

<b>Introduction</b>	<p>ECM as part of Information On Demand</p> <p>ECM Maturity and Adoption</p> <p>Current Portfolio position</p> <p>Roadmap</p> <p>Vision for ECM</p>	<p>Doug Coombs</p>	<p>30</p>
<b>Content</b>	<p>The Changing Market for Content Management</p> <p>The Role of ECM in Collaboration</p> <p>ECM user interface for the desktop and the web</p> <p>Advanced Search and Analytics</p>	<p>Thorsten Zoerner</p>	<p>60</p>
<b>Process</b>	<p>Activating Content and Business Process Management</p> <p>The Roadmap for Content Centric Process Tools including product demonstrations</p> <p>IBM Business Process Management Strategy</p> <p>What's next for Process?</p>	<p>Daniel Crow</p>	<p>60</p>
<b>Compliance</b>	<p>Control and Enforcement</p> <p>Product positioning, roadmap and demonstrations for records and email</p> <p>Classification for ECM</p> <p>What are eDiscovery and the ECM framework for compliance?</p>	<p>Graham Hadingham</p>	<p>60</p>
<b>Platform</b>	<p>The Repository Roadmap and Federation</p> <p>Next Steps for Infrastructure</p> <p>Software as a Service</p> <p>Portfolio and Vision Re-Visited</p>	<p>Doug Coombs</p>	<p>30</p>

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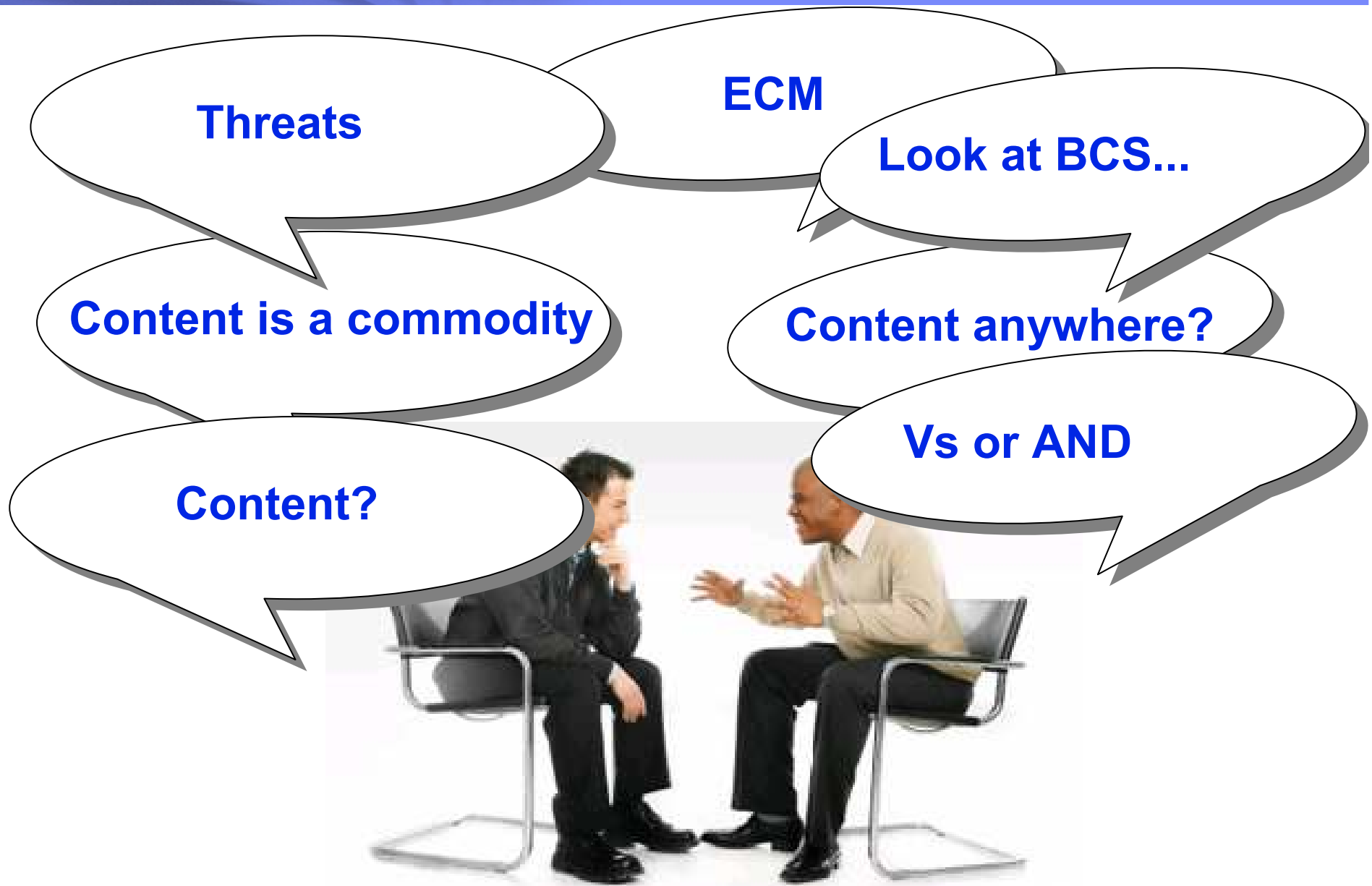
# IBM ECM Content Technologies

Thorsten Zoerner  
EMEA ECM Product Marketing  
Content Technologies

Information Management software

## Content is a commodity...



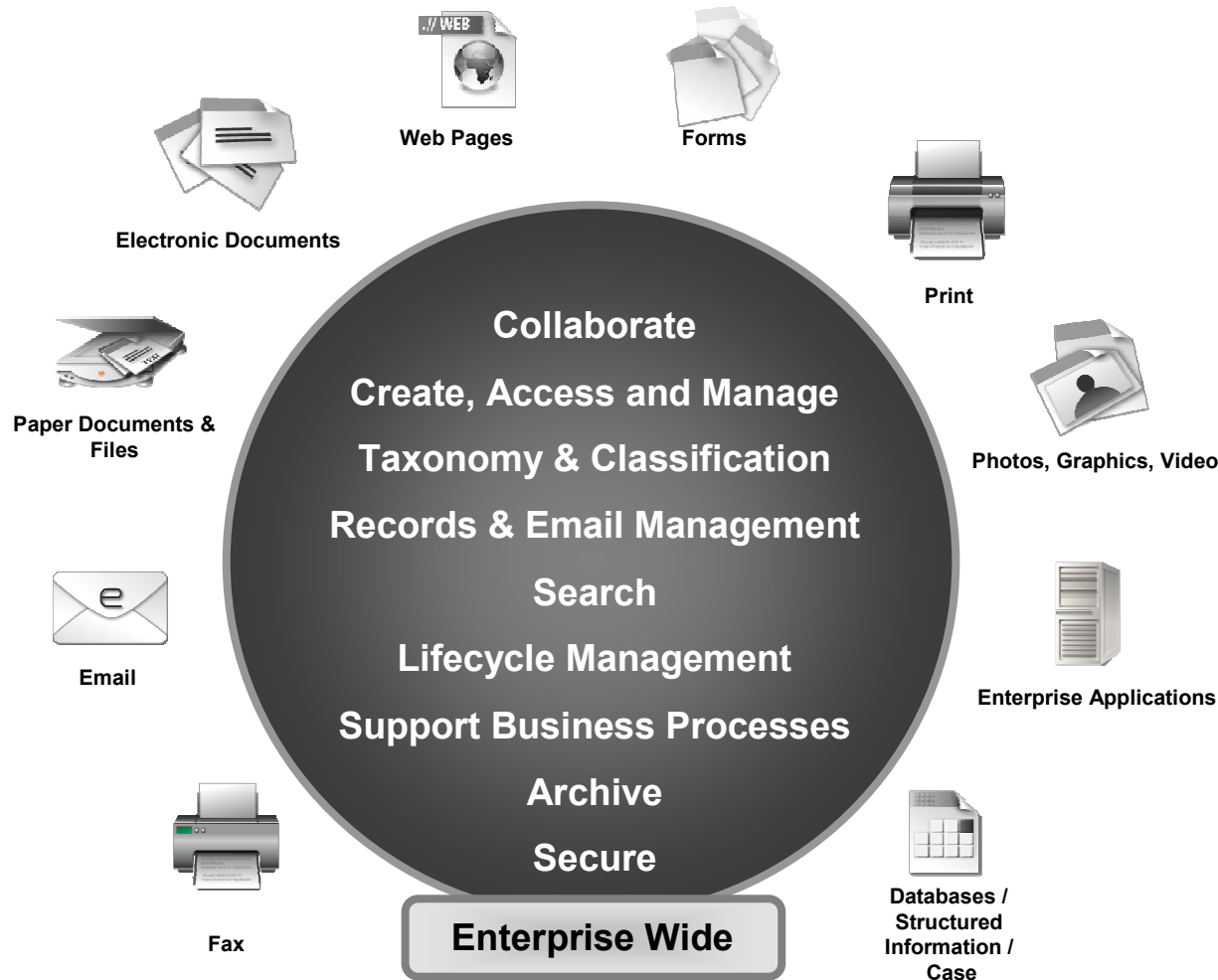


**Content is a commodity...**  
**...managing it on an enterprise level is an art**





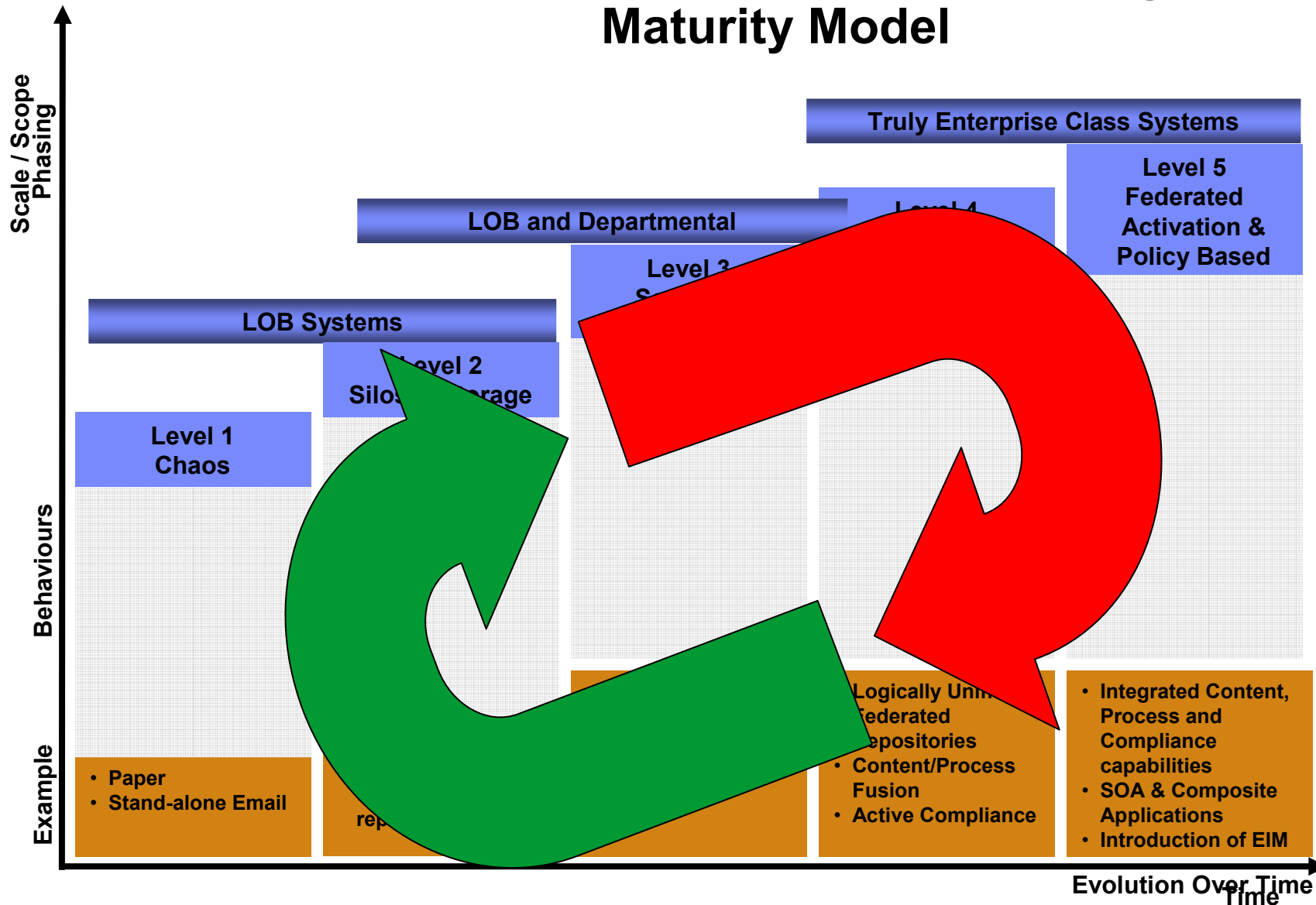
# So why invest in Content Management ... ?



