

Put your content to work

with IBM enterprise content management solutions



You've heard the adage "knowledge is power." And with new information being generated at exponential rates, it would seem logical that today's organizations are more empowered than ever before. But information is not the same as knowledge. In fact, unless properly organized, managed and analyzed, information doesn't actually inform anyone. Despite the amount of content created every day, half of business leaders say they don't have access to the information they need to do their jobs.¹ And one in three business leaders frequently make business decisions based on information he or she doesn't have—or doesn't trust.²

Enterprise information is comprised of both data (structured information that can be stored and accessed efficiently in a database) and content (unstructured information that does not lend itself readily to database storage and retrieval). Paper documents, electronic forms, emails, text messages, wikis, blogs, scanned images, audio files, and video files are all examples of enterprise content that fall into this unstructured category. Content, already estimated to be 80 percent or more of total enterprise information, is growing explosively in most organizations today.³ This growth is driven both by lingering reliance on paper-intensive processes and by the rapid, chaotic proliferation of digital content for individual and collaborative use.

Top organizations rely on IBM Enterprise Content Management

24 of the top 30 **banks** worldwide

15 of the top 16 **telecommunications** companies worldwide

19 of the top 23 **insurance** companies worldwide

21 of the top 27 **retail** companies worldwide

56 of the largest 58 **government** agencies worldwide

Lists of top companies and agencies sourced from D&B WorldBase. ECM customer information sourced from IBM Finance.

Although by far the largest and fastest growing component of enterprise information, content is typically managed with less rigor than data. Although most organizations have at least taken initial steps toward managing their enterprise content—for example by deploying content repositories, conducting basic archiving or implementing enterprise records management—many are finding that these steps are insufficient to fully address the explosive growth of enterprise content and rapidly accelerating requirements to access, analyze, share, process and govern that content effectively.

Where's all this content coming from? Where is it going?

Content creators

- Employees
- Partners
- Vendors
- Suppliers
- Customers
- Prospects

Content types

- Social media
- Documents
- Images
- Web forms
- Video and audio
- Email
- Mobile applications
- Business applications
- Structured data

Content stores

- Repositories
- File cabinets
- File servers
- Email archives
- Enterprise resource planning (ERP) systems
- Web servers
- Wikis and blogs
- Databases
- Storage devices

Content consumers

- Employees
 - Partners
 - Vendors
 - Suppliers
 - Customers
 - Prospects
-

Traditional content management platforms lock content in multiple, siloed repositories, driving uncontrolled proliferation, inconsistent access, and mounting costs and risks. And, even if you've already invested substantially in an enterprise content management (ECM) solution, you may still struggle to keep up with the pace of change and the dynamic increases in content creators, consumers, formats, sources and locations. Most deployed ECM environments address only a fraction of the total opportunity to improve content management, leaving many performance gaps and opportunities for more systematic, strategic and consolidated approaches.

Is content chaos really that bad?



For 72 percent of workers, it's harder to find information they own than information they don't own.⁴



Nearly two-thirds of organizations rely on manual processes to capture the majority (75 percent) of their customer communications.⁵



The average litigation cost for a sample of Fortune 200 companies was nearly US\$115 million in 2008, up 73 percent from US\$66 million in 2000.⁶

Fortunately, innovative new models and paradigms are emerging. The enterprise content management platform of the future delivers organizational content in context to designated users and processes, driving rapid business insight that can be readily transformed into action. These emerging models must reinforce and build upon your organization's existing ECM capabilities. Recognizing this, IBM delivers value-added solutions that operate and scale flexibly across a diverse range of content environments. We work with thousands of clients that are already realizing the benefits of effectively harnessing their enterprise content to drive decision making, collaboration, process execution and governance.

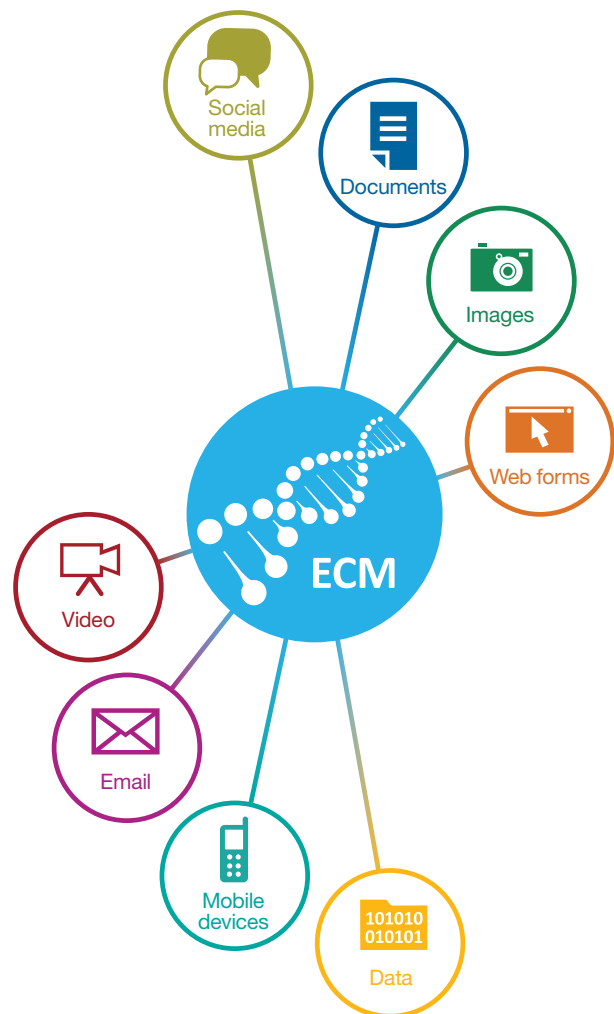


Figure 1: Enterprise content management is the nexus of all content.

