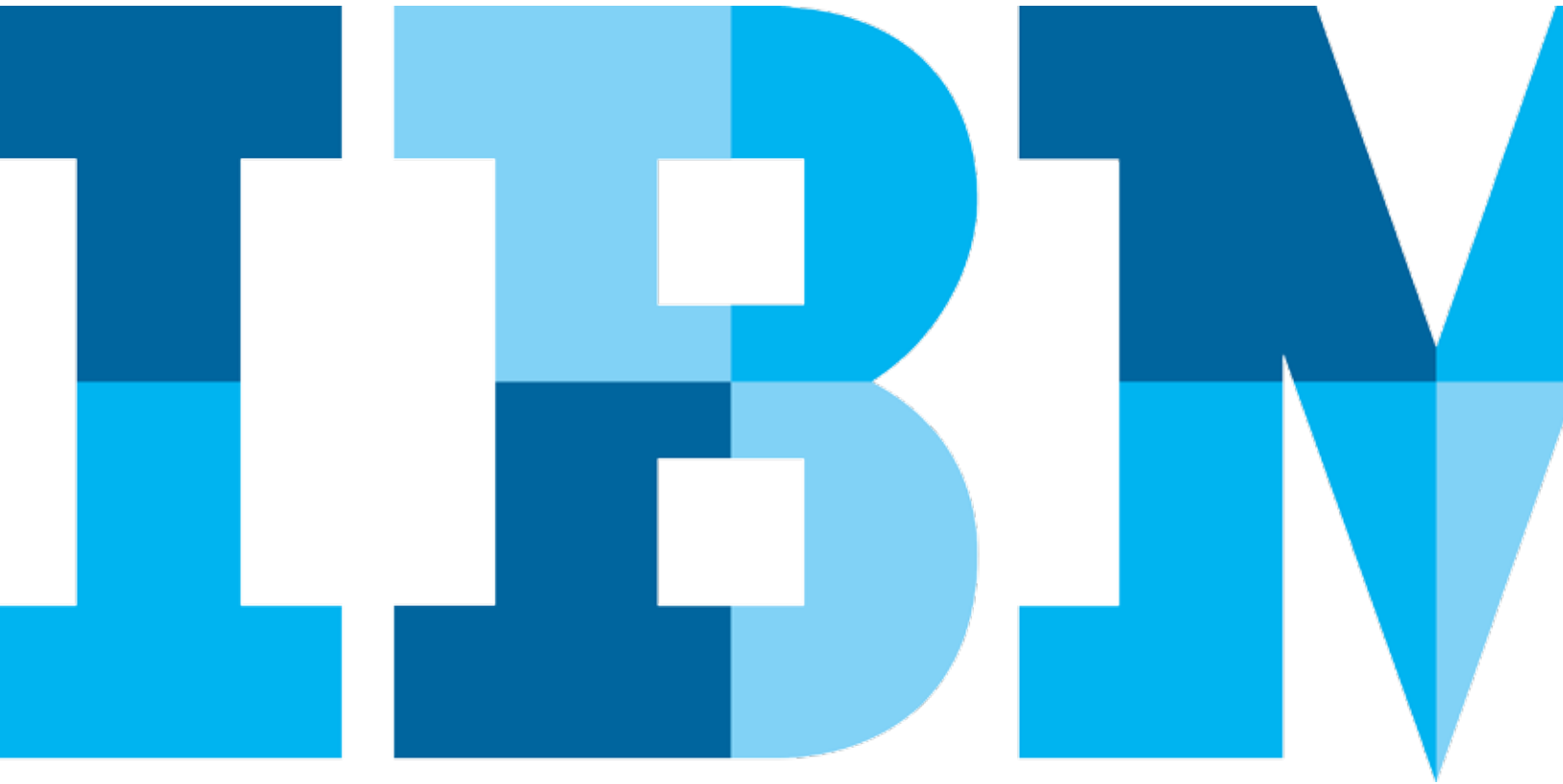# Making your industry our business

IBM Enterprise Content Management

IBM

In today's instrumented world, millions of people, billions of devices and an incalculable number of systems are generating immense volumes of data. Managing vast quantities of documents, email, images, medical records, warranty reports and government agency forms can present significant obstacles. But companies that succeed with content management can open the doors to a new world of opportunities. They can better connect information and people, extracting business intelligence that will help them retain a competitive edge.

IBM® Enterprise Content Management (ECM) solutions help organizations unlock the value of their content and transform business processes to enhance productivity, reduce risk, cut costs and increase revenue. Today, organizations from a wide range of industries use IBM ECM solutions to facilitate and automate information access, help ensure regulatory compliance, enable knowledge workers to make better decisions and increase competitiveness in new and innovative ways. Organizations also use IBM ECM solutions to create a single view of their customers, providing better insight and customer service. The specifics for each industry may vary, but IBM ECM solutions help organizations of all sizes make better, smarter decisions, including:

- Chemical and petroleum
- Communications
- Banking and financial services
- Government
- Healthcare
- Insurance
- Manufacturing
- Retail
- Transportation
- Utilities and energy

IBM ECM solutions enable you to respond quickly to changing market conditions, delivering business value in weeks and deploying entire applications in a matter of months. Once implemented, the solutions help cut costs and save time while allowing you to use your important enterprise content to the greatest advantage in your particular market.

