

IBM SolutionsConnect 2013

Turning Opportunity into Outcomes.



Strategy & Roadmap

John Greene, ECM Content Products and Strategy

Content in Motion

Smarter Content. New Insights. Better Outcomes.



Please note



IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion.

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.

The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

Leading organizations rely on IBM ECM



- 24 out of the top 30 *banks* worldwide*
- 15 out of the top 16 *telecommunications* companies worldwide*
- 19 out of the top 23 *insurance* companies worldwide*
- 56 of the top 58 *government* agencies*
- 21 out of the top 27 *retail* companies worldwide*
- 1200+ *manufacturers* worldwide*

* Lists of top companies/agencies sourced from Dun & Bradstreet Worldbase. ECM customer information sourced from IBM Finance.

Leading organizations rely on IBM ECM



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High Value Solutions built on best-of-breed capabilities

CAPTURE

and gain control of the content to determine the value

ACTIVATE

and put the content in context

SOCIALIZE

for better collaboration and access

ANALYZE

and identify patterns to gain insights

GOVERN

for reduced cost and risk

Capture

- Document capture automation
- Production imaging
- Enterprise report management
- Platform standardization and consolidation

Activate

- Comprehensive case management
- Integrated collaboration and rules
- Case analytics
- Document centric workflow

Socialize

- Office document management
- Social content and collaboration

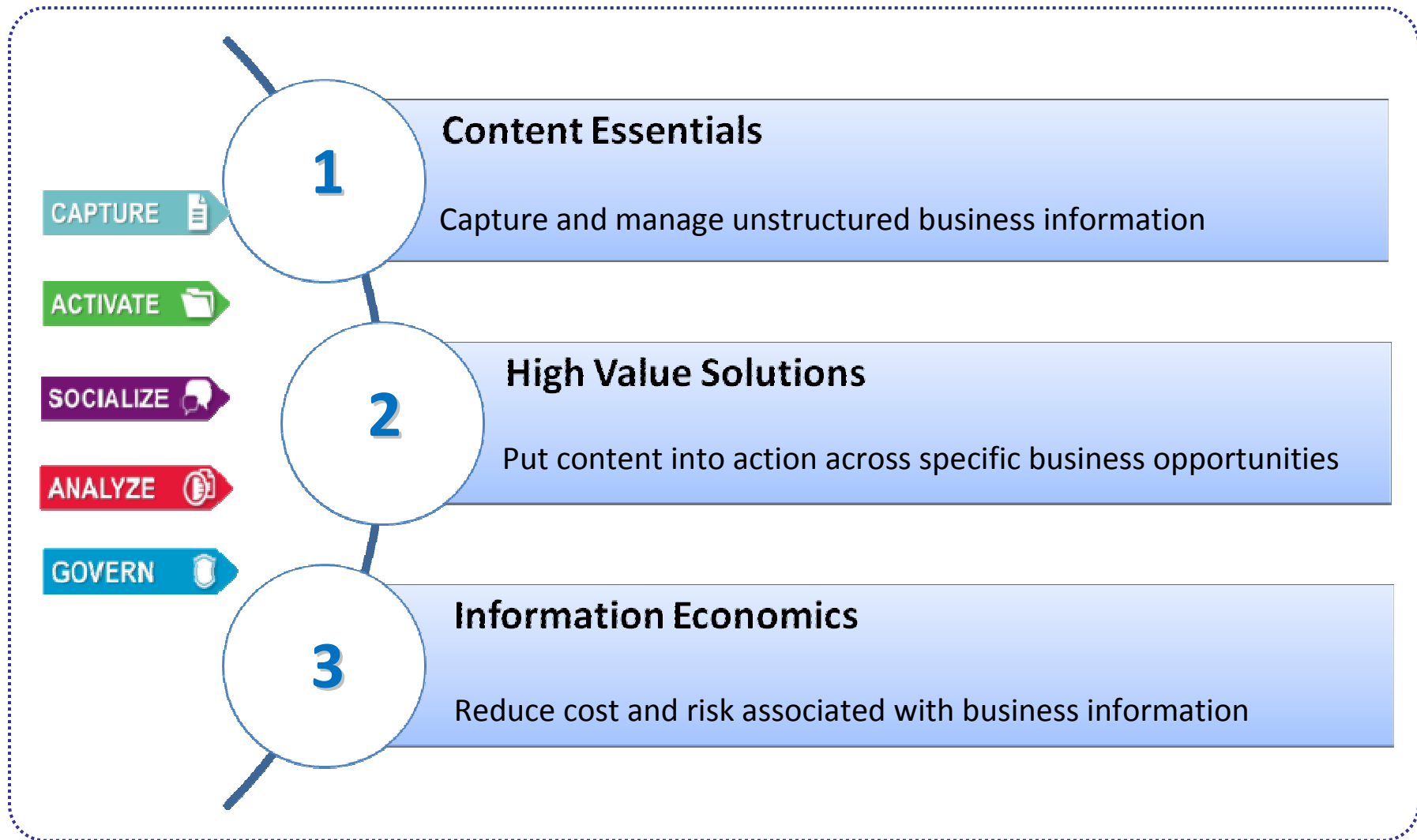
Analyze

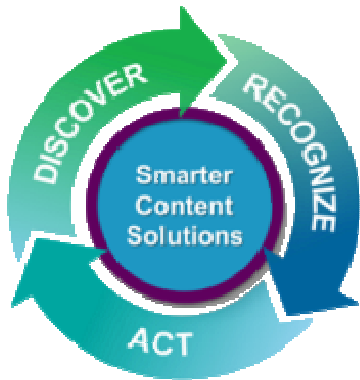
- Content analytics and assessment
- Enterprise search
- Content classification and tagging
- Master content

Govern

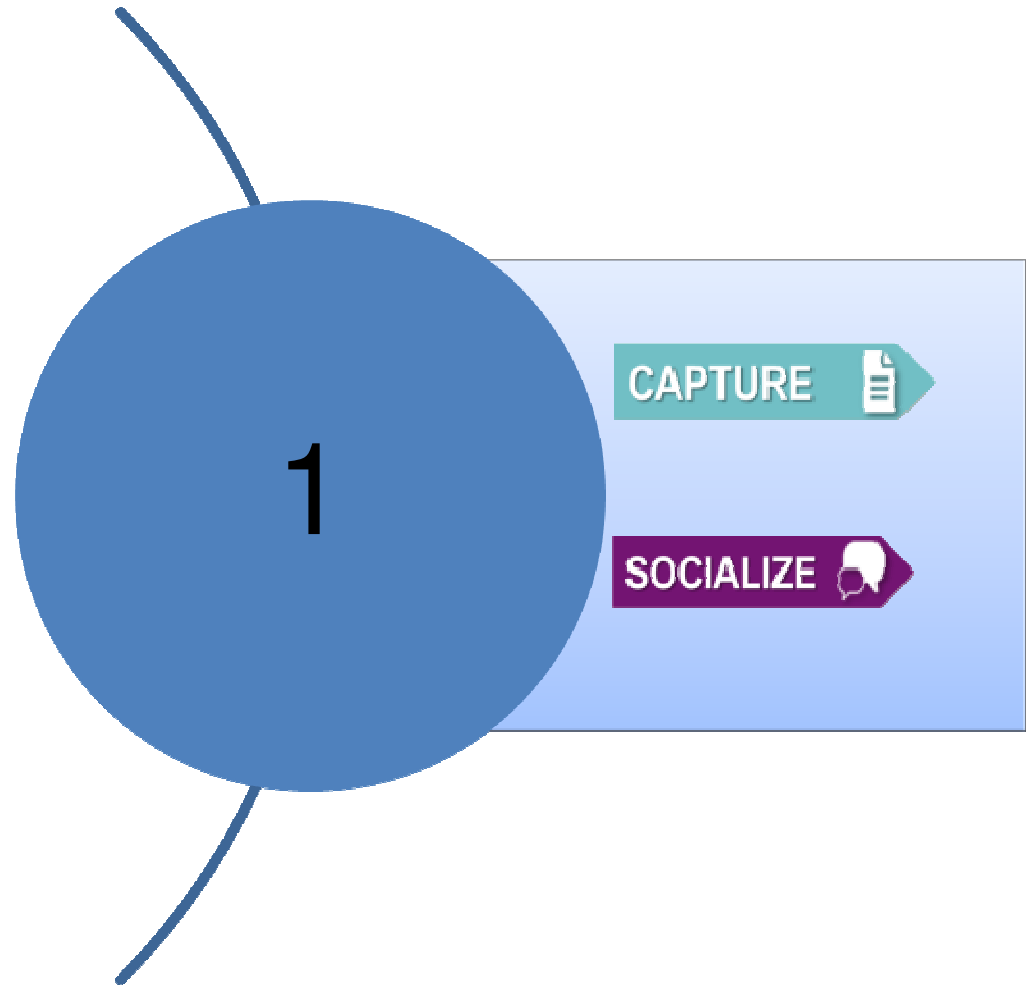
- Smart archive
- Records and retention management
- eDiscovery
- Disposition and governance

