

IBM SolutionsConnect 2013

Turning Opportunity into Outcomes.



Content in Motion Event

Introduction

Dominique De Coninck

Content in Motion

Smarter Content. New Insights. Better Outcomes.





Agenda

10h00 **Plenary Session**

- Welcome
- Executive Address over Strategy & Roadmap – John Greene

11h00 **Roundtable discussions**

- Document Imaging & Capture - Simon Williams
- Content Analytics - Frank Driessen
- Advanced Case Management - Chris den Hoedt
- Information Lifecycle Governance & Defensible Disposal - Frank Driessen

11h50 **Closing**

12h00 **Networking lunch - ECM - E-Corner**



Acquisition strategy

IBM is buying

- IBM has acquired more than 100 companies since 2003, with more than 60 of them in the IBM Software Group
- IBM acquires companies to fill product portfolio gaps and enter new markets

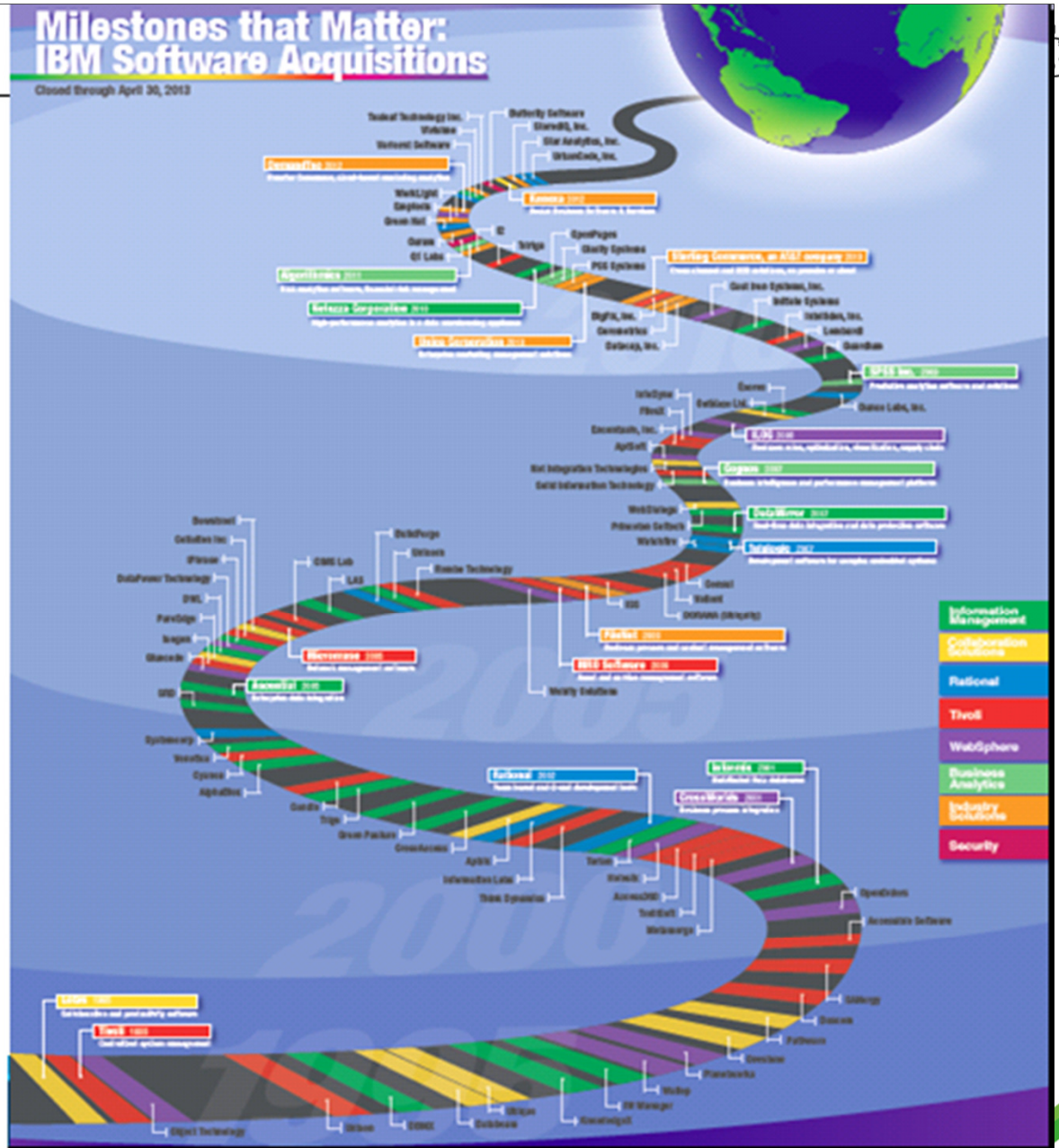
Objective: faster growth inside

IBM vs. standalone business

- Revenue acceleration
- Revenue synergy

Performance of acquisitions over past five years

- Exceeding targets
- Improved overall IBM operational efficiencies



1

Building Capabilities – Industry Solutions



Recent acquisitions

Commerce	Sterling Commerce	Selling, order mgmt, & supply chain mgmt 2010		
Enterprise Content Management	Datacap <small>an IBM Business Partner</small>	Data & document capture 2010	StoredIQ	Big Data mining for improved information economics 2013
Enterprise Marketing Management	CORE METRICS	Web analytics 2008	DemandTec	Enterprise marketing mgmt 2010
	tealeaf	Customer Experience Management 2012	Upsilon	Prioritization and product mix optimization 2012
Procurement	Emptoris	Procurement and contract management 2012		
Social Collaboration	nitix	Small business server solutions 2008	OUTBLAZE	Hosted, multilingual e-mail service 2009
Smarter City Operations	i2	Intelligence analytics 2011	CÚRAM SOFTWARE	Social enterprise management 2011
Talent and Workforce Management	KeneXa	Talent and Workforce Management 2012		

2

Shifts in the ECM marketplace

IBM

1 ▶ Content is exploding
Greater volume, variety and velocity



2 ▶ Content is valuable
Increasing opportunities to activate & analyze

3 ▶ Content is at work
Clients expecting high-value solutions



3



IBM SolutionsConnect 2013

Turning Opportunity into Outcomes.



IBM ECM Roadmap and Strategy

John Greene

Content in Motion

Smarter Content. New Insights. Better Outcomes.



Please note



IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion.

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.

The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

Leading 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*
- 1200+ *manufacturers* worldwide*

* Lists of top companies/agencies sourced from Dun & Bradstreet Worldbase. ECM customer information sourced from IBM Finance.

Leading organizations rely on IBM ECM



2012 market share:

- IBM 20.2% ▲
- Open Text 16.3% ▼
- EMC 8.8% ▼
- Microsoft 6.6% ►
- HP (Autonomy) 5.2% ▼
- Oracle 5.8% ►

Overall market growth: 7.1%

vide*

ications companies

panies

ncies*

ies worldwide*

1200+ manufacturers worldwide*

* Lists of top companies/agencies sourced from Dun & Bradstreet Worldbase. ECM customer information sourced from IBM Finance.

High Value Solutions built on best-of-breed capabilities

CAPTURE

and gain control of the content to determine the value

ACTIVATE

and put the content in context

SOCIALIZE

for better collaboration and access

ANALYZE

and identify patterns to gain insights

GOVERN

for reduced cost and risk

Capture

- Document capture automation
- Production imaging
- Enterprise report management
- Platform standardization and consolidation

Activate

- Comprehensive case management
- Integrated collaboration and rules
- Case analytics
- Document centric workflow

Socialize

- Office document management
- Social content and collaboration

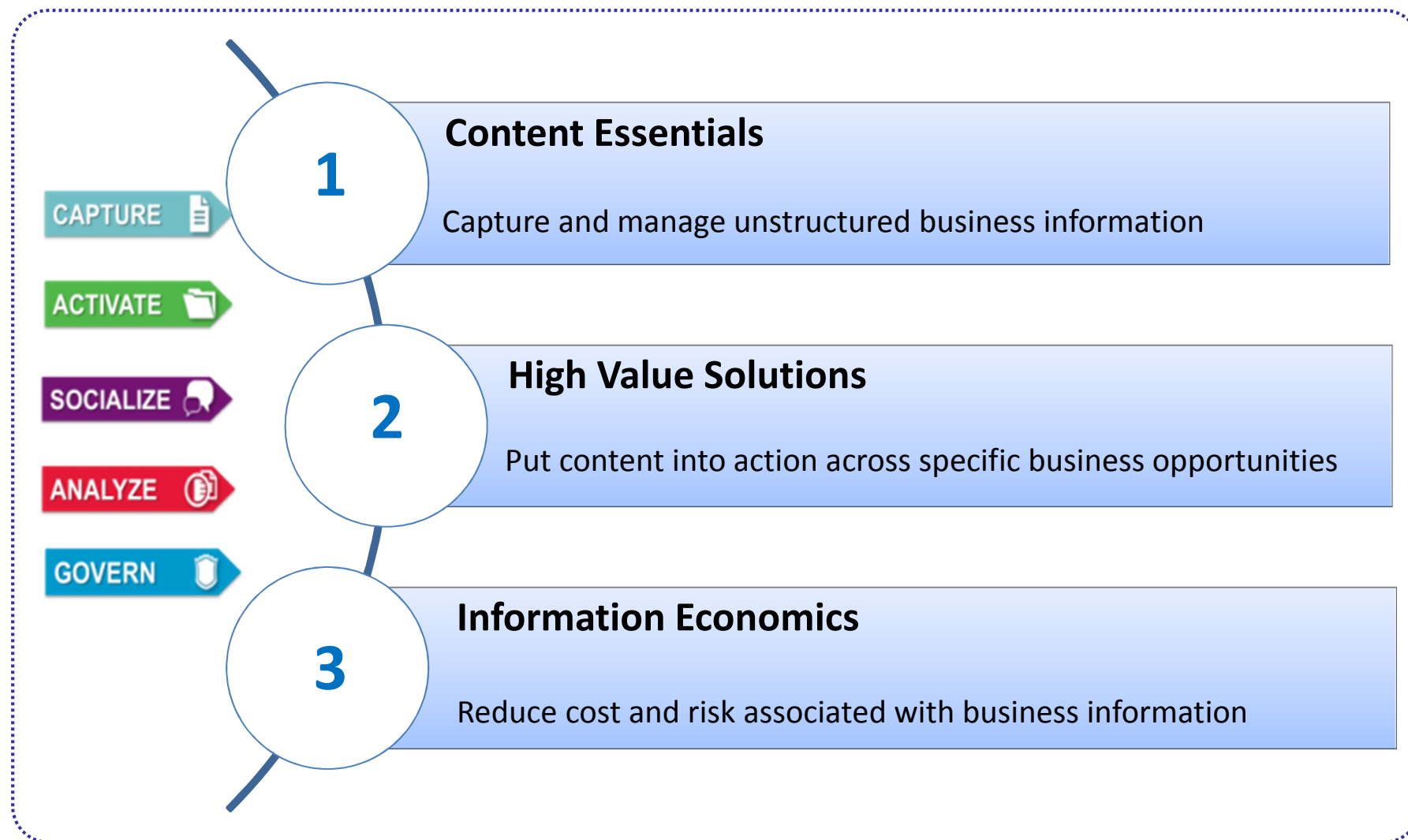
Analyze

- Content analytics and assessment
- Enterprise search
- Content classification and tagging
- Master content

