IBM

IBM Content Manager for OS/390

Highlights

Capitalize on your enterprise information assets

Exploit the innate strengths of OS/390®

Enhance customer loyalty by improving service quality and speed

Increase profitability and reduce costs by utilizing your existing OS/390 infrastructure

Enable e-business opportunities

Today's technologically challenging and highly competitive corporate climate requires redefined business strategies and tactics. Organizations are striving to enhance productivity, lower costs and provide exceptional – and exceptionally rapid – customer service, while continuing to develop and implement new products and services and deploy e-business initiatives. The success or failure of these efforts depends in large part on a company's ability to fully leverage its information assets.

IBM Content Manager provides an unparalleled and multifaceted electronic clearinghouse for critical content – modular yet integrated, scalable and Web-enabled. This unique and comprehensive suite of high-performance solutions helps maximize opportunity and profitability by managing an organization's information so that it is controllable, reliable and fully accessible to everyone who needs it – across and beyond the organization.

e
™
e-business

The OS/390 solution: Putting backend power to work for you

The OS/390 operating environment combines the best of IBM elements and functions, and serves as the proven answer to organizations requiring powerful operational capabilities in support of dynamic business functions. The highly flexible and scalable Content Manager for OS/390 extends the capabilities of this strategically rich and reliable backend system to store, archive and make available your mission-critical business content.

IBM Content Manager incorporates an array of best-of-breed content management technologies, such as document imaging, enterprise report management and workflow applications – all aimed at efficiently capturing, processing, managing, storing and distributing business content. What's more, Content Manager can manage massive amounts of business information – including mail, e-mail, or fax correspondence, PC files, printed output such as statements or invoices, and digitized audio/video content such as training materials or telephone conversations.

One premier insurance company captures more than 370,000 documents per day, has accumulated over 350 million objects thus far, and has 3,500 users accessing their business content daily to support claims processing and enhance customer service levels.

With these terabytes of information organized and readily available, your enterprise benefits from reduced storage and distribution costs, as well as improved service levels. Your newly digitized content can be easily accessed, routed, utilized and analyzed by employees, partners and customers alike.

## Diverse information, cohesive solutions

The unifying strategy behind Content Manager is to provide distinctive and modular solutions that address diverse content needs throughout the enterprise – and to digitally network and integrate all critical content so that it is simply accessible, regardless of original format or storage location. Content Manager allows users broad and flexible document access – all from a standardized desktop application or Web browser.

Components of IBM Content Manager for OS/390 include:

IBM Content Manager for OS/390
Content Manager facilitates storage, management and distribution of all types of digital content, including text, images, audio and video. This highly secure repository supports distributed storage to reduce network traffic, a robust data model for flexible organization of information, multi-level electronic foldering, and an advanced Windows® client with Explorer-like interface combined with a sophisticated security schema to allow access only by authorized users.

IBM Content Manager ImagePlus for OS/390
ImagePlus, a powerful legacy product, supports the capture, management and retrieval of a greater volume of content than any other system on the market. In addition, inherent work management supports prioritized and balanced distribution of work for processing across users and teams in your global organization.
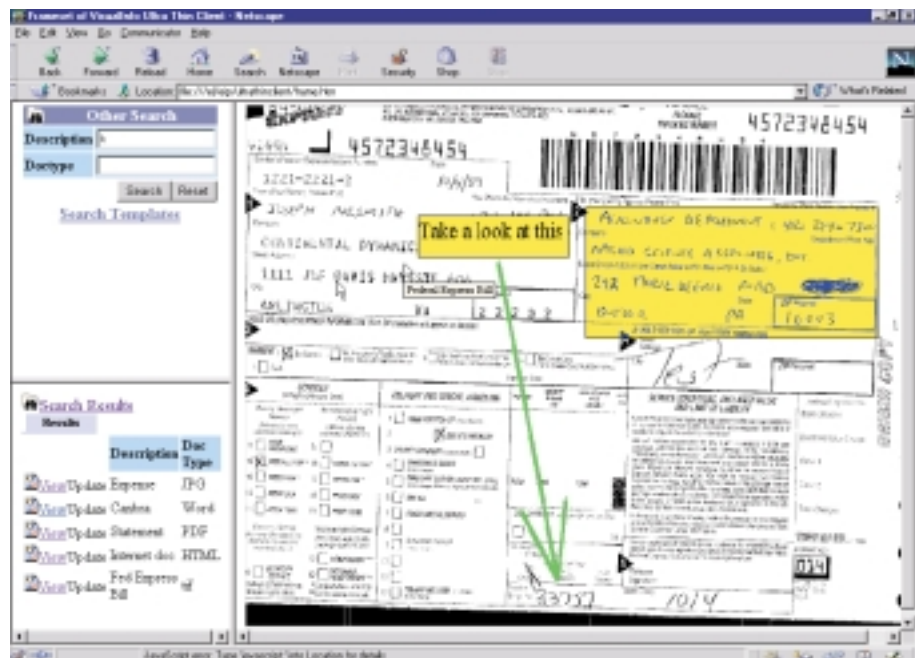
Content Manager for OS/390 supports an extensive line of business integration to content-enable the applications used daily by production, management or casual access users with full-function, efficient desktop applications out of the box.