Our enterprise content management solutions enable clients to do the following:

- Achieve content visibility and control across the enterprise
- Minimize the costs and risks associated with enterprise content
- Link siloed content management systems together
- Automate and streamline document imaging and capture
- Manage collaborative and social content
- Improve information lifecycle governance
- Optimize customer and case outcomes
- Derive rapid insight from enterprise content

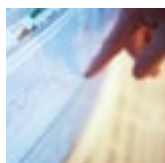


Manage content for value with IBM enterprise content management solutions

Organizations that invest in enterprise content management can achieve specific, measurable returns on that investment. IBM's enterprise content management solutions are designed to help users dramatically reduce the costs associated with producing, storing and retrieving content and can also help mitigate risk associated with managing information appropriately throughout its lifecycle.

Beyond addressing challenges like these, ECM also helps organizations across many industries unlock new sources of value. For example, healthcare providers can leverage claim patterns to optimize medical treatment approaches. Telecommunications companies can analyze “voice of the customer” insights to decrease churn. Banks can adjust loan procedures dynamically to account for risk fluctuations. Corporations can decommission business records while improving regulatory and risk postures. In fact, every industry can gain increased organizational advantage through more effective content management.

By collaborating closely with our clients, we've identified a set of entry points by which organizations typically begin to unlock the value of their enterprise content. And of course, by navigating from one entry point to another, any organization can dramatically multiply the value of its initial investment. These entry points are document imaging and capture, social content management, information lifecycle governance, advanced case management and content analytics.



Capture, manage and share content with document imaging and capture

Despite extensive and ongoing investment, many organizations still grapple with the basic challenges of capturing, scanning, storing and retrieving vast quantities of enterprise content, whether originating in paper or digital form. Organizations bogged down by content will likely suffer from excessive content storage and retrieval costs, chronic workflow inefficiencies and even customer satisfaction issues.

As the industry's leading provider of highly scalable, enterprise-grade solutions for document imaging and capture, IBM has helped countless organizations get control of their content. Our best-in-class capture technology integrates seamlessly with our content management and imaging capabilities for end-to-end processing of content and its associated metadata. Furthermore, enterprise records can be digitized, stored, retrieved and "e-presented" through IBM's widely leveraged platform for enterprise records management. IBM solutions for document imaging and capture include document capture automation, production imaging and enterprise records management.



Take advantage of social business with social content management

Today's organizations are "going social," as evidenced by rapidly increasing levels of adoption and endorsement of collaborative and social business tools. The implied promise of these tools is to unleash—and stitch together—the collective wisdom of a vast, interconnected set of constituents both inside and outside the enterprise. For ECM practitioners, however, the rise of social business tools also implies harrowing new challenges and potential liabilities, as exponentially more content—coming from exponentially more creators—must somehow be harnessed by ECM.

IBM is helping our clients navigate this unfamiliar new terrain by delivering solutions that connect people with social content and trusted documents to facilitate collaboration across the

enterprise. We know how important it is to facilitate business users' emerging requirements to author content in collaborative environments, leveraging social tools like wikis, profiles and rich media to enhance business content in real time. Our solutions are designed to operate unobtrusively in the background to manage the entire lifecycle of office documents, as well as web and social content, using a comprehensive platform built on open standards.

IBM solutions for social content management include office document management and collaborative content management.



Govern content effectively throughout its lifecycle with information lifecycle governance

Today, nearly all content is "born digital," and the small percentage that starts out as paper is typically scanned, stored, copied or digitized more than once. And all content—whether it starts out as paper or in digital form—has a natural lifespan that usually culminates with the content no longer serving any useful purpose. The key challenge is defining and implementing policies and systems that actually govern content according to its lifecycle. To do so is critical, however, because maintaining content beyond its useful life imposes undesirable costs and risks on several key constituencies, including IT, legal and records information management (RIM).

IBM has tackled the challenges of information lifecycle governance with a comprehensive portfolio of solutions that address the specific needs of these constituencies. Collectively, our solutions are helping clients minimize cost and mitigate risk by implementing more-effective policies and practices around archiving, document retention, e-discovery and legal matter management, as well as defensible disposal of content.

IBM solutions for information lifecycle governance include smart archiving for IT, e-discovery management for legal, records and retention management for RIM, and disposal and governance management for the CIO.



