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No Paperweight

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IBM Enterprise Content Management Solutions



Top organizations rely on IBM ECM



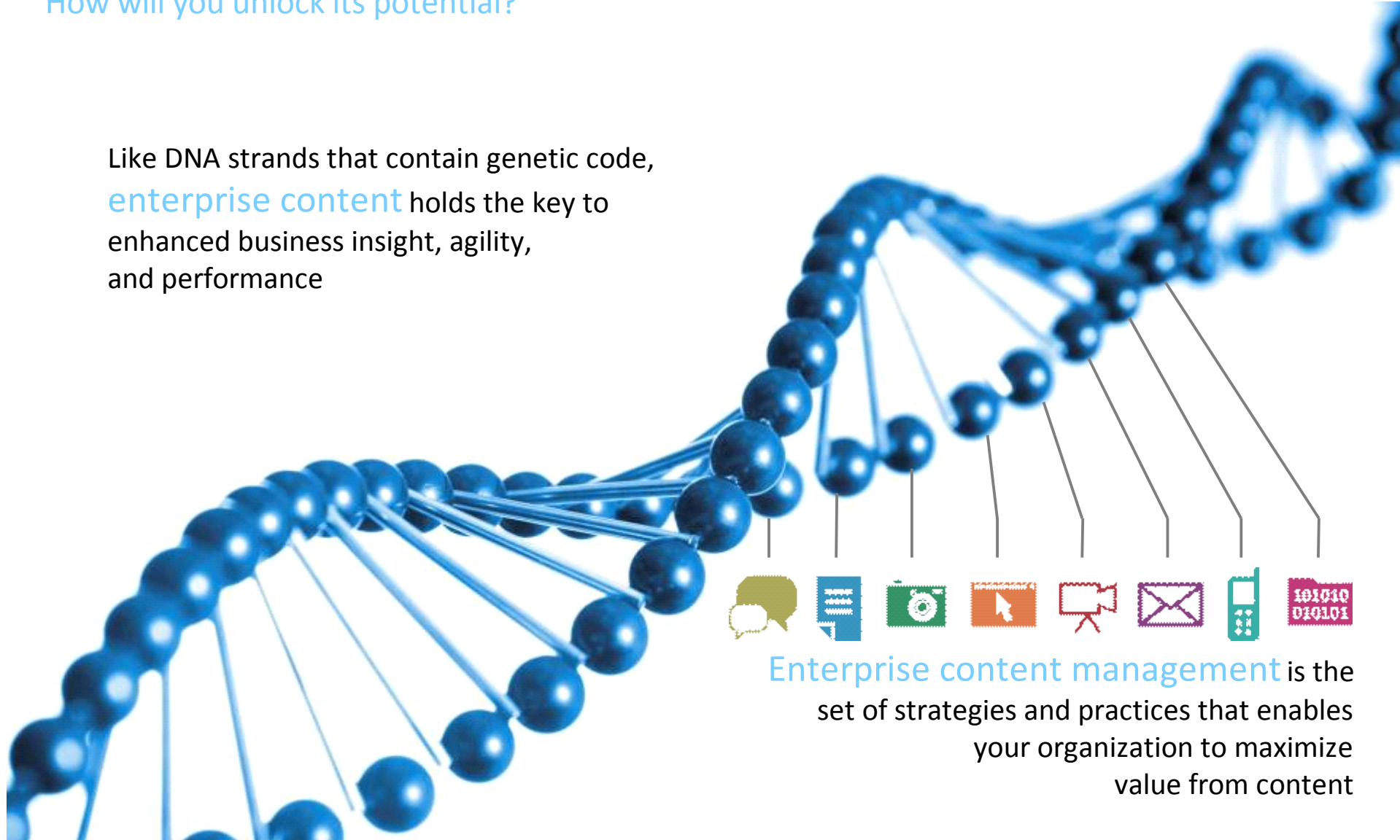
* Lists of top companies/agencies sourced from Dun & Bradstreet Worldbase. ECM customer information sourced from IBM Finance.



Enterprise content: your organization's DNA

How will you unlock its potential?

Like DNA strands that contain genetic code, **enterprise content** holds the key to enhanced business insight, agility, and performance



Enterprise content management is the set of strategies and practices that enables your organization to maximize value from content



Your organizational advantage is **trapped** in your content

90%

Unstructured content that is currently *not being managed* by organizations

80%

New data growth from unstructured content, e.g. email, documents, images, video and audio

60%

Managers who miss key information when making business decisions

50%

Organizational content that carries risk without delivering business value

The realities of the ‘paperless office’

- The “paperless office” is possible but NOT reality for most organizations
 - High percentage of business information still resides on paper
 - Paper, faxes, mail, copies, files, file cabinets ...
- Paper-based systems drive growing costs:
 - Document sharing results in lost files & risks
 - Lack of flexibility, visibility and control
 - Governance and disaster recovery
- Variety causes inconsistent business practices:
 - Paper, email, attachments, office documents ...
 - Information recognition and extraction
 - Classification, validation, workflow
 - Customer responsiveness and service quality



Paper impact on operations and profits

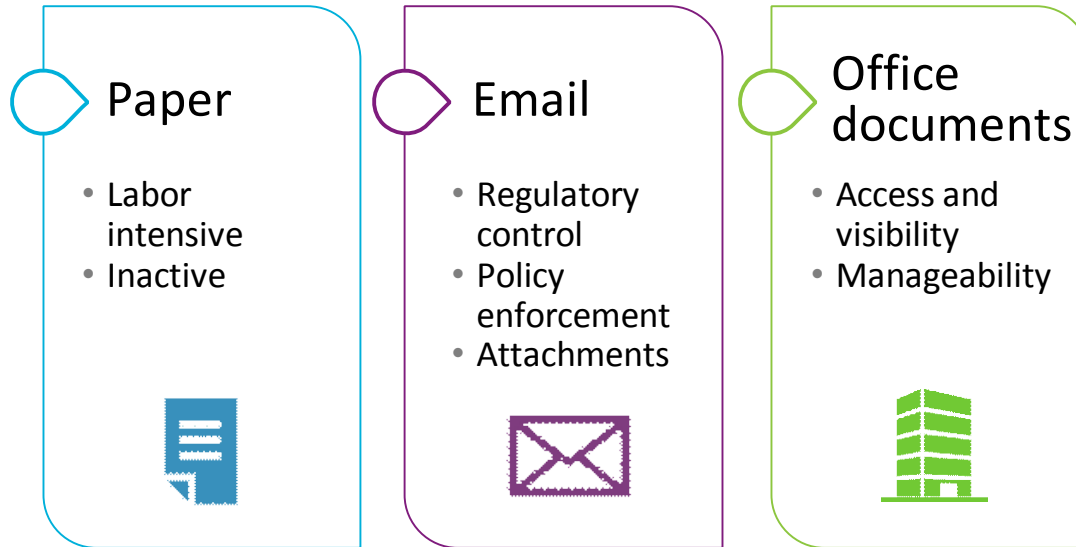
- 27% of organizations have growing consumption of paper and use of photocopies, but falling in 39%
- 53% of organizations invested in extensive scanning and capture are seeing a reduction in paper
- In the largest organizations it is still **equally balanced**
- Only 14% use capture and process across multiple departments
- 58% of SharePoint users are not storing scanned image files and only 9% are executing any workflow with scanned images





Challenges of document automation

- Access and security
- Constrained productivity and growth
- Untimely and inconsistent service
- Paper related people costs
- Storage and management costs
- Compliance risks



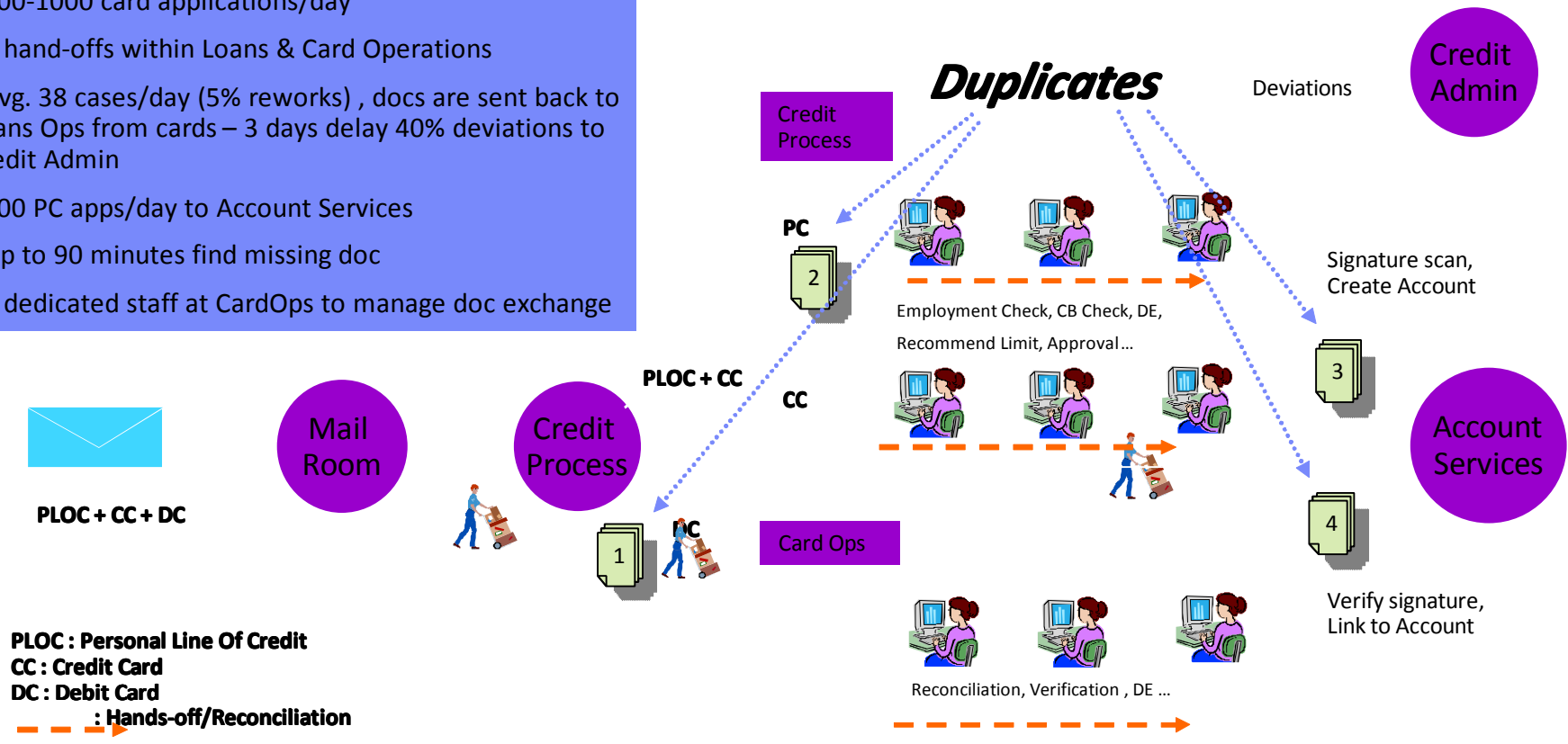
“The strongest driver for scanning and capture is improved searchability and knowledge sharing across the business, followed by productivity improvements, reduced office costs and better customer service.”

