



El placer de cautivar y crear nuevos mercados

Smarter Content

Libere el potencial de su contenido no estructurado

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Common ECM challenges...

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

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

Litigation cost is the largest uncontrolled cost in U.S. corporations (\$115M average cost in 2008)



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

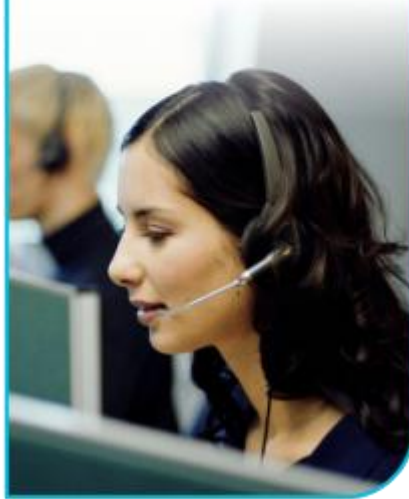
New ECM opportunities...

Imagine if you could ...

... leverage claims patterns to optimize medical treatment approaches



... analyze “voice of the customer” insights to decrease churn



... adjust loan procedures dynamically to account for risk fluctuations



... decommission business records while improving regulatory and risk posture



IBM Enterprise Content Management

The path to value lies along one or more specific **business solution entry points**

- With industry-specific solutions, companies can capture, manage and share content throughout its lifecycle to **reduce costs and maximize productivity**



Document imaging and capture

Capture, manage and share content anywhere it exists



Social content management

Connect people with social content and office documents



Advanced case management

Optimize case and business outcomes



Information lifecycle governance

Reduce cost and risk by managing information through its lifecycle



Content analytics

Gain unexpected business insights

Document imaging & capture challenges

- Access and security
- Constrained productivity and growth
- Untimely and inconsistent service
- Paper-related people costs
- Storage and management costs
- Compliance risks

“Even organizations already using capture or document imaging should investigate new advances that will help them significantly reduce costs and risk while improving organizational productivity.”

Harvey Spencer, Harvey Spencer Associates



Document imaging & capture solutions

Document capture automation

- *Leading solution for capture automation/recognition*
- Reduce time/resources to manage paper and related business processes
- Extract document data without manual keying
- Replace obsolete or costly legacy systems
- Reduce license fees, support and maintenance costs

Enterprise report management

- *Essential for high volume print output: e-capture and e-presentment*
- Improve customer responsiveness, self-service
- Improve Web access: to print/paper documents, 24x7
- Reduce printing costs and paper use: go green
- Avoid storing print/paper documents

Production imaging

- *Combine advanced capture and scale of ECM*
- Manage entire lifecycle of document images
- Capture and manage document workflow
- Scale from distributed locations, departmental level to enterprise wide
- Cut costs and improve productivity



SOLUTION HIGHLIGHTS

Document imaging & capture

- IBM Production Imaging Edition
- IBM Datacap Taskmaster Capture
- IBM Datacap FastDoc Capture
- IBM Content Manager OnDemand
- IBM Content Integrator

Datacap

Social content management challenges

- Organizations are paralyzed by security and governance concerns
- Human resources have difficulty increasing worker effectiveness
- Product development needs help managing and repurposing unstructured content
- Marketing has challenges locating subject matter experts



“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 Check-up,” February 2010

Social content management solutions

Office document management

- Improve access and control using comprehensive options that enhance office productivity tools
- Publish content for review and approval
- Process content via meta-data and workflows
- Manage content for long term retention

Social business tools with shared ECM services

- Unified, secure, scalable platform (with repository of record) extends social content to enterprise
 - New in IBM Connections 3.0.1
- Open-standards and RAD environment, e.g. Web 2.0, CMIS, iWidgets

Content collaboration

- Connect the right subject matter experts with content producers and consumers
- Integrate social and content-centric applications to enable collaboration
 - IBM and Microsoft collaboration, CMIS support, advanced case management, content collection



