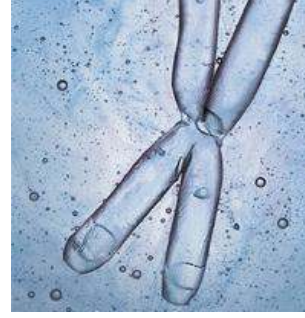


EMEA
Product
Marketing
Roadshow
2007



GRM



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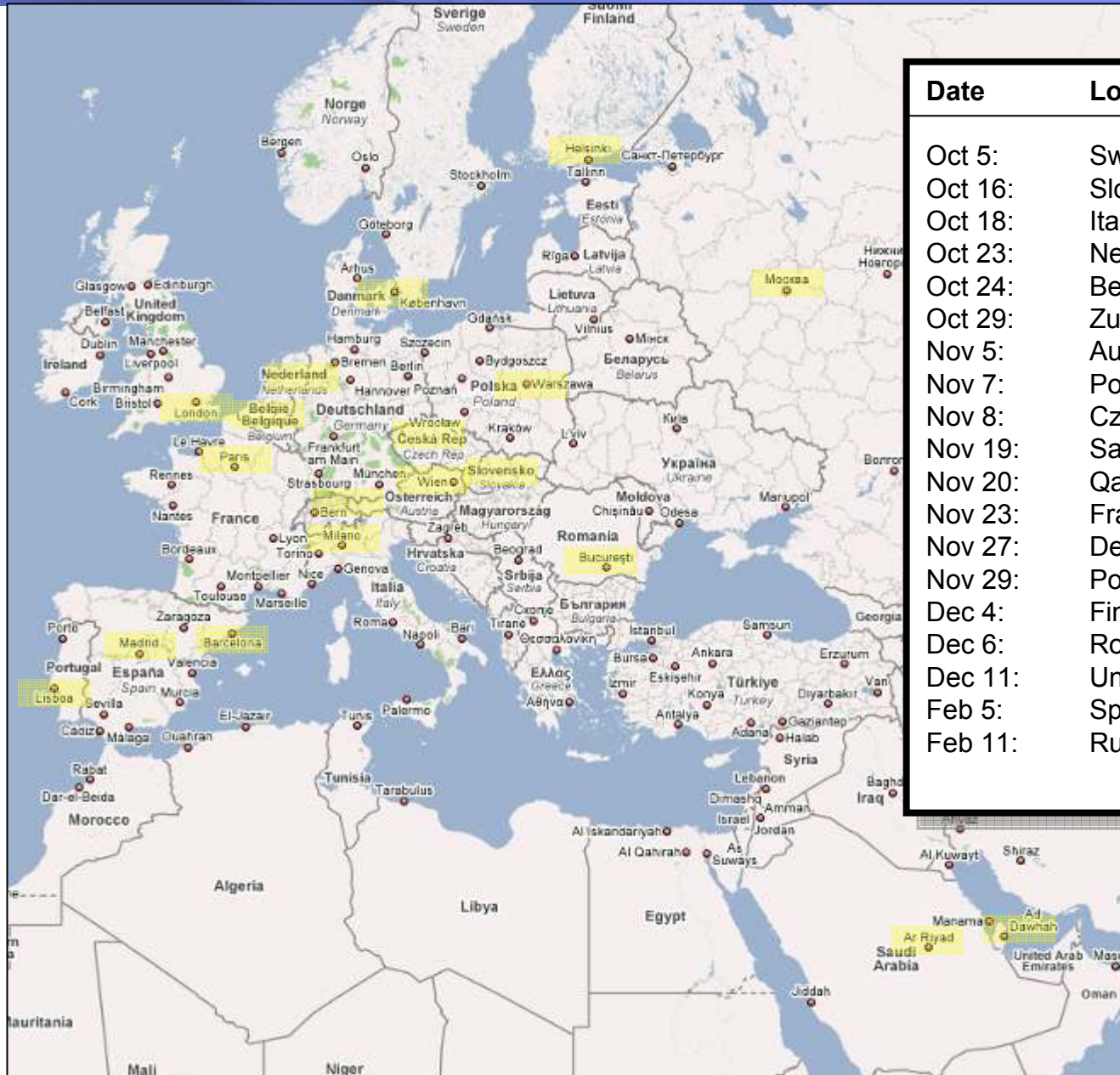
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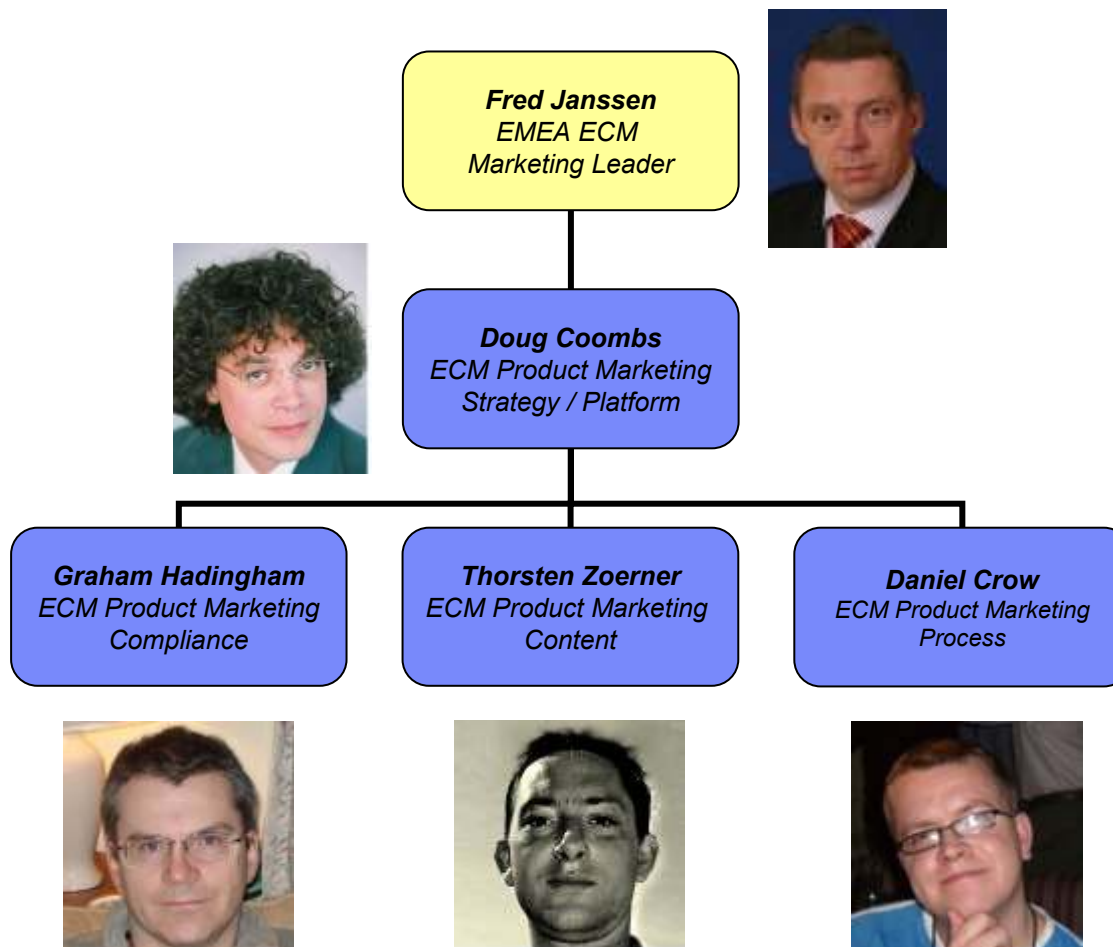
Date	Location
Oct 5:	Switzerland
Oct 16:	Slovakia
Oct 18:	Italy
Oct 23:	Netherlands
Oct 24:	Belgium
Oct 29:	Zurich FS (Spain)
Nov 5:	Austria
Nov 7:	Poland
Nov 8:	Czech Republic
Nov 19:	Saudi Arabia
Nov 20:	Qatar
Nov 23:	France
Nov 27:	Denmark
Nov 29:	Portugal
Dec 4:	Finland
Dec 6:	Romania
Dec 11:	United Kingdom
Feb 5:	Spain
Feb 11:	Russia

