



Management
& Technology
Consultants

ECM – Trends

Date: 31st January 2011

BearingPoint Introduction



We deliver Business Consulting with Management & Technology Capabilities

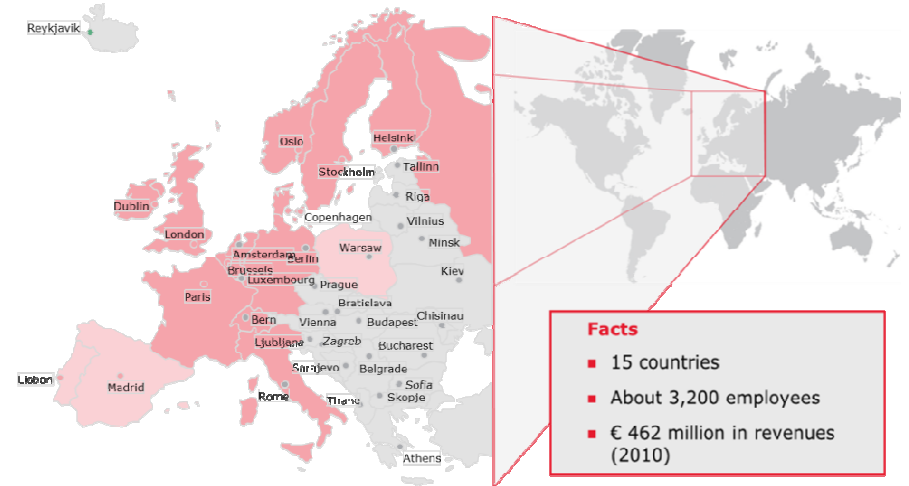
From strategy to operational and technical project delivery

Industry and functional experts

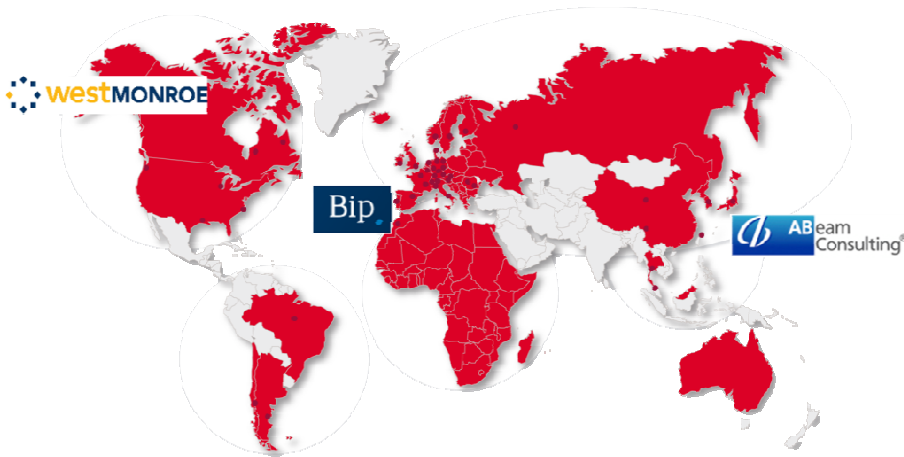
	Management	Technology
Design	Strategy and organisation	Architecture and specifications
Implementation	Operational Assistance	Systems Integration and Project Advisory

Competency Centres	Industry Segments			
	Commercial & Industrial	Financial Services	Public Sector, Defense & Infrastructure	Communication, Media, Energy & Utilities
	Enterprise Strategy and Transformation			
	Customer Relationship Management			
	Supply Chain			
	Finance			
	Information Management			
	Technology			

We have a local presence in all major European countries



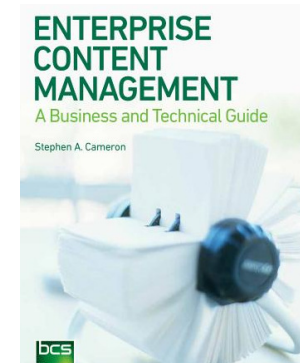
Our alliances - local presence with global reach



Our Information Management Focus



www.openmethodology.org



“ All that is needed to be able to
manage all content within an
enterprise regardless of type, format
or location throughout the contents
life cycle so that it can be
found and used where needed ”

FACT

“Over 80% of content in the enterprise is **unstructured”**
Fulcrum Research

FACT

“Content volume is **growing by over 200% per year”**
Forrester Research

FACT

“White collar workers spend as much as **40% of their time **managing** documents”**
Gartner Research

FACT

“Knowledge workers spend from **15% to 35% of their time **searching** for information”**
IDC Research

FACT

“Searchers are successful in **finding what they seek **<50%** of the time”**
IDC Research

FACT

“51% consider **social business to be ‘significant’ to their overall business goals and success. This rises to 62% in the largest organizations”**

AIIM

Enterprise is about connecting users with all the content in a usable way - so put it in one place



Use / Find



Now **Enterprise** is about connecting users with all the content in a usable way – where ever it resides



Use / Find

G
o
v
e
r
n



email



Content Management



File shares



Intranet



Blogs



Cloud Content Repository

C
M
I
S

Business Portal

Advanced Case Management

Records Mgmt.