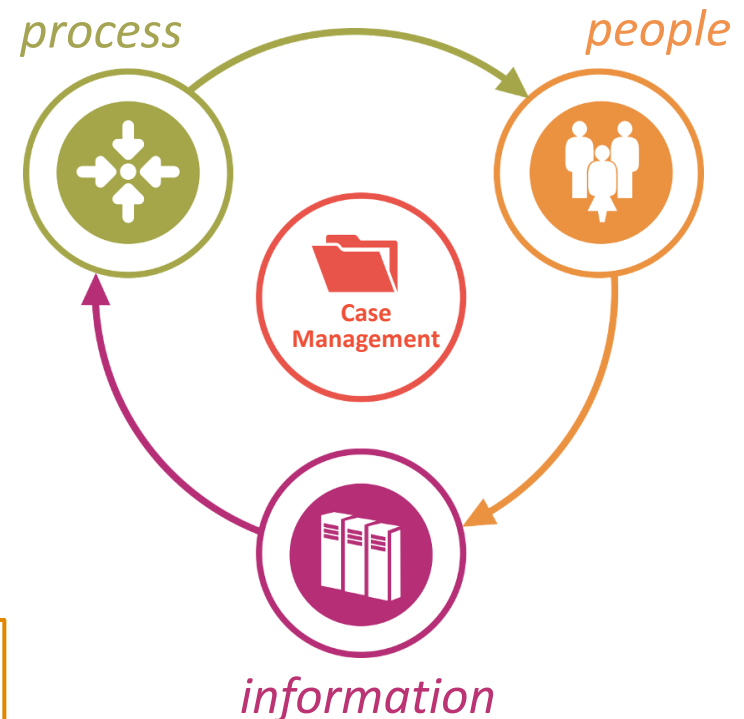
SOLUTION HIGHLIGHTS

Social content management

- IBM Content Manager Collaboration Edition
Includes: Lotus Quickr & IBM Place Connectors
- IBM Connections
with ECM integration
- IBM FileNet Content Manager
includes MS Office integration and MS SharePoint web parts
- IBM Content Collector

Advanced case management challenges

- Knowledge workers in all industries must do more with less
- Businesses need to improve service and manage risk while controlling costs
- Automation has handled the routine; many automated processes are outsourced; exceptions are norm
- The volume and variety of information is overwhelming, arriving faster every day



"Older process automation approaches based on old mass-production concepts are no longer adequate."

Forrester, Dynamic Case Management, "An Old Idea Catches New Fire," Dec. 28. 2009

Advanced case management solutions

- **Integrated** user experience
 - Case worker has all the information needed to optimize case outcomes
 - Role based, personalized, flexible, extensible
 - Provides deep context for case work
- **Powerful analytics** for better outcomes
 - Comprehensive reporting and analysis; real-time dashboards; unique content analytics for deeper case insight
- **Rapid application** case design
 - Significantly shortens time-to-value for case-style applications
 - Easy to use, “interview mode”
 - Comprehensive across case assets
 - Leverage templates for a fast start

