

Business Connect

IBM Software Universe 2013

Meet Possible

19th March, Colombo



## Realize The Strategic Value of Content with Smarter Content Management

**Naval Khosla**

Client Solution Manager

Industry Solutions - India South Asia

# A content 'Big Bang' (not a theory)

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**Every day, we create 2.5 quintillion bytes of information**

**90% of the information in the world today has been  
created in the last two years alone**

**80% of the information is unstructured content**

Source: IBM market information





# Unstructured Content is key fabric of companies business

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**LEGAL CLAIMS**



**INSURANCE**



**CRIME**



**LOAN ORIGATION**



**MEDICAL**



**MORTGAGE**



# Insights from a simple survey

## Customer Satisfaction Survey

### Section 1

Which of the following services do you use?

- Service 1                       Service 2  
 Service 3                       Service 2  
 Other

How would you rate our services in terms of...

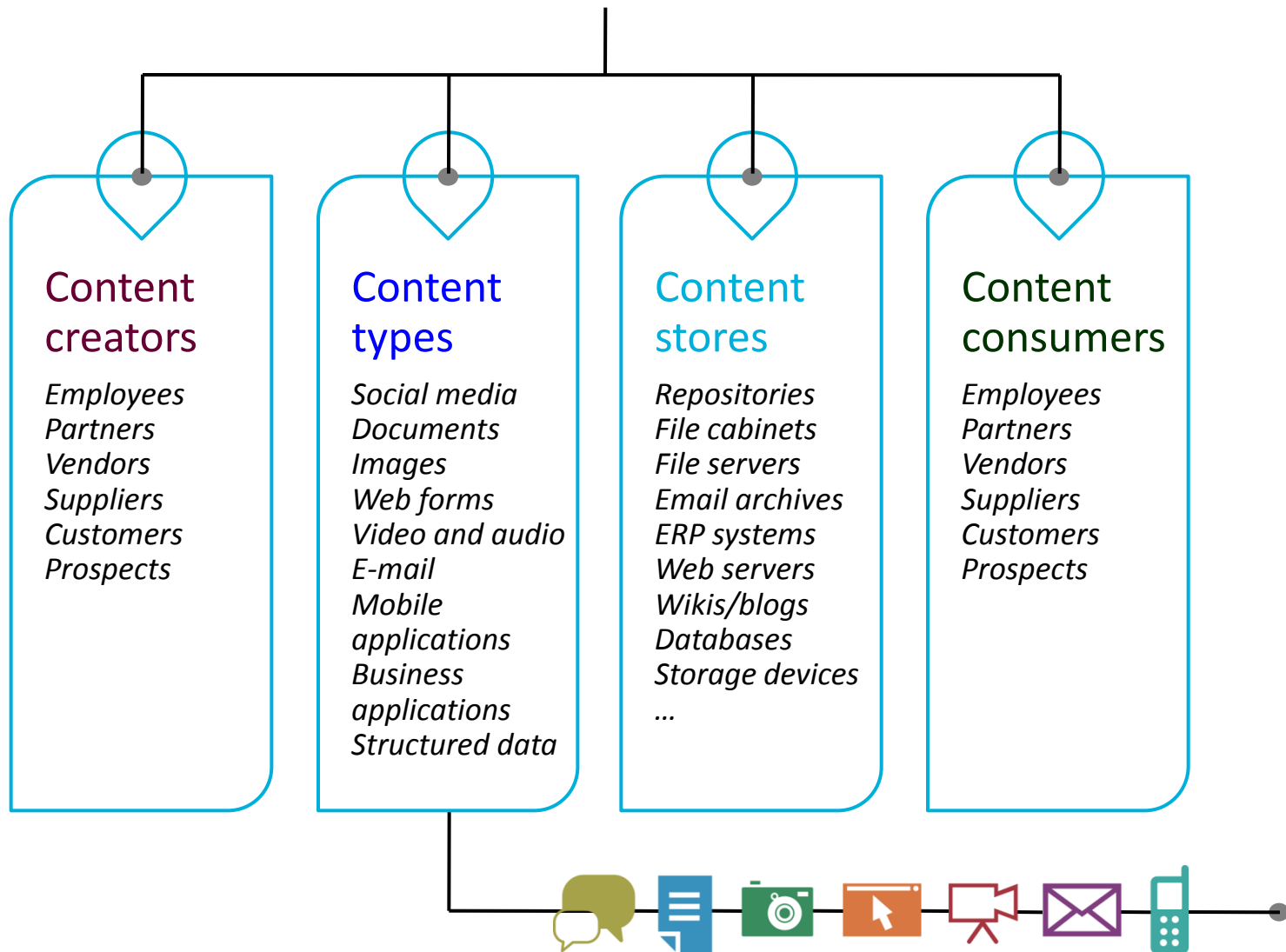
	Excellent	Very Good	Good	Fair	Poor
Your overall experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value of our service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promptness of our service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy of our staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Any comments or suggestions**

**New insights that lead to action**



# And there are **complexities** of enterprise content



# Need for Smarter Content Management...

To realize the full value of organization's content for new insight and better outcomes

