

# Information On Demand 2013

November 3 – 7

Mandalay Bay | Las Vegas, NV

#ibmiod

## IBM ECM Products and Solutions Strategy

Session Number ECG-3754A

John Murphy

VP Products and Strategy



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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.

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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.

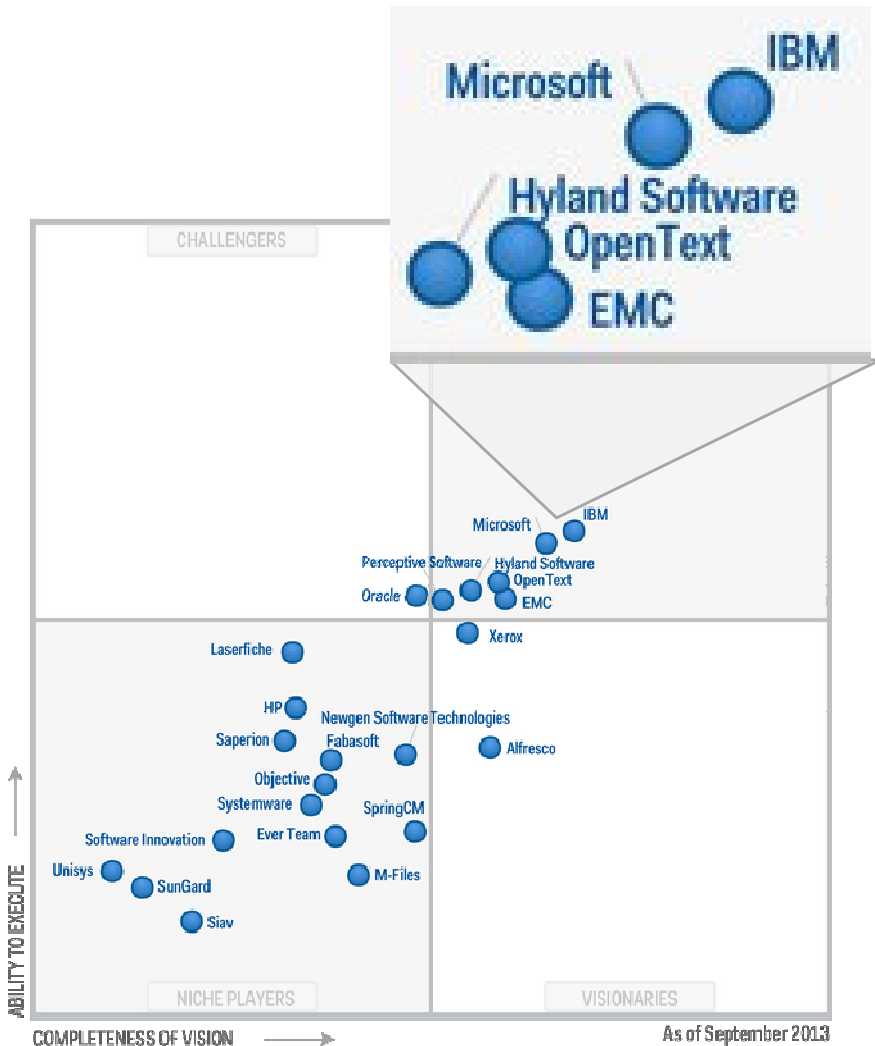


# Q&A

Tweet your questions during the session using  
#AskECMJohn



# #1 in the Industry...again



**IBM is the undisputed leader in the 2013 Gartner ECM Magic Quadrant**

Information On Demand 2013

## IBM ahead in both growth and market share

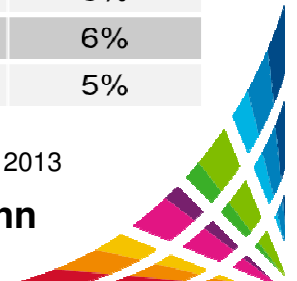
Company	Growth	Share
IBM	12.4%	20.2%
Open Text	3.7%	16.3%
EMC	-4.2%	8.8%
Microsoft	8.4%	6.6%
Autonomy	4.1%	5.2%
Oracle	6.8%	5.8%

Source: Gartner, ECM Market Share, April 30, 2013

Company	Growth	Share
Content Management		
IBM	13%	17%
Open Text	-5%	10%
EMC	-2%	8%
Microsoft	10%	8%
Oracle	1%	6%
HP	-22%	5%

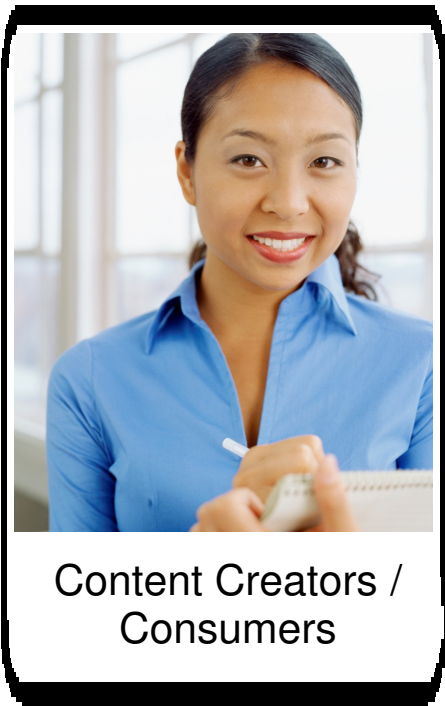
Source: IDC, ECM Market Share, April 30, 2013

#AskECMJohn



# Make it easier for me

...to consume  
content



...to develop



...to manage



...to improve my  
ROI



# High Value Solutions delivered through Innovation, Improvement and Growth

## CAPTURE

and gain control of the content to determine the value

### Capture

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

## ACTIVATE

and put the content in context

### Activate

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

## SOCIALIZE

for better collaboration and access

### Socialize

- Office document management
- Social content and collaboration

## ANALYZE

and identify patterns to gain insights

### Analyze

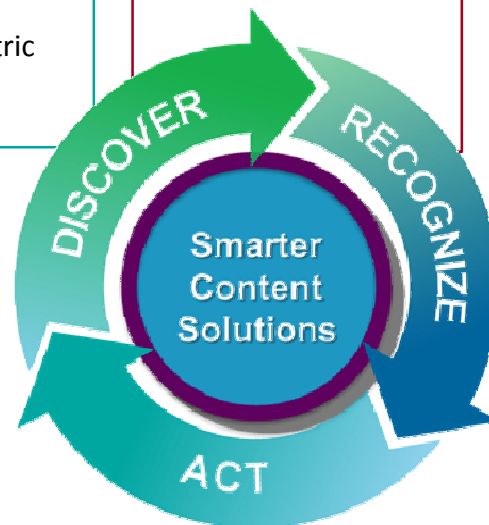
- Content analytics and assessment
- Enterprise search
- Content classification and tagging
- Master content

## GOVERN

for reduced cost and risk

### Govern

- Value-based archiving
- Retention and records management
- eDiscovery
- Disposition and governance



We like  
Navigator and  
we want to see  
more!