**— Harvey Spencer Associates
2011**



Highlighted Problem: Duplication & Reconciliation

- 800-1000 card applications/day
- 5 hand-offs within Loans & Card Operations
- Avg. 38 cases/day (5% reworks) , docs are sent back to Loans Ops from cards – 3 days delay 40% deviations to Credit Admin
- 300 PC apps/day to Account Services
- Up to 90 minutes find missing doc
- 1 dedicated staff at CardOps to manage doc exchange

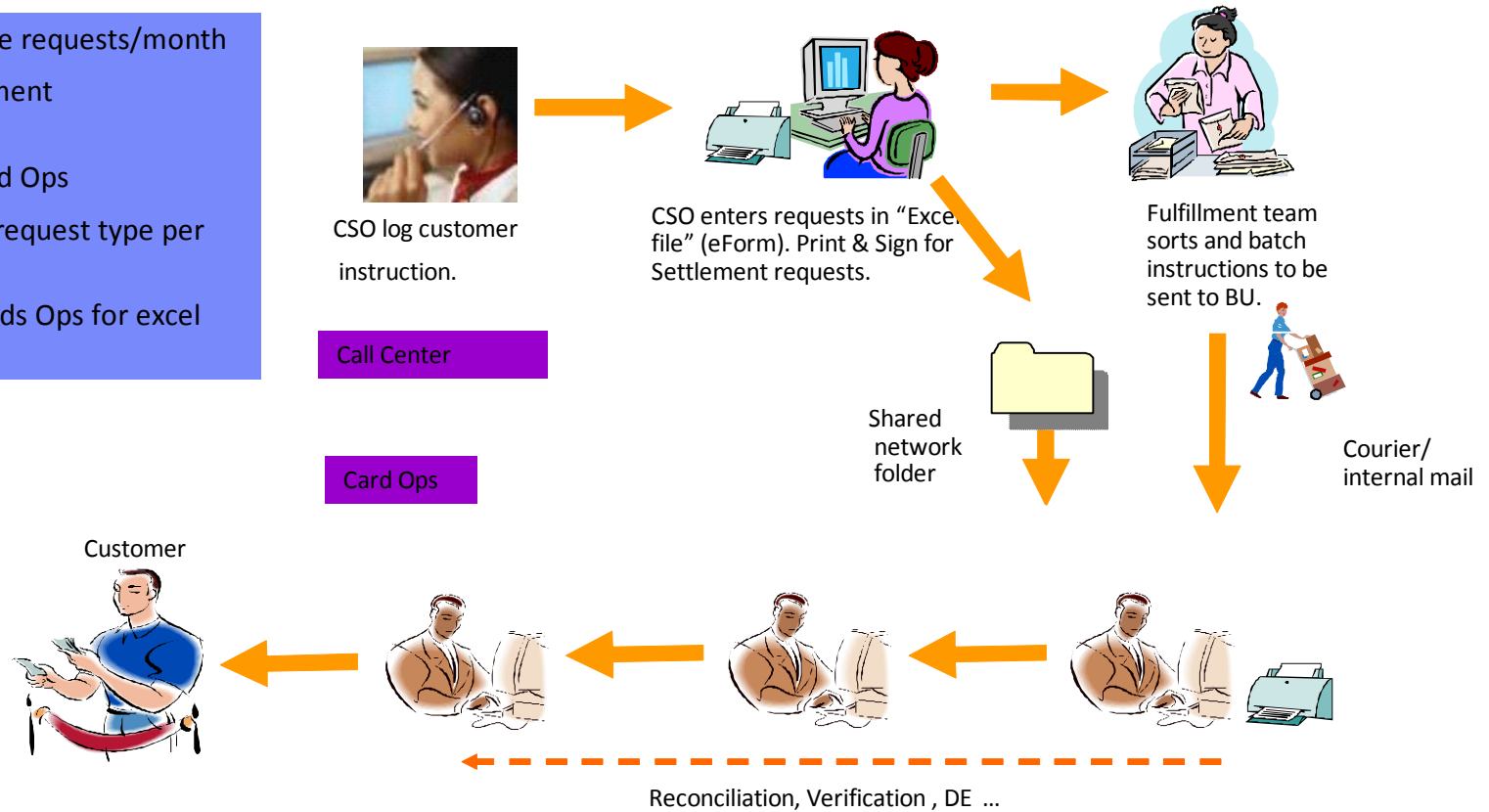


1. Paper documents are duplicated 4 times in this process, affecting storage, productivity and potential cause of defects.
2. There are at least 12 hands-offs in the whole process that require reconciliation.



Highlighted Problem: Productivity

- 14,250 a/c maintenance requests/month
- Approx. 15,000 settlement requests/month
- Min. 5 hand-offs at Card Ops
- 1 excel worksheet per request type per CSO (80 CSOs for Cards)
- 1 dedicated staff in Cards Ops for excel worksheet management



1. Unnecessary effort required in batching and reconciling the e-forms as they are printed.
2. These e-forms are not suitable to be stored as enterprise content as they are temporary documents.



Why Reducing Paper Weight is more important then ever

New software capabilities yield greater productivity

- Capture, physical and electronic documents
- Process automation
- Records management
- New regulations, audits and litigation require automation
- New areas for business improvement and intelligence

Volume of paper still large

- Paper Storage costs and related services are high
- Legal discovery costs astronomical
- Labor and other costs rising
- Cost of retrieval high and time consuming
- Lost user productivity shuffling paper
- Hardware & software costs less

Cost of

- storing and maintaining filing cabinets
- Inefficient ‘recall’ of referential information
- Loss of information
- Making ‘Misinformed’ decisions
- Duplicate copies – costs more than just the Paper itself

Constraints on

- Sharing of information
- Long term preservation – paper is not the best means
- Maximizing human ‘talent’ and ‘resources’
- Minimizing exposure to ‘Risk / Security’



Document automation opportunities

How much time is wasted manually keying data and document indexes?

A large Blue Cross Blue Shield

Doubled its data entry productivity for medical claims and enrollment processes

A transportation services company

Reduced FTEs by over 75% by processing 85% of invoices automatically

How can content be available quickly in remote locations?

A global logistics firm

Operating in 40+ countries, reduced shipping request cycle time by 2 days

A wholesale mortgage lender

Reduced copy/overnight mail costs by \$30,000/month in one location alone

So what can reduce paperweight?

- Capture at Point of Creation
- Classify Automatically – where possible
- Automate Business Process
- Records Enable Content
- eDiscovery



