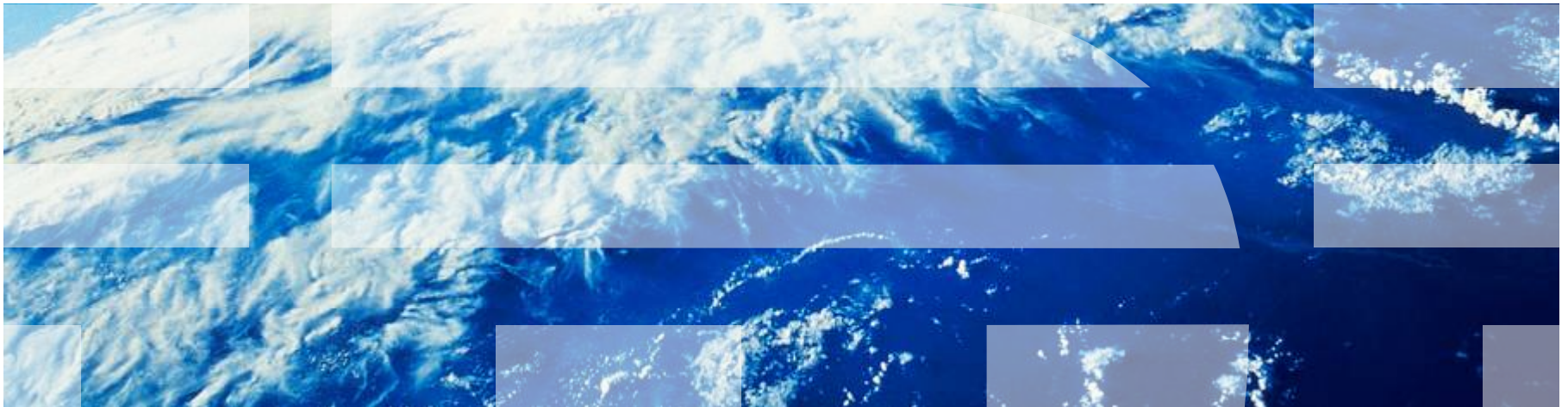

IBM ECM and Lotus Quickr Product Integration

Jeff Peterman

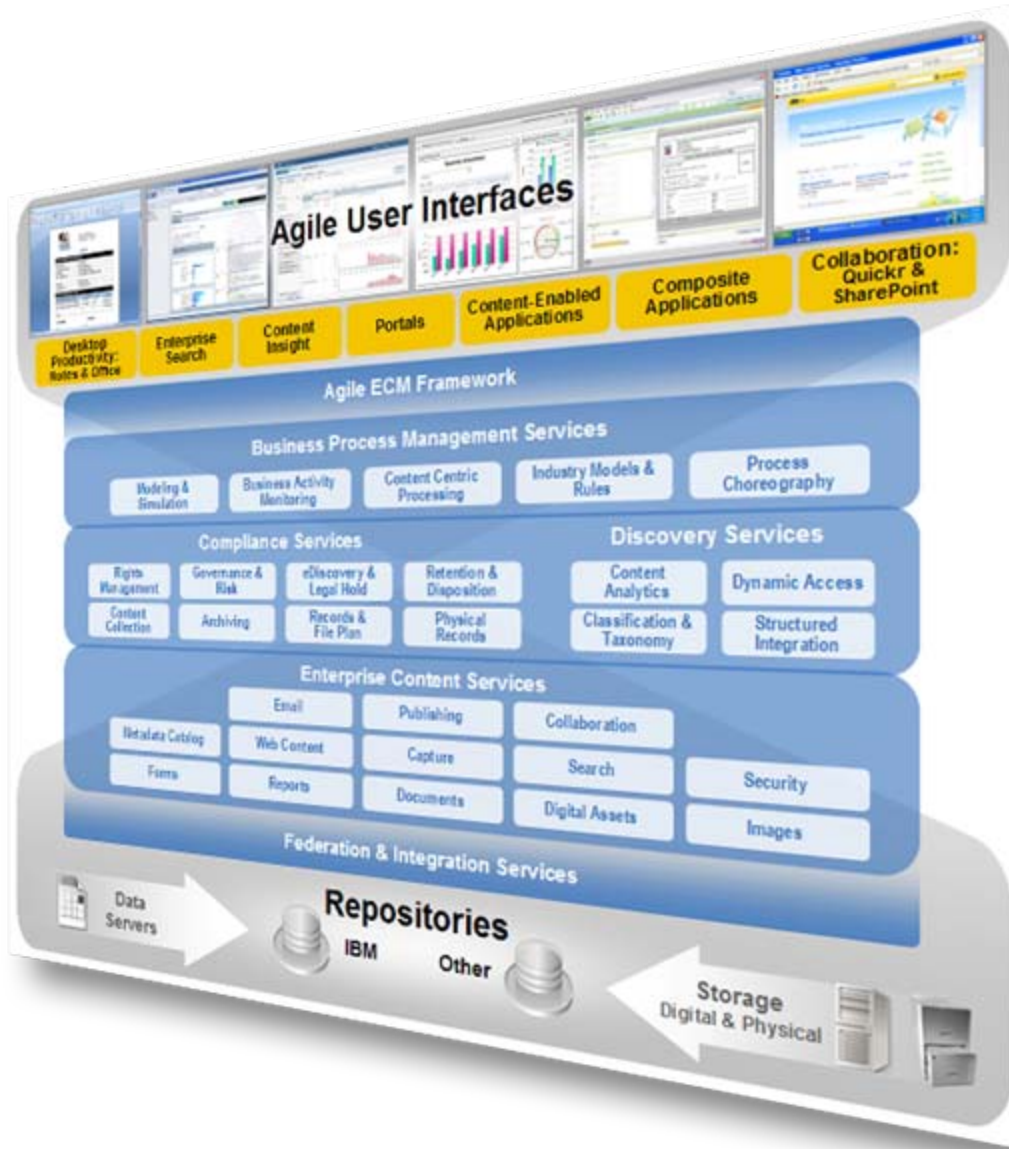
IBM Software Group



