IBM ECM

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ECM and the Cloud: When, Why & How

Ian Story
IBM ECM
@storyid

Customer centricity will require new innovations for content collaboration

New People

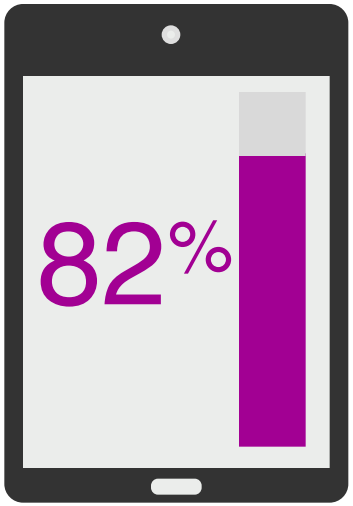
New Places

New Economics

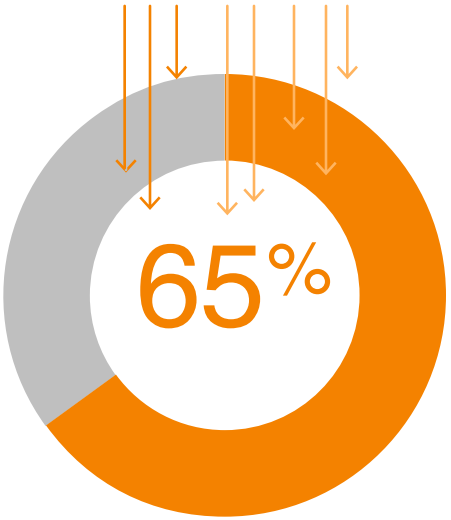
The facilitators are driving business agility and new ways to work

Agility and speed, as well as cost, are driving cloud adoption and the rise of mobile devices are changing how and where we work

75% of firms who plan to use SaaS listed “improved business agility” as important (Forrester)



82% of retail bankers agree that in the next 5 years mobile will become the number one channel for millenials (Economist)



65% of organizations see mobile device use as very or extremely important (AIIM)

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The inhibitors are informing selection

"Movement" to the cloud is done in stages to fully realize existing investments but security continues to be a leading concern

65%

IT organizations will commit to hybrid cloud technologies before 2016, vastly driving the rate and pace of change in IT organizations (IDC)

74%

of organizations surveyed view security and data governance as the most important factors in choosing a cloud service (AIIM)

65%

of the selection criteria for enterprise cloud workloads in global IT markets will be shaped by efforts to comply with data privacy legislation (AIIM)

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One new way to collaborate – Enterprise File Sync & Share

"How do I share things with partners without sending large e-mails?

"Why can't I use my phone to do stuff at work?

"I want to share stuff without having to keep going to IT for help."

"How do I make sure the files I work with on the cloud are secure?"

…but a sync & share solution by itself is limited

IBM Navigator

One **ECM** solution that delivers new innovations in content collaboration while breaking down silos

- Enterprise File Sync & Share, including mobile content collaboration
- Including business content in new projects
- Working with existing content systems (hybrid)
- Consolidation of file share or legacy ECM systems
- “Turn Key” ECM on Cloud

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An ECM Cloud solution provides tangible benefits to your organization

Increased agility
(Smarter Content Now)

New innovations for content collaboration

- Business agility and deployment flexibility
- Bringing your content to everywhere its needed
- Trusted security for your sensitive files
- Open standards that protect and enhance existing Investments

