



# Content Manager OnDemand Product Overview - CMOD

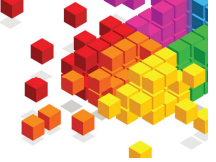
Bud Paton  
World Wide Technical Professional





# Confused about Enterprise Content Management?



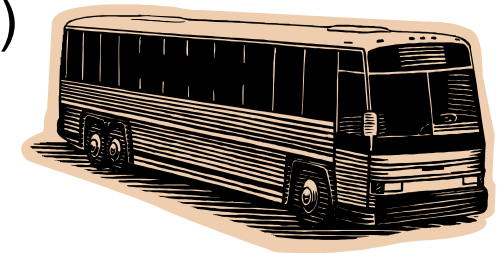


# Difference in Repositories

- There is a reason that Report Management Repositories are different to Content Management Repositories

## – Report Management (CMOD)

- Optimized for large “loads” of many, many similar documents
- Static in nature; read-only (e.g. computer reports)



## – Content Management

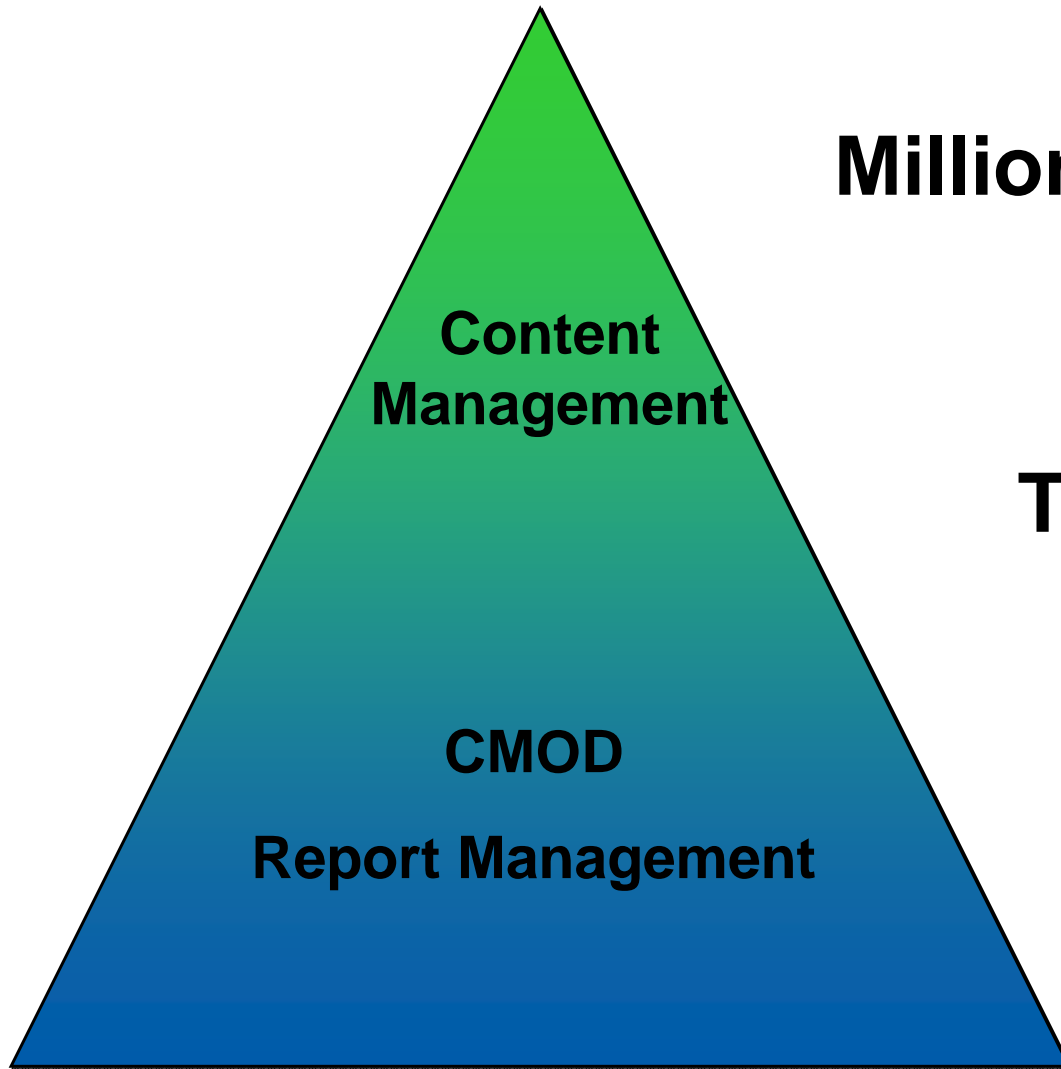
- Optimized for many files of varying size, format and complexity
- Interactive in nature; BPM, read/write (e.g. office documents)



- *Forcing content from one repository into the other compromises the special features, scalability and performance of the optimized repository*



# Volumes of Information Matter

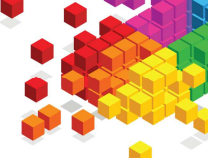


**Millions**

**Tens of Millions**

**Tens of Billions**

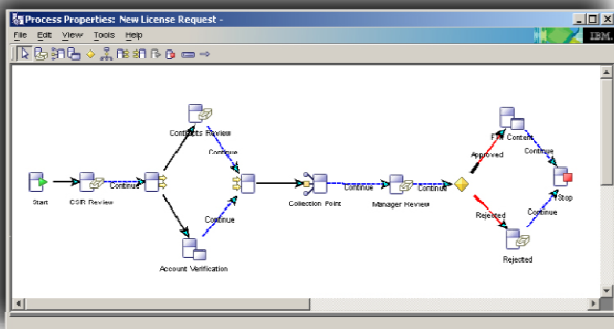
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# OnDemand Compared to FileNet P8 & CM8

## FileNet P8 & CM8

- ECM system for active content
- Integrated process management
- Designed for individual documents
- Collaboration/document creation
- Automation of paper-based processes
- Versioning
- Event framework



## CMOD

- Long term archive for static content
- Designed for computer generated output (statements, policies, etc.)
- Large data-streams with potentially millions of documents daily
- High-performance batch loading
- Efficient storage and retrieval
- Print data-stream segmentation and indexing

Documents:

Statements for Ellis

Statements for Hawley

Statements for McInroy



Datastream  
End-of-Month  
Statements



# Key Use Cases for OnDemand

## High-Volume Archival of Static Content

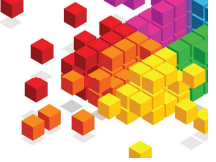
- Statements, invoices, Confirms, ...
- Check images and other static content

## eStatement Presentment

- Enable direct customer access to bills and statements
- Enable call centers to access the identical statement or bill
- Reduce paper and mailing costs

## eReport Management

- Back-office research on reports
- Mining information from Statements & reports



# Types of Content Supported

Complex Print Documents

Faxes

PDF Documents

PC Documents

**BAXTER BAY BANK**  
Online Banking 24 hours a day.

STATEMENT DATE: 10/20/05  
CREDIT LIMIT: 8000.00

MAKE CHECKS PAYABLE TO: BigBucksCard  
DIRECT PAYMENT OR INQUIRIES TO: BigBucksCard

A & T PIANO CO  
19 S MAIN  
LODI, NJ 07644

PAST DUE	CURRENT DUE	MINIMUM PAYMENT DUE	NEW BALANCE	PAY BY DATE	YEAR-TO-DATE FUTURE DUES
25	27.79	27.79	277.86	11/20/05	290.82

412 Longview  
Brookfield, IL  
205-775-340

**Robert (Bud) Paton**

March 27, 2005

Quality Complete Garden Services  
Subject: Property at 3240 S. Bellaire Street, Denver CO

Dear Kin,

Thank You for taking care of my property at 3240 S. Bellaire Street. Enclosed is a check for mowing two times and fertilizing the lawn. Since I live in (IL) / 01 / 99 after my property at 3240 S. Bellaire. If the property needs any work please call me at 537-0816. MSR94

Please mow the lawn (when needed), Fertilize 2-3 times per year condition. I would like to keep the lawn and shrubs free of weeds. Please call me for approval of any work needed on the property

3. We became a globally integrated enterprise in order to capture the best growth opportunities and improve IBM's profitability.