Today's Objectives

- Reinforce product strategy and roadmap communication for customers, partners and IBM employees post ECM Conference 2007 in Rome
- Position the key pillars of the IBM ECM portfolio
- Communicate the upcoming capabilities of the ECM portfolio
- Please ask questions ...



ECM Product Marketing Team

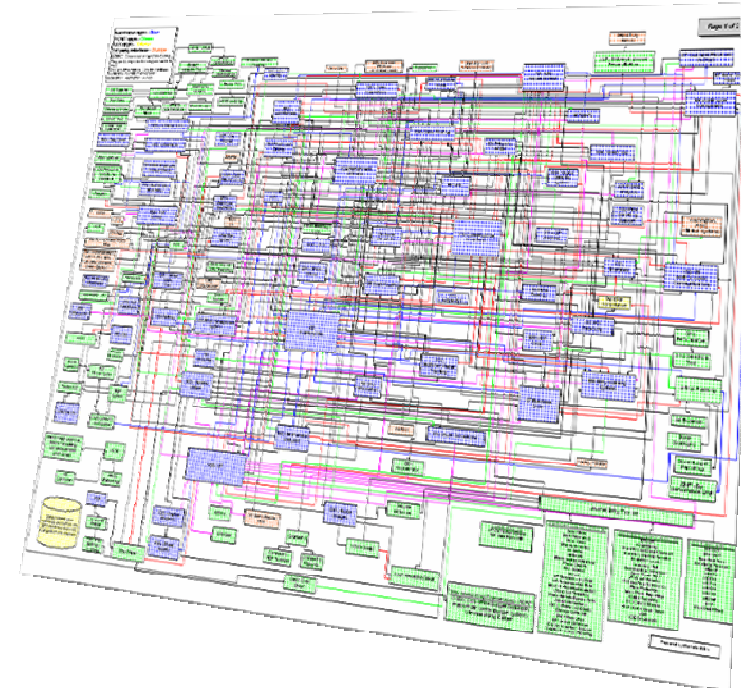


Introduction	<p>ECM as part of Information On Demand</p> <p>ECM Maturity and Adoption</p> <p>Current Portfolio position</p> <p>Roadmap</p> <p>Vision for ECM</p>	<p>Doug Coombs</p>	<p>30</p>
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Complexity Makes Change Difficult

- Businesses have thousands of existing applications
 - Complex infrastructures already built with no integration roadmap
 - Few business process standards
- End users are connected in real time and highly interactive
- Every year:
 - Information volume almost doubles
 - Existing applications extended
 - New applications added
 - More processes and rules

**IT Infrastructure must evolve
and adapt to enable business
model innovation**



Are You Using Information to Innovate?

60%+ of CEOs:
*Need to do a better job
leveraging information*

Information Complexity

*Trusted? In context? In
line?*

Business Pressures

Customer Service

Optimized Operations

Regulatory Compliance

Managed Risk

and many more...