IBM ECM industry solutions offer extensible repositories and services that span multiple content types. They also deliver information to a wide range of business applications using open, integrated standards. These agile ECM solutions are tightly coupled with structured data, collaboration initiatives, enterprise portals, business performance tools, storage solutions and much more. By providing targeted ECM solutions focused on your specific needs, IBM can help you unlock the business value of information that lies in every corner of your organization.

Chemical and petroleum
Business challenges
Chemical and petroleum companies face new and growing challenges. Many are burdened by a lack of adequate refining capacity and pressure to increase the capacity of existing refining assets. Environmental constraints on tapping known reserves are demanding broader drilling footprints, which require a more sophisticated approach to managing seismic data and images.

The oil and gas industry must comply with a myriad of state and federal regulations, such as U.S. Security Exchange Commission guidelines for reporting reserve estimates and U.S. Environmental Protection Agency emission control regulations. So companies in this industry must provide relevant documentation and make it accessible for audits, or they risk legal consequences that could affect both their pocketbook and their reputation.

Key business requirements

Chemical and petroleum companies are typically buried in a tremendous amount of unstructured data, such as aerial photogrammetry and satellite images, which they must maintain and coordinate—presenting administrative challenges that can hinder goals such as increasing oil reserves. Companies must capture all of their undocumented knowledge and experience without disrupting day-to-day operations, which can be especially difficult when trying to expand or alter operations. Drilling technologies have improved and companies can recalibrate equipment to access oil from other directions, but to do so, they need to locate and link accurate and extensive seismic data and images. The most plausible means for oil and gas companies to expand refining capacity is through more effective utilization of existing refineries, which requires effective, comprehensive energy information management.

How IBM ECM can help

IBM ECM solutions can provide better access to plant data, which helps companies to improve facility maintenance, increase uptime and optimize plant processes. This in turn enables faster responses and more accurate decisions so organizations can extract greater capacity from existing investments. IBM ECM solutions can create a common repository for everything from lease acquisition tracking to drilling operations to reserve accounting estimates. They provide an infrastructure to help ensure regulatory compliance, streamline related processes and significantly reduce the costs of compliance efforts.

IBM ECM solutions help upstream and downstream chemical and petroleum operations:

- Better manage the prospecting activities of geoscientists.
- Significantly improve access to both structured and unstructured data, providing the means to enhance production efficiencies and improve time to first production.
- Improve plant life-cycle management.
- Optimize plant availability and safety.
- Manage legal rights of way.
- Create an infrastructure to address regulatory compliance and improve reserve auditing for financial compliance.
- Capture workforce knowledge and deploy best practices.
- Provide a common view of critical chemical and petroleum information.

Client success: Apache

One of the world's largest and most successful independent oil and gas exploration and development companies, Apache Corporation needed to streamline the search, retrieval and modification of engineering documentation drawn from numerous sources. By implementing an IBM ECM solution based on the IBM FileNet® P8 platform, Apache was able to simplify document search and automate management. As a result, engineers have accelerated project completion, minimized costly errors and improved regulatory compliance.

Communications
Business challenges

Some communications companies are struggling to survive, largely because they're doing business in one of today's most competitive markets. The convergence of voice, data and video—the "triple play"—is broadening the scope of competition for traditional wire line, cable and Internet providers. A decline in wire line revenues is forcing established providers to develop new competitive strategies. Some providers are investing billions of dollars or euros to upgrade to the next-generation network. At the same time, a convergence of fixed and mobile devices is causing the rapid decline of fixed devices and an increasing sophistication and capability of mobile devices.

Key business requirements

Communications companies are seeking a broad range of software services that they can integrate with critical business systems, especially where managing important business information is concerned. These companies are looking for new opportunities for organizing and leveraging information for competitive advantage, so they can:

- Increase revenue through new combinations of service, content and advertising.
- Comply with industry and governmental regulations without causing costly disruptions to operations and services.
- Employ customer service as a key differentiator in attracting and retaining customers—offering an improved customer

experience, a complete view of the customer and rapid
resolution of customer issues.
• Enable rapid access to multiple systems and content across the
organization to provide all relevant information required for
timely, accurate decisions.
• Create audit trails and proof of performance to ensure that
employees follow approved business processes.
• Manage business processes across multiple organizations
and functions.

How IBM ECM can help

When communications companies adopt IBM ECM solutions,
they can find new opportunities to enhance customer service,
improve operational efficiency, reduce costs and leverage the
value of integrated information resources residing in merged
organizations. Importantly, these ECM solutions for managing
content—regardless of source or format—and managing
business processes help companies make the most of existing
investments in ERP, content sources, asset management,
applications and legacy systems across the enterprise.

IBM ECM can help communications organizations improve:

• Customer service—Helps reduce resolution time for customer
inquiries, increase customer self-service capabilities and obtain
deeper insight into customer trends with the goals of retaining
customers and developing new products and services.
• Operational efficiency and cost control—Can improve and
streamline core business processes such as customer billing,
employee on-boarding, accounts payable, asset management,
knowledge management, corporate legal, contract
management, human resources management and compliance.
• Consolidation management—Enables the merged
organizations to leverage existing information investments
and sources residing in each of them.

Client success: Portugal Telecom

Portugal's largest private company wanted to improve
efficiency by consolidating the back-office operations of
several distinct business units within the enterprise. The
company deployed an IBM ECM solution based on IBM
FileNet software that models, implements, automates and
controls 157 business processes. The solution simplifies
employee participation in processes while reducing errors.
By consolidating multiple systems, the solution also has cut
IT costs and reduced personnel requirements.

