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# Content Management Understanding Unstructured Data

St.John Dyson - CM Sales - North Region

**DB2** Data Management Software



# Agenda

- IBM in the Content Management Space
- What is Content Management
- Identifying and Qualifying Content Management Sales Opportunities
- Customer examples
- Questions



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# IBM in the Content Management Space

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# IBM CM Recognized as #1



- ★ IBM Named Digital Content Management Company of the Year by Frost & Sullivan
- ★ IBM Content Management wins AIIM 2002 Best Practices Award - Shanghai Media & Entertainment Group
- ★ IBM rated #1 for Enterprise Content Management - META Group 2002
- ★ IBM positioned #1 for ECM - Frost & Sullivan 2001
- ★ IBM rated #1 for Rich Media Management - IDC 2001
- ★ IBM Content Manager wins a "Best of AIIM 2000" award
- ★ IBM EDMSuite wins a "Best of AIIM" award 1999
- ★ IBM EDMSuite chosen as a Product of the Year for 1998
- ★ IBM OnDemand receives 1998 Yphise Function Label Certificate
- ★ Workflow/Process Management Merit Award from GIGA 1998
- ★ Outstanding Product Award for 1997
- ★ Best New Architecture of 1996
- ★ Award of Excellence from IMC 1996 to Mortgage Trust Limited

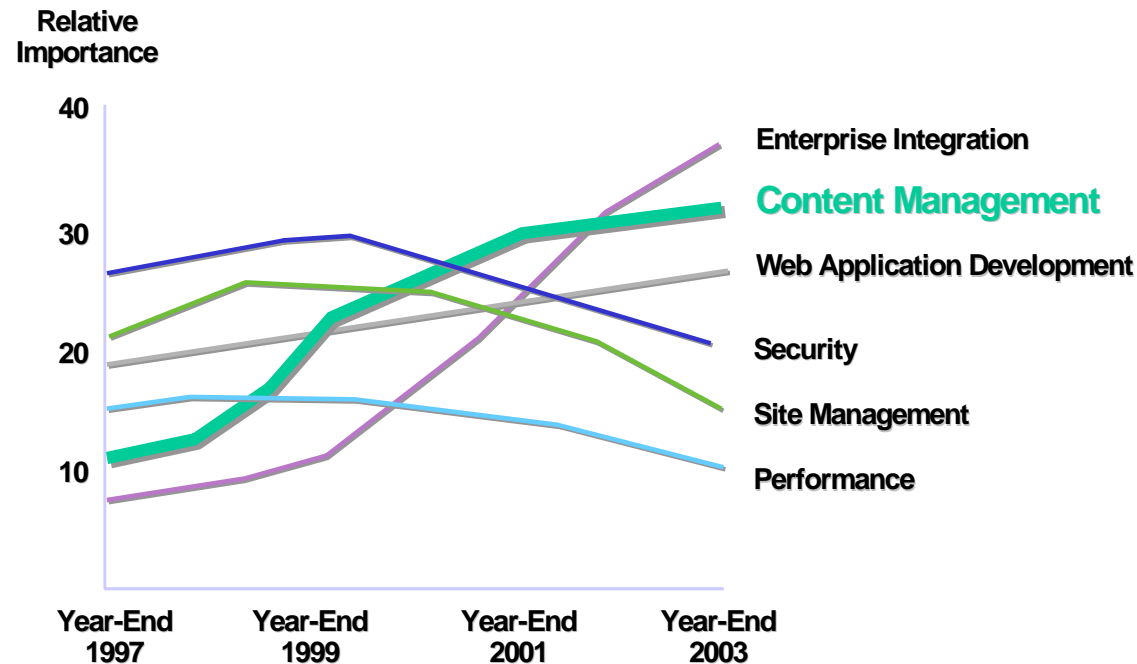


**11,000+ installs worldwide**

(EDMSuite OnDemand and ImagePlus VisualInfo are now part of Content Manager)