IBM Agile ECM Portfolio

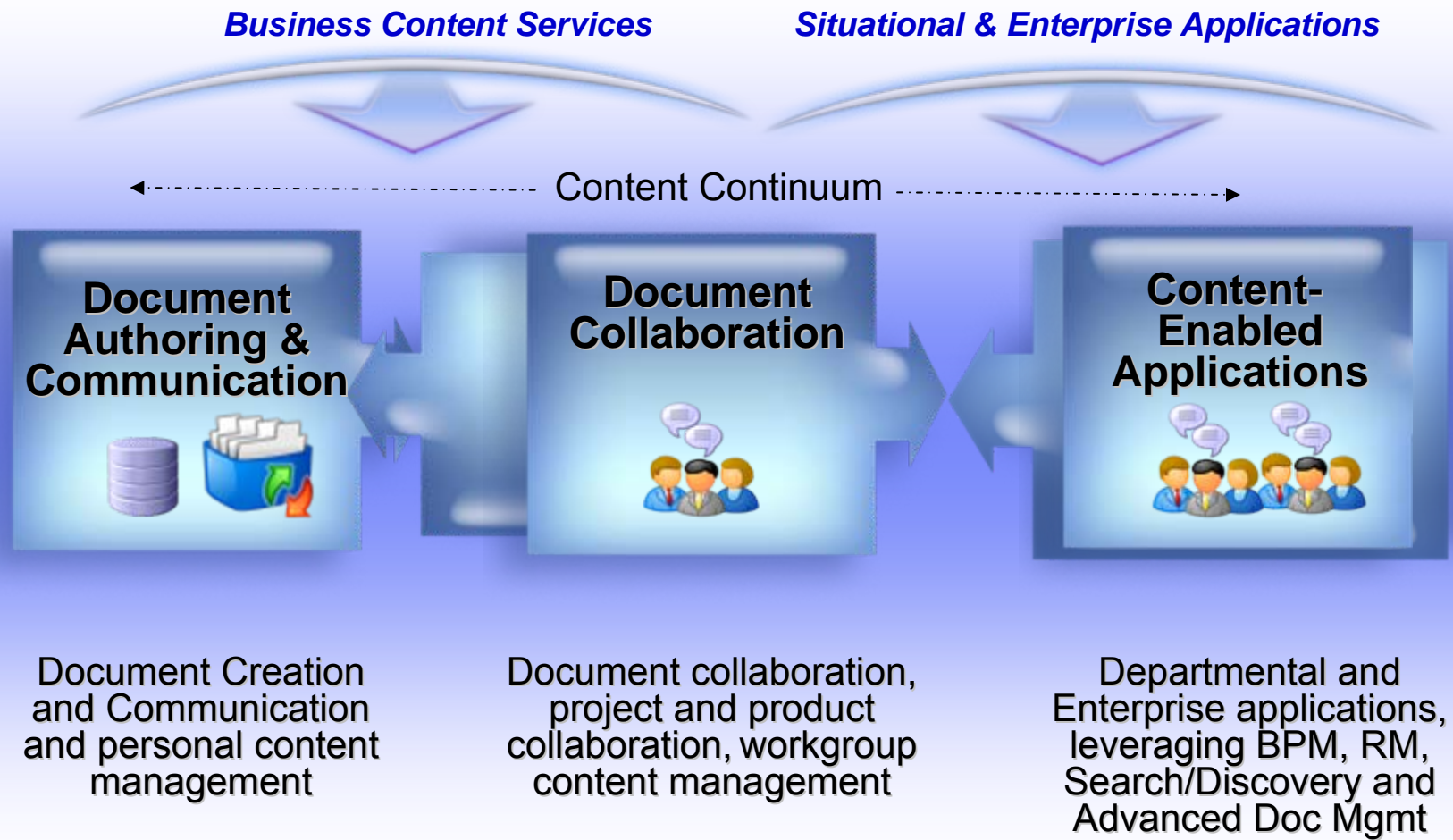
Companies are Using IBM ECM to Increase Profit Margins, Improve Customer Retention & Grow Market Share