ECM Portfolio spans three Primary Usage Categories





Content ESSENTIALS





Key Buying Occasions

ECM Consolidation / Standardization

Establishing a common platform for enterprise content management services. Consolidating vendors and establishing shared services to save cost and improve enterprise infrastructure capabilities

Capture and Imaging solutions

Automating the life cycle of paper-based documents from capture to business process to archive.. reduced costs and faster cycle times

eBilling and Enterprise report management

Using digital archive and statement presentment for cost savings & improved customer service

Smarter Workforce – Social content solutions

Improving workforce effectiveness by adding social capabilities to content-related processes. Managing and governing social content for reduced cost and risk.



Invacare Corporation Automates Accounts Payable

"Processing is much faster and invoices are almost immediately available as electronic images."

— Seth Linebrink, Manager of Financial Reporting and Accounts Payable, Invacare



- Global health equipment manufacturer
- Thousands of paper invoices every day
- Replaced a manual process with Datacap Accounts Payable Capture
- Eliminated double data entry: once into Oracle and again to index for ECM storage
- Replaced a paper process with a digital solution
- Results:
 - Improved customer service
 - Improved vendor relations
 - Accelerated payment process
 - Eliminated data entry headcount
 - Reduced cost





Market Leading Offerings

ECM Consolidation / Standardization

- IBM Content Navigator 2.1
- IBM FileNet Content Manager 5.2
- IBM Content Manager 8.4.3

Capture and Imaging solutions

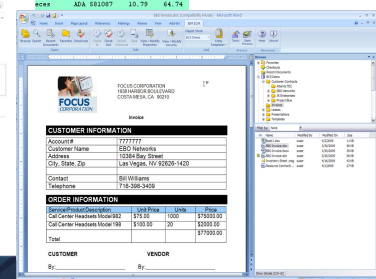
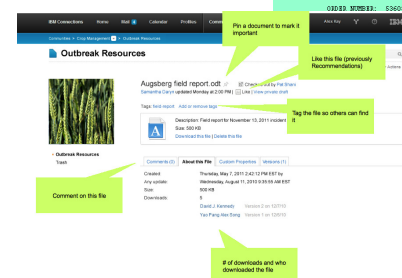
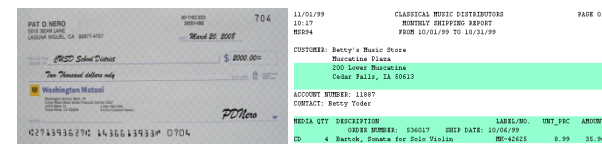
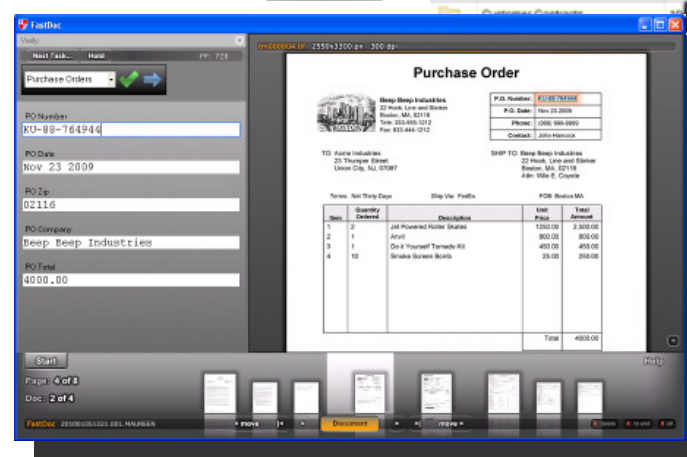
- IBM Datacap Taskmaster 8.1
- IBM Production Imaging Edition 5.2

eStatements and Enterprise Report Management

- IBM Content Manager OnDemand 9.0

Smarter Workforce – Social Content Solutions

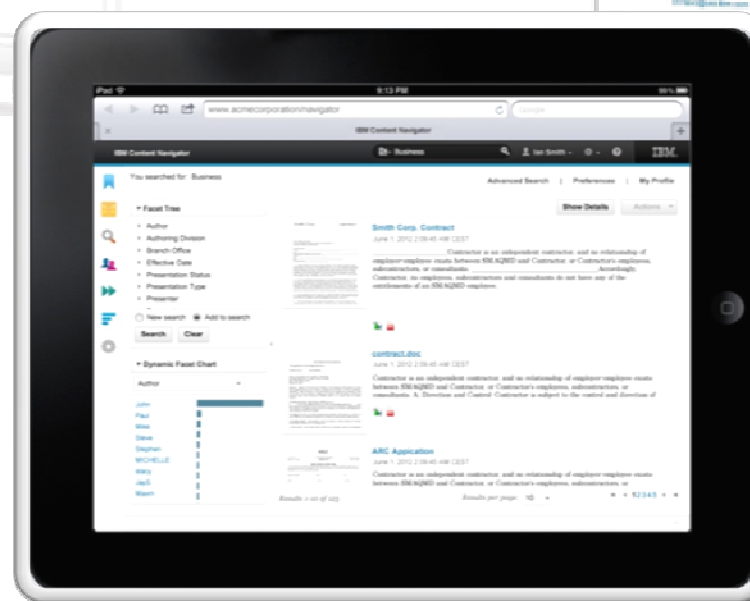
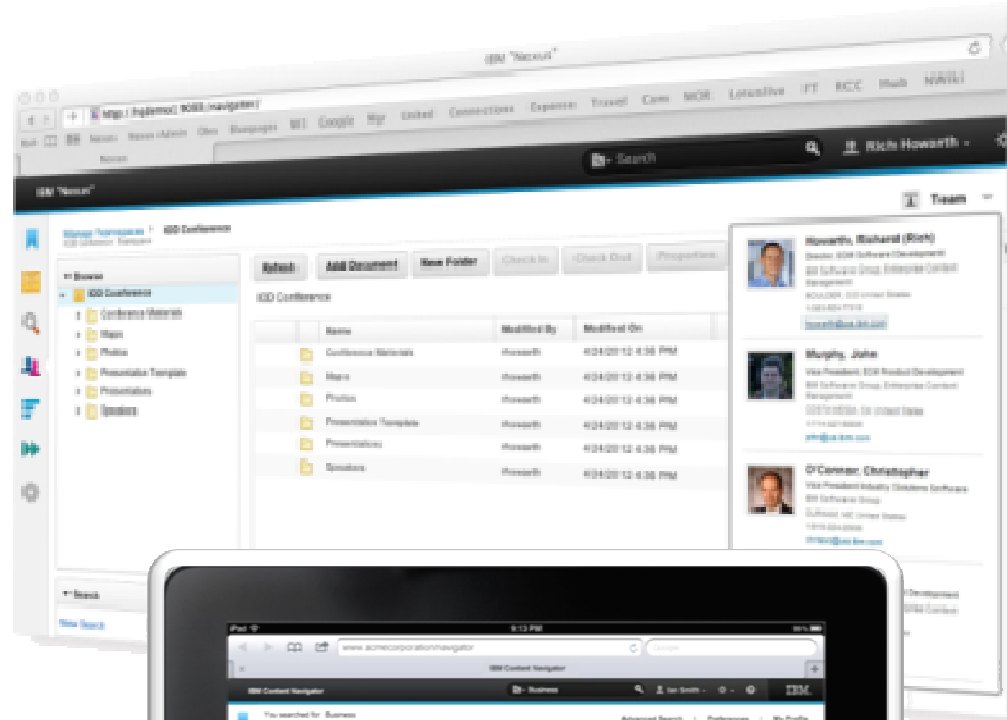
- IBM Connections Content Edition
- IBM Connections Enterprise Content Edition





