



**Combining the power of content and process
with the right content management solution**



Choosing the right data warehouse

One of your organization's most valuable assets is its information. The unstructured components—assets not stored as data in databases, like business documents, contracts, orders, policies and practices, reports, e-mails and other records—are integral to your daily business functions. The absence or unavailability of such documents can significantly impact business decisions, not to mention outcomes. Collectively, this information—which can accumulate over the life of the business and must be maintained to satisfy regulatory requirements—presents problems of its own: organization and management.

The ongoing quandary of growing information that must be maintained is simply a fact of doing business today. And it's not just the amount of information flowing through a business environment that can be problematic; there are other factors to consider as well, including the management of multiple content repositories and more document accountability as a result of increased legislative mandates. Add the fact that most documents are unmanaged by a consistent system and scattered among a variety of third-party and homegrown repositories, and suddenly your organization's biggest asset turns into its biggest liability.

Many businesses struggle to handle the influx of data in an organized and reliable manner because they lack an established system and strategy that meets both business use needs and can handle the sheer volume of content. They are left struggling to adequately integrate disparate office systems in a way that keeps the business agile and streamlines operations. One way to ensure that your organization's information remains an asset and not an impediment is with an effective enterprise content management (ECM) strategy.



What is ECM?

Simply put, ECM is both a strategy and a set of technologies that helps organizations capture the value and manage the volume of unstructured content. It not only assists your organization with managing content across the enterprise, but also delivers IT solutions for business process and compliance management. It catalogues content, enables sharing and search, facilitates the repurposing of information and is designed to control content versions.

The ideal enterprise content management solution should be built using an architecture that works in synch with systems and technologies across your business to help you:

- *Increase productivity and improve decision-making by enabling content access and management across the enterprise.*
- *Reduce the time required to search for and analyze information.*
- *Improve content control as a way to lower business costs.*
- *Streamline and reduce the cost of IT infrastructure management through expanded flexibility and fast application rollouts.*
- *Support compliance requirements while increasing responsiveness to legal and other regulatory challenges.*
- *Maintain a consistent view of the business by integrating information easily among existing processes, people and applications.*
- *Turn information into active content by incorporating event-based content with your business processes.*



Choosing the ideal solution

Once you've decided to implement an ECM solution, you want to choose one that's right for your organization. One that can address needs related to content across the enterprise. One that provides a core content infrastructure, including repositories, integration, business process management and compliance. And one that emphasizes the importance of active content, where content and business processes meet to leverage the right content at the right time, within context. How do you make the right choice? By identifying your criteria and then evaluating the features of the potential ECM solution. This buyer's guide provides a list of criteria to assist you in your decision.

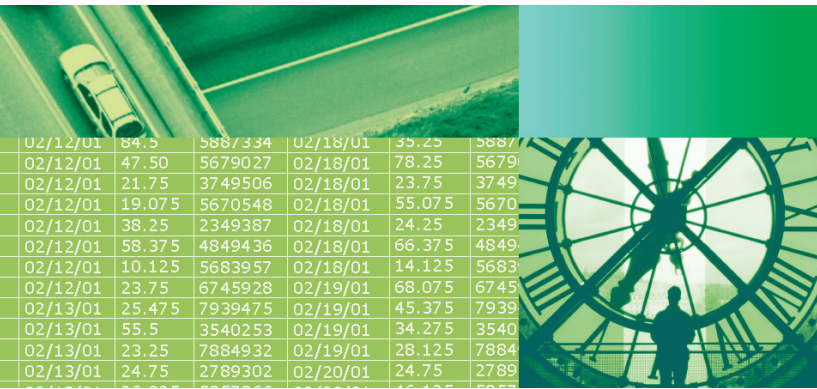
Increase productivity through better content management

Today's enterprise environment moves fast. Employees, customers and business partners should be able to access information where and when needed, in context with their requirements—there's no time to rummage through file cabinets or scroll through electronic documents in assorted repositories. Rather than waste valuable resources, you can take advantage of an ECM solution that combines the power of content and process to improve the availability and agility of information in key business functions. A forward-thinking organization needs more than just content management; it needs a solution with powerful capture, cataloguing, analysis, imaging, complex document and report management capabilities to effectively corral unstructured assets. In other words, it needs a state-of-the-art ECM system that streamlines business processes by capturing documents to link them to the appropriate systems, helping ensure the information is highly available so employees can access what they need to do their jobs well.