IBM operates in more than 170 countries and enjoys an increasingly broad-based geographic reach. Our non-U.S. operations generated approximately 64 percent of IBM's revenue in 2008. IBM's Growth Markets Unit, which was established in 2008, grew 10 percent last year and made up 18 percent of our revenue. Revenue increased 18 percent (15 percent in local currency) in Brazil, Russia, India and China.

IBM GROWTH: 10% (2008 vs 2007)

Region	Revenue Growth	Revenue Growth in Local Currency
Major Markets	82%	5%
Growth Markets	18%	10%



PAT D. NERO  
5515 BEAR LANE  
LAGUNA NIGUEL, CA 92677-4757

90-7162/3222  
3933014362

DATE: March 20, 2008

PAY TO THE ORDER OF: *CSUSD School District* \$ 2000.00=

Two Thousand dollars only

Washington Mutual  
Washington Mutual Bank, FA  
Costa Mesa West Verde Financial Center 1457  
1455 Baker St. 1-800-788-7000  
Costa Mesa, CA 92626 24 Hour Customer Service

NOTES: ⑆271393627⑆ ⑆436613933⑆ 0704

CUSTOMER: Betty's music store  
Muscatine Plaza  
200 Lower Muscatine  
Cedar Falls, IA 50613

ACCOUNT NUMBER: 11887  
CONTACT: Betty Yoder

MEDIA QTY	DESCRIPTION	LABEL/NO	PRICE	AMOUNT
CD 4	Bartok, Sonata for Solo Violin	MK-42628	5.99	65.89
7	Mozart, Mass in C, K.427	420831-2	8.99	71.92
2	Luening, Electronic Music	CD 611	9.99	95.90
704	abab Mater	SBT 4828	10.79	64.74
5	etique Sonata, Arau	420153-2	5.99	65.89
4	War March of the Priests	SMK 47592	8.99	71.92
1	sa di Requiem	CHAN 8964	9.99	95.90
1	Trombone Masterpieces	ADA 581087	10.79	64.74
1	American in Paris	ACS 8034	5.99	35.94

	A	B	C	D	E
1	Release		Date		
2					
3	7.1.2.2		03/15/05		
4	7.1.2.1		01/14/05		
5	7.1.2.0		09/17/04		
6					
7	7.1.1.3		09/13/04		
8	7.1.1.2		06/21/04		
9	7.1.1.1		03/15/04		
10	7.1.1.0		12/26/03		
11					
12	7.1.0.15		09/09/03		
13	7.1.0.14		06/30/03		
14	7.1.0.13		04/25/03		
15	7.1.0.12		02/21/03		
16	7.1.0.11		12/20/02		
17	7.1.0.10		10/31/02		
18	7.1.0.9		09/13/02		
19	7.1.0.8		07/02/02		
20	7.1.0.7		05/02/02		
21	7.1.0.6		02/28/02		
22	7.1.0.5		12/14/01		
23	7.1.0.4		09/21/01		
24	7.1.0.3		07/10/01		

