incorporate integration, standardization, and consolidation options.....so that they could apply the content integration approaches that best suited the needs of each of their businesses.

The "Integration" model provides a quick path to content unification, and provides common access to the industry's leading content management repositories without forcing any immediate movement of content from one repository to another.

GlobalCo deployed IICE to implement an integration strategy to enable new web-based retail services . . . and thus improve their competitive positioning and market share

The IICE connectors to all of these repositories were out-of-the-box, making this a practical option for GlobalCo from day one. Leveraging this technology meant that GlobalCo could focus their IT resources on creating new value-added services; not building integration plumbing

In another part of GlobalCo, a standardization strategy best met the needs of the business. In particular, they had existing applications using IBM FileNet Content Services and IBM FileNet Image Services, and they wanted to standardize on the IBM FileNet P8 platform going forward.

The "consolidation" model provides an end-state with the fewest moving parts. Especially suitable for those seeking a transition off of legacy repositories, companies typically implement a phased approach to manage the higher costs, time requirements, and risks associated with this strategy.

IBM offers the most complete and robust content integration offerings in the market. By helping organizations reduce costs, risks, and time-to-value, IICE and CFS help address today's information challenges . . and more importantly . . . provide a foundation to take on tomorrow's strategic initiatives.