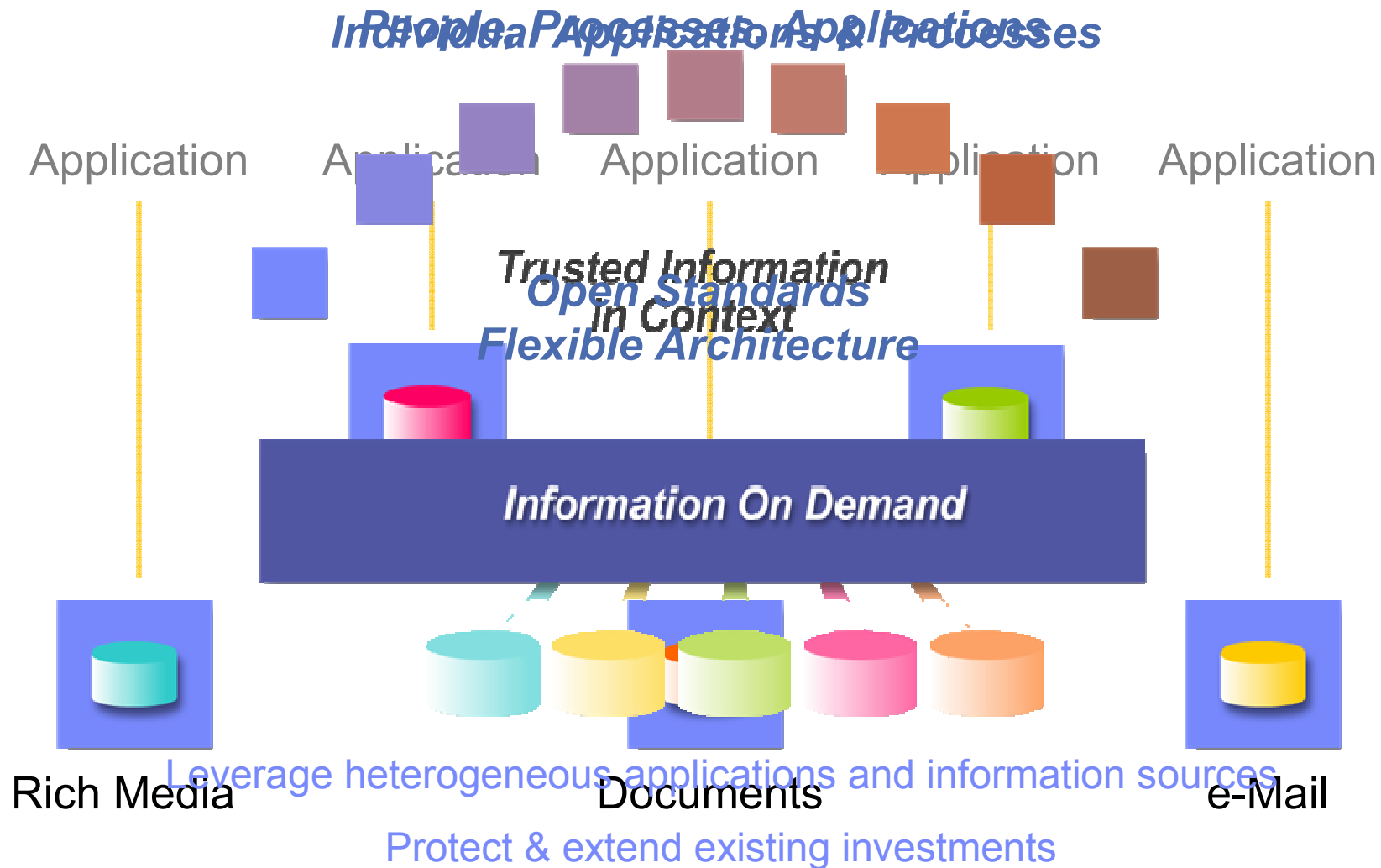


*Complete? Accurate?
Timely?*

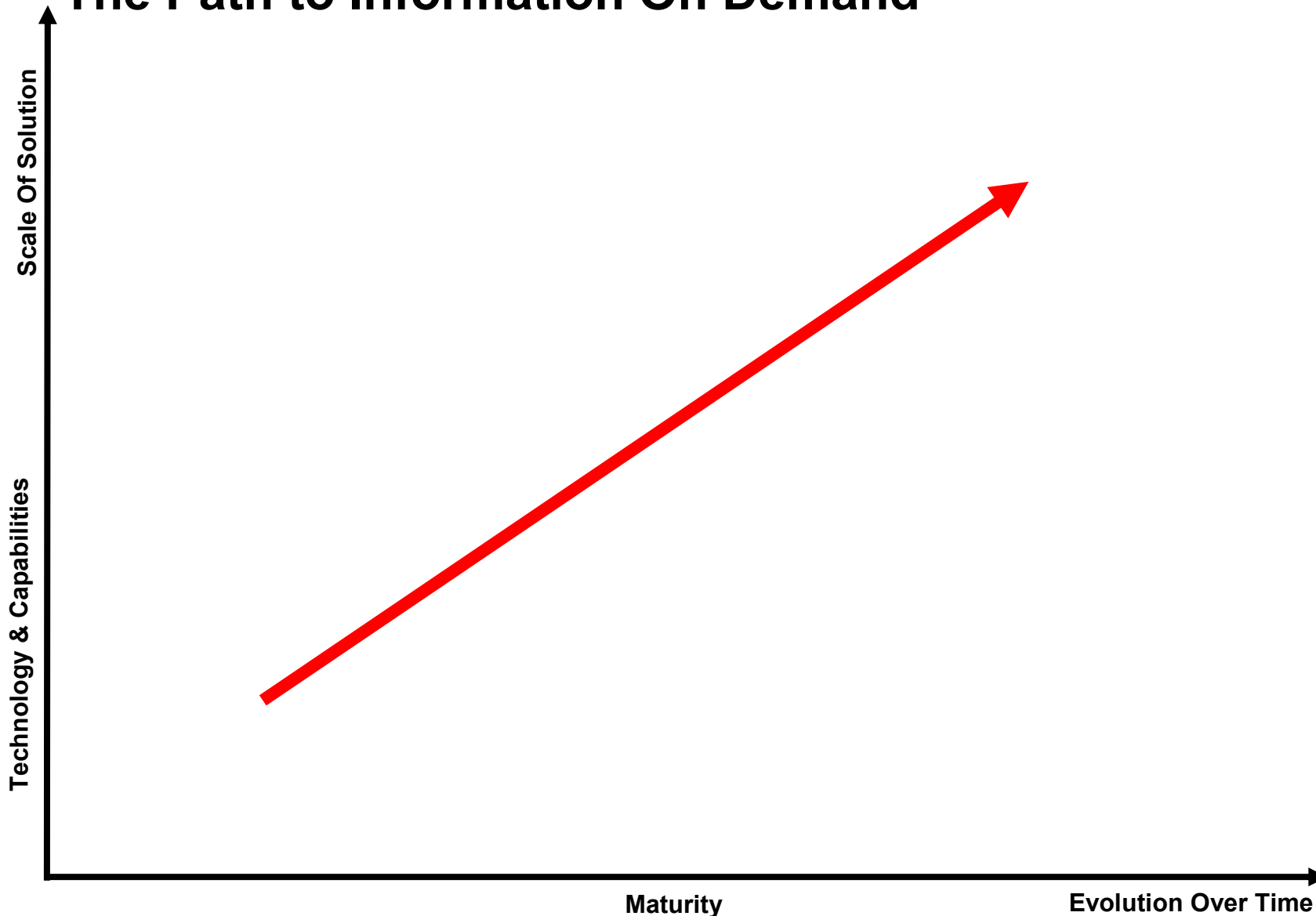
5x More Value created
*by organizations effective at
using information as an asset*

Sources: IBM Attributes & Capabilities Study, 2005; IBM CFO Study, 2006

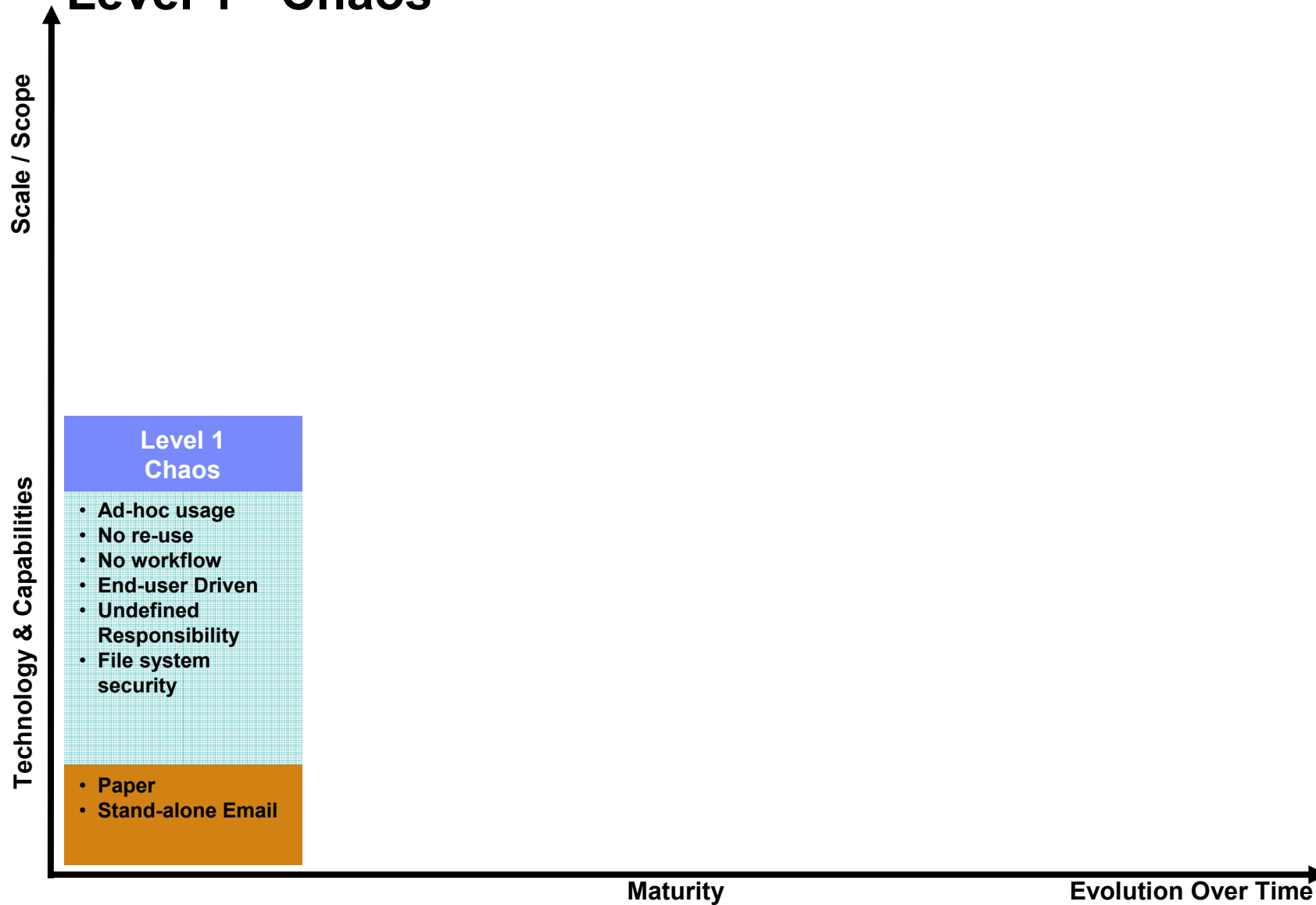
Information On Demand: *Delivering information in context to optimize business processes, applications and productivity...*