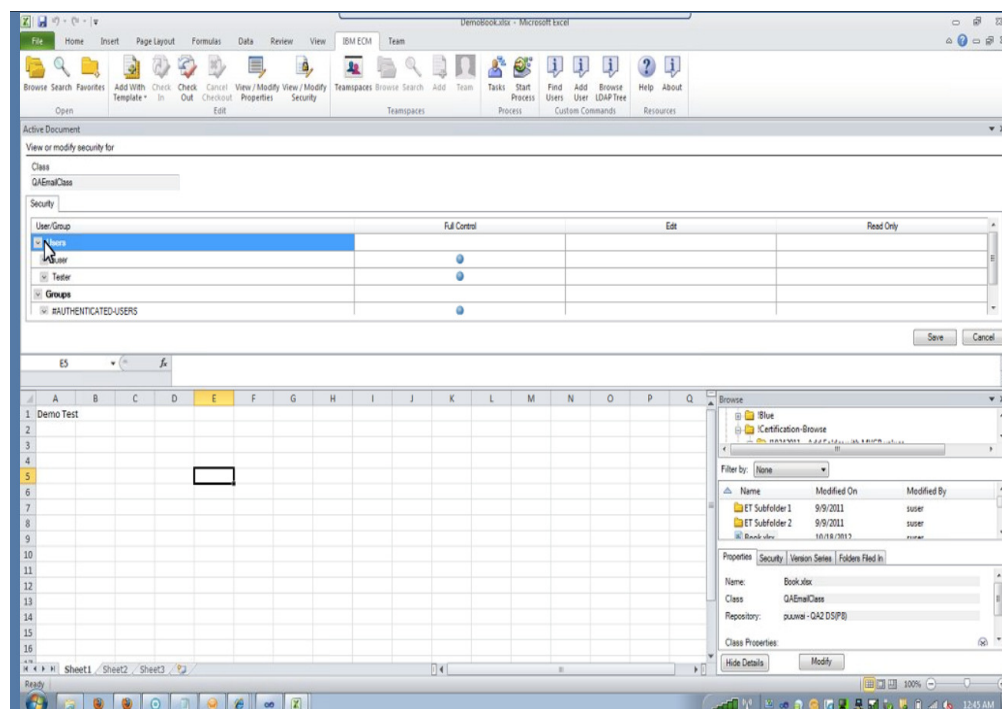
IBM Content Navigator

- Federated access to multiple content sources:
FileNet CM, CM8, CMOD
- Self-provisioned Document Team Spaces
- OOTB Enterprise Search/Facets via ICA
- Open Standards Support
 - HTML 5, CMIS
- Native Microsoft Office Integration
- Visual Component Toolkit via
 - Extend Navigator OOTB UI
 - Build & integrate with custom UIs
- Web Administration:
 - User Experience Configuration
 - Optimize Desktop for Business Roles
- Mobile Content Mgmt.:
 - Browse, Sort, Search/Template
 - View Properties & Native File Types
 - Add or Capture via library/camera



IBM Content Navigator for Office

- Consistent experience for Navigator web and office integration
 - Common searches, favorites, teamspaces
 - Centralized admin
- Data interaction
 - External Data Services support
 - Microsoft Office properties to class property mapping
- CM8 repository support technical preview



Content Navigator - Business self provisioning



- My Documents replacement
- Quarterly and annual business reviews
- Events and conferences
- Standard operating procedures
- Contracts/ vendor management
- ...

The screenshot shows the IBM 'Nexus' interface. At the top, there's a search bar and user profile for Rich Howarth. Below that, a 'Team' dropdown menu is open, displaying profiles for:

- Howarth, Richard (Rich): Director, ECM Software Development
- Murphy, John: Vice President, ECM Product Development
- O'Connor, Christopher: Vice President Industry Solutions Software
- Morris, Dana: Senior Manager, ECM Client Development

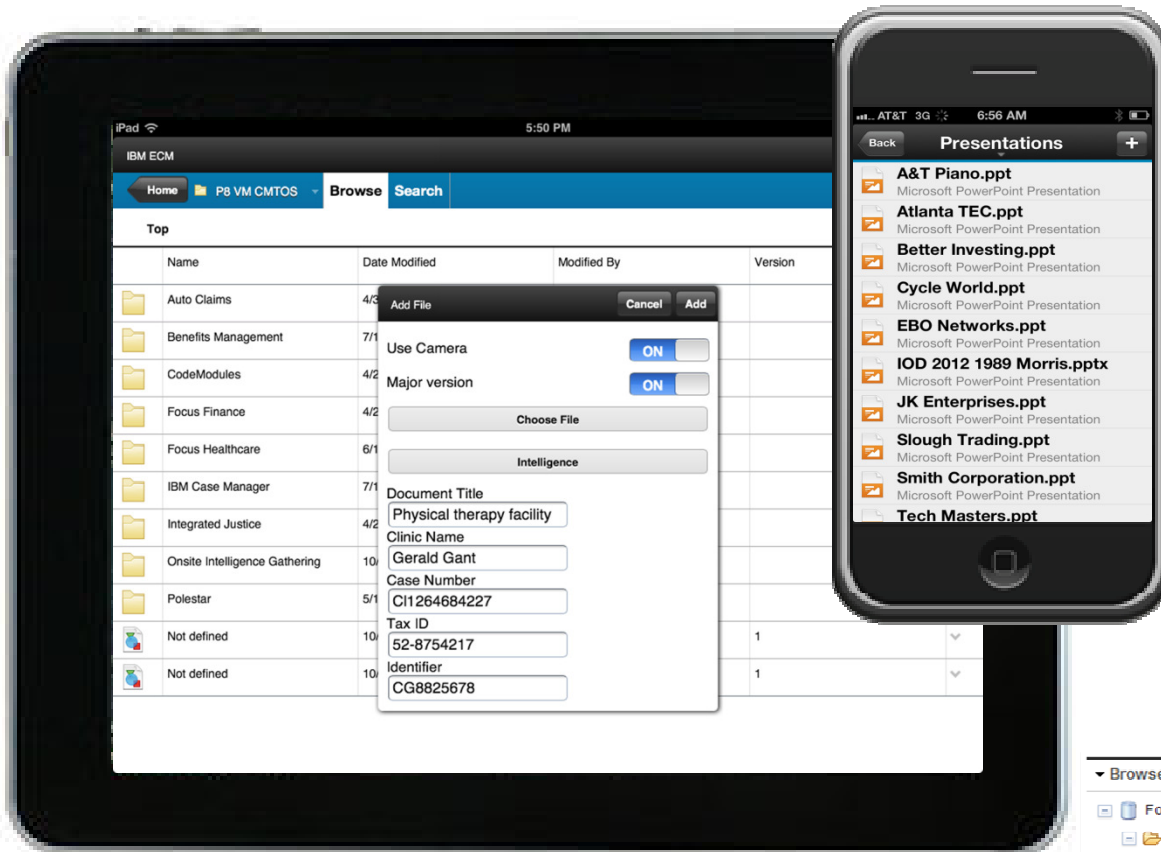
 The main content area shows a file list for the 'IOD Conference' team space. The list includes folders for 'Conference Materials', 'Maps', 'Photos', 'Presentation Template', 'Presentations', and 'Speakers', all modified by 'rhowarth' on 4/24/2012 at 4:36 PM. On the right side of the interface, there's an 'Information' panel that says 'Item is selected.'