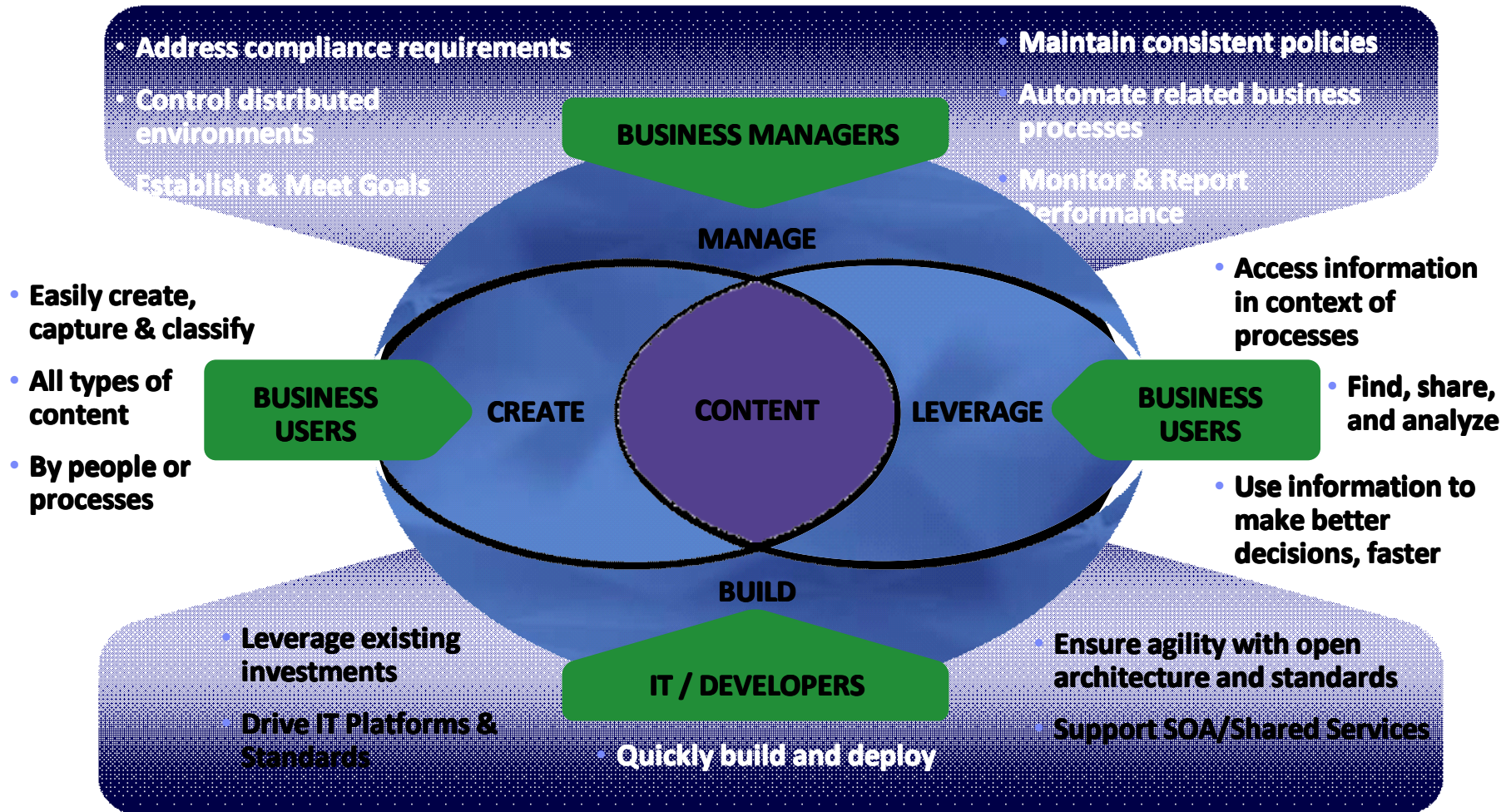
Enterprise Content Management is all about

- Capturing
- Management
- Storage (central)
- Preservation
- Content Delivery

Of documents related to organizational processes.



Who Provides and Receives Value with ECM?





Enterprise Content Management – *Integrated Platform*

Content

Manage unstructured information

Process

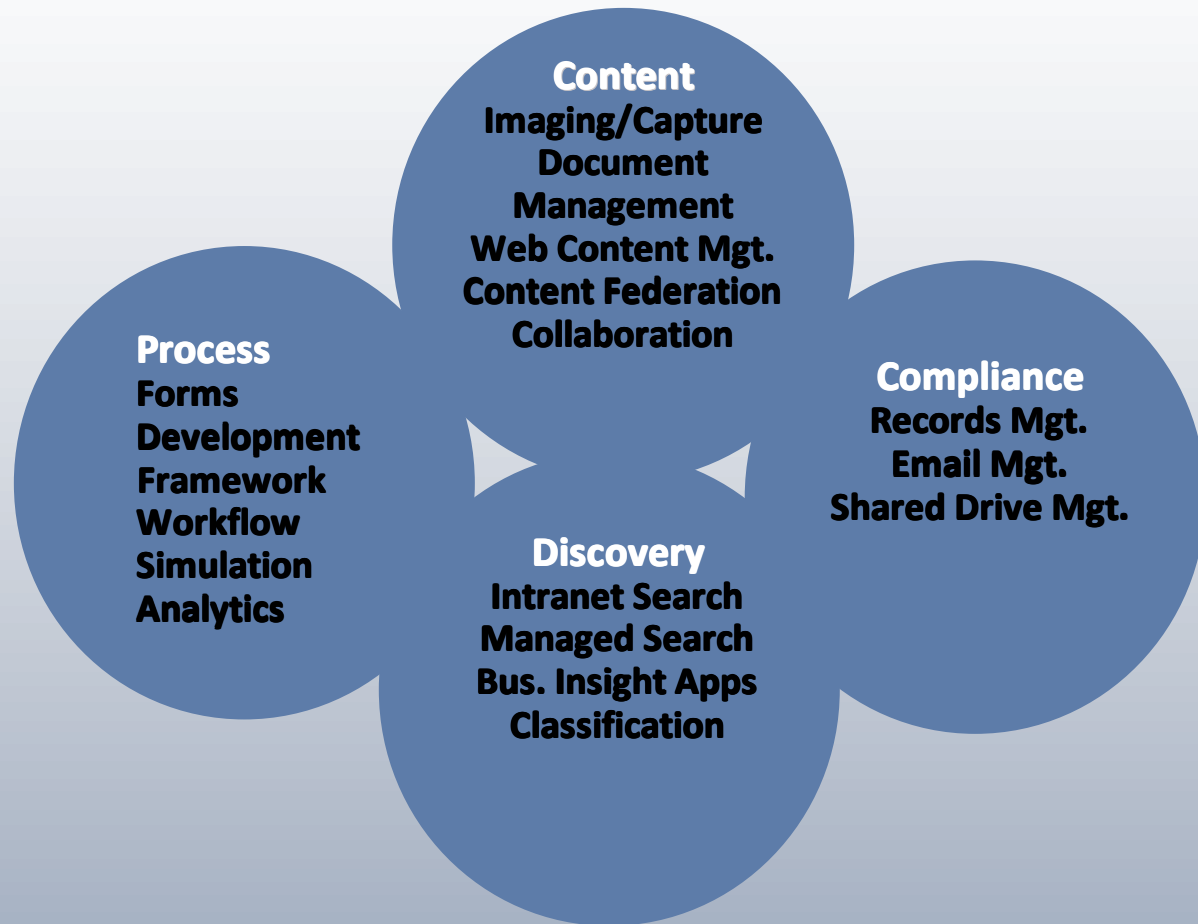
Enable content centric business processes