**Content** is any unstructured logical entity that has business value.

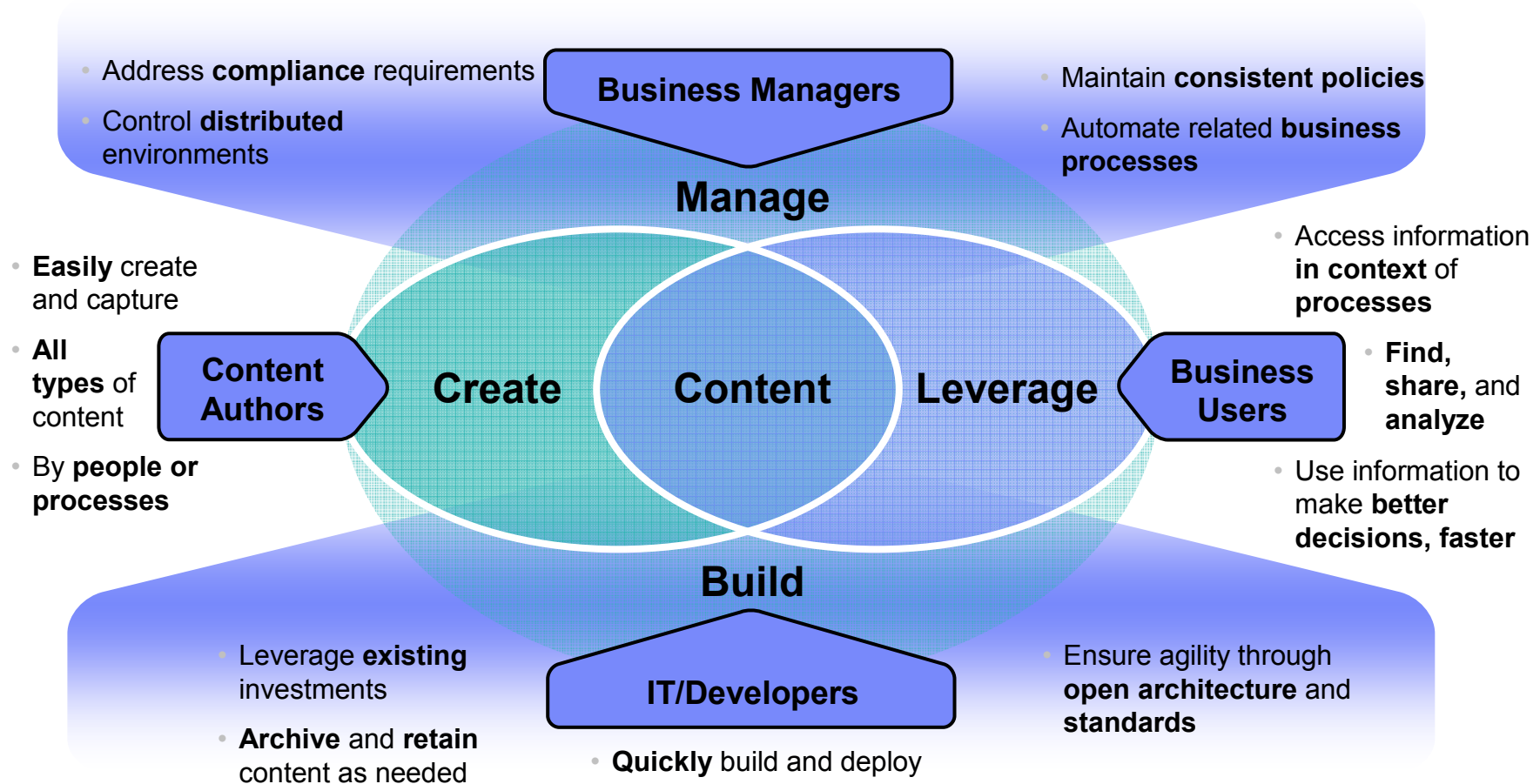
**Content Management** is the process of managing content through its lifecycle. From inception through creation, usage, review, storage and dissemination all the way to its destruction.

# You Have To Climb The Content Management Maturity Model

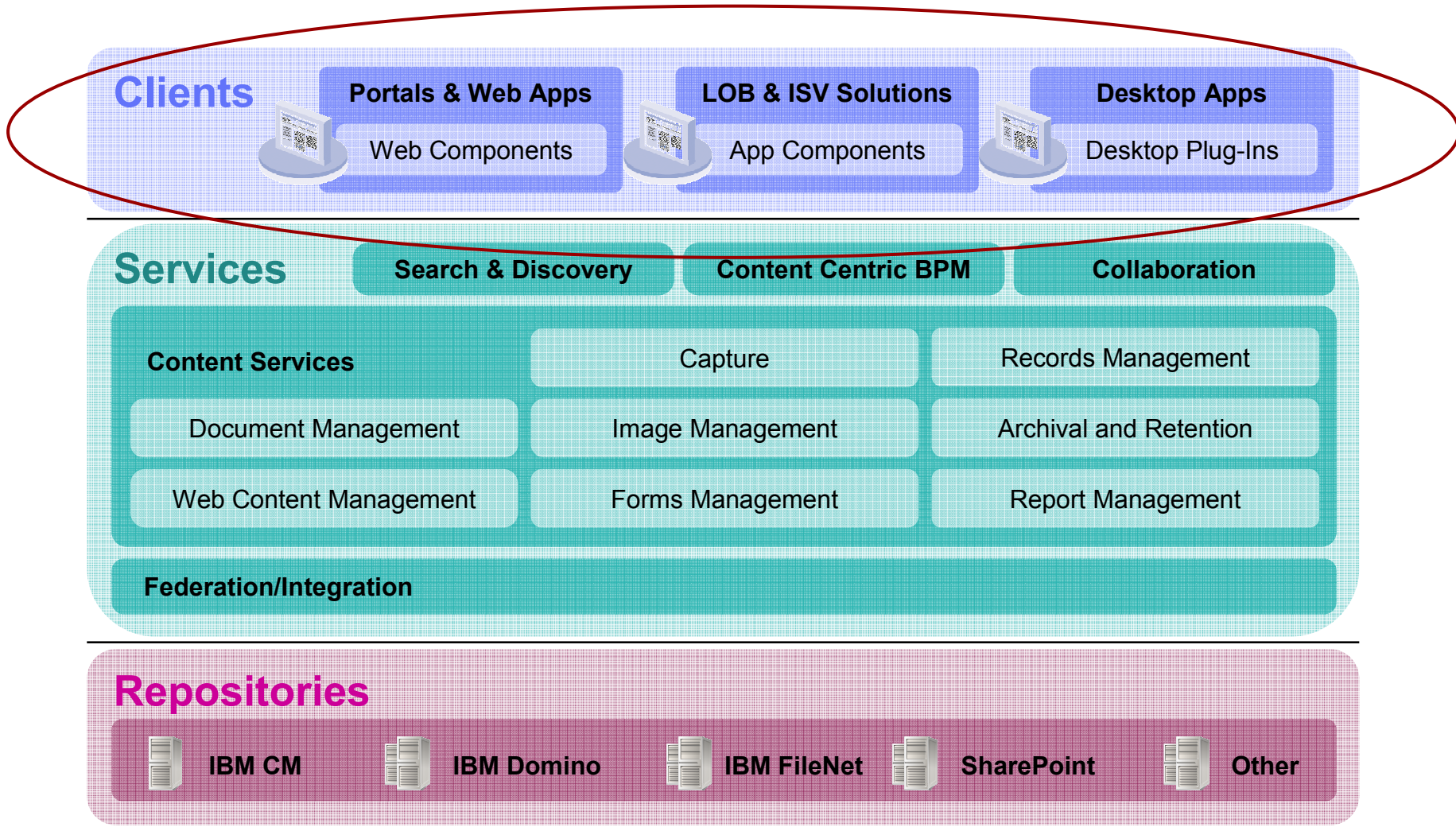




# Deliver Solutions and Technology for 4 Key Constituents for ECM in Your Organization



# IBM ECM Group Portfolio



# Agenda

- ECM Applications
- Desktop
- Basic Content Services
- Persuasive Content
- Search



# Agenda

- **ECM Applications**
- Basic Content Services
- Desktop
- Persuasive Content
- Search



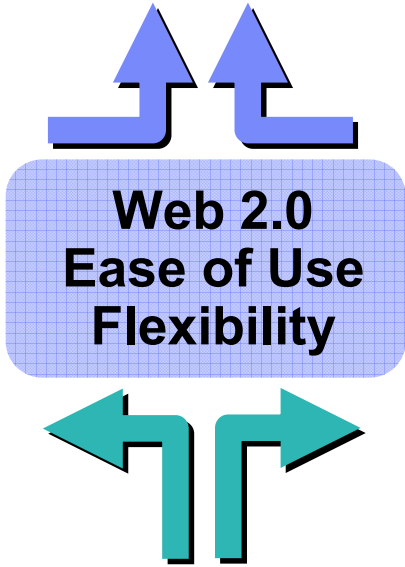
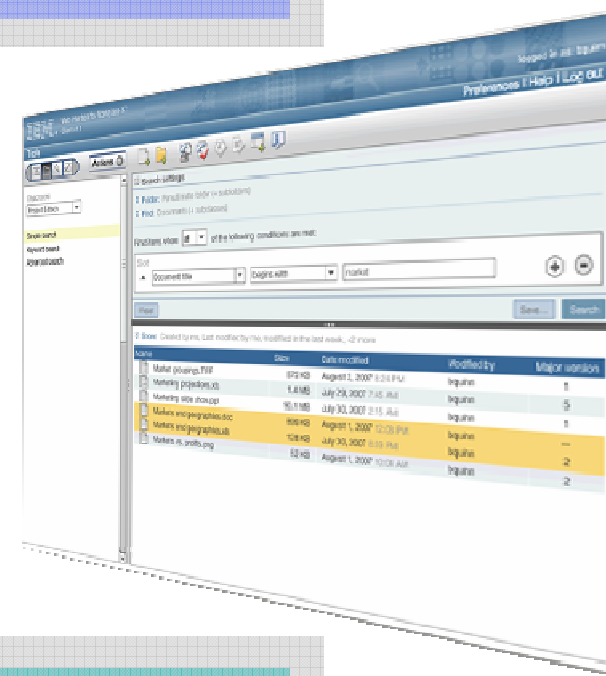
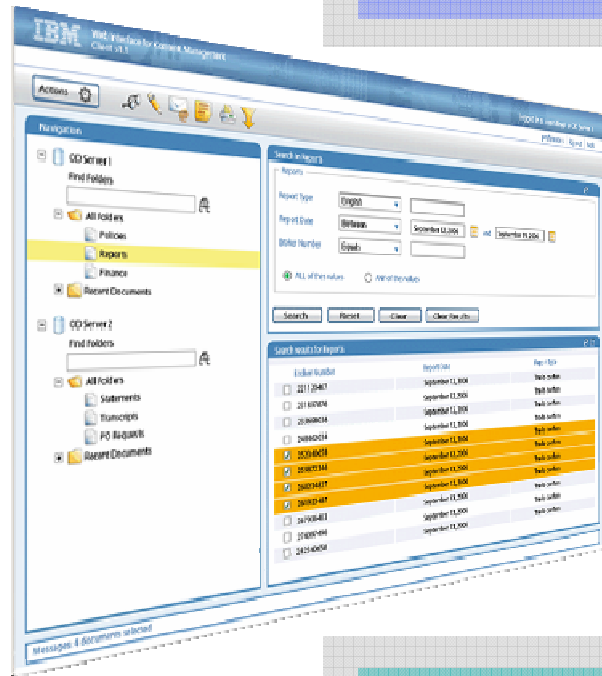