Banking and financial services
Business challenges

The banking and financial services industries continue to experience dramatic change and reinvention. Client expectations, servicing needs and new regulations dictate that these institutions must innovate to remain competitive and relevant. But banks are learning that maximizing customer satisfaction requires a balance between online and in-person services. As institutions embraced the cost benefits of online services, they often unwittingly set up processes that managed clients like transactions, pushing them away from branch offices. In many cases, this reduced the satisfaction levels reported by high-income customers, and reduced opportunities for in-person cross-selling.

Today, financial institutions realize that they must focus on improving the customer experience, gaining recognition as a trusted advisor and having relevant and accurate customer information available to staff members who deliver advisory services. If that were not challenging enough, the financial services industry remains a huge target for criminals—fighting theft and fraud has never been more vital or more difficult. Institutions also face both tighter regulations (e.g., Truth in Lending Disclosure changes), and new legislation, such as the Secure and Fair Enforcement (SAFE) Mortgage Licensing Act and the Dodd-Frank Wall Street Reform and Consumer Protection Act.

The common denominator to all of these challenges is that they require banks and financial institution to develop high-quality, complete customer information along with analytics that help them understand, assimilate and format the information for timely delivery all the way out to the point and moment of customer contact.

Key business requirements

Banking and financial services companies are discovering that moving beyond simple information capture and business processing is the key to growth and reduced risk. They need real-time access to the actionable and quantitative information trapped in their content systems. ECM can help financial institutions become more agile and responsive. In particular, predictive analytics offers the potential of huge improvements in marketing and risk management while creating new opportunities for business. More and more often, companies are looking for ways to weave together ECM and core business processes to unleash new capabilities that will lead to welcome business benefits, including:

- Offering new, compelling banking products and services.
- Retaining existing accounts by improving the customer experience.
- Generating new account growth.
- Increasing revenues from intelligent marketing, product bundling and relationship pricing.
- Taking advantage of eDiscovery to significantly improve legal processes.
- Improving operational efficiencies while reducing costs.
- Minimizing operational risk by adopting enterprise-wide data security and regulatory compliance.
- Enhanced theft and fraud detection and improved transparency.
- Unlocking critical customer data trapped in content.
- Expanding sales across lines of business.

How IBM ECM can help

IBM ECM solutions can deliver significant ROI along with competitive and strategic value to banks and financial services companies by securing, managing and mining critical customer data from all forms of unstructured content. ECM solutions can help streamline and automate business processes to deliver trusted information to employees, customers and partners at the right time and in the right business context. They can help:

- Improve customer service levels, expand customer service offerings and provide a balance between online versus in-person delivery channels.
- Enhance IBM CRM and contact center capabilities by providing real-time access to master content management solutions.
- Optimize how information is shared and accessed across all customer-facing lines of business.
- Accelerate the pace of operations through the deployment of intelligent business process management, increasing productivity while reducing costs.
- Deliver a complete, 360-degree view of the customer through the integration of data, content and processes.
- Reduce the cost of meeting regulatory compliance mandates while improving risk management.

Client success: TD Banknorth

TD Banknorth, a leading banking and financial services company headquartered in Portland, Maine, needed to increase efficiency of its loan operations, avoiding the unnecessary movement of paper and providing immediate access to imaged documents from anywhere in the enterprise. By adopting an IBM ECM and Business Process Management (BPM) solution based on the IBM FileNet P8 platform, the bank consolidated paper storage facilities, decreased the travel needed for loan processing and accelerated the loan application process while supporting three times the volume of applications.

Government
Business challenges

Government organizations face broader program mandates just as budgets are being cut and resources reduced. The increase in complexity requires organizations to deploy radically modified business models. The need to increase both efficiency and effectiveness of service while operating under strict transparency guidelines lead to a unique set of challenges for government organizations:

- Operational inefficiency—Their approach to managing business processes and their dependency on manual forms and documents affects productivity, creating hurdles for case management, adding expense and making it difficult for employees, partners and clients to get the information they need, when they need it.

- Regulatory compliance—Various new laws and mandates place new demands on managing content and enhancing processes, and some require government to collaborate with other government agencies and the private sector—yet these agencies lack the capabilities to do so.
- Administrative costs—They contend with massive information storage needs and related costs, full-time-employee costs, process lag costs and IT costs that stem from an outdated IT infrastructure.
- Disparate systems and information—They are burdened by islands of automation and stovepiped systems, making it difficult to collaborate, hammering budgets, creating excessive paperwork and slowing the flow of information throughout the organization.
- Information security—Without a central content repository, they cannot effectively manage and protect valuable information—both internal, confidential data and information exposed to the public.

Key business requirements

ECM is increasingly important to government organizations, but there is a move to focus on process and policy alignment as well. Government agencies are looking for new opportunities to integrate BPM and ECM to improve operational efficiency, and many are therefore in an evolutionary stage of change. This requires a high degree of interoperability among existing systems.

Advanced case management is the evolving model that will meet the demands for citizen service and operational efficiency. Compliance and "Government 2.0" issues are driving governments worldwide to bring together process, policy and people in new and innovative ways, and to react quickly to unexpected challenges and events.