Compliance

Deliver content centric compliance initiatives

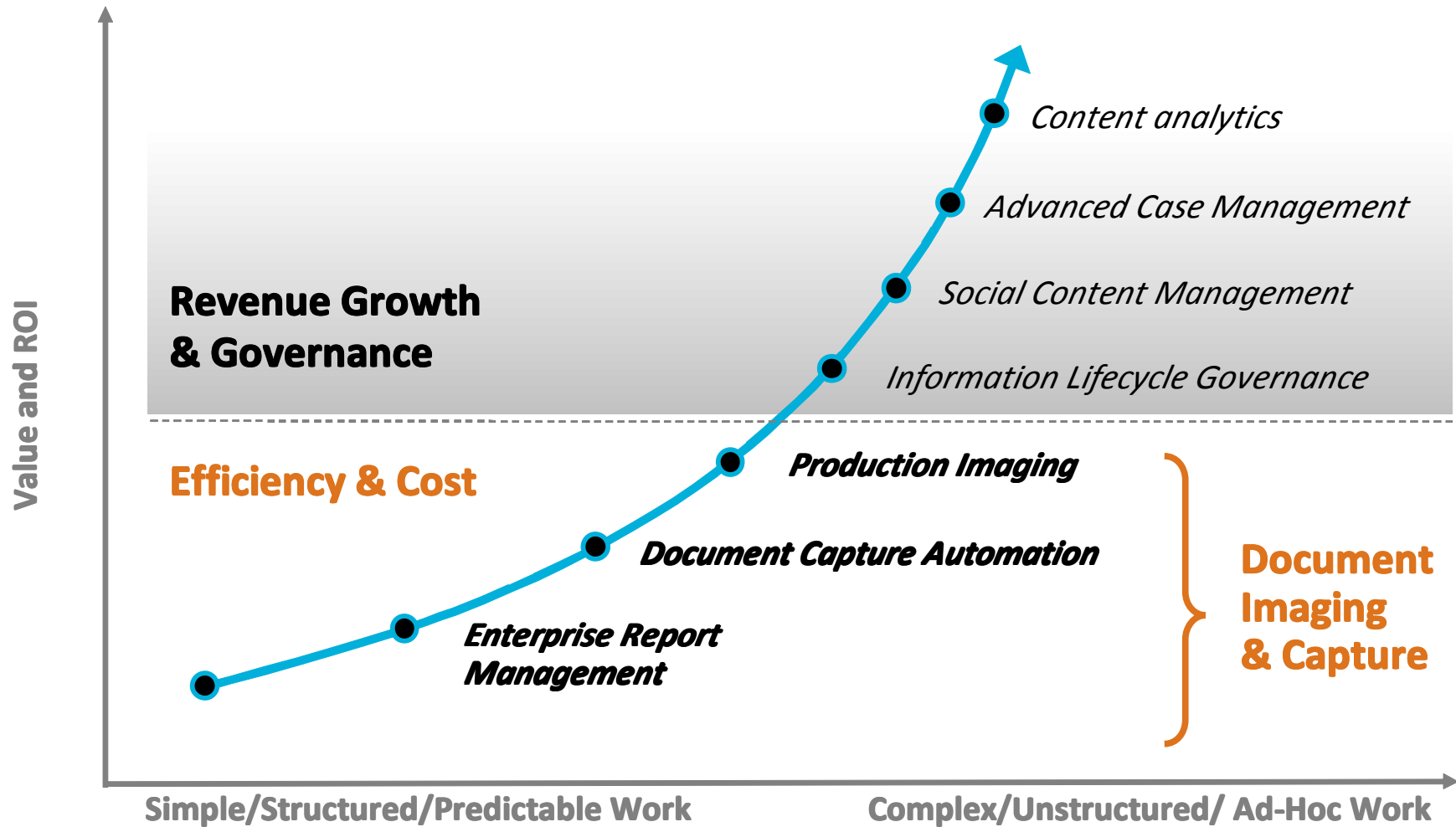
Discovery

Enterprise search, analytics and content classification



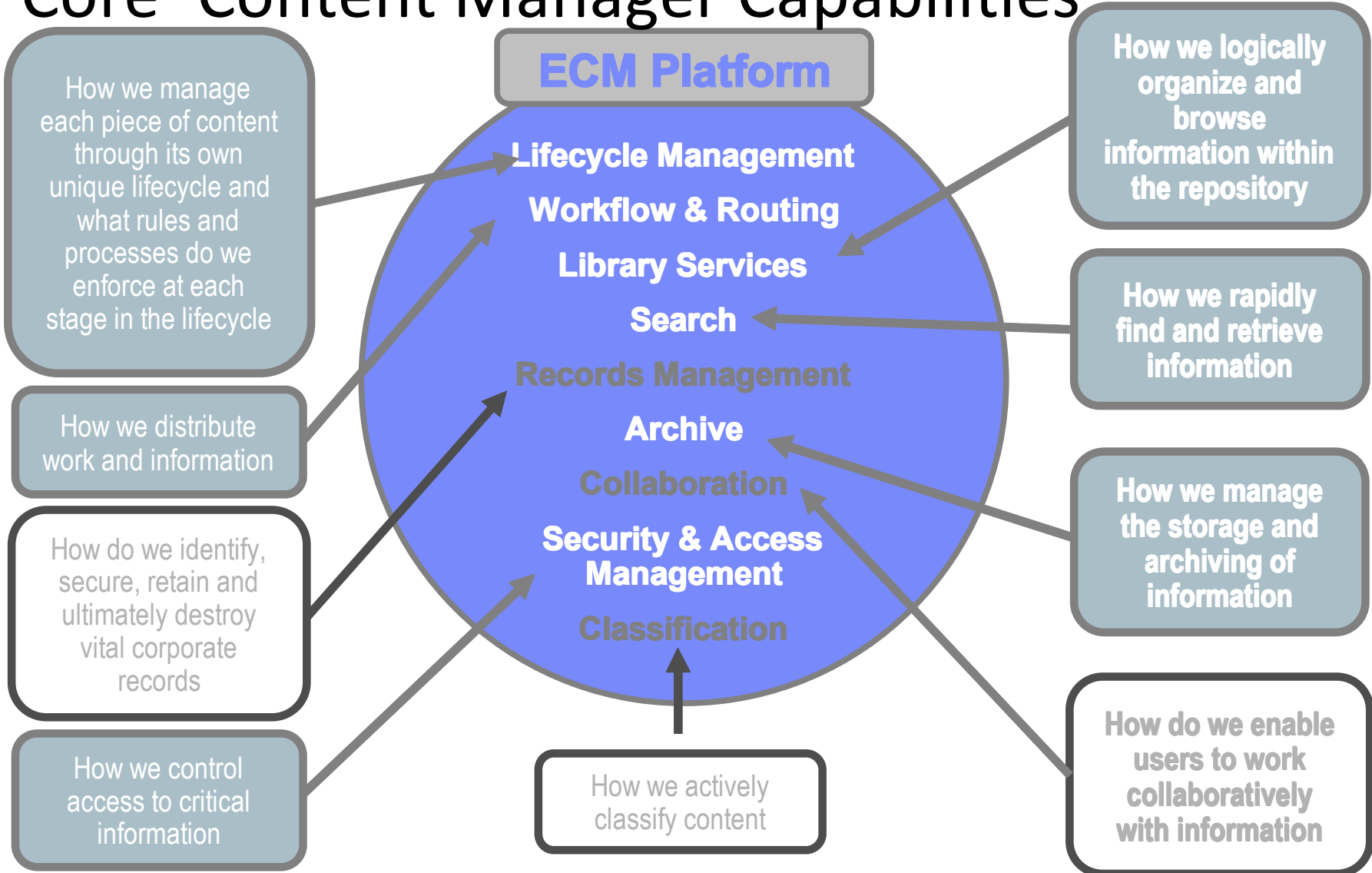


The value of document imaging and capture



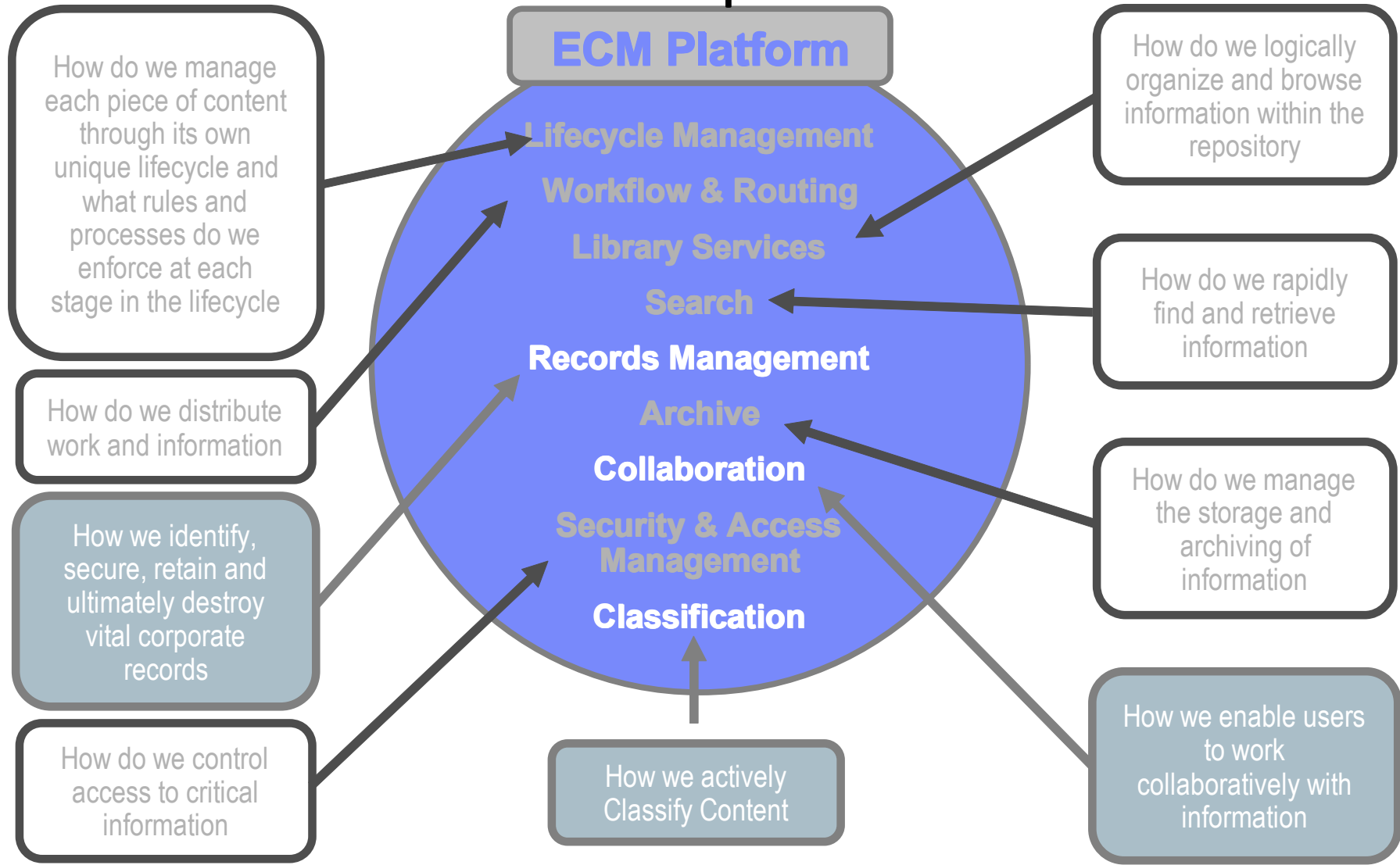


“Core” Content Manager Capabilities



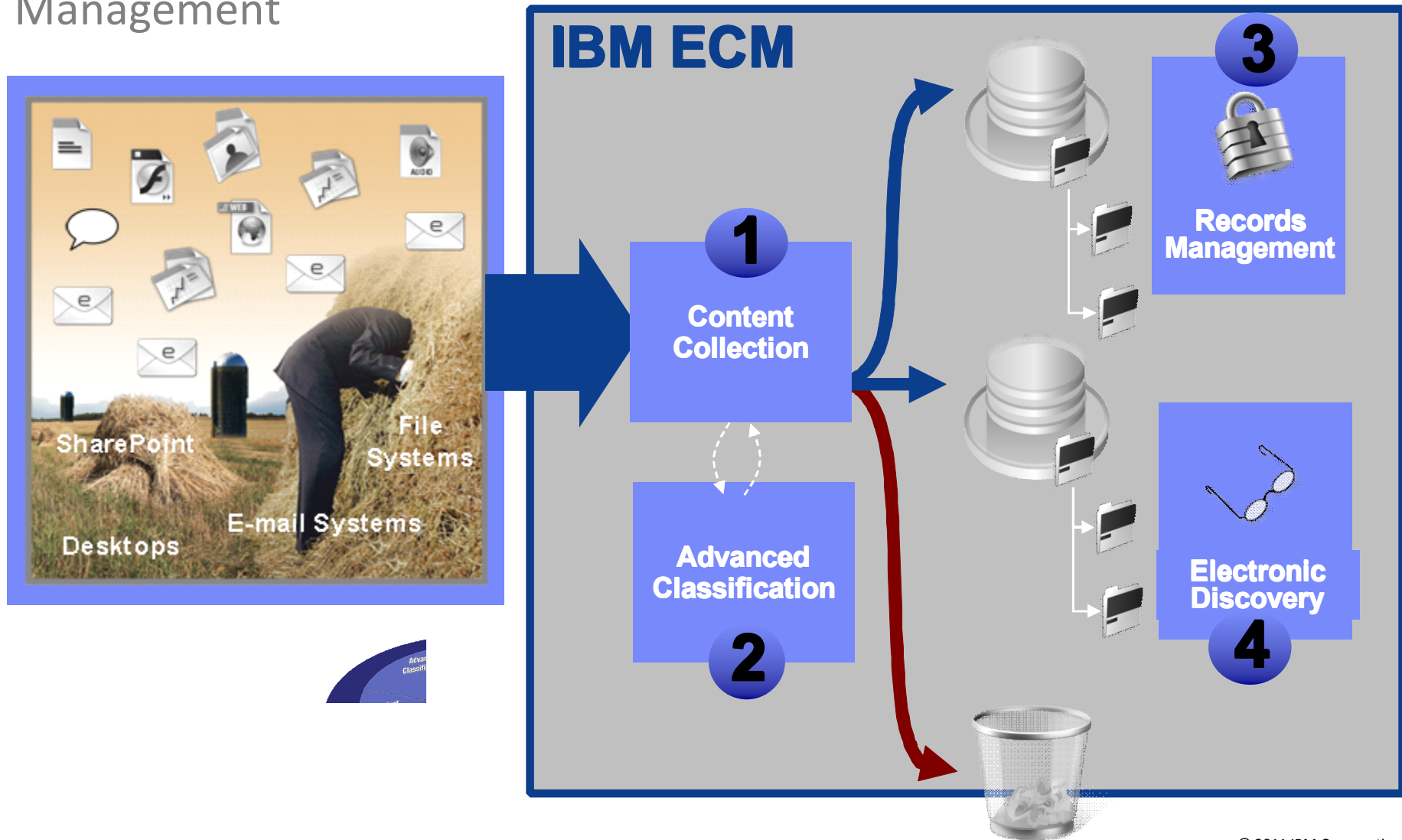


Advanced FileNet P8 Capabilities



Build on the Platform: Enterprise Compliance Vision

Integrated Agile ECM Platform for Compliant Information Management





The Foundation: IBM ECM Platform Much More Than a “Vault” or “Safe” ...

- Protects critical content ... not just an index
- Based on proven, scalable, secure content repositories
- Provides controlled access as governed by policies, roles and the associated lifecycle
- Complete audit log of users and all related content and process activities
- “Active Content” and internal / external event support
- Real-time activity monitoring



Workflow screenshot showing a process flow for 'Setup Approval Docs' on Mar 13, 2003. The process includes steps like 'Verify Docs', 'Host Update', and 'Approve Order'.

Step	Participant	Received	Response
Launch Dep	Administrator	Mar 13, 2003 5:02:42 PM	✓ Mar
Retrieve Cust...	[SystemAdmin] Administrator	Mar 13, 2003 5:02:42 PM	✓ Mar
Setup Approval	[SalesAdmin] chillier	Mar 13, 2003 5:04:18 PM	✓ Mar
Verify Docs	[Verification] chillier	Mar 13, 2003 5:07:34 PM	✓ Mar
Retrieve Doc. Gen...	cpreston	Mar 13, 2003 5:09:54 PM	✓ Mar
Wait for Return...	[SalesAdmin] Administrator	Mar 13, 2003 5:09:54 PM	✓ Mar
Host Update	[SalesAdmin] Administrator	Mar 14, 2003 9:12:14 PM	✓ Mar

“Enterprises that choose one-off solutions for each regulatory challenge that they face will spend 10 times more on compliance projects than their counterparts that take a proactive approach.”
– Gartner

Content Collection and Federation Capture ESI from the Corporation

Content Collection ... collecting, enhancing and managing all types of content, regardless of creation type and storage location

- Generally for content sources that are not scalable, lack security, proper controls or do not support lockdown

Content Federation ... managing e-mail and content in place through federated control and remote policy management

- For content sources that are well suited for federated control ... typically ECM repositories
- Both approaches may be required for environments with multiple content sources and types

Content Collection
with IBM Content Collector

File Systems, E-mail Archives, SAP, Messaging Systems, SharePoint, Desktop, ...