Event-based content, or active content, allows for business events and interactions to be driven forward by the content involved. When information is turned into active content, businesses are empowered to streamline their processes—and ultimately boost their performance—through improved customer service, faster response times and enhanced decision making

An effective ECM solution also must provide the capability to manage content that is stored in multiple places. This is often referred to as content federation. There is a fundamental difference between federated access to content and federated management of content: Only ECM solutions that allow federated management of content will enable you to organize and manage content from numerous repositories to treat them as a unified source for business-critical data. This enables you to interact with information across disparate sources, helping to improve productivity and workday efficiency.



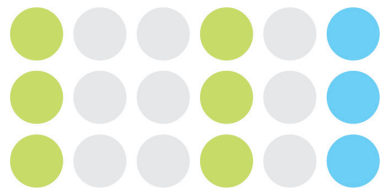
It's important to find an ECM platform that includes certain essential characteristics. Look for a solution that:
Is built on an event-based content management infrastructure, enabling active content to make business processes and systems more efficient and adaptive.
Offers robust content federation capabilities that allow content management for multiple existing content sources, including the ability to manage content in third-party repositories as records.
Combines ready-to-deploy document management with preconfigured workflow and process capabilities to automate and drive content-related tasks.
Includes flexible user interface options that allow users to work the way they find most beneficial.
Allows you to search for content based on semantic meaning, contextual understanding and content classification.
Includes compound document management.
Automates content classification and taxonomy recommendation.
Integrates with Microsoft® SharePoint® for collaborative document interoperability.
Provides a choice of advanced image capture capabilities, including intelligent character recognition and automated process handling.
Automates the declaration and classification of records as well as many administrative processes for consistent compliance monitoring.
Manages e-mail content both as action-able and event-enabled content items.



Optimize business processes to maximize performance

Equally important to managing the growth of unstructured data is managing content as it relates to business processes. Organizations create, deliver or leverage content to initiate a business process (e.g. completing an application using an electronic form) or to make a decision based on content (e.g. settling an insurance claim). Hence, managing content in the context of business processes has made Business Process Management (BPM) an important component of ECM. As leading organizations strive for a competitive advantage to improve their business processes, they are looking for a content-centric BPM solution—one that tightly integrates content and process—to help them automate, streamline and optimize their business processes.

Your organization needs an ECM solution that effectively streamlines tasks by linking content to business processes and applications, ultimately reducing operational costs and enabling employees to make timely decisions. And since much of an organization's information may be sensitive, a superior ECM system provides built-in security by storing the data in a compressed, unreadable format until it's needed for business use.



It's also important to consider how easily and efficiently the ECM system works with existing business applications. Your IT team needs a content management system that makes work easier and less time-intensive; anything that impedes daily functions won't be readily accepted or adopted. Your organization has made significant investments not only in technology, but in the people responsible for running and maintaining it. That's why your ECM system should integrate with existing systems and applications to streamline tasks, improve productivity and make jobs easier. This approach enables a business to continue using existing applications that serve specific functions as it deploys an enterprise-wide ECM strategy based on industry standards.

It's important to establish a comprehensive ECM platform with broad interoperability and industry-leading capabilities. Look for a solution that:
Has an enterprise-class set of content-centric BPM capabilities that can be extended to integration-centric BPM systems already present in the enterprise.
Integrates with existing user and security management systems of record, so security and user administration can be greatly simplified.
Is based on open industry standards and provides a choice of APIs that include .Net, Java™ and WebServices.
Integrates with multiple portal environments through open standards, such as JSR 168.
Supports the capability to scale to billions of content items under management.
Provides flexibility in scaling and in HA/DR configurations.
Comes with a large, active, and proven partner network that provides hundreds of industry-specific, ready-to-use solutions built on the ECM platform.
Has earned top rankings from multiple independent IT analyst firms, like Gartner and Forrester.

