IBM

IBM Classification Module

Improving productivity and accelerating the value of your ECM investment

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Highlights

- ■ *Automatically categorizes content in ECM systems and as a stand-alone service*

- ■ *Helps accelerate the ROI in ECM systems*

- ■ *Facilitates faster compliance, increased productivity and lower total cost of ownership*

- ■ *Assigns metadata via analysis of a document's or e-mail's full context, not just keywords*

Value of classification

Analysts estimate that the volume of "unstructured" content — e-mail, presentations, contracts, forms — will nearly double annually. In the face of this explosion of content, a reliable method for organizing it becomes critical. By investing in an enterprise content management (ECM) platform, you are committing to cataloging and classifying your organization's content, whether you are establishing records management practices, managing an e-mail archive or improving a business process. Managing these documents means making many decisions about how to classify and categorize them every day.

By shifting this burden away from users, the IBM Classification Module can accurately and automatically organize information so it is more accessible and usable. Furthermore, it can determine whether to manage an item or not. By filtering out mass e-mails or documents that don't meet your records management criteria, it can help keep your ECM infrastructure focused on the right content. Automating the classification of your content means you can get more out of your ECM system with less time invested.

Consistent results through analysis of the full context

While the IBM Classification Module can organize information by policies (such as keyword or pattern matching), what sets it apart is its ability to assign metadata based on context. It isn't just searching for a single word or phrase, but analyzing the entire document, discerning the topics in the text, and then assigning the content to a category. The solution can analyze in 16 languages, and it won't be fooled by misspellings, abbreviations, shorthand or technical terms.

The IBM Classification Module adapts to the unique nature of your business by "learning" from examples you provide and by immediately taking into account corrections you make as you provide feedback on its recommendations. In this way, its accuracy keeps pace with your business, adjusting to changes as they occur. This combination of rule-based and context-based analysis provides accurate and consistent classification results.

Integration to IBM solutions for ECM

Though designed as a free-standing service, the Classification Module is integrated to various elements of the ECM product portfolio from IBM for easier deployment and to help your organization work smarter. It works directly with the IBM Content Collector for analysis, filtering and organization of e-mail and documents during archiving. And it is integrated directly to IBM FileNet® Records Manager software for automatic records declaration. More generally, the Classification Module can analyze and categorize content stored in the FileNet P8 content repository.

Reduced compliance costs and accelerated ROI

With thousands of manual records management decisions occurring in your organization every day, the cost can add up quickly. One industry analyst estimates that "if 100 users manually declare and classify 100 records per day, the annual cost avoidance from eliminating this manual process would be more than $240,000. High volume operations with a larger number of users potentially could achieve annual cost avoidance as high as $1.5 million to $6 million."[1] The IBM Classification Module helps you slash this cost by shifting the burden away from your employees. And when legal or regulatory requirements force you to examine your archive, the smaller it is, the less time and money you'll have to spend sifting through it. By accurately classifying information, you are lowering risk, saving time and expense, and accelerating time to value from your ECM investment. And you're taking an important step toward realizing the benefits of information on demand. Knowledge workers who have fast access to relevant, logically cataloged information—and are not burdened by the cataloging process—are able to make better decisions faster.

For more information

For white papers, demos and more information on the IBM Classification Module, please visit:

ibm.com/software/ecm/classification

1 Cohasset Associates, Inc., *Cost Effective Electronic Records Management*, November 2007.