**CAPTURE**



and gain control to determine the value of the content

**ACTIVATE**



and put the content in context

**SOCIALIZE**



for better collaboration and access

**ANALYZE**

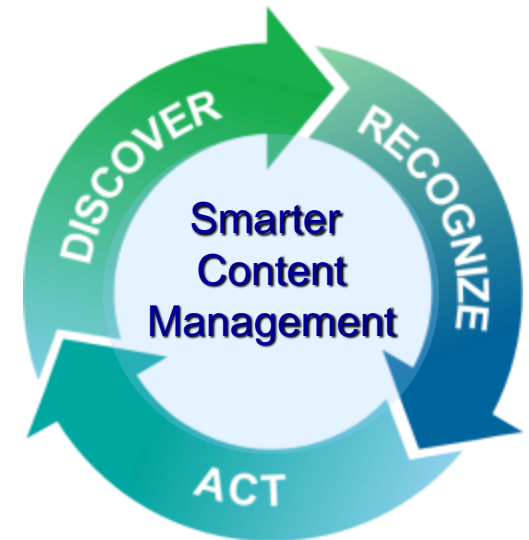


and identify patterns to gain insights

**GOVERN**

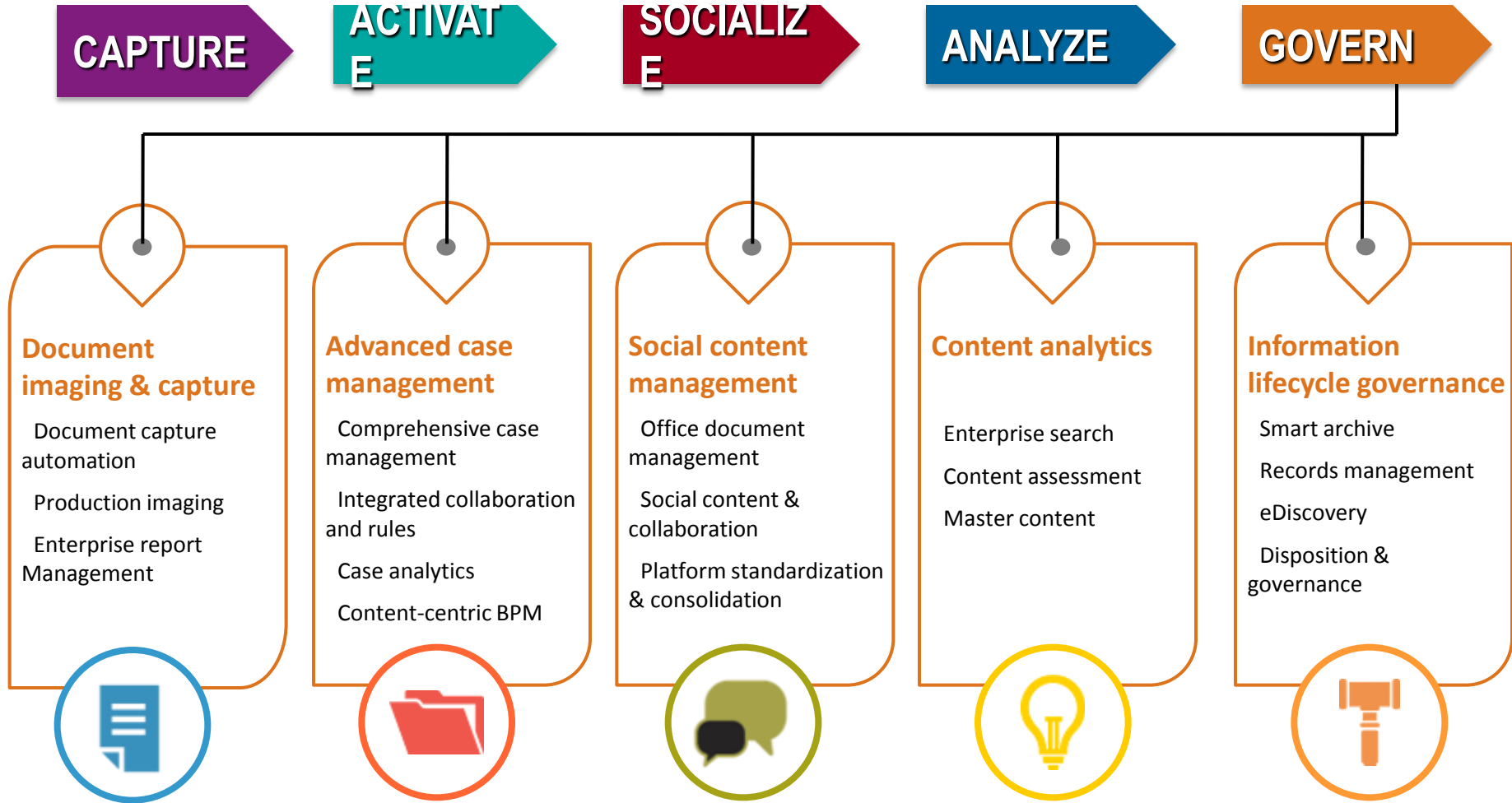


for reduced cost and risk



# IBM Enterprise Content Management Solutions

built on best-of-breed capabilities





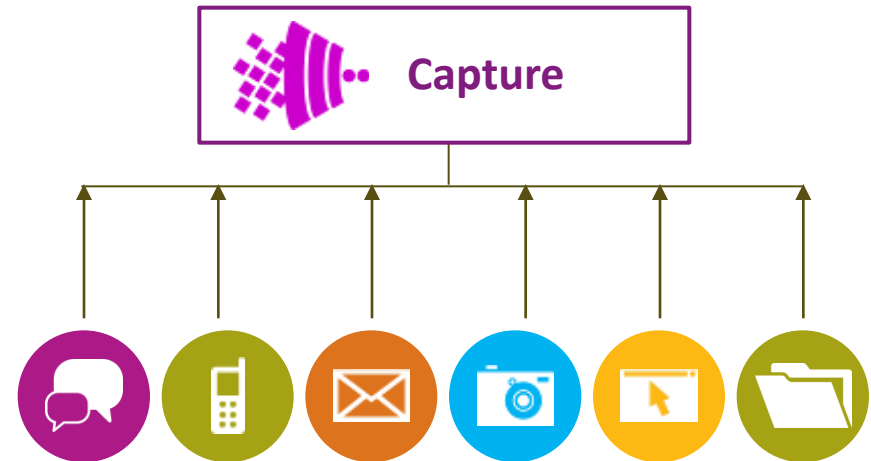
# Capture content anywhere it exists

CAPTURE

## Single integrated platform for intelligent imaging and capture

- Ensure the right information is captured, activated and accessible while unnecessary data is promptly disposed
- Leverage the volume, velocity and variety of internal and external information in context for new, deeper insights
- Eliminate printing and deliver fast access to statements and reports online to millions of users

Only IBM offers an **enterprise-class capture and imaging platform** as part of a comprehensive enterprise content management foundation



Fully exploit all sources of data and content for insight

# Capture content anywhere it exists

CAPTURE

IBM Datacap Software Solution for intelligent imaging and capture



The screenshot shows the 'Verify - Batch Pilot' software interface. It displays a table of data extracted from a document, with some cells highlighted in yellow and red. The data is organized into columns for 'Snippet' and 'Data', and rows for different categories. An 'Image View' window on the right shows a zoomed-in view of the document text.