The Path to Information On Demand



Level 1 - Chaos



Level 1 - Chaos

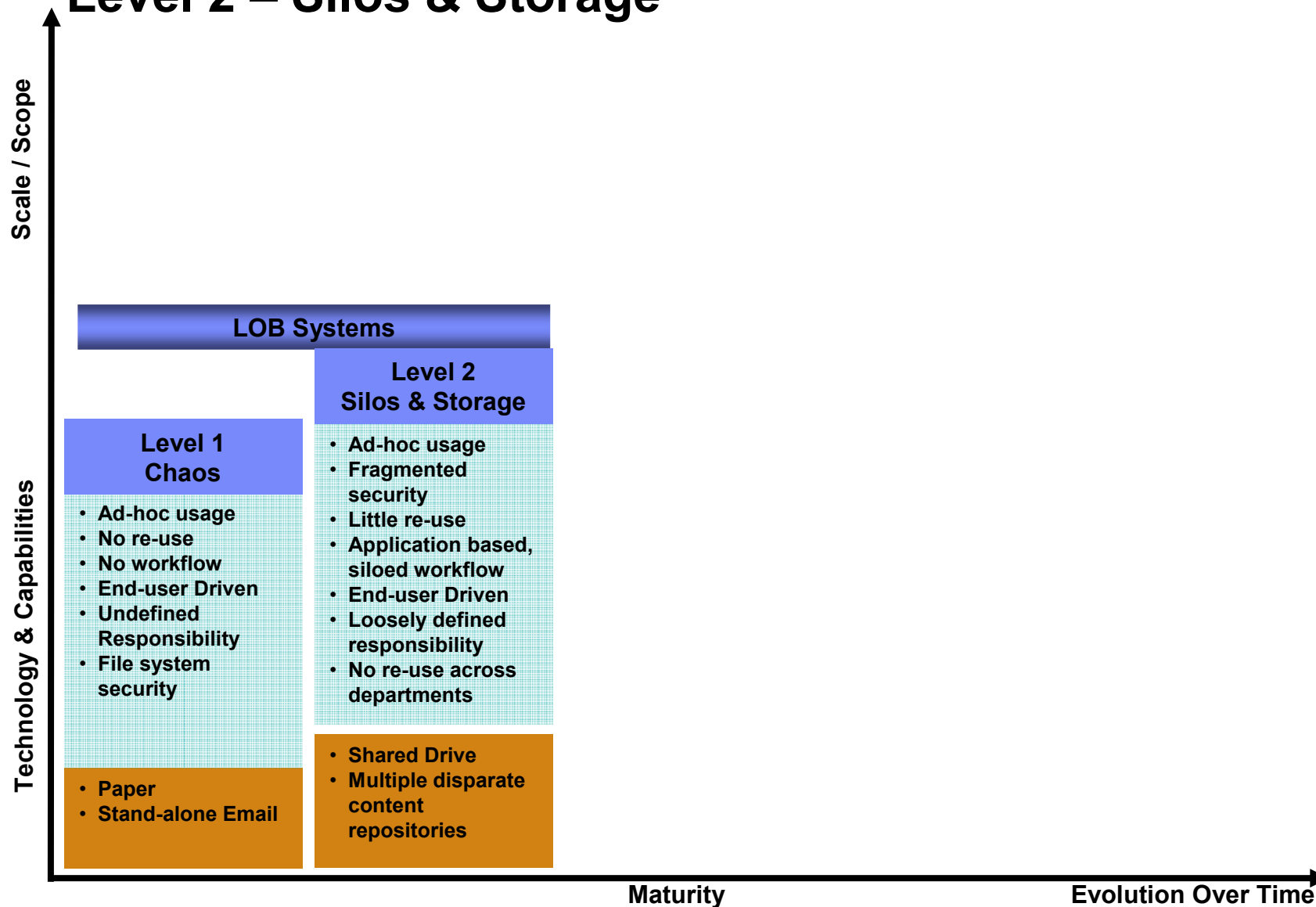
Typical Challenges

- Chaos!
- Cannot find what you are looking for
- Maybe it is stored, maybe not!
- Each working group does their own thing

Areas Of Improvement

- Almost anything!