- 23 of top 25 Banks
- 25 of top 25 Insurers
- 250+ Communications
- 1300+ Governments
- 1200+ Manufacturers



More than 80 of the Fortune 100 are using IBM ECM

Convergence of the Content Continuum

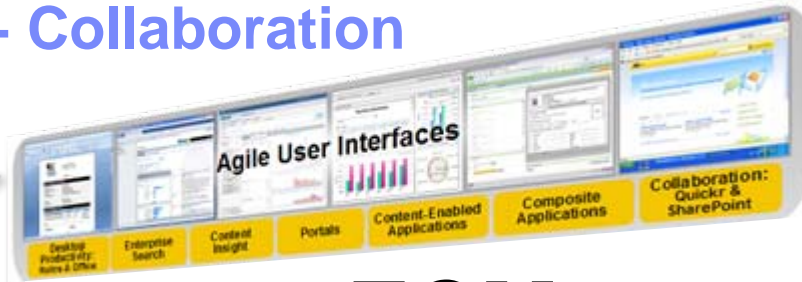


Benefits of Deploying ECM and Quickr

- Easy-to-learn Quickr user-experience/interface
- Limit growth of Quickr repository
- Keep lower-value content out of ECM repository
- Central archival policies
- Audit and records management
- Business process management
- Scalability
- Search and discovery – information reuse

IBM Agile ECM + Collaboration

Lotus Quickr + IBM ECM



IBM ECM



Collaborate, Access, & Store in ECM

- Document library viewer of ECM content
- Transitions collaborative content to ECM
- Extends to Active Content, e.g. meta-data
- Links to ECM content from Quickr
- Search ECM & Collaborative content from Quickr

Direct to ECM via Desktop Apps

- Easy to create, share & collaborate via connectors (plug-ins) accessing both CM8 & P8 content

Quickr connectors support:

MS Desktop/Email

- Windows Explorer,
- Microsoft Office,
- Microsoft Outlook

Non- MS Desktop/Email

- Lotus Notes,
- Lotus Sametime,
- Lotus Symphony

Unique Advantages – IBM Lotus Quickr & ECM

- End-to-end single vendor solution
- Support existing & older application versions, e.g. MS Office 2003/2007
- A single set of connectors for multiple desktop applications for P8 & CM8

Supports Multiple Use Cases

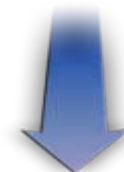
- Flexible Deployment options: e.g. Collaboration Edition bundles
- Allows traditional BCS/Collaboration users to seamlessly extend deployments to support advanced ECM function, such as BPM & Records Management

Lotus Quickr Connectors

ECM Services for Personal, Project and Team based content

- *Connectors provide Agile document management & content operations as a natural extension of your desktop:*
 - *Check-in/out*
 - *Round-trip editing*
 - *Versioning*
 - *Send/Copy Links*
 - *View & Edit Metadata*
 - *Publish Draft,*
 - *Create from Doc Type*

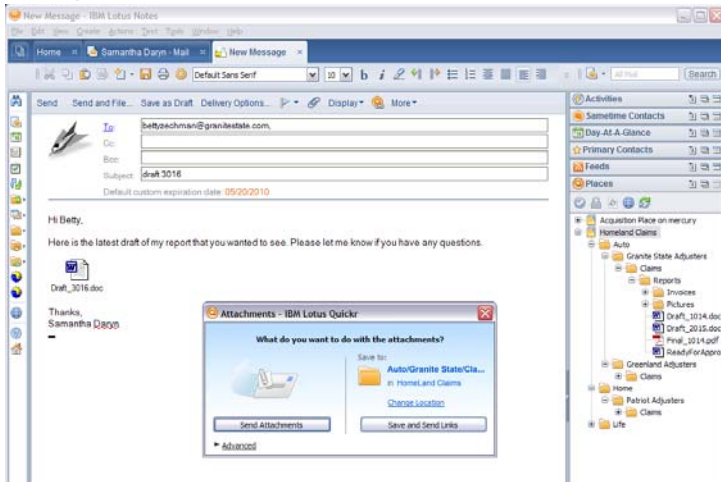
MS Office (2003, 2007), Windows Explorer, Outlook
Notes, Sametime, and Symphony