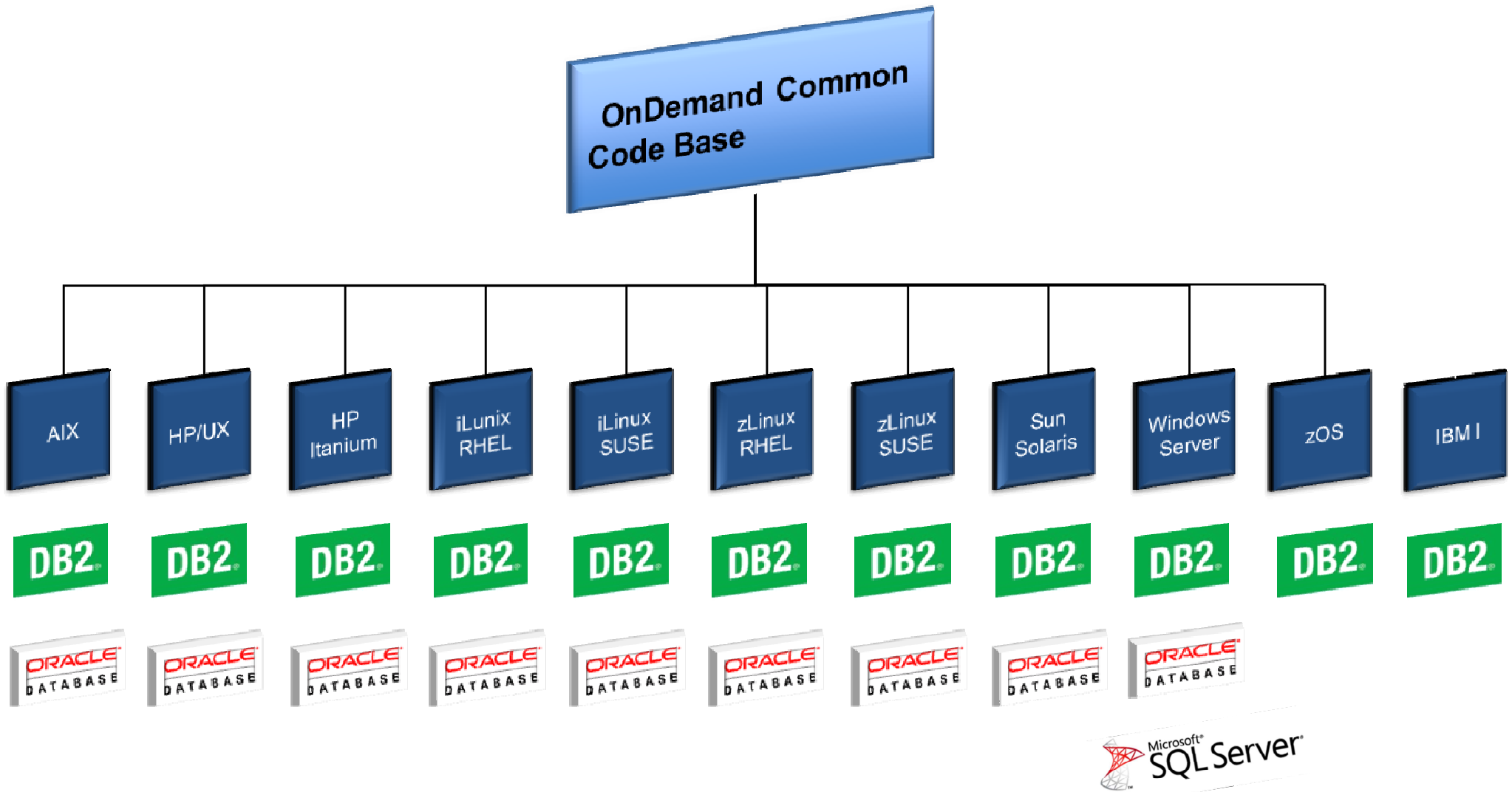
Internal Reports

Check Images

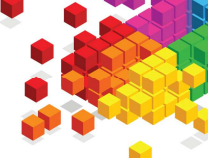
Photos



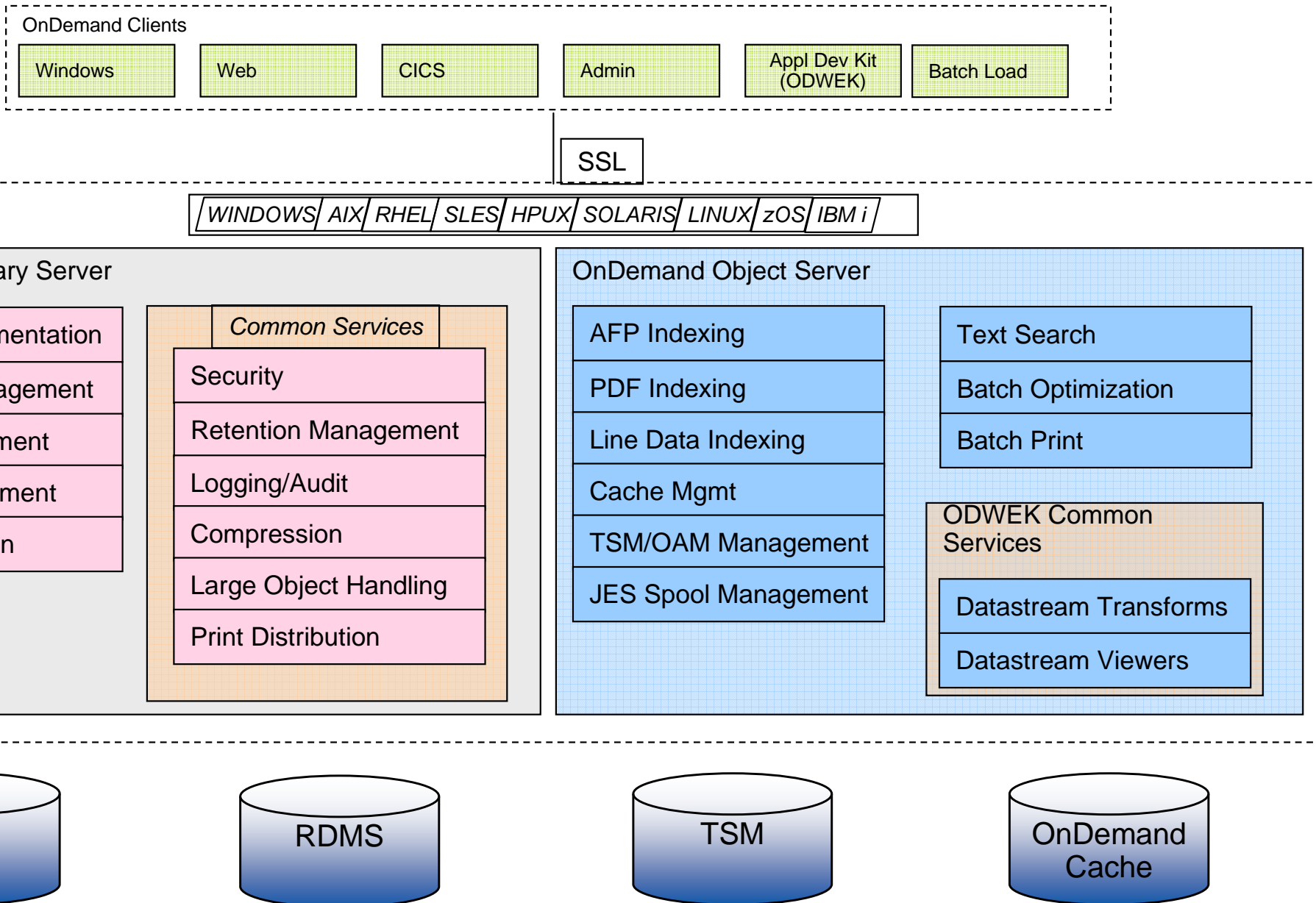
# CMOD Platform and Database Support





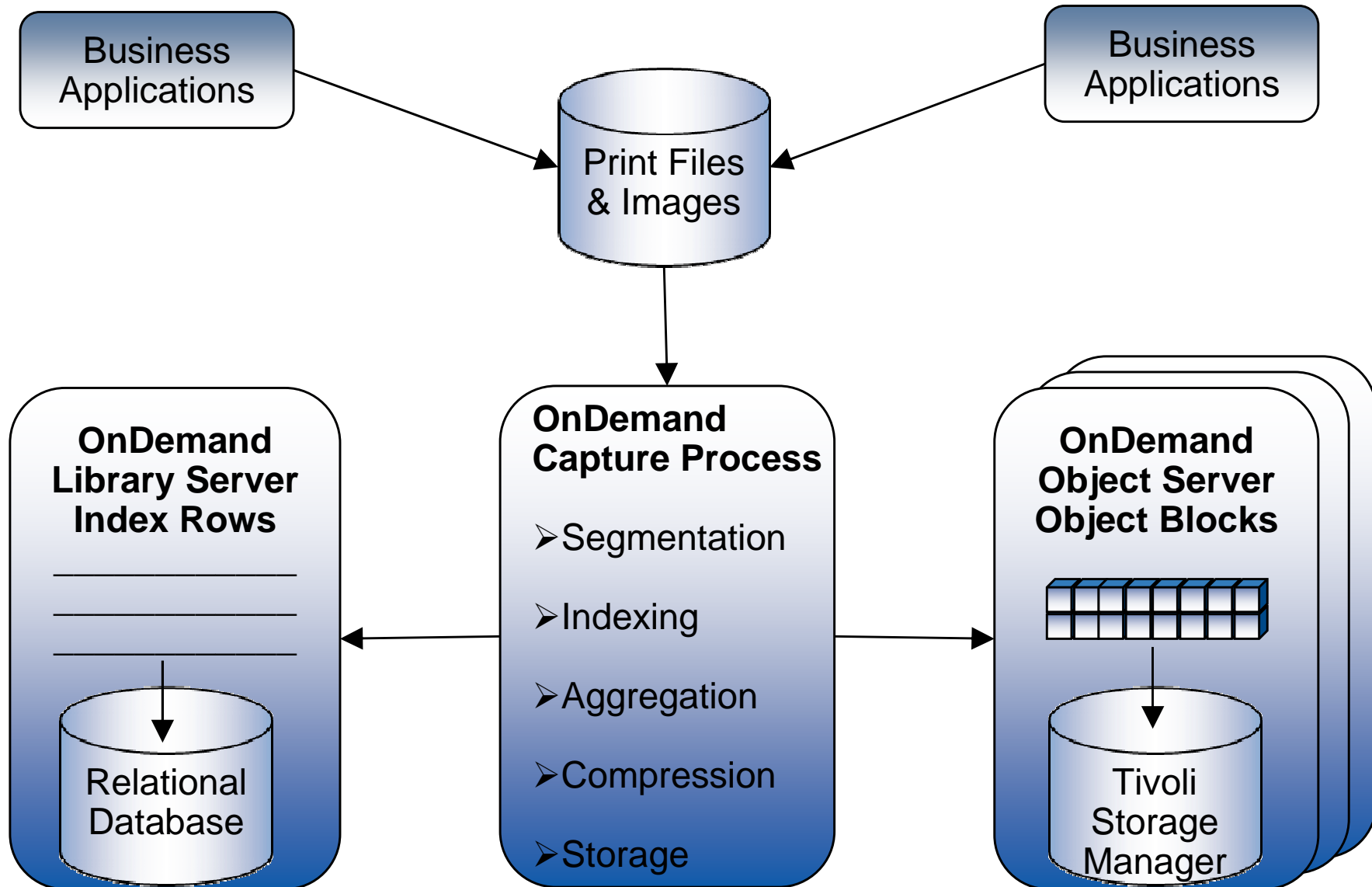


# Key OnDemand Architecture Components



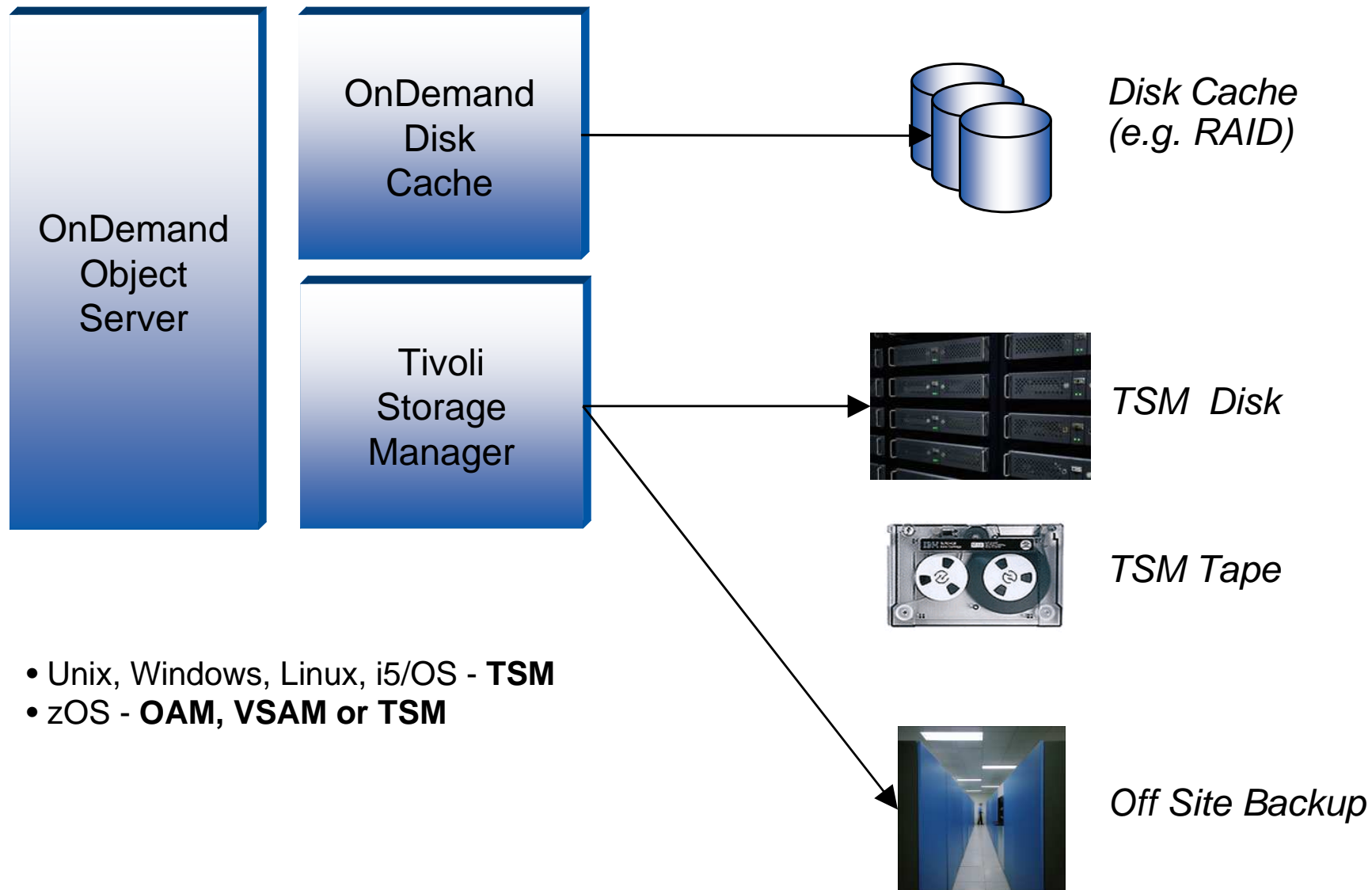