Make it easier for  
me to consume  
content



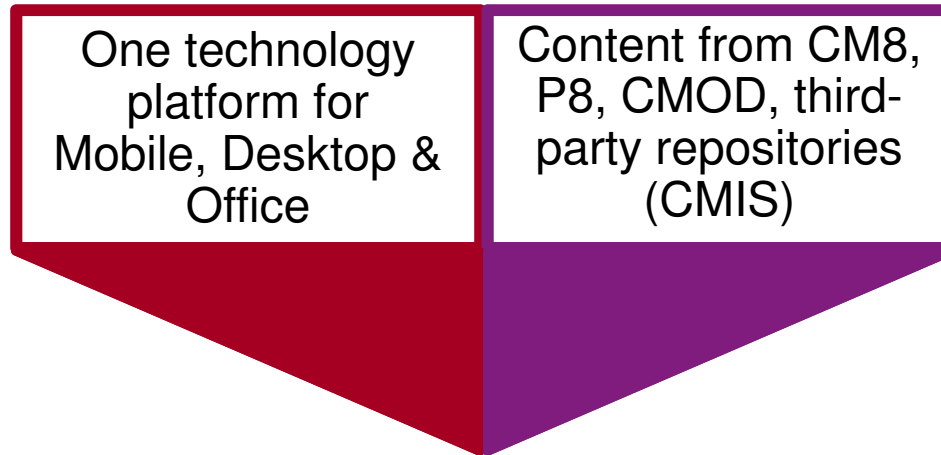
Content Creators /  
Consumers

Make it  
easier for  
me to find  
the *right*  
content



# Navigator is The ECM Experience Platform

All ECM UI Offerings converging on



## NAVIGATOR

Standard UI components that are reusable  
**Everywhere, Anywhere**





# Search ... Anywhere

IBM Content Navigator

Focus Finance

All General Documents x New Cross-Repository Search x

Search Scope

Repository Edit Repository Remove

Repository Search Scope

Repository	Search Scope
P8 Focus Finance	Entire Repository
OD Reports and Statements	InsurancePolPrint
CM Finance	Entire Repository

Add Mapping Edit Delete

Mapping Name	Type	Repository
Added On	Date	Focus Finan
Agreement number	Text string	Focus Corp
Parties	Text string	Focus Finan

Recent Searches

- All General Documents
- Document title search
- Invoice
- Contract
- Value
- Sales Invoices and Con
- Contracts and Invoices
- Contracts by Governing

All Searches

Annotations: P8 (teal), CMOD (purple), CM8 (orange)



# Collaborate ... Anywhere

IBM Content Navigator

Search Steve Hussey

Focus Finance

Refresh Add Document New Folder Check In Check Out Properties Actions

Focus Finance > Customer Contracts > Account 25-13652

**Atec - Partner Agreement**  
 Last Modifier: Dana Morris | Date Last Modified: 10/18/2013, 9:56 AM  
 Comments (3) | Downloads: 26

Filter

Looks good but are the capital contri  
 Scott Mills 10/18/2013, 9:56 AM

I just confirmed with Dale that the cor  
 Scott Mills 10/18/2013, 9:57 AM

Thanks Scott for double checking on  
 Ian Story 10/18/2013, 10:01 AM

Press Enter to add your comments

Originator	Version	Date
Steve Hussey	1.0	9/18/2013, 9:14 AM
P8Admin	1.0	9/19/2013, 12:36 PM
Dana Morris	1.0	9/26/2013, 4:35 PM
Ian Story	1.0	9/30/2013, 12:15 PM
Scott Mills	1.0	10/18/2013, 9:54 AM

Close

**Atlanta TEC - Updated Contract**  
 Last Modifier: Scott Mills | Date Last Modified: 10/18/2013, 9:54 AM  
 Comments (0) | Downloads: 13

**Atlanta TEC Capital Lease Contract.pdf**  
 Last Modifier: Rich Howarth | Date Last Modified: 10/19/2011, 3:20 PM  
 Comments (0) | Downloads: 13

**Atlanta TEC Computer Hardware Contract.pdf**  
 Last Modifier: Scott Mills | Date Last Modified: 9/16/2013, 8:30 AM  
 Comments (0) | Downloads: 14

**Atlanta TEC Invoice1.doc**

Comments

Download Counts

Activity Tracking: who's downloading, what version, and when

Properties

Class:	Contract
Document Title:	Atec - Partner Agreement
Authoring Division:	Legal
Type of Document:	Separation Contract
Review Status:	Under review
Target Agreement Date:	11/29/2011, 10:00 PM
Governing Law:	Alaska; California; Oregon; Washington

10/25/2013, 11:45 AM - The Account 25-13652 folder returned 8 items.



# Collaborate ... Anywhere

IBM Content Navigator

Search Steve Hussey

Focus Finance

Refresh Add Document New Folder Check In Check Out Properties Actions

Focus Finance > Customer Contracts > Account 25-13652

**Atec - Partner Agreement**  
 Last Modifier: Dana Morris | Date Last Modified: 10/23/2013, 7:51 AM  
 Comments (3) | Downloads: 26

Filter

Looks good but are the capital contributions correct?  
 Scott Mills 10/18/2013, 9:56 AM Version: 1.0

I just confirmed with Dale that the contributions are correct  
 Scott Mills 10/18/2013, 9:57 AM Version: 1.0

Thanks Scott for double checking on this!  
 Ian Story 10/18/2013, 10:01 AM Version: 1.0

Press Enter to add your comments.

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**Atlanta TEC Invoice1.doc**

**Thumbnail View**

**Inline property editing in browse view**

**Properties** Edit

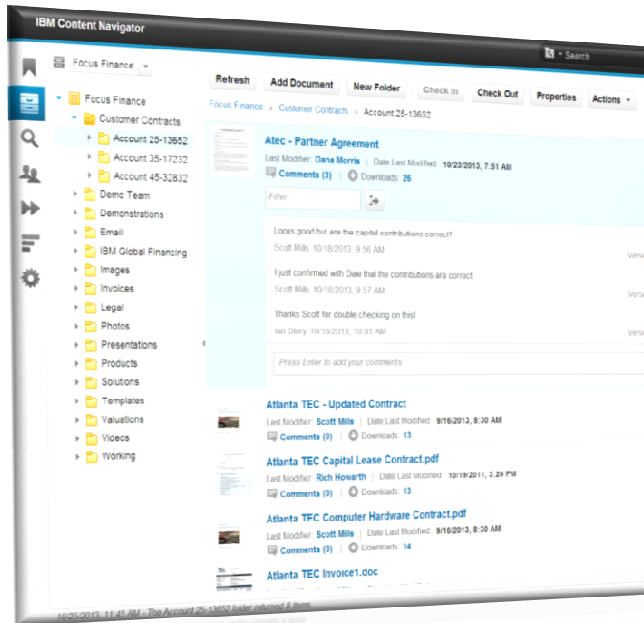
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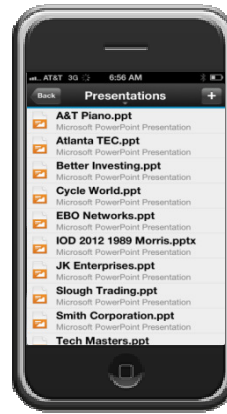


