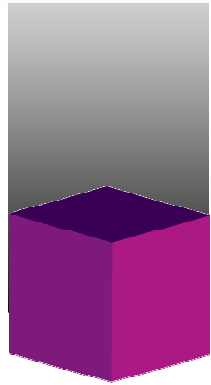Enterprise Content
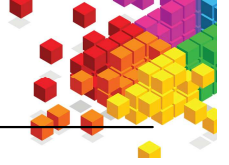Management **2012**
UserNet Forum - Istanbul

Content in Motion

Realizing the value of content
to transform your business

David J. Brazier

Director , WW Industry Strategy and Solutions

Enterprise Content Management

IBM Software Solution Group

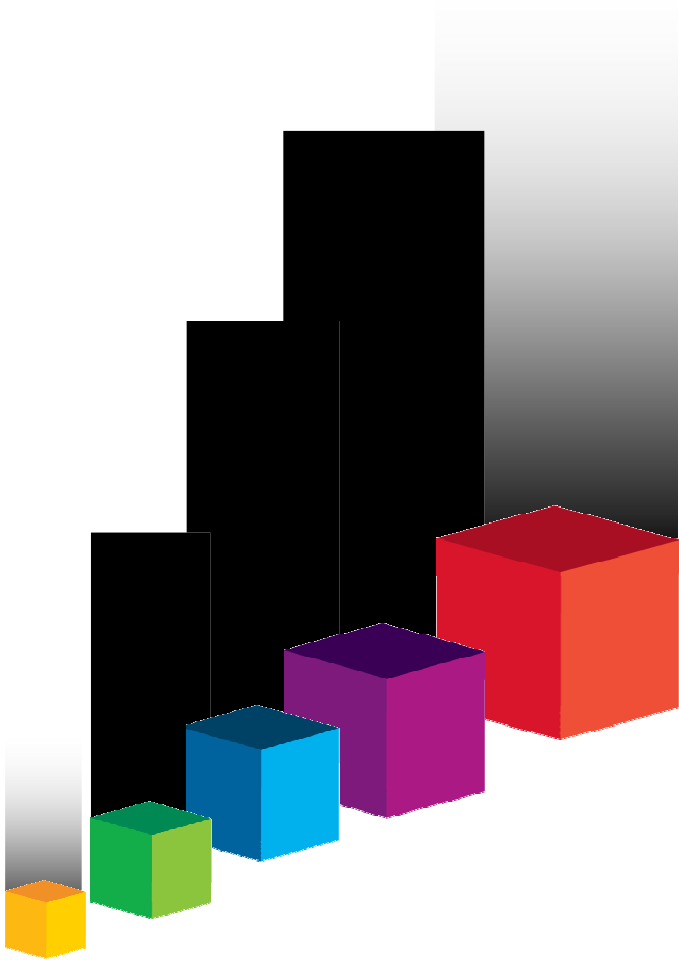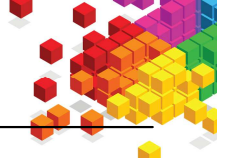Unprecedented convergence of
innovation and accessibility