Support government, industry and proprietary regulations

Regulatory requirements are constantly changing, leaving organizations with the ongoing challenge of keeping pace with rules regarding the retention and disposition of content. Businesses struggling to implement records management policies often find themselves vulnerable to lawsuits. Likewise, the traditional tools for keeping records (filing cabinets, folders, microfiches, barcodes and offsite storage facilities) are often inefficient and can make businesses susceptible to legal exposure.

Because of these risks, an effective ECM system is no longer a luxury—it's a necessity. Organizations need to develop and maintain an overall compliance architecture for data and content that integrates records management into non-ECM environments to help reduce the costs and risks of managing electronic and paper records. The benefits of an ECM system may include reduced operational compliance costs and risk of exposure, as well as increased responsiveness to legal and regulatory challenges. An ECM solution can help you gain control of both structured and unstructured information. And by using advanced search and retrieval tools, as well as automated retention policies, an ECM solution can support compliance and legal discovery inquiries.



Choose a market-leading enterprise content management solution

IBM is an undisputed IT market leader with a range of content management products that help organizations manage the compounding growth of enterprise information while enabling employees to make better decisions, faster. Through the IBM FileNet portfolio, IBM offers an extensive partner channel with an even broader spectrum of ECM capabilities.

With significant resources dedicated to ECM, IBM enables clients to choose from a comprehensive portfolio of innovative solutions designed to address evolving business needs. For example, by using a Service Oriented Architecture in conjunction with IBM solutions, IT managers can configure, design, build and deploy ECM solutions faster and more easily than ever before. The results could be better productivity, controlled costs and faster, more effective response to regulatory and legal compliance demands.

Make sure your enterprise information remains an asset and not an impediment. Capture the value and manage the volume of unstructured content with a comprehensive, industry-leading solution that can meet your needs today—and tomorrow.



Key products and features of an IBM ECM system include:

- *IBM FileNet® Content Manager: Serves as the core content management solution for the IBM FileNet P8 platform; combines document management with ready-to-use workflow and process capabilities to drive content-related tasks. Also makes it possible to declare a record when a document reaches a specific point, or when certain process tasks have been completed.*
- *IBM Content Manager: IBM Content Manager manages all types of digitized content across multiple platforms, databases and applications.*
- *IBM Content Manager OnDemand: IBM Content Manager OnDemand is designed to capture computer output and archive scanned documents. It helps organizations gain significant ROI by transforming costly high-volume print output to electronic information capture and presentation.*
- *IBM FileNet Records Manager with IBM ZeroClick technology: Automates records management decisions, enabling organizations to leverage business processes associated with records administration for more accurate control and compliance monitoring.*
- *IBM FileNet Image Manager: Provides comprehensive image management that helps organizations control, share and quickly access critical business information. It extends the reach of critical information to all constituents to ensure information accuracy, consistency and timeliness. By integrating critical content with business applications and processes, Image Manager makes the right information immediately available to the people who need it, helping them make better decisions, faster.*
- *IBM FileNet Business Process Manager: Automates and optimizes business processes by managing workflow and content among people and systems.*
- *IBM WebSphere® Information Integrator Content Edition/ IBM FileNet Content Federation Services: Addresses content federation issues including integration, standardization and consolidation by allowing organizations to access content from numerous heterogeneous repositories and unify it as critical business content.*
- *IBM OmniFind™: A portfolio of scalable enterprise search solutions that can turn passive content into active sources of business insight. With secure search, a managed user experience and content analytics solutions, you can reduce costs by increasing productivity, and turn content information into content intelligence.*
- *IBM CommonStore: E-mail and electronic messaging active archiving solutions designed to help reduce operational problems introduced by the growing size of e-mail and electronic messaging data stores.*

For more information

To learn more about IBM Enterprise Content Management solutions, contact your IBM sales representative, or visit:

ibm.com/software/ecm.





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