Teamspace



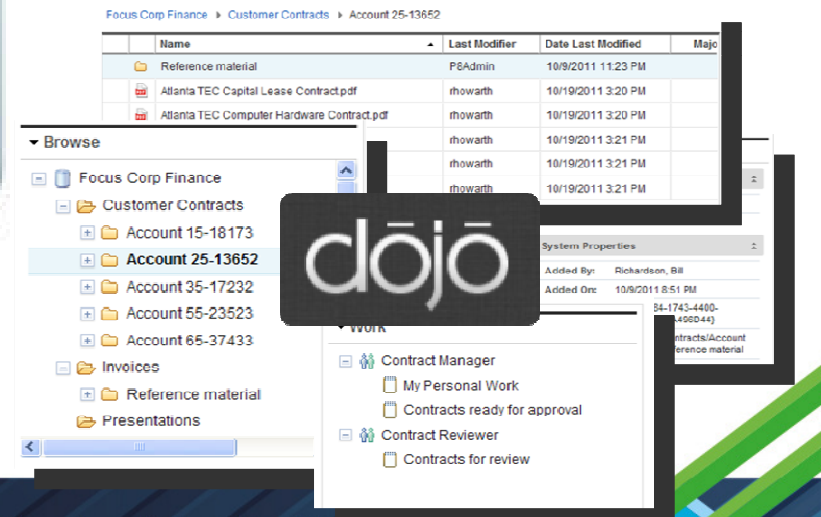
Mobile solutions matching business needs



Horizontal and vertical
Partner solutions



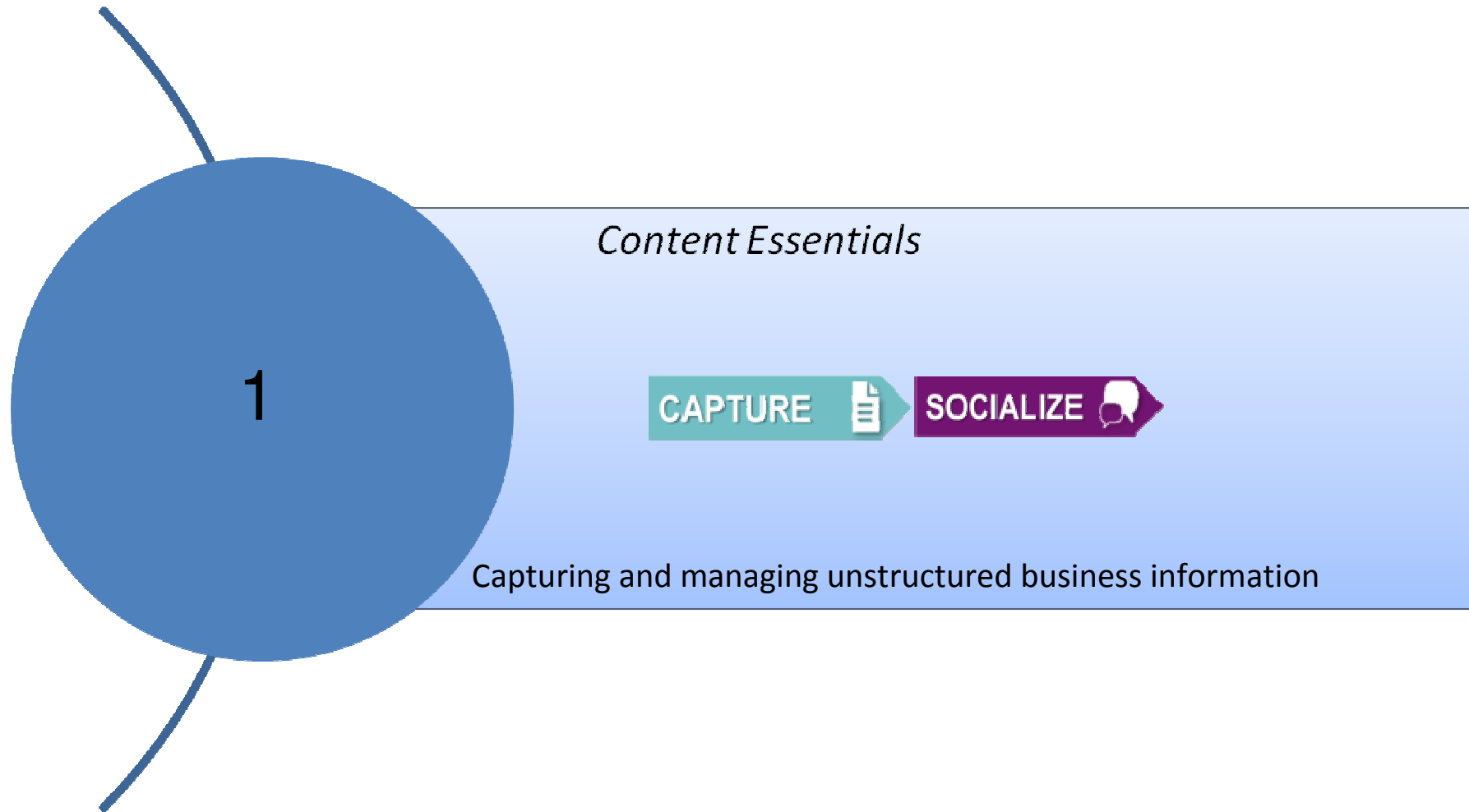
IBM Content Navigator for iOS
Browse
Search
View
Add using camera



IBM Solu

Content in Motion

What to expect in 2013



Greater Choice for IBM ECM Customers



IBM FileNet Content Mgr 5.2

Shipped: March 2013

- **Enterprise Manageability**
 - Common Content & Process Engine
 - Web-based administration
 - Event-based document retention
 - Content file compression
 - Storage migration
 - Search optimization
- **Social & mobile capabilities**