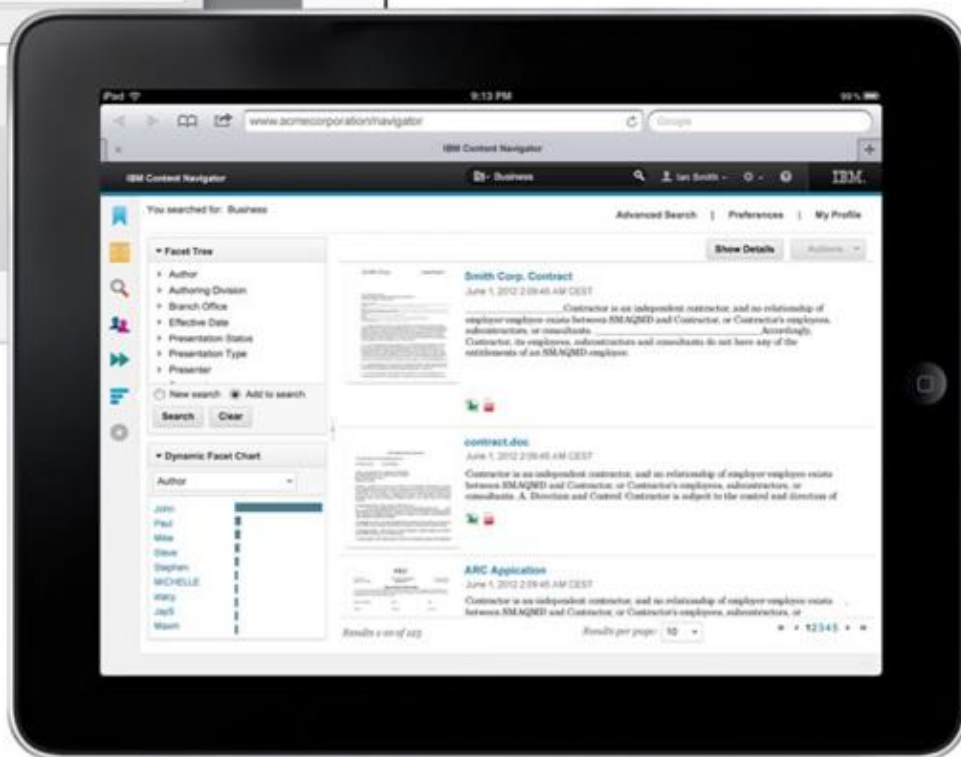
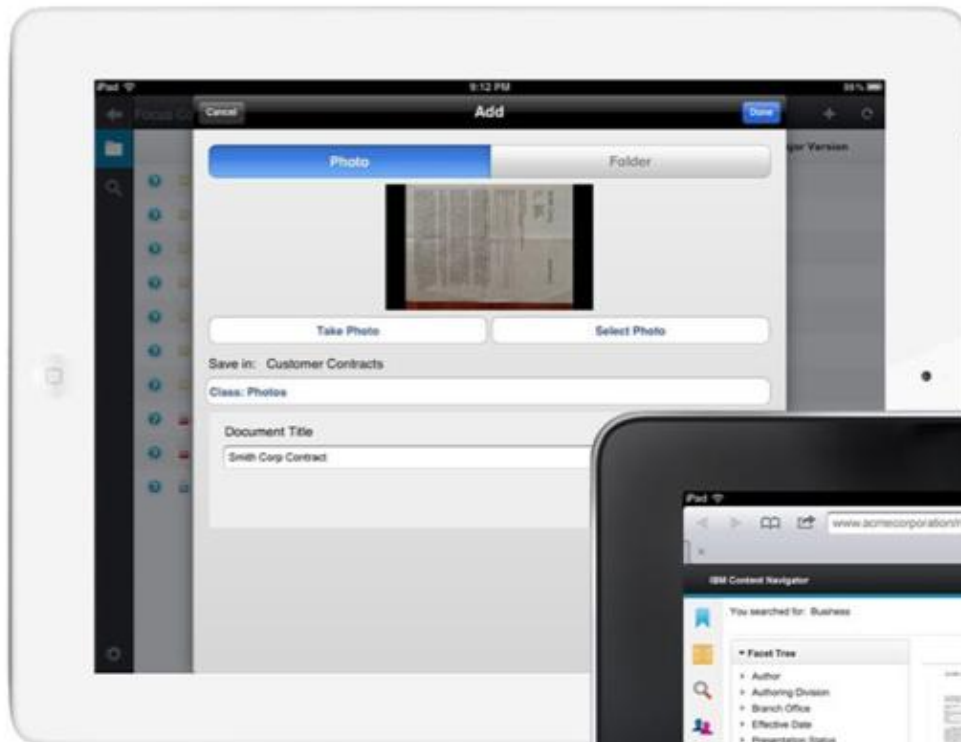


