

Enterprise content management solutions  
Better decisions, faster



**Information Management** software



## The time is now for integrating content and business process management.

*Extending the capabilities of your IBM Content Manager V8 implementation*



## **Adding to your existing solutions can open a world of possibilities**

For years, businesses have used Content Manager V8 to successfully manage the volumes of information associated with business applications. Recently, they've increased their reliance on the IBM solution to meet the demands of regulatory controls as well as the rapid growth in unstructured content—anything from text to video—that pervades the enterprise. By IBM estimates, this unstructured content can account for up to 85 percent of an organization's information, and it's growing exponentially.

Getting the most from vast amounts of content across its life cycle has proven a challenge. So has properly classifying, storing and accessing information. That's why strategically minded companies have adopted Content Manger V8 software. It provides capabilities to address these key challenges, positioning companies to use content to make better decisions, faster.

Today, with business moving more rapidly than ever, you need the ability to use content across processes, rather than just in the individual applications for which it was created. In other words, you need a way to put content to work for greater business benefit—and a greater return on investment (ROI). And you need tools to continuously improve your processes.

That's why many users of Content Manager V8 seek ways to integrate their information with business processes. FileNet Business Process Manager provides the answer. It delivers out-of-the-box capabilities to automatically connect content, people and applications across the enterprise, platforms and systems to streamline and optimize content-centric processes.

## **What does business process management do that you can't do now?**

As a solution for managing content across platforms, databases and applications, Content Manager V8 has achieved broad success and a huge install base. Its principal role is to manage the retention, management and routing of documents so you can use them in decision making and business initiatives. FileNet Business Process Manager, by comparison, helps make the information in a content management repository an integral, useful part of business processes—automatically.

As a category, business process management solutions are designed to help an organization optimize its productivity by enabling people, systems and content to work together in an environment of automated processes. By integrating, optimizing and automating content and processes, business process management solutions help an organization make better decisions based on more timely and accurate information.

FileNet Business Process Manager is a key element in creating an agile ECM environment that is necessary to support today's dynamic organizational requirements. It also delivers the scalability and performance required to help your company handle floods of new content in conjunction with complex business processes. FileNet Business Process Manager is designed to integrate virtually any stored, unstructured information into business processes.



## **Business process management solutions can help companies every day**

Let's examine the types of benefits FileNet Business Process Manager can deliver to your daily operations.

### ***Reduce costs and errors in processing your business transactions***

In routine or low-risk business decisions, process automation can reduce the need for human intervention—lowering operating costs and reducing the chance of error. By using business process management to eliminate manual paper handling and streamline its accounts payable processes, a manufacturer handles transactions and invoice payments more quickly, easily and accurately, helping improve traceability while minimizing costly hand-offs.

### ***Increase agility of the business***

Marketplace conditions change, new opportunities appear—and companies must respond quickly. They need to quickly design, build and deploy processes—with the flexibility to modify or create new processes as needed. A financial institution in a competitive marketplace uses FileNet Business Process Manager to change its processes for reviewing loan applications. Through component reuse and visual assembly, the company gains additional speed and flexibility in meeting business needs and thus optimizing agility.

### ***Speed your decision making and reduce your cycle times***

Time is money. The ability to streamline processing ultimately can reduce cycle times as it corresponds to more transactions processed. Ultimately, increased speed can mean increased profitability. By using business process management, a real estate development company automates the flow of contracts to different departments—speeding review, improving employee efficiency and reducing cost.

### ***Streamline exceptions handling***

Improving the process flow also means better management of exceptions. Agile, immediate responses to out-of-the-ordinary events and customer requests can keep processes moving smoothly and build goodwill among constituents. A billing department that spends countless resources addressing exceptions can use business process management to identify, minimize, and automate these instances.

### ***Enhance visibility into operations***

To operate efficiently, a company needs to know where information stands in a process. Visibility also is key to improving processes—a company can't make processes run better until it knows where problems occur. Enhanced visibility also helps speed the response to changing conditions. With business process management, an insurance company rapidly recognizes where and why claims are backlogged, allowing managers to make immediate changes to the process.