# Navigator is the Experience Platform

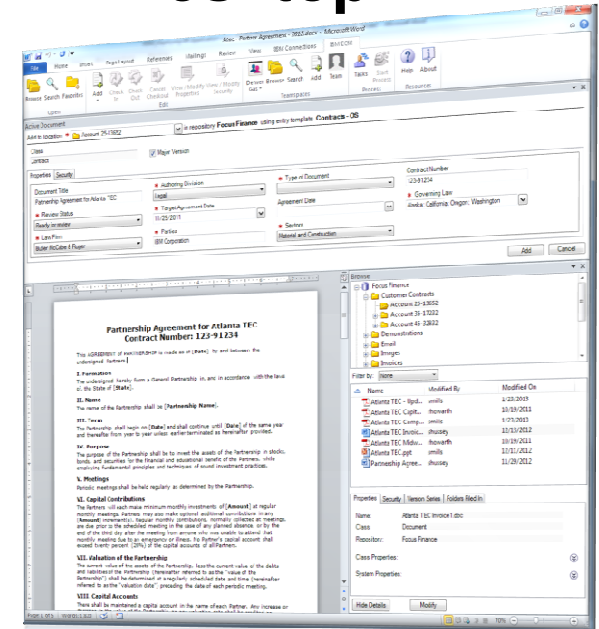
Web



Mobile



Desktop



Get content into your repository

Interact with your content across all platforms

Get content out of your repository



# Navigator gets even better!

- IBM Acquires  **DAEJA**  
image systems  
an IBM® Company

A leading provider of document & image viewing solutions

*The value of Viewing Content in Context*

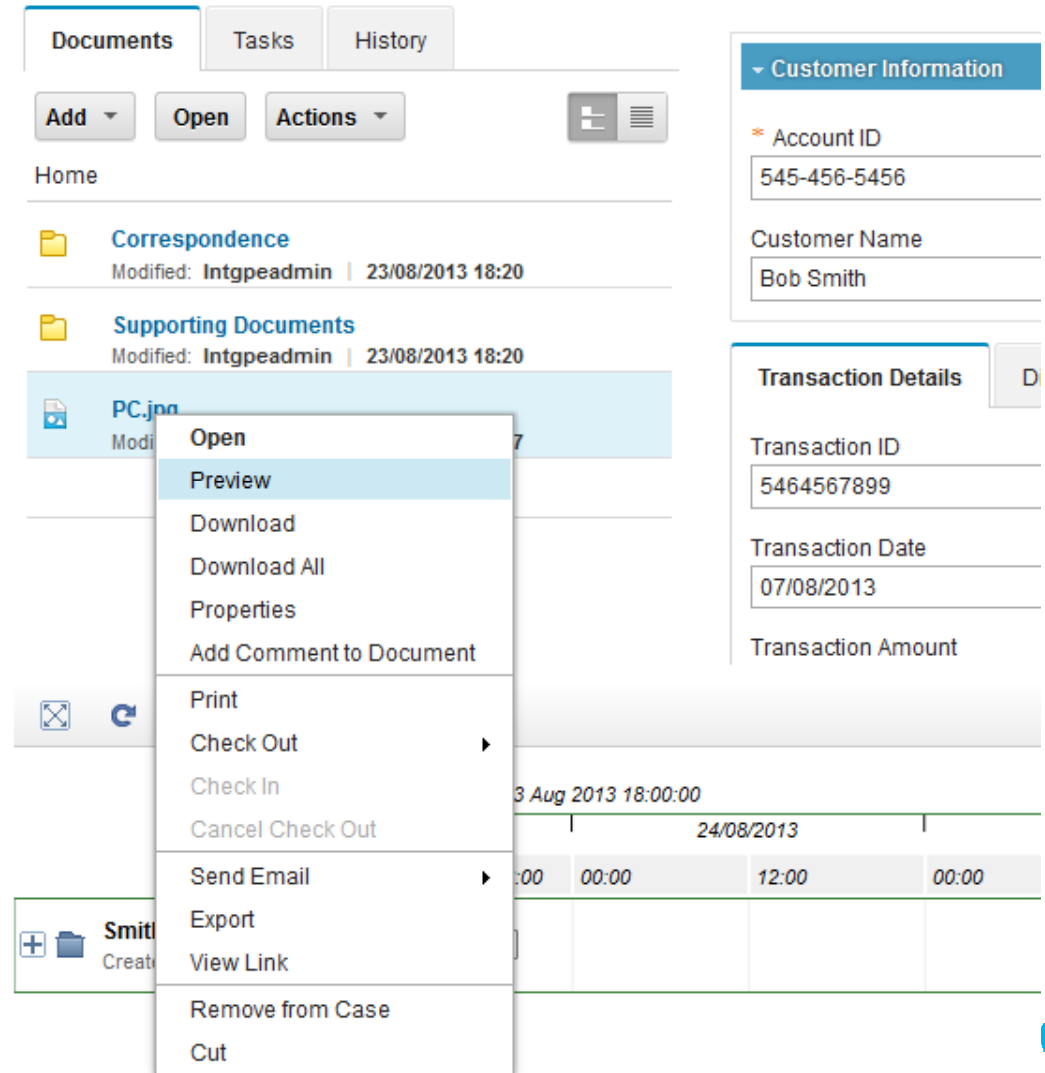


*Daeja's ability to display 100's of document and image file types **unlocks the value** of a content repository*



# Make it easier for me to consume content

- IBM Case Manager 5.2 adopts the Experience Platform
  - The Experience Platform (*Navigator*) replaces Business Space in Case Manager
  - One UI for Content Access and Case Management
  - A simpler and faster Case Manager experience