Level 2 – Silos & Storage



Level 2 – Silos & Storage

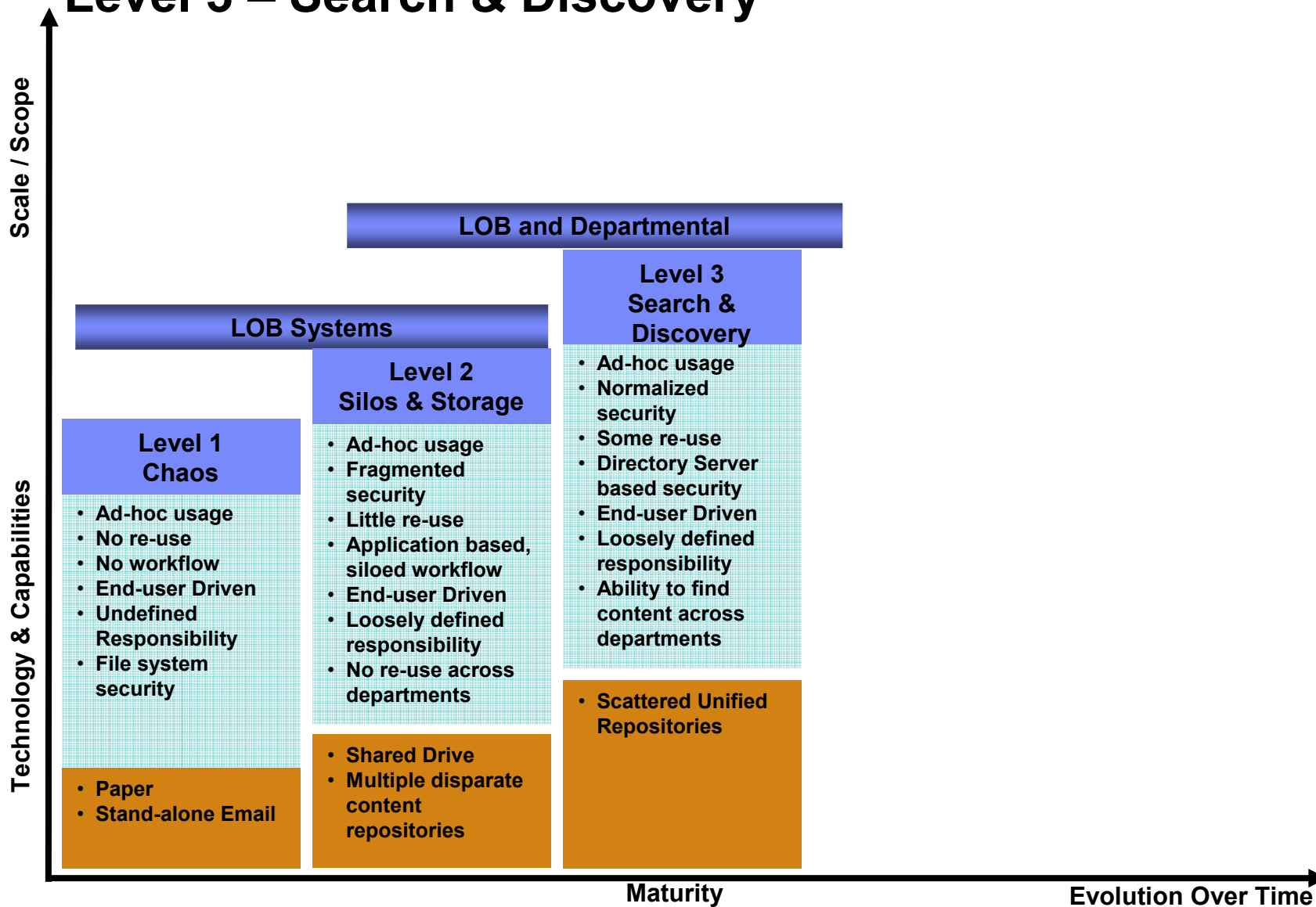
Typical Challenges

- Hard for departments to share work
- Methods of storage and retrieval are ad hoc
- No process enablement
- Totally dependant on skill and discipline of employee

Areas Of Improvement

- Economics of storage
- Reduce time spent looking for information
- Content Ingestion Framework
- Classification

Level 3 – Search & Discovery



Level 3 – Search & Discovery

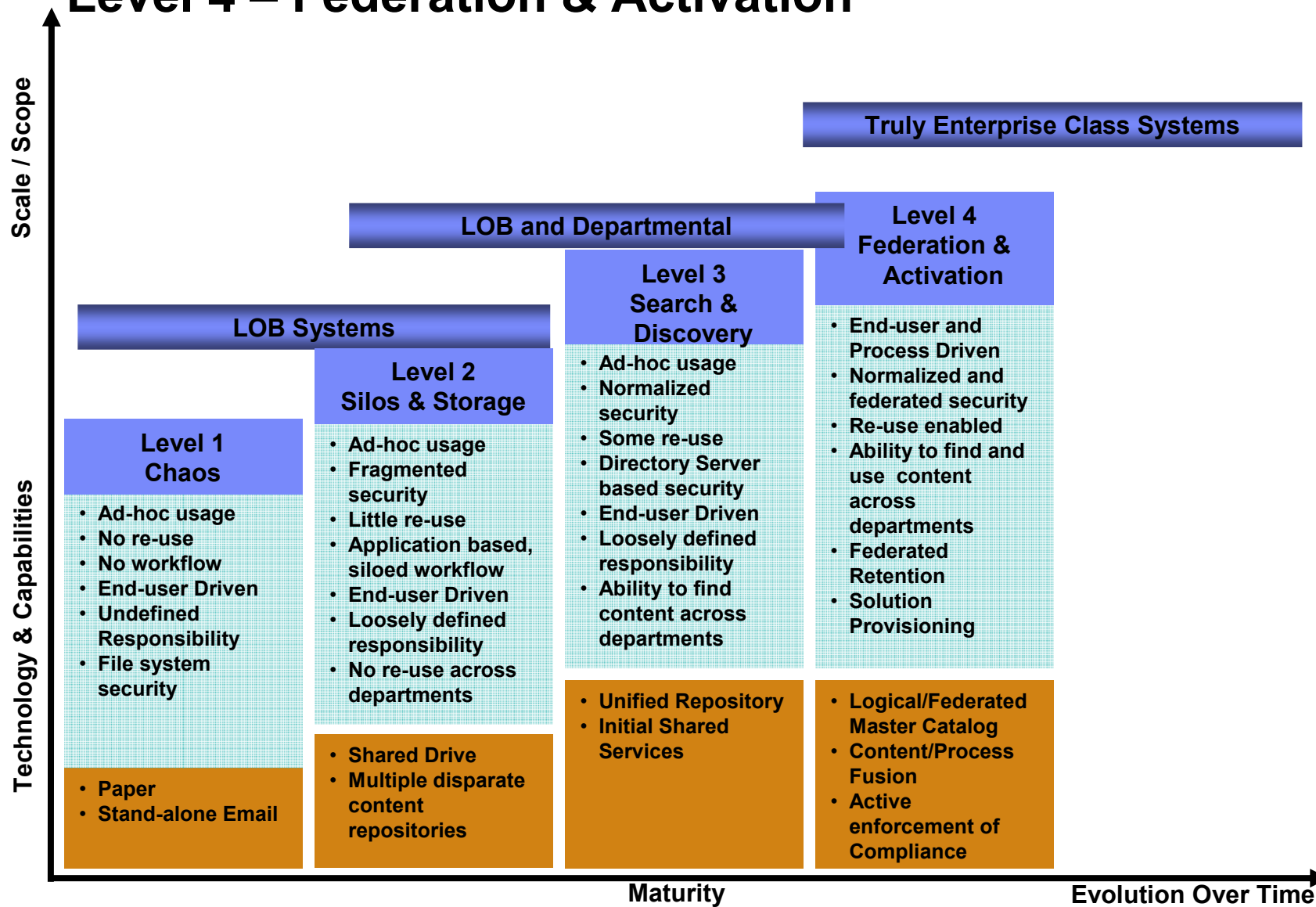
Typical Challenges

- Cross information boundaries is difficult
- Standardization of policies remains impossible
- Rise of SharePoint and other BCS systems will pull you backwards

Areas Of Improvement

- Federation of multiple repositories
- Progress to Master Metadata Management
- Classification Standardization
- Content Activation and Predictive Workflow
- Ability to control BCS systems