Govern

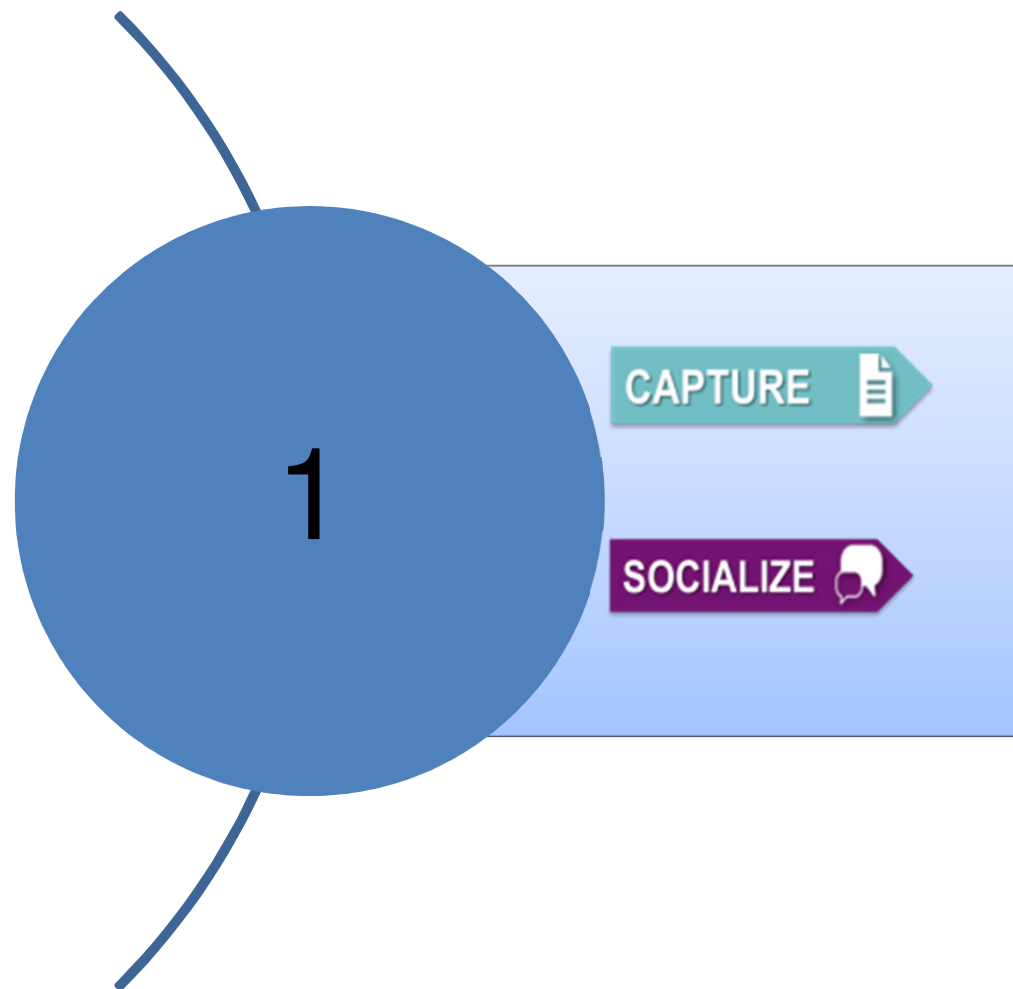
- Smart archive
- Records and retention management
- eDiscovery
- Disposition and governance

ECM Portfolio spans three Primary Usage Categories





Content ESSENTIALS





Key Buying Occasions

ECM Consolidation / Standardization

Establishing a common platform for enterprise content management services. Consolidating vendors and establishing shared services to save cost and improve enterprise infrastructure capabilities

Capture and Imaging solutions

Automating the life cycle of paper-based documents from capture to business process to archive.. reduced costs and faster cycle times

eBilling and Enterprise report management

Using digital archive and statement presentment for cost savings & improved customer service

Smarter Workforce – Social content solutions

Improving workforce effectiveness by adding social capabilities to content-related processes. Managing and governing social content for reduced cost and risk.



Apache Energy

Enabling cost reductions through Platform Consolidation

The need

- Respond to acquisitions resulting in the inheritance of diverse content repositories.
- To prevent content silos from disrupting access to enterprise content

The solution

- Consolidate content from non-IBM repositories into FileNet Content Manager
- Leverage content migration to move content into FileNet Content Manager
- Leverage content Federation Services to federate metadata into FileNet Content Manager

The benefits

- Improved access to enterprise content
- Reduced costs by consolidating content
- Improved productivity by simplifying IT infrastructure
- Reduced costs by implementing business processes which could leverage all enterprise content
- Implemented an Information Lifecycle solution based on the FileNet Content Manager platform.

“Apache Energy met its objective of having an true and complete Enterprise management solution by implementing FileNet Content Manager and related P8 offerings such as IBM Case Foundation and IBM records management solutions.”



Invacare Corporation Automates Accounts Payable

"Processing is much faster and invoices are almost immediately available as electronic images."

— Seth Linebrink, Manager of Financial Reporting and Accounts Payable, Invacare



- Global health equipment manufacturer
- Thousands of paper invoices every day
- Replaced a manual process with Datacap Accounts Payable Capture
- Eliminated double data entry: once into Oracle and again to index for ECM storage
- Replaced a paper process with a digital solution
- Results:
 - Improved customer service
 - Improved vendor relations
 - Accelerated payment process
 - Eliminated data entry headcount
 - Reduced cost





Market Leading Offerings

ECM Consolidation / Standardization

- IBM Content Navigator 2.1
- IBM FileNet Content Manager 5.2
- IBM Content Manager 8.4.3

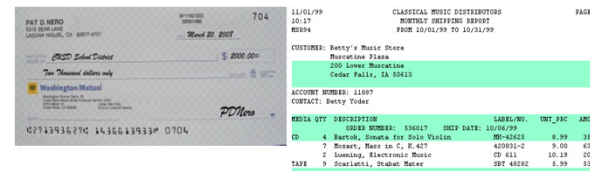
Capture and Imaging solutions

- IBM Datacap Taskmaster 8.1
- IBM Production Imaging Edition 5.2



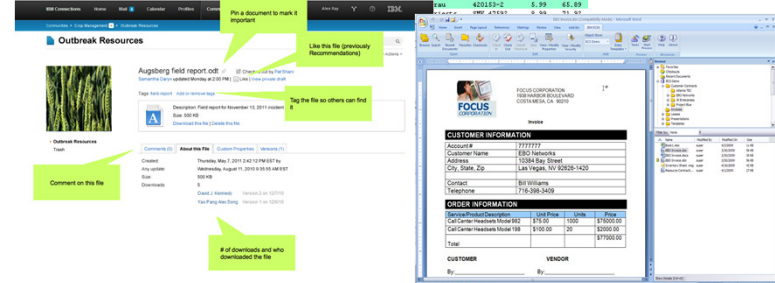
eStatements and Enterprise Report Management

- IBM Content Manager OnDemand 9.0



Smarter Workforce – Social Content Solutions

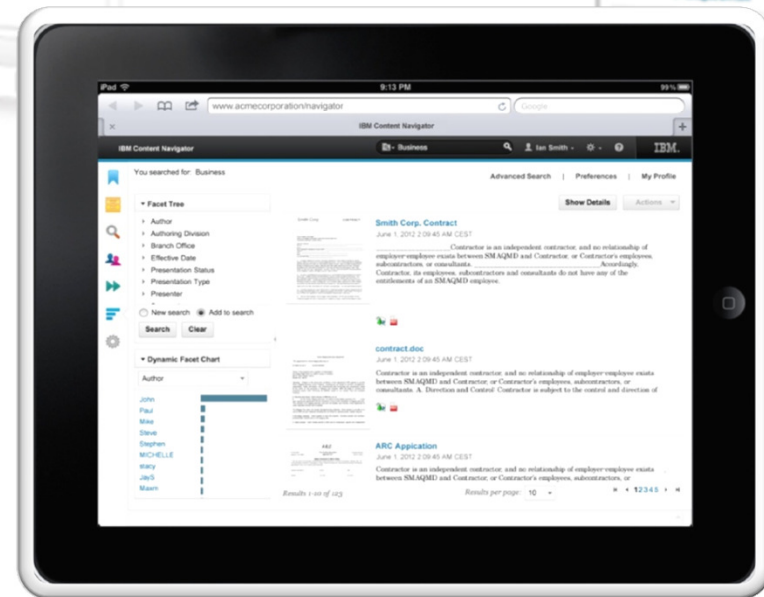
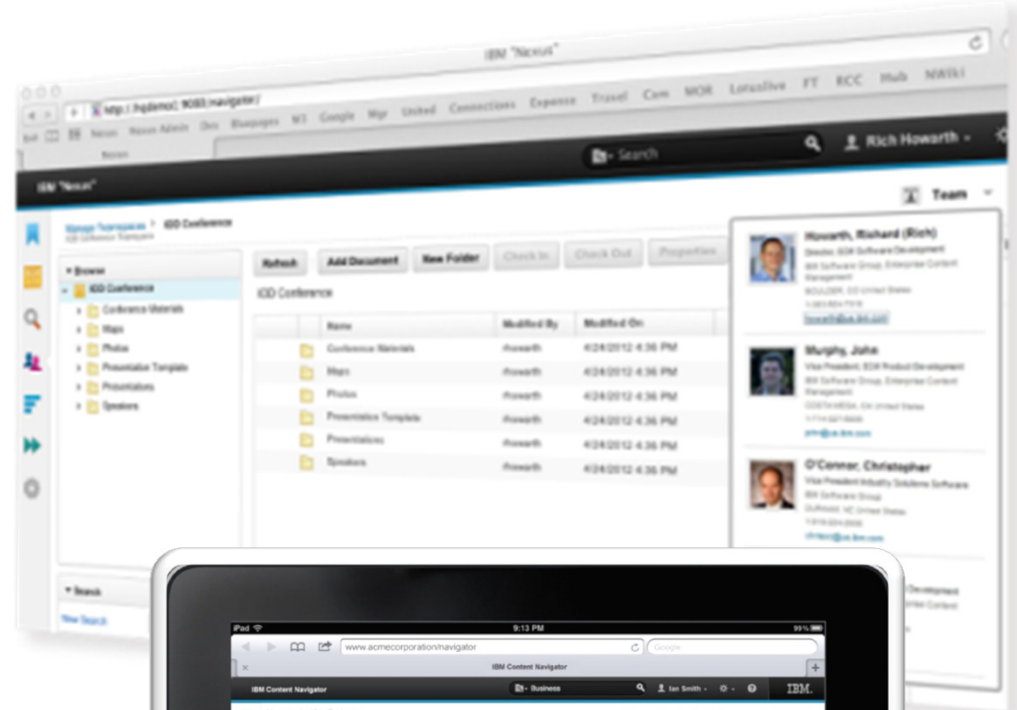
- IBM Connections Content Edition
- IBM Connections Enterprise Content Edition





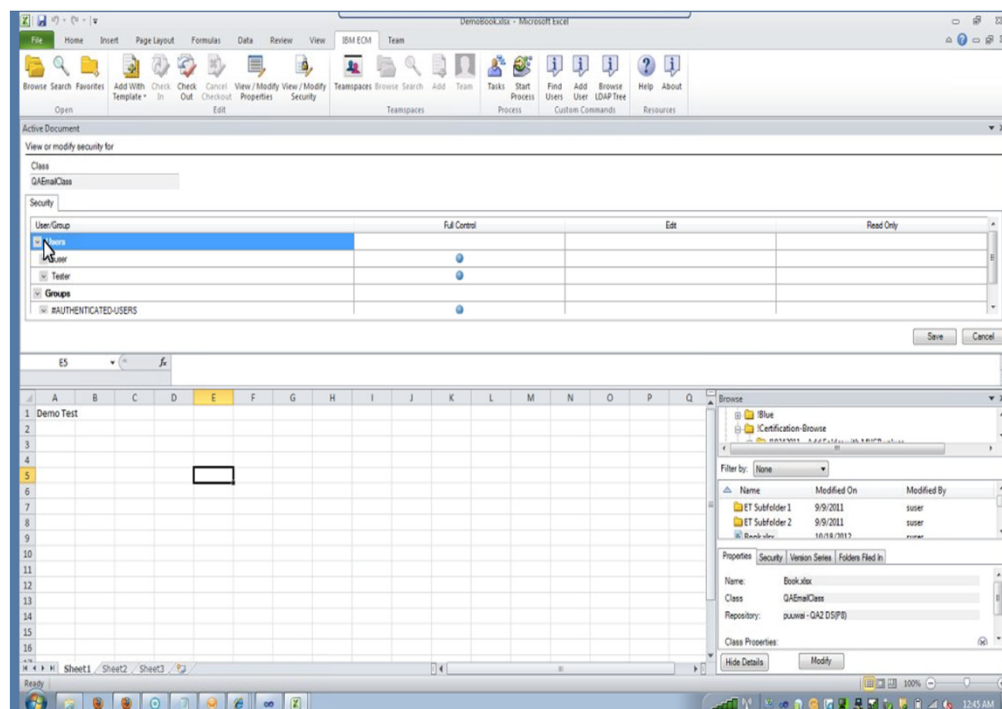
IBM Content Navigator

- Federated access to multiple content sources:
FileNet CM, CM8, CMOD
- Self-provisioned Document Team Spaces
- OOTB Enterprise Search/Facets via ICA
- Open Standards Support
 - HTML 5, CMIS
- Native Microsoft Office Integration
- Visual Component Toolkit via
 - Extend Navigator OOTB UI
 - Build & integrate with custom UIs
- Web Administration:
 - User Experience Configuration
 - Optimize Desktop for Business Roles
- Mobile Content Mgmt.:
 - Browse, Sort, Search/Template
 - View Properties & Native File Types
 - Add or Capture via library/camera



IBM Content Navigator for Office

- Consistent experience for Navigator web and office integration
 - Common searches, favorites, teamspaces
 - Centralized admin
- Data interaction
 - External Data Services support
 - Microsoft Office properties to class property mapping
- CM8 repository support technical preview



Content Navigator - Business self provisioning



My Documents replacement

Quarterly and annual business reviews

Events and conferences

Standard operating procedures

Contracts/ vendor management

...