Shift #1: The role of …

Content is exploding

The marketplace is driving greater

volume, variety
and velocity

It's no longer about one thing

Volume

12 terabytes

of Tweets create daily

Analyze product sentiment

15 petabytes

of new information daily

Determine relevance

Velocity

5 million

trade events per second

Identify potential fraud

500 million

call detail records per day

Prevent customer churn

Variety

4 terabytes/site/day

average surveillance video

Monitor events of interest

80% info growth

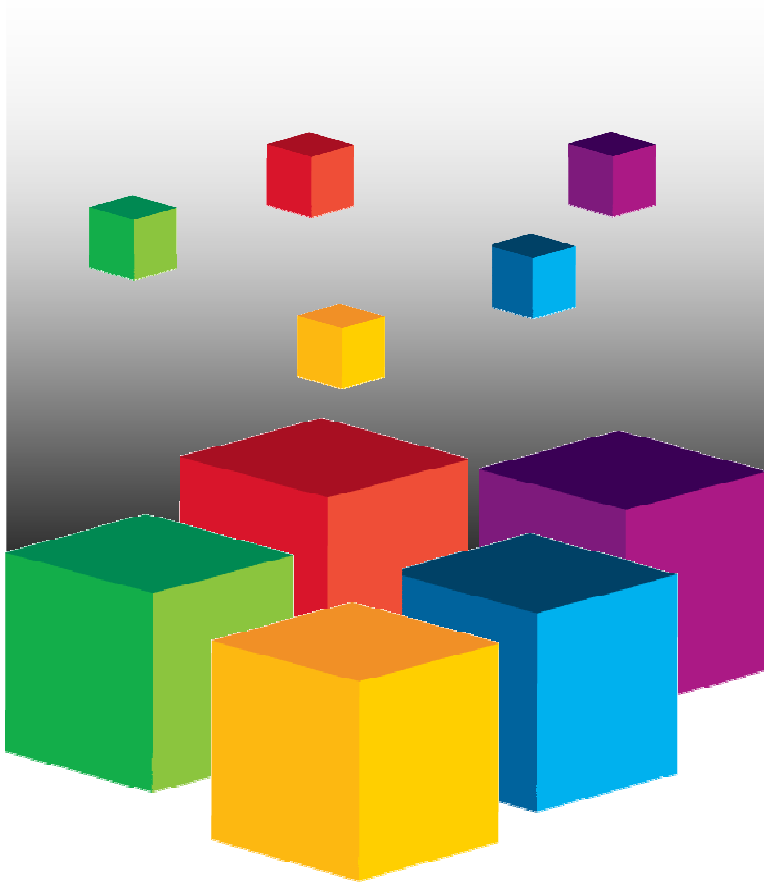is unstructured content …

Improve customer satisfaction

During this presentation, 458.81 terabytes
of information will have been created
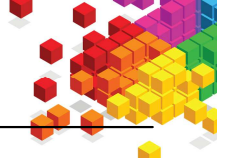
Shift #2: The role of …

Content is evolving

The marketplace is

increasing
opportunities

to optimize and analyze content

It's no longer about surviving the status quo

Analytically sophisticated companies outperform their competition

2.2x

more likely to
outperform
industry peers

260%

more likely to be
top performers

1.6x

Revenue
Growth

2.0x

EBITDA
Growth

2.5x

Stock Price
Appreciation

Source: The New Intelligent Enterprise, a joint *MIT Sloan Management Review* and IBM Institute of Business Value analytics research partnership.
Copyright © Massachusetts Institute of Technology 2011. *Outperforming in a data-rich, hyper-connected world*, IBM Center for Applied Insights
study conducted in cooperation with the Economist Intelligence Unit and the IBM Institute of Business Value. 2012

Shift #3: The role of …
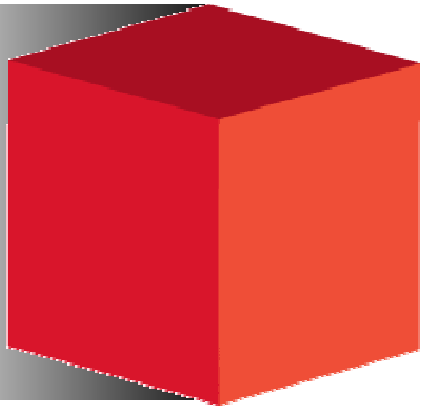
Content is transforming

The marketplace is expecting

high-value solutions

to solve specific, timely business issues

Business of solutions
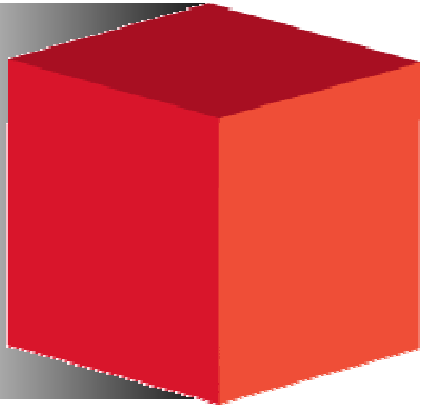
74%

of CFOs believe that the need for faster decision-making will change their industry

Business of solutions

'Today, more than ever, enterprises are required to fix the IT-LoB divide in order to adapt to new market conditions. As a result, IT will shift focus from managing data to helping LoB managers derive true business insights from data residing within the enterprise.' —Forrester

Organizations will need to redefine their content strategy

In order to gain control, optimize business outcomes, improve collaboration, achieve new insight, and govern for reduced cost and risk

content in motion
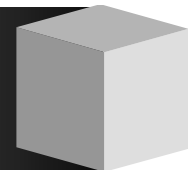
3 key steps to take in 2012

1 ▶ See opportunities

2 ▶ Think outcomes

3 ▶ Realize value

Reach outside of traditional ECM for **new opportunities** with systems of engagement

