

IBM Content Manager

Highlights

- ***Integrates document management, imaging, rich multimedia and workflow capabilities***
- ***Supports e-business applications with rapid search and retrieval of business-critical documents***
- ***Enhances customer service applications with anytime online access to key customer correspondence***
- ***Enables you to start small and grow as fast as your business requires.***



By using Content Manager to provide electronic access to your enterprise's digital content, you can lower operational costs while improving productivity.

Business information is no longer confined to your file cabinet or database. It is also spread throughout your company on video and audio tapes, in photographs and e-mails and in the data generated by your e-business applications and from the Web. Companies today produce and store information in a wide variety of formats, and the need to access this information quickly has never been more critical.

Customers with urgent queries about your products won't wait long for answers when it's so easy for them to go to a competitor. Besides, it's hardly productive for employees to spend valuable time looking for the right piece of information, when they could be pursuing new business opportunities. Similarly, sales representatives seeking that extra fact or figure to close a deal can't afford delays, knowing their rivals are right behind them.

Delivering digital business information on demand

For instant access to your business-critical information, turn to IBM Content Manager, an enterprisewide solution for storing, managing and distributing all types of digital content. With Content Manager, unstructured information—typically located in file cabinets, microfilm archives and multiple, unrelated file servers across your enterprise—is logically organized in central and/or distributed repositories.

Rich content just mouse clicks away

From text, XML and HTML files to document images, electronic office documents, and audio and video, the types of information Content Manager can handle are as varied as the applications it supports. For instance, you might need electronic content for an e-commerce catalog or an e-learning application, a call center or high-volume claims processing environment, or for an accounts

payable system. Whatever your needs, Content Manager helps you transform idle information assets into value-enhancing content.

Depending upon your users' preferences, you can implement either a Web browser-based client—using Content Manager eClient—or a Microsoft® Windows® client to provide access to your electronic content with a click of a mouse. These convenient access channels mean better customer service, since representatives have all the information they need at their fingertips. Content Manager even provides folder management capabilities to help users find what they're looking for quickly and efficiently. And it promotes increased productivity through its document workflow feature, which enables several employees to work easily from the same document simultaneously.

Content Manager eClient lets users view multiple documents and their associated annotations simultaneously, with options to print, fax or e-mail documents. With simple parametric or advanced Boolean search options, users can search across one or multiple content repositories. They can also view a broad range of document formats without plug-ins, including TIFF, AFP and line data using integrated server-based transforms. Content Manager eClient includes a toolkit for custom client development or integration.

Content Manager eliminates the frustration over misplaced or lost documents, as well as the high costs of storing documents in space-consuming file cabinets. Content Manager also helps you leave security worries behind. You can control the authorization for content access, as well as actions allowed on certain items, to help you see that your confidential information remains in the right hands. Index class subsets let you customize views of index classes so you can further restrict viewing of confidential information related to a particular index class.

“Using IBM e-content management solutions along with the very reliable DB2, we’ve never lost a document and, at \$27 per square foot of office space, we’re saving \$324,000 annually on physical storage.”