# IBM ECM Applications

## Common User Interface Architecture

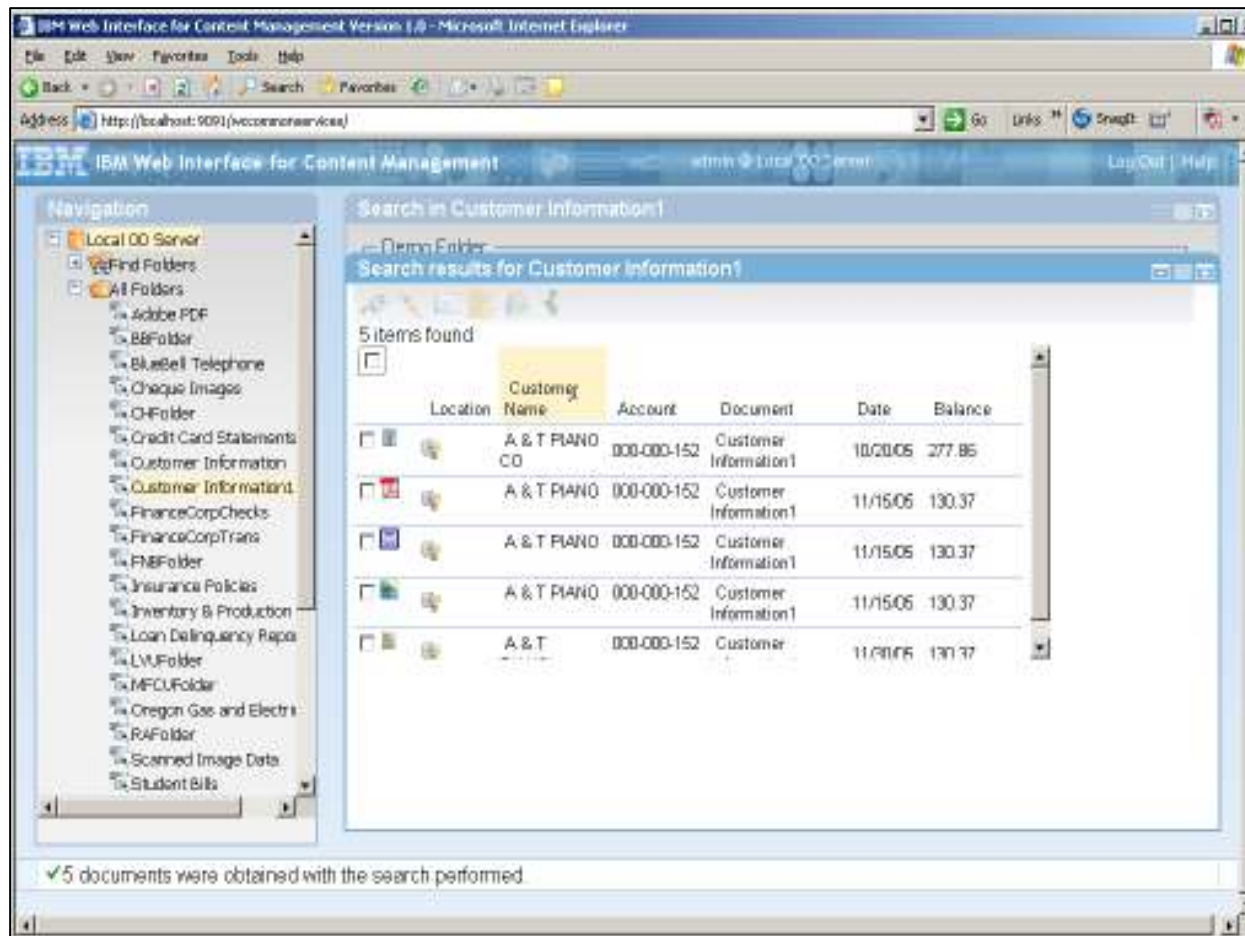
WEBi

Workplace XT



## Federation/Integration IBM Information Integration Content Edition

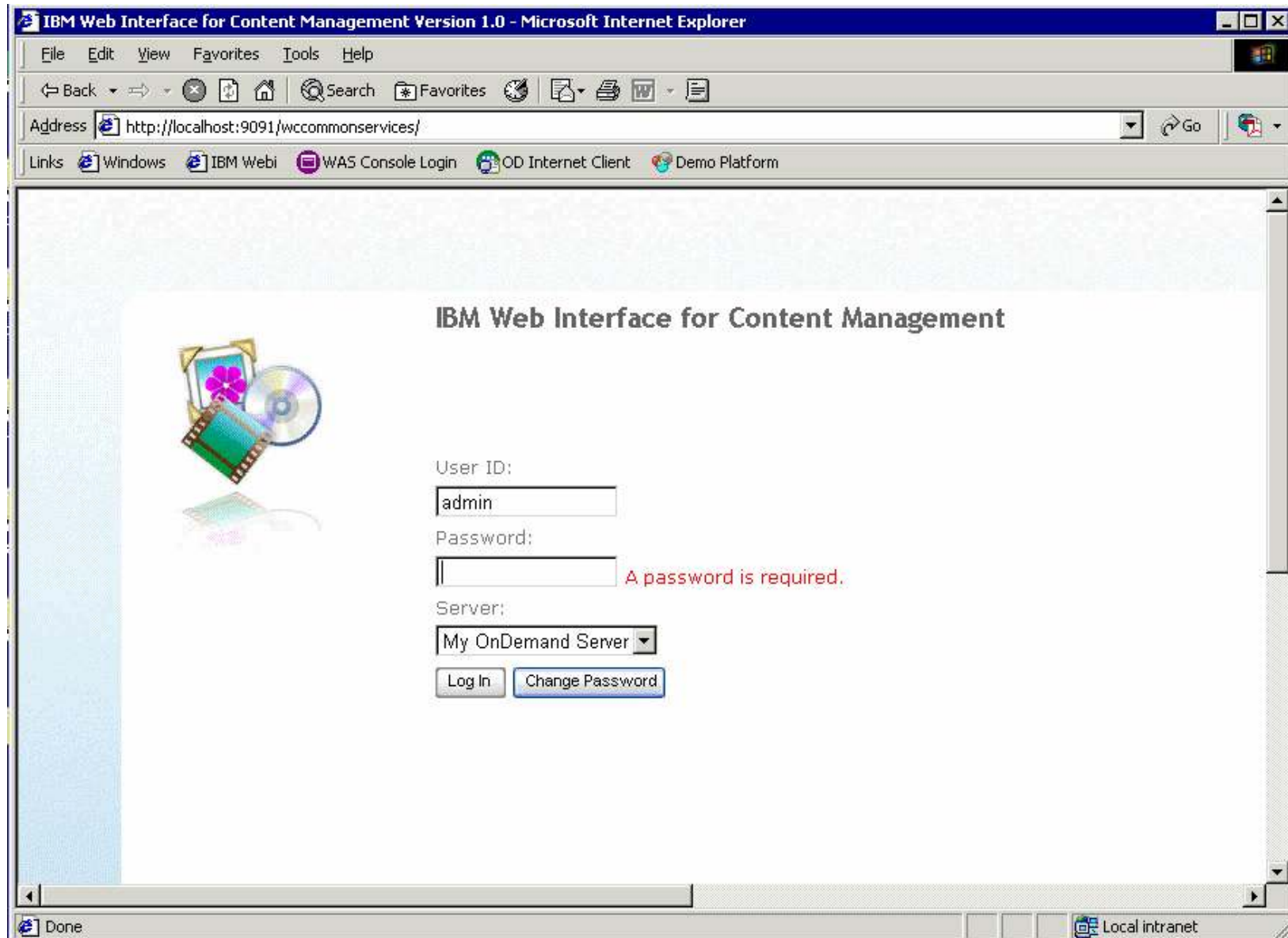
# IBM WEBI – OnDemand



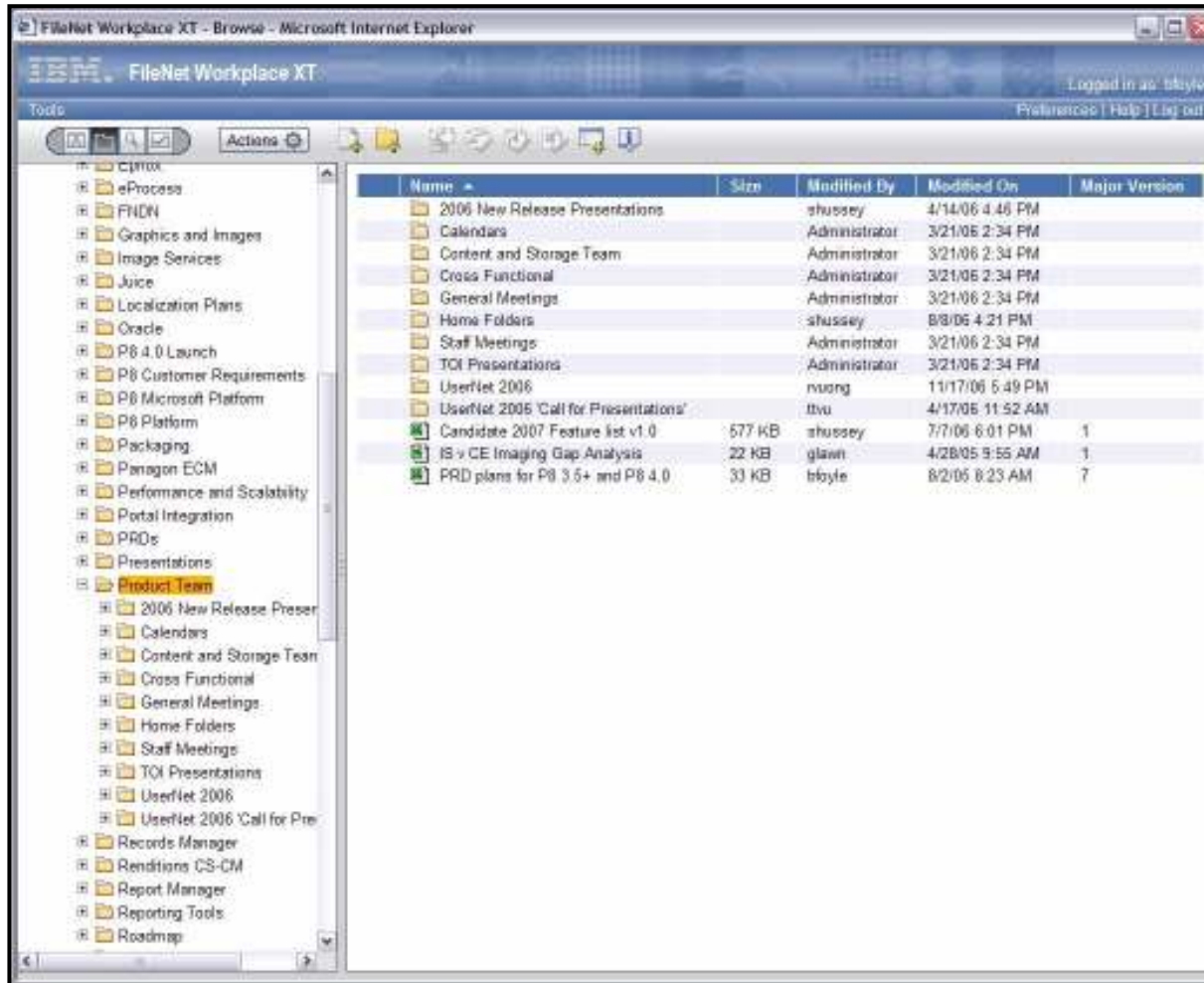
## Benefits

- Customizable interface (skins)
- Multi-search Predicates
- Parametric Search
- Multiple and Single Selection for viewing and emailing via icons and a toolbar
- Multiple Open Document windows
- Search result beyond single window can be in "Scroll" mode or "Page" mode
- Bi-directional Column Sorting (ascending/descending) from search results list
- Update Values of attributes
- Server Print from search results list
- Annotations (View, Add, Print)





# IBM FileNet Workplace XT



## Benefits

- Common desktop user experience
- Interactive Toolbar
- Tools menu
- TreeView
- ListView
- Explorer-like selection
- Multiple selections
- Actions menu
- Right-click Context Menu
- Multiple Object Stores
- Favorites including Docs
- AJAX for dynamic updates within page

## Ongoing User Experience

- Workplace XT / Webi
  - Enriched User Experience
  - Drag & Drop
  - More AJAX Enablement
  - Releases every 6 months



# Agenda

- ECM Applications
- **Desktop**
- Basic Content Services
- Persuasive Content
- Search