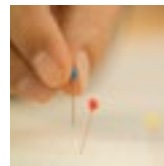
Optimize customer and case outcomes with advanced case management

Most organizations are deeply and perpetually engaged in efforts to optimize business processes and workflows, and many choose to leverage business process management (BPM) software and solutions like those offered by IBM. Increasingly, the ECM and BPM disciplines are converging around certain use cases in which dynamic access to enterprise content and ad hoc, nonlinear decision making are central to the execution of the end-to-end business process or “case.” Loan approvals in banking, claims processing in insurance, and welfare case management in the public sector are all examples of “cases” with typically long and unpredictable life spans, heavy reliance on content in context and ad hoc roles for multiple actors during case execution.

How do we manage cases like these and all of their associated content? The historical paradigm is the manila file folder in the file cabinet that bulges over time, as multiple people access and add content to it. Today, we can improve dramatically on this paradigm. IBM’s advanced case management platform is designed to enable users to unify information, processes and people to gain a 360-degree view of the case. In addition to content and process management, advanced case management

relies on advanced analytics, business rules, collaboration and social software to help drive more-successful, optimized case outcomes.

IBM advanced case management delivers a powerful, integrated user experience, including rapid application design, content analytics, business rules, collaboration tools and intuitive user interfaces for dynamic, end-to-end case management.



Derive rapid business insights with content analytics

With so many organizations drowning in information and struggling just to get content chaos under control, most have yet to put the full force of investment behind promising technologies such as enterprise search and analytics. Today’s so-called knowledge worker is often forced to resort to the “search and hope” approach of entering random keywords into an antiquated intranet system, hoping that something relevant to their inquiry or endeavor will appear. More often than not, such efforts prove fruitless, because their search either has returned too little relevant information or—just as incriminating—has returned too much information, devoid of any meaningful insight.

How can IBM ECM solutions help your organization become smarter?

Eliminate paper

A large U.S. federal agency saved more than US\$1.3 billion annually by eliminating paper.

Govern and defensibly dispose of information

JM Family Enterprises saved US\$2.1 million annually by reducing call-center labor costs.

Improve content-centric workflows

J.B. Hunt added US\$870,000 in revenue annually by more accurately charging customers.

Derive content insights

A large U.S. bank achieved a 100 percent ROI in seven months using content analytics.

Lower legal risk and cost

BASF implemented more-cost-effective governance.



Leading organizations recognize that their enterprise content isn't just a cumbersome liability to be managed; it's an incredibly valuable asset waiting to be "tapped" or "mined" for insight that can help meet business challenges and create organizational advantage. IBM is helping our clients employ advanced search and analytics capabilities across vast content stores for purposes of extracting meaningful patterns and deriving rapid, often unexpected business insights. These clients are empowered to detect underlying patterns and root causes around organizational issues as complex and critical as customer satisfaction, fraudulent or criminal behavior, product defects, and employee churn, to cite several examples.

IBM's solution for content analytics combines enterprise search, advanced text processing and annotation, and powerful visualization tools to deliver rapid insights from enterprise content.

IBM: your strategic vendor for enterprise content management

IBM has invested more than 25 years and several billions of dollars to deliver what is widely regarded as an industry-leading solution portfolio for enterprise content management. In return, you can feel confident and secure investing in an ECM strategy that has IBM at its core. As an IBM client, you can achieve rapid value by adopting one or more of the hundreds of commercialized solutions that IBM Business Partners have built on top of the IBM ECM platform, targeting a broad range of industries, roles and use cases. You can also extend your benefits through out-of-the-box extensions to IBM middleware capabilities in data management, analytics, collaboration and BPM, as well as through prebuilt integrations with popular business application platforms, such as SAP, and with third-party ECM repositories. IBM has also been a leader in defining and implementing industry standards such as the Content Management Interoperability Services (CMIS). Finally, IBM's best-in-class service, support and education offerings can help you derive immediate and lasting value from your ECM investment.

“Hertz gathers an amazing amount of customer insight daily.... We wanted to leverage this insight at both the strategic level and the local level to drive operational improvements. Working closely with the IBM–Mindshare team, we are able to better focus on improvements that our customers care about.”

—Joe Eckroth, CIO, Hertz Corporation

No other vendor delivers the depth, breadth, scale and innovation of IBM solutions for enterprise content management. Please let us know how we can assist you in creating—or advancing—the content management strategy and environment that your organization requires.

Accelerate the time to value of your ECM software investment

Get the most out of your IBM ECM software investment with guidance and expertise from our worldwide network of highly skilled technical professionals with deep product knowledge and global experience. IBM Software Services and Support for Enterprise Content Management can help you explore, design, and deploy software solutions that meet your organization's unique business and technical requirements. Find out more about the solution and technical consulting, training, support, and Software Accelerated Value Program services available to help you accelerate your success with IBM ECM solutions. For more information, go to:

ibm.com/software/data/content-management/services



For more information

To learn more about IBM Enterprise Content Management and explore entry points, contact your IBM representative or IBM Business Partner, or visit:

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Endnotes

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- 4 AIIM, "Content Analytics: Research Tools for Unstructured Content and Rich Media," March 2010.
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