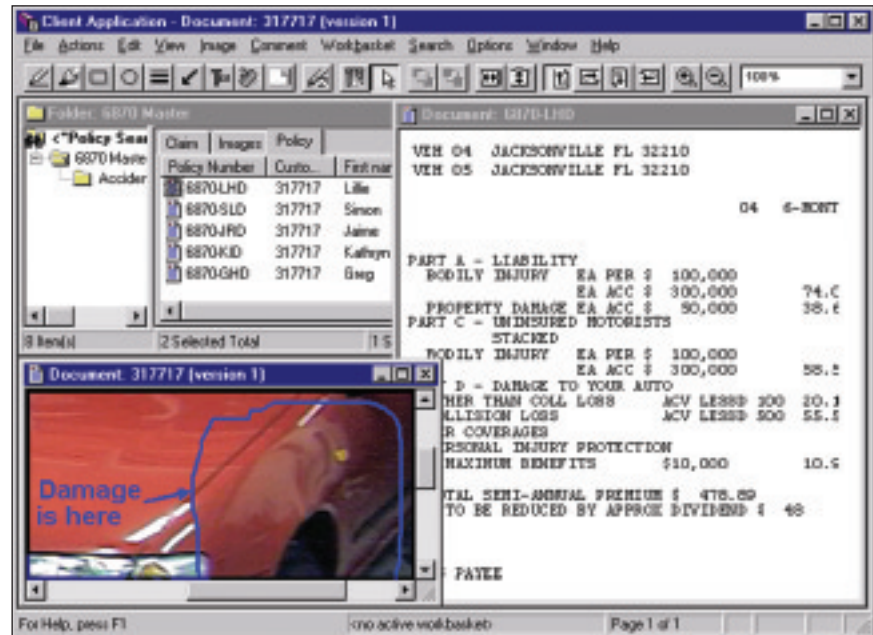
—Dave Bush, CIO, LeasePlan

Flexibility in managing and organizing your information

With Content Manager, you have multiple ways to index and store your objects and documents, including scanning and importing. Content Manager also integrates with the leading document capture solutions offered by IBM Business Partners Kofax and ActionPoint.

Managing your electronic content is easy with Content Manager, since it provides version control and open document management API (ODMA) capabilities. Versioning capabilities allow authorized users to store documents and then create new versions of them—for instance, when annotations are changed or added—thus developing a history for audit purposes. ODMA supports “file save as” type capture, enabling users to simply save their documents directly into Content Manager.

You can organize your stored content efficiently using the automatic, multilevel foldering feature in Content Manager. And, you can maximize storage space with the hierarchical storage management capability of Content Manager, combined with the



Comprehensive data regarding an auto accident—including images of the damaged vehicle—can be conveniently delivered to a claims adjuster's desktop using Content Manager.

tape and optical options of Tivoli® Storage Manager. Content Manager also includes object server replication, allowing particular document index classes to be automatically replicated from a primary object server to a secondary object server when stored. As updates are made, they are also automatically stored on the secondary object server, reducing bandwidth requirements and providing additional disaster protection.

Designed with an intuitive interface

Content Manager is now even easier to use, with enhancements such as:

- A drag-and-drop interface to move or copy documents from one folder or workbasket to another
- Support for pull-down menus that can be set up easily to display a range of appropriate index value options for each index class and attribute field
- The ability to indicate a specific set of workbaskets showing item counts as requested by users
- A basic search memory feature that recalls the last index class used for a search.

Content Manager features a Java™ technology-based system administration user interface that makes it easy to customize the software for your environment, or address system management needs. The interface lets you define:

- *Users and user security profiles*
- *Groups*
- *Index classes (document types)*
- *Index fields (attributes)*
- *Storage groups*
- *Devices*
- *Life cycles*
- *New version controls*
- *Sign-on options*
- *Replication and multivalued attributes.*

Content Manager also includes a toolkit for integrating your business-critical content with e-business applications.

Meeting your unique needs and pace of growth

Designed for scalability, Content Manager provides a Library Server that stores index information and an Object Server that stores objects and handles storage management and object delivery. These servers may be used in varying combinations across multiple operating systems (Windows, IBM AIX® and IBM OS/390®) to meet your specific needs. And you can even have multiple distinct Content Manager applications or environments on a single physical server.

Putting your e-content to work for you

Content Manager is designed to help you get the most value from your e-content. By archiving and managing your information assets with Content Manager, you can leverage them to foster a more productive workforce, more responsive customer service and a stronger business all around.

For more information

Please contact your IBM marketing representative or an IBM Business Partner, or call 1-800 IBM CALL within the U.S. Also, visit our Web site at ibm.com/software/info/cm/cd2



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