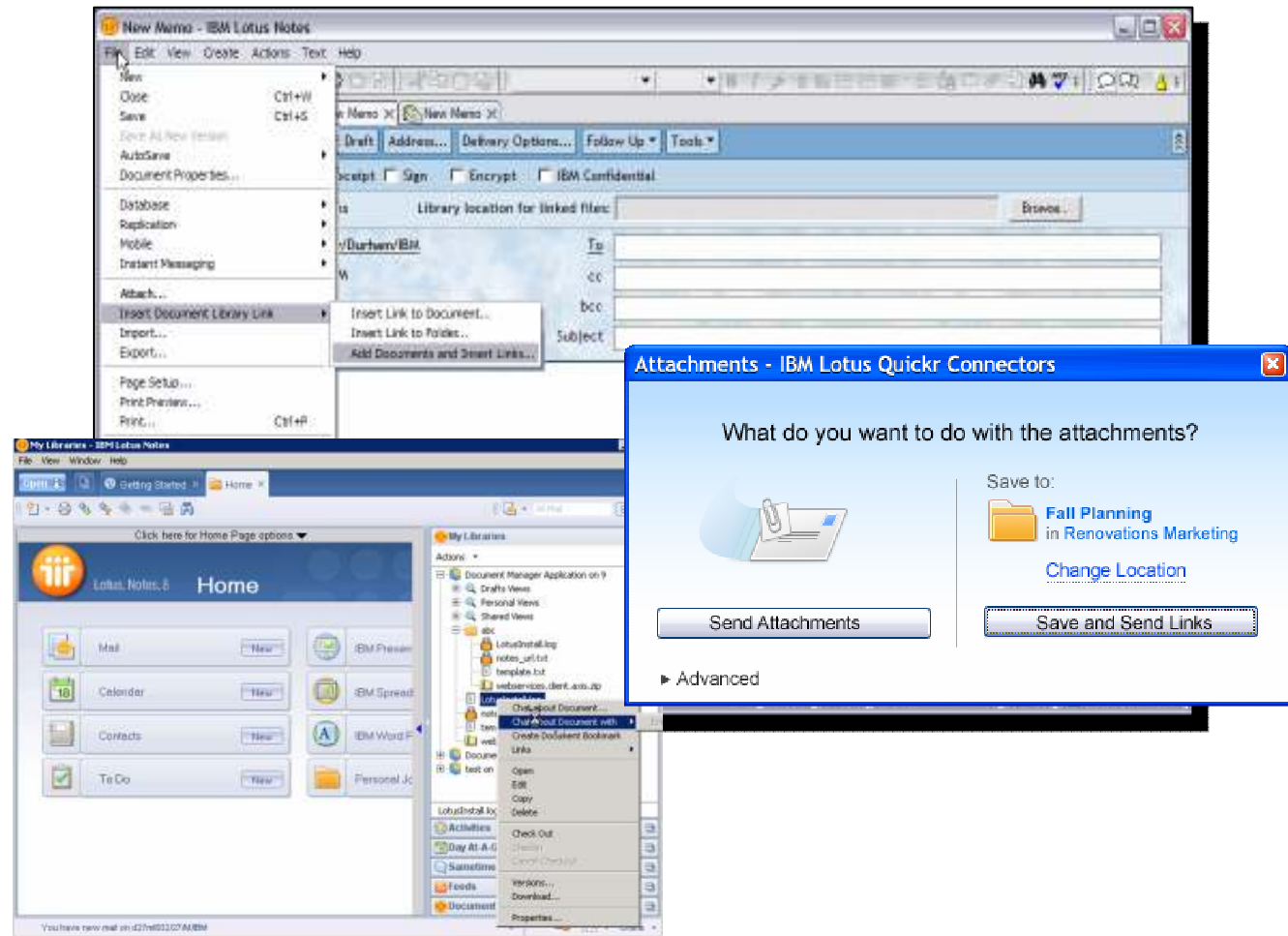




# Lotus Notes and Microsoft Outlook Connector



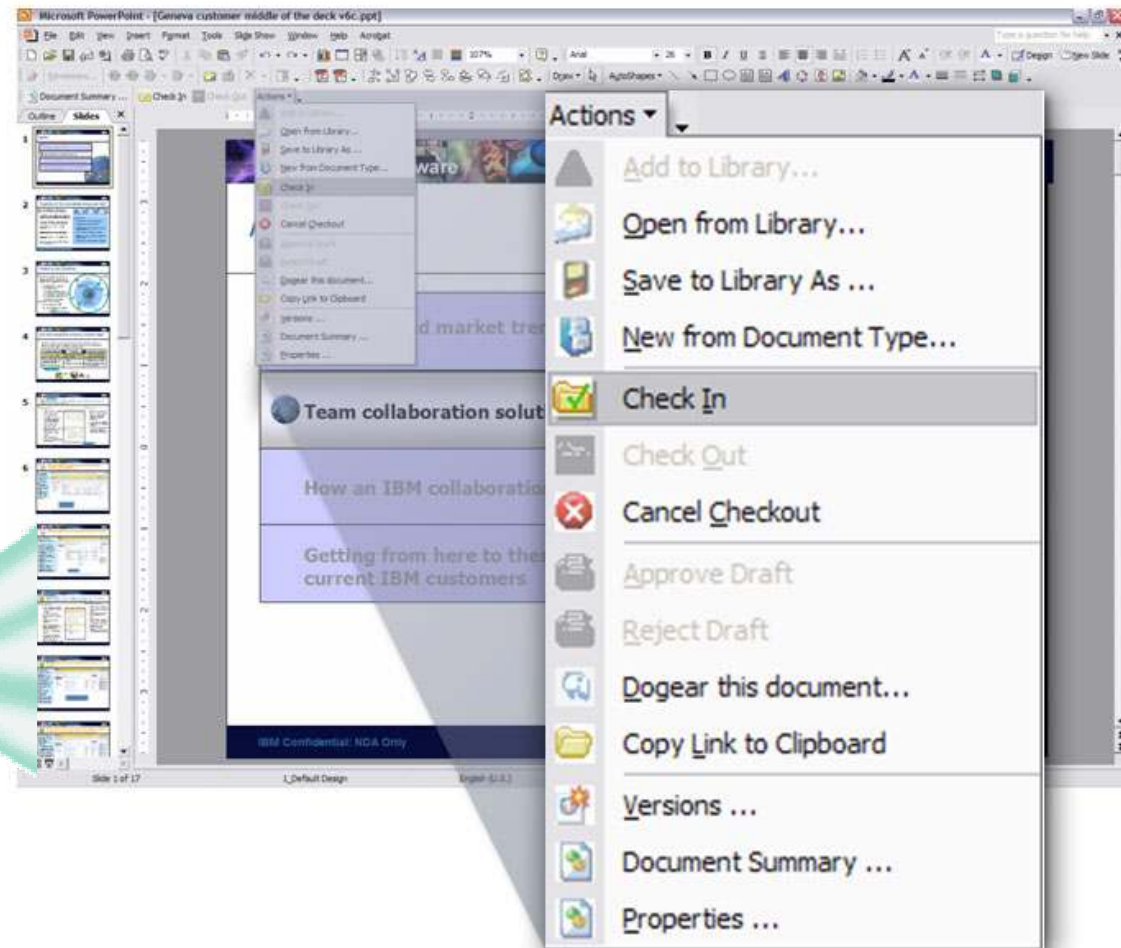
- Open and save attachments into library or team workspace
- Replace e-mail attachments with shared links
- Integrated into file menus and “right click”
- “Reminder” prompt encourages participation



# Microsoft Office Connector

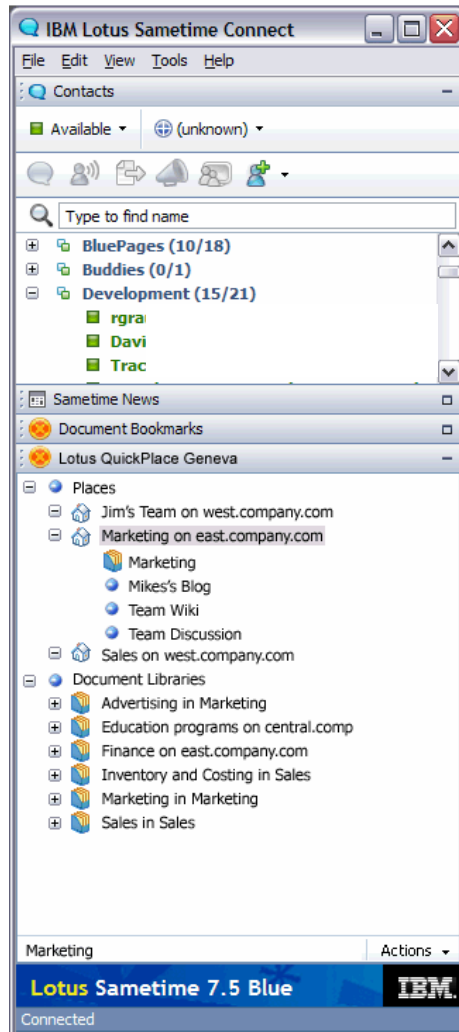


- Open and save documents into library or team workspace
- Assign document properties (meta-tags)
- Integrate with workflow for approval routing
- Integrate with “dogear\*” for tagging

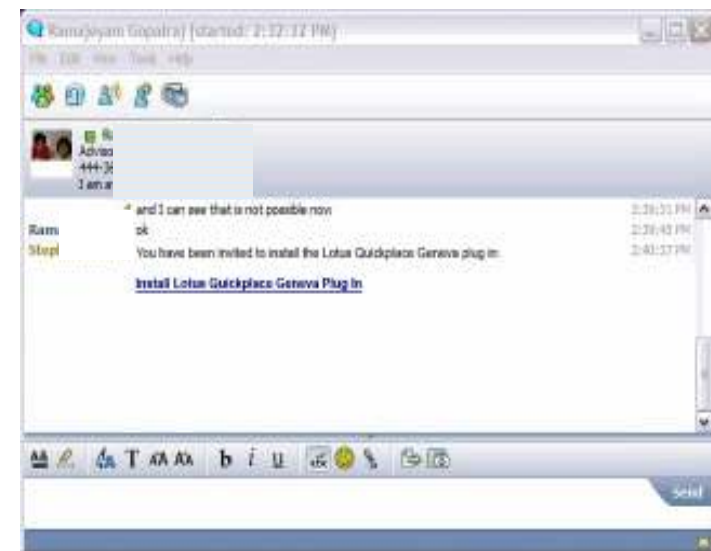




# Lotus Sametime Connector



- Navigate content through a simple tree interface
- Drag and drop from local system to libraries and team workspaces
- Integrated action menu
- Quick contextual access to shared documents
- Send links in chats
- Invite colleagues to download the connectors



# Agenda

- ECM Applications
- Desktop
- **Basic Content Services**
- Persuasive Content
- Search



## IBM ECM & Basic Content Services Integration Vision

- Provide a seamless handoff from Microsoft's SharePoint and IBM Lotus Quickr systems to IBM's ECM system of record
  - IBM ECM platform will provide a secure and scalable solution
- Leverage IBM ECM Platform & Expertise
  - Ability to work natively in authoring applications and leverage IBM's ECM backbone
  - Extends advanced content management capabilities to basic content services (BCS) users
- Provide users with a SharePoint/QuickR front end to their ECM system
  - Allows business users to collaborate where people author content

# IBM ECM Connector for SharePoint Document Libraries V2.1

## Business Managers

### What is it?:

- ❑ SharePoint is the initial authoring environment for content, however content will ultimately be swept into and accessed from the IBM ECM repository.

### Why?:

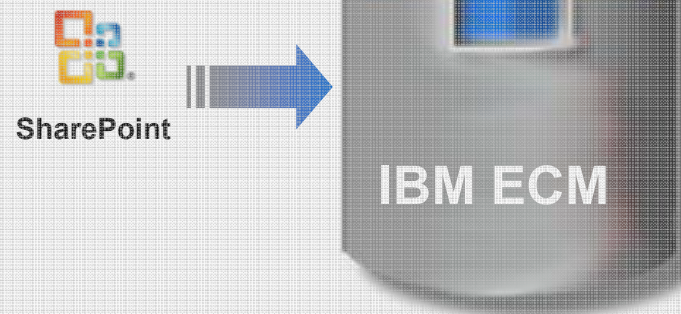
- ❑ Provides basic content services and collaboration, but customers need a secure and centrally managed repository which will ensure corporate accountability
- ❑ Businesses need to store their high value content in a central repository, however provide a seamless and automated way for content to transition into an ECM repository

### Capabilities:

- ❑ SharePoint-created content is moved into and managed by the ECM repository; and deleted from SharePoint
- ❑ Retention of created-by, modified-by metadata
- ❑ "Sweeping" of pre-existing SharePoint site content
- ❑ Automatic SharePoint child site discovery
- ❑ Central Configuration Utility with common repository

### Supports:

- ❑ MOSS 2007
- ❑ Initial release - Q4 2007 - IBM FileNet P8





# IBM ECM Connector for SharePoint Web Parts V2.1

**Business  
Users**

## What is it?:

- Collection of Web Parts which allow end users to interact with documents in FileNet P8 directly from the SharePoint browser UI

## Why?:

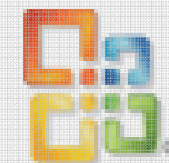
- Merges basic document management capabilities with the Microsoft collaborative user experience
- Real-time access of P8 content from SharePoint

## Capabilities:

- View/Browse/Search
- Check in/out
- Upload document
- Edit
- Edit properties
- Delete
- Personal Inbox (workflow tasks)

## Supports:

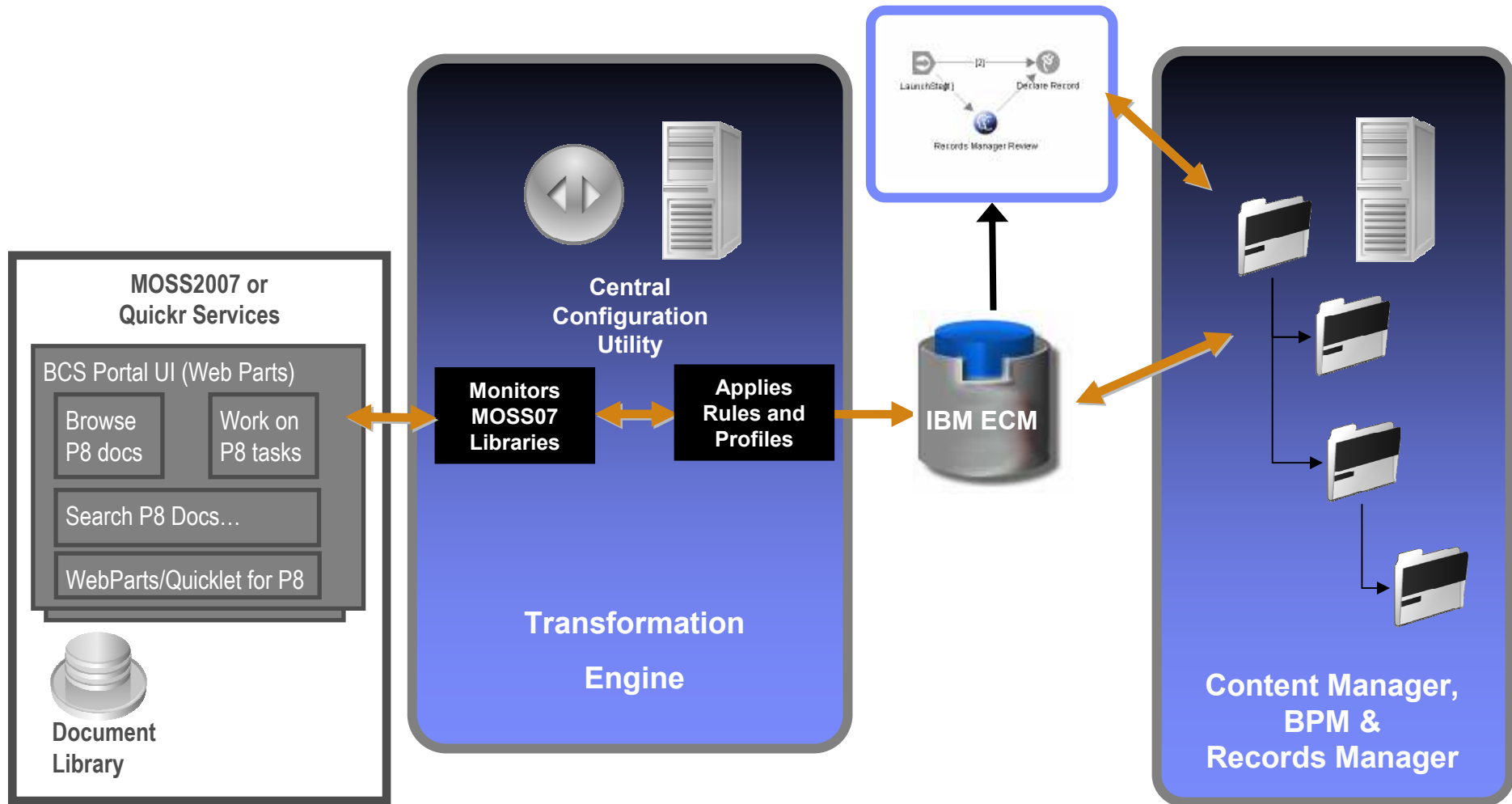
- MOSS 2007
- Initial release – Q4 2007 – IBM FileNet P8