IBM "Nexus" Search Rich Howarth

Manage Teamspaces IOD Conference IOD Conference Teamspace

Team Modify Teamspace

Refresh Add Document New Folder Check In Check Out Properties

IOD Conference

Name	Modified By	Modified On
Conference Materials	rhowarth	4/24/2012 4:36 PM
Maps	rhowarth	4/24/2012 4:36 PM
Photos	rhowarth	4/24/2012 4:36 PM
Presentation Template	rhowarth	4/24/2012 4:36 PM
Presentations	rhowarth	4/24/2012 4:36 PM
Speakers	rhowarth	4/24/2012 4:36 PM

Information

Item is selected.

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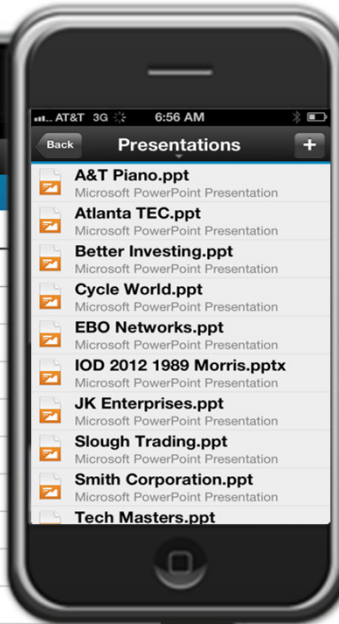
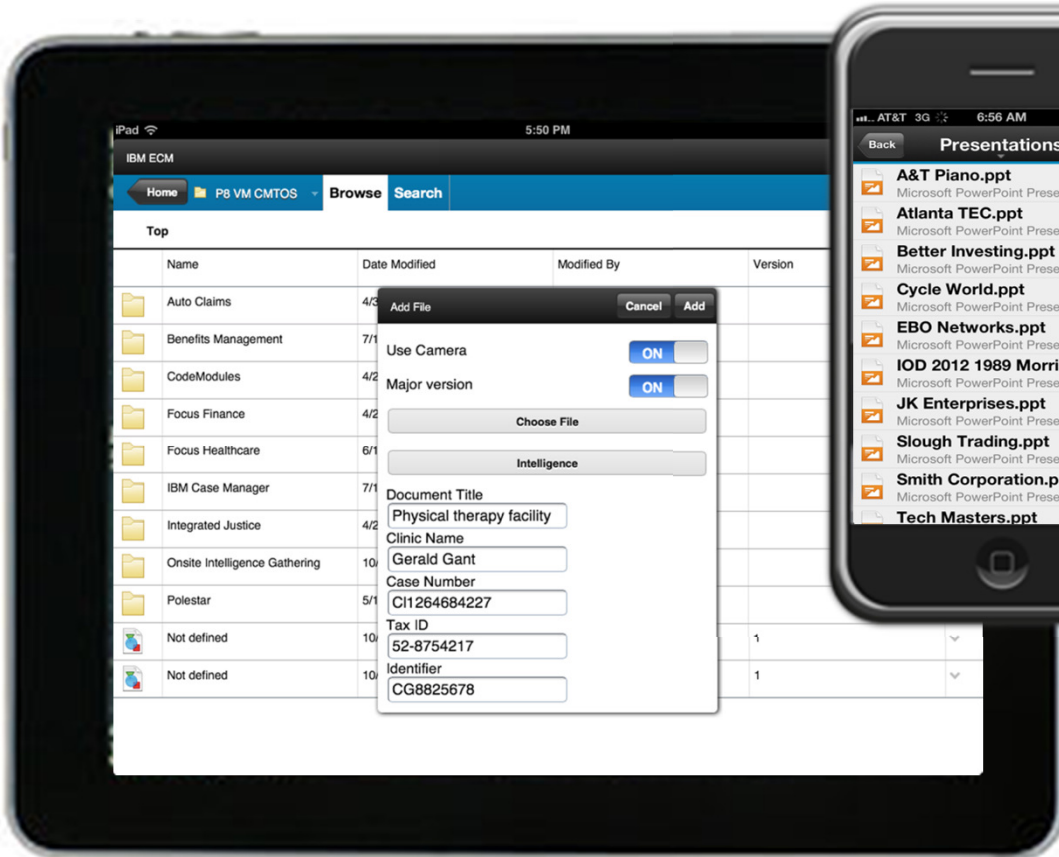
4/26/12 10:45 AM - The folder contains 6 items.



Teamspace



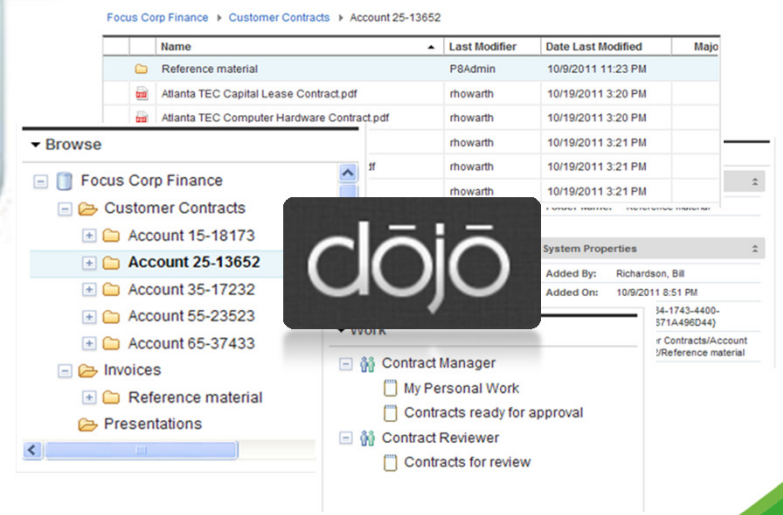
Mobile solutions matching business needs



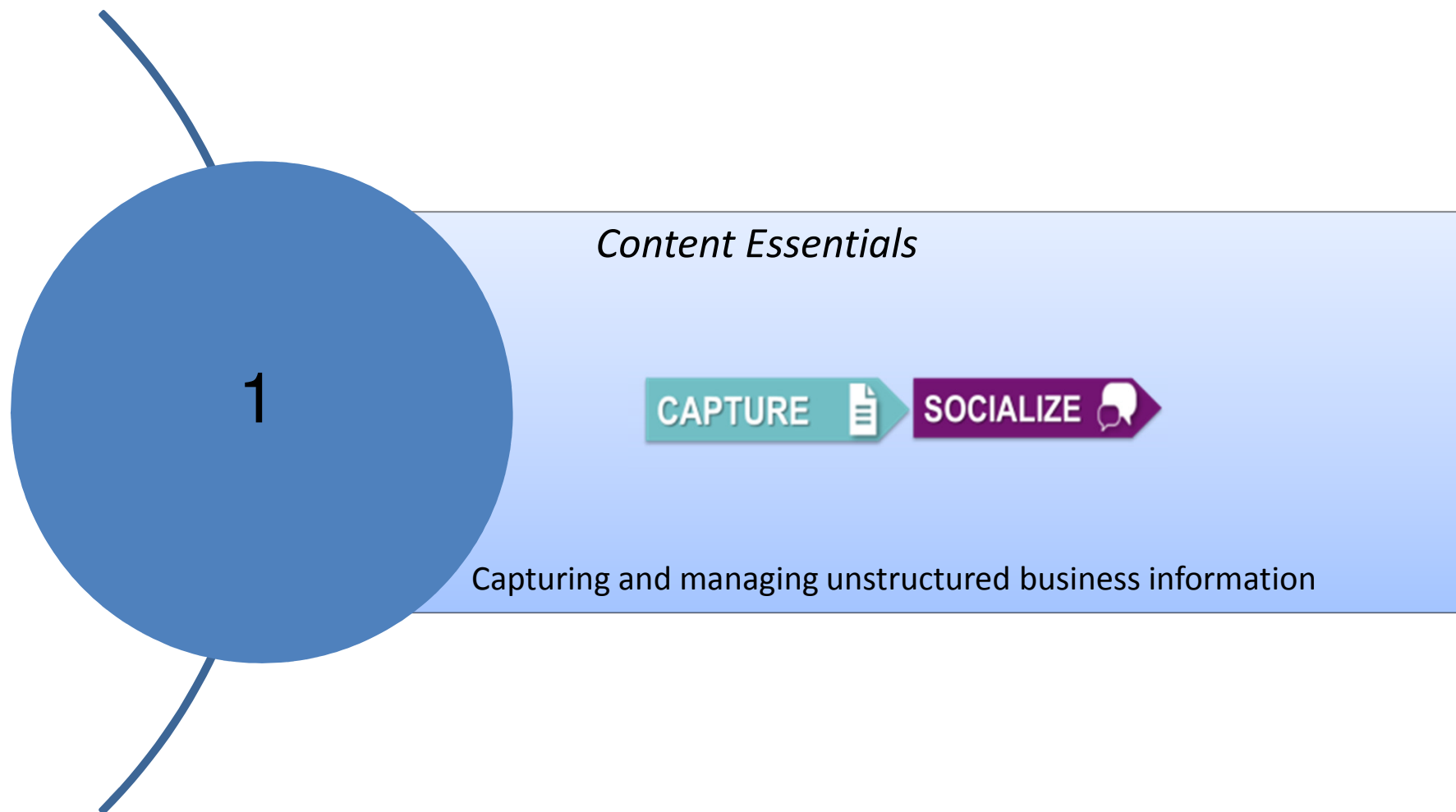
Horizontal and vertical
Partner solutions



IBM Content Navigator for iOS
Browse
Search
View
Add using camera
...