Make it easier for me to build solutions

Give me common technology



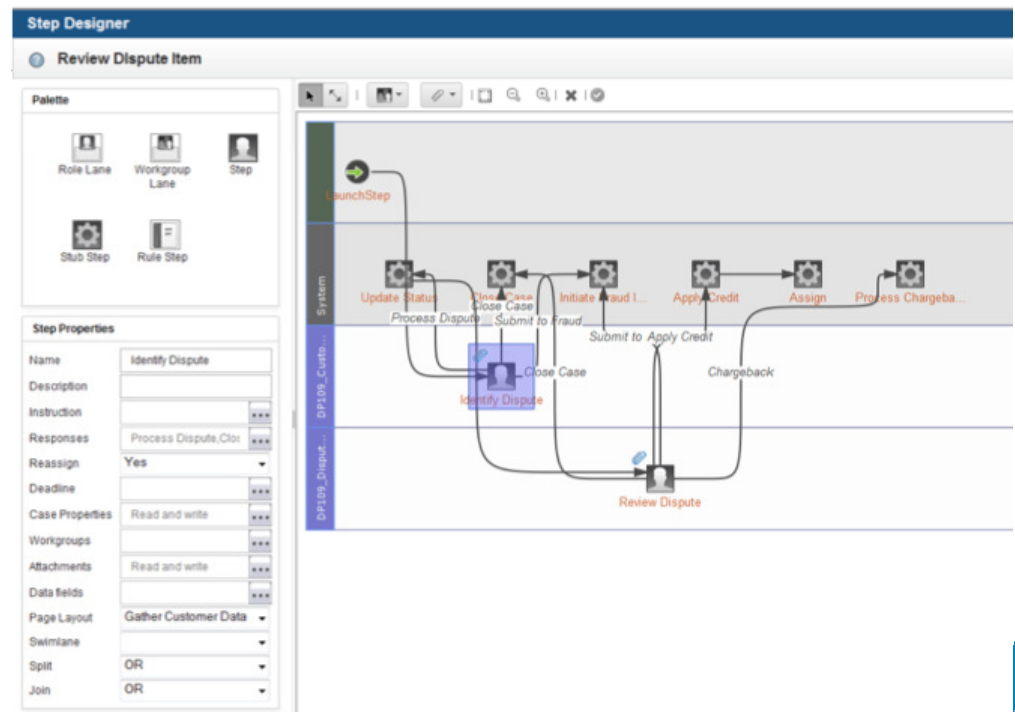
Developers

Give me common tooling



# Developing solutions is easier than ever!

- IBM Case Manager 5.2
  - Design your page layout in Case Builder
  - Build rules for your case, in your case
  - Design your data layout view natively in Case Builder
  - Multi-user development
  - Rebuilt and re-architected Step Editor







# CASE MANAGER 5.2 DEMO

**Bill Lobig**  
Director of ECM Software Development

**Information**OnDemand**2013**

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# IBM Case Manager 5.2 in the Cloud



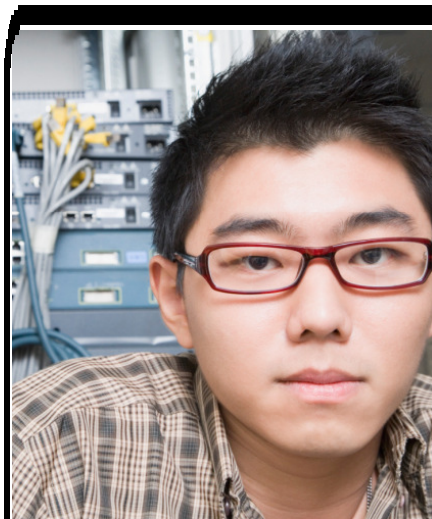
Solutions for the Business ... by the Business

- Provides a customer deployable offering
- Includes a solution store of pre-built applications
- Self-servicing model allows for a true “subscribe and use” offering
- Immediate “time to value”
- Pre-built applications can be modified to meet business requirements
- Unique, case-centric user experience
- Scalable and agile