## Is your company ready to integrate content and process management?

If you have large amounts of unstructured business content and an existing implementation of Content Manager V8, you can benefit from content and process management integration—especially if you value:

- **Business agility in a competitive business environment.** The ability of business process management solutions to improve process flows, reduce transaction times and automatically manage exceptions supports an agile response to changing marketplaces, needs and customer demands.
- **An operating model that fosters reusability and consistency across applications.** Business process management solutions facilitate rapid improvement of existing processes and use of existing information while minimizing impact on business operations.
- **A commitment to standards.** Business process management solutions enforce corporate policies and improve process consistency while optimizing operational efficiencies and resource utilization.
- **Information as a strategic asset.** Business process management provides process visibility, analytics and simulation, enabling improvements that can help the organization take full advantage of its information assets.

### *For a growing company, providing information as a service to users is key*

*Taikang Life, the fourth largest insurance company in China, is growing rapidly—65 percent growth in one year for the Beijing-based firm with 32 branches serving 13 million customers. Its information assets have grown as well—to more than 100 million documents.*

*With this growth, Taikang Life is pursuing a new strategy to better utilize the content in its documents. Working with IBM, the company is moving from managing information storage to providing information as a service to users—with a corresponding shift from focusing on internal operations to enhancing business agility.*

*Central to this effort are the content-centric capabilities of IBM solutions—combining the strength of Content Manager V8 and FileNet Business Process Manager. Integrating these solutions gives Taikang Life better access to information for use with the business processes that are separated from the original monolithic applications. As a result, the company has benefited from centralized information and application management, the ability to lower costs as it supports growth, and information access and usability to better respond to changes in business rules and a competitive marketplace.*

#### Realizing value: IBM Content Manager V8 and IBM FileNet Business Process Manager software

##### Benefits of integration to the business organization

- A reduced need for human intervention, resulting in lower transaction processing costs and fewer errors
- The ability to adjust processes on the fly, resulting in increased business agility
- The ability to automate processes, leading to shorter cycle times, faster decision making and streamlined processes
- Streamlined exceptions handling
- Event-driven processing, resulting in the ability to automatically respond to transactions or business events as they occur
- Enhanced operational visibility, helping companies respond quickly to changing marketplace conditions

##### Benefits of integration to the IT organization

- Faster development and deployment of business process applications
- A reduction in custom coding and integration of content within business processes
- Improved enforcement of standards
- Enhanced communications with the business organization, promoting greater collaboration

Research and reports. Contracts and invoices.  
Images and forms. E-mails. More e-mails.

## Your business generates huge volumes of content.



Today you have a good handle on your information assets with the classification, storage and access capabilities of IBM Content Manager V8 software. But, for tomorrow, how do you take the next step to making your information still more useful?

How do you get content from your widely varied sources to work with the processes that drive your organization—leveraging your existing applications—so content can help move business ahead?

Now is the time to add IBM FileNet® Business Process Manager software to your existing Content Manager V8 deployment. Integrating these leading solutions enables you to preserve your investment in the Content Manager V8 repository while employing business process automation and optimization capabilities that make content available across the enterprise.

The combined capabilities of FileNet Business Process Manager and Content Manager V8 provide flexibility and scalability, helping streamline, improve and drive down the cost of your content-centric processes. Integration helps you build a strategy based on adaptability to change and lets you improve control over processes—to help you achieve a stronger position in the marketplace. And the sooner you get started, the faster you can realize benefits.

## Why IBM?

Enterprise content management (ECM) solutions from IBM help the world's top companies to make better decisions, faster. As a marketplace leader in content, process and compliance software, IBM supports a broad set of mission-critical ECM solutions that help solve today's and tomorrow's difficult business challenges: managing unstructured content, optimizing business processes and helping satisfy complex compliance requirements through an integrated information infrastructure.

The ECM portfolio from IBM supports flexibility in a services-oriented environment, helping you to empower business users, shorten time to value and respond faster to changing requirements. And the IBM approach to helping organizations achieve greater business agility—or agile ECM—can support more rapid solution delivery to speed resolution of increasingly complex business problems, so your organization can make better decisions, faster.

More than 13,000 global companies, organizations and governments rely on ECM solutions from IBM to help improve performance and remain competitive through innovation.

## For more information

For more information about integrating IBM Content Manager V8 and IBM FileNet Business Process Manager software, please contact your IBM sales representative or your IBM Business Partner, or visit:

[ibm.com/software/ecm](http://ibm.com/software/ecm)



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