What to expect in 2013



Greater Choice for IBM ECM Customers



IBM FileNet Content Mgr 5.2

Shipped: March 2013

- **Enterprise Manageability**
 - Common Content & Process Engine
 - Web-based administration
 - Event-based document retention
 - Content file compression
 - Storage migration
 - Search optimization
- **Social & mobile capabilities**

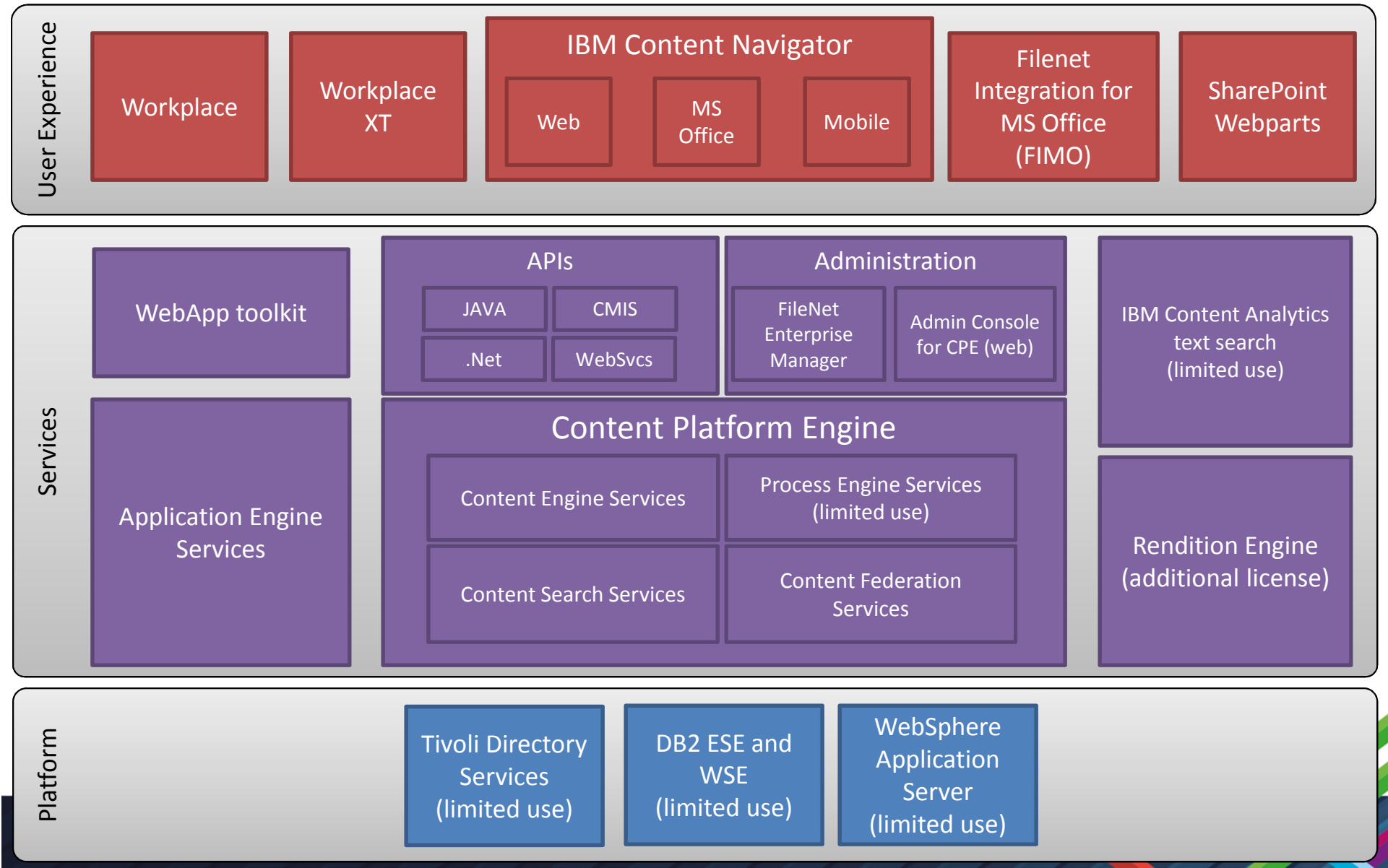
IBM Content Foundation (Coming Soon!)

Release Timeframe: Q2 2013

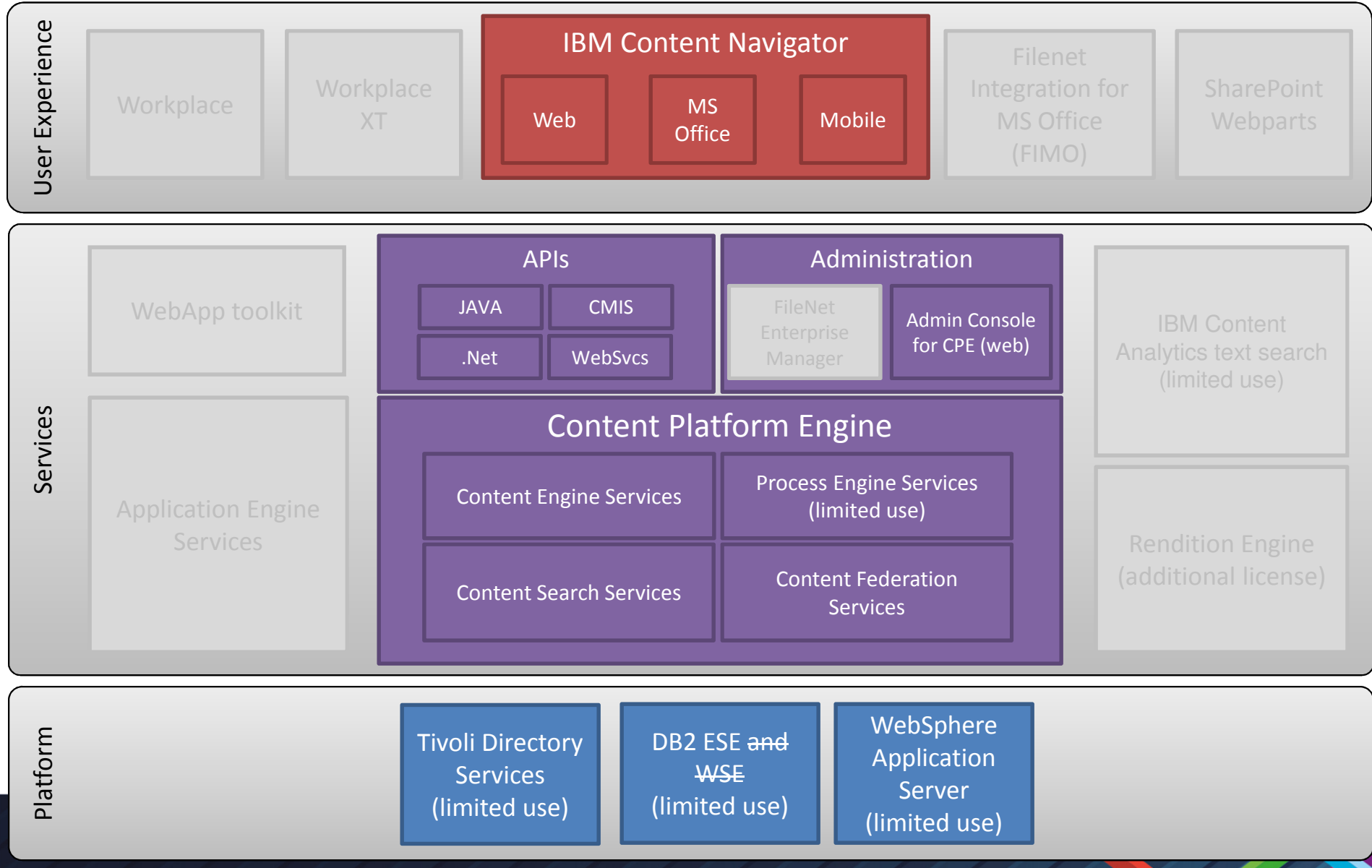
- **Power of P8 harnessed in a new nimble, consumable, cost-effective offering**
 - Document Management
 - Custom application development
 - ECM Consolidation
- **Leverages Enterprise manageability and social & mobile capabilities**

- **Both solutions leverage the same “Content Platform Engine”**
- **Both solutions can interoperate and co-exist in a customer environment**
- **Both are strategic solutions aimed at meeting different customer requirements**
- **IBM Content Foundation is NOT a replacement for FileNet Content Manager**
- **Both offerings can support solutions such as Enterprise Records or Case Manager**

FileNet Content Manager



IBM Content Foundation



New! Single Content Platform Engine – 5.2

- Use case

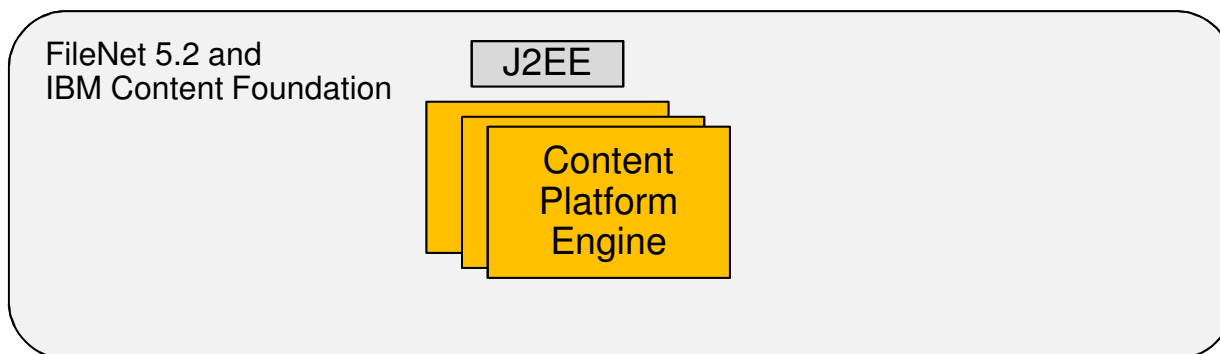
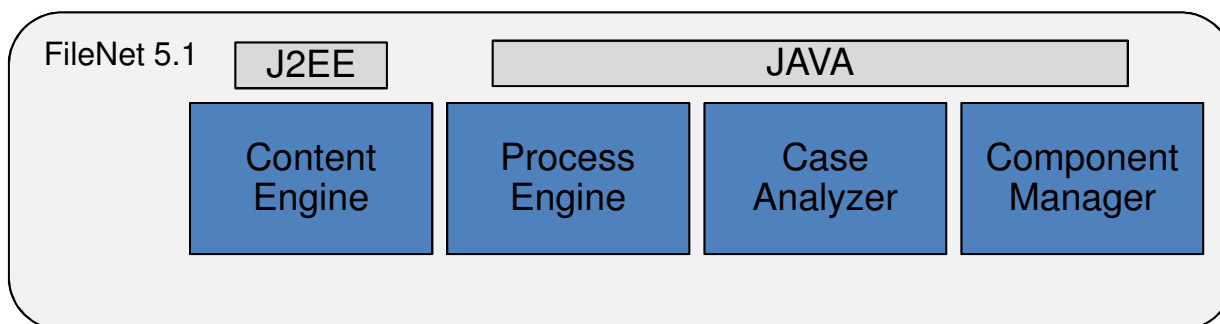
- As an administrator I have to maintain core FileNet server components
- I maintain all the services and also High Availability and Disaster Recovery services

- FileNet Implementation

- Combine all core services into a single J2EE engine deployment
- Provide consistent HA and DR for all
- Share resources such as database connection pools

- Benefit

- Very significant reduction in administration complexity
- Simplifies delivery and application of upgrades and patches
- Consumability improvements



Content Navigator “next”

Release Timeframe: Q3 2013



- **Socializing around content**
 - Track who is downloading documents
 - Comment on and discuss documents
 - Subscription and notification for changes
- **Productivity**
 - Teamspace document review and approvals
 - Cross repository search
 - Multi document updates in a single action
 - MS Office: IBM Content Manager support
 - Mobile: eMail a document, create searches, ...
- **Enhanced self provisioning and deployment**
 - Navigator configuration export/import
 - Teamspace template export/import
 - Business user document class provisioning

Focus Corp Finance > Customer Contracts > Account 25-13652

Name	Last Modifier	Date L
Reference material	P8Admin	10/9/2
Atlanta TEC Capital Lease Contract.pdf	rhowarth	10/19/
Atlanta TEC Computer Hardware Contract.pdf	rhowarth	10/19/
Atlanta TEC Invoice.doc	rhowarth	10/19/
Atlanta TEC Midwest Lease Agreement.pdf	rhowarth	10/19/
Atlanta TEC ppt	rhowarth	10/19/

Document Information

Properties

Folder Name: Reference material

System Properties

Added By: Richardson, Bill
 Added On: 10/9/2011 8:51 PM
 ID: (7546B284-1743-4400-A145-E4671A496D44)
 Path Name: /Customer Contracts/Account 25-13652/Reference material

