

# IBM enterprise content management

## Managementul continutului nestructurat

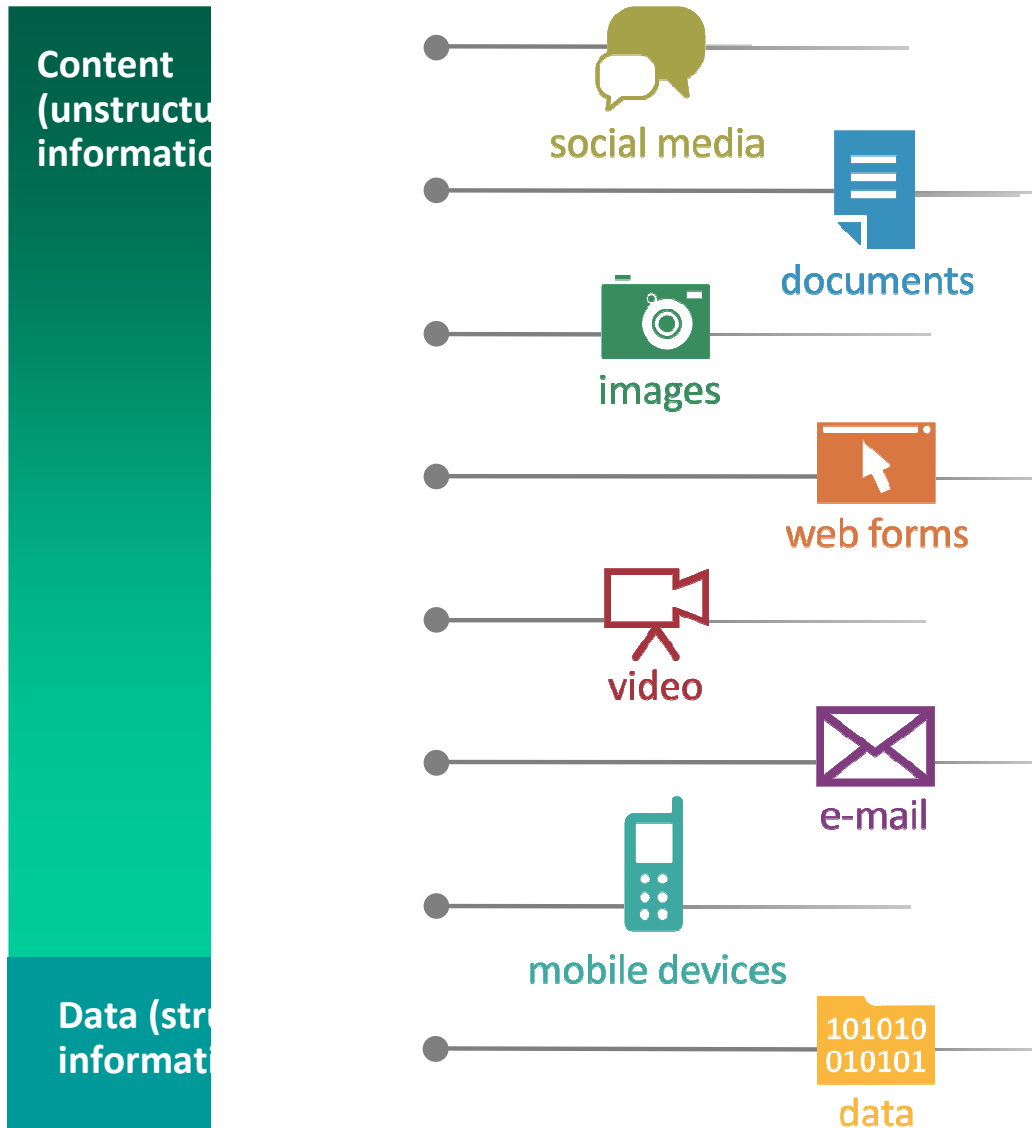
Hodorogea Dorian

Business Analytics and Optimization Presales



# Information = data + content

(and the content part is growing the fastest...)