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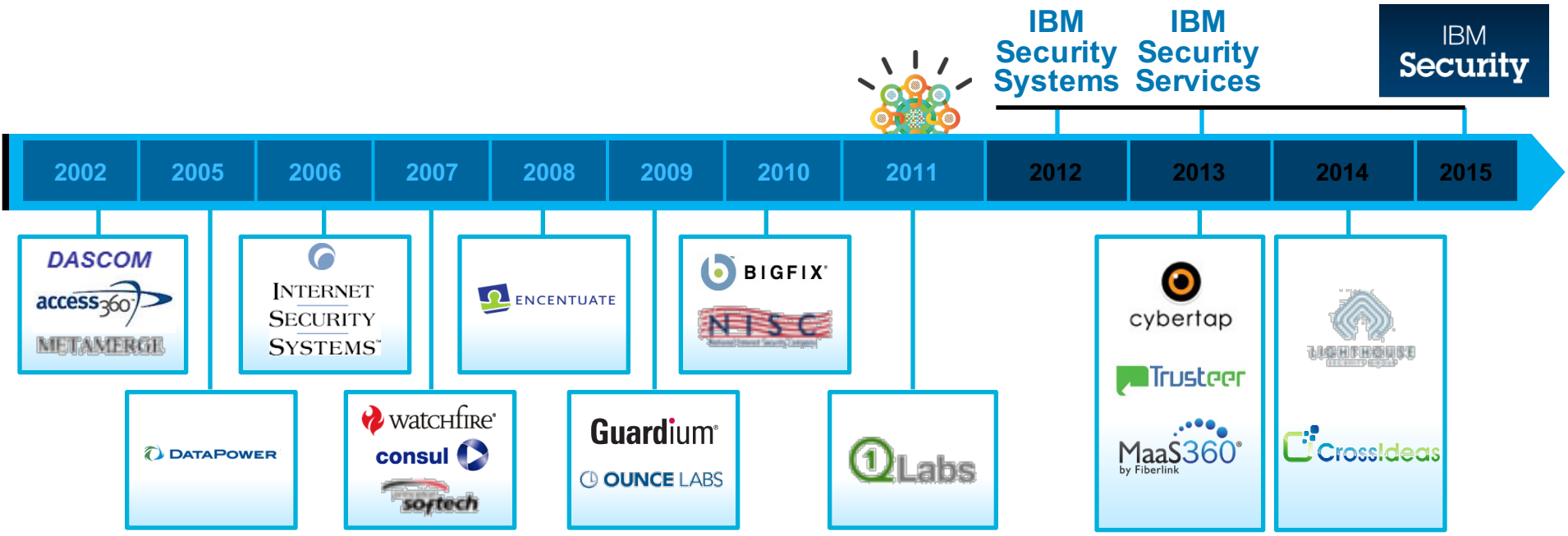
IBM Security invests in best-of-breed technologies



...and we are relentless innovators

- 6,000+ IBM security experts in 25 labs worldwide
- 70+ new or updated offerings in the last 12 months
- Major innovations in every IBM security domain

CEVA Logistics

Making business flow

> …significant TCO savings by reducing staffing, infrastructure and operation costs, while improving operational efficiency and customer service

Manage the lifecycle of content – from capture to collaboration & workflows

Content Systems are extended to Cloud via CMIS

Logistics content captured and delivered anywhere

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A pharmaceutical company

…significant ROI by reducing time required to deliver custom web applications, while ensuring enterprise-level security and compliance

Streamlines content compliance reporting supporting the Sunshine Act

Flexibility with CMIS interfaces to workflows & business process mgmt.

Ensure enterprise-level security and regulatory compliance on policies

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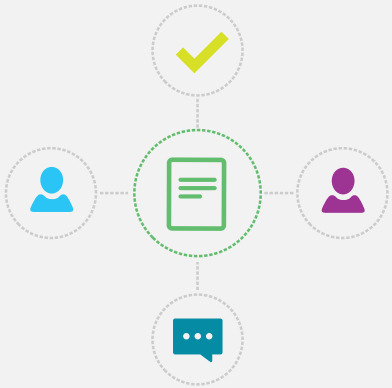
IBM Watson Curator

Collect

Gather, visualize and organize documents



Review

Obtain feedback from subject matter experts

Manage

Administer document collection in the cloud

Track

Full governance capabilities

IBM Navigator is an ideal content collaboration solution for every department in your organization

- Human Resources
- Sales
- IT
- Marketing

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Pricing is per user, per month with unlimited storage

Maintain the environment

Secure the environment

Provide backup or disaster recovery

No hardware investments

No patching

No troubleshooting configurations

No managing upgrades

No significant staffing requirements

Deployments in days/weeks, not months

Continuous delivery of new features for IBM Navigator

1Q 2015

External document sharing to extend content collaboration to new people and voices

Newly designed iOS app, specifically designed for content collaboration with IBM Navigator

Additional ease-of-use enhancements around frequently used collaboration scenarios

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Why IBM? Why IBM ECM? Why IBM Cloud?

500
analytic patents/year

1/3 of IBM research focused on big data & analytics

40,000
client engagements to date

31,000
certified ECM experts

200+
Line of Business solutions

13,000
Organizations succeeding with IBM ECM solutions

24 of 25
top 25 FORTUNE 500 companies are supported by IBM Cloud

13 SoftLayer data centers across three continents and the only cloud provider with a global internet backbone

21,000
SoftLayer customers in 140 countries

20
industry analyst reports rank IBM Security as a LEADER

IBM Navigator Demo

Easy file sharing for business

- Trusted and secure
- Customizable search
- Point-and-click collaboration with Teamspaces
- Easy to use on any device
- Integrations with business applications

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Thank you

ibm.com/navigator

Go to the website, sign up for a free trial
(no credit card required)