"[The IBM content management solution] has resulted in huge productivity gains. We've eliminated 70 percent of our clerical duties and improved the efficiency of customer service representatives by at least 20 percent. Overall, customer service has improved dramatically, as has workflow management."
Customer Services,
Health Care Services Corporation

"Technology has become the cornerstone of our business, and by using IBM e-business and content management solutions, we have enabled our clients to access, at any time, the latest information about their employees' enrollment in their benefit plans."
Product Manager,
Hewitt Associates

IBM Content Manager OnDemand for OS/390
OnDemand is a powerful Enterprise Report Management solution that electronically captures and archives large volumes of computer-generated information such as customer statements, invoices and management reports – minimizing search time and allowing for the implementation of customized storage and collection parameters.

OnDemand automatically extracts index information from the source data stream, and subsequently manages archival data through magnetic tape and optical devices – optimizing storage based on availability requirements. The flexible storage options can help cut costs and improve customer service – adding real business value to your OS/390 enterprise environment. Plus, OnDemand can communicate to the Web in plain HTML, enabling broad-based access, as well as specialty e-business functionality such as Web-based billing and payment.

A large bank in the metropolitan New York area provides immediate access to reports and statements for over 12,000 users. Annual savings of $2.2 million are realized through improved customer service and the elimination of microfiche as the bank archives 4.6 billion lines of enterprise information each month using CM OnDemand OS/390 – significantly improving its overall competitive edge in the banking industry.

Other content delivery alternatives, integrated with Content Manager for OS/390, include:

• *IBM Enterprise Information Portal (EIP)* – Enables federated search across IBM Content Manager datastores and beyond, complete with a development toolkit for solid portal solution deployment. Advanced search capabilities, combined with intelligent analysis tools and workflow enablement, give you the power to capitalize on combined content – from within your enterprise and from the exponentially growing Internet information base – more efficiently.
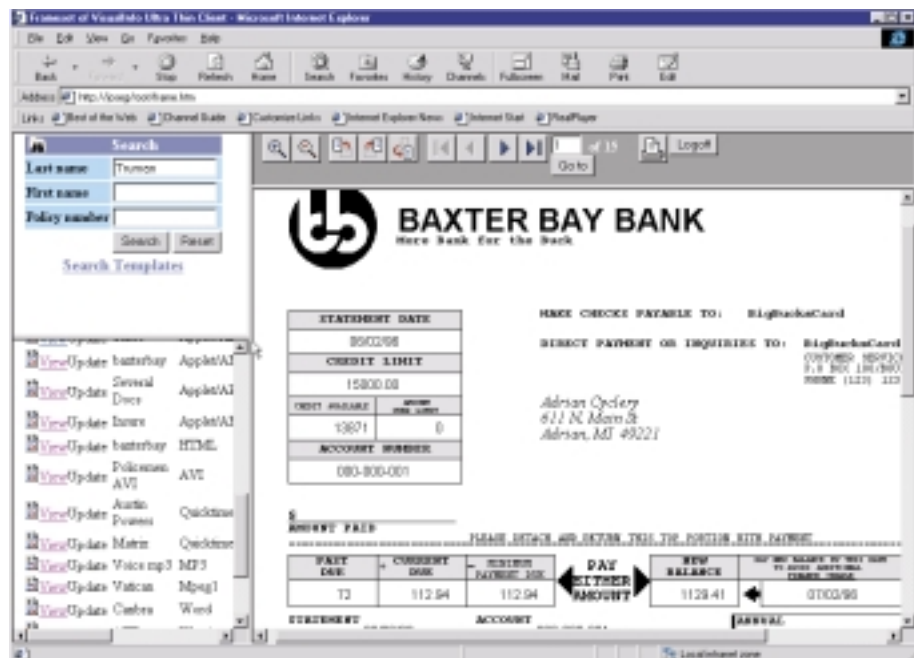
What's more, IBM EIP enables 24-hour online self-serve access to your enterprise content repositories. Content security is, of course, of paramount concern, and your organization can choose to implement corporate firewalls or controlled user authorization as needed.

- *IBM EIP Client Kit for Content Manager*– Enables common client access to IBM Content Manager, Content Manager OnDemand and Lotus® Domino.Doc™ repositories, plus browser access and application development tools.

Content management as a value proposition

Integrating IBM Content Manager into your OS/390 environment can lower your total costs and contribute directly to your organization's bottom line by:

- Minimizing the need for extensive paper and microfiche storage space
- Improving productivity via critical-content accessibility and workflow management
- Enhancing customer service levels
- Enabling e-business through digitized content and browser access–increasing corporate visibility, availability and opportunity
- Centralizing your content assets, simplifying IT support and maintenance tasks

Connectivity and opportunity– throughout the enterprise and around the globe

By making critical content readily available and easily accessible to those who need it the most, you can optimize business productivity and secure customer loyalty through highly integrated management and efficient delivery of media-rich content. The modular, highly scalable and cost-efficient components of Content Manager consolidate your corporation's search, storage, access and workflow capabilities, facilitating a finely-tuned OS/390 environment–and much more. With Content Manager– confidently powered by DB2® Universal Database–your company can look forward to the beyond-enterprise opportunities that are critical in today's global and e-business-based corporate climate.

Find out more today

For more information about using IBM Content Manager for OS/390 platforms, contact your IBM representative today. We also invite you to visit the IBM Content Manager Web site at **ibm.com**/software/data/cm.