Browse

- Focus Corp Finance
 - Customer Contracts
 - Account 15-1817
 - Account 25-136**
 - Account 35-1723
 - Account 55-2352
 - Account 65-3743
 - Invoices
 - Reference mate
 - Presentations

Work

- Contract Manager
 - My Personal Work
 - Contracts ready for approval
- Contract Reviewer
 - Contracts for review



IBM Content Manager “next”

Availability Timeframe: 2H 2013

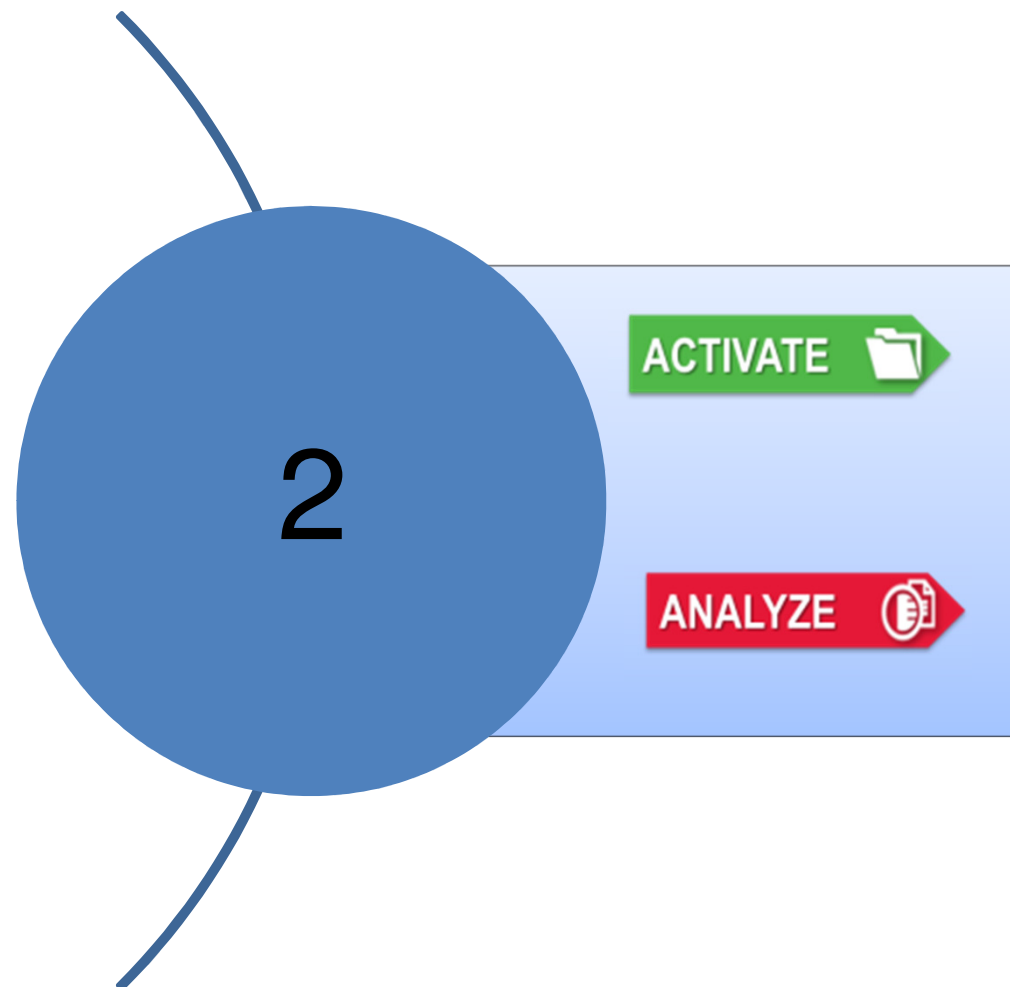


- **Compliance Features with Retention Management**
 - Define retention policies
 - Enforce retention period
 - Manage expired documents & enforce legal holds
- **Better Security**
 - New security standard SP800-131a
 - Stronger Cryptographic key (minimum 128 bits)
 - Digital Signatures (minimum SHA2)
- **New scalable Text Search & Text Indexing technology**
 - DB2TS support (DB2 Text Search)
 - Continued NSE Text Search support (deprecated)
- **Disaster Recovery enhancements**
 - Synchronous replication of content
- **High Availability improvements**
 - PureScale support
- **And much more**





High Value SOLUTIONS





Key Buying Occasions

Addressing Content-related Processes / Case Management workloads

Leveraging deeply integrated content and process technologies to reduce cycle time, save costs and deliver optimized case outcomes.

Gleaning Insight from Business Content

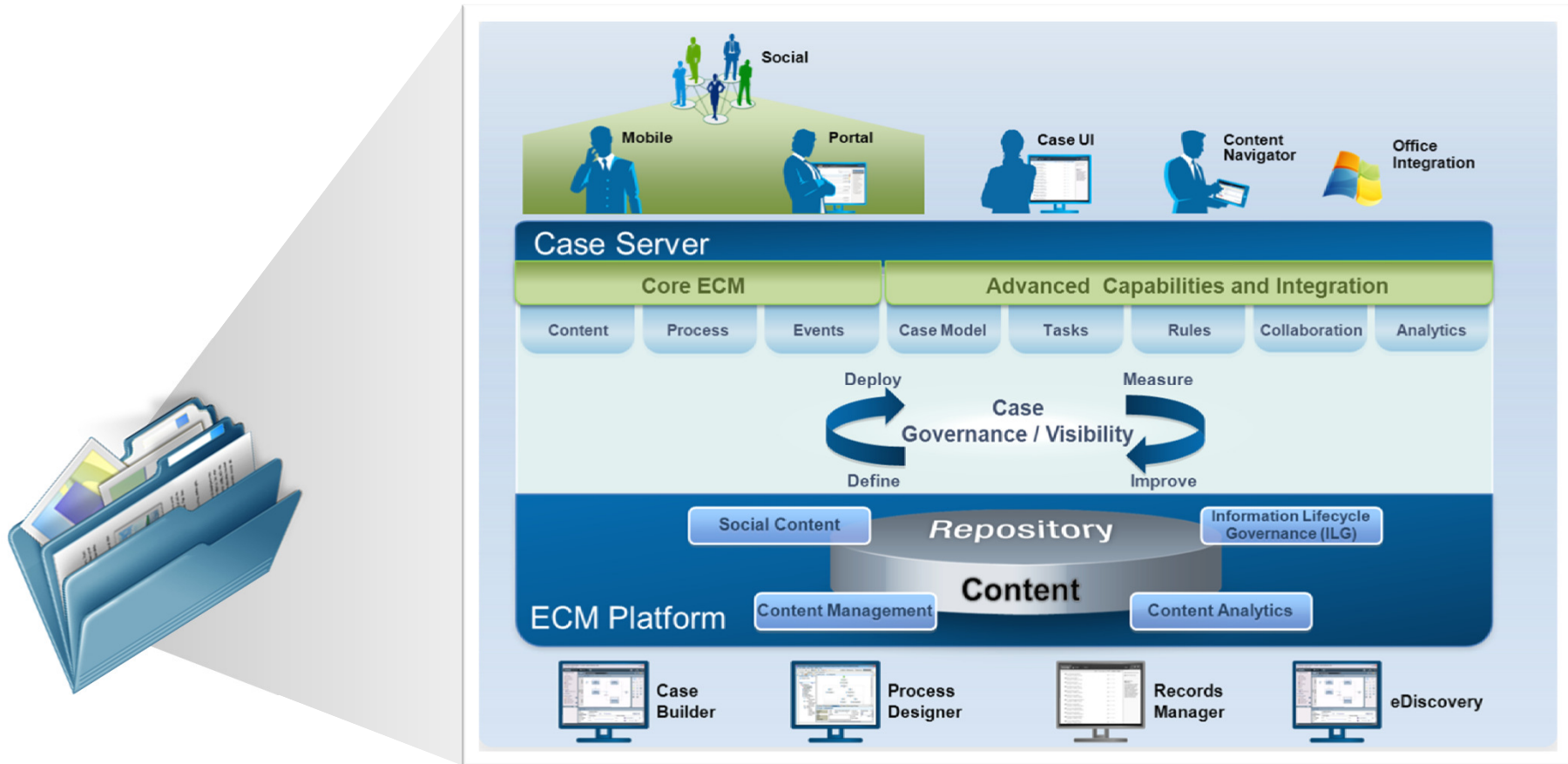
Employing advanced text analytics and discovery technologies to extract meaning and valuable business insights – e.g. voice of the customer, product and service innovation, warranty service and fraud detection.

Using Pre-built Software Solutions to rapidly address Business Challenges

Pre-integrated solutions that address horizontal and industry-specific business needs. Improved time-to-solution and reduced integration costs help satisfy line-of-business buyers while supporting IT standards and enterprise platform requirements.



IBM Case Manager

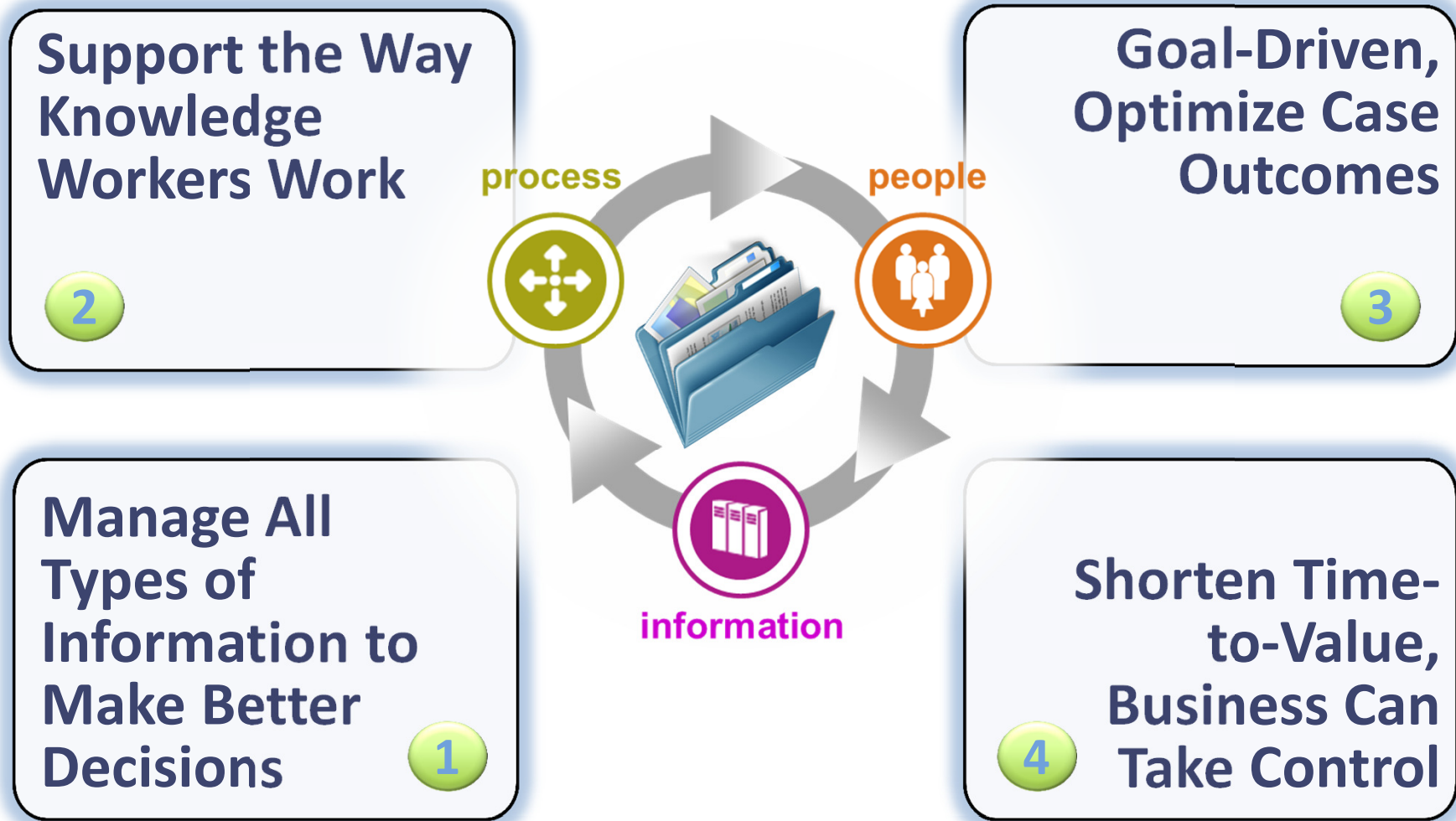


Uniquely integrating information (structured and unstructured) with people and processes to deliver case-style solutions



IBM Case Manager

4 Key Areas of Differentiation Together in One Solution





IBM Content Analytics 3.0

New release of IBM's Content Analytics offering – integrates enterprise search!