Snippet:	Data:	
93 257 57	9325757	1. Tot:
390 00	39000	2. Taxa
	0	3. Une
12 950 00	1295001	5. Exemption
18 640 21	1864021	6. Taxable Income

Task: 20100291.001 20100291.001.01 TM000001

# IBM Datacap

## Intelligent document capture process

CAPTURE

### Capture

- Scan
- File Import
- Fax
- Email



### Classification

- Enhancement
- Classification



### Extraction

- OCR/ICR/OMR
- Business Rules
- DB Lookup
- DB Validation
- Routing



### Verification

- Data Verification
- Indexing
- Routing



### Export

- FileNet CM
- Case Manager
- DB
- File system
- Sharepoint
- 3<sup>rd</sup> parties



Centralized Repository

# Centralized Document Repository



## FileNet Content Manager

Content  
(unstructured  
information)



social media



documents



images



web forms



video



e-mail



mobile devices



data

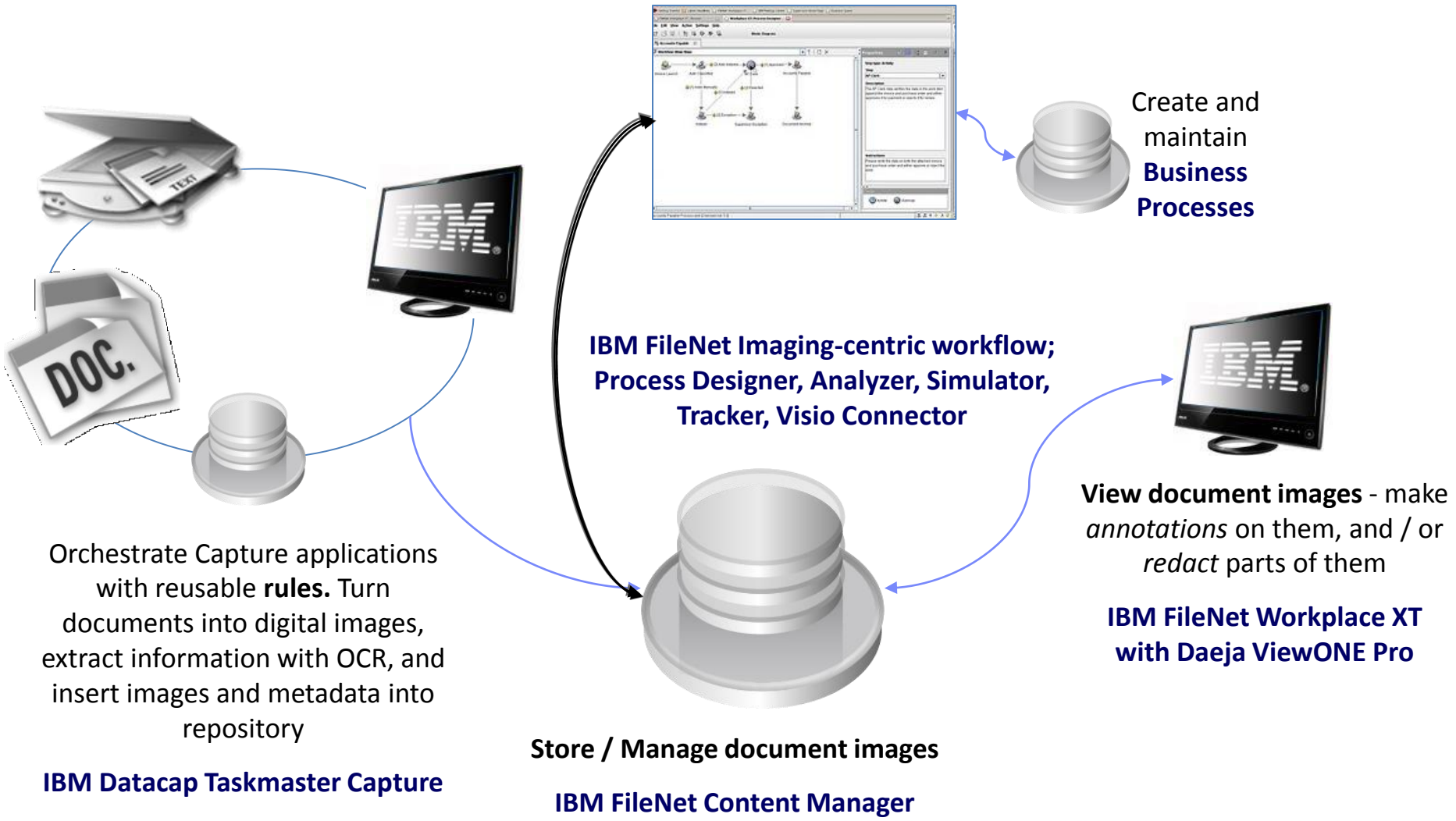
Data  
(structured  
information)

- **Imaging/Archiving**
  - Scanned, PDF, eMail, ...
  - Ingest, Index, Store, Manage
- **Document Management**
  - Office docs
  - Electronic authoring, Versioning, Lifecycle, Review/approval, Publish
- **Rich ECM Functionality**
  - Advanced metadata, document versioning, document approval, searching, folders, compound documents, lifecycle management, publishing
- **Enterprise capabilities**
  - Content federation, security and auditing, retention management, geographical optimization
- **Workplace XT**
  - Intuitive web-based user experience
  - Explorer look and feel
  - Multi select
  - Drag and drop
  - Right click actions

# IBM Production Imaging Edition

An integrated Capture & Storage System

CAPTURE





# Organizations adopting IBM Capture solutions to realize business benefits

CAPTURE



UnitedHealth Group

## UnitedHealth Group

**UnitedHealth Group:** Over the past decade, UHG has grown substantially through acquisitions. Many of the acquired companies had their own document management systems and maintenance became a serious issue. To enhance content search and retrieval, UHG uses IBM Content Solutions to capture and store emails in a central FileNet Content Manager repository, as well as move existing digital files from multiple systems into that same repository.