# CMOD Architecture





# CMOD Storage Management

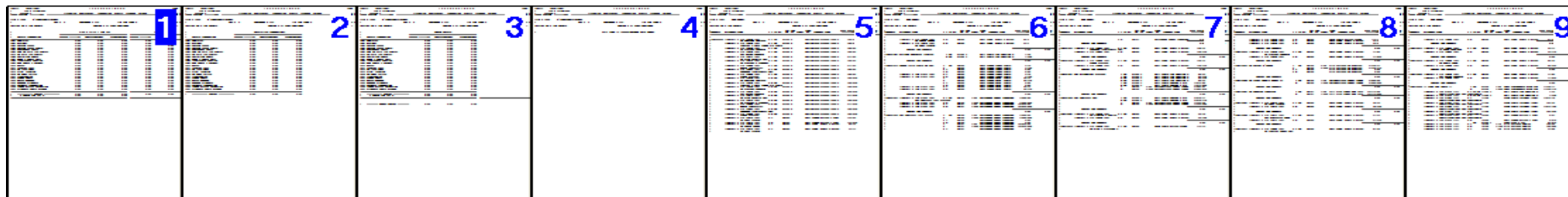


- Unix, Windows, Linux, i5/OS - **TSM**
- zOS - **OAM, VSAM or TSM**



# CMOD Segmentation, Compression & Indexing

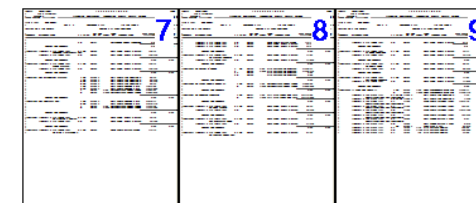
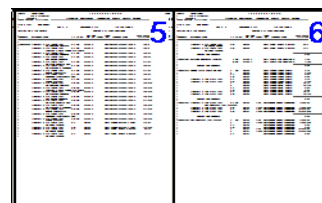
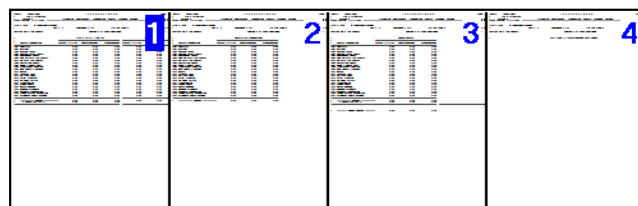
*Print Data Stream (e.g. 500K pages total)*