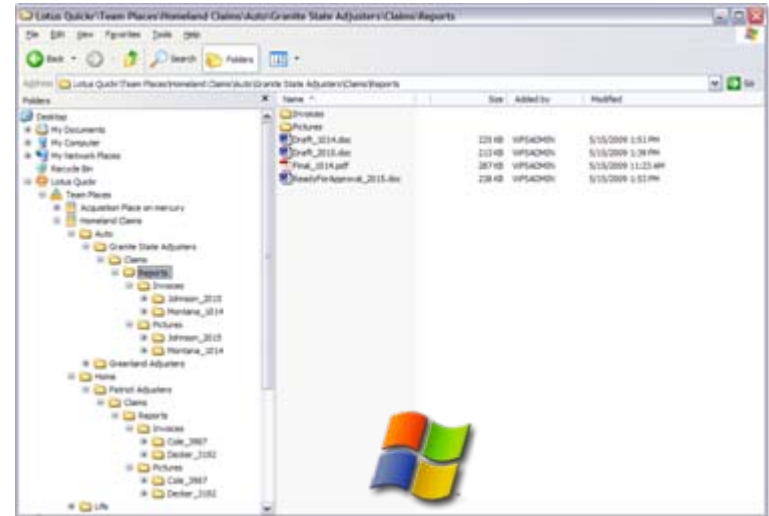
Note: No Quickr server environment required, the connectors can be download and installed independently.

Agile Document Management & Collaboration

Integrated with your Desktop



Email: Lotus Notes & Outlook



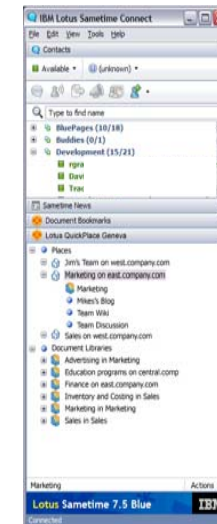
Windows Explorer / "My Documents"



Microsoft Office 2003 & 2007



Lotus Sametime®



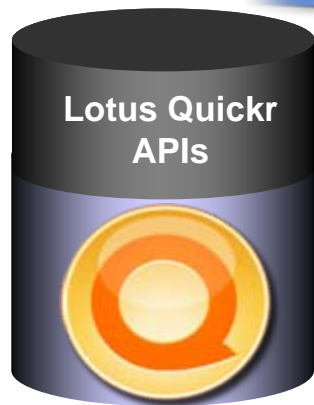
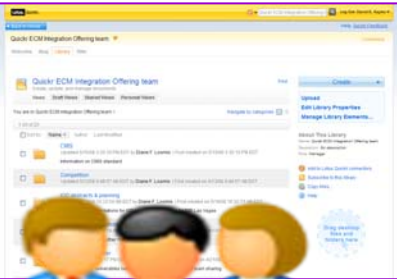
Lotus Quickr Collaboration and ECM