## Murphy-Hoffman Company



**Murphy-Hoffman Company :** Murphy-Hoffman Company (MHC), owns and operates Kenworth truck dealerships that offer more than 40,000 customers a full range of services. Murphy-Hoffman Company (MHC) employees need instant access to the documents that drive everyday operations. Generating about 10,000 pages of paper a day in counter tickets and repair orders, mountains of paper were threatening MHC's ability to provide prompt customer service. Today, MHC is managing customer information efficiently with a distributed document-imaging system, which includes IBM Datacap Taskmaster Capture software.

## Virginia tax department



**Virginia Department of Taxation:** Automated data entry from tax returns and automated validations include field cross checking and math calculations. Had nearly 2 million state tax forms each year. With this solution, Data entry productivity is doubled and Data accuracy is greatly enhanced.

## Dow Jones & Company

**Dow Jones & Company:** With more than 8,000 subscription orders and marketing cards arriving daily, keeping pace with the data-entry burden was a formidable challenge. To help manage and facilitate its subscription fulfillment process, Dow Jones needed a data capture solution that would enable it to effectively capture critical customer data across a variety of forms. Dow Jones chose Taskmaster Capture to automate its data entry.

# Activate content to improve case outcomes

ACTIVATE

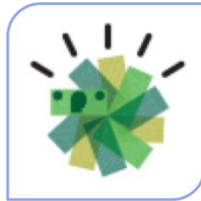
There are variety of use cases in every industry, where Organizations are seeking help to improve and optimize business outcomes

## Insurance



- Agent onboarding
- Underwriting process
- Claim adjudication
- Benefit disputes
- ...

## Banking



- Loan origination
- Wealth management
- Account changes
- Credit card fraud investigation
- Pension fund management
- ...

## Healthcare



- Patient cases
- Diagnosis and health management
- Commercial member enrollment
- Benefit Installation
- ...

## Government



- Grant management
- Court cases
- Incarceration and parole management
- Tax payer complaints
- Citizen services
- ...

## Energy & Utilities



- Rate case applications
- Permit approvals
- Complaint tracking
- Incident management
- ...

*...and multiple use cases like these are present within across organizations*

# Activate content to improve case outcomes

ACTIVATE

## Organizations adopting case management approach

A solution pattern where...



- Activities are event-driven
- There are collaborative, ad-hoc processes
- Processes are often not predetermined
- Work is knowledge intensive
- Content is essential for decision making
- Outcomes are goal-oriented
- The judgment of people impact how the goal is achieved

...**where a case is the primary focus of the system**

For challenges such as...



- Complex exception handling
- Complaint or Grievances management
- Citizen services delivery
- Investigations or audits
- Claims processing
- Benefits enrollment
- Court Cases handling

...**that are both horizontal and vertical in nature**

That requires unique capabilities from...



- Content management
- Business process management
- Collaboration tools
- Social software
- Business rules
- And analytics
- Solution development and deployment

...**brought together in the context of a case**

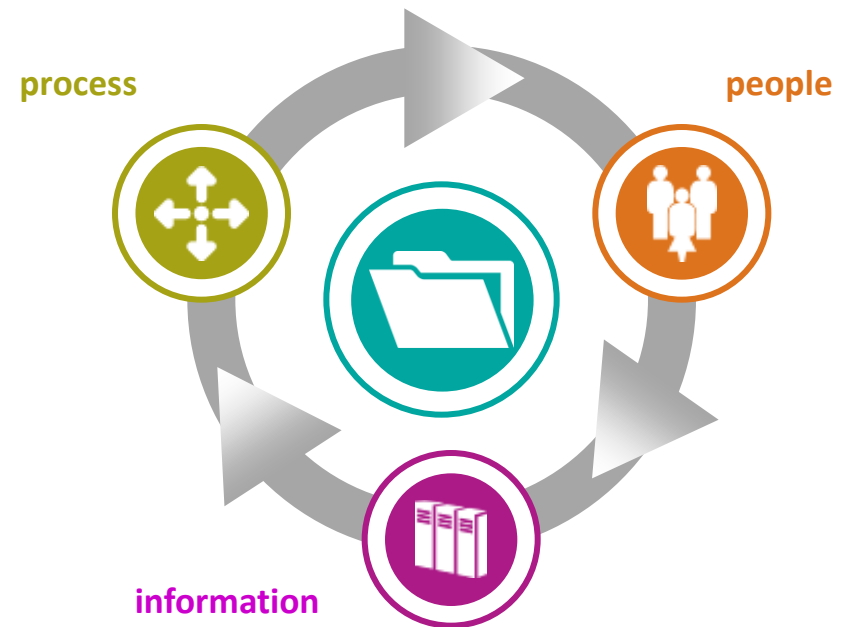
# Activate content to improve case outcomes

ACTIVATE

Achieve a 360-degree case view with information (content & data), dynamic tasks, collaboration, business rules and analytics

- Customers realizing substantial improvements in the effectiveness and efficiency of knowledge work
- Customers significantly shortening time-to-value with business-driven tools for building case solutions
- IBM Business Partners, GBS and IBM Software now offer array of industry-specific solutions

Only IBM offers comprehensive case and content-centric BPM capabilities that are **specialized** to facilitate better case outcomes



Leveraging all information, people and processes to realize new efficiencies and effectiveness