Level 4 – Federation & Activation



Level 4 – Federation & Activation

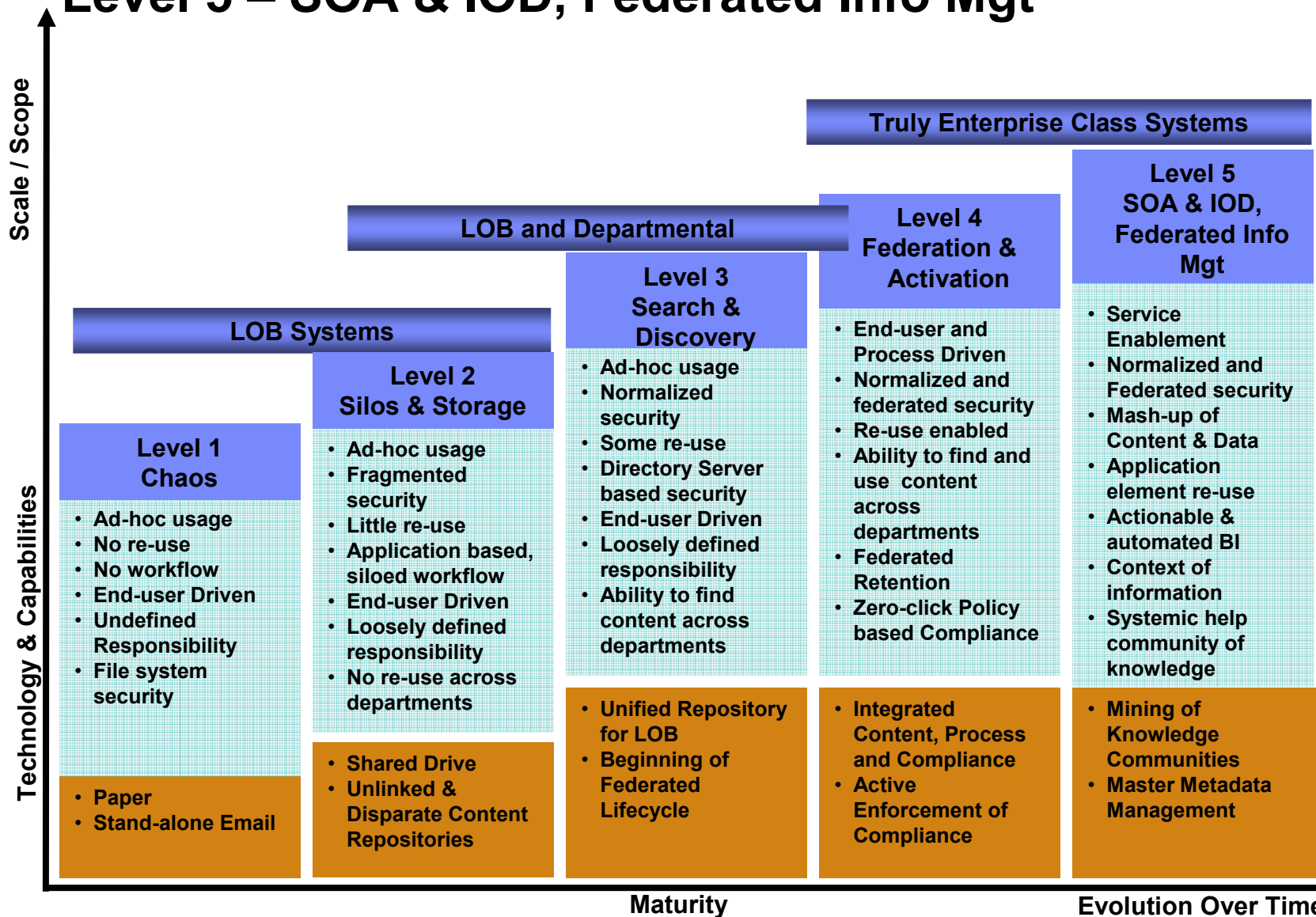
Typical Challenges

- Disparate views of what happens next
- Unlinked business insight and business automation
- Still not talking a common language

Areas Of Improvement

- IOD
- SOA
- Support for communities of expertise
- Systematic approach to implicit knowledge
- Classification enforcement
- Master metadata management

Level 5 – SOA & IOD, Federated Info Mgt



Level 5 – SOA & IOD, Federated Info Mgt

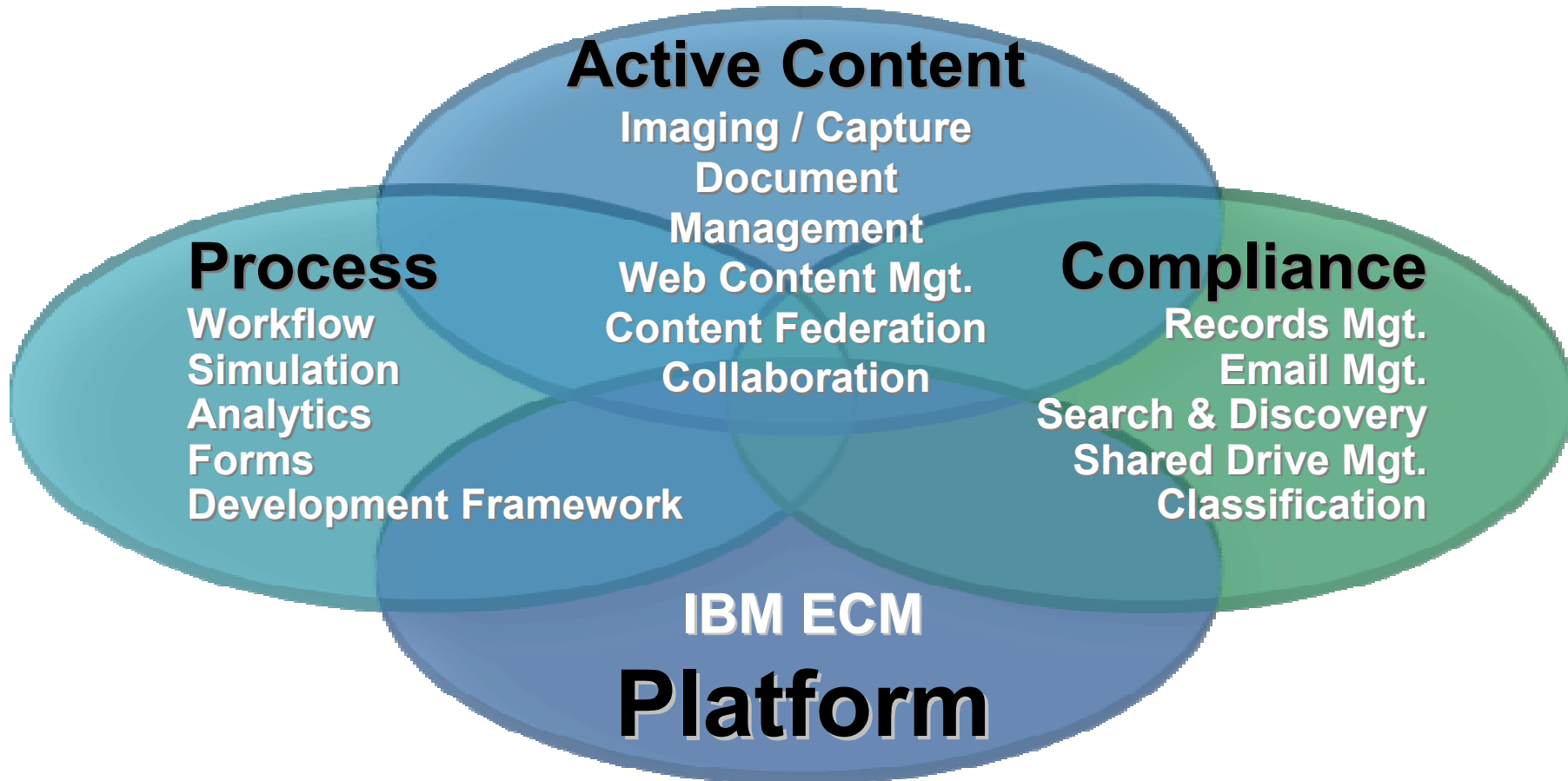
Typical Challenges

- Requires new ways of thinking about the Enterprise
- Are you ready to break down knowledge boundaries
- Scale & Scope
- Technology is still evolving