*Statement 1*

*Statement 2*

*Statement 3*



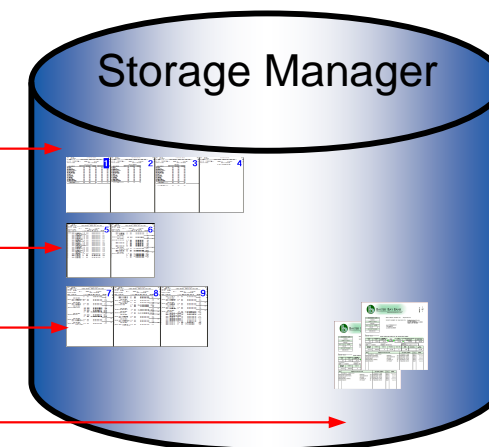
John Smith  
123-11-2001

Ron Smith  
523-22-6678

William Smith  
709-03-4332

## DATABASE

John Smith	123-11-2001
Ron Smith	523-22-6678
William Smith	709-03-4332
	Fixed Resources





# CMOD Compression

- **Line Data**
  - 10:1
- **AFP (Advance Function Presentation) data stream**
  - 8:1
- **PDF**
  - Size “reduction” and “compression”
  - Size reduction
    - Remove Images, Fonts, Forms
    - CMOD stores “resources” forever
- **If 10 TB then only 1-2 TB of storage**





# CMOD Performance and Scalability

- CMOD is a very efficient and scalable repository
  - Supports petabytes of data and millions of users
  - Manages information very efficiently – minimizing database overhead
  - Uses object aggregation to achieve high compression ratios
    - More than 10:1 for some types of data
  - Transfers data compressed from server to client when possible
- The largest CMOD customers currently have:
  - More than 150 Billion objects stored
  - Millions of retrievals per day
  - More than 19 petabytes of data





# Searching for Data

### Credit Card Statements - Search Criteria and Document List

Search Criteria

Account: Like 000-000-001

Date: Between 01/01/1994

Account Name: Like

Account Balance: Equal To

Document List

Account	Date	Acco
000-000-001	11.03.1994	ADR
000-000-001	10.03.1994	ADR
000-000-001	09.03.1994	ADR
000-000-001	08.03.1994	ADR
000-000-001	07.03.1994	ADR
000-000-001	12.03.1994	ADR

## BAXTER BAY BANK

More Bank for the Buck

PAGE 1 OF 1

STATEMENT DATE	11/03/94
CREDIT LIMIT	13000.00
CREDIT BALANCE	12926
ACCOUNT NUMBER	000-000-001

MAKE CHECKS PAYABLE TO: BigBucksCard

DIRECT PAYMENT OR INQUIRIES TO: BigBucksCard Center  
CUSTOMER SERVICES  
P.O. BOX 100/BOULDER, CO 99999  
PHONE (123) 123-4567

*Adrian Cyclery*  
611 N. Main St  
Adrian, MI 49221

\$ AMOUNT PAID

PLEASE DETACH AND RETURN THIS TOP PORTION WITH PAYMENT

PAST DUE	CURRENT DUE	MINIMUM PAYMENT DUE	PAY EITHER AMOUNT	NEW BALANCE	PAY NEW BALANCE BY THIS DATE TO AVOID ADDITIONAL FINANCE CHARGE	YEAR TO DATE FINANCE CHARGE
3	7.36	7.36	←	73.56	12/03/94	42.60

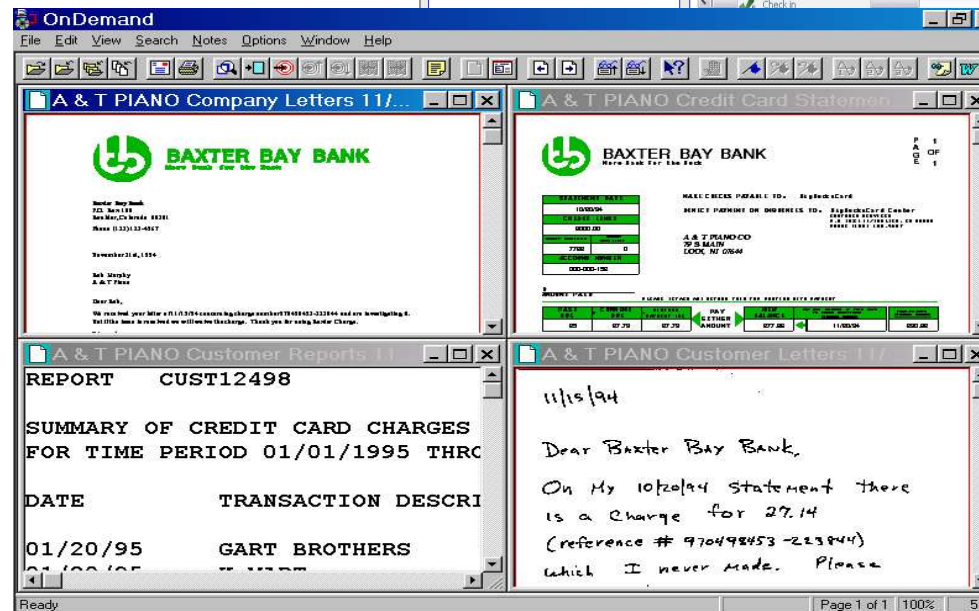
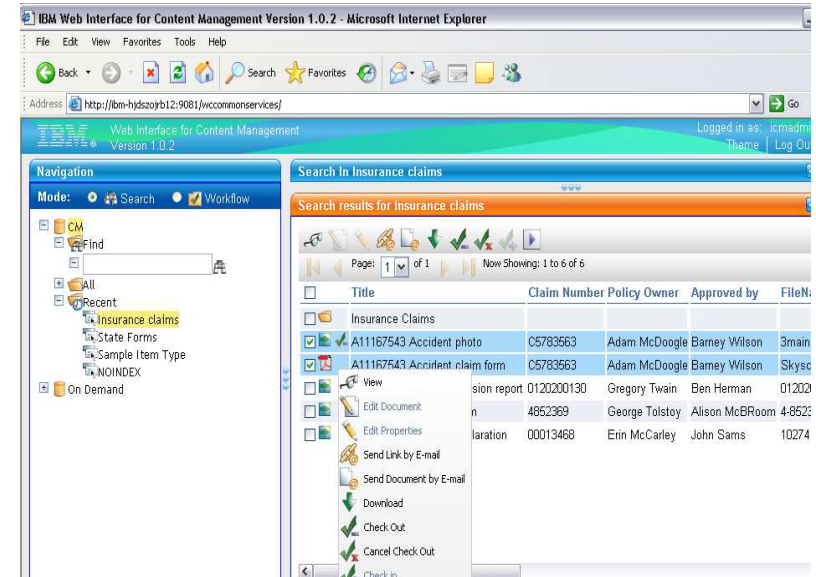
STATEMENT DATE 11/03/94      ACCOUNT NUMBER 000-000-001      ANNUAL PERCENTAGE RATE 21.00 %