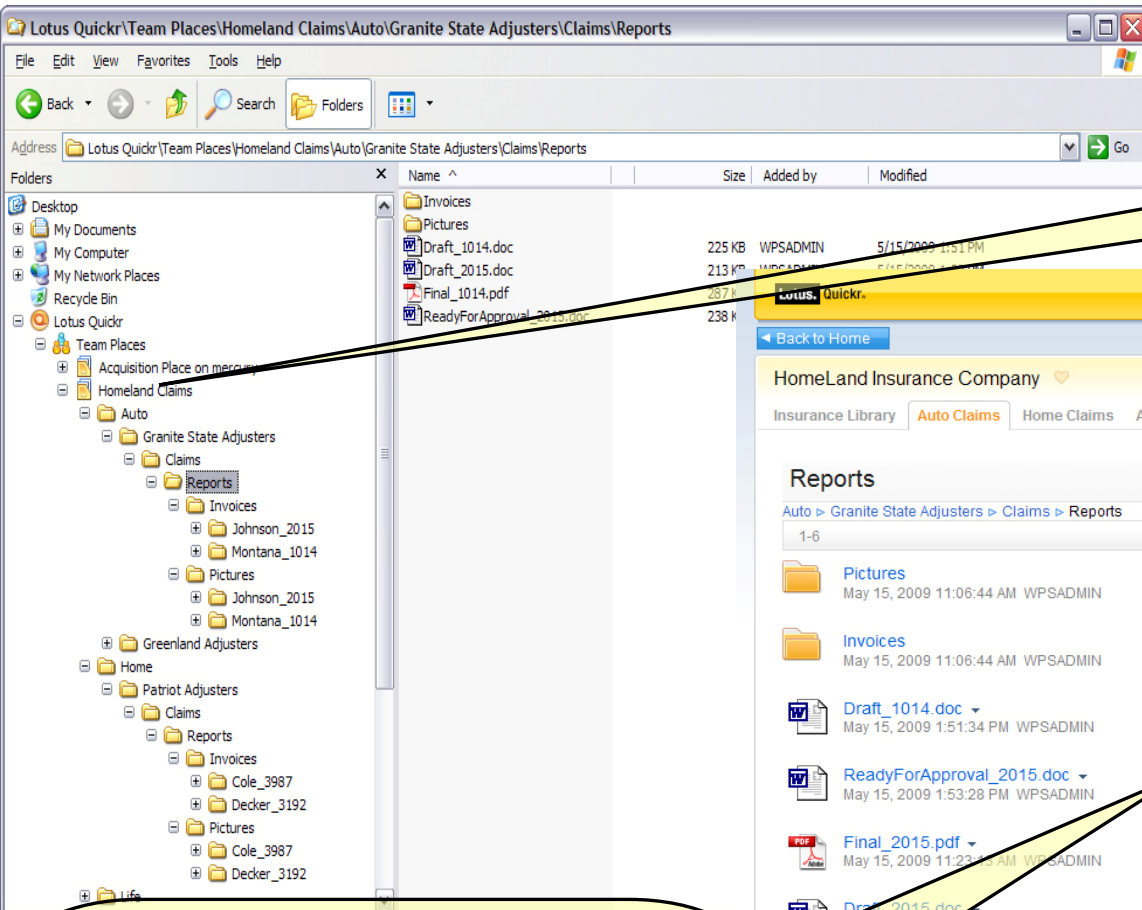
ECM Services for Project and Team based content

Quickr web UI