1

See opportunities

How:

- Expand existing investments to capitalize on social, mobile and traditional applications
- Connect trusted information sources to social business systems
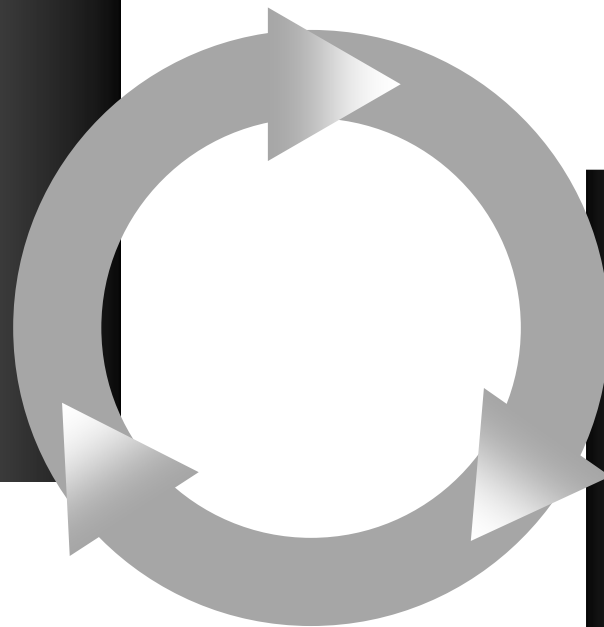- Naturally extend to broader solutions: Governance, Analytics and Case Management
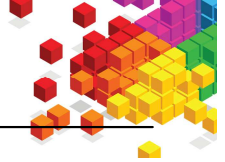
The changing landscape of
enterprise content

Successful companies complement systems of record with systems of engagement
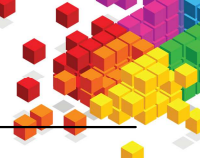
Systems of Record

- Documents
- Authored
- Permanent
- Accurate and complete
- Regulated and contained

Systems of Engagement

- Transient
- Communal
- Ad hoc and open
- Conversations
- Immediate and accessible

Step 1: See opportunities …

Genworth uses social to adapt work patterns

Challenge

- Poor version control impacted projects, resulting in duplication and inefficiency

Solution

- Using social content tools, including improved collaborative methods and processes, team members worked with wiki pages, seldom using traditional office products

- Configurable social content management system provided centralized access and consistent processes for managing document lifecycles

Results

- Faster project completion by eliminating redundant work

- Higher quality of project deliverables with access inside and outside of the company to the most current content

- Greater innovation with a shared knowledge base to build new and enhanced products

- Accommodate multiple work patterns on a single platform

Genworth

- Headquartered in Richmond, Virginia, Genworth Financial, Inc. provides a range of products and services to help customers own homes, build retirement income, manage wealth and protect against life's uncertainties.

"Enterprise content management and Connections … this glue, this combination of tools—the website, the connectors for Office—suddenly made FileNet a much more easy to work with solution, and the combination is powerful because now we can take advantage of all the infrastructure we've already put in place for the enterprise content management system."
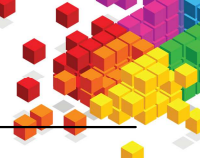
—**Tim Perry**, CTO, Genworth

Transform your business based on **new insights and outcomes** from content

2

Think outcomes

How:

- Add value at the point of capture; infuse intelligence into the system
- Put the right content in motion and increase optimization with case-based context
- Use analytics to spotlight key trends and customer specific needs

Step 2: Think outcomes …

SEB improves efficiency with case approach

Challenge

- Update case handling capabilities, including more than 250 case types, to a more flexible solution

- Provide easy-to-use capabilities for 200 back office employees as well as 5,000 more casual users in branches and various bank business units

Solution

- IBM Case Manager manages cases through entire lifecycles

- Provides business dashboards to monitor SLAs (service level agreements) as well as historical and real time analytics to help manage case processing loads effectively

Results

- Reduce FTEs required to support application needs

- Increase customer satisfaction by lowering numbers of customer call-backs and increasing case/document transparency

S|E|B

- Founded in 1856, SEB is now a leading Nordic financial institution. Entrepreneurship, an international presence and long-term relationships are the most important factors to its success.

- The bank offers financial advice and broad range of financial services in Sweden and the Baltic countries. Today, SEB has just over 17,000 employees.

- SEB is represented in 20 countries around the world, from London to New York and Shanghai.