PREVIOUS BALANCE	- PAYMENTS	+ CREDITS	+ PURCHASES	+ CASH ADV.	NEW BALANCE
5667.06	3616.36	0	73.56	0	12.23



# CMOD Clients

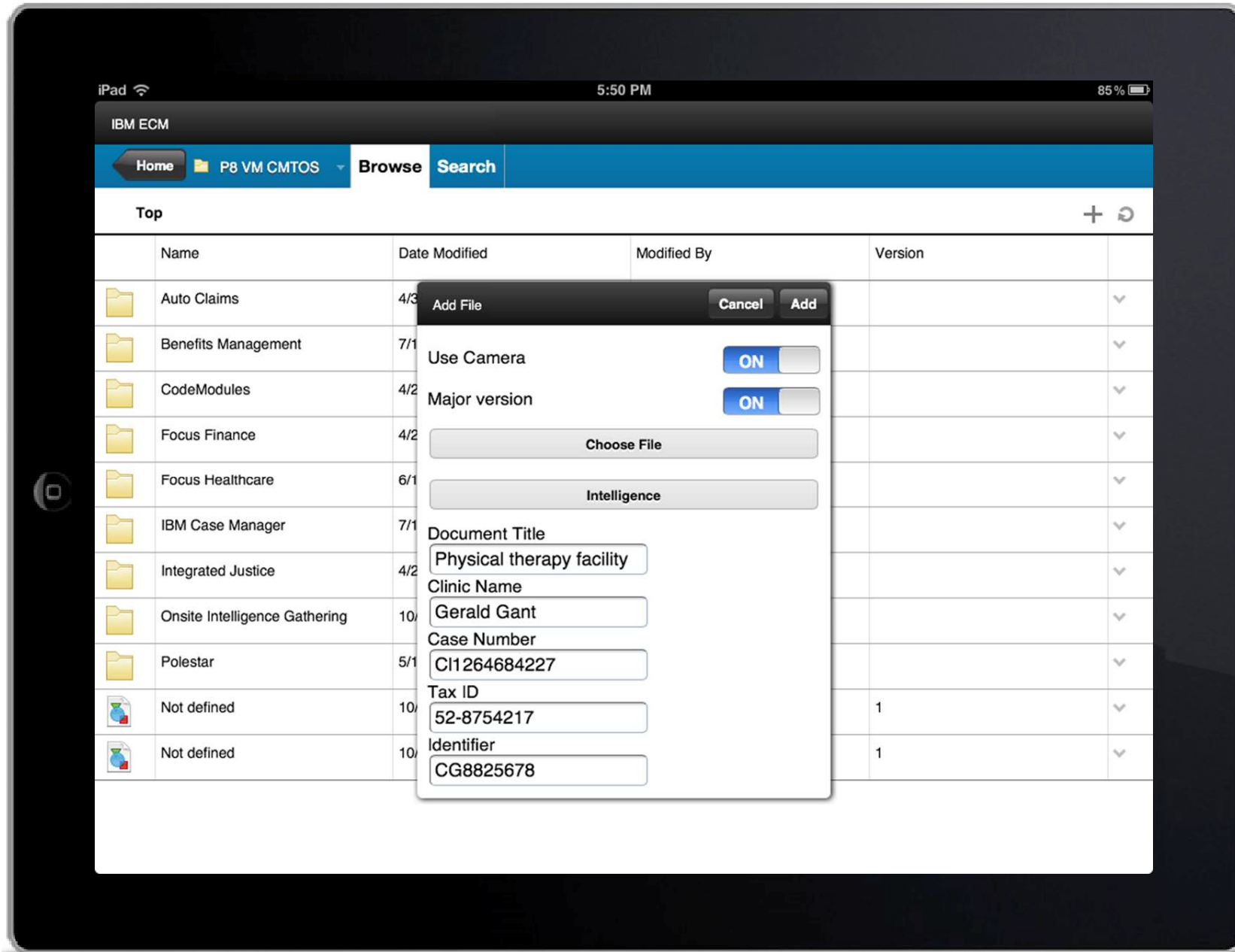
- Windows Client
- Web Development Toolkit (ODWEK)
- CICS Client
- **IBM Content Navigator**





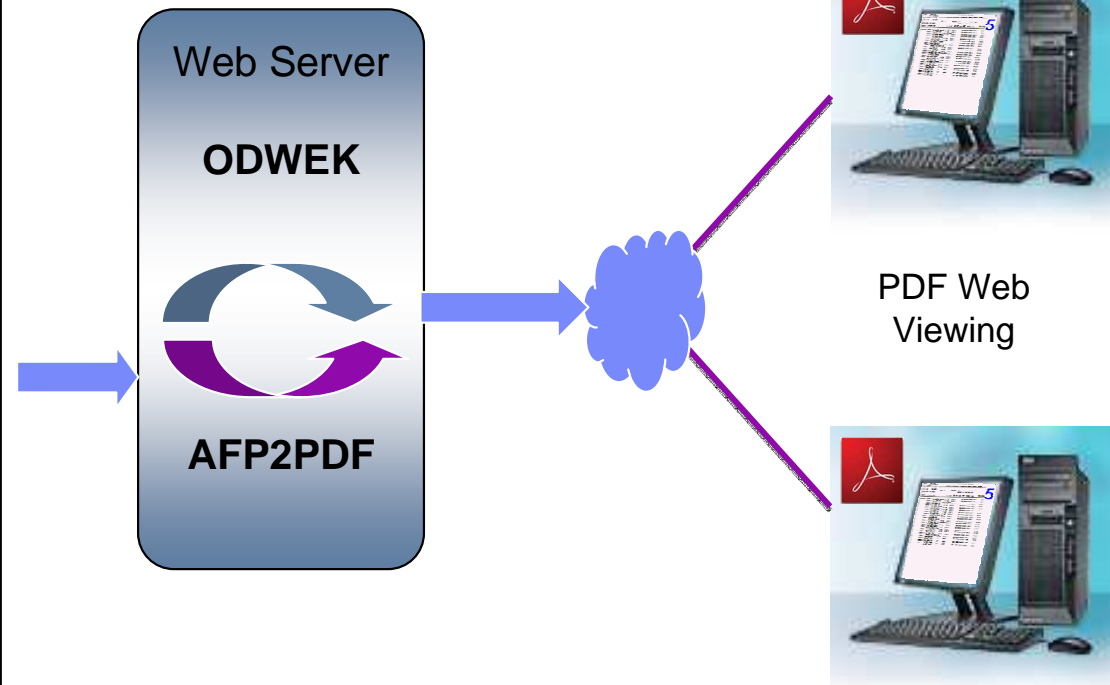
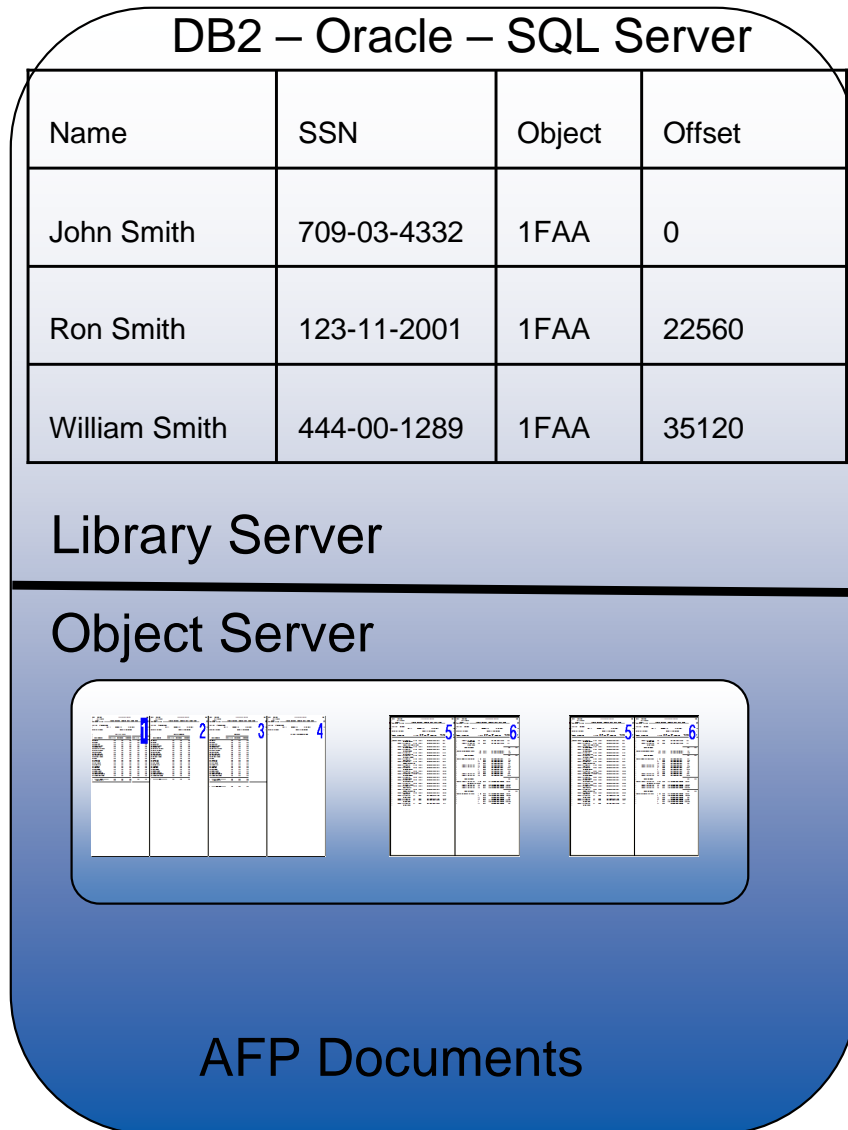