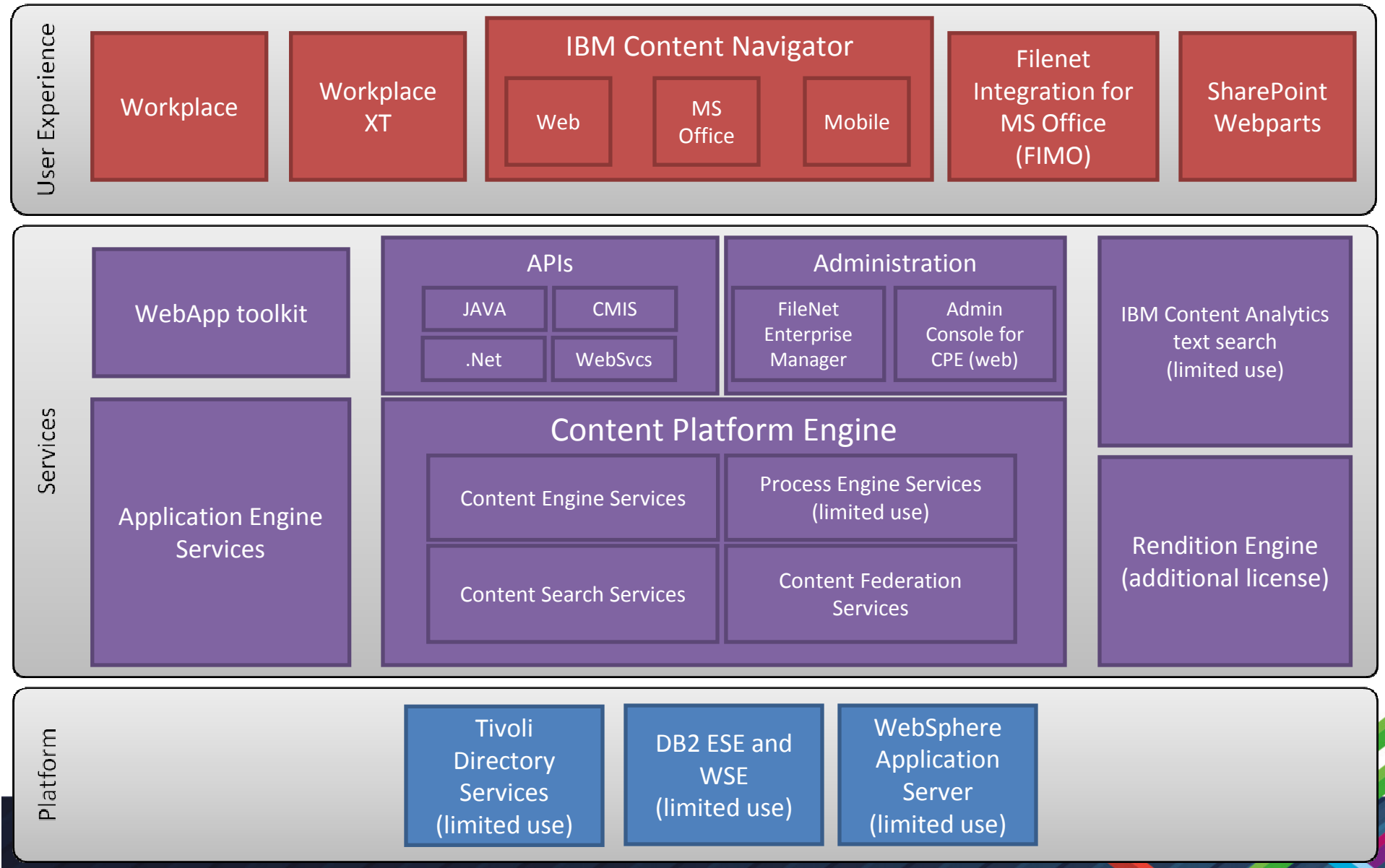
IBM Content Foundation (Coming Soon!)

Release Timeframe: Q2 2013

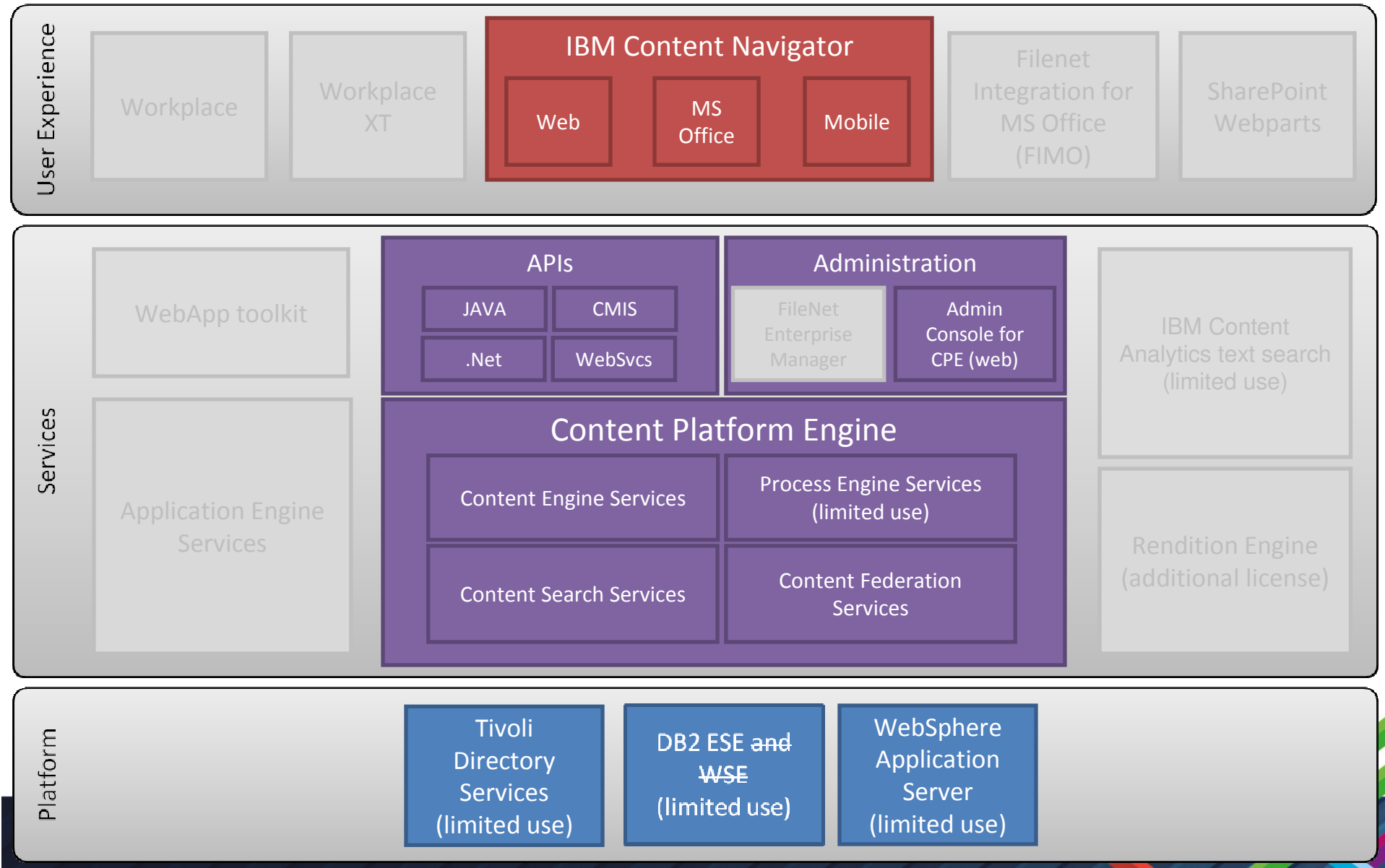
- **Power of P8 harnessed in a new nimble, consumable, cost-effective offering**
 - Document Management
 - Custom application development
 - ECM Consolidation
- **Leverages Enterprise manageability and social & mobile capabilities**

- **Both solutions leverage the same “Content Platform Engine”**
- **Both solutions can interoperate and co-exist in a customer environment**
- **Both are strategic solutions aimed at meeting different customer requirements**
- **IBM Content Foundation is NOT a replacement for FileNet Content Manager**
- **Both offerings can support solutions such as Enterprise Records or Case Manager**