Only IBM has proven ability to offer both approaches

Content Federation

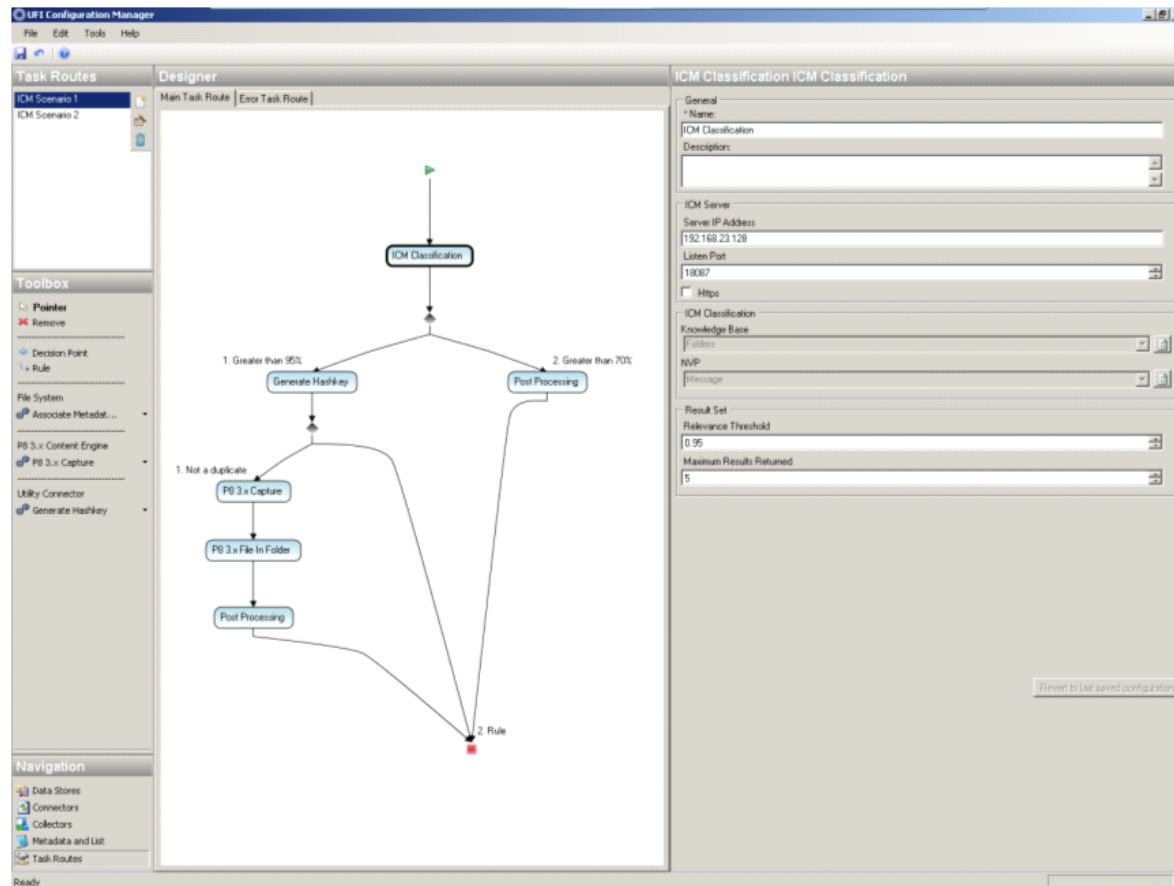
Manage In Place Remote Policy Override



IBM & Non-IBM ECM Repositories

Reports, Images, etc

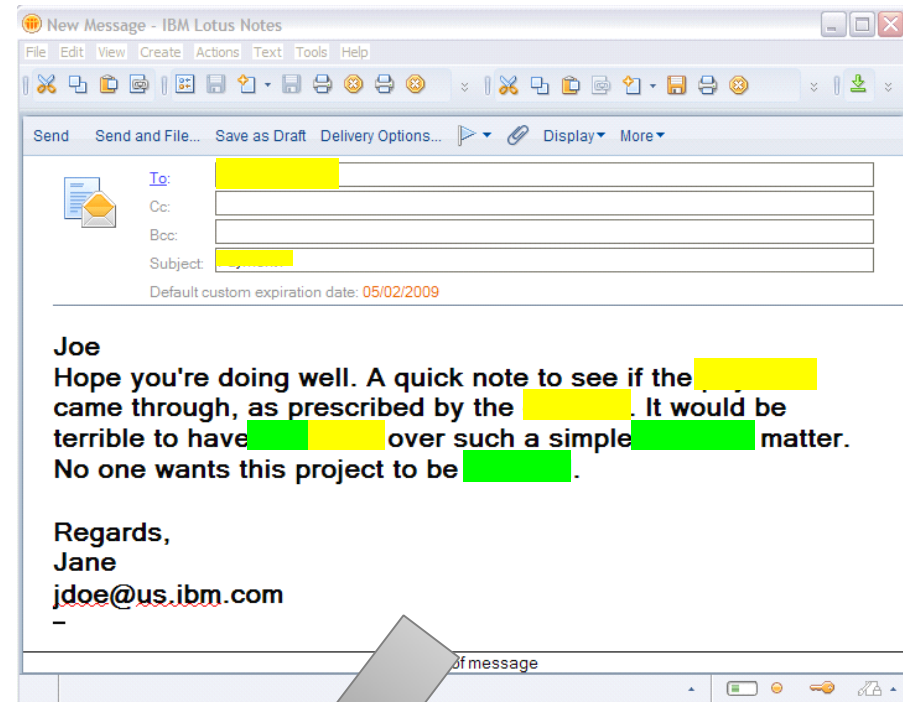
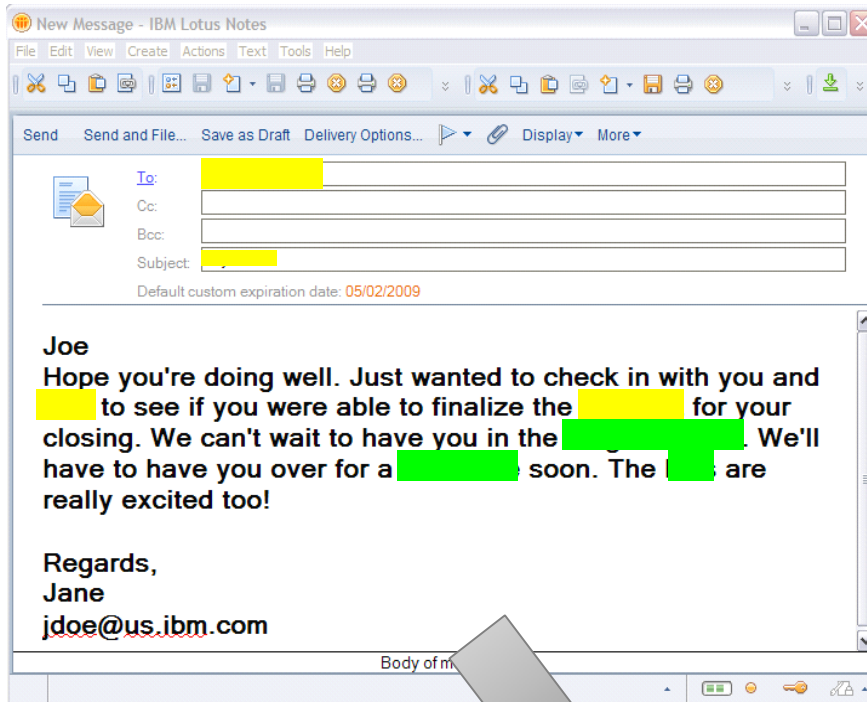
IBM Content Collector



- Crawls file shares on scheduled or continual basis
- Access Lotus Domino or Microsoft Exchange email
- Combines powerful rules processing with intelligent content classification
- Makes intelligent decisions based on both metadata and the body of the content
- Take a variety of actions on your content: organize, filter, de-duplicate, source stubbing, record declaration
- Places content in both IBM Content Manager and IBM FileNet P8 repositories

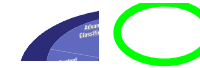


Advanced Classification Enables Practical Content-Based Retention Powered by IBM Classification Module



Implementing effective retention policies requires classification of information, but business users and many simple technologies fail to deliver consistent, cost-effective classification





Records Management Enables Retention & Disposition Management of Collected ESI



New federation and advanced classification capabilities take records and retention management to the next level

*Leverage **ZeroClick** and process driven lifecycle management to deliver significant ROI and records process optimization ... cornerstone component of the No Paper Weight initiative*

IBM Infosphere Records Manager

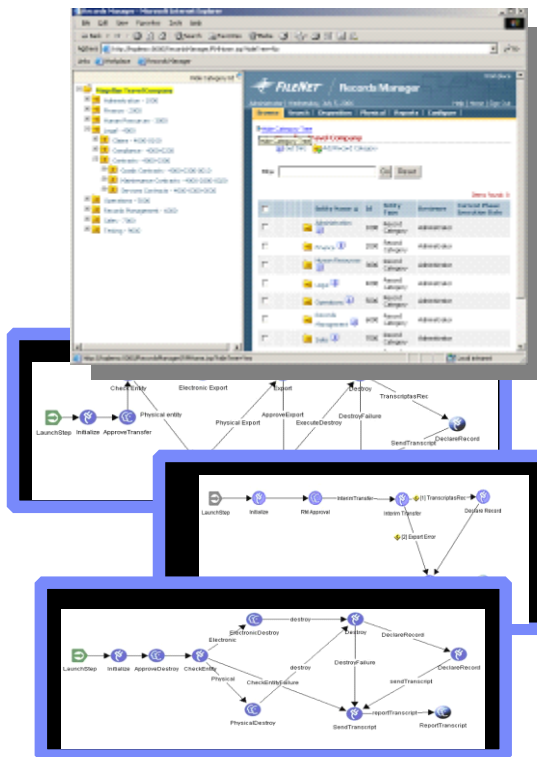
- Simplified records administration interface to manage all aspects of the electronic and physical records lifecycle
 - ▲ Advanced file plan, classification and metadata management
 - ▲ Complex lifecycle event and records process management including intelligent retention and disposition management
 - ▲ Patent-pending dynamic legal hold capability
 - ▲ Best practice process templates pre-integrated with RM lifecycle
 - ▲ Physical records support with real-time records process tracking



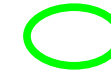
- DoD 5015.2 v3 certified offering

Records Federation Services

- Support for all IBM ECM repositories (4Q 2008)
- Support for non-IBM repositories



IBM Records Manager (engine) available for z/OS®, CM8 or embedded applications

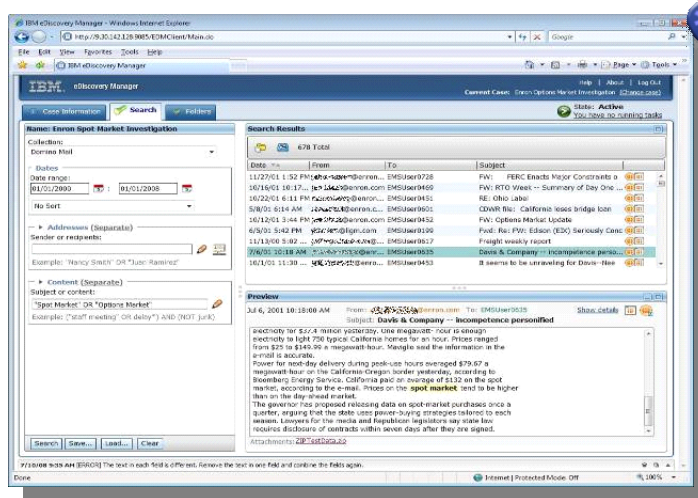


eDiscovery Search & Analytics

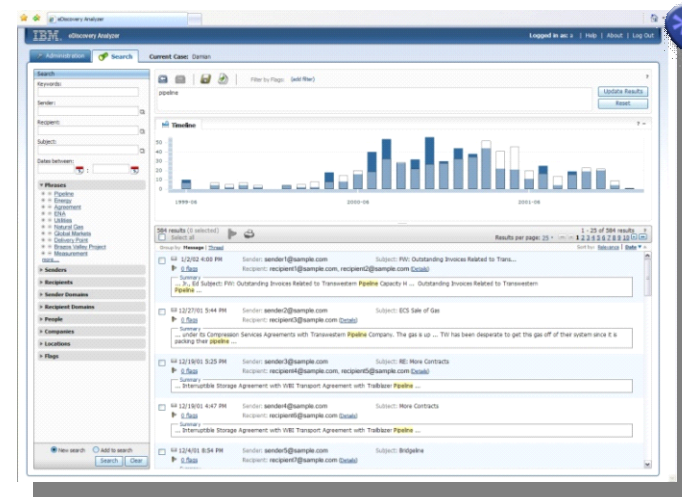
Efficient Litigation Response Enabled by Proactive Information

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Increase agility, improve defensibility and lower cost of eDiscovery response with targeted tools to collect, hold, manage, assess and intelligently cull collected electronic information regardless of originating source



New!