- Merging of search and analytics
- Big Data analytics
- Sentiment analytics
- Contextual View
- Usability improvements
- Enterprise Connectivity improvements
- Content Analytics Studio improvements
- Improved result ranking controls
- ...and more

The collage displays several key features of IBM Content Analytics 3.0:

- Documents:** A screenshot showing a list of search results with document details like 'ANALYSIS BRANCH', 'CITY', and 'SEQUENCE NUMBER'.
- Facets:** A screenshot showing a list of keywords (Houston, Dallas, Chicago, etc.) with their frequency and correlation.
- Time Series:** A screenshot showing a line graph representing data over time.
- Deviations / Trends:** A screenshot showing a bar chart with a trend line, highlighting deviations from the expected trend.
- Connections:** A screenshot showing a network graph with nodes and connecting lines, representing relationships between data points.
- Enterprise Search:** A screenshot showing search results for a query, including document titles and snippets.
- Dashboard:** A screenshot showing a comprehensive dashboard with multiple charts, tables, and filters for data analysis.



Leading Car Rental Company and Mindshare Technologies

Smart is: identifying customer satisfaction trends

“We wanted to leverage this insight at the strategic level and the local level to drive operational improvements”



Industry context: travel services, car rental
Value driver: access to customer survey data
Solution onramp: content analytics

Business Challenge

A car rental company needed to better understand customer feedback to adapt its business accordingly. Most of its valuable information was trapped inside free-form customer feedback surveys. This company’s location managers read each customer comment submitted via email or phone and then manually categorized it, proving to be very labor-intensive and inconsistent.

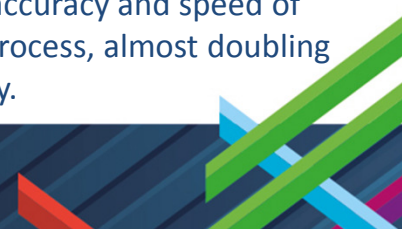
What’s Smart?

Transforming customer information into actionable intelligence. Using IBM Content Analytics together with Mindshare Technologies sentiment-based tagging solution, the company created a “Voice of the Customer” analytics system to automatically capture customer experiences in real-time.

Smarter Business Outcomes

The company realized improved accuracy and speed of the customer feedback analysis process, almost doubling what had been achieved manually.

Content in Motion



What to expect in **2013**

2

High Value Solutions



Putting content into action across specific business opportunities





IBM Case Foundation 5.2 (formerly FileNet Business Process Manager)

Announced with
the 5.2 release in
March 2013













- Name change to describe our focus on Case based solutions.
- Process Engine runs in JEE combined with Content engine .
 - Greatly reduces TCO of platform for customers
 - Unified CE-PE server administration console (ACCE)
- Other key enhancements
 - Enable Database simplification and consolidation
 - Case Analyzer/Monitor improvements
- Products removed from the BPM bundle being announced at eGa
 - ECM Widgets, path forward is Navigator
 - Business Process Framework, path forward is IBM Case Manager





IBM Case Manager “next”

Release Timeframe: 2H 2013

 <p>Enhanced UI Toolkit</p>	 <p>Case Visualizer</p>	 <p>User Defined Ad-hoc Task Creation</p>
 <p>Collaborative Solution Design</p>	 <p>Rules SDK Integration</p>	 <p>Content Navigator based document dialogs and capabilities</p>
 <p>Case Operations</p>	 <p>Complex Data Layouts with Business Objects</p>	 <p>Enhanced Step Editor</p>
 <p>Mobile Client Access</p>	 <p>Simplified Install and Configuration, including HA Configuration</p>	 <p>WAS 8 Support WebLogic Support</p>

Working requirements list... subject to change!



Benefits of Content Navigator for IBM Case Manager “next”

- Web based case client built on the new **IBM Content Navigator Framework**
 - Use of common components provides consistency across ECM client applications
- Case client UI customization directly in Case Builder
- Case client can be configured to display other Content Navigator features to create a more integrated Case and Content environment
- More extensive customization using standard and well-accepted web development methods
 - Deliver ICM JavaScript toolkit that extends IBM Content Navigator toolkit
 - Componentized design makes components within ICM widgets replaceable and provides more advanced customization options
 - Container-independent, can be embedded into other environment easily.



ECM Technology at Work ...

Four New Lines of Business Solutions

- IBM Patient Care and Insights
- IBM Intelligent Investigation Manager
- Incident Insight
- Account Payable, HR Files, and Contracts



IBM Patient Care and Insights

... an integrated solution



Build new evidence based insights



Deliver Context Based Coordinated Care

Raw Information

- Clinical or Operational
- IBM Healthcare Provider Data Warehouse

Unstructured Data

(Nurses notes, claims, discharge summaries, lab results, loose papers, etc.)

Structured Data

(Billing data, EMR, supply chain, etc.)

Paper / Image / Fax
Data Capture and
Transformation

IBM Advanced Care Insights

Aggregate, Analyze and Visualize

- Uses advanced Natural Language Processing technology
- Trend, Pattern, Anomaly, and Deviation Analysis
- Clinical data summary and timeline visualization
- Predictive Scoring, Modeling, Probability and Outcome Analysis
- Multi-factorial Personalized Patient Analysis
- Resource & Services Utilization
- Disease Onset Prediction
- Treatment Effectiveness
- Physician Matching

IBM Care Manager

Activate, Intervene and Coordinate

- Sharable, Electronic, Patient-Centered Care Plans
- Electronic Cases/ Patient folders
- Web Based Portals for Patient, Caregiver, and Care Team
- Secure Communication Platform
- Automated “Next Step” Events, Triggers, Alerts and Reminders
- Document Management: Digitizer, Retrieval and Storage
- Audit logs to support HIPAA compliancy

Patient Care and Insights - Example use case

Raw Information
(e.g. EMR and Claims)



10's of thousands
of patients

*A 65-year old white male
has been diagnosed with
stage 2 melanoma. He is
widowed and lives alone.*

AJCC: T2



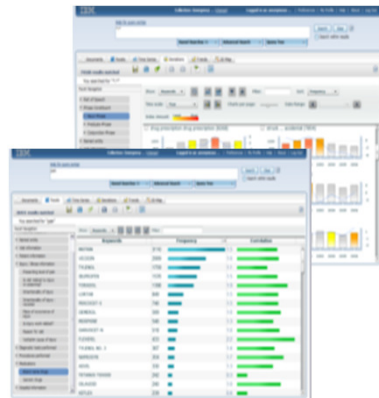
Content Analytics

Patient Age: 65
Gender: Male
Race: White

Diagnosis Melanoma
Stage: 2

Social Marital status:
single

Labs AJCC: T2



100's or 1000's
of patients

Predictive Analytics

Risk of
metastasis 47%

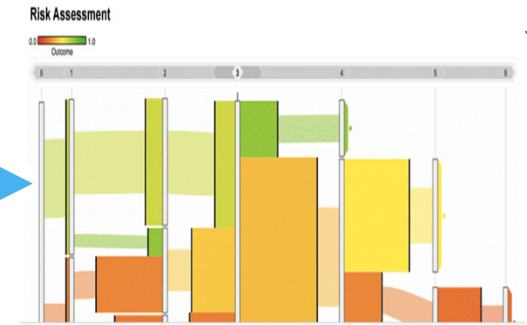


100's or 1000's
of patients

Similarity Analytics

Recommended
Add'l Treatment

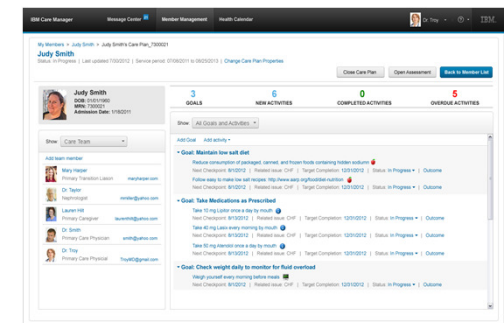
DTIC



Care Management

Goals Avoid remission

Activities Avoid UV radiation
Regular screening
Transportation
assistance



IBM Intelligent Investigation Manager

... a new solution **powered by ECM and i2**, provides deeper insights for fraud discovery and optimizes the process of fraud investigations.



Fraud costs private and public sector enterprises hundreds of billions in revenues each year \$ 994 Billion in US alone

- Association of Certified Fraud Examiners

BANKING

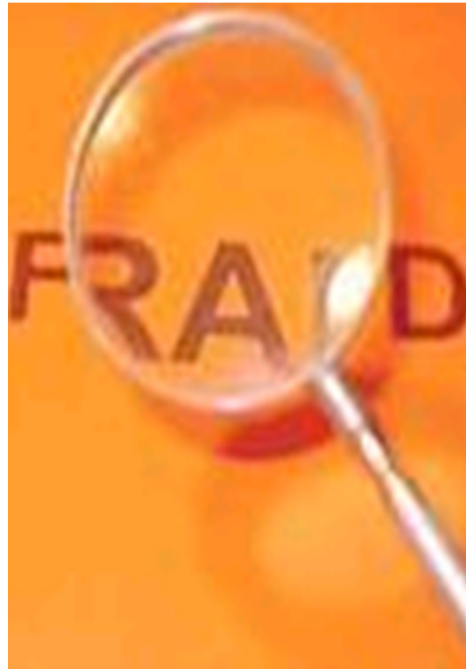
*There was a 25% rise in the fraudulent use of UK credit and debit cards last year (2007), with losses amounting to **£535m...***

ENERGY & UTILITIES

*Customers have stolen power for decades, costing utilities 1% to 3% of revenue — or about **\$6 billion** industry-wide*

TAXATION

*Approximate estimates say that the EU loses **€100 billion** annually in value added tax (VAT) revenues to fraud.*



HEALTHCARE

Estimates place the loss due to health care fraud at a staggering **\$226 billion** each year.

INSURANCE

*Latest national estimate for claims fraud in the U.S. is **\$79 billion.***

WARRANTIES

*Upwards of **10% to 15% of claims** are in some way suspect*

WORKER'S COMPENSATION

***25 percent** of all workers compensation claims are fraudulent.*

TRAVEL

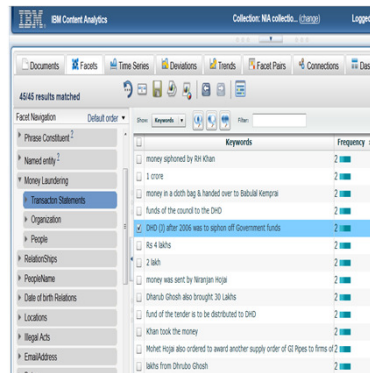
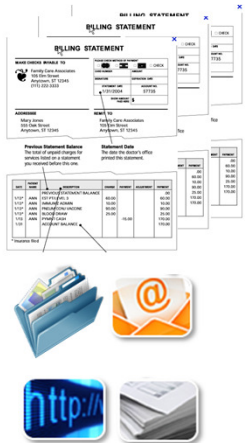
The average expense reimbursement fraud scheme costs a company \$60,000, lasting on average two years before detection.

Example: Detection and Investigation of P&C Claims Fraud

Content Analytics

Raw Data:
Claims, Case history
billing statements,
Correspondence,
Content in social media

Crawls new claims, case histories, and other content. Extracts entities and adds them to the data repository.