Make it  
easier for me  
to manage

Give me  
only what  
I need

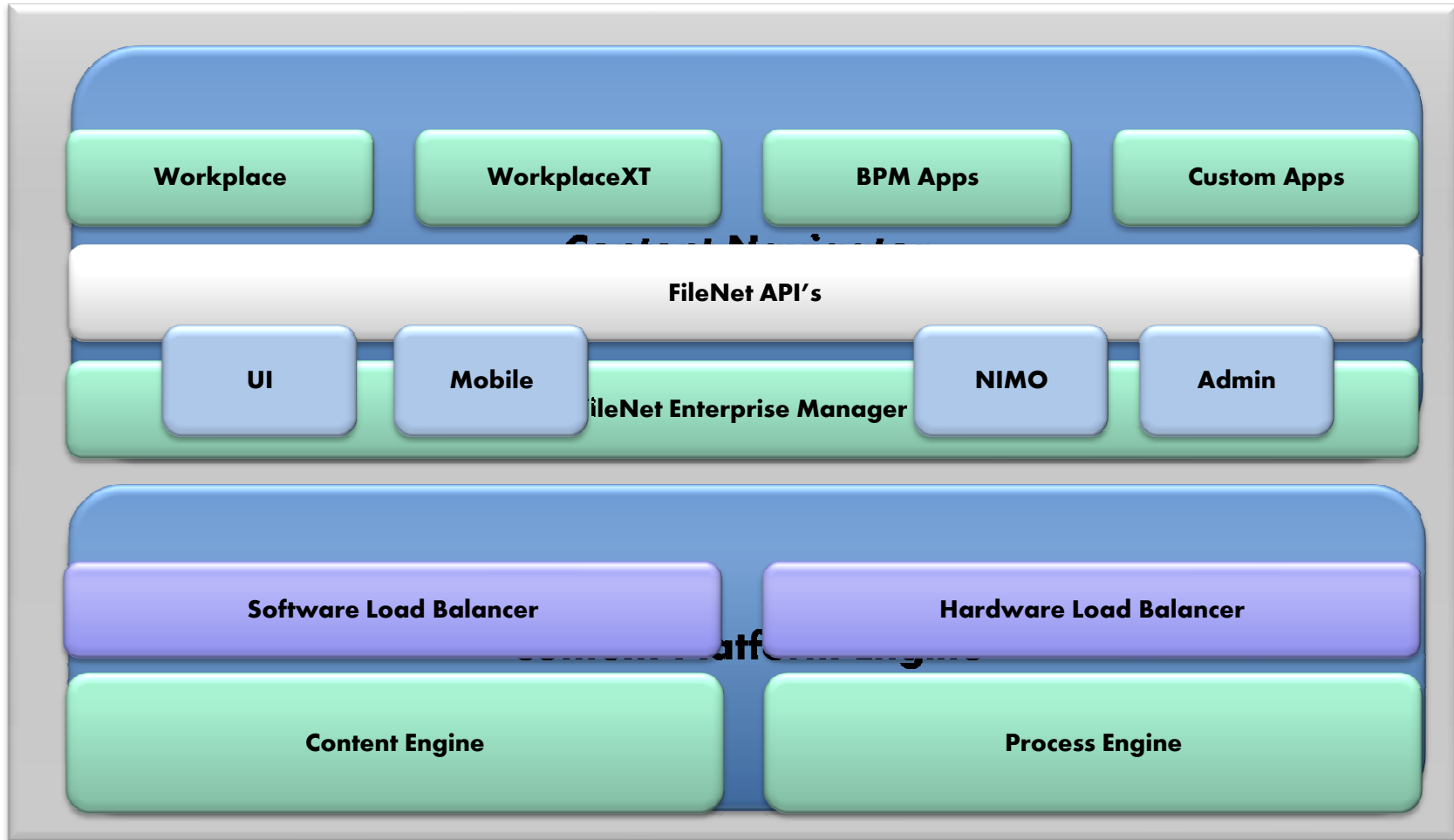


Administrators

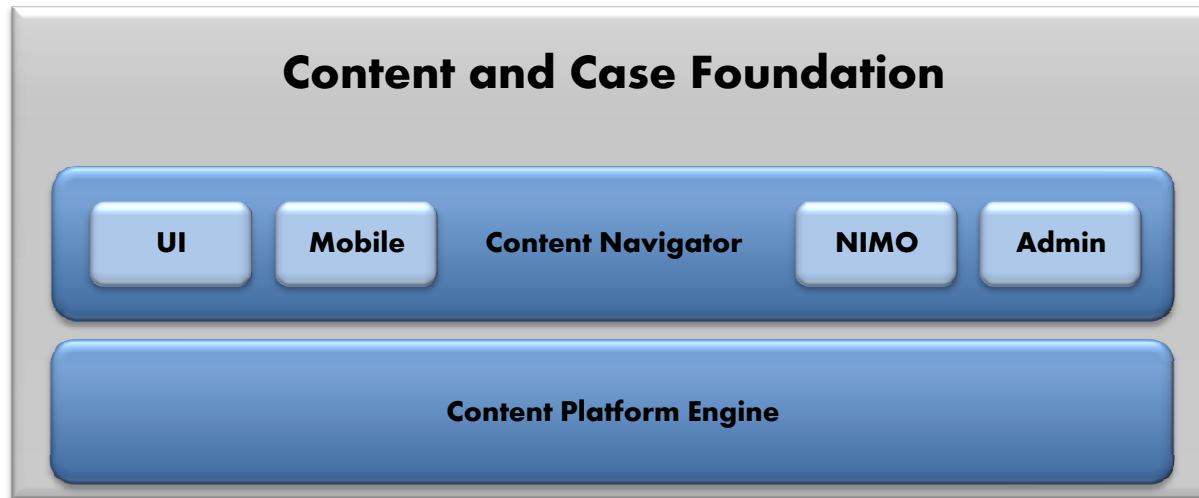
Help me to  
find data  
about data



# Now offering a simpler, more consumable platform



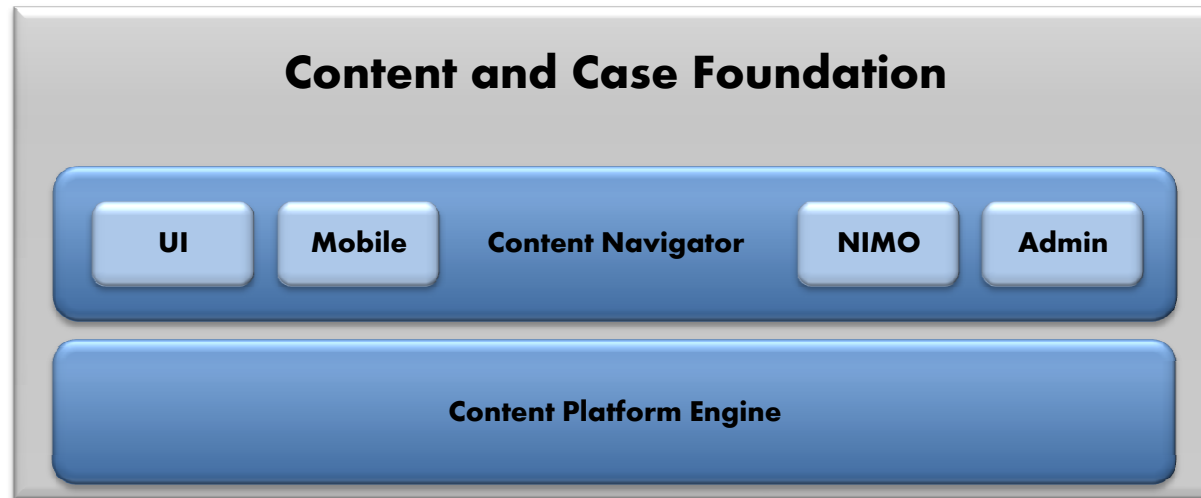
# Lower our cost of ownership



- A single **Content Platform Engine** combining the CE and PE
  - A single, web-based administration tool
  - Only one load balancing technology needed
  - Same HA/DR characteristics



# Lower our cost of ownership



- **Content & Case Foundation**

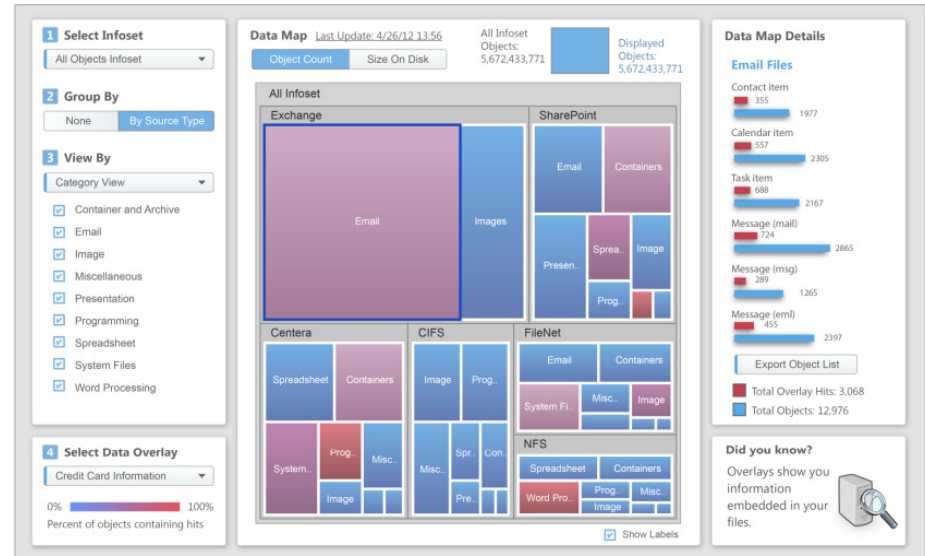
- Streamlined packaging with Case and Content Foundations
- Fewer parts to manage means reduced overhead for IT
- Consumable, small footprint, easier management, custom app development, document management
- Significant reduction in effort and cost to quickly build custom apps



# Help us get rid of what's not needed

- Introducing **StoredIQ**  
an IBM® Company

- Get data about your data!
  - Look at data wherever it lives across your organization
  - Identify content that has value to the different stakeholders of your business and act on it
  - Identify content that has negative value to your business and delete it (or move it)





# STOREDIQ DEMO

Amir Jaibaji  
Program Director, ILG Product Management

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# Get more value out of ECM

- **Collaboration** with IBM Connections
  - Seamless integration between ECM and IBM’s flagship social software
  - Streamlined installation & single server install (FileNet CPE = CCM)
  - Document libraries are foundational to IBM Connections Communities
  - With tagging, liking, commenting, rating, search and property editing documents are first class citizens in Connections Communities