## IBM Content Management Opportunity

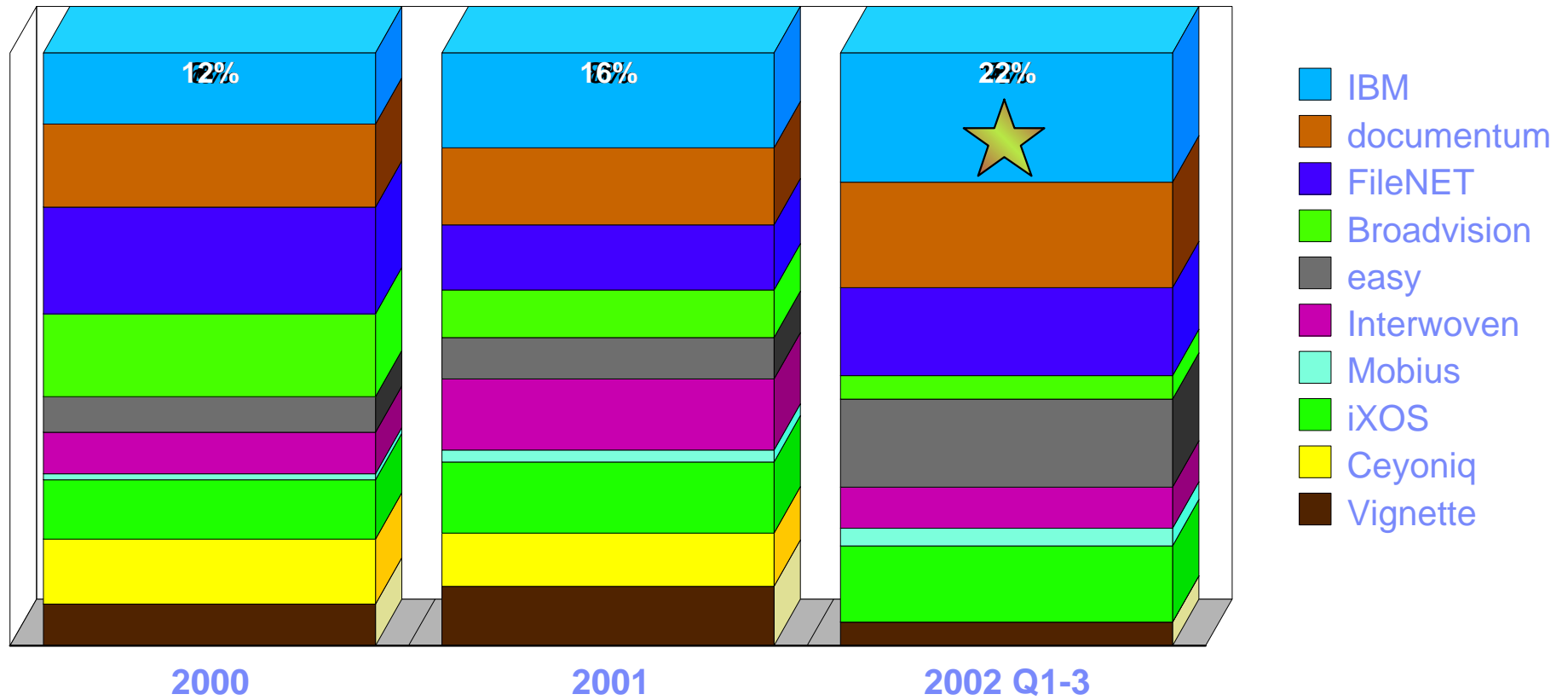
- According to Gartner Group, Content Management is the second most important IT topic to customers and represents a 10 b\$ market by 2004.
- 95% of the Top 2000 customers are going for a CM Solution by 2004.



Source: Gartner Group

Most of our competitors are still trying to figure out what happened...

10 largest EMEA players - Relative size of CM License revenue



# Highlights of IBM Content Management

- Market Leadership
  - ▶ Recognized as industry leader by Meta, Illuminata, Frost & Sullivan, Ovum
  - ▶ #1 in license revenue in EMEA
  - ▶ No other player has even close to 11,000+ installations
  - ▶ Double-Digit Growth 3+ years
- Technology Leadership
  - ▶ Scalability and Scope: manage and federate more content types on more platforms than any other vendor
  - ▶ Leader in output / report management
  - ▶ True integration of video / audio
  - ▶ Leveraging the strength of DB2, WebSphere, Tivoli, Lotus
- Vision Leadership
  - ▶ Invented Enterprise Content Management
  - ▶ Taking the next leap with Information Integration



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# What is Content Management