SOLUTION HIGHLIGHTS

Advanced case management

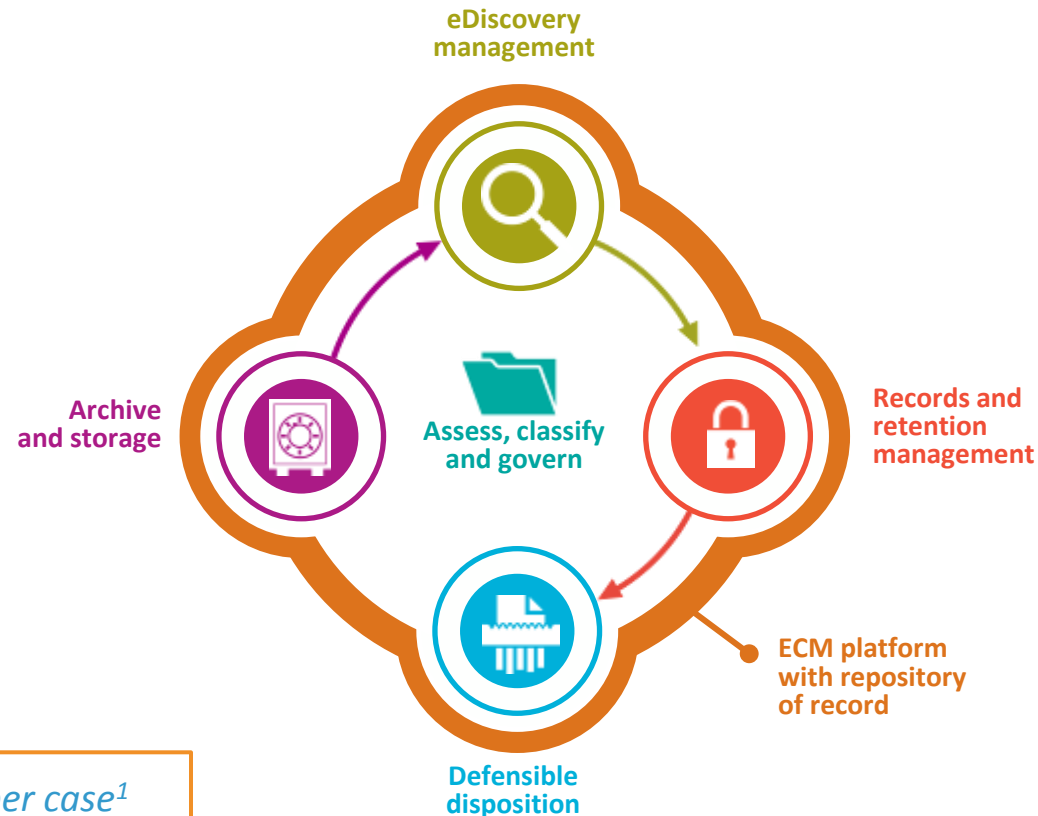
- IBM Case Manager
 - Includes:*
 - IBM FileNet Content Manager
 - IBM FileNet Business Process Manager
 - IBM WebSphere ILOG JRules
 - IBM Mashup Center
 - IBM Lotus Sametime Entry
 - IBM Content Analytics

Advanced case management solutions



Information Lifecycle Governance challenges

- Exponential information growth creates pressures to more effectively retain and archive information
- Organizations must efficiently meet rising eDiscovery obligations
- More effective information retention and legally defensible disposal are needed to lower costs and risk



eDiscovery costs average over \$3 million per case¹ yet an estimated 70% of the information collected was needlessly retained.²

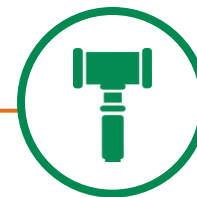
Information Lifecycle Governance solutions

- IBM ILG includes solution sets for legal, IT and RIM stakeholders to lower cost and risk:
 - Smart Archive solution for IT helps control explosive growth of multiple information types
 - eDiscovery Management solution for Legal provides more rigorous and more efficient eDiscovery processes to lower risk
 - Records and Retention Management solution helps organizations meet regulatory and legal obligations
 - Disposal and Governance Management solution for the CIO enables IT to consistently, defensibly dispose of unnecessary information



An IBM Company

- A recognized leader in legal information governance and legal holds pioneer
- IBM now delivers the industry's most comprehensive solution to information lifecycle governance