Help me  
improve my ROI

Help my team  
collaborate



Line of Business

Help me gain  
new insights  
about my  
company



# A better platform means better value



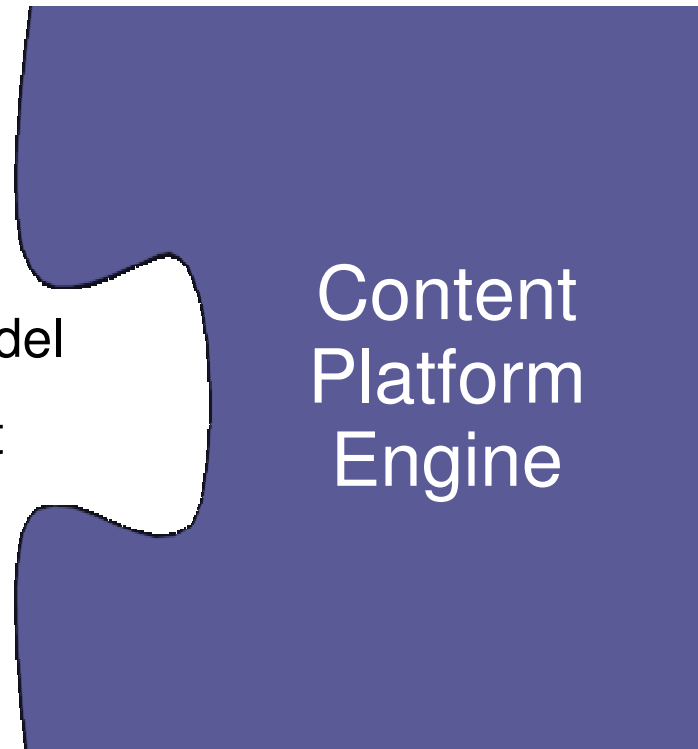
## Content Navigator

- A more consumable user interface
  - Common user experience
  - Re-usable components
  - Single infrastructure across mobile, office, desktop, and web
  - Current generation web technology for a 100% thin-client
  - Single experience for multiple repositories

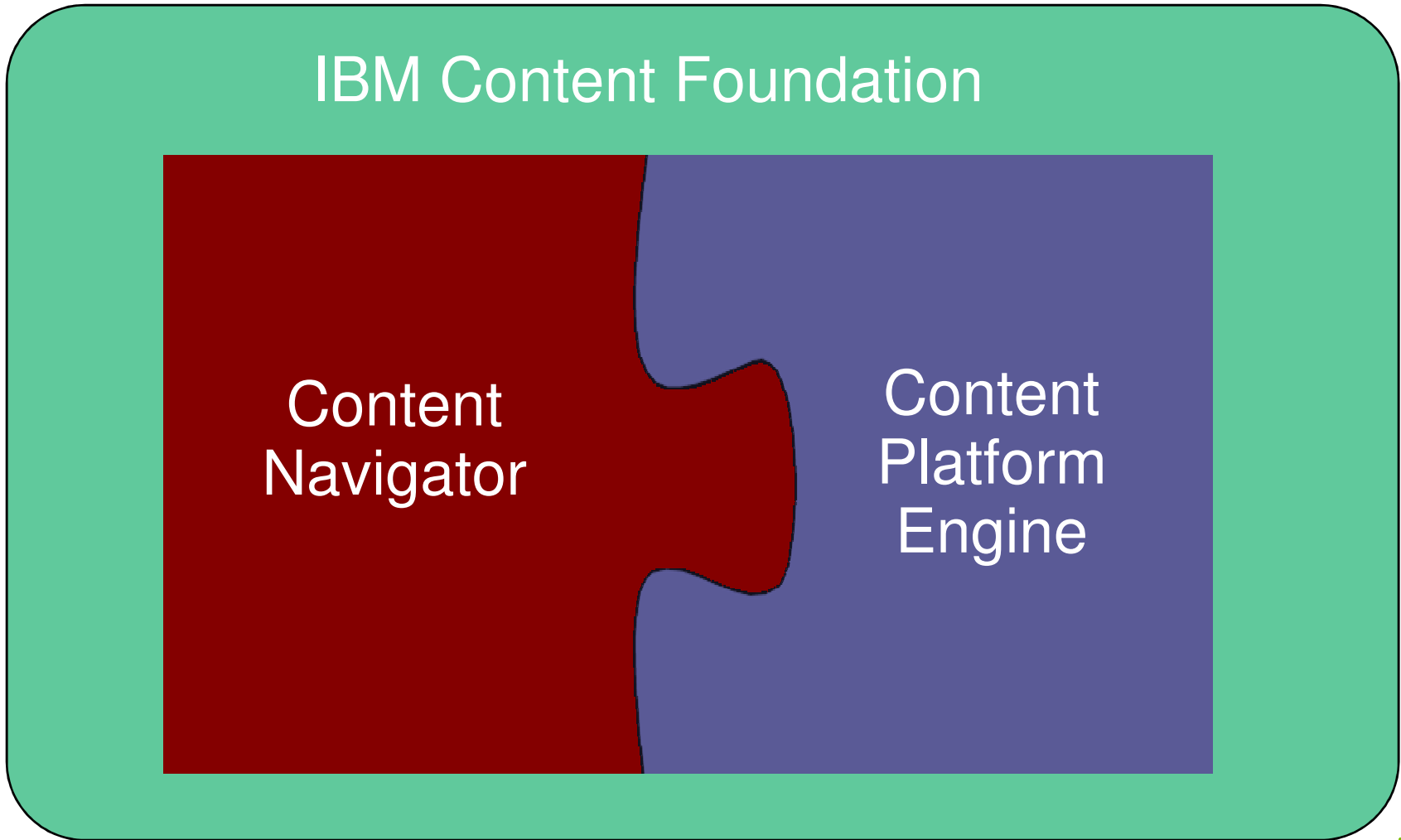


# A better platform means better value

- A more consumable back-end
  - Simplified administration
  - Improved performance
  - Unified HA/DR model
  - Unified scalability model
  - Unified load balancing model
  - Smaller hardware footprint



# Our most consumable ECM Platform



# Getting value out of new content types

- How do we handle new forms of content?