# IBM Case Manager

ACTIVATE

## A integrated single solution

- Unites information, process and people
- Delivers optimized case outcomes through analytics, rules, collaboration and social computing
- Supports work management of structured and unstructured activities
- Delivers trusted information to the case
- Manages and governs entire case lifecycle

The screenshot displays the IBM Case Manager interface for a 'Benefits Claims' case. The main window shows a 'Review Request' for a 'New background req'. The interface includes a navigation bar with 'My work', 'Cases', and 'Work Details'. A 'Review Request' section contains 'View Instructions', 'Add Comment', and 'Get next' buttons. Below this is an 'Attachments' list with categories like 'Personal Information', 'Income Verification', and 'Expenses', each with an 'Add' button. A 'Case Information' section shows the case ID 'YWS20112' and tabs for 'Summary', 'Documents', 'Activities', and 'History'. The 'Summary' tab displays a timeline of activities from 'Today' (06/09/2010) to 'Yesterday' (06/08/2010), including file uploads and status changes. A 'Mozilla Firefox: IBM Edition' chat window is overlaid, showing a conversation between John Dunn (Case Work Supervisor) and Vivian Birch. The chat messages include: 'Hey John, got a quick sec?', 'Sure, what's on your mind?', 'I am starting to think there might be some discrimination in the Tracy McShay case re her vision impairment', and 'Interesting - go ahead and check it with legal'. The chat window also shows a 'Case Data' form with fields for Applicant ID (429788953), Zip code (95123), Date of birth (06/25/1979), Priority (High), and Received date (06/30/2010). The interface is clean and professional, with a blue header and a white main content area.



# Companies enhancing business outcomes using IBM solutions

ACTIVATE

**SEB**



**SEB :** SEB is a leading Nordic financial institution. The bank offers financial advice and broad range of financial services in Sweden and the Baltic countries. SEB had to update case handling capabilities, including more than 250 case types, to a more flexible solution. Aim was to provide easy-to-use capabilities for 200 back office employees as well as 5,000 more casual users in branches and various bank business units. SEB chose IBM Case Manager to manage their entire case lifecycles. This helped in increase customer satisfaction and reduce cost for Bank.

**Jet Airways India**



**Jet Airways :** Jet Airways is India's largest airline and it operates over 400 flights daily to 76 destinations worldwide. Jet Airways India needed a solution that would help it automatically and accurately measure its carbon footprint and create reports, with a clear audit trail and integration to various flight and business systems. Jet Airways India uses advanced analytics to calculate and report aircraft emissions, enabling rapid decision making for buying carbon credits and allowances, avoiding fines and even grounding planes to comply with new European Union regulations. Jet Airways chose IBM case manager for their process automation.

**Bank at India**



**A leading Bank:** Leading bank based at India, decides to build enterprise platform for Case Management (Integrated workflow, content, process, rules and collaboration), Enterprise Content Management, and Capture. Plans Distributed scanning at regional locations with a centralized processing centre. All will help to automate banks key processes on an integrated platform.

**A US state government agency**

**State Government agency:** There was need to automate and simplify adjudication for Workers' Compensation claims. They needed to quickly resolve workers' compensation claims by enhancing responsiveness to claim filings. The agency selected IBM Case Manager to address the combination of unstructured and paper information requirements for Workers' Compensation cases, improving efficiency and visibility of case adjudication

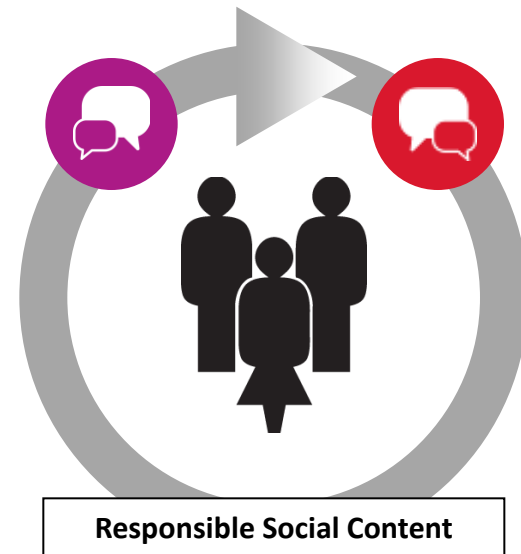
# Socialize content in context

SOCIALIZ  
E

## Leverages familiar desktop applications to author, share, and collaborate on content anywhere

- Connect the right social content with the right people and processes
- Derive business insight from unstructured social content
- Collaborative, open document creation and management

Only IBM enables organizations to connect the right people, knowledge and skills with content in a single platform, providing **content intelligence anywhere**



Incorporate internal and external communities with an open standard approach

# Genworth uses social to adapt work patterns

SOCIALIZ  
E

## Challenge

- Poor version control impacted projects, resulting in duplication and inefficiency

## Solution

- Using social content tools, team members worked with wiki pages, seldom using traditional office products
- Configurable social content management system provided centralized access and consistent processes for managing document lifecycles

## Results

- Faster project completion by eliminating redundancy
- Higher quality of project deliverables with access inside and outside of the company to the most current content
- Greater innovation with a shared knowledge base to build new and enhanced products
- Accommodate multiple work patterns on a single platform

Genworth 

- A Fortune 500 insurance company in the United States
- Headquartered in Richmond, Virginia, Genworth Financial, Inc. provides a range of products and services to help customers own homes, build retirement income, manage wealth and protect against life's uncertainties.