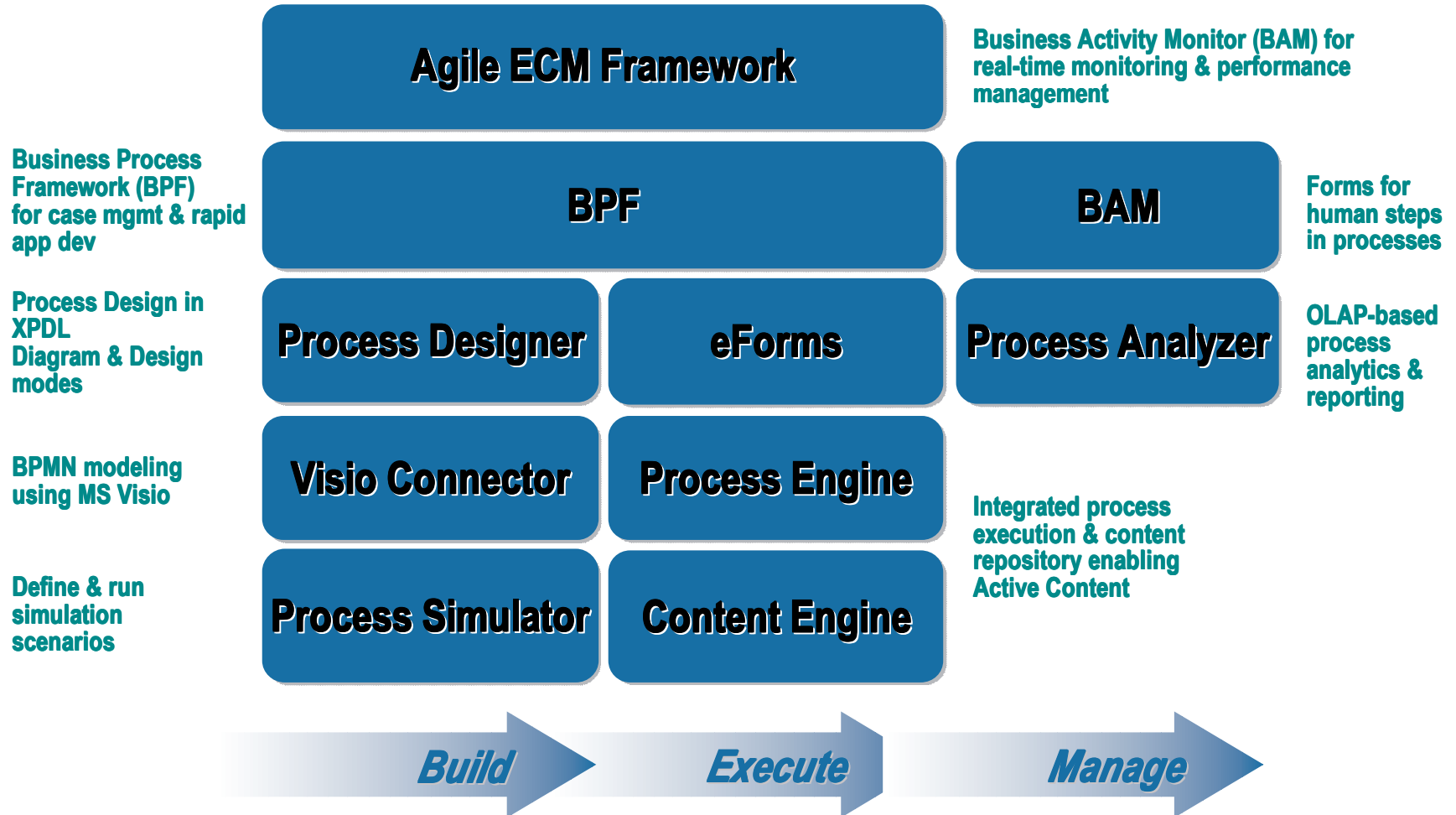
New!

A bit about Process Automation



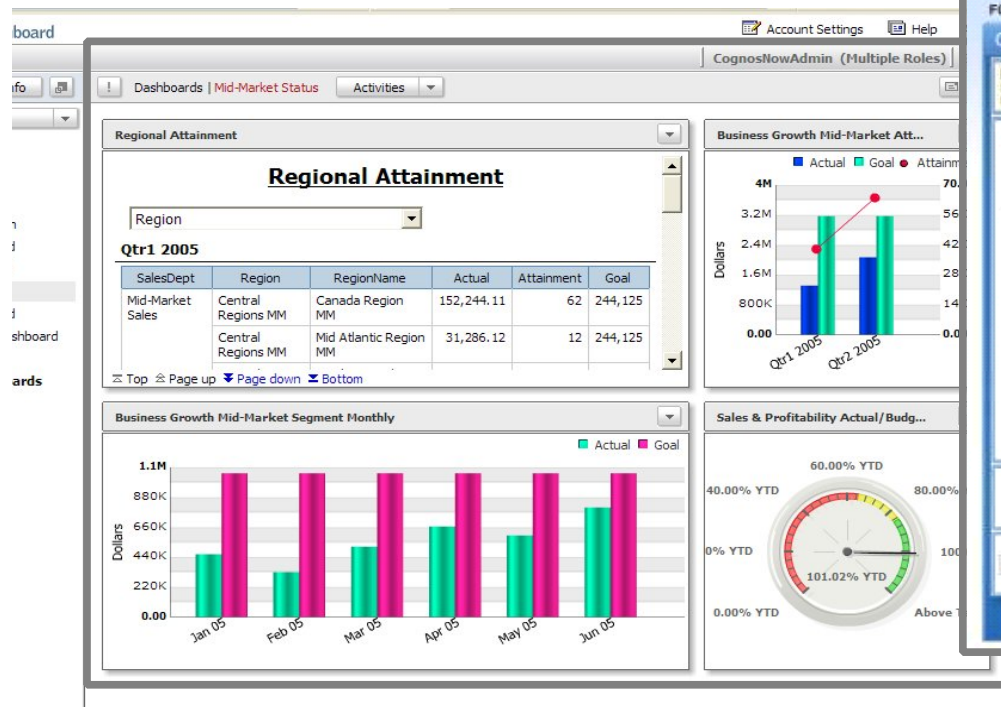
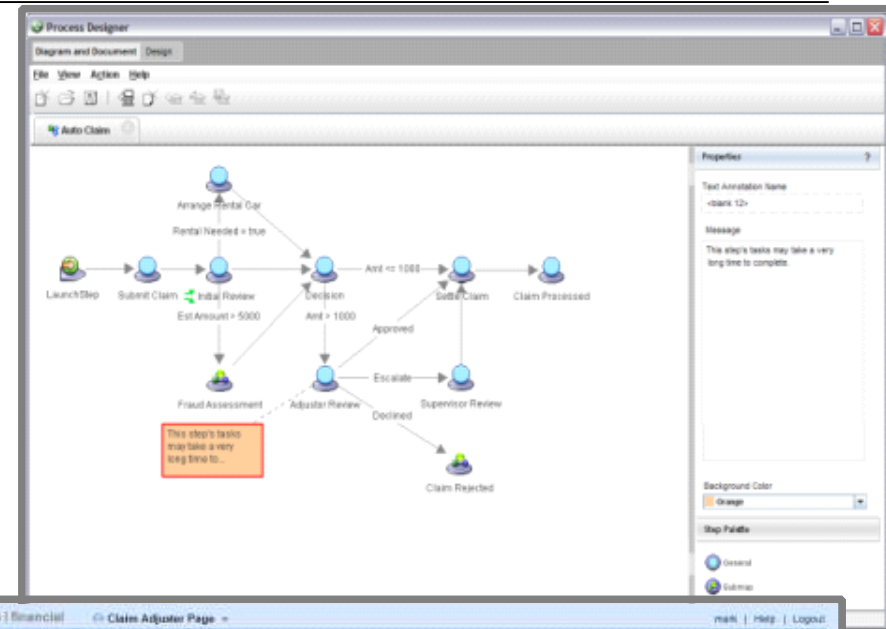
IBM FileNet P8 BPM 4.5 Suite

Leveraging Web 2.0 Mashups & Widgets for building Flexible UI elements



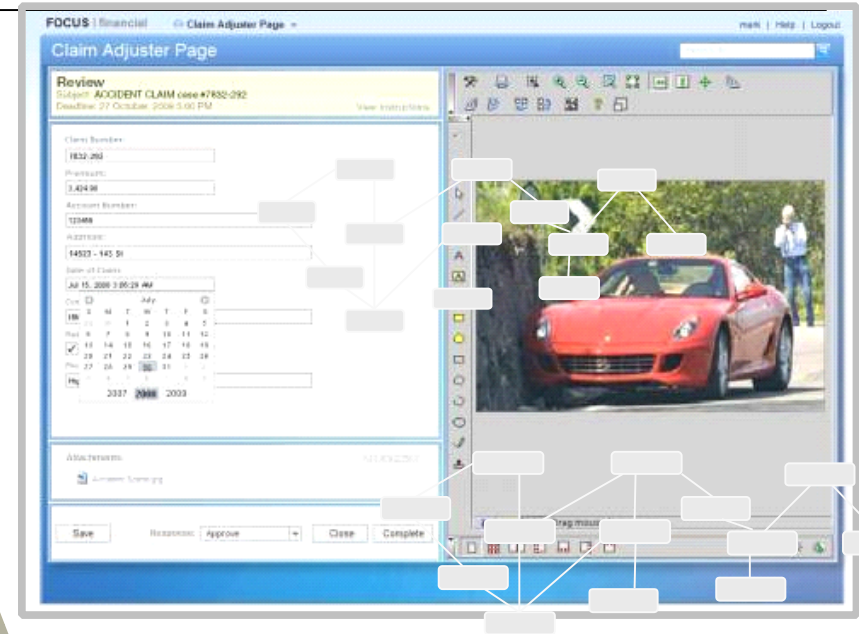
IBM FileNet BPM 4.5 UI

- Improved Process Design experience
- Shorten the time to build & deploy ECM applications
- Increase the “Line of Business” appeal
- An extensible platform with more frequent delivery of new service components



The screenshot shows the 'Claim Adjuster Page' in the FOCUS Financial system. The page displays a 'Review' section for 'ACCIDENT CLAIM case #7832-292' with a deadline of '27 October, 2008 5:00 PM'. The form includes fields for 'Client Number' (1832-292), 'Invoice' (3,424.98), 'Account Number' (123456), and 'Address' (14523 - 145 St). A calendar widget shows the date 'Jul 15, 2008 3:05:29 AM'. The page also features a large image of a red sports car and a 'Save' button.