# VIDEO IN CONTENT NAVIGATOR DEMO PREVIEW

Rich Howarth  
Director of ECM Software Development





# What you told us

Make it easier...  
for me to consume  
content

Make it easier...  
for me to develop

Make it easier...  
for me to manage

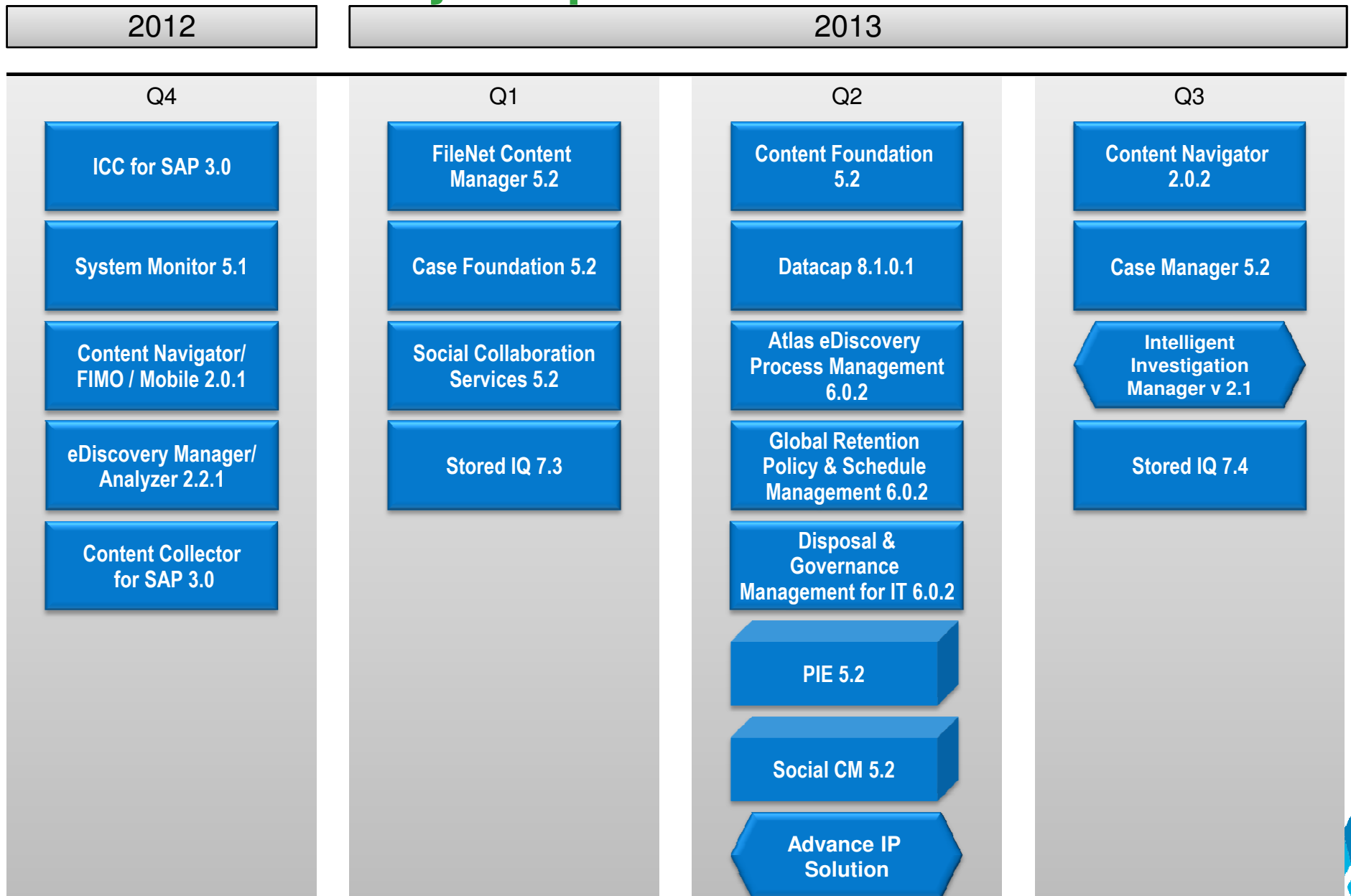
Make it easier...  
for me to improve  
my ROI