SharePoint



# IBM ECM - BCS Connectors Operation





Software Development Group

Software Development Group

# IBM ECM Connector for SharePoint Web Parts

## "Walk-Thru"

View All Site Content

Documents

- Shared Documents

Lists

- Calendar

- Tasks

Discussions

- Team Discussion

Sites

People and Groups

Recycle Bin

File

Bluefish

Advanced Search

Object Store/Folder

QA1.FS.DB2/

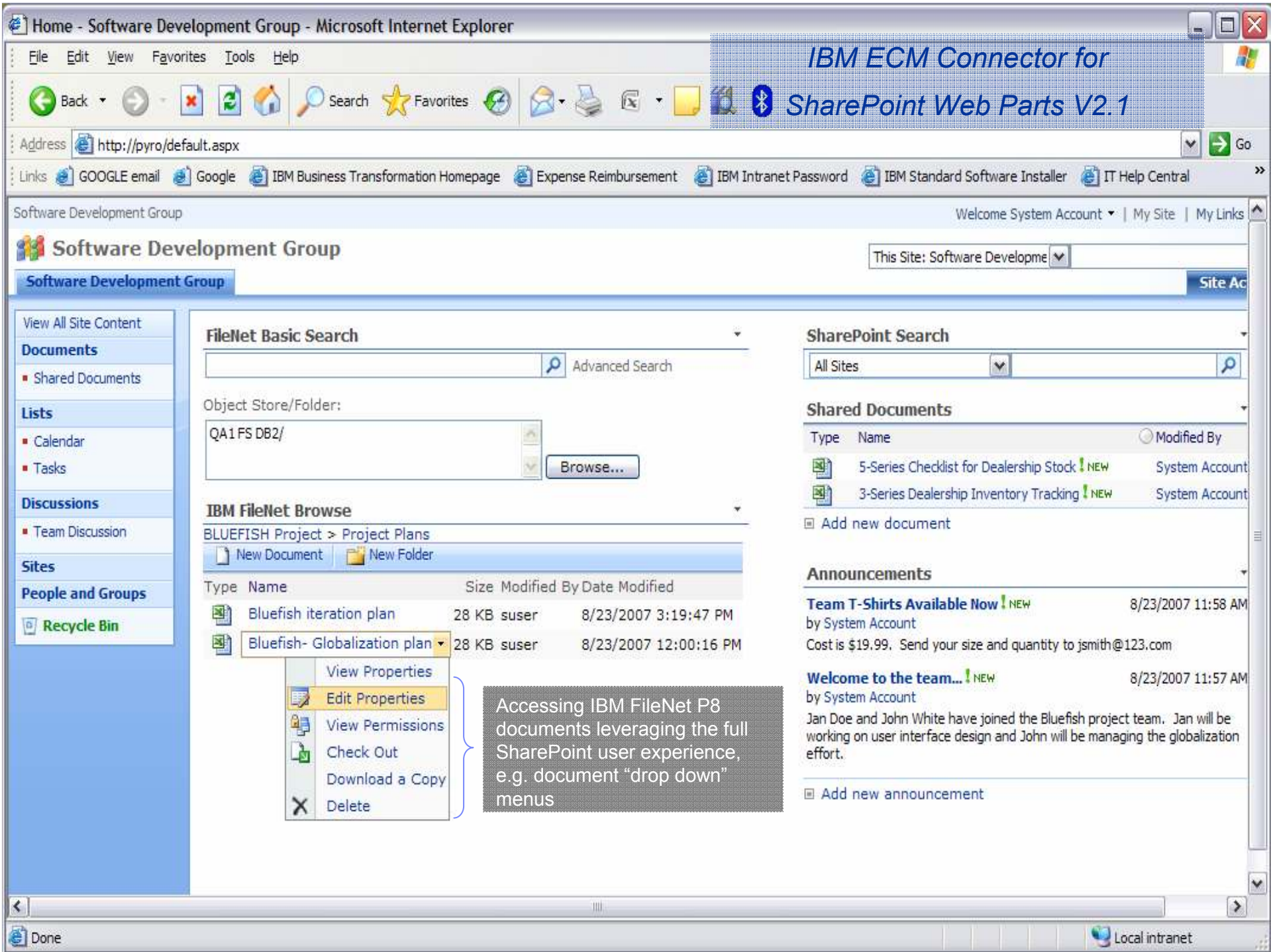


Browse...

IBM | **SharePoint**

New Document | New Folder

Type	Name	Size	Modified by	Date Modified
Folder	Budget	0 KB	suser	8/23/2007 9:37:11 AM
Folder	Client Feedback	0 KB	suser	8/23/2007 9:36:44 AM
Folder	Meeting Notes	0 KB	suser	8/23/2007 9:36:23 AM
Folder	Project Plans	0 KB	suser	8/23/2007 9:36:09 AM



# IBM ECM Connector for SharePoint Web Parts V2.1

Software Development Group Welcome System Account | My Site | My Links

**Software Development Group** This Site: Software Developme | Site Ac

- View All Site Content
- Documents**
  - Shared Documents
- Lists**
  - Calendar
  - Tasks
- Discussions**
  - Team Discussion
- Sites**
- People and Groups**
- [Recycle Bin](#)

**FileNet Basic Search**

Object Store/Folder:  
QA1 FS DB2/

**IBM FileNet Browse**

BLUEFISH Project > Project Plans

Type	Name	Size	Modified By	Date Modified
	Bluefish iteration plan	28 KB	suser	8/23/2007 3:19:47 PM
	Bluefish- Globalization plan	28 KB	suser	8/23/2007 12:00:16 PM

- View Properties
- Edit Properties**
- View Permissions
- Check Out
- Download a Copy
- Delete

Accessing IBM FileNet P8 documents leveraging the full SharePoint user experience, e.g. document "drop down" menus

**SharePoint Search**

**Shared Documents**

Type	Name	Modified By
	5-Series Checklist for Dealership Stock <b>NEW</b>	System Account
	3-Series Dealership Inventory Tracking <b>NEW</b>	System Account

**Announcements**

**Team T-Shirts Available Now **NEW**** 8/23/2007 11:58 AM  
by System Account  
Cost is \$19.99. Send your size and quantity to jsmith@123.com

**Welcome to the team... **NEW**** 8/23/2007 11:57 AM  
by System Account  
Jan Doe and John White have joined the Bluefish project team. Jan will be working on user interface design and John will be managing the globalization effort.

New Document: QA1 FS DB2 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address [http://pyro/\\_layouts/FileNet/FileNetSetContent.aspx?action=3&folderPath=/KristinV1/BLUEFISH%20Project/Project%20Plans&targetObjectType=DevelopmentProjects&contEngineUrl=http://ye](http://pyro/_layouts/FileNet/FileNetSetContent.aspx?action=3&folderPath=/KristinV1/BLUEFISH%20Project/Project%20Plans&targetObjectType=DevelopmentProjects&contEngineUrl=http://ye) Go

Links GOOGLE email Google IBM Business Transformation Homepage Expense Reimbursement IBM Intranet Password IBM Standard Software Installer IT Help Central

Software Development Group Welcome System Account | My Site | My Links |

Software Development Group This Site: Software Developme Site Actions

## New Document: QA1 FS DB2

Adding a new document to the IBM FileNet P8 repository via SharePoint Web Parts

OK Cancel

Class	<a href="#">_Development Projects</a> <a href="#">Change Class</a>
Document Content	<input checked="" type="radio"/> Local File: <input type="text" value="C:\Documents and Settings\Administrat"/> <a href="#">Browse...</a> <input type="radio"/> External File: <input type="text"/> <small>(e.g. http://www.myhost.com/myfile.txt)</small> <input type="radio"/> None: Document has no association. This is a collection of properties only.
Version Type	Major
Document Title	<input type="text" value="Project Schedule and Iteration Plan"/>
Comment	<input type="text"/>
Document Status	In Process
Location_CVL Str	<a href="#">Set Value</a>
MVCP Str	<a href="#">Set Value</a>
Received On	<input type="text"/>
When Available Date	<input type="text"/>

OK Cancel

Done Local intranet

# IBM ECM Connector for SharePoint Web Parts V2.1

## FileNet Basic Search

Bluefish

Object Store/Folder:

QA1 FS DB2/

Searching for content in  
the IBM FileNet P8  
repository via  
SharePoint Web Parts

Basic

## FileNet Search Results

Type	Score	Name	Size	Modified By	Date Modified
	0.7742	Bluefish iteration plan	28 KB	suser	8/23/2007 3:19:47 PM

## FileNet Advanced Search

### FileNet Advanced Search

#### Find Documents with...

All of these words:

The exact phrase:

Any of these words:

None of these words:

#### Search In...

Object Store/Folder:

Include sub-folders

#### Narrow the search...

- Options:
- Added by me
  - Modified by me
  - Checked out
  - Added in the last week
  - Added in the last month

- Document Types:
- Word
  - Excel
  - Power Point
  - PDF

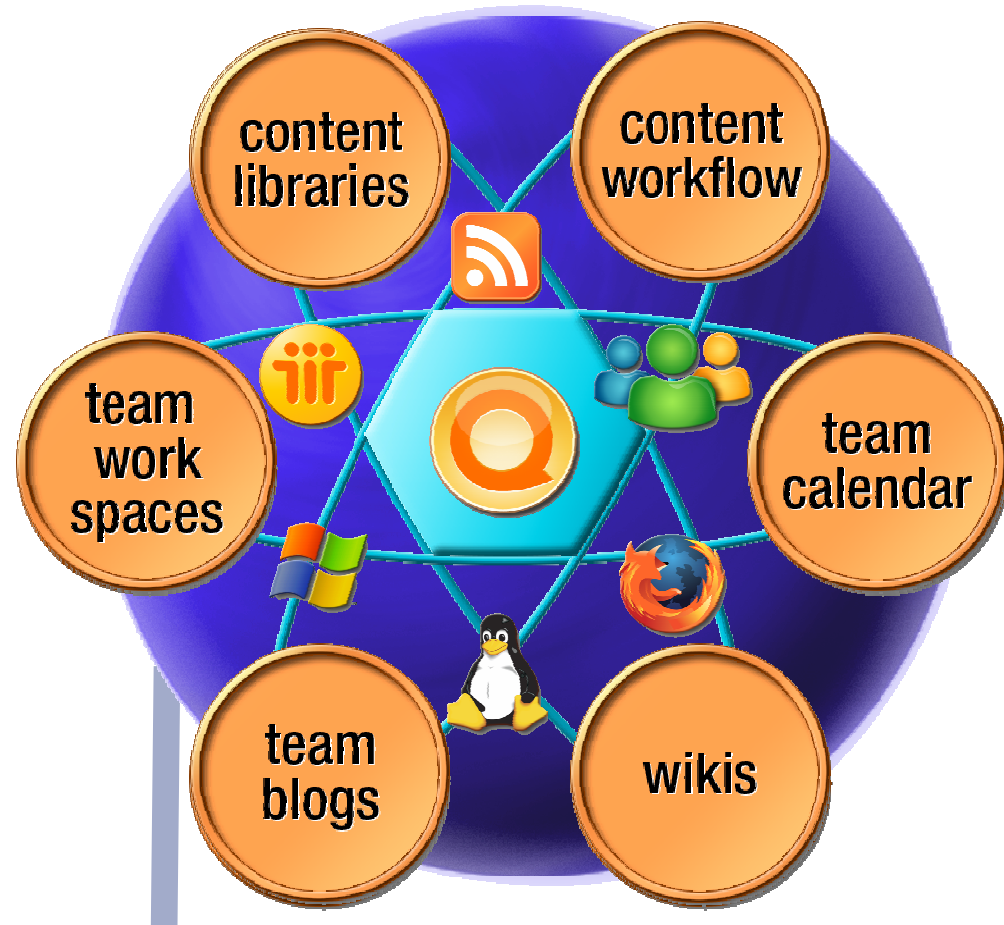
Advanced



# Lotus Quickr

## Benefits

- Collaborate from within your desktop applications with the client connectors
- Team working integration with P8 and CM8
- Move content from Lotus Quickr to ECM to leverage Records Management, Business Process Management, centralized storage
- Single access point and experience for all content— Lotus Quickr and ECMListView
- Incorporate ECM content into Lotus Quickr applications
- IBM's Content Manager or FileNet, provides the most complete single-vendor end-to-end content management solution in the industry



### Included Content Stores



### Integration & Coexistence





# IBM Quickr Connector for IBM ECM

The screenshot shows the Lotus Quickr web interface. At the top, there's a navigation bar with 'Lotus Quickr', a search box containing 'Sales Contracts', and a user profile 'Log Out: qui kradm'. Below this is a breadcrumb trail 'Sales Contracts' and a 'Customize' link. The main content area is titled 'Library' and 'Sales Contracts', with a 'Find' box and a 'Create' dropdown. There are tabs for 'Draft Views', 'Shared Views', and 'Personal Views'. A list of documents is shown, including 'Acme Widgets 12-06-ZB.doc', 'Coyote Inc 01-07-N.odt', 'Critical Parts.doc', 'Gadgets Inc.doc', and 'Gear Supply Co 12-06-AN.sx'. A context menu is open over the first document, listing actions like 'View document', 'Download', 'Check Out', 'Edit Document', 'Edit Properties', 'Replace', and 'More Actions'. The 'More Actions' submenu is expanded, showing 'Make this a record' (highlighted), 'File a copy as a record', 'Restore from record', 'Manage records', and 'View retention policy'. A callout bubble with a dashed border and arrow points to the 'Make this a record' option, containing the text 'Drag desktop files and folders here'. At the bottom, there's a pagination control showing 'Items per page: 10 | 20 | 50 | 100 | Show all'.