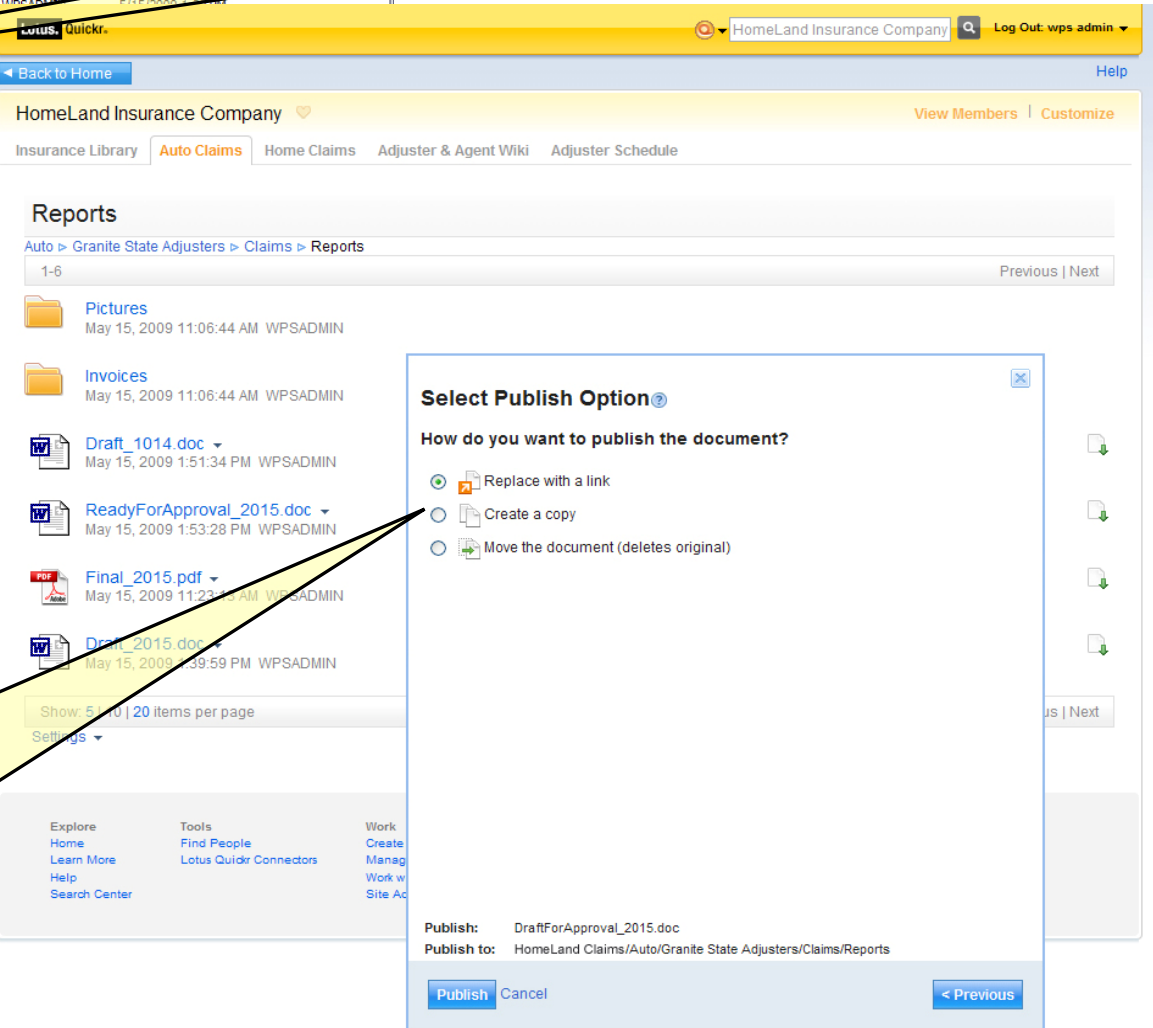
Lotus Quickr Web UI extends content management function to the broader knowledge worker

