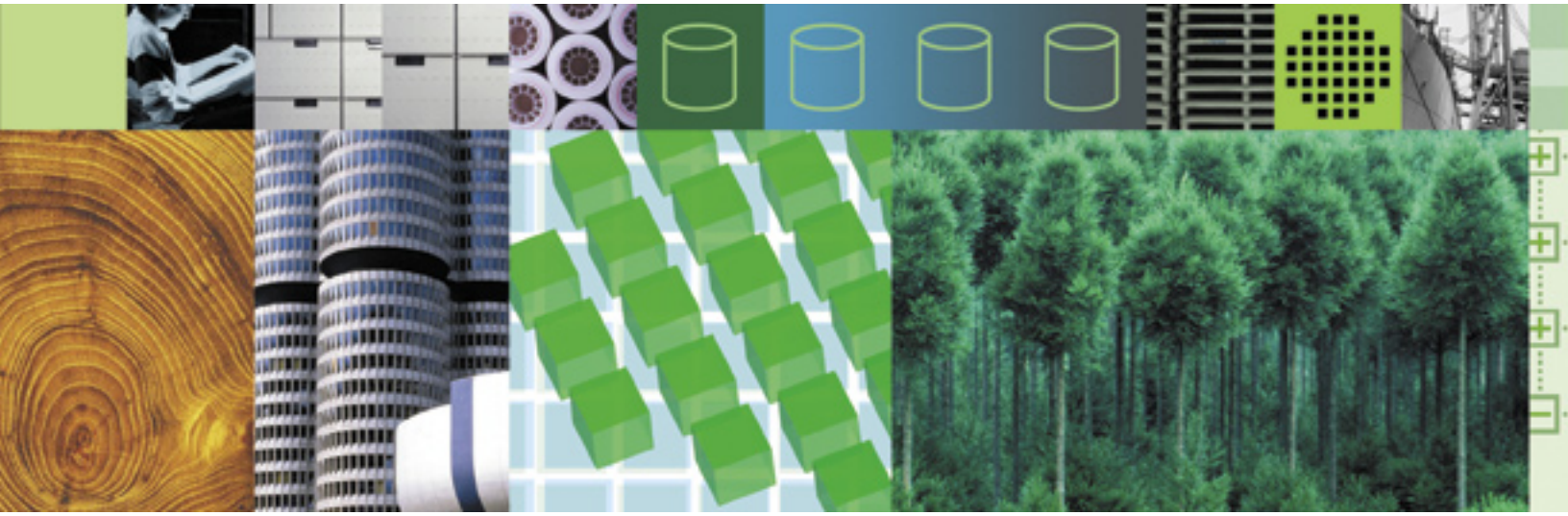
DB2 Information Management Software



IBM DB2 enterprise content management solutions deliver a return on information.

Introducing the next-generation platform for enterprise content management.

"We sought a proven technology partner for years to come, and a solution robust enough to support 5,000 concurrent users — as well as 50 million multipage documents — and scalable enough to grow in the future. IBM met those stringent requirements."

–Karl Clare, Head of Application Support, Norwich Union Life, Aviva

Realizing a return on business information

Your business generates huge volumes of information that can fuel productivity and enrich your relationships with customers, partners and employees. But if your organization is like most, 85 percent of this information does not fall into the structured formats of automated file systems or databases. Instead, it exists in a wide range of unstructured formats, such as images, documents, e-mail, reports, audio, video and Web content.

As you strive to make your operations more cost-effective and efficient, enterprise content management (ECM) products can help you address a critical challenge—managing and integrating all forms of information across diverse solutions and business processes—and delivering it to end users when and where they need it.

IBM DB2® enterprise content management solutions help you deliver information on demand. What does this mean to you? You can leverage dynamic information about products and support to better serve customers. Employee performance is boosted by accurate, relevant and integrated business information. Trading partners, suppliers and customers benefit from easy, multi-channel access to realtime information and personalized services.

Designed to help you efficiently manage business content across all formats, DB2 ECM offerings deliver a rapid return on your information investments, supporting:

- *Increased operational productivity and efficiency*
- *Improved ability to safeguard critical information assets*
- *Simplified e-records management across business solutions*
- *Enhanced service to customers and partners*
- *Expanded opportunities for new business.*

Streamlining operations, cutting costs

Employees are spending a lot of time managing content and considerable effort looking for it—up to one-third of their time. Such unproductive activity may only increase. Experts expect that over the next three years, businesses will create more information than has been generated in all of history.

An IBM DB2 ECM solution enables you to access, manage and integrate business content easily, without regard for its format or location, helping to boost productivity and collaborative efforts. Customer service representatives can quickly and conveniently access information across diverse sources to respond to a customer request. Instead of traveling for education, employees can simply log on to the corporate intranet for training on demand. And through ready access to all the organization's information resources, they can capitalize on cross- and upselling opportunities to generate new sources of revenue.