# 2013: A YEAR IN REVIEW

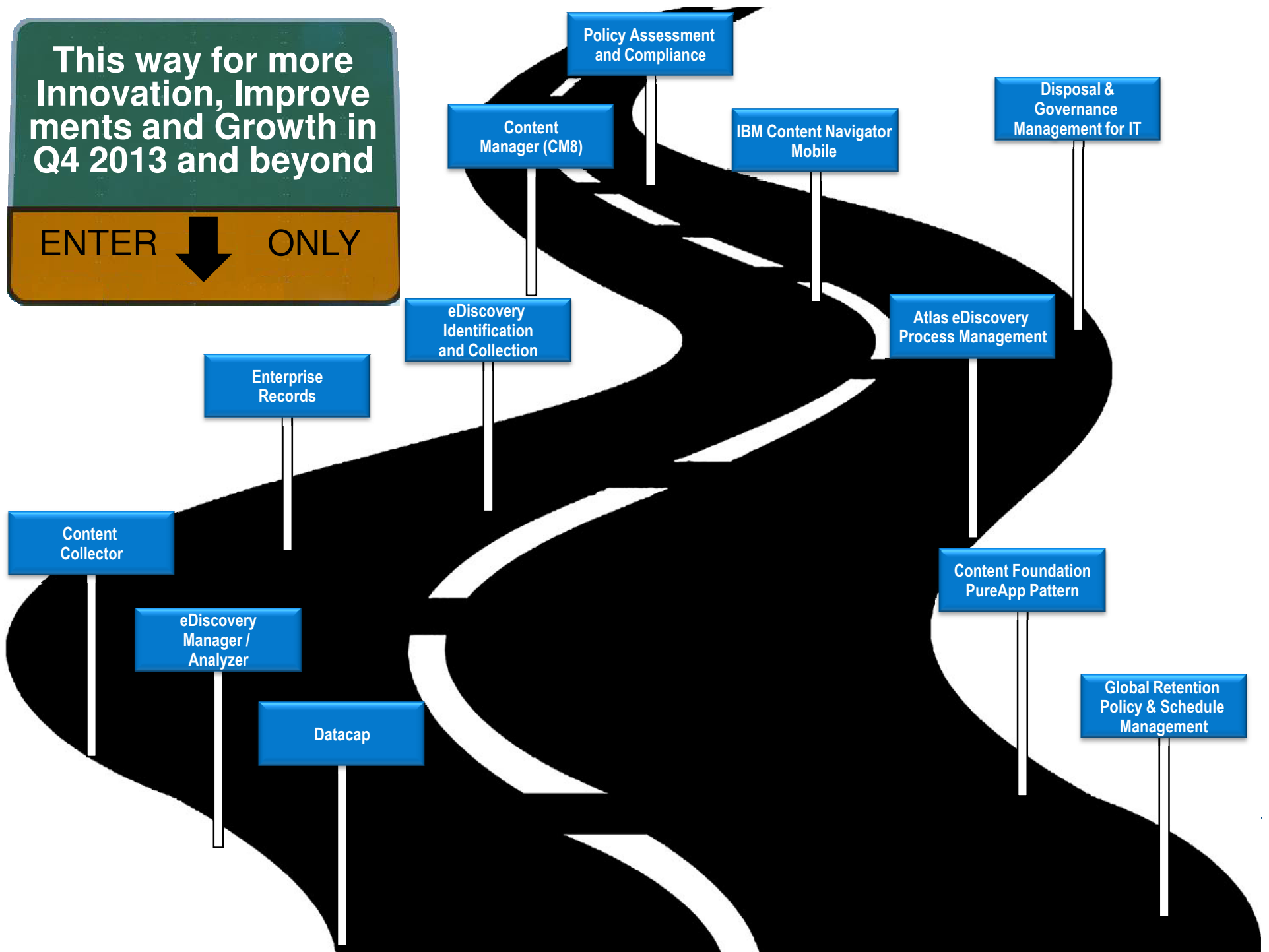


# We've been busy the past 12 months



**This way for more  
Innovation, Improve  
ments and Growth in  
Q4 2013 and beyond**

**ENTER**  **ONLY**



# Q&A



Tweet your questions using #AskECMJohn



<p><b>FileNet Content Manager 5.2</b></p> <ul style="list-style-type: none"> <li>• Social Content Management: Commenting on documents, Social tagging, User recommendations, Download counts, Activity stream, User recycle bin</li> <li>• Enterprise Manageability <ul style="list-style-type: none"> <li>• CE and PE become single J2EE based Content Platform Engine</li> <li>• Web based administration</li> <li>• Time and event based document retention management</li> </ul> </li> </ul>	<p><b>IBM Content Foundation 5.2</b></p> <ul style="list-style-type: none"> <li>• Improved Consumability <ul style="list-style-type: none"> <li>• Simplified media, installation, and documentation</li> <li>• Targeted price point</li> </ul> </li> <li>• Content Navigator <ul style="list-style-type: none"> <li>• CE and PE become single configurable web experience</li> <li>• Microsoft Office integration</li> </ul> </li> </ul>	<p><b>IBM Case Manager 5.2</b></p> <ul style="list-style-type: none"> <li>• Detailed case history visualization</li> <li>• Enhanced case client UI components</li> <li>• Enhanced case data model <ul style="list-style-type: none"> <li>• Structured business objects</li> <li>• Configurable case data layout and presentation</li> </ul> </li> <li>• Empower case workers to easily define custom tasks at runtime</li> <li>• Concurrent solution development</li> <li>• Integrated rules</li> <li>• High level Javascript toolkit</li> <li>• Full featured Mobile Application</li> <li>• WebLogic support</li> </ul>	<p><b>Connections Enterprise Content Edition 5.2</b></p> <ul style="list-style-type: none"> <li>• Latest versions of IBM Connections and FileNet CM or IBM CM8</li> <li>• Additional licensing for PVU, external user</li> <li>• Branding change to align with Connections Content Manager</li> </ul>
<p><b>ECM Social Collaboration Services</b></p> <ul style="list-style-type: none"> <li>• Support for social interaction capabilities (commenting on documents, social tagging, user recommendations, download counts)</li> <li>• Document update feed to allow IBM Connections to index and search ECM content</li> <li>• Interoperability between Connections &amp; Quickr ECM Libraries and Teamspaces in Content Navigator</li> <li>• Choice lists for property values</li> <li>• ACL inheritance</li> <li>• WAS ND Cluster support</li> </ul>	<p><b>IBM Case Foundation 5.2</b></p> <ul style="list-style-type: none"> <li>• Process Engine runs in Java Enterprise Edition server alongside Content Engine</li> <li>• Common deployment with Content Engine across the P8 Platform</li> <li>• Common load balancing and High Availability support</li> <li>• Component Manager runs in Process Engine</li> <li>• Common configuration with Content Engine through a single, web-based administration tool</li> <li>• Process and case monitoring</li> </ul>	<p><b>Atlas eDiscovery Process Mgmt 6.0.2</b></p> <ul style="list-style-type: none"> <li>• Enhanced configurability of Global Hold Reminders</li> <li>• New Cognos reporting framework for custom and advanced reporting</li> <li>• Upgrade 3rd party rich text editor</li> <li>• WebSphere 8 support</li> </ul>	<p><b>IBM Content Navigator 2.0.1</b></p> <ul style="list-style-type: none"> <li>• Support for CMIS</li> <li>• Local printing from folder and search views</li> <li>• Drag-and-drop multiple documents to your repository</li> <li>• Office: Map your Office document properties to P8</li> <li>• Office: External Data Services support</li> </ul>
<p><b>StoredIQ</b></p> <ul style="list-style-type: none"> <li>• Support for setting NFS and CIFS shares as read only</li> <li>• Added DiscoveryIQ legal interface</li> <li>• Integrated automatic classification</li> <li>• Full content indexing</li> <li>• Support for Salesforce.com Chatter</li> </ul>	<p><b>Content Navigator 2.0.2</b></p> <ul style="list-style-type: none"> <li>• Track who is downloading documents</li> <li>• Comment on and discuss documents</li> <li>• Pattern based document review and approvals</li> <li>• Cross repository search</li> <li>• Multi document updates in a single action</li> <li>• Office: IBM Content Manager support</li> <li>• Mobile: eMail a document, create searches, ...</li> <li>• Navigator configuration export/import</li> <li>• Teamspace template export/import</li> <li>• Business user document class provisioning</li> </ul>	<p><b>Global Retention Policy &amp; Schedule Management 6.0.2</b></p> <ul style="list-style-type: none"> <li>• Data source catalog enhancements to capture policy and asset value mappings</li> <li>• Improved retention policy distribution to Enterprise Records</li> <li>• Cognos enablement for custom and advanced reporting</li> <li>• Connector Framework for 3rd Party Connectors</li> </ul>	<p><b>Disposal &amp; Governance Management for IT 6.0.2</b></p> <ul style="list-style-type: none"> <li>• Data source catalog enhancements to capture policy and asset value mappings</li> <li>• Cognos enablement for custom and advanced reporting</li> </ul>
<p><b>eDiscovery Manager/Analyzer 2.2.1</b></p> <ul style="list-style-type: none"> <li>• Archived IBM Connections content in the end-to-end eDiscovery process</li> <li>• Case export performance improvements and PST export</li> <li>• 64-bit OS support</li> <li>• Improve visibility and diagnostics of content-related exceptions</li> <li>• Enhancements to accelerate system and user interface responsiveness</li> </ul>		<p><b>Content Collector for SAP 3.0</b></p> <ul style="list-style-type: none"> <li>• Support for SmartCloud Archive</li> <li>• Improved system performance: monitoring, management, and availability</li> <li>• Datacap integration to trigger SAP archiving scenarios from within Taskmaster</li> </ul>	<p><b>Production Imaging Edition 5.2</b></p> <ul style="list-style-type: none"> <li>• This bundle includes the latest versions of FileNet CM, Case Foundation, Taskmaster and Deaja Viewer Pro via Workplace XT and Content Navigator.</li> </ul>
			<p><b>ECM System Monitor 5.1</b></p> <ul style="list-style-type: none"> <li>• Extends ECM coverage for greater monitoring capabilities.</li> <li>• Provide multi-metric monitoring and cross-event correlation for enhanced dependency checking.</li> <li>• Consumability and usability improvements by providing easier deployment and handling as well as simplification of the non-root client installation.</li> </ul>



# Thank You

Your feedback is important!

- Access the Conference Agenda Builder to complete your session surveys
  - Any web or mobile browser at <http://iod13surveys.com/surveys.html>
  - Any Agenda Builder kiosk onsite

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