- Five divisions supported by common operations & IT: Merchant banking; Wealth management; Life; Retail banking; Baltics
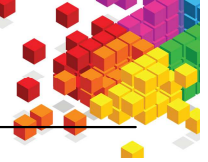
Be proactive in minimizing costs and risks to **optimize information value**

3

Realize value

How:

- Move from a "keep everything" policy to a value-based archival system
- Enable efficient eDiscovery and regulatory compliance
- Defensibly dispose of excess information

Step 3: Realize value …

Novartis reduces risks while saving money

Challenge

- Novartis required an efficient, defensible approach to retain information of business value or subject to regulatory requirement, preserve information needed for litigation and discard unnecessary information

Solution

- Novartis implemented IBM Global Retention Policy and Schedule Management to reduce litigation and compliance risk with defensible, routine disposal of unnecessary information

Results

- Ten-fold increase in ability to dispose of unnecessary information

- Lower litigation and regulatory compliance risk

- Lower cost with defensible, routine disposal of unnecessary data not needed for legal or business reasons

NOVARTIS

- Headquartered in Switzerland, Novartis International AG, through its subsidiaries, engages in the research, development, manufacture, and marketing of healthcare products worldwide.
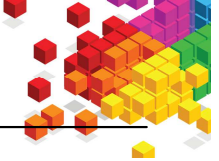
"We kept almost everything. Over-retention is as big or bigger problem than under-retention for us. By keeping documents beyond their legal retention period, we increase our risk and our costs."

—**Scott Bancroft**, group head of Information Governance and Management and chief information security officer, Novartis

IBM helps companies realize the full value of content for **better** insight and outcomes

Capture

harness and exploit

Activate

optimize outcomes

Socialize

share and collaborate

Analyze

achieve new insights

Govern

reduce costs and risks

Capture content anywhere it exists

Single integrated platform for intelligent imaging

- Ensure the right information is captured, activated and accessible while unnecessary data is promptly disposed

- Leverage the volume, velocity and variety of internal and external information in context for new, deeper insights

- Eliminate printing and deliver fast access to statements and reports online to millions of users

Only IBM offers an **enterprise-class capture and imaging platform** as part of a comprehensive enterprise content management foundation
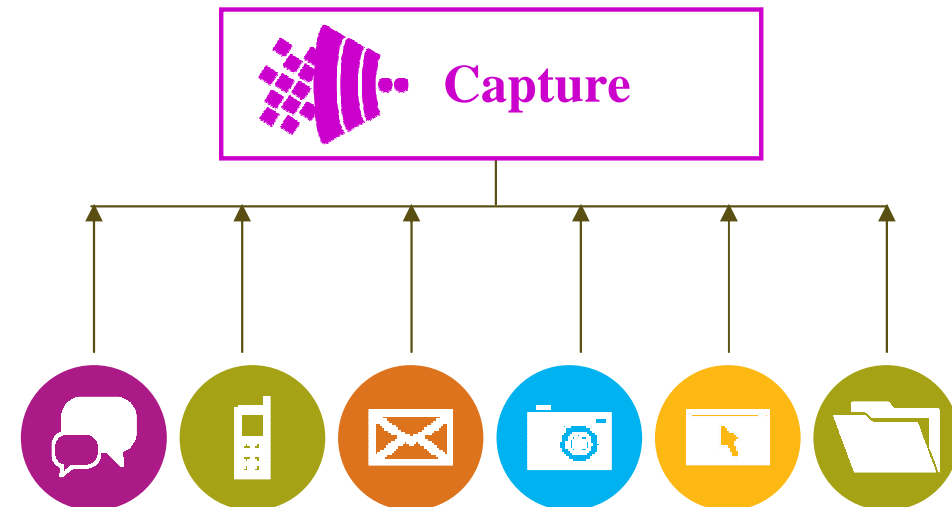
Fully exploit all sources of data and content for insight
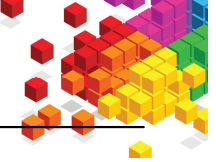
# **Activate** content to improve case outcomes

Achieve a 360-degree case view with information (content & data), dynamic tasks, collaboration, business rules and analytics

- Customers realizing substantial improvements in the effectiveness and efficiency of knowledge work

- Customers significantly shortening time-to-value with business-driven tools for building case solutions

- IBM Business Partners, GBS and IBM Software now offer array of industry-specific solutions