FileNet Content Manager



IBM Content Foundation



New! Single Content Platform Engine – 5.2

- Use case

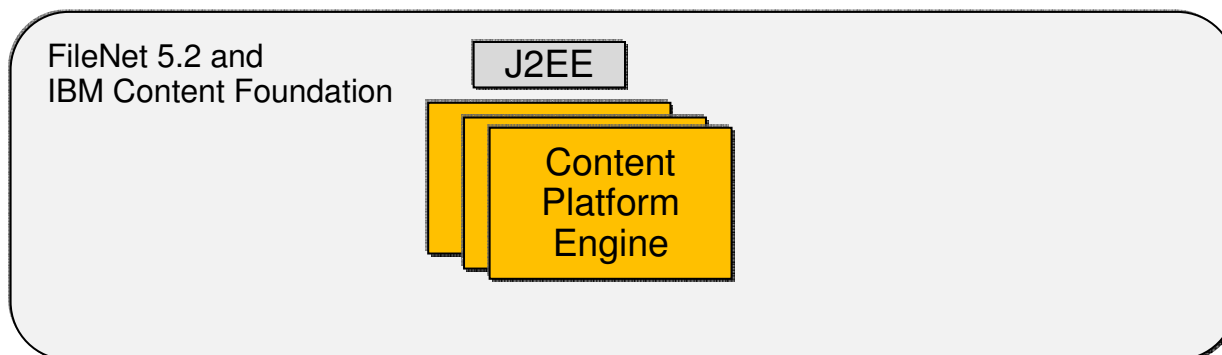
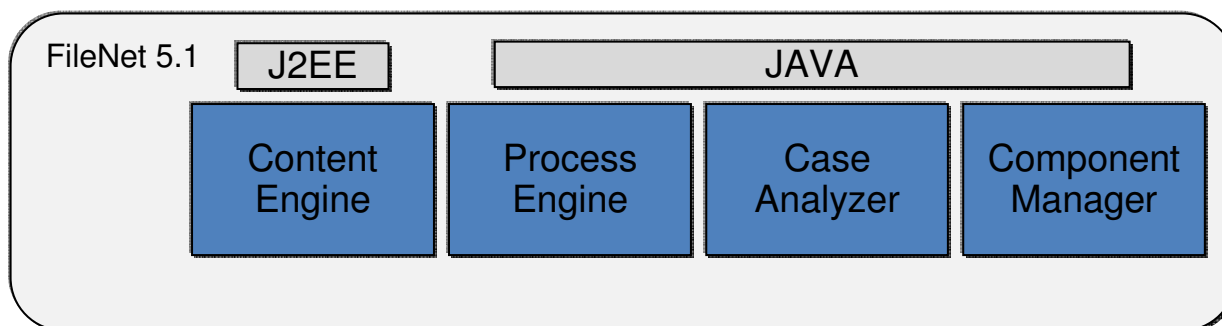
- As an administrator I have to maintain core FileNet server components
- I maintain all the services and also High Availability and Disaster Recovery services

- FileNet Implementation

- Combine all core services into a single J2EE engine deployment
- Provide consistent HA and DR for all
- Share resources such as database connection pools

- Benefit

- Very significant reduction in administration complexity
- Simplifies delivery and application of upgrades and patches
- Consumability improvements





Content Navigator “next”

Release Timeframe: Q3 2013

- **Socializing around content**
 - Track who is downloading documents
 - Comment on and discuss documents
 - Subscription and notification for changes
- **Productivity**
 - Teamspace document review and approvals
 - Cross repository search
 - Multi document updates in a single action
 - MS Office: IBM Content Manager support
 - Mobile: eMail a document, create searches, ...
- **Enhanced self provisioning and deployment**
 - Navigator configuration export/import
 - Teamspace template export/import
 - Business user document class provisioning

Focus Corp Finance > Customer Contracts > Account 25-13652

Name	Last Modifier	Date L
Reference material	P8Admin	10/9/2
Atlanta TEC Capital Lease Contract.pdf	rhowarth	10/19/
Atlanta TEC Computer Hardware Contract.pdf	rhowarth	10/19/
Atlanta TEC Invoice.doc	rhowarth	10/19/
Atlanta TEC Midwest Lease Agreement.pdf	rhowarth	10/19/
Atlanta TEC.ppt	rhowarth	10/19/

Document Information

Properties

Folder Name: Reference material

System Properties

Added By: Richardson, Bill
Added On: 10/9/2011 8:51 PM
ID: (7546B284-1743-4400-A145-E4671A496D44)
Path Name: /Customer Contracts/Account 25-13652/Reference material

Browse

- Focus Corp Finance
 - Customer Contracts
 - Account 15-181:
 - Account 25-136**
 - Account 35-172:
 - Account 55-235:
 - Account 65-374:
 - Invoices
 - Reference mate
 - Presentations

Work

- Contract Manager
 - My Personal Work
 - Contracts ready for approval
- Contract Reviewer
 - Contracts for review





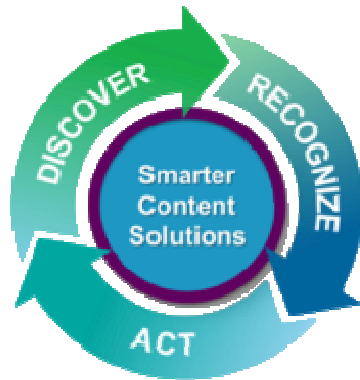
IBM Content Manager “next”