## Benefits

- Create Records from within Quickr
- Reduce storage costs
- BPM enable content
- ILM for collaborative work
- One Vendor



## SAP Knowledge Manager (KM)

About SAP Netweaver Portal:

- Unifies critical information and applications to give users role-based views that span the enterprise, enabling you to take full advantage of your information resources.
- LOB Applications for ERP



# IBM ECM Connector for SAP KM



The screenshot shows the SAP Portal interface with the IBM ECM Connector for SAP KM. The main content area displays a file browser view of legal documents. The table below shows the following data:

Name	Size	Rating	Modified
Contracts			09/11/07 10:25:40 PM
Intranet			09/06/07 11:13:29 AM
com:070509109-16-27-8000-4679-4104807805544			11/21/07 11:41:40 AM
Verträge			09/06/07 10:38:44 AM
Verträge			09/11/07 11:41:40 AM
Verträge			09/11/07 11:42:01 AM
Workflow			09/11/07 11:43:20 AM

Below the table, the 'Public Intranet' section shows a search filter for 'Legal' and a list of 21 items found. The 'Folder View' section shows a document titled 'Vertrag: Einmalige' with a 'Multi-Select Actions' menu.

## Benefits

- Integrates IBM ECM content into the unified mySAP Enterprise Portal, providing full access to valuable information from
- SAP Portal users now can access and view all the documents and meta-data in P8 Content Manager from within the SAP Portal as easily as accessing documents in the SAP database.
- Provides a unified view of all enterprise content, thus improving operational efficiency, increasing user productivity, and increasing customer satisfaction.

Portal Favorites

KM Browse FileNet

Documents > FileNet Dokumente

Name	Size	Rating	Modified
Contracts			8/31/07 10:25:40 PM
Images			6/16/06 10:13:29 AM
Offit (EB559109-1627-408C-B675-432AE879059A)			3:51 AM
testfolder			6/16/06 10:31:44 AM
Verträge			8/31/07 11:41:40 AM
Vorlagen			8/31/07 11:42:01 AM
Workflow			8/31/07 11:43:20 AM

FileNet P8 Legal Tasks

Administrator | Sonntag, 9. September 2007 Help | Close

Public Inbox

Path: Legal

Filter inbox based on field where:

Name =

Apply Filter Clear

http://wd-nwep - SAP Netweaver Portal - Microsoft Internet Explorer

Angebot Freigelegt

View Actions Collaboration Settings

Size 198 KB Angebot Freigelegt Properties

Modified 9/5/07 8:15 PM Administrator

Read Not Read

Close

Feedback

Feedback allows comments to be sent to the author. You have not given any feedback.

Give Feedback...

Reviews

Reviews allow users to collaboratively determine the quality of a document. There are no reviews for this item.

Write First Review...

SAP Repository Manager for IBM ECM

Freigabe Vertrag Nr. 4711	Prüfung Legal	Overdue	07.09.07 18:58
Freigabe Vertrag Nr. 4711	Prüfung Legal	Overdue	07.09.07 19:07
Freigabe Vertrag Nr. 4711	Prüfung Legal	Overdue	07.09.07 22:07

FileNet P8 Entry Contracts

Administrator | Sonntag, 9. September 2007 Help | Close

Folder View

Path: EP Object Store > Erfassungsvorlagen

Get Info Add To Shortcuts Add Document Add Folder

Items found: 1

Vertrag hinzufügen

Written by Administrator and modified by Administrator on 31.08.07 22:27

Multi-Select Actions

Help

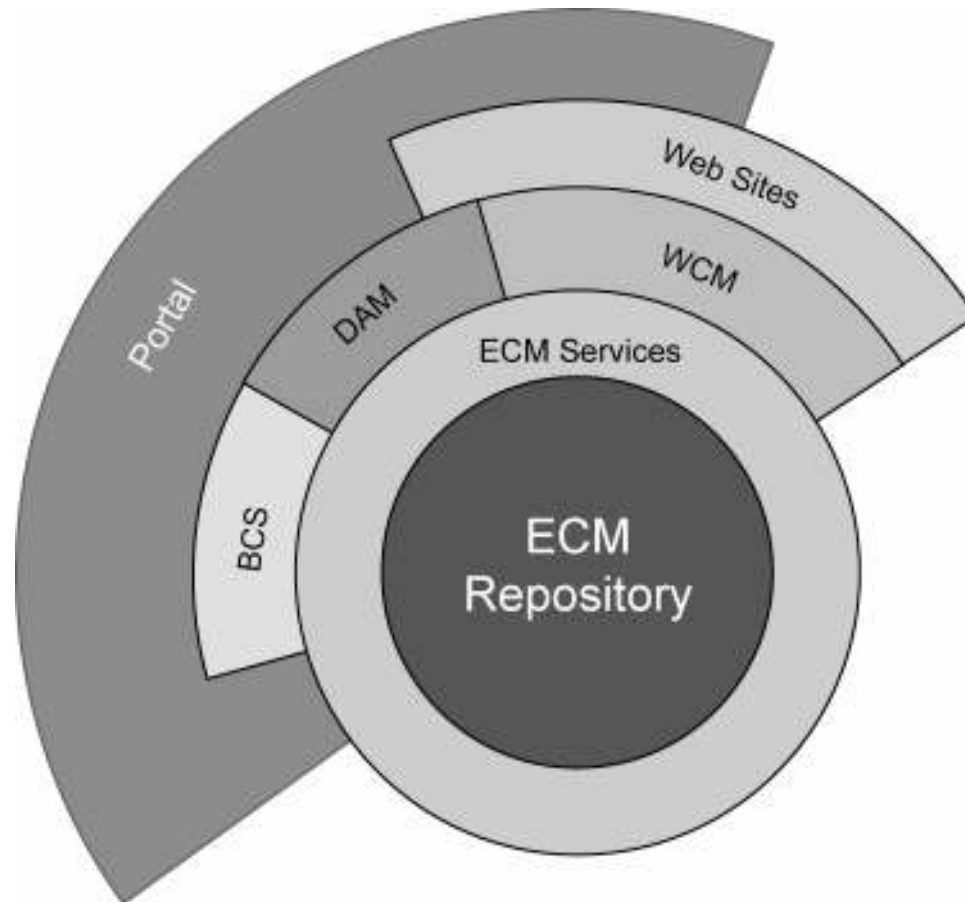
Copyright © 2002, 2005 FileNet Corporation. All rights reserved.

# Agenda

- ECM Applications
- Desktop
- Basic Content Services
- **Persuasive Content**
- Search



# Integrated Offering for ECM and Persuasive CM





## IBM Workplace Web Content Management

- **Persuasive**

Advanced, **rules-based personalization** capabilities allow persuasive, targeted information to be dynamically delivered to your employees, customers, suppliers and partners via the WebSphere Portal environment

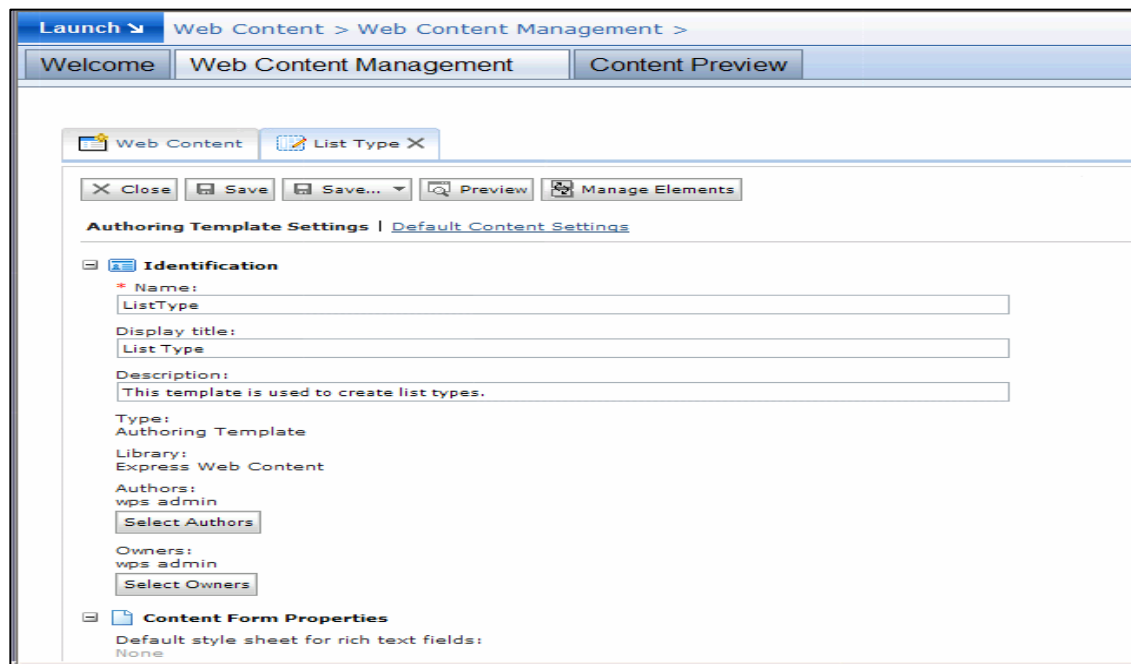
- **Enable business users**

**Enhanced authoring and administration capabilities** allow web content to be created and delivered more effectively via your WebSphere Portal environment

- **IT consolidation**

IBM leads the industry with the most **tightly integrated portal and Web content management** solution on the market today paired with integration into IBM ECM platform

# IBM Workplace WCM



## Benefits

- Portal and Content “Hand In Hand”
- Integration with WebSphere Portal helps lower project costs and
- Jointly developed and tightly integrates with WebSphere Portal
- Integration with FileNet P8 4.x planned

Version: 6.0

CM8 Connector: Available

Next release: 6.1

## IBM FileNet Web Site Manager

- **Persuasive**

**Dynamic publishing** model leverages application server infrastructure to drive personalized content to individual users

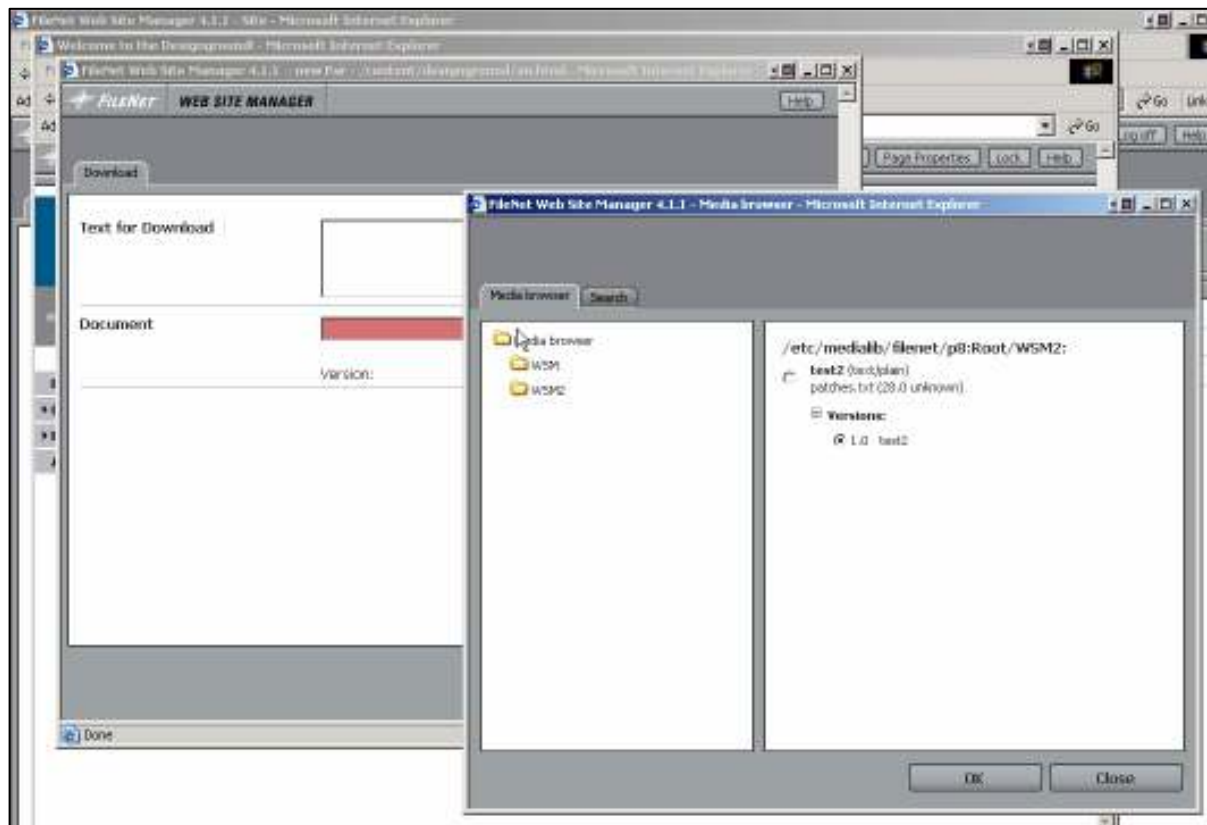
- **Enable business users**

**Best of breed in-site editing** user interface and fully browser based tools enable every non-technical user to create web content

- **IT consolidation**

**IBM FileNet Web Site Manager integrates** with FileNet P8 3.5 to effectively leverage the convergence of ECM and WCM

# IBM FileNet Web Site Manager



## Benefits

- Persuasive – Dynamic publishing model leverages application server infrastructure
- Best of Breed In-Site editing
- Integration with IBM FileNet P8 3.5.x

Version: 4.1.1

P8 Connector: Level 1 -3.5

CM8 Connector: not planned



## WCM Releases

### ■ Workplace WCM

- Current version: 6.0
- Released 2006
- Provides integration with CMv8
- Planned integration IBM FileNet P8 4.0 (6.1) / Q3/2008

### ■ Web Site Manager

- Current version: 4.1
- Released 12-06
- Provides integration with FileNet P8 3.5

# Agenda

- ECM Applications
- Desktop
- Basic Content Services
- Persuasive Content
- **Search**



# It is not just Keyword

## Finding

- Context awareness
- Security
- Semantics

## Use Cases

- Intra/Internet
- Applications
- UI Centric

*OmniFind  
Analytics*

## Analyzing

- Aggregation
- Textual Intelligence

## Use Cases

- Competitive Intelligence
- Risk Analyzes
- Knowledge Worker Apps

*OmniFind  
Enterprise*

## Basic Search (Level 0)

### L0: Basic Search

- Ad-hoc access to content

The screenshot displays the 'Search' tab of the IBM FileNet interface. At the top, there are navigation tabs: 'My Workplace', 'Tasks', 'Shortcuts', 'Browse', 'Search', and 'Author'. Below the tabs, the 'Search In:' section includes options like 'Use Search Template', 'Hide Search Criteria', 'Set as Default Search In', and 'Printable View'. The search criteria are defined as 'Document Title contains' (empty) and 'AND Content Contains' (filenet ibm). Under 'Use these search options:', there are checkboxes for 'Created by me', 'Last modified by me', 'Checked out', 'Added in the last week', and 'Added in the last month'. The 'Search for these document types:' section has checkboxes for 'Word', 'Excel', 'PowerPoint', and 'PDF'. At the bottom, there are 'Search', 'Clear', and 'M' buttons. Below the search area, an 'Actions Menu' shows 'Items Found: 100'. The results are displayed in a 'Magazine' view with 'Show Items: 10'. Two results are visible: '003672838.asp (Version 1.0)' and '011000014.asp (Version 1.0)'. The first result includes a snippet about North Dakota choosing FileNet platform.