Only IBM offers comprehensive case and content-centric BPM capabilities that are **specialized** to facilitate better case outcomes

process

people
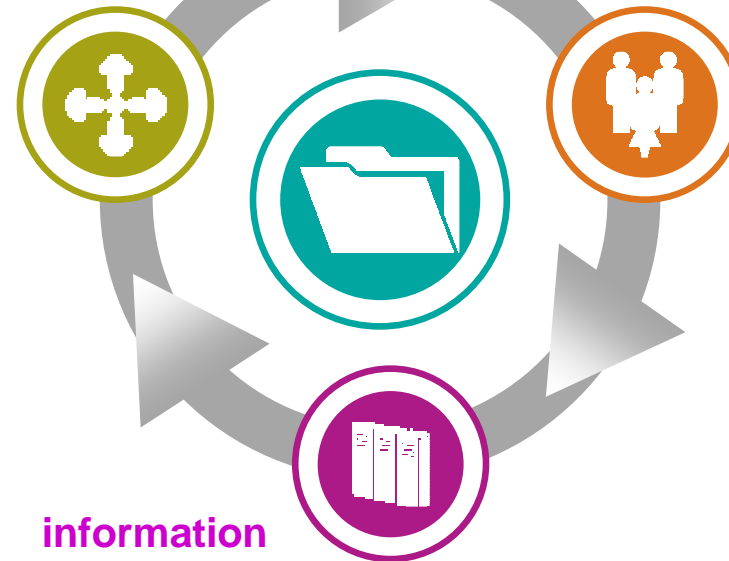
information

Leveraging all information, people and processes to realize new efficiencies and effectiveness

Socialize content in context

Leverages familiar desktop applications to author, share, and collaborate on content anywhere

- Connect the right social content with the right people and processes

- Derive business insight from unstructured social content

- Collaborative, open document creation and management
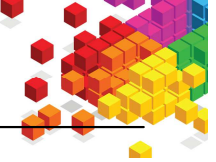
new   New user experience

Only IBM enables organizations to connect the right people, knowledge and skills with content in a single platform, providing **content intelligence anywhere**

Responsible Social Content
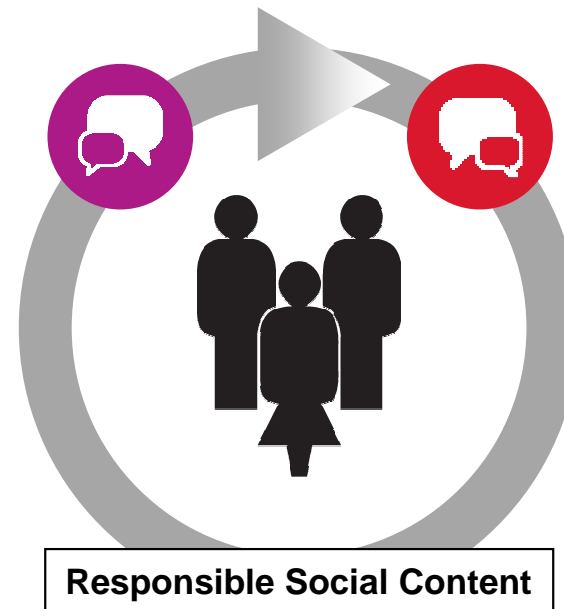
**Incorporate internal and external communities with an open standard approach**

Analyze content to unlock critical insight

Derive new business insight rapidly by accessing, interpreting and analyzing unstructured content

- Derive 360-degree visibility, analysis and insight into content

- Search, assess and analyze large volumes of text in order to understand and determine relevant insight quickly

- Customize rapid insight to industry and customer specific needs

new　IBM Content Analytics

Only IBM brings together the technologies that define **the next generation of Smarter Analytics solutions** that can reason and learn