How IBM ECM can help

IBM ECM can promote business agility in government organizations, enabling business processes to extend across organizational boundaries without changing the existing governmental structure. IBM ECM solutions can help improve the way they do business internally and with the public, allowing these agencies to:

- Promote operational efficiencies by linking structured data, unstructured data and processes.
- Improve workforce effectiveness by aligning people, process and government policy.
- Reduce costs, improve service and foster collaboration among departments, agencies and the public.
- Automate business processes so they can do more with fewer people and reduce the time required to train new personnel.
- Securely and efficiently share information and processes across silos of information.
- Ensure compliance with legislation and institutional policies.

- Provide backup to mission-critical data while facilitating real-time access to information, and tighten business processes to reduce the exposure of sensitive information to unauthorized individuals.
- Use advanced content analytics to derive greater value from unstructured information.

Client success: State of North Dakota

In an effort to enhance public services while improving efficiency, officials from the State of North Dakota needed ways to extract greater insight from its growing volume of citizen information and apply it to each individual case. Officials worked with IBM to implement an ECM solution based on advanced case management that enables administrators to share information across departments and provide greater visibility into operations. The state has been able to reduce the response time for citizen inquiries from days to seconds, achieve cost savings by decreasing fraud, enhance operational efficiency and improve public safety.

Healthcare
Business challenges

The healthcare industry, including healthcare providers and payers, is experiencing a wide array of operational challenges. Organizations face spiraling healthcare costs related to disease management and preventive healthcare initiatives. At the same time, they sometimes provide inconsistent and even poor quality of service due to a variety of circumstances, which can demand pouring more money into operations to make improvements. Public pressure to move toward a healthcare system that puts the needs of the patient first is calling for healthcare organizations to carefully investigate existing processes. Increasing regulatory compliance demands such as the U.S. Health Insurance Portability and Accountability Act (HIPAA) and the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) are also placing enormous demands on IT organizations and business decision makers.

Key business requirements

Healthcare organizations are trying to keep pace with the emergence of a new environment driven by the dictates of globalization, consumerism and demographic shifts. They must improve efficiency of operations, contain costs and acquire new business more effectively. They understand the advantage of interoperability among systems and delivering new products faster across multiple distribution channels, so that patient information can be portable and move with the patient from one point of care to another across communities, regions and ideally nationwide. Expensive new technologies and treatments must be cost-justified. Consumer-directed health plans, where members determine how and where to spend their healthcare budgets, are producing active and informed consumers who are demanding more convenient and reliable service from payers.

How IBM ECM can help

IBM ECM solutions support applications and processes such as electronic health record management, billing, accounts payable, policy management and revenue cycle management. With a fully integrated ECM platform, healthcare providers and payers can better manage content and business processes while connecting with applications and existing systems across the enterprise. IBM ECM solutions help healthcare providers and payers:

- Automate complex processes and reduce operational costs.
- Transform operations by streamlining procedures, eliminating redundant procedures, improving information accuracy, removing process bottlenecks, balancing employee workloads and providing comprehensive business analytics for better decision making.
- Streamline patient care by providing simultaneous and instantaneous access to patient records.
- Accelerate existing investments in key applications like electronic health record management.
- Securely share health information across communities, health networks and regions.
- Achieve compliance with internal policy mandates and industry regulatory requirements.
- Support new initiatives, such as the demand for higher quality of care and patient-centric healthcare.
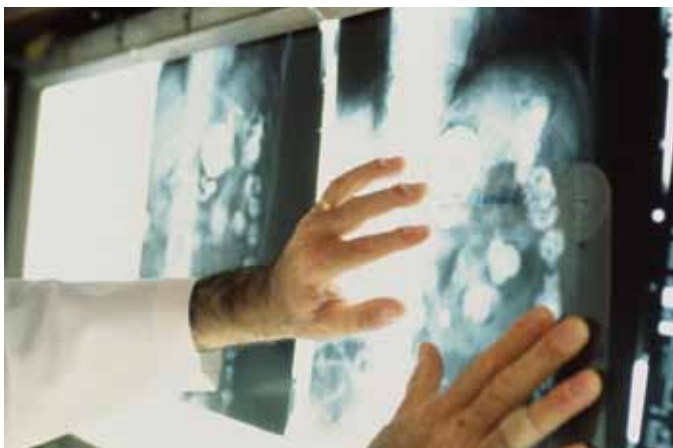
Client success: Memorial Health System

Colorado's Memorial Health System saw an opportunity to improve patient care and reduce patient costs by moving to electronic health records. The organization worked with IBM to implement a multi-faceted solution based on IBM DB2® and IBM WebSphere® software that combines electronic medical records, ECM and a portal for accessing stored patient information. With the new solution, doctors can retrieve information in seconds and have reduced the time from diagnosis to treatment. The organization also has improved operational efficiency and reduced costs by eliminating paper processes and streamlining regulatory compliance.

Insurance
Business challenges

Companies in the insurance industry are experiencing numerous business challenges that put new pressures on their efforts to remain competitive. Low interest rates are impacting investment income, and insurers suffered losses from recent catastrophic storms. Sales models have migrated from a captive sales force to independent agents and brokers/dealers for wider market distribution and penetration. Some insurance companies are burdened with inefficient and costly operations: Insurance content is typically scattered throughout the enterprise in multiple applications and formats, which impedes immediate access and control and adds operational costs. Increasing regulatory pressures and proactive regulators are raising the stakes and costs of maintaining compliance. Insurance company processes are often manual and linear, and require employees, partners and customers to follow time-consuming steps and procedures. Legacy technology doesn't support opening up new channels of distribution using the Internet, company intranet, direct response and other alternatives. Customers are demanding improved services and experiences, forcing legacy modernization and a renewed focus on service differentiation.