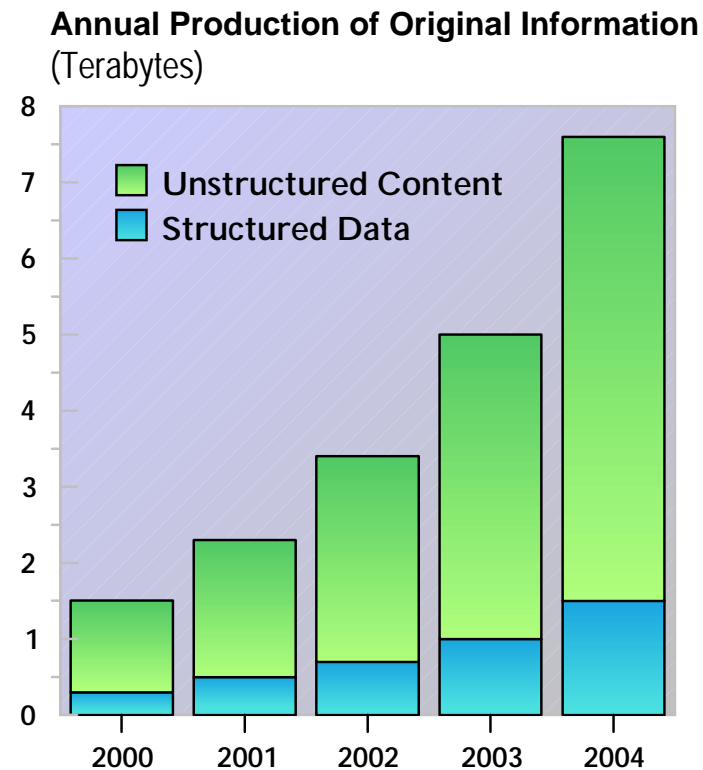
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## In e-business, information volume grows exponentially

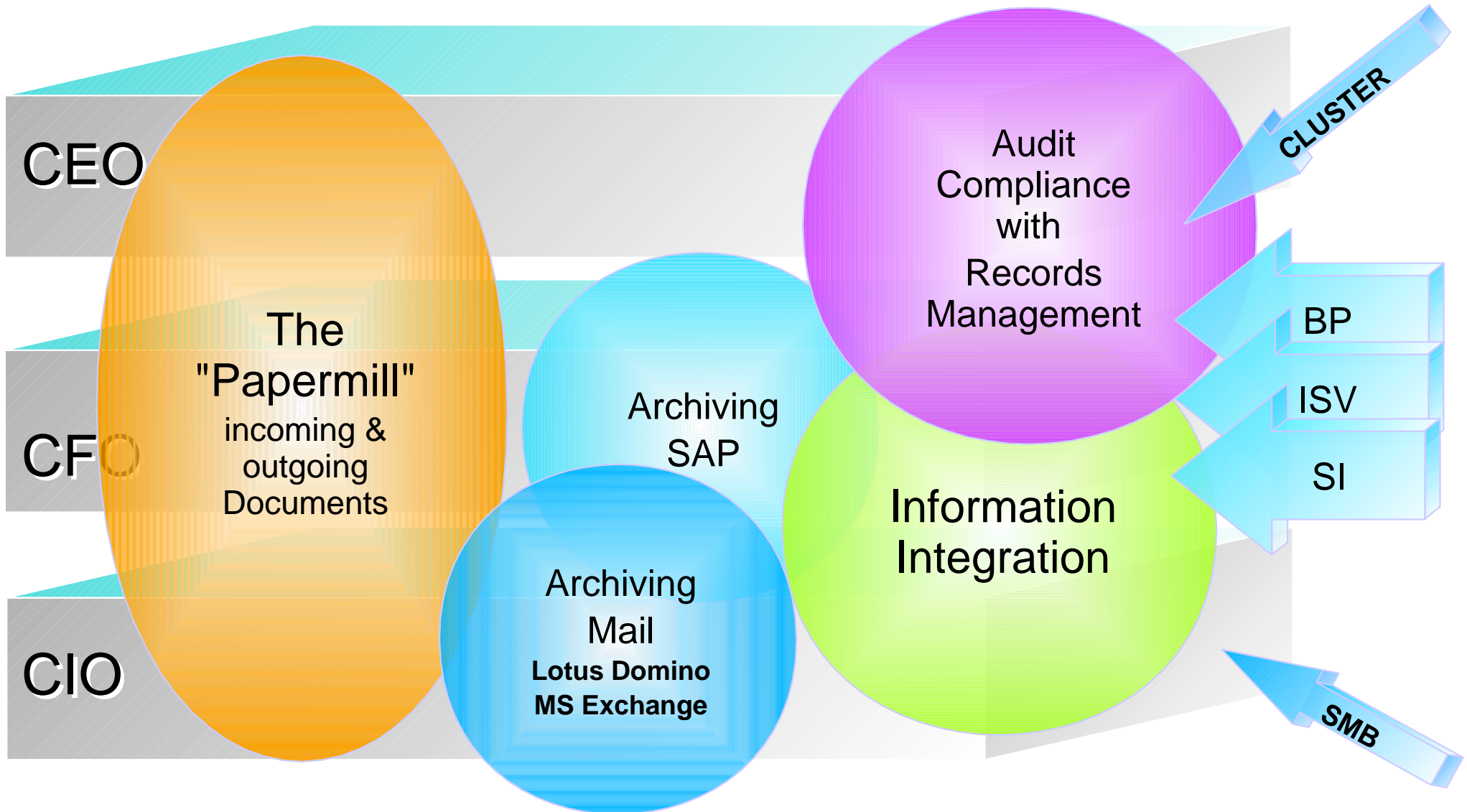
- 80% of the information created each year is unstructured content (text, image, audio, video)
- IBM addresses this Opportunity within the DMS Segment Content Management



