

IBM Software Demos

IBM Content Collection and Archiving

IBM Content Collection and Archiving Family of Offerings Demo Final Script

Chapter 2 (business challenges driving change) (2.1 Growth of content – email plus other content)

Organizations have a staggering amount of valuable content. For starters, there's e-mail—lots of e-mail. But there's more. A variety of other types of casually created content are now in widespread usage – including files, Microsoft Office documents, collaborative content sources such as Microsoft SharePoint and Lotus Quickr, instant messages, other forms of messaging, wikis, and blogs. The list just keeps growing. And volumes are growing.

(2.2 Criticality, legal risk drivers)

Locked up in that content is priceless information—information that most users can't find, let alone use strategically.

The rising costs of compliance and litigation, an increasingly punitive legal and regulatory environment, and increased criticality in producing information are all creating additional challenges and the need to:

- archive e-mail and content for storage space management
- maintain content and email to meet legal obligations
- link email and disconnected content to other managed information
- and manage content and email as part of a business process

Chapter 3 (need for a different approach)

Conventional email archiving solutions – solutions which are simple systems with built-in basic capabilities and an offline repository to help achieve storage and mail server efficiencies – do not address these challenges, since these solutions can't add or support all content types, have limited simplistic functionality, don't easily scale to support sufficient volumes, users, or environments, and make it difficult to address new legal eDiscovery and records management requirements.

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Implementing conventional one-off point solutions to address each type of content such as email, file systems, SharePoint, paper, SAP, enterprise applications, and structured data, creates a fragmented infrastructure and silos of information. This isolates information from people and processes, and is expensive to administer and maintain.

“Keep everything” models, prevalent with historical email archiving solutions, are costly, risky, and inefficient.

(Chapter 4 IBM CC&A)

(4.1 Introduction / Bridge)

In short, what organizations are demanding today are solutions that allow them to stop just *archiving*, and start *using* information

These solutions need to support:

- More than email
- More than archiving
- More than an isolated solution

(4.1 IBM CC&A Overview)

IBM addresses these challenges with IBM Content Collection and Archiving.

The IBM Content Collection and Archiving family of offerings are designed to help organizations address compliance challenges, as well as take back control and realize the business value of content. The Content Collection and Archiving offerings from IBM work with your enterprise content management system and Information Infrastructure to collect, enhance, and manage your content from different sources into a single integrated, holistic, non-siloed repository. IBM Content Collection & Archiving offerings from IBM are modular, so you can begin small—using only what you need today—and easily grow your capabilities as your needs evolve. Whether you are enforcing compliance, mining data in casually created content, or streamlining operational policies, IBM’s Content Collection and Archiving offerings can help you get the most of your information assets and build value for your business—all helping to lower total cost of ownership when compared to conventional archiving point solutions.

(4.2 IBM CC&A Modular, extensible architecture)

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A modular, extensible architecture for Content Collection and Archiving offerings by IBM provides organizations with a flexible solution that can grow with their needs.

The modular, extensible architecture provides each customer with increased flexibility to:

- Choose which **sources** are needed, for example e-mail, files, SharePoint
- Choose which **tasks** are needed, including advanced classification and records management
- Choose which **targets** are needed, for example an IBM ECM Repository
- The modular architecture provides the ability to start in one specific area and expand as needed, the
- Flexibility to adopt solutions via APIs for custom sources or tasks, and
- An ecosystem of business partner solutions further protecting their investment.

The innovative tasking engine at the heart of the Content Collection and Archiving offerings from IBM:

- Enables users to seamlessly add IBM's industry-leading Records Management capabilities, to securely manage retention and disposition of business critical records;
- Enables users to incorporate advanced IBM classification module to order and manage content, potentially reducing the cost of error-prone manual classification;
- Supports multiple forms of classification, including rules-based and advanced contextual classification, and allows multiple forms to be used alone or in combination, as required;
- Enables organizations to incorporate external tasks such as rendering or third-party rules with a standard interface, reducing development, deployment, administration, and training costs.

In short, IBM's Content Collection and Archiving offerings support:

- COLLECTing content through SOURCE connectors – supporting More than email
- ENHANCing content through TASK connectors – enabling More than archiving
- MANAGing content through TARGET connectors – enabling More than just an isolated point solution

(4.3 IBM CC&A ROI)

The Content Collection and Archiving offerings from IBM also help to lower the total cost of ownership.

Conventional email archiving point solutions have a Traditional "Stepped" Cost Model:

- Repeated fixed cost to deploy each system – also creates disconnected silos
- Requires administration from each location
- Each silo also incurs its own custom integration costs to enable advanced functionality

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In contrast, the Content Collection and Archiving offerings from IBM have a "Modular" ECM Add-On Leveraged Model allowing for:

- Incremental deployment and ongoing administration costs to be leveraged across an ECM platform and repository
- A single point of administration for policies
- Advanced functionality integrated out-of-the-box

Chapter 5 (Conclusion)

The IBM Content Collection and Archiving family of offerings – including new IBM and partner offerings - support a wide variety of enterprise content, with extensibility via open APIs. These offerings are the industry's premier integrated, extensible, modular Content Collection and Archiving solutions which support:

- **More than email**, to identify, monitor, and COLLECT all content types from all locations including casually created content and existing "archive" silo systems;
- **More than archiving**, which ENHANCES content by tasking, filtering, transforming, extracting meta data, customizing, and more ... including multiple classification options;
- **More than an isolated solution**, to MANAGE content as part of an ECM platform and information infrastructure - not a silo - to unlock value while leveraging existing investments.

IBM Content Collection and Archiving family of offerings – an integrated ECM-based platform approach for Compliance that:

- Enables organizations to take back control and unleash the value of their content,
- Helps enforce compliance and operational policies,
- And provides a lower total cost of ownership than conventional point solutions for e-mail archiving.

Stop just archiving – start using your information.

Visit [ibm.com/software/ecm](http://www.demos.ibm.com) for more information.