# Enterprise content: your organization's DNA

## How will you unlock its potential?

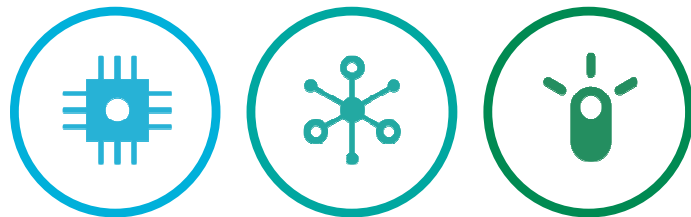
Like DNA strands that contain genetic code, **enterprise content** holds the key to enhanced business insight, agility and performance.



**Enterprise content management** is the set of strategies and practices that enables your organization to maximize value from content.

# To achieve a competitive edge, Organizations need to be smarter, faster.

- **77 percent of CEOs** say they do not have real-time information to make key business decisions.
- **1 in 3 business leaders** frequently make business decisions based on information they don't have or don't trust.
- **1 in 2 business leaders** say they don't have access to the information they need to do their jobs.

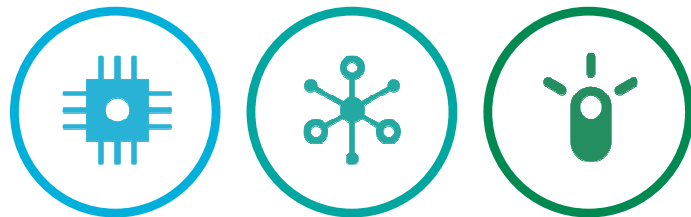


*Companies that invest in business insight outperform their peers, showing 33 percent higher revenue growth, 12 times more profit growth and a 32 percent higher return on invested capital.*



# To accelerate service delivery, **Knowledge workers** demand agility and autonomy.

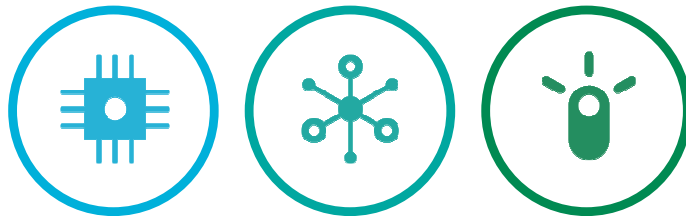
- **11 percent of knowledge workers** claim to have well-defined and mapped case management processes.
- **40 percent** cite difficulty adding or changing processes as their biggest case-handling problem.
- **Nearly half** have access to fewer than 40 percent of customer records required for case processing.



*Companies that invest in business agility outperform their peers, showing 10 percent higher revenue growth, 40 percent higher profit growth, and 60 percent higher return on invested capital.*

# To enhance customer intimacy and employee collaboration, Business is becoming more **social**.

- **69 percent of executives** report gaining measurable business benefits from social technologies.
- **52 percent of organizations** plan to increase investment in social media and collaboration tools in 2011.



“Social media has shifted control of the corporate message away from the organization and towards consumers and other stakeholders, and running away and hiding is no longer the safe option.”

**Burson-Marsteller**  
“The Global Social  
Media Checkup,”  
February 2011



# Your organizational advantage is **trapped** in your content.

**90%**

Unstructured content that is currently *not being managed* by organizations

**80%**

New data growth from unstructured content (e.g., email, documents, images, video and audio)

**60%**

Managers who miss key information when making business decisions

**50%**

Organizational content that carries risk without delivering business value

# To optimize business outcomes, Smarter organizations **manage content for value.**



## **SMART IS ... ELIMINATING PAPER.**

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



## **SMART IS ... GOVERNING AND DEFENSIBLY DISPOSING OF INFORMATION.**

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



## **SMART IS ... IMPROVING CONTENT-CENTRIC WORKFLOWS.**

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



## **SMART IS ... RAPIDLY DERIVING CONTENT INSIGHTS.**

A large U.S. bank achieved ROI on content analytics in seven months.