- Comes with the repository
- A starting point for leveraging content
- But insufficient to deliver actionable insight



# Value-add with Advanced Search (Level 1)

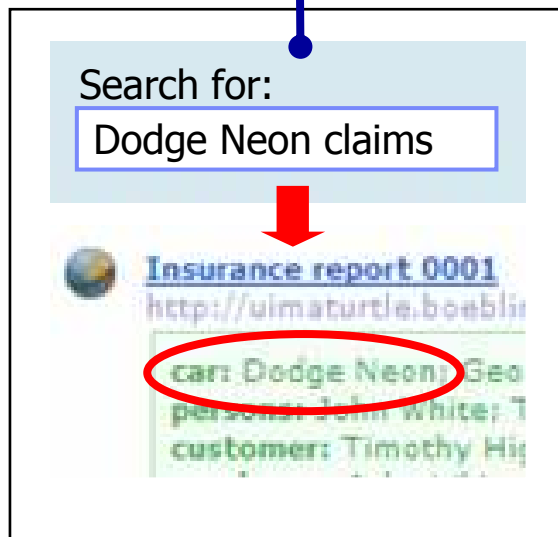
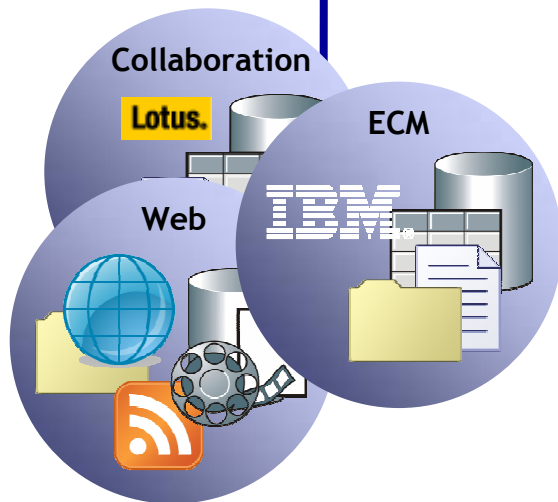
## L1: Semantic Search

- Taking a broad view of content, across and beyond the enterprise
- Finding content through concepts, not keywords

**Integrated access to unmanaged content and Web data**

**Concept search to find relevant content quickly & accurately**

**Rich UIs and Web 2.0 techniques to improve findability**

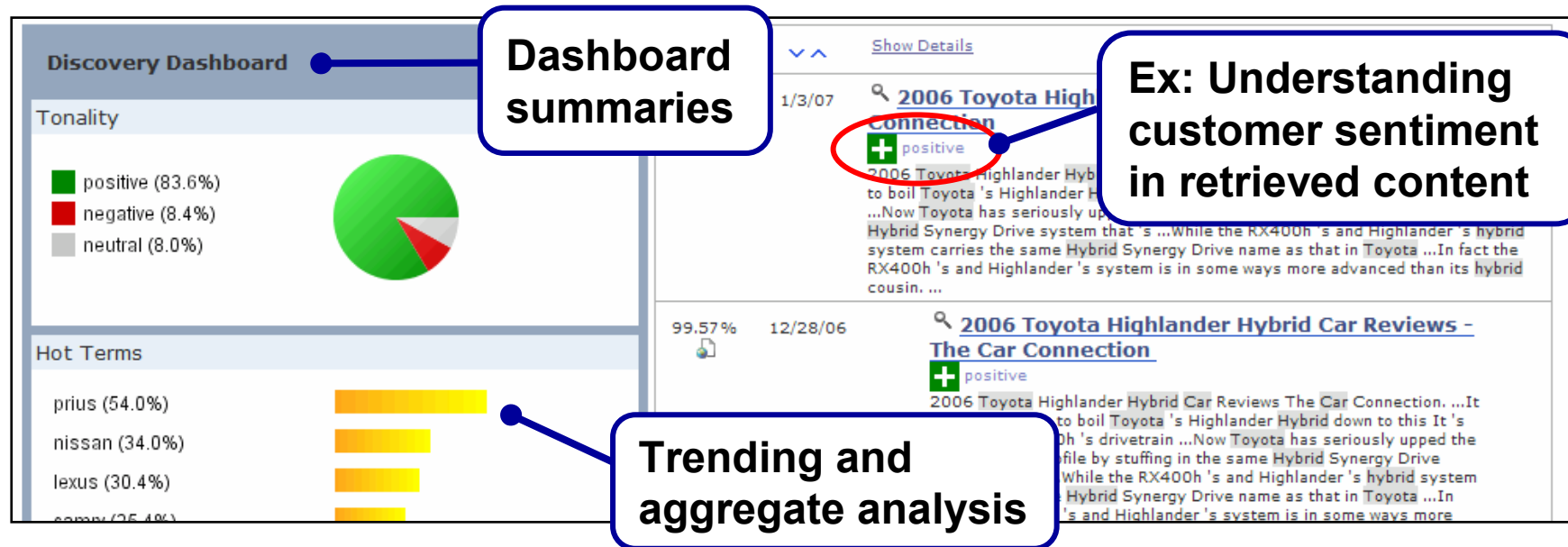


## Beyond Search with Content Understanding (Level 2)

### L2: Content Understanding

- Automatically extracting meaning from content

- Search (L0 and L1) only helps find content, leaving the understanding and analysis to the user
- The next level is to automate the understanding of content by applying content analytics more deeply

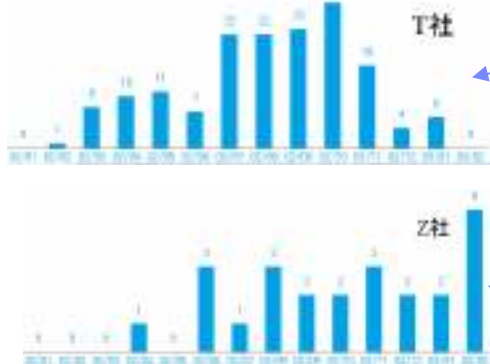


# The Ultimate Goal: Actionable Insight (Level 3)

## L3: Actionable Insight

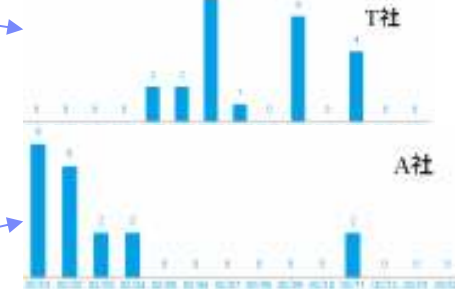
- Understanding content in the aggregate: mining for patterns
- Incorporating and leveraging structured data

High performance agents with continuous contact pattern have moderate skill levels.



Rank	Agent Name	Frequency (Relative)	Rank	Agent Name	Frequency (Relative)
1	AAA	146(2.66)	19	RRR	38(0.0)
2	M:ABC	130(2.31)	20	SSS	37(0.0)
3	M:BBB	220(2.11)	21	TTT	56(0.0)
4	M:CCC	120(2.0)	22	UUU	54(0.0)
5	M:DDD	118(1.85)	23	VVV	34(0.0)
6	M:EEE	148(1.84)	24	WWW	30(0.0)
7	FFF	76(1.81)	25	XXX	51(0.0)
8	GGG	80(1.56)	26	YYY	19(0.0)
9	M:HHH	89(1.49)	27	M:ZZZ	47(0.0)
10	III	18(1.49)	28	M:aaa	12(0.0)
11	JJJ	35(1.44)	29	M:bbb	11(0.0)
12	KKK	100(1.44)	30	ccc	10(0.0)
13	LLL	60(1.17)	31	ddd	9(0.0)
14	MMM	65(1.13)	32	eee	8(0.0)

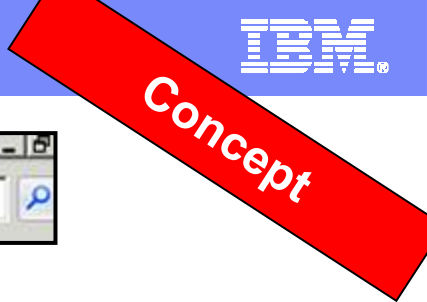
Low performance agents do not have high-skill nor continuous contact patterns.



High performance agents with concentrated contact pattern have high skill level.



**Ex: Mining of Structured + Unstructured Reveals Keys to Agent Performance**



# ECM creates Context: A Practical Example ....

Phone Number

Keyword

Search for synonyms:

- Automatically search for synonyms
- Automatically search for synonyms by using semantic expansion
- Do not search for synonyms

Semantic

My Workplace - Windows Internet Explorer

http://hdemo1.9090/Workplace/HomePage.jsp?mode=reset

My Workplace

focus CORPORATION

Steve Miller | Friday, June 15, 2007

My Workplace

My Account

My Profile

Work Man

Executive

Tasks

Shortcuts

Browse

Search

Author

Applicant Name  
Doug Coombs

Account Type  
Single Account

Initiation Contribution  
11,250.00

Response  
Approve

Comment

View Attachments

GantCarly122115

Passport for Gant

W-8BEN for Gant

## WebPerson

...Not Available. Phone. 44-1895 207 313. Tieline. FAX. .... (10 Jul 2007)  
<http://w3-03.ibm.com/marketing/commdir.nsf/452fe05a468a6ed3852565c100...>



Coombs, Doug  
 Product Marketing for ECM / BPM across NE / SW  
 IoT

Context

[ppt] [Get Organization Charts with summary roles and team charts](#) ( Microsoft  
 ...Hassen Baghai Director Infrastructure Compliance Services L. Talbot Assistant Robert **Coomb**  
 Pre IT Due Diligence Post ...Hughes J. Peden L. Wood Robert **Coombs** Manager Acquisition IT  
 Manager Europe Infrastructure Services John Jackson Manager ...Duffy Manager DSW Contrc  
 Manager DSW e-business Dev. Planning Arch Sue Joe Manager DSW e-business Proj Office ..  
 e-business Dev Planning Arch Sue Joe Manager DSW e-business Project Office Cordula Rafal  
 Williamson M. Yang D. Yuen C. Lian L. Phua C. Yeo **Doug** Campbell Manager DSW e-business  
[http://w3-03.ibm.com/software/sales/saletool.nsf/resources/bt\\_downloa...](http://w3-03.ibm.com/software/sales/saletool.nsf/resources/bt_downloa...)  
[\[ More results from http://w3-03.ibm.com/software/...](#)

## Software | Business transformation | Business transformation | ...

...an Advisory Business Analyst following a long-standing contract with the OnTARGET Team.  
 joined my department as an IConS developer. ...Effective January 1 Richard Bissonnette has  
 development project manager on the Price Quote ...Manager **Doug** Campbell says Sundar is  
 the Registration and Authorization team. ...Effective April 1 April Bliss started a new position i  
 by Bob **Coombs**. .... (04 Sep 2007)  
<http://w3-03.ibm.com/software/sales/saletool.nsf/salestools/transform...>  
[\[ More results from http://w3-03.ibm.com/software/...](#)