Natural language **1**

Hypothesis testing **2**

3 Evidence-based learning
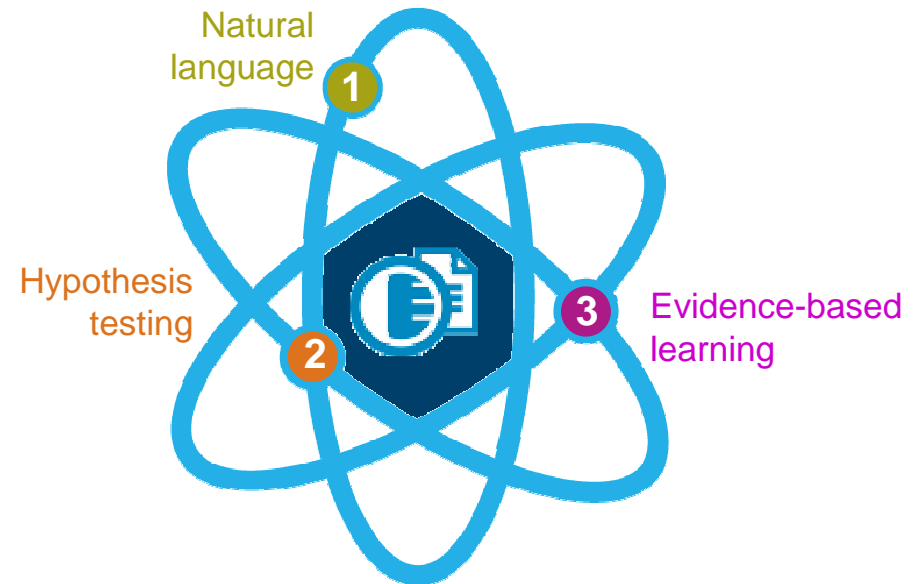
Moving your organization from search to discovery, from possibilities to probabilities, and from simple outputs to intelligent options

23
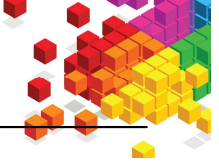
Govern content for reduced cost and risk

**Know when information has lost its
value and needs defensible disposal**

- Unified value-based archival, retention,
  disposal and eDiscovery for both structured
  and unstructured data

- Efficiently comply with litigation and
  regulatory requirements

- Differentiator for companies that want
  to lower cost, complexity and risk

new IBM Content Collector

Only IBM enables customers to effectively retain
and archive information, meet eDiscovery
obligations, and defensibly dispose of information

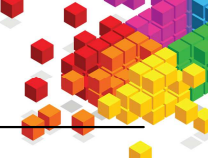**Enabling you to go beyond solving the
archiving problem to capturing new savings**

IBM Smarter Content capabilities

IBM ECM Solutions

Foundational | Cross-industry | Line of business

IBM Solution Accelerators

Portfolio aligned to industry imperatives

Capture

Document capture automation | Production imaging | Enterprise report management

Activate

- Comprehensive case management
- Integrated collaboration and rules
- Case analytics
- Content-centric BPM

Socialize

- Office document management
- Social content & collaboration
- Platform standardization & consolidation

Analyze

- Content analytics and assessment
- Enterprise search
- Classification / tagging
- Master content

Govern

Smart archive | Records management | eDiscovery | Disposition & governance

Platform Services

Enterprise integration, federation | Unparalleled extensibility, scalability | Flexible deployment models (e.g. on-premise, hosted, cloud…)
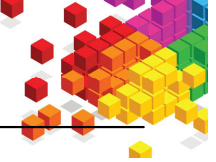
Middleware Extensions

Business analytics | Business process management | Data management | Web content management

Enterprise Content Management Services and Support

Consulting Services | Training and Certification | Technical Support | Software Accelerated Value Program

Smarter Content
Realizing the value of content for better insight and outcomes

Better together: IBM and Business Partners

- Strongest ecosystem of Business Partners in the industry
  - Industry innovators
  - Independent Software Vendors
  - Value-Added Resellers and Distributors
  - Global and Regional System Integrators
- Thousands of partners in all shapes and sizes who are helping create vertical and horizontal solutions

Nearly 200 LOB solutions

Supply chain management

Accounts payable

Asset lifecycle management

IBM ECM Business Partners

More than 1,000+ authorized Business Partners | 31,500 certified ECM experts | 195 BP-built LOB solutions

IBM "Premier" BP Program, modeled on FileNet's best-of-breed, go-to-market solution strategy | 56 "Premier" BPs have built 173 LOB solutions

https://www-304.ibm.com/sales/gss/download/industry_solutions_catalog/
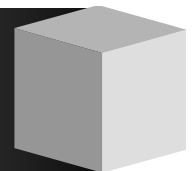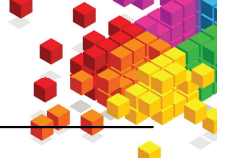
Why IBM Smarter Content?

Helping organizations realize
the value of content by:

- **gaining control,**
  - **optimizing business outcomes,**
    - **improving collaboration,**
      - **achieving new insight, and**
        - **governing for reduced cost and risk**

content in motion

Thank you!

Content in Motion

Realize the value of content
to transform your business