Key business requirements

Insurance has become a commodity, and insurance companies need to differentiate products and services via technological innovation to profitably garner market share. Insurance companies must step up to the plate and deliver customers what they need while becoming more efficient business entities. Simply put, they need to bring together the power of content and their business processes to seize new opportunities for success, optimizing content-centric processes like multichannel document management, claims underwriting and management and others. Business processes must enable real-time, right-time access to information for customers, agents and employees. New industry demands are requiring insurance companies to:

- Streamline and automate business processes while also gaining control of content as a way to maximize employee productivity.
- Find technology partners that help them provide solid ROI and the ability to increase profitability.
- Create a more customer-responsive orientation to help them attract and serve a wider range of customers, agents and brokers.
- Develop a customer-centric business model to address evolving distribution challenges and interaction with existing and new customers.
- Contain costs and focus on creating efficiencies and business process improvements.
- Leverage compliance efforts to reduce costs and create competitive advantage.
- Improve profitability and service levels simultaneously.

- Support new product initiatives to take advantage of emerging market opportunities.
- Maximize the value and use within the organization of legacy information through connectivity to existing systems.

How IBM ECM can help

With an integrated ECM platform, insurance companies can integrate content, business processes and applications with existing systems. IBM ECM solutions help insurance companies:

- Transform and streamline processes through BPM and automate complex core business processes such as underwriting, policyholder servicing, claims processing and policy issuance.
- Efficiently and effectively use and share content to drive business processes in making business decisions throughout the insurance company.
- Achieve compliance with regulatory mandates including HIPAA, the Gramm-Leach-Bliley Act (GLBA), the USA Patriot Act, California State Law SB 1386 and similar legislation around the world for securing and managing customer information.
- Provide visibility of content and processes to support compliance.

Client success: Thomas Miller Group

Specializing in the management of mutual, captive and other specialist insurance companies, the Thomas Miller Group needed an efficient method for managing, retaining and producing electronic information to meet legal discovery and regulatory requirements. An IBM ECM solution helped the company streamline email management, enabling compliance staff to perform cross-mailbox searches and integrate email content with contextually similar documents. As a result, the company has reduced storage space by 60 percent, increased the speed of information retrieval and archived 23 million emails.

Client success: Grange Insurance

Offering auto, home, life, business and farm insurance throughout the southeastern and midwestern United States, Grange Insurance needed to simplify access to information for its network of independent agents. Grange implemented an IBM ECM solution with IBM Content Manager, DB2 and WebSphere software. The solution helped to replace paper-based processes with electronic ones that better manage information over its life cycle. Now customer-service representatives can access policy information online and provide answers to agents and customers rapidly by phone or email. Policyholders receive claim updates, new quotes and other information in hours, not days. Grange has been able to grow its business without hiring new representatives.
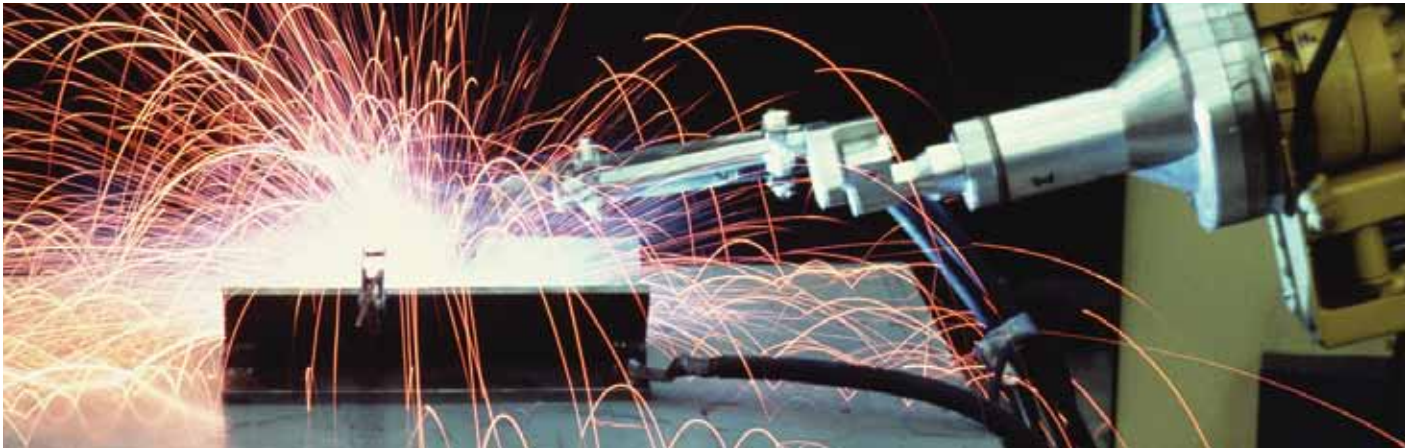
Manufacturing
Business challenges

Manufacturing companies face a full range of information and business process challenges. They must continually identify opportunities for operational improvements, given the ongoing demand to get products to market quickly. They also must accommodate emerging regulatory compliance mandates regarding employee and contractor safety, environmental impact and financial reporting. For example, the Waste Electronic and Electrical Equipment (WEEE) directive has established standards for recycling and proper disposal of electronic equipment. Plant maintenance is crucial to successful plant operations, yet can be costly and prone to omissions if asset and maintenance data isn't efficiently tracked and readily accessible. In fact, all plant data needs to be optimized for maximum business advantage, but it typically resides in system and application silos spread across the plant and often in multiple facilities.