*"Enterprise content management and Connections ... this glue, this combination of tools—the website, the connectors for Office—suddenly made FileNet a much more easy to work with solution, and the combination is powerful because now we can take advantage of all the infrastructure we've already put in place for the enterprise content management system."*

—Tim Perry, CTO, Genworth

# Analyze content to unlock critical insight

ANALYZE

Organizations are feeling the need of analytics to gain business insight of their unstructured content



## Global Insurance & Financial Service Organization

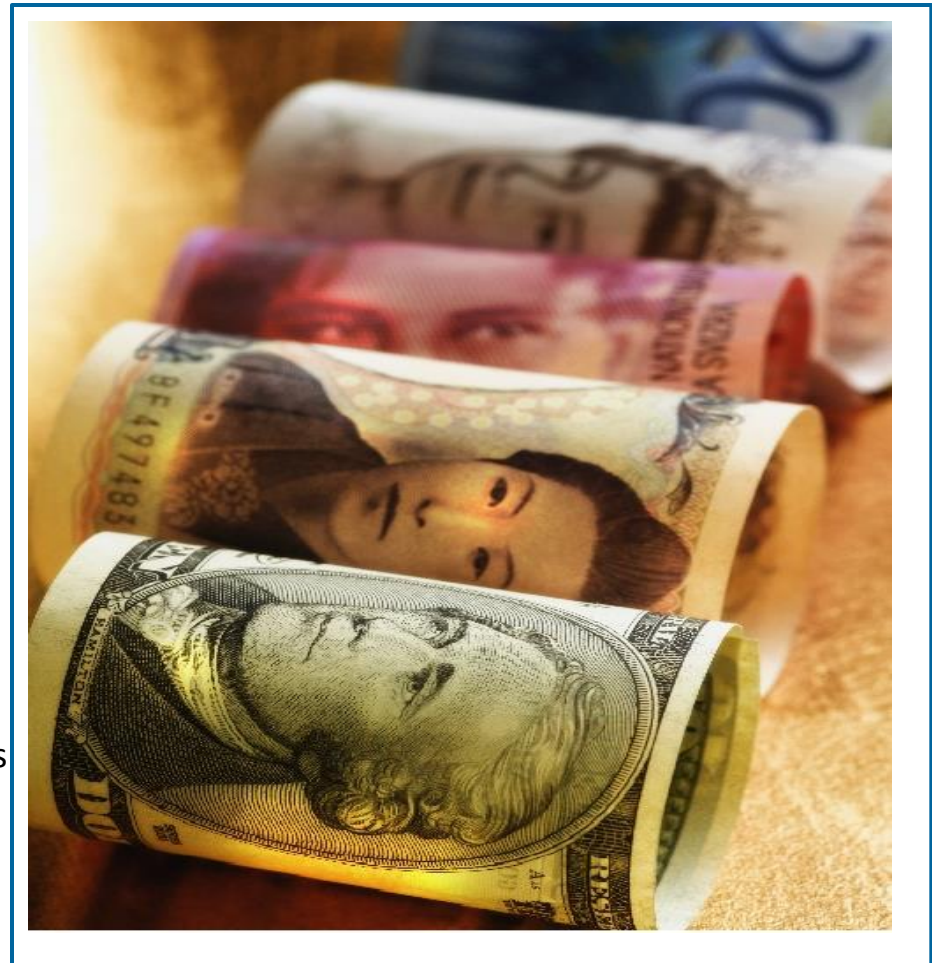
### Slashing risk exposure with analytics

#### Challenges

- Reducing the loss ratio on claims
- Attack fraud
- Maintain optimal level of reserves

#### Business Requirement

- To automate the search of 15 different data sources going back 15 years for greater insight into claim losses and insured policy lifecycle changes
- Enable knowledge-driven searches of both structured and unstructured information
- Provide one version of the truth by validating policy data across applications and databases
- Rapidly build additional internal/external data sources as needed





## Global Automotive Major

### Driving down recall costs with early warning systems

#### Challenges

- Detect defects that lead to recalls early ; to ensure customer safety, reduce warranty costs and manage negative publicity in public media
- Analyze quality concerns and defect information from customer interactions in a cost-effective way

#### Business Requirement

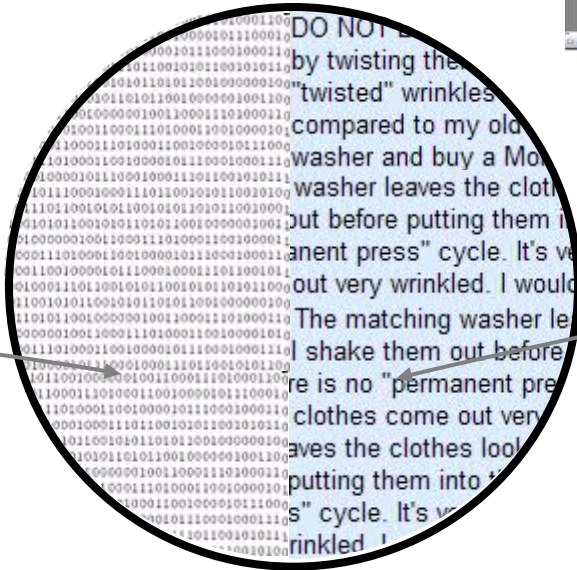
- Leverages Analytics to quickly analyze large volumes of customer complaints
- Deployed as a cloud solution connected to regulatory body's repositories, mines both structured (manufacturer, make, model etc.) and unstructured content (problem, context, opinions etc.) information
- Provides an option to drill down into data to along several dimensions – frequency, time, deviation, trends, etc. – and provides reports that allow the user to visualize the results clearly and easily



# Analyze content to unlock critical insight



Analytics is emerging from Transactional, Structured data to Interactive, Unstructured content



Documents



Web Pages



Emails



Text Messages



# Analyze content to unlock critical insight

ANALYZE

Analytics is adapting from the Quantitative to Experiences, Behaviors, and Context

## What

Sales missed due to out of stock inventory

20% customer attrition in the past year

Claims payouts over reserve by 8%

Increase in credit card transactions by Mr. Smith mainly for procuring suspicious items in the past 6 months



Early indicators of positive sentiment of interest in product not recognized, adequate stock not maintained



Increased dissatisfaction with Smart phone plans and devices because overcharging for data access and "poor" battery life



Missed suspicious characteristics in description in 4% of claims submitted



Mr. Smith and Mr. Jared, webmaster of one of the terrorist-funded sites, were both mentioned in the same email to organize assets for an upcoming event

# Analyzing Unstructured Content

Turning raw information to rapid insight

ANALYZE

## Aggregate and extract from multiple sources

... to form large **text**-based collections from multiple internal and external sources (and types), including ECM repositories, structured data, social media and more.