Why

- Operate more effectively and efficiently
- Find an Expert
- More Knowledge Sharing
- Faster Response to Questions
- Better Innovation
- Better Cohesion and team building
- Fewer multi-copy emails and attachments

How

- Understand the needs of the end user
- Provide intuitive interfaces
- Prepare internally, focus on governance, process and education
- Implement a strategic project and constantly monitor success

Rewards

- Staff work together better, facilitates more 'natural' way more working
- More relevant, streamlined information flow
- Expertise naturally captured for reuse
- Possible to apply compliance and security blanket around social platforms

Social Business requires planning



Need to articulate business benefits



Need executives to lead by example



Ensure people can find answers / content across multiple content types



Terms need to be managed



Social Media content can be a record too



User Experience will be judged against populate services



Usage policies need to be defined



Community Management Is key

Social Business Needs Governance



Immature

- No organization structure in place for ECM oversight - perpetuates information silos
- Concerned with "keeping the lights on"
- No communication with the business on ECM benefits

Emerging

- Centralised IT ownership – no formal ECM Governance
- IT respond to business defined priorities
- ECM benefits communicated on a reactive basis

Mature

- ECM oversight committee – ECM provided by a shared service
- Has strong management support with cross-functional involvement
- Proactively identify ECM business benefits

If you want to leverage maximum value from your content, make your interfaces usable



Content **Input** Interface

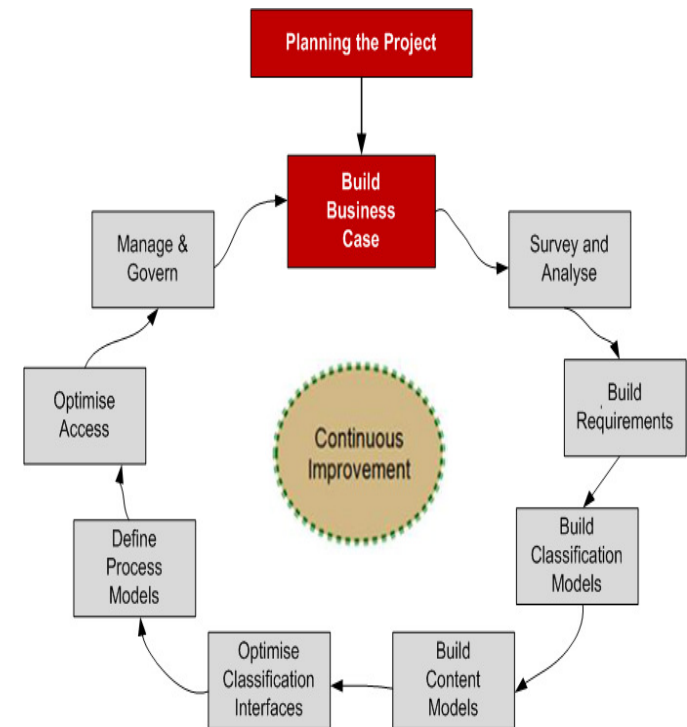
- **Auto classify (where applicable)**
- **Auto suggest classification**
- **Personalise the interface to user role**

Content **Consumption** and **Search**

- **Should be fast**
- **Polly hierarchical classification hierarchies**
- **Provide auto \ suggestion for searching**
- **Provide faceted search**
- **User role aware**
- **Tag clouds**

Approach

- **Know your stakeholders**
 - What are their motivations
 - Create personas for common user tasks
- **Listen to what users have to say EARLY in the design process**
 - Do some prototyping and mock-ups
- **Show it to them**
 - Do some testing, get feedback and incorporate



A strategy to align IT infrastructure with business based on the changing value of information

What is the Information Lifecycle ?