Key business requirements

Manufacturing organizations must expand their information management capabilities. They need to provide accurate, real-time access to shared content and business processes across islands of information. If they succeed, they can streamline and accelerate the pace of operations and production, and improve important time-to-market cycles.

Since noncompliance isn't an option, manufacturers have new requirements for their processes and IT infrastructures. For instance, the Reduction of Hazardous Substances (ROHS) directive from the European Union restricts the use of six substances in new electrical and electronic equipment and establishes acceptable levels for other designated materials. For this and other mandates, manufacturers become the compliance enforcers since they must demonstrate not only their compliance but the compliance of their suppliers and contract manufacturing partners. And to demonstrate compliance, manufacturing companies must gather, analyze and report on a wide variety of content.

How IBM ECM can help

IBM ECM solutions are empowering manufacturing companies with the ability to integrate important content and critical business processes to optimize operations and meet compliance. ECM can help speed the pace of operations through intelligent process management while increasing the productivity of existing employees, reducing costs and adding revenue to the bottom line. IBM ECM allows manufacturers to simplify and unify their enterprise architecture with a single solution to meet their business and technology requirements for content and collaboration. IBM ECM can help manufacturers:

- Manage content and business processes while connecting these assets with applications and legacy systems across the enterprise.
- Merge content sources and improve access to information, so they can link customers, suppliers and production—regardless of location—to speed business processes and maximize production.
- Easily manage and store all of the content they accumulate throughout an asset's life cycle.
- Streamline the plant maintenance process and provide all of the tools necessary for successful planning, management and tracking, resulting in reduced downtime.
- Better manage their compliance initiatives across all areas including environmental, recycling, safety, health and financial regulations, through the IBM ECM compliance framework.

Client success: NACCO Materials Handling Group

Implementing an IBM ECM solution helped this designer, manufacturer and seller of lift trucks to combine powerful document management with ready-to-use workflow and process capabilities to automate and drive its content-related tasks and activities. The company was able to cut dissemination of engineering change information to worldwide locations from 15–30 days to just 1 day. NACCO also established a repository for storing all controlled documents (policies, procedures, etc.) and a central repository for storing scanned signed copies of important documents.

Retail
Business challenges
Retail companies find themselves in a highly competitive marketplace with new demands for operational efficiency. Yet many retail organizations aren't fully optimizing how they manage their business processes and valuable information because they're contending with content and process challenges such as:

- A demand for complete and more detailed product information, especially for multichannel retailers, so consumers can compare and evaluate products based on all available product information.
- The time-consuming and error-prone nature of managing product information.
- High employee turnover and seasonal hiring, which can burden the HR organization and make it difficult to properly train sales associates.

- A high volume of supply chain transactions, which are typically documented on paper, causing unnecessarily slow and costly supply chain processes, and making it difficult to establish and maintain good compliance practices.
- The lack of the right technology to take full advantage of online retailing, the fastest-growing segment of the retail industry.
- Green initiatives, such as conserving energy and protecting the environment, which retailers must implement while remaining profitable.
- Increasing consumer concern about the security of identity and financial data.

Key business requirements
Retail customers want an information-enhanced shopping experience, so retailers must improve how they use data for customer service and to enable product evaluation. Internally, retailers need access to trusted information on purchasing

behavior insight and for sales force activities. Consolidation continues with mergers and acquisitions enabling expansion into new markets and geographies, requiring innovative methods for integrating disparate content and entirely unrelated processes. Retailers also must effectively respond to the encroachment of global competitors.

To remain competitive, retail organizations must create a single view of product and service information so they can share the information across the enterprise, improve efficiency in supply chain processes, and eliminate duplicate and conflicting product data. By combining all structured and unstructured customer data, retailers can create new efficiencies, improve customer service, boost customer satisfaction and reduce customer support costs. If they can improve core business processes, especially related to the supply chain, they can better and more securely manage all forms of business content.

How IBM ECM can help

The IBM ECM platform offers retailers solutions for managing content, regardless of source or format, while also managing related business processes. At the same time, retailers can leverage existing investments in ERP, applications and legacy systems across the enterprise. Through a fully integrated ECM platform and IT infrastructure, retailers can enhance customer service, improve operational efficiency, lower costs, gain a better understanding of customer trends and meet compliance requirements. IBM ECM solutions:

- Help retailers effectively manage documents and processes to improve supply chain efficiency.
- Provide complete, current product information to help ease buying decisions, improve website navigation, monitor and enhance the online experience, and craft targeted promotions without reliance on IT.

- Enable efficient, automated hiring processes, making standard materials and processes for orientation, training and benefits efficient and readily accessible.
- Integrate structured and unstructured customer information into a single view for all employees and partners.
- Eliminate paperwork from planning, pricing and promotion processes.
- Enable quick changes, such as pricing changes, as well as relevant approvals in response to sales dynamics.
- Reduce promotional development and deployment time.
- Establish an efficient, repeatable process for the contract life cycle.
- Automate supply chain processes such as procurement, distribution and payments to significantly reduce costs, eliminate lost documents and take advantage of discounts for timely payments.

Client success: Skechers

This billion-dollar sneaker company needed to reduce costs and eliminate the inefficiency of its manual accounts payable processes. Selecting an IBM ECM solution based on IBM FileNet software enabled the company to automate processes, accelerating results and eliminating errors. The company has saved tens of thousands of dollars, maintained regulatory compliance and gained the scalability to accommodate larger work volumes without increasing staff size.