- Lotus Quickr Web UI talks to Lotus Quickr server, and provides ECM integration via end user menu actions
 - User initiated document move, move with link, or copy into ECM
 - Create links to existing ECM content within Quickr
 - Edit properties/meta-data
 - Easily display ECM folders & content in Quickr
 - Search ECM content from Lotus Quickr



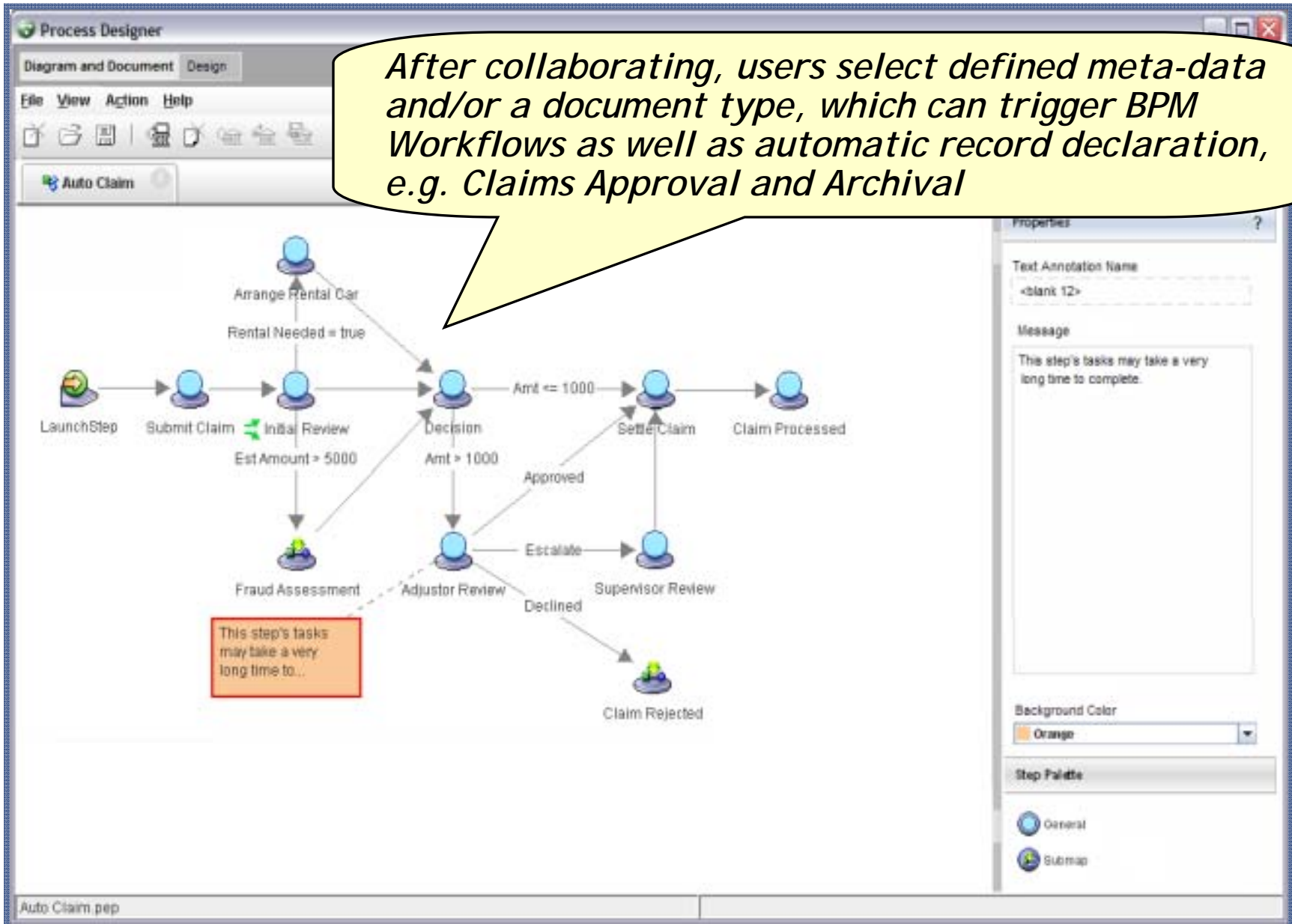


Direct access to CM8 & P8 Content Libraries

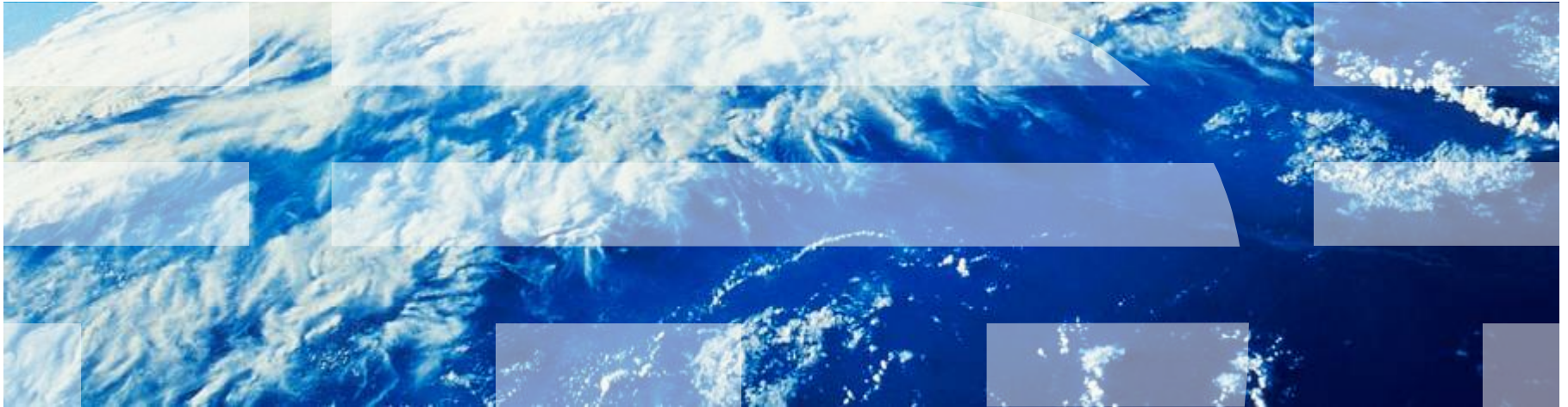


Insurance claims documents are filed in FileNet or CM libraries with a "stub" for easy access for users who continue to collaborate in Quickr