Release Timeframe: 2H 2013

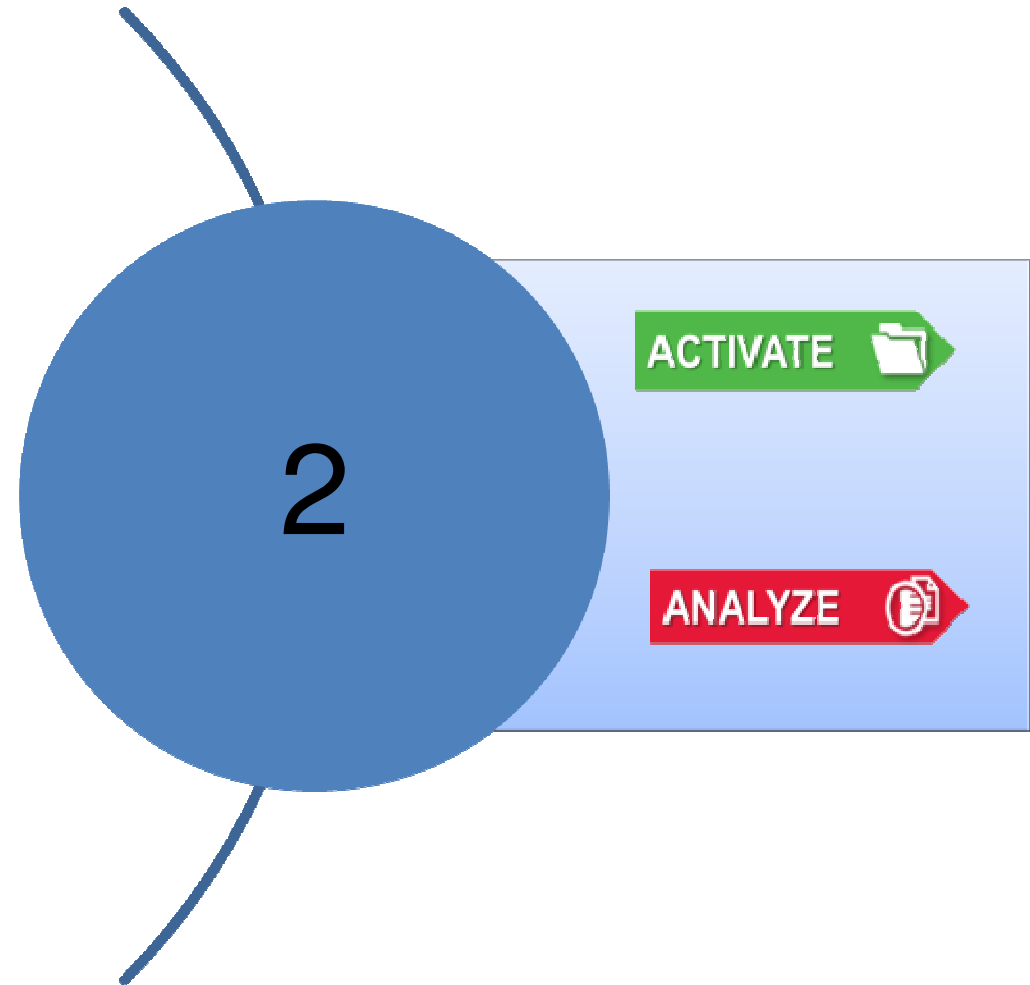


- **Content Navigator**
 - Access Control Enhancements
 - Improvement for Content Navigator Teamspaces
 - Improvements in Hierarchical Folders
 - Improved Document Handling Support (SSA and Intact)
- **Enterprise Manageability**
 - Critical Performance Requirements – Prioritized by Customers
 - Secure Transport and Encryption Improvements
 - Compliance with new NIST standard 800-131a
 - Logging Enhancements
 - Improved Installation and Configuration Tools





High Value SOLUTIONS





Key Buying Occasions

Addressing Content-related Processes / Case Management workloads

Leveraging deeply integrated content and process technologies to reduce cycle time, save costs and deliver optimized case outcomes.

Gleaning Insight from Business Content

Employing advanced text analytics and discovery technologies to extract meaning and valuable business insights – e.g. voice of the customer, product and service innovation, warranty service and fraud detection.

Using Pre-built Software Solutions to rapidly address Business Challenges

Pre-integrated solutions that address horizontal and industry-specific business needs. Improved time-to-solution and reduced integration costs help satisfy line-of-business buyers while supporting IT standards and enterprise platform requirements.





IBM Content Analytics 3.0

New release of IBM's Content Analytics offering – integrates enterprise search!

- Merging of search and analytics
- Big Data analytics
- Sentiment analytics
- Contextual View
- Usability improvements
- Enterprise Connectivity improvements
- Content Analytics Studio improvements
- Improved result ranking controls
- ...and more



Leading Car Rental Company and Mindshare Technologies

Smart is: identifying customer satisfaction trends

“We wanted to leverage this insight at both strategic level and the local level to drive operational improvements”



Industry context: travel services, car rental
Value driver: access to customer survey data
Solution onramp: content analytics

Business Challenge

A car rental company needed to better understand customer feedback to adapt its business accordingly. Most of its valuable information was trapped inside free-form customer feedback surveys. This company’s location managers read each customer comment submitted via email or phone and then manually categorized it, proving to be very labor-intensive and inconsistent.

What’s Smart?

Transforming customer information into actionable intelligence. Using IBM Content Analytics together with Mindshare Technologies sentiment-based tagging solution, the company created a “Voice of the Customer” analytics system to automatically capture customer experiences in real-time.

Smarter Business Outcomes

The company realized improved accuracy and speed of the customer feedback analysis process, almost doubling what had been achieved manually.

Content in Motion



What to expect in **2013**

2

High Value Solutions



Putting content into action across specific business opportunities



IBM Case Foundation 5.2 (formerly FileNet Business Process Manager)

Announced with
the 5.2 release in
March 2013













- Name change to describe our focus on Case based solutions.
- Process Engine runs in JEE combined with Content engine .
 - Greatly reduces TCO of platform for customers
 - Unified CE-PE server administration console (ACCE)
- Other key enhancements
 - Enable Database simplification and consolidation
 - Case Analyzer/Monitor improvements
- Products removed from the BPM bundle being announced at eGa
 - ECM Widgets, path forward is Navigator
 - Business Process Framework, path forward is IBM Case Manager





IBM Case Manager “next”

Release Timeframe: 2H 2013

 <p>Enhanced UI Toolkit</p>	 <p>Case Visualizer</p>	 <p>User Defined Ad-hoc Task Creation</p>
 <p>Collaborative Solution Design</p>	 <p>Rules SDK Integration</p>	 <p>Content Navigator based document dialogs and capabilities</p>
 <p>Case Operations</p>	 <p>Complex Data Layouts with Business Objects</p>	 <p>Enhanced Step Editor</p>
 <p>Mobile Client Access</p>	 <p>Simplified Install and Configuration, including HA Configuration</p>	 <p>WAS 8 Support WebLogic Support</p>

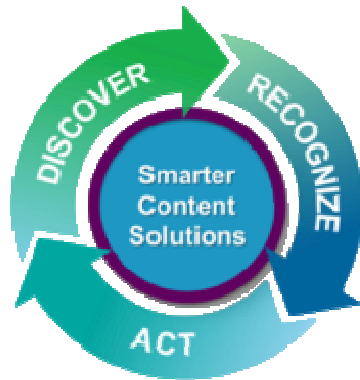
Working requirements list... subject to change!



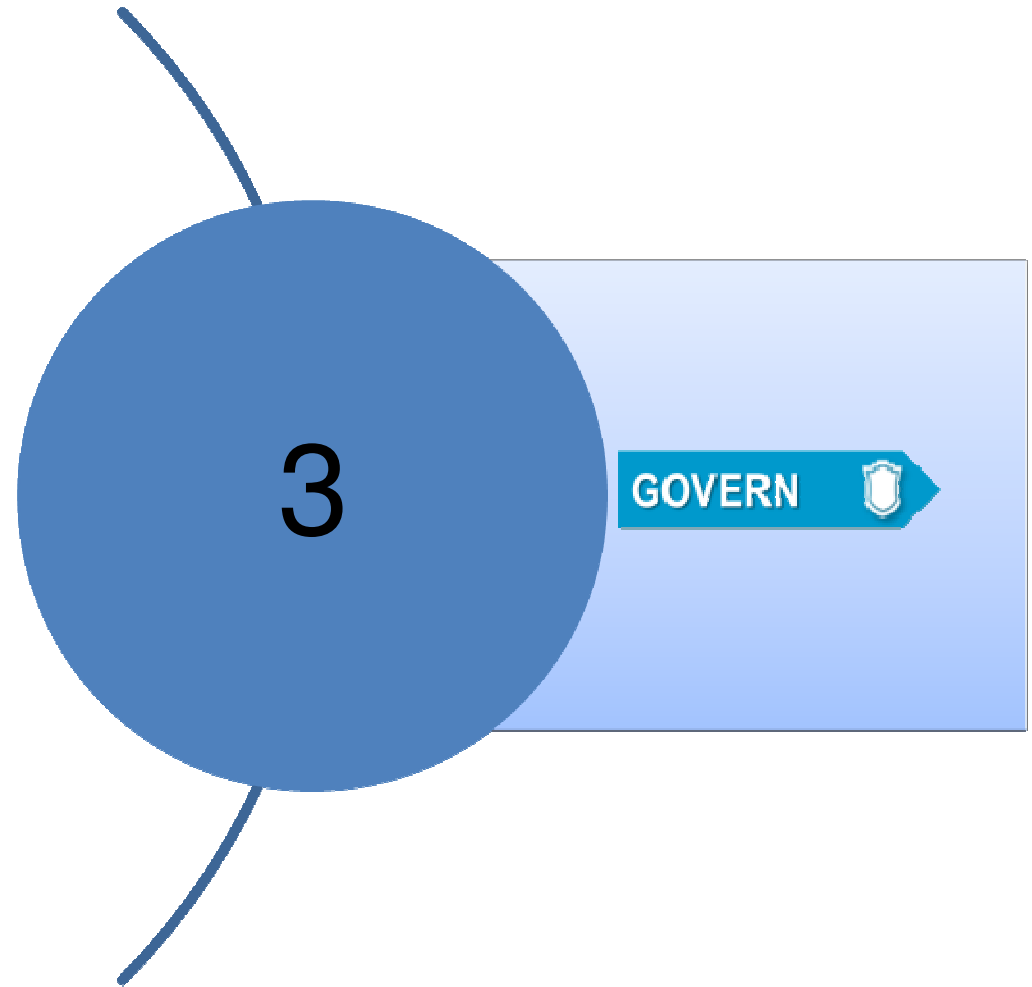
Benefits of Content Navigator for IBM Case Manager “next”