SOLUTION HIGHLIGHTS Information lifecycle governance

- Smart archive
 - IBM Content Collector for Email/Files/SharePoint/SAP
 - IBM Classification Module
- Records management
 - IBM Enterprise Records
 - IBM Classification Module
 - IBM Content Collector
 - IBM PSS Atlas
- eDiscovery
 - IBM eDiscovery Manager
 - IBM eDiscovery Analyzer
 - IBM Content Collector
 - IBM PSS Atlas
- Disposal & governance
 - IBM Classification Module
 - IBM Content Analytics
 - IBM PSS Atlas

Content analytics challenges

■ Information retrieval and understanding is poor

- Can't find the right content when needed; decisions being made based on the wrong information; the search and hope model is broken.
- The keep everything forever model has failed, driving up costs and governance risks by storing unnecessary content.

■ Business decisions not leveraging text based information

- Business Intelligence and Data Warehouse initiatives limited to data; no visibility into 80 percent of needed information (content) for effective decisions.
- Current text analysis systems are too complex, require model building and take months to deploy; no ability to easily respond to changing conditions.

“Early adopters of [text analytics] are already gaining a competitive advantage. Organizations that fail to do so will be at risk.”

– Sue Feldman, IDC

Content analytics solutions

- Transform raw information into **business insights** without building models or complex systems.
- Derive insight in **hours** or **days**, not months.
- **Easy to use** for knowledge workers to **search** and **explore** content.
- **Flexible** and **extensible** for deeper insights.



- **Natural Language Processing (NLP)** helps translate interactions between computers and human languages
 - Watson uses **IBM Content Analytics** to perform critical NLP functions
- **Unstructured Information Management Architecture (UIMA)** is an open framework for processing text and building analytic solutions
 - Several IBM ECM products leverage UIMA text analytics processing



SOLUTION HIGHLIGHTS

Content analytics

- IBM Content Analytics with Enterprise Search
- IBM Classification Module
- IBM Master Content Bridge

Industry solutions for your specific needs

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

Banking



- Consolidating case systems
- Wealth management
- Business lending
- Fraud and illegal transactions
- Wholesale banking

Energy and utilities



- Operations
- Human resources
- Asset lifecycle management
- Customer service
- IT
- Sales
- Legal and regulatory
- Billing

Government



- Social services
- Tax and finance management
- Health services
- Public safety
- Courts and justice
- Military and intelligence
- Transportation
- Vital records, permitting and licensing

Healthcare



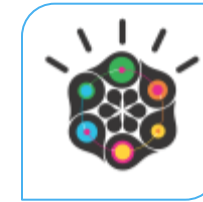
- Credentialing
- Clinical and patient care
- Fraudulent and frivolous claims
- Maintenance and repairs
- Patient accounting and admissions, discharge and transfer
- Patient and third-party billing
- Procurement and contract services
- Regulatory compliance

Insurance



- Customer acquisition
- Cross-selling and up-selling
- Underwriting
- Claims management
- Customer service
- Legal and regulatory affairs

Chemicals and petroleum



- Operations
- Human resources
- Supply chain management (SCM)
- Customer service
- IT
- Sales and marketing
- Legal and regulatory
- Finance

Telecommunications



- Product management (PM)
- Marketing
- Mail room operations
- Call center management (CCM)
- Network operations
- Self-service offerings
- Legal and regulatory
- IT
- Sales
- Order management
- Billing

Retail



- PM and merchandising
- Marketing
- Vendor and supplier management
- Contract lifecycle management
- SCM
- Accounts payable
- Corporate legal
- IT
- Employee lifecycle management
- CCM, customer service
- ALM
- Asset case and protection management

250+ business partner solutions spanning 18 unique industries at www.ibm.com/imaccelerator