## **SMART IS ... LOWERING LEGAL RISK AND COST.**

BASF implemented more cost-effective governance.



# Do any of these **challenges** sound familiar?

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

More than 60 percent of organizations rely on manual processes to capture 75 percent of customer communications.

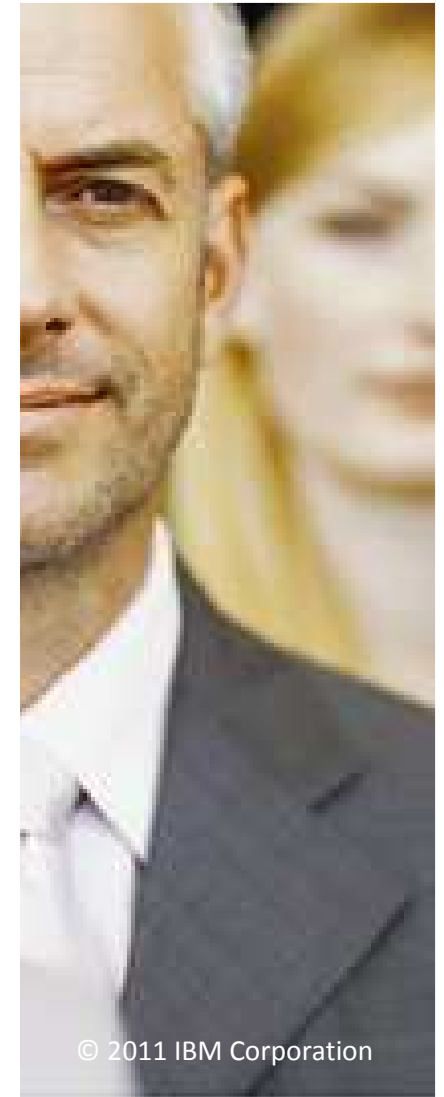
Litigation costs are the largest uncontrolled costs in U.S. corporations (US\$115 million average cost in 2008).



**60 percent of companies believe “our content chaos is getting out of hand and we need to control it.”**

# Why IBM? A recognized industry leader

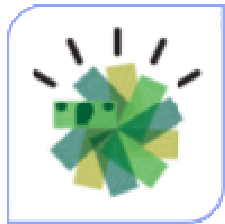
- **Leader**—Gartner Magic Quadrant, Enterprise Content Management
- **Leader**—Forrester Wave, Dynamic Case Management
- **Leader**—Forrester Wave, ECM Suites
  
- IBM's enterprise content management solutions are deployed in the following:
  - ✓ Seven of the top eight banks worldwide
  - ✓ 24 of the top 25 insurers worldwide
  - ✓ 15 of the top 16 telecommunication companies worldwide
  - ✓ All eight top retailers worldwide
  - ✓ All 24 top U.S. government agencies



# Why IBM? Solutions for your specific needs

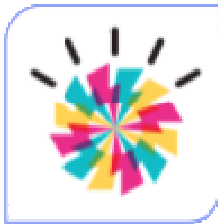
Delivered through the industry's leading business partner ecosystem for ECM

## Banking



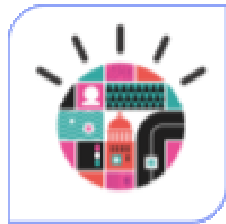
- Commercial / consumer lending
- New account origination
- Online brokerage account administration
- Investor servicing
- Mortgage processing
- Asset record certification and deficiency resolution

## Energy and utilities



- Engineering project management
- Rate case submission management
- Pre-construction project management
- Emergency permit requests and processing
- Critical safety compliance management