Previous Drivers –

- Legal,
- Regulatory
- Compliance
- Infrastructure

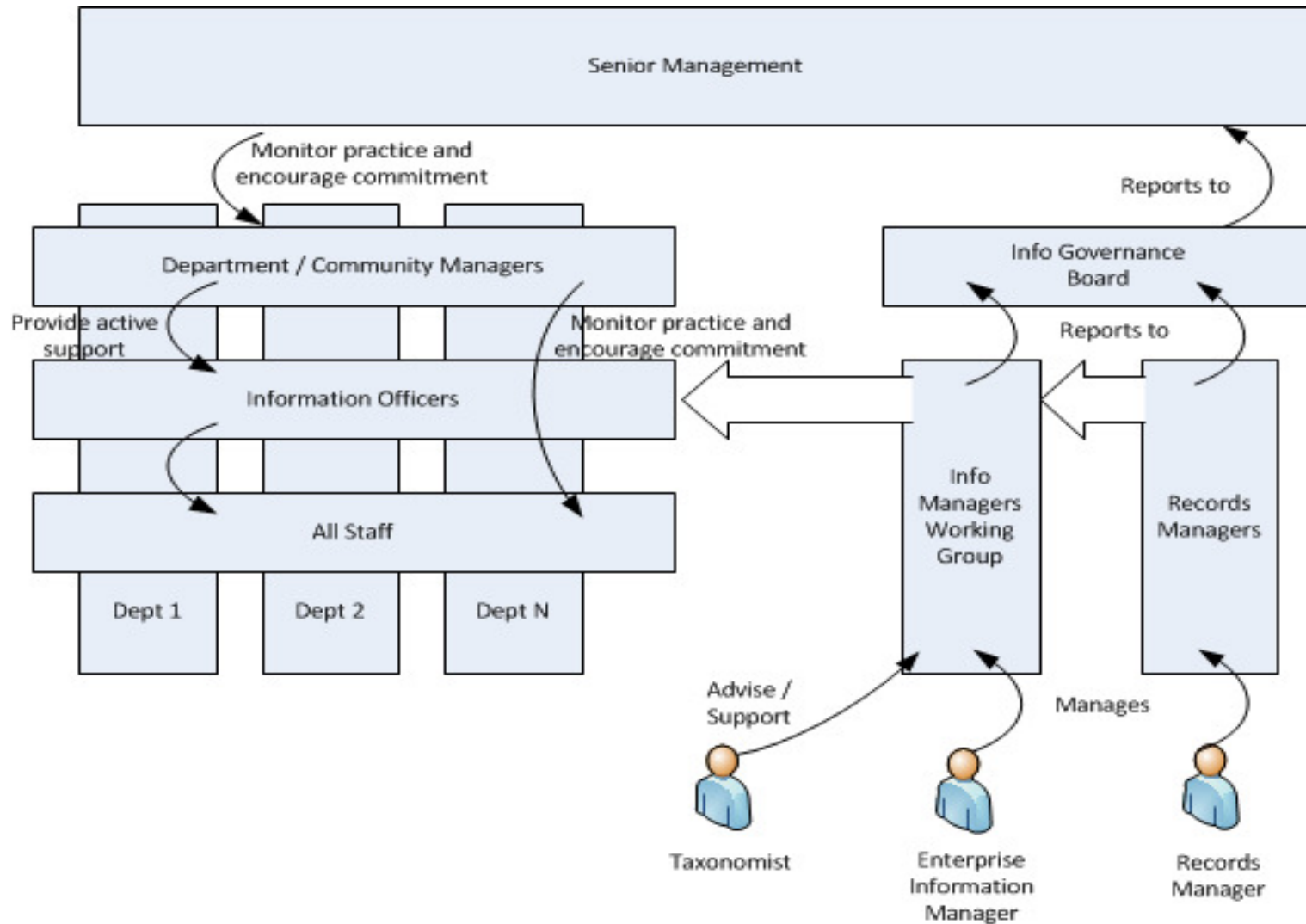
New Driver –

- Business User Needs
 - What they want
 - When they need it
 - In the right context
 - Reduce the Noise

Management and Governance is key to leveraging your investment in ECM, proliferation of social and mobile make it more complex

- **Introduce a shared services group with an oversight committed and governance body**
- **Cross functional involvement with business area to promote, communicate and support ECM capabilities and activities and benefits**
- **Measure success and incorporate lessons learned back into strategy**
- **Ensure you have strategies and governance in place to support less mature ECM activities such as social and mobile**

Governance Structure



One enterprise system is not going to happen, so highly usable consolidated content is key

Social Business continues to accelerate

Information Lifecycle management is key, focus on the business value of content

Don't ignore management and governance especially in terms of social and mobile



Management
& Technology
Consultants