Source: 2000 UC Berkley Study - How much information?  
1 terabyte = 1,000 gigabytes

# The World of unstructured Data





# IBM Content Management Offerings

- **Content Manager**

...is optimized for large collections of large objects such as images, audio and video. Product services include multimedia streaming and digital rights management.

- **Content Manager CommonStore**

...archives SAP data and documents, and Lotus® Domino and Microsoft® Exchange Server e-mail and attachments.

- **Content Manager OnDemand**

...is optimized to manage very large collections of smaller objects such as statements and reports and checks.

- **IBM Records Manager**

...manages information and records throughout their life cycle (creation, active life, archival, destruction), prevent unauthorized access, preserve organizational knowledge and link paper records with their electronic counterparts

- **Information Integrator for Content Manager**

...integrates search across all your repositories of structured and unstructured data (IBM & non-IBM)



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# Identifying Sales Opportunities for Content Management

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# Content Mgt Application Areas

## Banking/Finance

- Loan Origination
- Signature Verification
- Contract Management
- Investment Research
- Mutual Fund Processing
- Credit Card Applications
- Letters of Credit
- Customer Service
- Tax Records
- Leasing Transactions
- Stock Investments

## Corporate Media

- Education / training
- Distance /  
On-demand learning
- Marketing collateral,  
media

## Government and Transportation

- Law Enforcement -  
Case Records
- Land Records
- Asset Management
- Tax Processing
- Way Bills
- Air Bills

## Cross Industry

- Accts Payable/Receivable
- Order Processing
- Customer Service
- Sales Force Automation
- Litigation Support
- Competitive Files
- Correspondence Tracking
- Employee  
Applications/Benefits

## Manufacturing

- Material Safety Data Sheets
- Clinical Research
- R&D Records Mgt.
- Technical Manuals
- Regulatory Compliance
- Contract Management
- ISO 9000 Certification
- Asset Management
- Engineering Change Control

## Insurance / Health

- Claims Processing
- Patient Records
- New Drug Administration
- Patient Accounting
- Policy Origination
- Group Pension Benefits
- Underwriting
- Policy Administration

# IBM Content Management Business Value

- **Improve operational effectiveness**
  - ▶ Reduce production and distribution costs
  - ▶ Maximize reuse of assets
  - ▶ Safeguard critical assets, including intellectual capital
  
- **Enhance customer experiences**
  - ▶ Deliver up-to-date, relevant information across multiple channels
  - ▶ Streamline communications and collaboration
  
- **Increase competitive advantage**
  - ▶ Leverage your brand strength
  - ▶ Create new revenue sources
  - ▶ Cross-sell, up-sell and personalize purchase opportunities



## Where to focus

- SAP, Lotus Notes, MS Exchange - COMMONSTORE
- Siebel, Peoplesoft - CONTENT MANAGER
- Print - CONTENT MANAGER ONDEMAND
- Report Archiving - CONTENT MANAGER ONDEMAND
- Document Scanning - CONTENT MANAGER
- Microfiche replacement