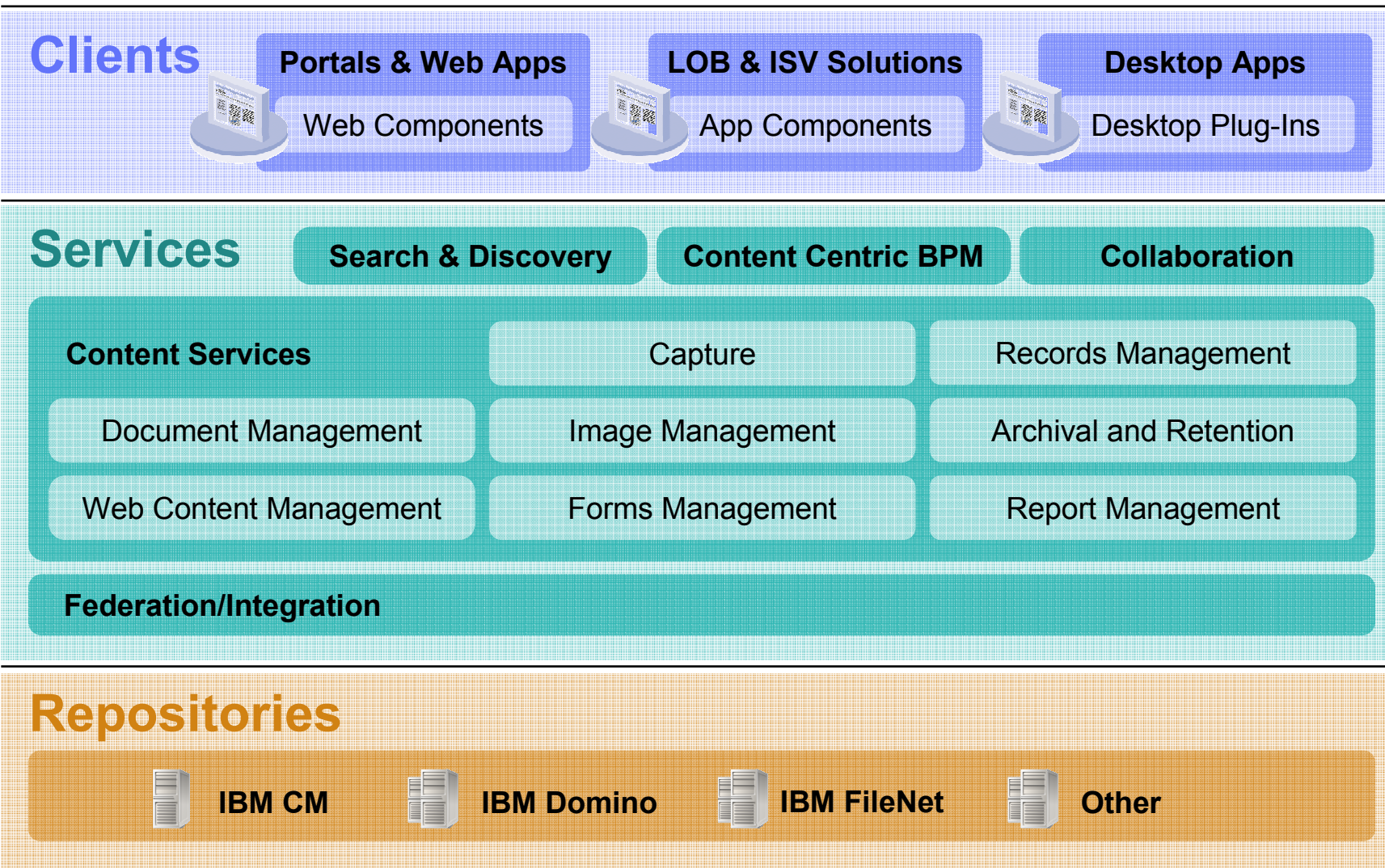
Areas Of Improvement

- Unified Structured & Unstructured information architecture

ECM Product Strategy

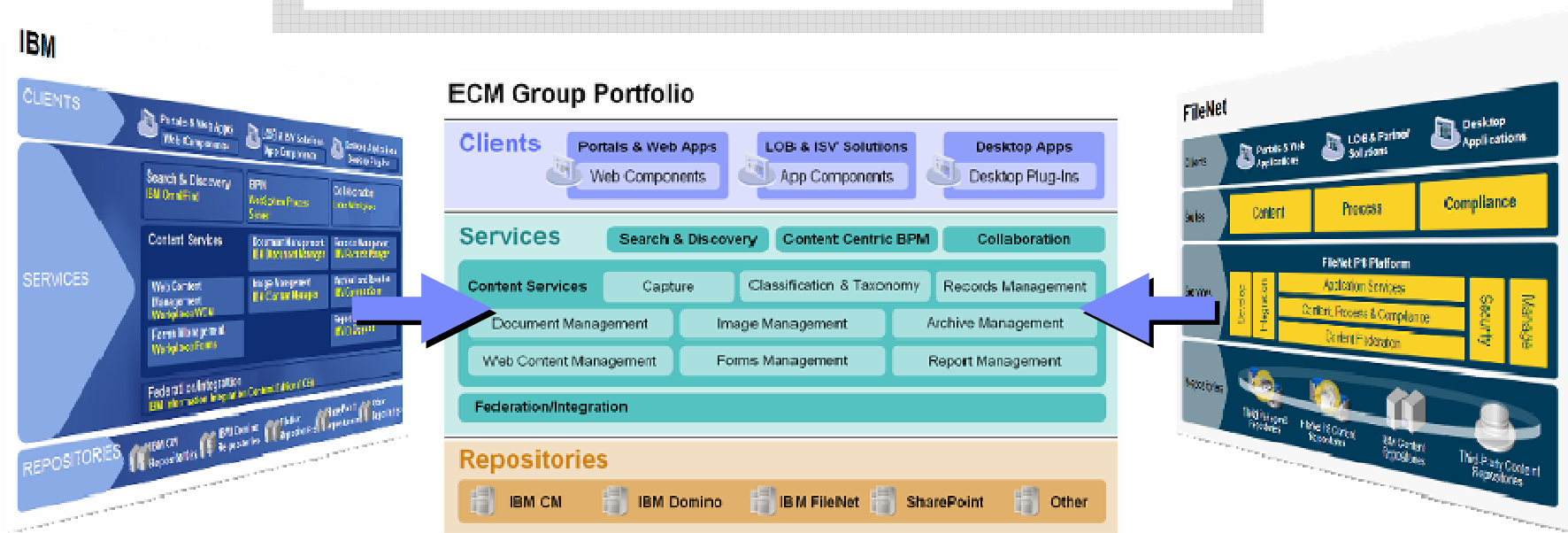


ECM Group Portfolio



IBM ECM Portfolio

Tango



**Sustain Investment in Repositories and API's
Converge Architecture and Services
Enable Innovation and Product Leadership**

IBM ECM Product Strategy Guiding Principles

1

Active Content

Delivery of information unified, accurate, and in context. Extend content objects to include broader metadata needs.

2

Business Agility

Core BPM services within SOA to support componentized application development. Critical business artifacts reusable across the enterprise.

3

Enterprise Compliance

Compliance & records management services embedded in the infrastructure. Security, access and authorization implemented to manage risk.

4

Content Anywhere

Content and catalog integration to allow for managing of content anywhere without content migration required.