Deliver personalized content on demand

An enterprise content management solution from IBM can make the difference between adequate and stellar customer service.

Industry studies show that ECM solutions can turn a $4 paper-based transaction into a 4-cent digital transaction. Multiply this reduction by the volume of daily transactions occurring in your business, and you can get an idea of potential savings.

Delivering a comprehensive, responsive solution with rich functionality

IBM DB2 Content Manager and IBM DB2 Content Manager OnDemand, the core products in the IBM content management family, provide a key to productivity gains. With DB2 content management solutions, you can retrieve content from a single Web-based interface. DB2 Content Manager stores, manages and distributes many forms of content or unstructured information, while DB2 Content Manager OnDemand enables high-volume capture of computer output as well as archiving of scanned documents.

IBM DB2 Information Integrator for Content helps to simplify information access and integration from various IBM and non-IBM sources, to quickly and easily enhance e-business applications. In addition, DB2 Content Manager leverages the full strength of the IBM software portfolio, including IBM DB2 Universal Database™ for its indexing and searching capabilities, WebSphere® software for advanced workflow, Web application, portal and personalization functions, Lotus® software for collaboration solutions such as instant messaging and e-meetings and IBM Tivoli® Storage Manager for content storage.

By raising productivity—and allowing your employees to focus on more strategic tasks—a DB2 Content Manager solution delivers what you need to build your competitive advantage. The Coca-Cola Company, for example, used DB2 Content Manager, IBM Lotus Notes® and IBM Lotus Domino™ to build a digital

"Our global customers can log on at their convenience to research and buy from a portfolio of 10,000 digitized images. This new sales channel will enable us to triple our revenue from photographic sales—without having to increase our sales staff."

–Maura Mulvihill, Vice President, Image Collection, National Geographic Society

When employees have ready access to your company's information assets, they can be that much more productive when collaborating with colleagues and taking care of business.

library of its advertising and marketing assets. Roughly 9,000 print graphics and more than 4,000 television commercials (a figure that will rise to over 25,000 in the next 2 years), as well as internal documents and meta data, are accessible over the corporate network to employees in more than 200 countries. Employees can now collaborate more efficiently and effectively, boosting campaign development productivity and lowering costs.

Transforming the customer experience

By facilitating quick electronic access to multiple content sources, a DB2 Content Manager solution can help provide a faster response to customer requests. For example, a call center representative discussing an invoice discrepancy with a customer on the phone can instantly retrieve the digitized bill, as well as other relevant customer information such as correspondence, order history and payments. DB2 Content Manager and DB2 Content Manager OnDemand make this possible. You can also use the same solutions to offer your customers the convenience of electronic bill presentment and payment.

Of course, good customer support involves more than removing paper from your processes. For instance, by leveraging your multimedia assets, from video clips to sound bites, you can deliver a richer level of information and services. IBM DB2 Content Manager VideoCharger™ provides the means. An open standards-based audio and video streaming solution, DB2 Content Manager VideoCharger lets you mix multimedia data with other data types to support customer service as well as security, sales, education and many other applications.

Complying with recordkeeping rules and regulations

The volumes of electronic and paper-based records that your business generates each day can be overwhelming. You need to access this information when it is required and dispose of it when it's time. IBM DB2 Records Manager helps you manage these tasks and comply with government regulations as well as industry and legal standards for corporate accountability. Managing e-records throughout their lifecycle, DB2 Records Manager can be seamlessly embedded into a variety of business applications and complies with the U.S. DoD 5015.2 June 2002 standard for e-records management.

Additionally, managing the staggering increase in the volume of system documents and e-mail is a challenge across companies today. IBM DB2 CommonStore solutions for SAP, Lotus Domino and Microsoft Exchange Server archive key data and documents, while providing users direct access on demand. DB2 CommonStore for SAP stores and manages SAP R/3 business data and documents associated with SAP business transactions. DB2 CommonStore for Lotus Domino and DB2 CommonStore for Exchange Server deliver an integrated, electronic, shared repository solution for archiving and rapidly retrieving e-mails and associated attachments. With these offerings, you can enhance collaboration, comply with regulatory standards and reduce storage costs.

Benefiting from IBM's open, robust technology

The IBM DB2 content management portfolio can be instrumental in lowering the cost of managing your business-critical content. In addition, with its powerful programming interfaces and integration with leading independent software vendor applications—such as Siebel for customer relationship management, and PeopleSoft and SAP for enterprise resource planning—the IBM DB2 content management solutions enable you to leverage your existing applications and information infrastructure to achieve a lower cost of ownership.

IBM DB2 content management solutions support open standards such as XML and incorporate leading technology for digital rights and rich media management. Robust, reliable and scalable, the portfolio is designed to provide a rapid return on your information investments—which is what you can always expect from IBM.

For more information

Please contact your IBM marketing representative or an IBM Business Partner, or call 1-800 IBM CALL within the U.S. Also, visit our Web site at **ibm.com/**software/data/cm

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