## Government



- Administrative and trial court management
- Budgeting and planning
- Licensing
- Child support payment collections
- Citation management
- Fraud investigation
- Grant management
- Retirement administration

## Healthcare



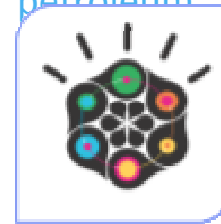
- Credentialing
- Electronic health record integration
- Patient financial services
- Release of information
- Health information management
- Patient records billing
- Medical records management
- Patient records management

## Insurance



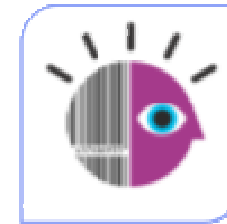
- Claims processing
- Customer care
- New product development
- Policy management
- Complaints and appeals
- Healthcare enrollment
- New business
- Underwriting
- Wholesale insurance management

## Chemicals and petroleum



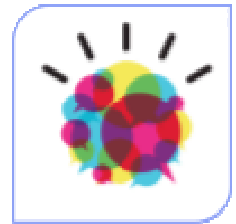
- Asset management
- Plant lifecycle management
- Engineering project management
- Document lifecycle control
- Critical safety compliance management
- CAD drawing management
- Workplace safety management

## Retail



- Automated invoice processing
- Single view of customer
- Issues management
- Contracts management
- Customer service

## Telecommunications



- Contracts management
- Customer service
- HR on-boarding
- SLA monitoring
- New product introduction

More than 250 business partner solutions, spanning 18 unique industries, at [ibm.com/imaccelerator](http://ibm.com/imaccelerator)

# Why IBM? Your strategic vendor for ECM

- ✓ Industry **thought leader**, anticipating and shaping the future in enterprise content management
- ✓ Uniquely capable of **solving clients' most complex challenges** related to content management
- ✓ Delivering **value-added solutions** through our unparalleled IBM Business Partner ecosystem
- ✓ The most **complete portfolio** to address clients' content management imperatives
- ✓ A **scale-up, scale-down platform** capable of managing the most content-intensive organizations



## A large US bank

# Smart is processing loans in 24 hours or less.

*Why IBM? The bank selected IBM ECM software for its ability to manage each customer's interactions and associated content over its lifecycle and as part of critically important business processes.*



### The need

To effectively manage and locate unstructured data stored electronically in disparate systems and physically in file rooms

### The solution

- Advanced case management strategies from IBM have helped the bank provide staff with access to all relevant content for each case at every step, regardless of content source.
- Consumer and commercial loan documents are scanned into the system as they are completed and then managed electronically.
- Dashboards allow managers to track the status of loans and determine if any service-level agreements are at risk.

### The benefits

- Reduced loan processing times from **days to hours**
- Decreased time to apply best practices at acquired companies from **months to weeks**
- Lessened its environmental impact to meet its goal for a “greener” workplace by moving from paper-based processes to electronic processes

## Large U.S. federal agency

# Smart is leveraging a content management system to process paperless claims.

*"All appeals are handled electronically. At the hearing offices, we have a new case-processing system, as well as the online files. We've had many hearings where the whole hearing is handled electronically, with the judge and attorneys at terminals. We're even recording hearings in digital media and filing them in the electronic folder."*



### The need

- To manage more than two million paper-based claims each year
- To reduce delays in claims processing (up to 3 years)
- To replace a paper-based process that was very costly, and inefficient and that ultimately provided poor service to the public

### The solution

- 32 million documents imaged and stored each year (7 TB digital storage)
- Audio and video transcripts from claims hearings (45 TB bytes digital storage)
- 65,000 users, including 10,400 concurrent users
- 1,477 offices and 135 hearing offices that hear appeals on claims

### The benefits

- Saving more than US\$1.3 billion when compared with the cost of creating, mailing and storing paper folder
- Slashing 100 days out of the average time it takes to process a claim

# Questions ?

# Thank you !