# OmniFind: Enterprise Edition



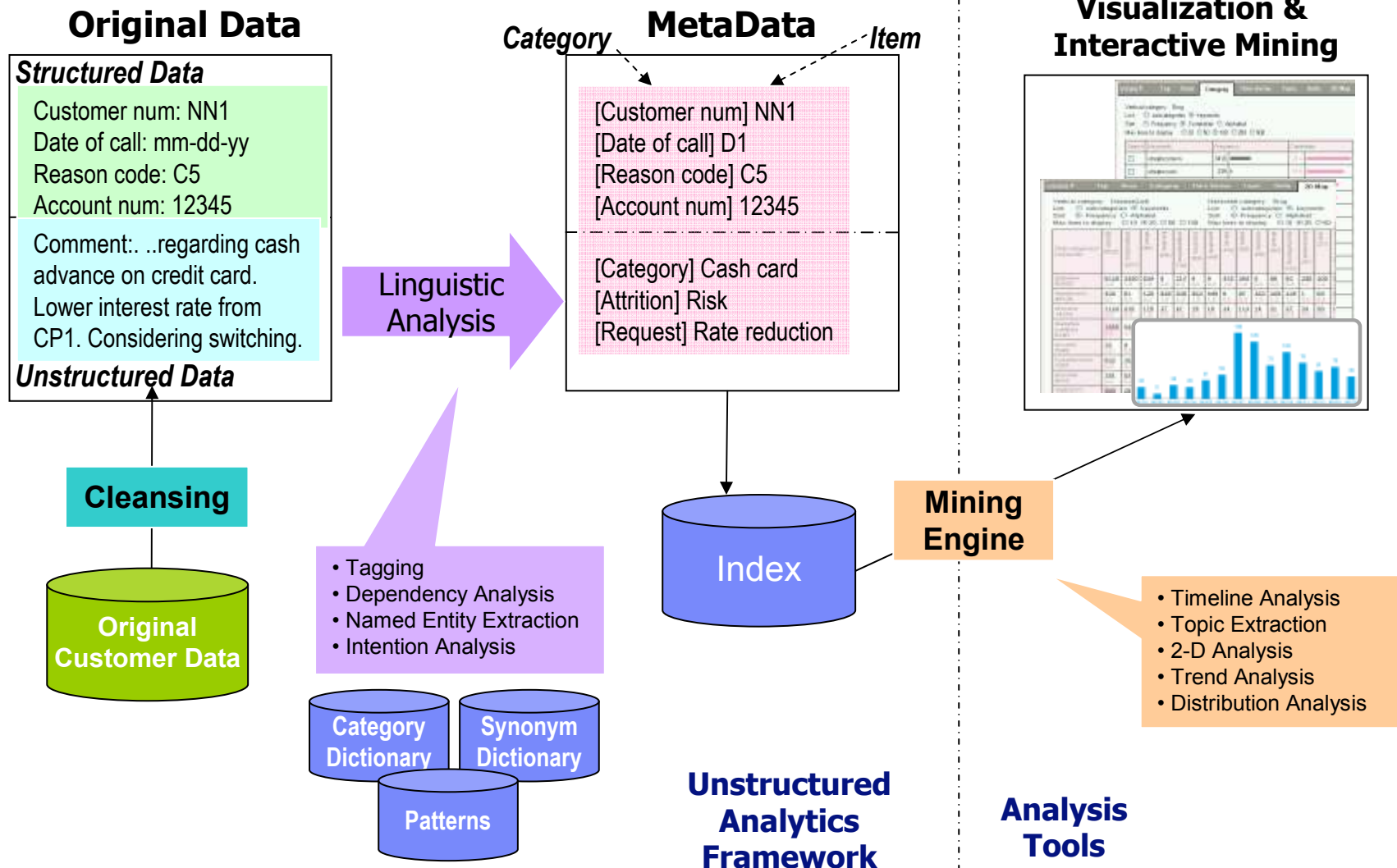
The screenshot displays a search results page with the following elements:

- Navigation: A dropdown arrow and a "Show Details" link.
- Page Info: "1-10 of 500" with a right-pointing arrow.
- Search Results:
  - Result 1:** Score: 99.57%, Date: 1/3/07. Title: [2006 Toyota Highlander Hybrid Car Reviews - The Car Connection](#). Sentiment: **+** positive. Snippet: "2006 Toyota Highlander Hybrid Car Reviews The Car Connection. ...It 's pretty simple to boil Toyota 's Highlander Hybrid down to this It 's the Lexus RX400h 's drivetrain ...Now Toyota has seriously upped the Highlander 's profile by stuffing in the same Hybrid Synergy Drive system that 's ...While the RX400h 's and Highlander 's hybrid system carries the same Hybrid Synergy Drive name as that in Toyota ...In fact the RX400h 's and Highlander 's system is in some ways more advanced than its hybrid cousin. ..."
  - Result 2:** Score: 99.57%, Date: 12/28/06. Title: [2006 Toyota Highlander Hybrid Car Reviews - The Car Connection](#). Sentiment: **+** positive. Snippet: "2006 Toyota Highlander Hybrid Car Reviews The Car Connection. ...It 's pretty simple to boil Toyota 's Highlander Hybrid down to this It 's the Lexus RX400h 's drivetrain ...Now Toyota has seriously upped the Highlander 's profile by stuffing in the same Hybrid Synergy Drive system that 's ...While the RX400h 's and Highlander 's hybrid system carries the same Hybrid Synergy Drive name as that in Toyota ...In fact the RX400h 's and Highlander 's system is in some ways more advanced than its hybrid cousin. ..."

## Benefits

- Semantic Search
- Secured Search
- Multiple Repositories
- Open Standard Based
- Context Enabled search

# IBM OmniFind Analytics Edition - Overview



# Example Analysis Scenario Using OmniFind Analytics



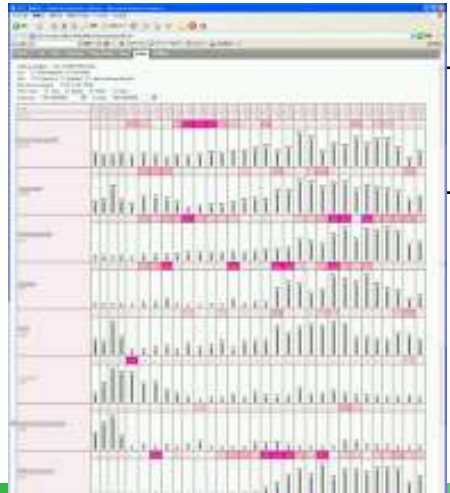
Find all customer contacts regarding cash advances on credit cards



Find the contacts where the customer complains about the service (“high rate”, “overcharge” etc).



Correlate information about account status against these complaints

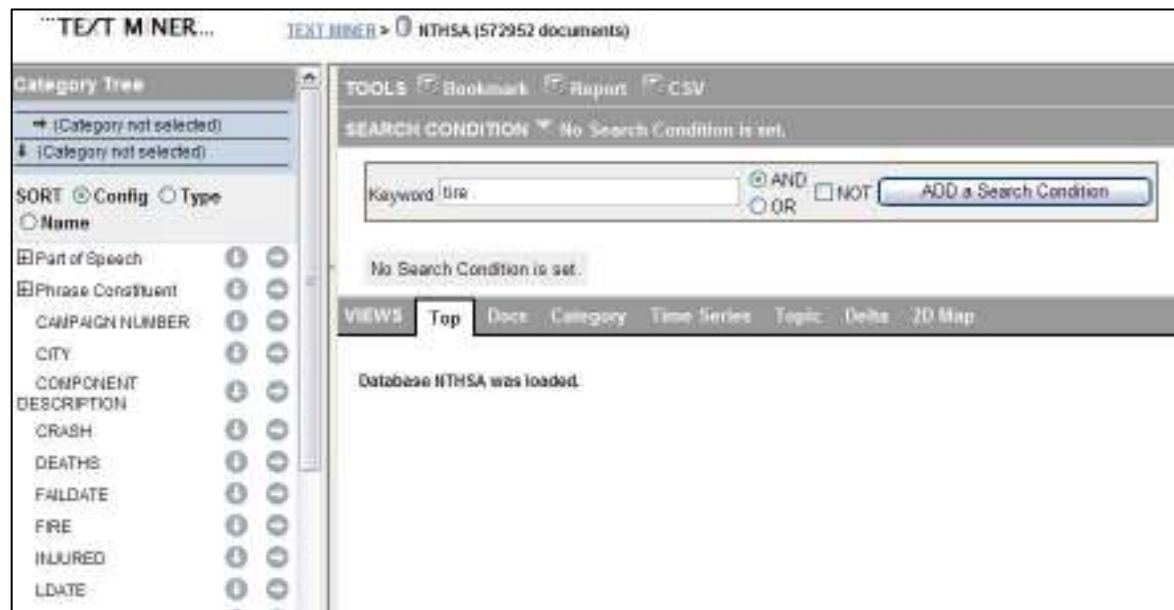


Identify higher correlation between customer complaints about cash advance rate and inactive accounts

**As a result of the analysis:**

- Develop new rate structure and offer to premium account holders
- Resulting in reduced churn from this segment

# OmniFind: Analytics Edition



## Analysis

- Customer communications to provide insight into customer satisfaction issues
- provide early warning of quality issues
- provide market or customer intelligence
- legal discovery and compliance capabilities
- Normalization of medical or life sciences information

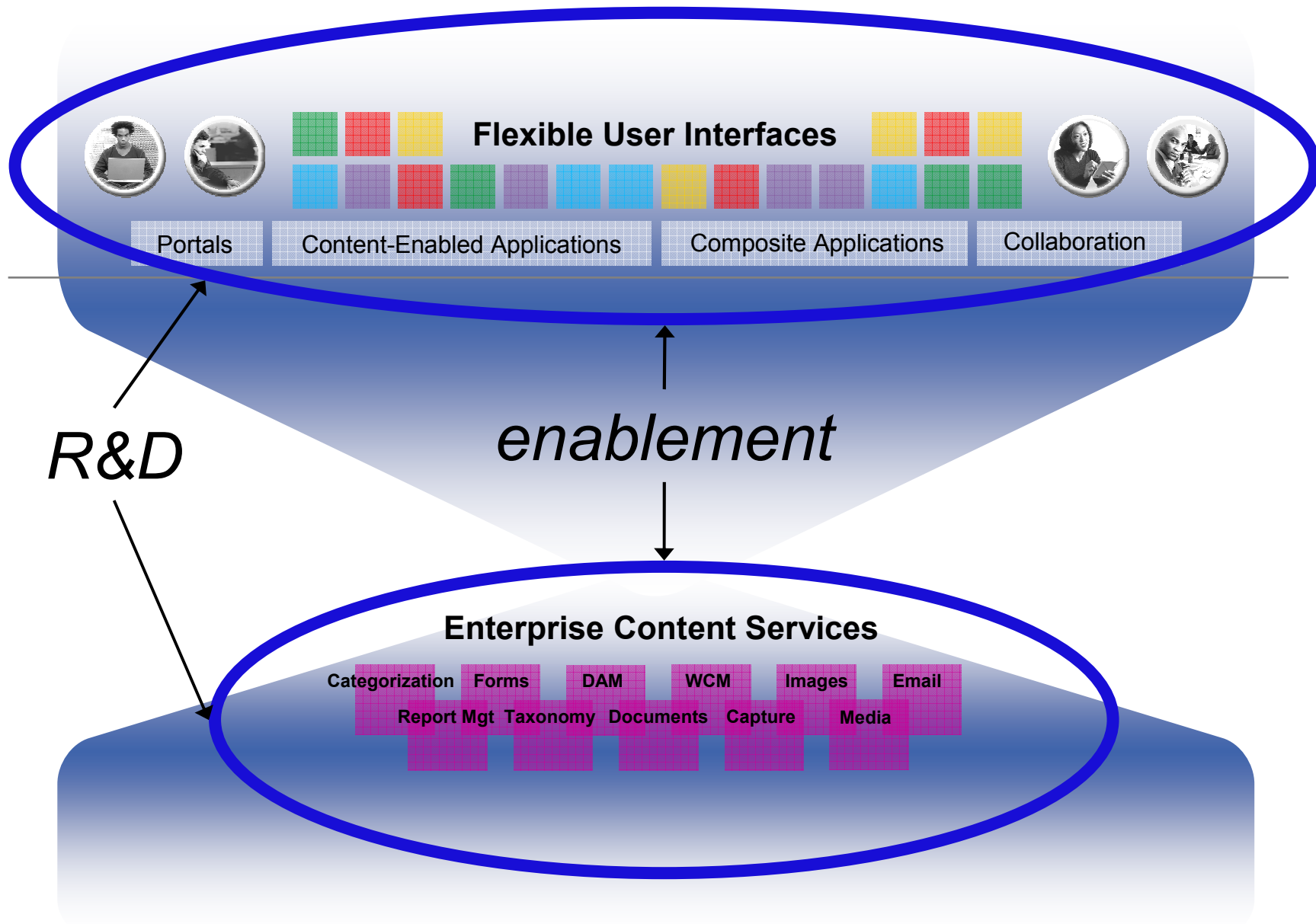


# IBM ECM Content Technologies

## Summary

Information Management software





**Content is a commodity...**  
**...managing it on an enterprise level is an art...**  
**User access is critical**



<b>Introduction</b>	<p><b>ECM as part of Information On Demand</b></p> <p><b>ECM Maturity and Adoption</b></p> <p><b>Current Portfolio position</b></p> <p><b>Roadmap</b></p> <p><b>Vision for ECM</b></p>	<p><b>Doug Coombs</b></p>	<b>30</b>
<b>Content</b>	<p><b>The Changing Market for Content Management</b></p> <p><b>The Role of ECM in Collaboration</b></p> <p><b>ECM user interface for the desktop and the web</b></p> <p><b>Advanced Search and Analytics</b></p>	<p><b>Thorsten Zoerner</b></p>	<b>60</b>
<b>Process</b>	<p><b>Activating Content and Business Process Management</b></p> <p><b>The Roadmap for Content Centric Process Tools including product demonstrations</b></p> <p><b>IBM Business Process Management Strategy</b></p> <p><b>What's next for Process?</b></p>	<p><b>Daniel Crow</b></p>	<b>60</b>
<b>Compliance</b>	<p><b>Control and Enforcement</b></p> <p><b>Product positioning, roadmap and demonstrations for records and email</b></p> <p><b>Classification for ECM</b></p> <p><b>What are eDiscovery and the ECM framework for compliance?</b></p>	<p><b>Graham Hadingham</b></p>	<b>60</b>
<b>Platform</b>	<p><b>The Repository Roadmap and Federation</b></p> <p><b>Next Steps for Infrastructure</b></p> <p><b>Software as a Service</b></p> <p><b>Portfolio and Vision Re-Visited</b></p>	<p><b>Doug Coombs</b></p>	<b>30</b>