Predictive Analytics

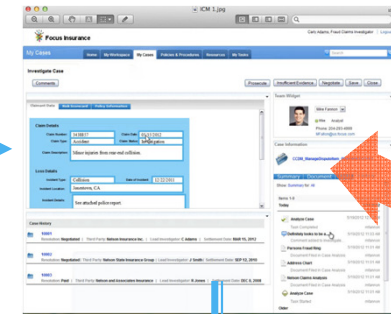
Risk of fraud 85%

"If more than 3 claims in 6 months and over a certain \$ amount, flag as high risk."



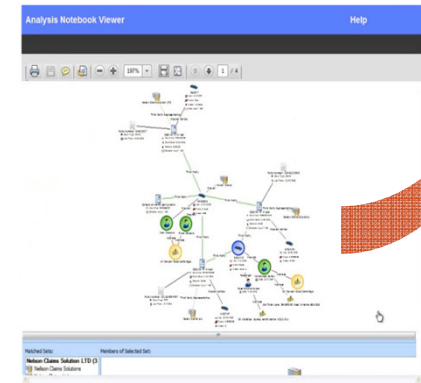
Case Management

Case populated with all claim info. Supervisor triages the claim & creates work item for forensic analysis



Intelligent Investigation

Analyst detects relationships



Accounts Payable, HR Files, Contracts

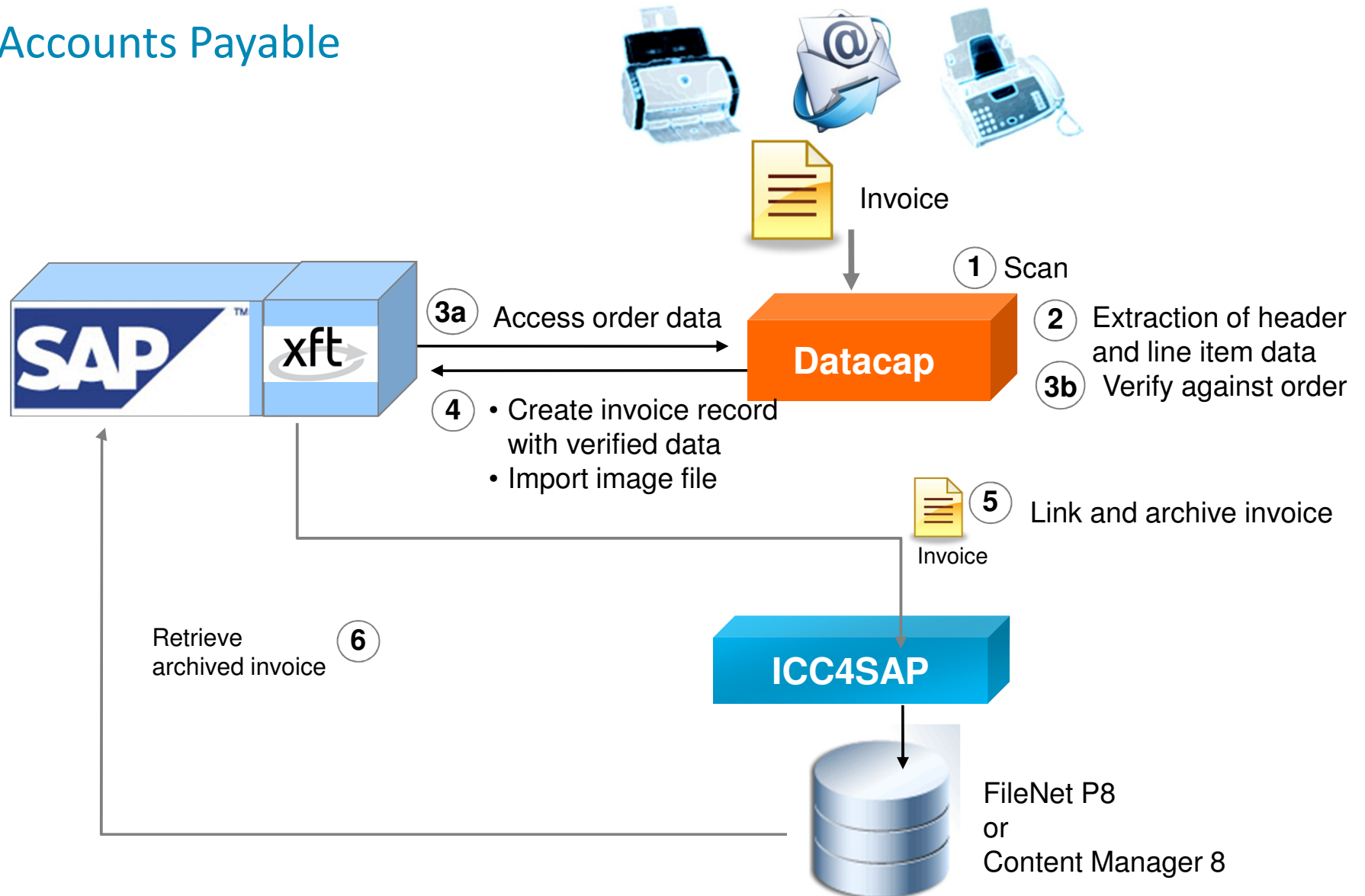
Providing best of breed IBM ECM capture and imaging solution for SAP users



In collaboration with partner

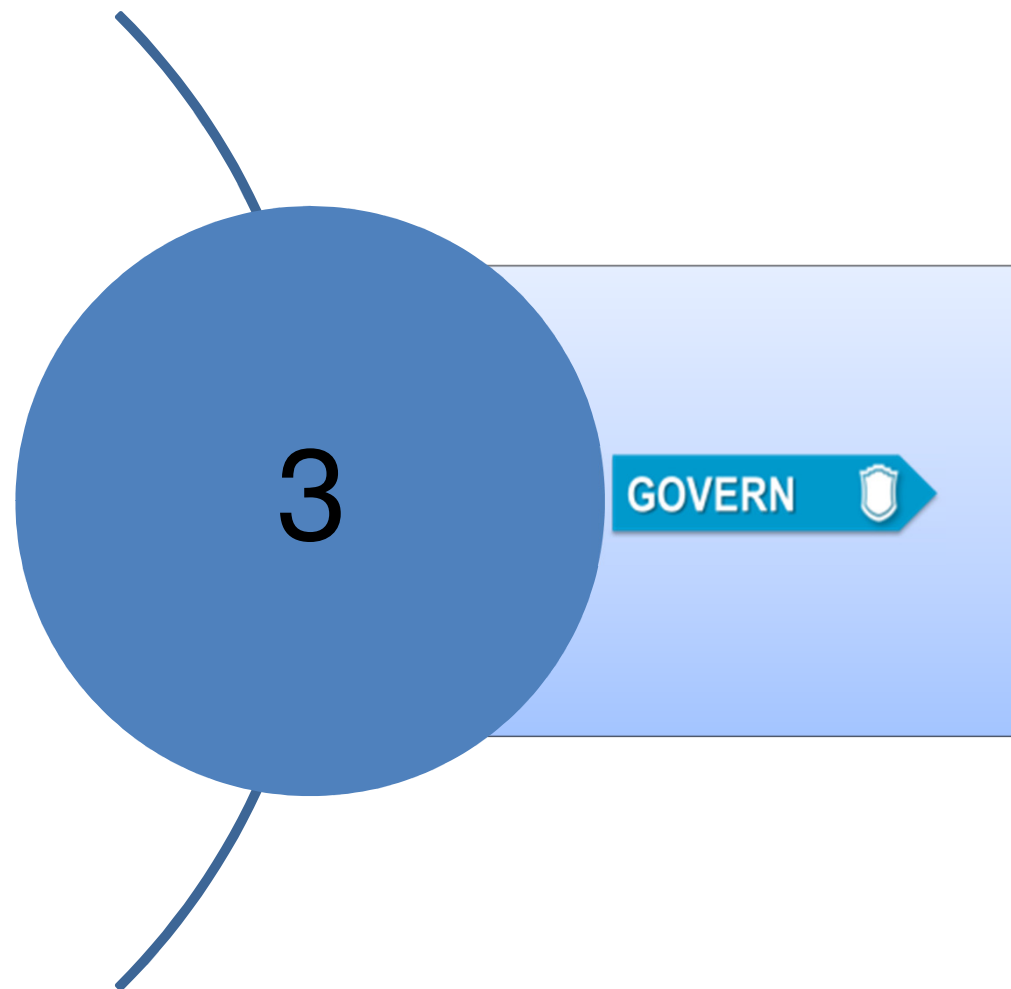


Accounts Payable



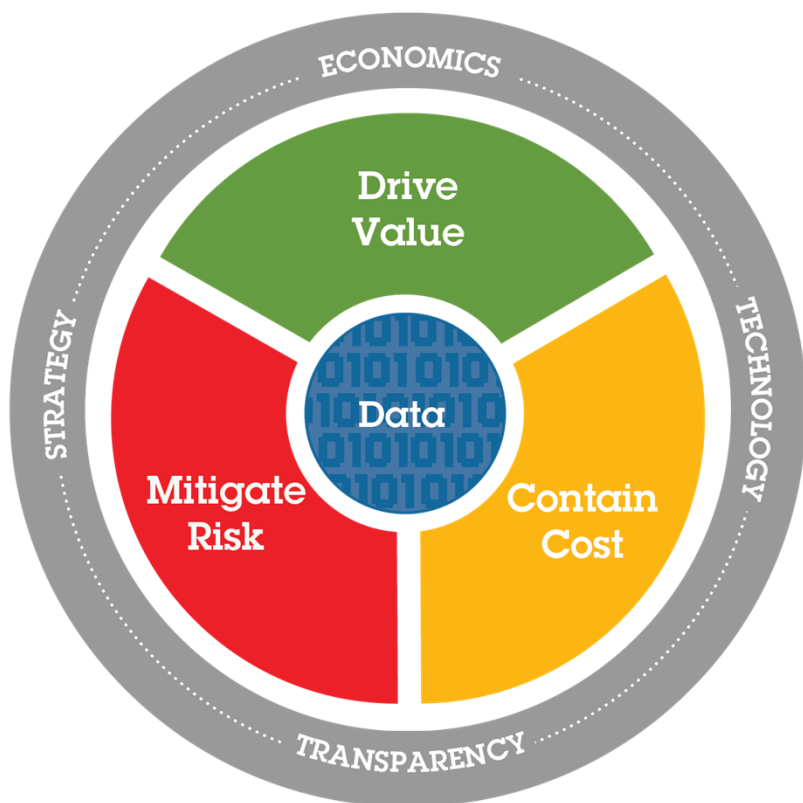


Information ECONOMICS



IBM's Information Lifecycle Governance solution improves information economics by better aligning information cost with its value

IBM Information Lifecycle Governance Solution



ILG lowers the total cost of information while increasing the value derived from it:

- **Eliminate unnecessary cost and risk** by defensibly disposing of data debris
- **Align cost to value** through value-based archiving and tiering
- **Reduce information risk** by instrumenting privacy, e-discovery and regulatory policy across the data environment
- Enable business to **realize information value** as context erodes with analytics-in-place, content management and collaboration



Only **integrated end-to-end** Information Lifecycle Governance Suite to now address full data spectrum for optimal information economics

Dynamic Policy Management:

Precisely define what is needed, why, how long



Policy Syndication:

Distribute reconciled policies to data sources



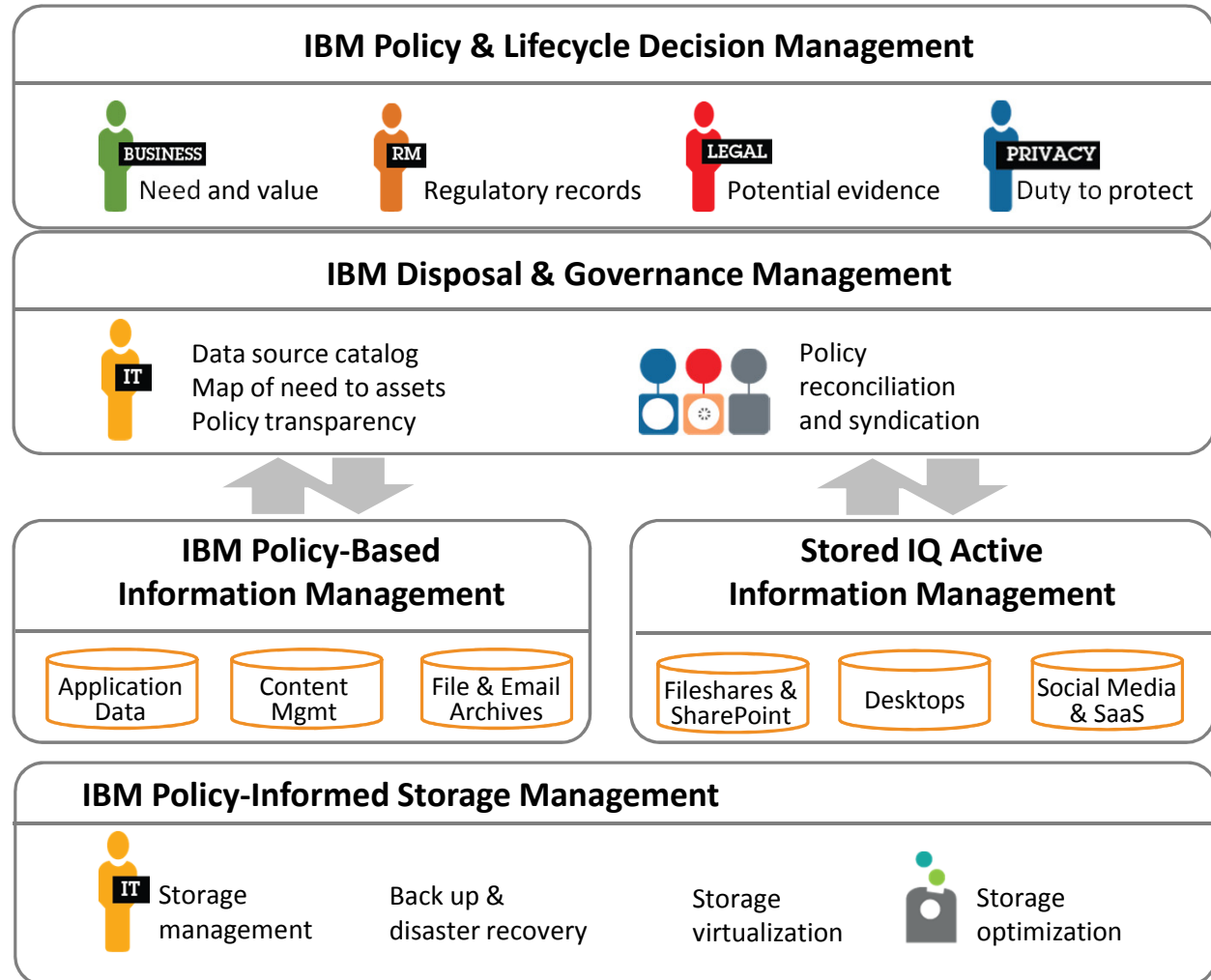
Policy Execution:

Apply the right policy to data wherever it is

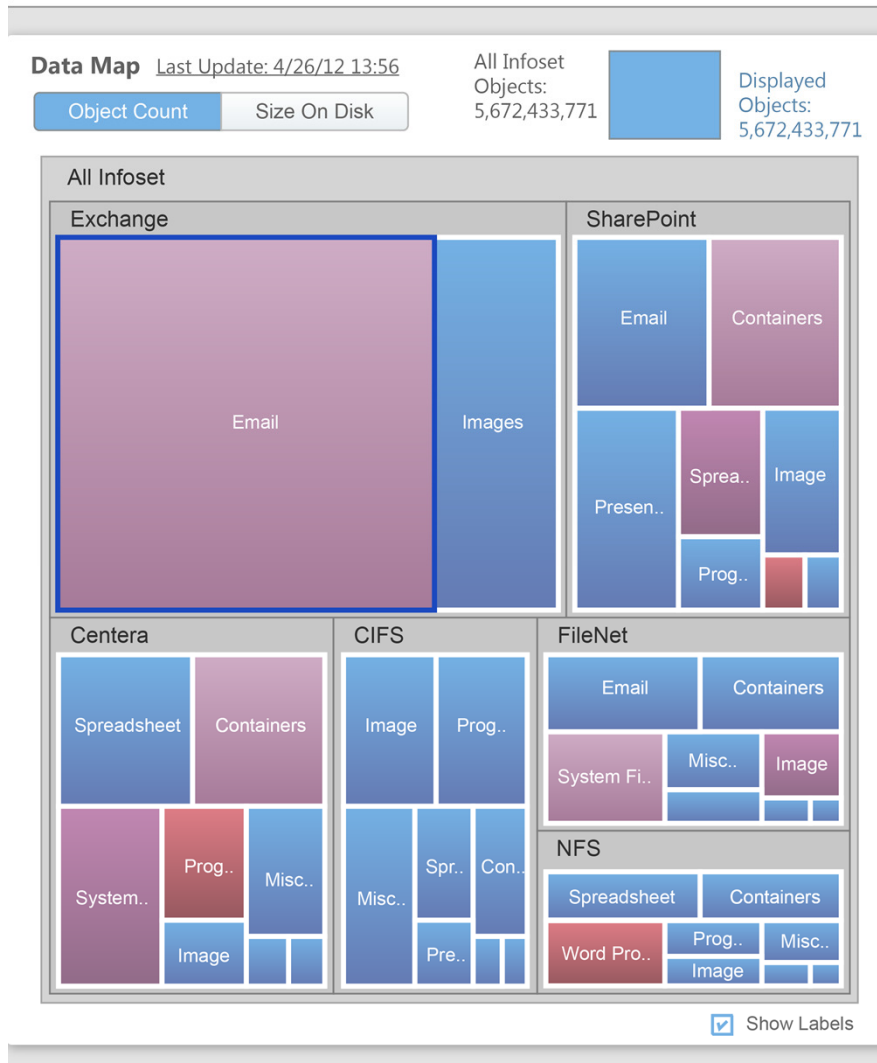


Data Infrastructure:

Contain consumption, align cost to value

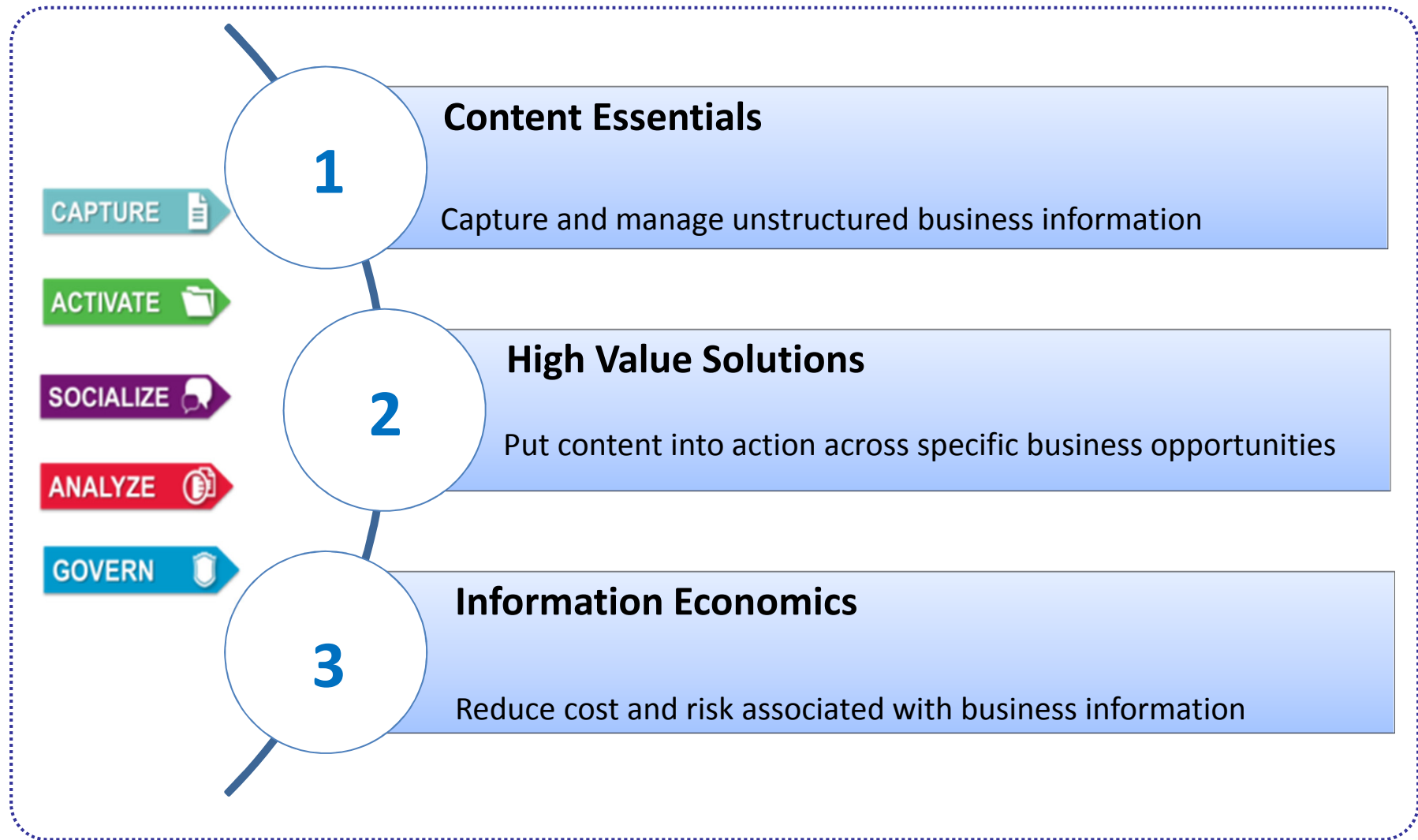


DataIQ – Understand Your Data



- **Spot compliance violations** – how much PII is stored in unsecure locations, where is it, who are the biggest offenders?
- **Make infrastructure planning decisions** – are you making the best use of your primary storage environments, or is there data that should be archived, how fast are your SharePoint sites growing?
- **Get out in front of the eDiscovery process** – where do your serial custodians have data stored, how much data do they have and how old is it, is there anything you can potentially delete?
- **Jump start or monitor records initiatives** – what types of data is on your file shares, how old is your data, are people storing data where they shouldn't?

IBM ECM in 2013





Thank you

Q&A



IBM SolutionsConnect 2013

Turning Opportunity into Outcomes.



Content in Motion

Smarter Content. New Insights. Better Outcomes

Content in Motion

Smarter Content. New Insights. Better Outcomes.



IBM SolutionsConnect 2013

Turning Opportunity into Outcomes.



Conclusion & Closing

Dominique De Coninck, Industry Solutions Sales
Leader Belgium, Luxembourg, Netherlands

Content in Motion

Smarter Content. New Insights. Better Outcomes.





IBM SolutionsConnect



Big Data

Transform Big Data into your most valuable resource. Increase the efficiency of data management, simplify its analyzing and improve the protection of sensitive information.



Mobile

Create a highly responsive organization by integrating mobile applications with your existing IT infrastructure in a cost-effective manner. Keep a tight grip on security and privacy issues to mitigate any possible risks.



Cloud & Smarter Infrastructure

Increase computing capacity and agility while reducing IT investment. Deploy resources according to your real-time business needs.



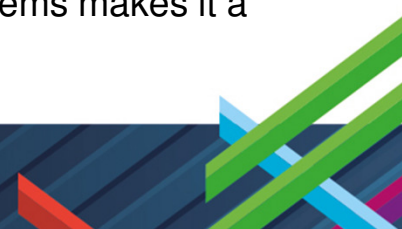
Security

Increase the effectiveness of your security protocols to protect your intellectual property, customer data and brand intelligence.



Expert Integrated Systems

Discover the new era of IT. IBM PureSystems makes it a reality.



IBM SolutionsConnect 2013

Turning Opportunity into Outcomes.



Thank You !

Content in Motion

Smarter Content. New Insights. Better Outcomes.