Transportation
Business challenges

In the transportation industry, global economic performance is dictating changes in the supply chain, causing transportation providers to rethink their service strategies. Cargo security is important in transportation around the world, but few reliable solutions are available. Evolving government procedures and requirements are imposing new costs on carriers. Disparate systems make information related to supply-chain inventories difficult to view and track across the extended supply chain. Transportation organizations struggle with the IT infrastructures of older platforms, aging systems and multiple integration points. Many global companies still rely heavily on error-prone paper and spreadsheet-based supply-chain processes. And changing security requirements place additional demands on transportation service providers, especially in managing cross-border logistics. In many of the highly skilled transportation jobs, companies are challenged to keep pace with rapidly changing technologies; in the less-skilled jobs, personnel turnover is a regular occurrence.

Key business requirements

Transportation companies need rapid access to multiple systems and content across the organization. They must also manage business processes across multiple organizations and functions to provide all relevant information required for timely, accurate decisions. While they must centrally manage operations, they must allow for local variations based upon culture, government requirements and infrastructure. By doing so, they can streamline processes and cut costs. They're often trying to move greater volumes of goods through the supply chain faster to improve company performance, so supply-chain efficiency is imperative.

Because real-time visibility into the supply-chain process is crucial, transportation companies need a broad range of software services integrated with critical business systems to enable adequate visibility. They need audit trails and proof of performance to ensure that approved business processes are followed, to maintain regulatory compliance and to capture performance metrics.

Employees remain the core of good service, so these companies must also invest in employee recruitment, training, development and career management—and have the content and processes to support these initiatives. Companies with increasing numbers of global customers and third-party partners require greater focus and resources to manage the complexity of contracts and agreements. To keep clients happy, they need ways to improve the customer experience, such as offering comprehensive customer information so customer support can quickly resolve client issues.

How IBM ECM can help

IBM ECM solutions help transportation companies overcome challenges such as globalization and consolidation, the need for more flexible supply chains, improved security and compliance with industry and governmental directives. With IBM ECM, transportation companies can benefit from:

- Increased customer retention—Helps improve the overall quality of customer service through all phases of the customer life cycle, particularly in the areas of contracts, billing, claims management and analysis of customer trends.
- Improved operational efficiency—Enhances core business processes such as customer service, employee on-boarding, contract management, customer billing, accounts payable, corporate legal and compliance, which in turn can reduce operational costs.
- New supply chain efficiencies—Captures and securely manages documents associated with shipments and links critical shipment documents and their processes with ERP transactions.
- Better asset management—Helps efficiently manage all documentation associated with the procurement, maintenance and retirement of core assets, so that current and accurate information is immediately available to the employees responsible for managing and repairing those assets.

- Improved customer service—Provides a single view of customer information across the company so that anyone interacting with customers can quickly respond to inquiries and resolve customer issues when they arise.
- Reduced new-hire costs—Helps reduce the time, and therefore lower the cost, of the employee on-boarding process for transportation sectors that have extremely high turnover rates.

Client success: J.B. Hunt

A large North American transportation logistics company needed to simplify management of tens of thousands of documents while enhancing the efficiency of billing, independent carrier coordination and driver delay tracking. The company implemented an IBM ECM solution with IBM FileNet software to automate processes, eliminate errors and integrate multiple information sources. More efficient billing has led to an 83 percent reduction in staffing, and real-time visibility into delivery delays could help to save US$1 million in revenue.

Utilities and energy
Business challenges

Utilities and energy companies, though sharing many of the business challenges prevalent in today's corporations, have their own set of hurdles uniquely related to asset and plant management. For instance, the Energy Policy Act of 2005 changed the energy policies in the United States. Among other things, the act increased compliance requirements for transmission and distribution companies, with significant penalties for noncompliance. It also accelerated mergers and acquisitions in the electric utilities marketplace. Yet many regulations govern how utilities and energy organizations must operate, so regulatory oversight of plant emissions, water quality, waste, infrastructure security, energy trading and more, along with potential liability, are core concerns. On the other hand, some aspects of the industry have been deregulated, driving inter-enterprise communication and growing competition.

Client success: Empresa Nacional de Residuos Radiactivos, S.A. (ENRESA)

Created to manage the disposal of radioactive waste, this Spanish nonprofit organization wanted to transform paper-based processes into a more efficient digital workflow for organizing, retaining and storing information. Using an IBM ECM solution based on IBM FileNet software to establish that workflow, the organization has accelerated tasks, provided faster access to information and reduced storage costs while ensuring continued regulatory compliance.

Client success: PPL

PPL controls or owns nearly 12,000 megawatts of power-generating capacity, selling energy in key U.S. markets and delivering electricity to 4 million customers in the United States and United Kingdom. The company implemented an IBM ECM solution that uses IBM Enterprise Records, IBM Content Collector for Email and Content Collector for File Systems. The solution was designed to streamline information management, eliminating the challenges of paper-based records and improving access to information for regulatory compliance. With the new solution, PPL reduced record access time from up to five days to just seconds and decreased time to compile information for new projects by 75 percent. In addition, the staff can now confirm retention of critical email messages and documents to meet regulatory requirements.