# IBM Content Navigator - Mobile



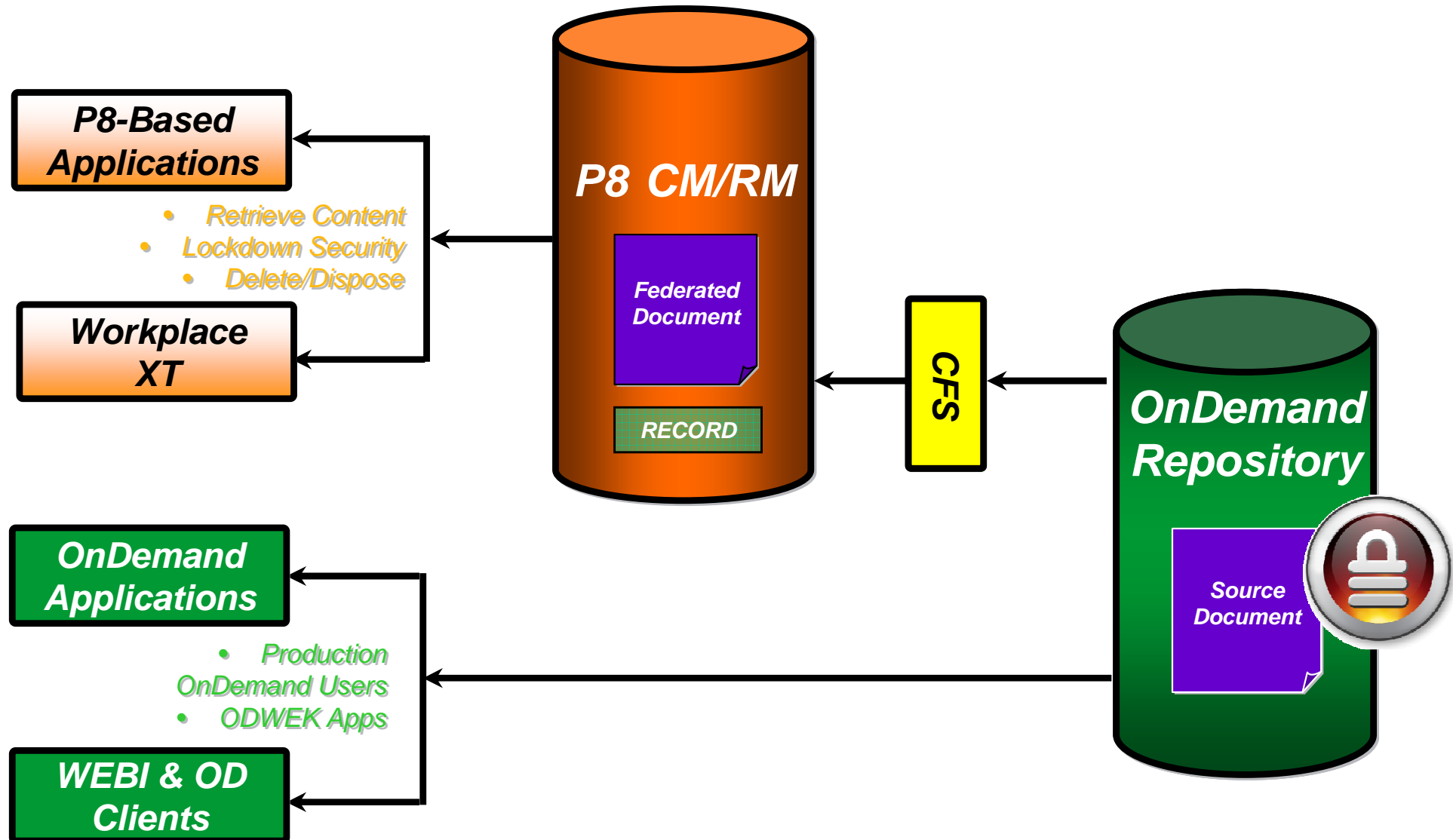


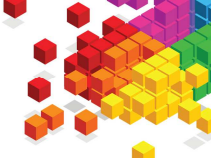
# Publishing Documents on the Web





# CMOD/P8 Architecture





# CMOD Retention Management

- CMOD supports time-based retention at the application group level
- Document deletion is managed efficiently for different media types
- CMOD has native support for putting individual documents “on hold”
- CMOD also integrates with IBM Enterprise Records