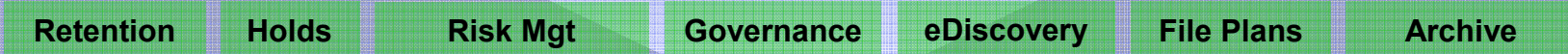


Portals Content-Enabled Applications Composite Applications Collaboration

Business Process Management Services



Compliance & Records Management Services



Enterprise Content Services

Information Servers
Content Analytics
Enterprise Search

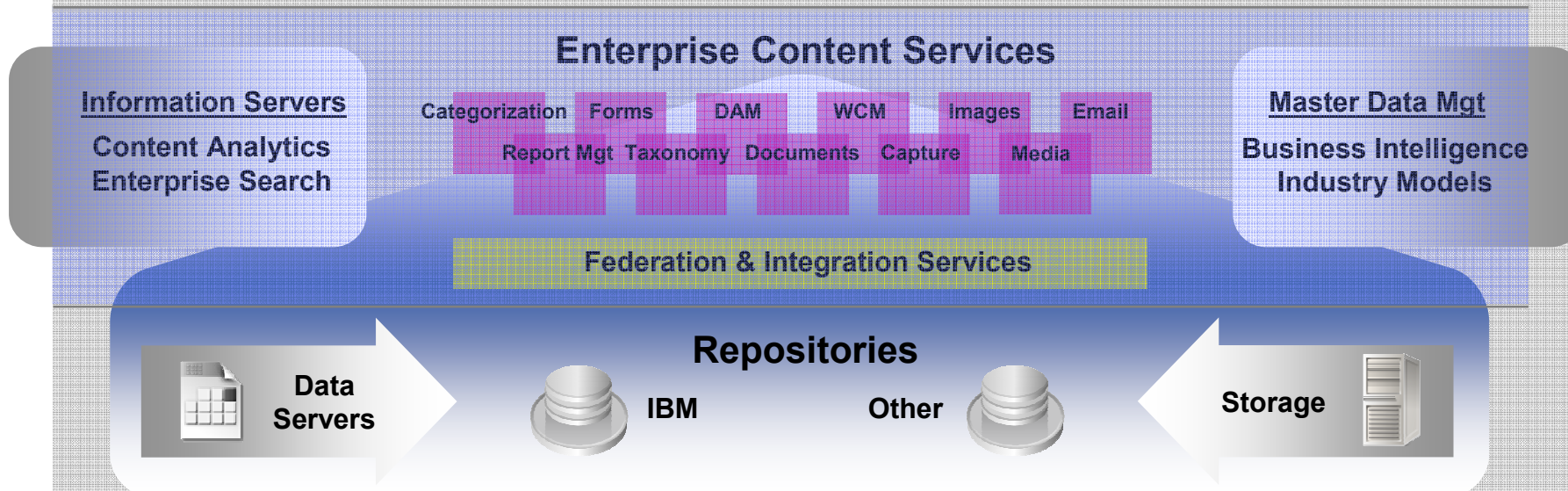


Master Data Mgt
Business Intelligence
Industry Models

Federation & Integration Services



Services Oriented Architecture (SOA)
Software as a Service (SaaS)



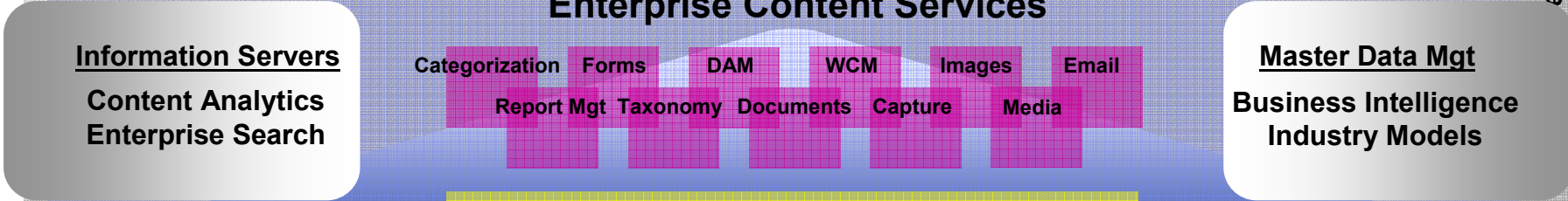
Software as a Service (SaaS)



Business Process Management Services



Enterprise Content Services



Federation & Integration Services



Services Oriented Architecture (SOA)

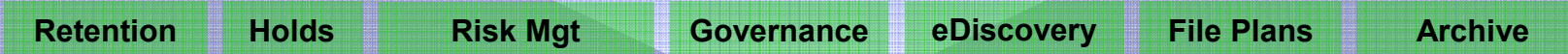
Software as a Service (SaaS)



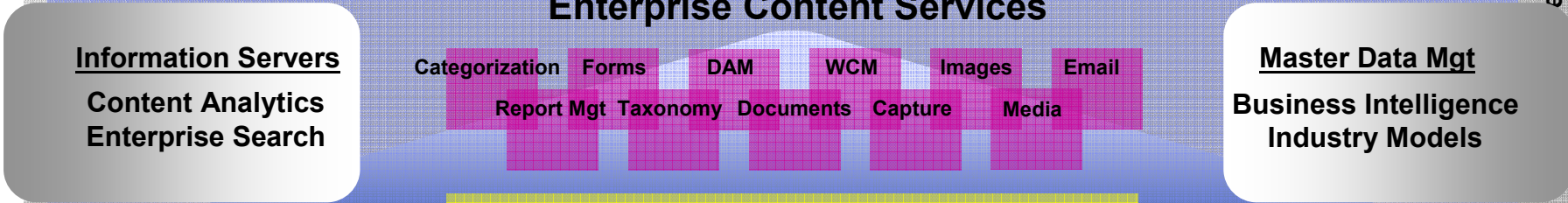
Business Process Management Services



Compliance & Records Management Services



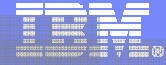
Enterprise Content Services



Federation & Integration Services



Services Oriented Architecture (SOA)
Software as a Service (SaaS)



IBM ECM PRODUCT VISION



Portals | Content-Enabled Applications | Composite Applications | Collaboration

Business Process Management Services



Compliance & Records Management Services



Enterprise Content Services

Information Servers
Content Analytics
Enterprise Search



Master Data Mgt
Business Intelligence
Industry Models

Federation & Integration Services



Services Oriented Architecture (SOA)
Software as a Service (SaaS)

IBM ECM Roadmap highlights

Product Family	2007	2008
CM8	<ul style="list-style-type: none"> ▪ New Web 2.0 UI for CM 8 – WEBi ▪ Installability ▪ Platform enhancements (Linux, IPv6, etc.) ▪ Integration with FileNet P8 	<p style="text-align: center; font-size: 2em; transform: rotate(-45deg);"> Details Available Through Your Local Representative </p>
Compliance	<ul style="list-style-type: none"> ▪ P8 Records Manager 4.0 ▪ Email Manager and Records Crawler 4.0 (inc. duplication management) ▪ CommonStore enhancements (automatic PST migration, MS Exchange Server 2007, IPv6) 	
CM On Demand	<ul style="list-style-type: none"> ▪ Web admin, LDAP, etc. ▪ Functional enhancements (retention, indexing, search, logging) 	
FileNet P8	<ul style="list-style-type: none"> ▪ New Web 2.0 UI – Workplace XT ▪ SharePoint 2007 integration ▪ Interoperability with WebSphere Business Modeler, WebSphere Monitor, WebSphere Services Registry & Repository ▪ Automatic Classification Module 	
Search and Discovery	<ul style="list-style-type: none"> ▪ Document level security ▪ Improved discovery UI ▪ Functional enhancements 	

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