Other issues on the table for utilities and energy companies include aging assets such as transmission and distribution networks for both electricity and gas. In some cases, critical assets need their lives extended or need repairs, while in other cases companies need to retire them. Most important, relevant documentation and trustworthy processes must be in place to see that they're managed appropriately. An aging workforce can also create administrative and content challenges. Companies stand to lose intellectual property that exists only as knowledge in the minds of retiring employees. Plus, an aging workforce can create difficulties in disseminating critical information to a new generation of workers.

Key business requirements

Utilities and energy companies are seeing many new opportunities to increase performance, especially by simplifying and optimizing their asset and plant management. If they can find ways to link data and documents with key business processes—including linking enterprise asset management with ECM—they can optimize assets and therefore optimize plant performance. They're interested in streamlining paper-based processes and integrating fragmented processes, so employees have rapid access to multiple systems and all content across operations. They need audit trails and documented business processes, plus proof that business processes are in effect. They want reliable methods for maintaining regulatory compliance, reduced cycle times for customer-facing processes, new ways to sharpen their competitive edge and dependable methods for capturing knowledge for their aging workforce.

How IBM ECM can help

IBM ECM offers many content management and business process advantages for utilities and energy companies. The solutions help improve asset operations by supporting the content and processes related to the evolution of all assets from their initial design through to construction, commissioning, operations and maintenance, expansions and refurbishments and finally decommissioning. IBM ECM solutions empower utilities and energy companies in key areas, including:

- Plant operations—In addition to managing the content associated with the plant, employees can also create, manage, monitor and archive the key business processes required for efficient plant operations as well as compliance with regulations.

- Asset maintenance—When IBM ECM is integrated with enterprise asset management systems, it helps improve the maintenance process and helps ensure all necessary content is available for successful planning, management and tracking, which reduces downtime.
- Process reliability—Companies can create and enforce BPM rules, and use audit trails to verify compliance with records retention requirements and other regulatory requirements.
- Plant availability—IBM ECM solutions help reduce plant downtime for both scheduled and unscheduled maintenance and reduce power delivery outages, which can decrease costs and increase revenues.
- Application management—Companies can effectively manage core business applications such as change management, plant and asset life cycle management and rate case, as well as many business support solutions including ERP integration, accounts payable processing, regulatory compliance and customer support.
- Intellectual property—Organizations can capture critical information from their aging workforce and use it in training the incoming workforce.
- Streamlined architecture—IT can simplify and unify the enterprise architecture with a single solution to meet business and technology requirements for content and collaboration.
- Regulatory costs—Companies can reduce skyrocketing compliance costs through streamlined processes that decrease administrative, legal and accounting expenses associated with audits necessary for compliance.

Industrial ECM from IBM

Today's business environment is moving faster and faster, so you must become a highly responsive entity to stay on course. By focusing on your particular industry requirements, IBM ECM helps you rev up your decision-making power by managing content, optimizing associated business processes and enabling compliance through an integrated information infrastructure that:

- Empowers you and your IT partners to rapidly and easily deploy ECM capabilities, shortening time to value.
- Enables you to integrate content with processes to add value and transform your business.
- Streamlines and optimizes complex processes to improve the flow of work throughout the global enterprise.
- Delivers an integrated, open platform that you can deploy globally and that provides interoperability with the widest selection of IT systems, thereby reducing costs and improving efficiency.
- Increases your ability to react quickly to changing business requirements.
- Integrates customer content into a single repository (see Figure 1), providing a centralized point for managing and securely accessing all relevant customer information regardless of source or format.

About IBM Enterprise Content Management

IBM Enterprise Content Management software enables the world's top companies to make better decisions, faster. By gaining control of unstructured information, companies can access, collaborate and influence business decisions in new ways, making content a first-class source of insight. With
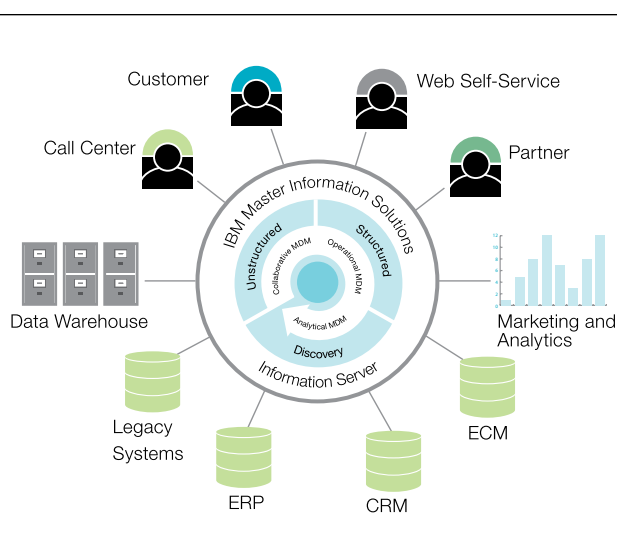
Figure 1: IBM ECM solutions enable a single view of the customer by drawing content from across the enterprise and linking it with data warehousing and marketing and analytics capabilities.

industry-specific IBM ECM solutions, companies can capture, manage and share content throughout its life cycle to help ensure compliance, reduce costs and maximize productivity. The IBM ECM portfolio includes a wide array of capabilities that integrate with existing systems to help organizations maximize the value of information including: document capture and imaging; social content management; advanced case management; information life-cycle governance and content analytics. More than 13,000 global companies, organizations and government organizations rely on IBM ECM to improve performance and remain competitive through innovation.

For more information

For more information on IBM ECM solutions for your industry, contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/ecm

Join in the conversation by visiting the worldwide IBM ECM Community at **ibm.com**/community/ecm