- Web based case client built on the new **IBM Content Navigator Framework**
 - Use of common components provides consistency across ECM client applications
- Case client UI customization directly in Case Builder
- Case client can be configured to display other Content Navigator features to create a more integrated Case and Content environment
- More extensive customization using standard and well-accepted web development methods
 - Deliver ICM JavaScript toolkit that extends IBM Content Navigator toolkit
 - Componentized design makes components within ICM widgets replaceable and provides more advanced customization options
 - Container-independent, can be embedded into other environment easily.



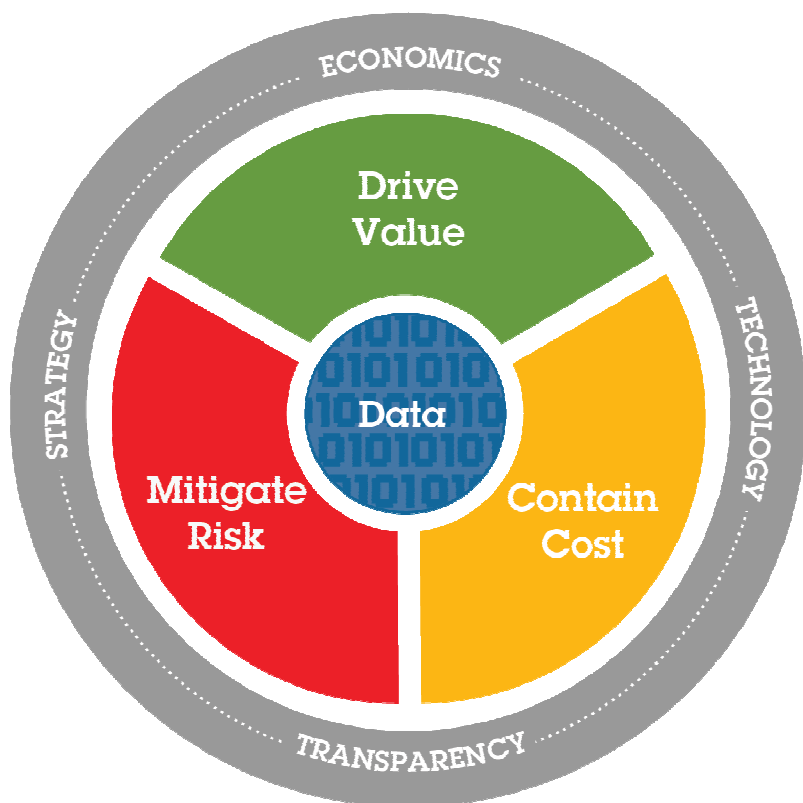


Information ECONOMICS



IBM's Information Lifecycle Governance solution improves information economics by better aligning information cost with its value

IBM Information Lifecycle Governance Solution

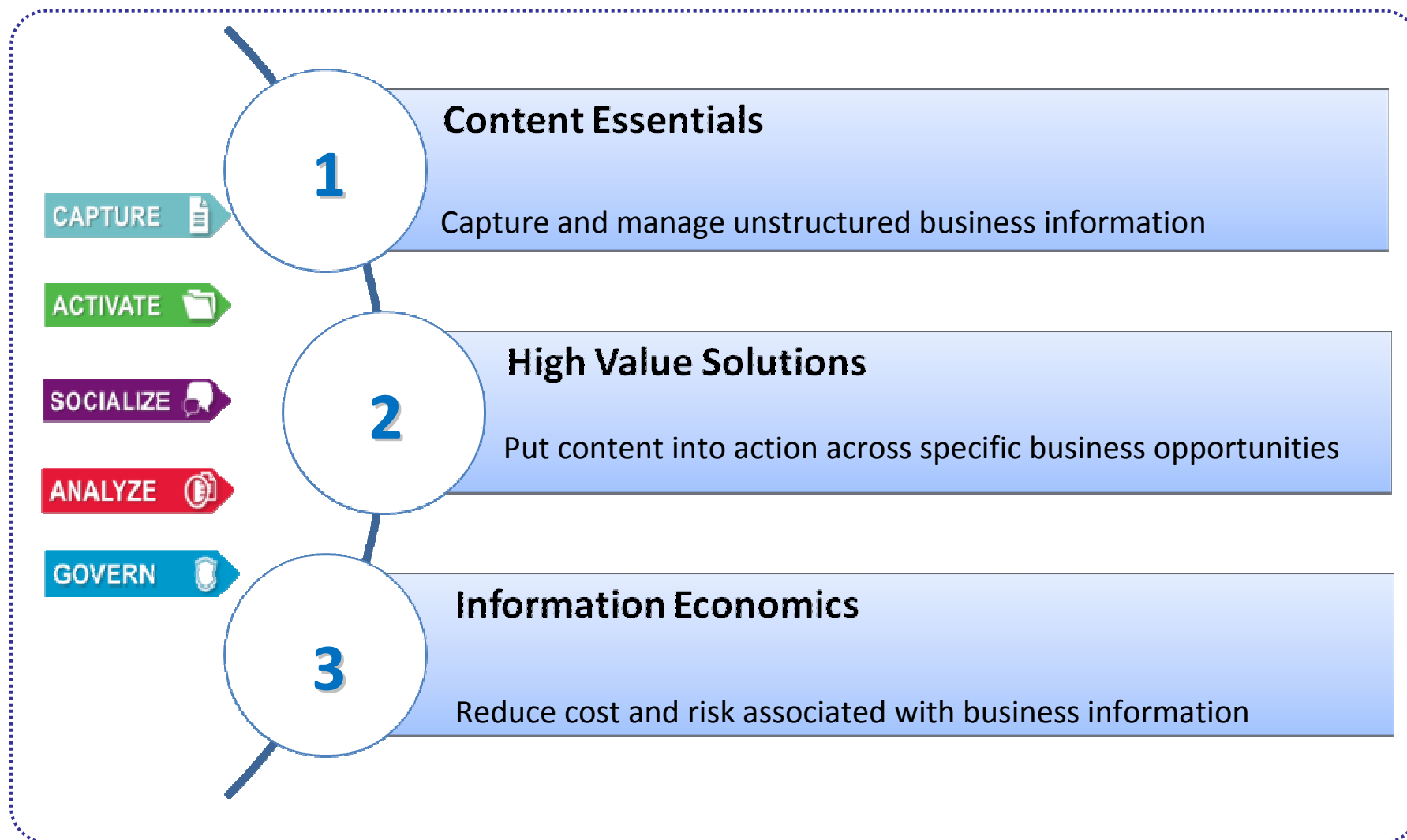


ILG lowers the total cost of information while increasing the value derived from it:

- **Eliminate unnecessary cost and risk** by defensibly disposing of data debris
- **Align cost to value** through value-based archiving and tiering
- **Reduce information risk** by instrumenting privacy, e-discovery and regulatory policy across the data environment
- **Enable business to realize information value** as context erodes with analytics-in-place, content management and collaboration



IBM ECM in 2013





Thank you

Q&A