IBM Agile ECM Frameworks *empowering better decisions faster*



- Model-driven
- Component-based
- iWidgets
- Mashups
- Services oriented

IBM ECM Overview

Enterprise Content Management

IBM
CORPORATE
PUBLICATION
© 2007 IBM
CORPORATION
ALL RIGHTS
RESERVED
IBM, THE
IBM LOGO
AND THE
CORPUS
ICM LOGO
ARE TRADEMARKS
OF INTERNATIONAL
BUSINESS
MACHINES
CORPORATION
OR ITS
PARENT
CORPORATION
OR ONE
OF ITS
AFFILIATES
IN THE
UNITED STATES
OR OTHER
COUNTRIES

The screenshot displays the Lotus Mashups interface with the following components:

- Header:** Lotus Mashups, Home / Welcome, Help | Logout, ChangeLayout, Go to View.
- Tools:** Tools, Content Feeds, Favorites, Collaboration.
- My Inbox (Table View):**

ClaimID	ClaimantName	Address	Phone	
681882	Odinga	2106 Chisin Court, San Jose, CA 95121	(408) 111-111	http://localhost:8080/mashup
981782	Dubois	3030 Delta Road, San Jose, CA 95135	(408) 222-2222	http://localhost:8080/mashup
- Certificate of Insurance (Table View):**

name	
Certificate of Insurance	http://9.30.135
Field Investigators Handbook	http://9.30.135
First Notice of Loss Form	http://9.30.135
- Supervisor Review (Web Site Displayer):**

Supervisor Review

CLAIM INFORMATION

Claim Number: 681882
Claimant Name: Odinga
DamageEst.: \$2,500.00
Agent Tel: 800-522-0123

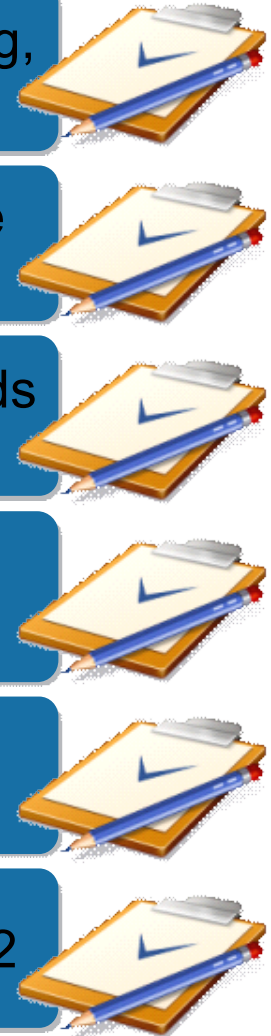
POLICY INFORMATION

Policy Number: 011459-2345-88888
Effective Date: 08/09/2007
Expiration Date: 08/08/2008
Claim History: 123456 - \$888.88, 234567 - \$111.11
Fraud Alert:
- Map (Map):** A map showing a street grid with a red location marker and a yellow route. Street names include E Capitol Expy, E Chisholm Dr, and E Chisholm Dr.
- Document Viewer (Web Site Displayer):** A document viewer showing a table of contents for a report. The document is 42 pages long (1 of 85) and is displayed at 75% zoom. The table of contents includes:
 - REPORT OF MANAGEMENT
 - REPORT OF INDEPENDENT AUDITORS
 - MANAGEMENT DISCUSSION
 - ROAD MAP
 - MANAGEMENT DISCUSSION SNAPSHOT
 - DESCRIPTION OF BUSINESS
 - YEAR IN REVIEW
 - PRIDE YEAR IN REVIEW
 - LOOKING FORWARD
 - EMPLOYEES AND RELATED WORKFORCE
 - GLOBAL FINANCING
 - CONSOLIDATED FINANCIAL STATEMENTS



Key IBM FileNet BPM Differentiators

- 1. Comprehensive process lifecycle mgmt with BPMN modeling, simulation, case management, eForms, analytics & BAM
- 2. Fully integrated content mgmt system with support for Active Content (P8, CM8)
- 3. Integrated compliance & discovery solutions such as Records Manager
- 4. Uses Web2.0 Mashups with an extensible set of standard ECM widgets
- 5. Integrated with IBM portfolios (ILOG BRMS, WebSphere, Cognos, Lotus)
- 6. Bundled with IBM WebSphere Application Server & IBM DB2

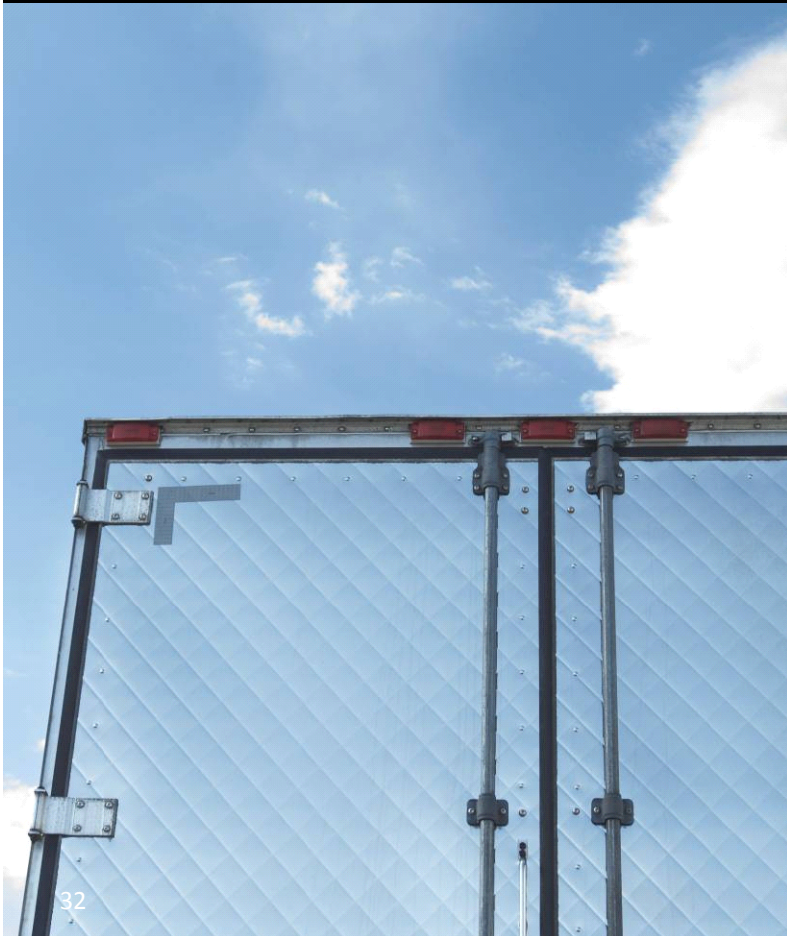




Global Logistics Company

Smart is: improving productivity and service

Represents the state of the art for capture today: cap paper, fax and emails, distributed scanning from many different sites, with many rules-driven variations.



*Industry context: transportation
Value driver: improve productivity, service
Solution onramp: document capture*

Business Challenge

Shipping document processing times and failure to meet service level requirements risk penalties and fines.

What's Smart?

- Deployed seven imaging applications.
- Process ~600,000 pages per day for ~3,000 users in U.S. Deploying globally to process ~4 million pages per day for ~10,000 users.

Smarter Business Outcomes

- Reduced errors on data input.
- Improved compliance with NAFTA, Patriot Act, EPA and DHS.
- Reduced processing costs and FTEs.
- Improved cycle times and accuracy.



Ball State University

Smart is: eliminating storage facilities

“With IBM ECM all of a sudden information is available—as it’s needed and where it’s needed.”
— Charles Tuite, Lead ECM Architect
Ball State University



Industry context: education

Value driver: improve process efficiency

Solution onramp: document imaging & capture

Business Challenge

Provide university faculty and staff with better access to information to help improve productivity and optimize organizational performance

What’s Smart?

Deployed 50+ applications storing ~10M documents and facilitating intelligent collection and delivery of content

Smarter Business Outcomes

- Freed up 75,000 sq. ft. facility used for storage
- Solved customer service request challenges
- Saved significant time enabling staff to focus on student outreach and organizational growth



Why IBM? Solutions for your specific needs

Banking



- Commercial Lending
- Consumer Lending
- Customer Service
- Paper Reduction

Energy & utilities



- Asset & Plant Lifecycle Mgt
- Regulatory Compliance
- Rate Case Management
- Mobile Office

Government



- Information Governance
- Green Government
- Case Management
- Health Records
- Claims
- Social Services
- Customer Service
- Licensing and permits

Healthcare



- Compliance
- Electronic Health Records
- Claims/ Legal Case Mgt
- Claims Processing
- Member Enrollment

Insurance



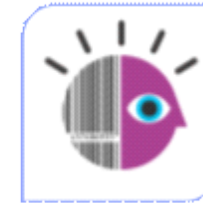
- Compliance
- Claims/ Legal Case Mgt
- Risk Management
- Case Management
- Rate Case Management
- Agency Mgt

Chemicals & petroleum



- Asset and Plant Lifecycle Mgt
- Plant Availability
- Compliance
- Risk Management
- Licensing and permits

Retail



- Contracts Management
- Customer Service
- HR On-boarding
- Accounts Payable
- New Product Introduction

Telecommunications



- Customer Service
- Customer Billing (e-Billing)
- Contracts Management

More than 250 solutions available through IBM and our business partners
www.ibm.com/imaccelerator



Why IBM? Your strategic vendor for ECM

- ✓ Industry **thought leader** anticipating and shaping the future in enterprise content management
- ✓ Uniquely capable of **solving clients' most complex challenges** related to content management
- ✓ Delivering **value-added solutions** through our unparalleled business partner ecosystem
- ✓ The most **complete portfolio** to address clients' content management imperatives
- ✓ **Scale-up, scale-down platform** capable of managing the most content-intensive organizations



Q&A