Search Criteria

Account: Like %

Date: Between 11/20/93 and 08/22/08

Account Name: Equal To

Account Balance: Equal To

Lockdown: Equal To

CFS: Equal To

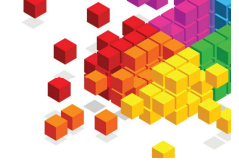
Hold: Equal To

Document List

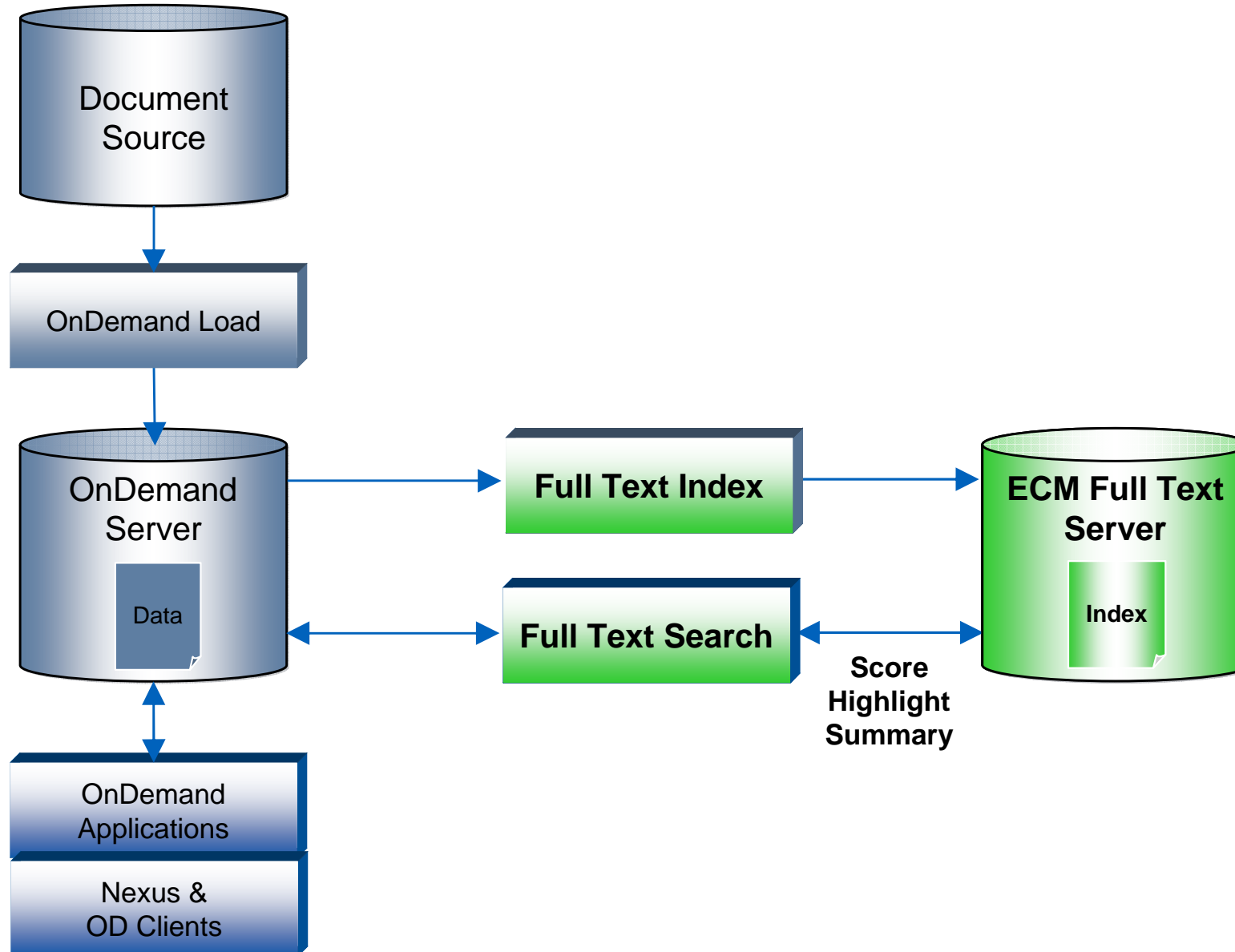
Date	Account	Account Name	Account Balance	Lockdown
05/03/94	000-000-000	SMITH CYCLERY CO	197.32	0
05/03/94	000-000-001	ADRIAN CYCLERY	1521.54	0
05/03/94	000-000-002	JACK'S CYCLERY	1854.50	0
05/03/94	000-000-003	DENNIS BICYCLE SHOP	1927.17	0
05/03/94	000-000-004	TERRY'S SPORTS	997.64	0
05/03/94	000-000-005	COBBLESTONE		0
05/03/94	000-000-006	SUMMIT SPOR		0
05/03/94	000-000-007	ANN ARBOR C		0
05/03/94	000-000-008	CAMPUS BIKE		0
05/03/94	000-000-009	CYCLE CELLA		0
05/03/94	000-000-010	GREAT LAKES		0
05/03/94	000-000-011	STUDENT BIR		0
05/03/94	000-000-012	WASHTENAW C		0
05/03/94	000-000-013	GETAWAY SPC		0
05/03/94	000-000-014	TEAM III SC		0
05/03/94	000-000-015	BAY VAC & E		0
05/03/94	000-000-016	BELL'S BIKE		0
05/03/94	000-000-017	BIKE SHOP		0
05/03/94	000-000-018	JACK'S BICY		0
05/03/94	000-000-019	R S CYCLING		0
05/03/94	000-000-020	STABLE & CY		0
05/03/94	000-000-021	SURF SKATE		0
05/03/94	000-000-022	METRO BIKES		0
05/03/94	000-000-023	SPOKE & GEA		0
05/03/94	000-000-024	JERRY'S BIC		0
05/03/94	000-000-025	MG BICYCLE		0
05/03/94	000-000-026	PRO CYCLE C		0

Context menu for selected row:

- Spreadsheet
- Listbox
- View Notes...
- Add Note...
- Apply Hold for All Selected...
- Release Hold for All Selected...
- Show Holds...
- Send Metadata to FileNet for All Selected
- Sort Column Ascending
- Sort Column Descending
- Copy
- Find in List...
- Find in Column...
- Find Previous (Ctrl+F11)
- Find Next (Ctrl+F12)
- Select
- Deselect
- Invert
- Properties...



# CMOD Full Text Search Architecture





## CMOD and SAP

- Act as ArchiveLink for SAP (with IBM Content Collector)
- Store “reports” from SAP
- Interact with SAP Customer Service applications
  - Calls documents stored in CMOD into SAP



# Improve Customer Service With Rapid Call Center Access

Q. Do you need to reduce the time that call center agents take to resolve customer inquiries and reduce the number of call-backs?

A. CMOD allows call center agents to quickly see, on-line, documents that have been printed and mailed





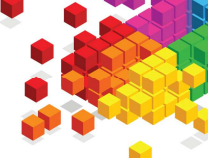
# On-line Statement Self Service Empowers the Customer

Q. Do you need to reduce costs and increase customer satisfaction by streamlining your customer's access to information?

A. CMOD can produce significant and quick savings in printing, mailing & storage costs, and drive customers to view their statements on-line







# Eliminate Printing with Report Archive and Distribution

**Q.** Do you need to reduce costs and increase efficiencies by streamlining access to reports for employees and trading partners?

**A.** CMOD can produce significant savings in printing, distribution & storage costs, and enable employees and trading partners to view their reports on-line





## Content Manager OnDemand - CMOD

- *Excellent at Storage*
- *True Archive*
- *“FAST”*
- *Easy and flexible to implement*
- *Over 1,600 customer installations and millions of end users around the world*
- *CMOD users group*
  
- *DEMO!!!!*