Agile Workflow



Product Demonstration



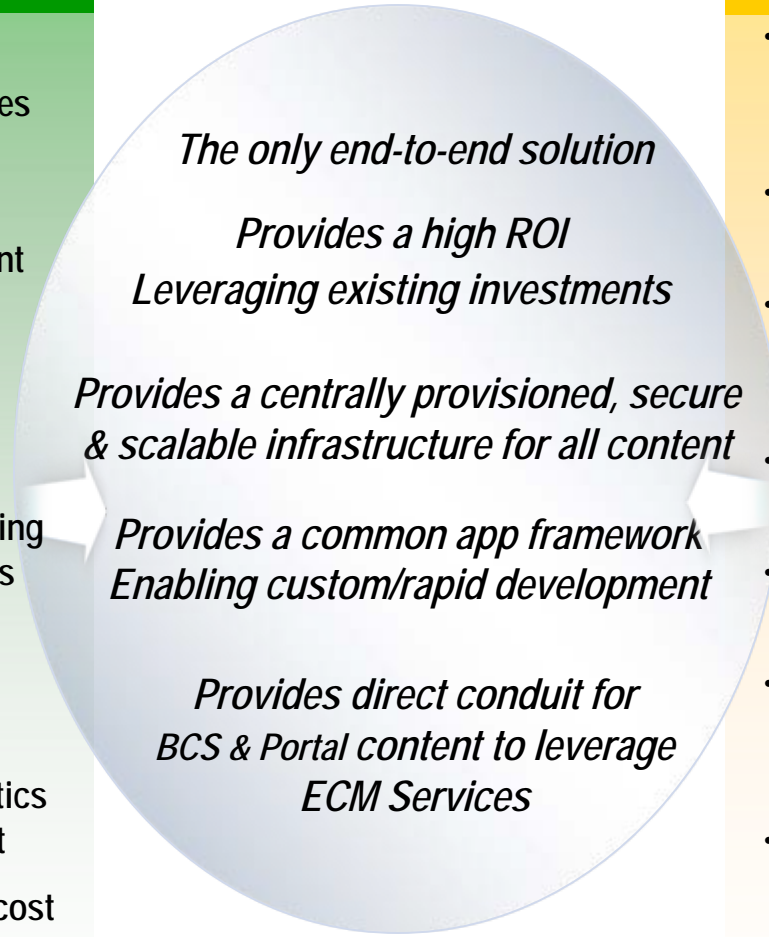
Business Value of Agile ECM + Collaboration

- Organizations leverage existing email and application investments, provides high ROI
- Allows users to collaborate where they author content, seamlessly intercepting and manage content when & where it is created
- Provides a centrally provisioned, secure and scalable environment, addressing both unstructured and structured content management requirements
- Collaboratively authored content transforms into “active content”, e.g. participating in BPM workflows
- Provides an automated way for traditional BCS content to transition into an ECM repository, participating in workflows (BPM), archival management via retention rules and policies, etc.

IBM Single Vendor Benefits

ECM Strengths

- #1 Market share in ECM
- Ultra-scalable content repositories and rich content integration/federation
- Advanced document management capabilities and DITA support
- Richest content-centric BPM capabilities in market with 150+ partner solutions
- Flexible user experiences including web, MS Office, portals, mashups
- Most complete compliant information management and governance portfolio
- Federated search, content analytics and master content management
- Simplified lifecycle reduces the cost of archiving, records and legal discovery by 50% or greater



Lotus & Portal Strengths

- Most complete end to end team collaboration and ECM integrated offering
- Market leading social software offerings
- Increases organizational productivity and efficiency leveraging familiar applications
- Portal -#1 Market share 8 years running
- Leading Web Content Management solution
- Provides unmatched choice and flexibility based on open standards & Web 2.0 support
- Portal offering provides exceptional web user experiences and reduced deployment costs
- Easy to use Web UI as an intuitive integration to IBM ECM offerings
- Leading eForms solutions

Enterprise Content Management & Lotus Communities

- **IBM ECM Services for Lotus Quickr Developer Works**
 - <http://www.ibm.com/developerworks/forums/forum.jspa?forumID=1822>
- **Business Content Services on ibm.com**
 - <http://www.ibm.com/software/data/content-management/business-content.html>
- **IBM Content Manager and IBM FileNet Content Manager sites on web services components**
 - <http://www.ibm.com/software/data/cm/cmgr/mp/edition-enterprise/quickr.html>
 - <http://www.ibm.com/software/data/content-management/filenet-content-manager/quickr.html>
- **IBM Content Manager Collaboration Edition site**
 - <http://ibm.com/software/info/content-mgr-collaboration/>
- **Quickr/ECM landing page on ibm.com**
 - <http://www-01.ibm.com/software/lotus/products/quickr/ecm/>
- **YouTube Video:**
 - <http://www.youtube.com/watch?v=VkCH8eJtbmw>
- **Podcasts:**
 - <http://www.aiim.org/ResourceCenter/Podcast/Podcast.aspx?id=36077>
 - <http://www.aiim.org/ResourceCenter/Podcast/Podcast.aspx?id=34971>
- **Webcast: IBM strategy for integrating ECM and collaboration**
 - https://www14.software.ibm.com/webapp/iwm/web/preLogin.do?source=sw-pprod05&S_PKG=ecm_collaboration_webcast&wm=7115001f3199&cm_sp=CTA08-_-swn00-_-3199

For more information

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petermaj@us.ibm.com



Thank You



For more information:

<http://ww-01.ibm.com/software/data/content-management/business-content.html>

<http://ibm.com/software/lotus/ecmquicker>

Information On Demand