## Organize, analyze and visualize

... enterprise **content** (and data) by identifying trends, patterns, correlations, anomalies and business context from collections.

## Search and explore to derive insight

... from collections to confirm what is suspected or uncover something new - before customizing models and integrating with other systems and processes



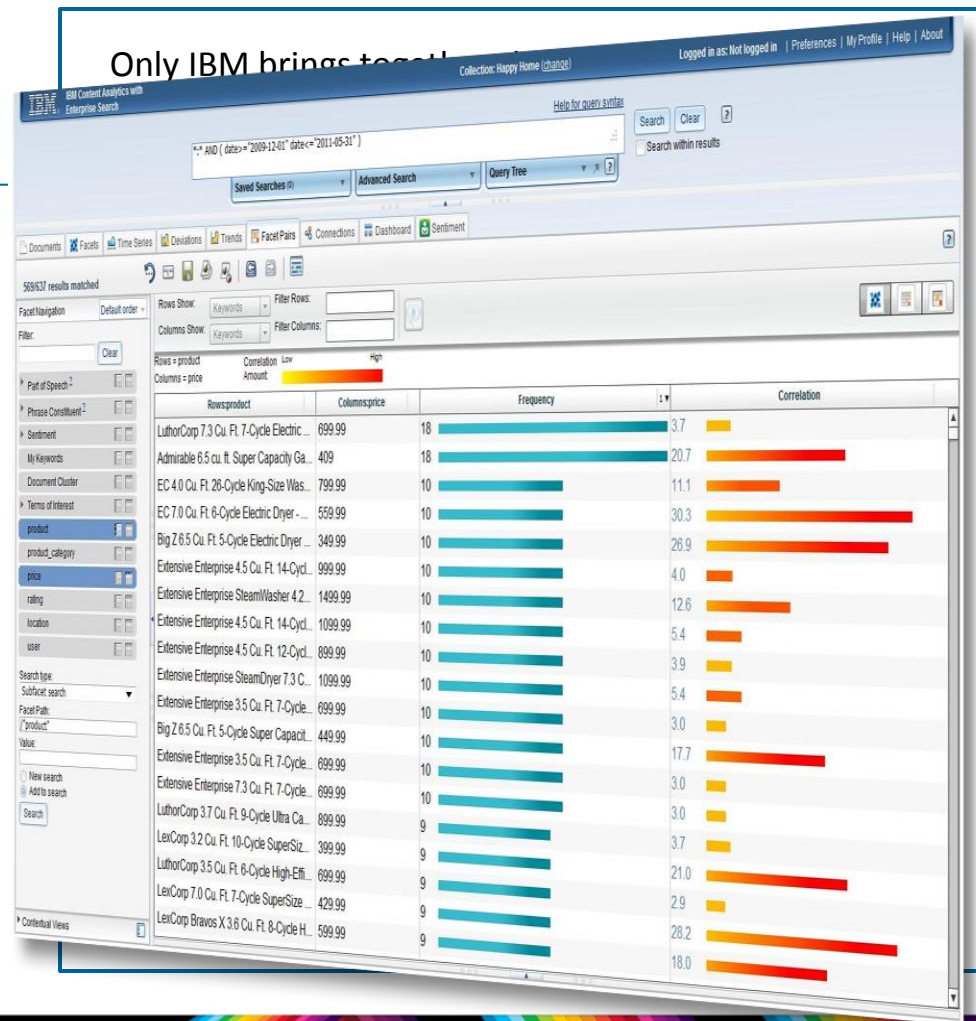
# Analyze content to unlock critical insight

ANALYZE

Derive new business insight rapidly by accessing, interpreting and analyzing unstructured content

- Derive 360-degree visibility, analysis and insight into content
- Search, assess and analyze large volumes of text in order to understand and determine relevant insight quickly
- Customize rapid insight to industry and customer specific needs

## IBM Content Analytics

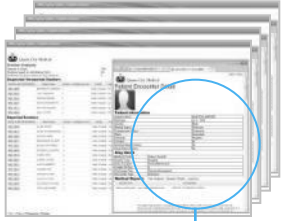




# IBM Content Analytics

## Analyzing Unstructured Content

ANALYZE

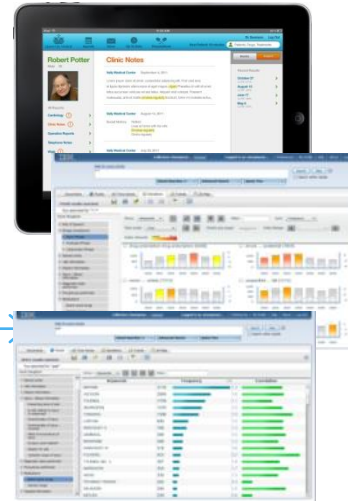


A 42-year old white male presents for a physical. He recently had a right hemicolectomy invasive grade 2 (of 4) adenocarcinoma in the ileocecal valve was found and excised. At the same time he had an appendectomy. The appendix showed no diagnostic abnormality.