## SAP, Notes, MS Exchange - why Commonstore?

- SEC Compliance
- ENRON, September 11th, recent trading scandals
- Mail File Management
- Reduction of storage costs
- Improved performance
- Completes solution (SAP)

## Win Report - Japanese Bank

- Critical Business Issues
  - ▶ Growth in AS400 disk requirements
  - ▶ Mail File management - worst offenders 4GB+!!
  - ▶ Compliance fears - SEC regs to be adopted by FSA
- Solution:
  - ▶ Commonstore for Lotus Domino
  - ▶ Content Manager OnDemand
- Benefits:
  - ▶ 55% mailbox cleanup
  - ▶ Reduced compliance exposure
  - ▶ Automated mail file management

## Case Study - Media customer

- Critical Business Issues
  - ▶ Reduced performance of SAP system due to exponential growth of data tables
  - ▶ High cost of processing AC payable invoices through SAP
  - ▶ High cost of document capture
- Solution:
  - ▶ Kofax + 3rd Party OCR software
  - ▶ Commonstore for SAP
  - ▶ Content Manager OnDemand
- Benefits:
  - ▶ Reduction in Invoice processing staff (projected 40%)
  - ▶ All documents linked to SAP workflow
  - ▶ Improved performance of SAP system

## Siebel, Peoplesoft - why Content Manager?

- Give a view of ALL relevant information through these applications
- Improve level of customer service - maintain competitive edge
- Reduce operational costs through fewer callbacks and faster query resolution
- Improved efficiency in HR

## Win Report - Tryg Baltica. (IBM CM & Siebel)

- Denmark's largest non-life insurer and 1/3rd largest provider of life and pension products
- Wanted greater efficiency and to eliminate non-essential work processes
- Customers wanted easy access to their file(s), responsive and fast customer service.
- Focussed on cost benefits. ROI <3Years
- Competition - Oracle
- Solution: IBM Content Manager (on DB2) & Siebel
- Scanning and archiving all customer correspondence (i.e. customer letters, invoices, claims)
- Complete view of the customer.
- "we chose Siebel and IBM because they are the leading CRM providers in the world"

## Print - why Content Manager OnDemand?

- High cost of reprints
- Inability to view statements etc. online
- Requirement to retain print data (7 yrs)
- Reduction of storage costs

## Report Archiving - why Content Manager OnDemand?

- Huge volume of reports generated
- High cost of printing and distributing reports
- Speed of information delivery too slow
- Lack of useability of printed reports (single reports can be several thousand pages long)
- Regulatory requirement to archive reports

## Case Study - International Bank

- Critical Business Issues
  - ▶ Lack of access to information affects competitiveness of Global Markets
  - ▶ Unwieldy reports hindering management decision-making
  - ▶ Cost of report distribution escalating
  - ▶ Cost and practicality of filing paper reports
- Solution:
  - ▶ Content Manager OnDemand
- Benefits:
  - ▶ Improved decision-making through immediate access to reports
  - ▶ Elimination of distribution costs
  - ▶ Automated archiving



## Imaging - why Content Manager?

- Regulatory requirement to retain records for 7 years
- Cost and logistical restrictions of paper filing
- DR and compliance exposure - Sept 11th, Enron
- Know Your Customer (KYC)
- Distribution of documents - workflow

## Win Report - Private Bank

- Critical Business Issues
  - ▶ No single view of High Net Worth client info
  - ▶ Lost opportunity for new business - wallet share
  - ▶ Client focus is key to loyalty
- Solution:
  - ▶ Kofax
  - ▶ Content Manager
  - ▶ Content Manager OnDemand
  - ▶ EIP
- Benefits:
  - ▶ Raised client focus
  - ▶ Reduced cost of information distribution
  - ▶ Increased revenue per customer

## Qualifying the revenue opportunity

- How many users?
- Where are the users?
- What do the users want to do - e.g. workflow
- What is the volume and type of documents/files - are they "in process or archive"
- What platform - 390, NT, AIX etc..

## Why sell IBM Content Management?

- Typically £1 of CM licence revenue drags £2 of hardware and services
- Complementary solution with Websphere, Tivoli, Lotus
- IBM has market leadership in Enterprise Content Management
- Massive opportunity - \$10 bn by 2004



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