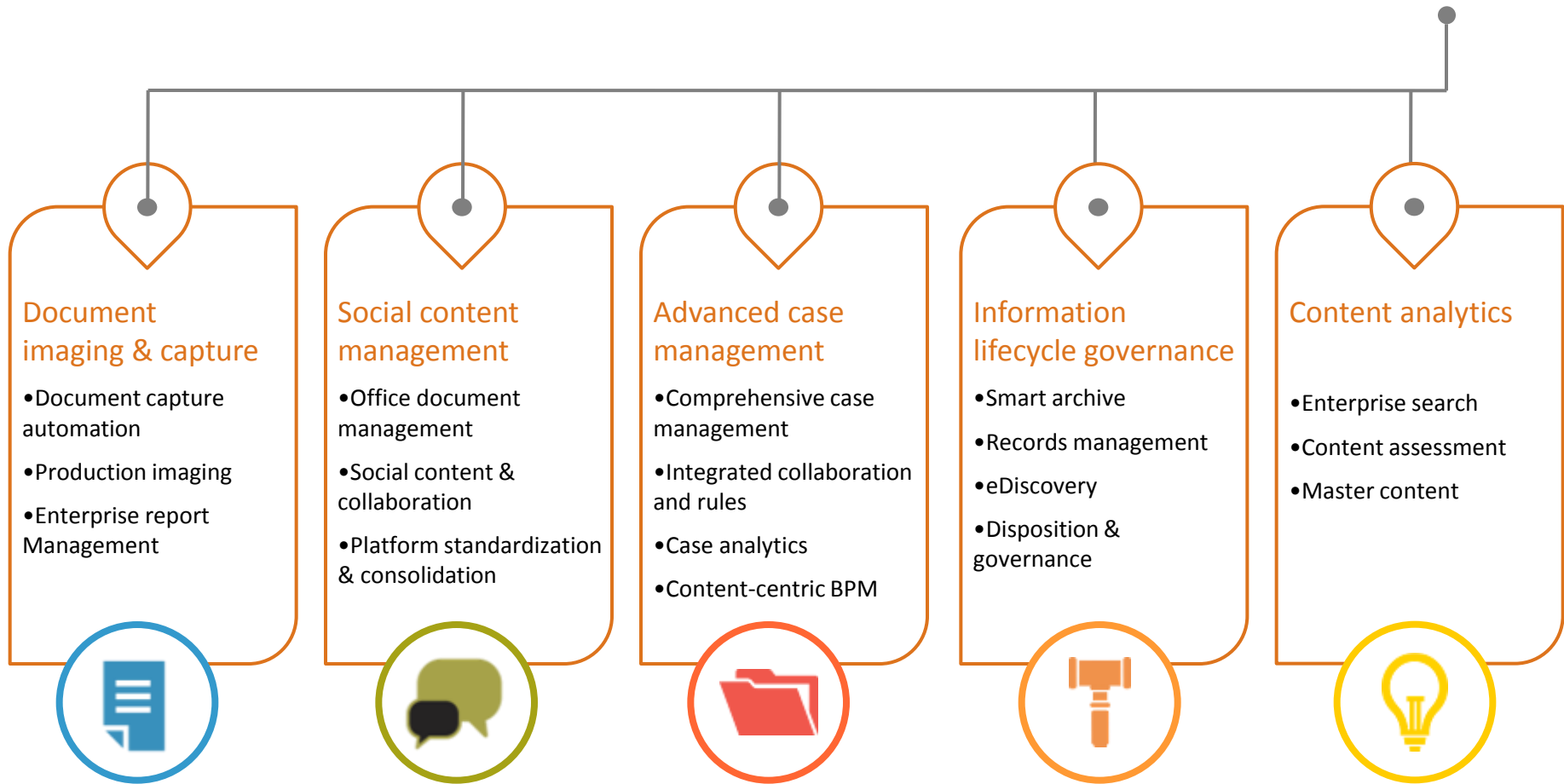
Top organizations rely on IBM ECM



- 24 out of the top 30 **banks** worldwide*
- 15 out of the top 16 **telecommunications** companies worldwide*
- 19 out of the top 23 **insurance** companies worldwide*
- 56 of the top 58 **government** agencies*
- 21 out of the top 27 **retail** companies worldwide*

IBM Enterprise Content Management

The path to value lies along one or more specific *business solution entry points*



Thank You