**Patient** Age: 42  
Gender: Male  
Race: White

**Procedure** hemicolectomy  
**diagnosis:** invasive adenocarcinoma  
**anatomical site:** ileocecal valve  
**grade:** 2 (of 4)

**Procedure** appendectomy  
**diagnosis:** normal  
**anatomical site:** appendix



Analyze compiled information for trends, patterns, deviations, anomalies and relationships in aggregate to reveal new insights



Executives  
Business Analysts



Knowledge Workers



Other Systems and Applications

Make insights accessible and actionable for executives, operational knowledge workers and systems

Accurately extract buried facts and relationships with annotators customized for specific use case

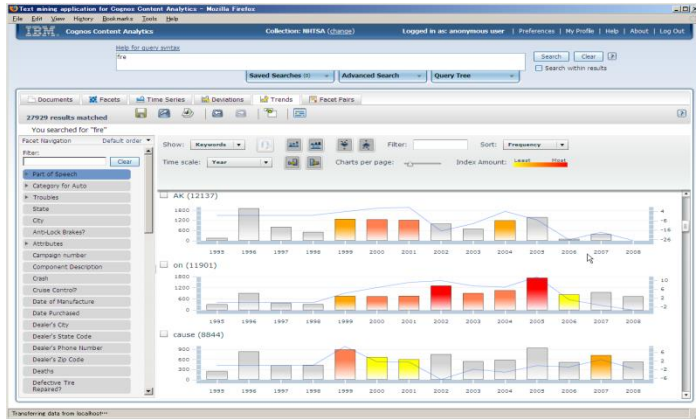
# IBM Content Analytics

## Turning raw information to rapid insight

ANALYZE

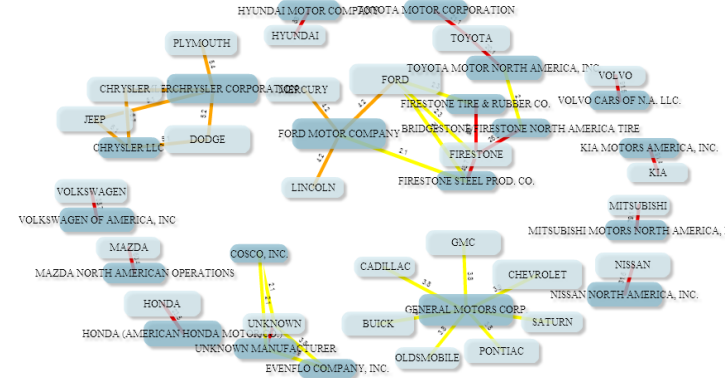
### Trends

Shows the keywords sharply increased



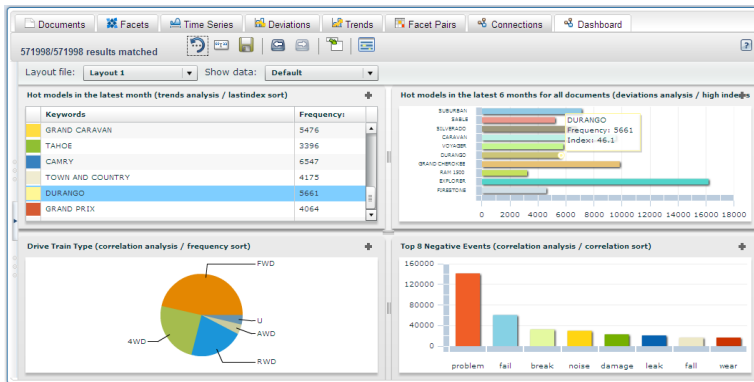
### Connections

Shows the correlation between keywords as network



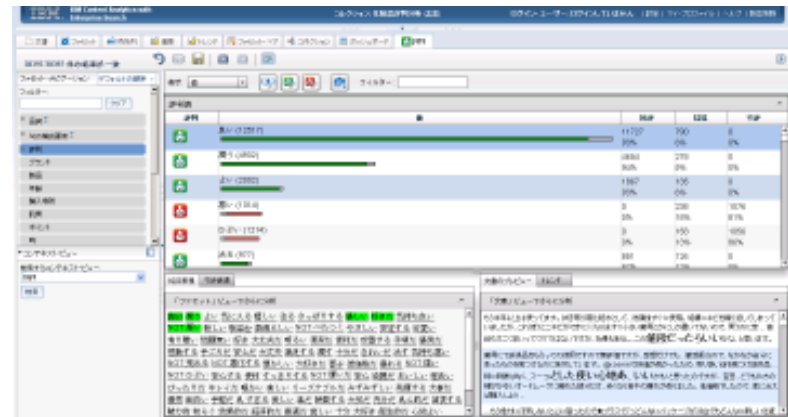
### Dashboard

Show multiple analysis results in various types of visualization at one view



### Sentiment

Analyze positive or negative expression



# IBM Content Analytics adds value to ...

ANALYZE



## Healthcare Analytics

**Analyzing:** E-Medical records, hospital reports

**For:** Clinical analysis; treatment protocol optimization

**Benefits:** Better management of chronic diseases; optimized drug formularies; improved patient outcomes



## Customer Care

**Analyzing:** Call center logs, emails, online media

**For:** Buyer Behavior, Churn prediction

**Benefits:** Improve Customer satisfaction and retention, marketing campaigns, find new revenue opportunities



## Crime Analytics

**Analyzing:** Case files, police records, 911 calls...

**For:** Rapid crime solving & crime trend analysis

**Benefits:** Safer communities & optimized force deployment



## Insurance Fraud

**Analyzing:** Insurance claims

**For:** Detecting Fraudulent activity & patterns

**Benefits:** Reduced losses, faster detection, more efficient claims processes



## Automotive Quality Insight

**Analyzing:** Tech notes, call logs, online media

**For:** Warranty Analysis, Quality Assurance

**Benefits:** Reduce warranty costs, improve customer satisfaction, marketing campaigns



## Social Media for Marketing

**Analyzing:** Call center notes, Sharepoint, multiple content repositories

**For:** churn prediction, product/brand quality

**Benefits:** Improve consumer satisfaction, marketing campaigns, find new revenue opportunities or product/brand quality issues



# IBM helps its customers succeed gaining business insight

ANALYZE

## University of Telecommunications Leipzig

**University of Telecommunications Leipzig:** For the University of Telecommunications Leipzig, the labor shortage is an opportunity to increase job placement rates for its graduates, thereby boosting its own competitiveness.. The university needed unprecedented insight into hiring trends so that it could align its curriculum with employers' needs. University used IBM Content Analytics and gained the ability to respond quickly and cost-effectively to changing industry needs, launching a new course in 2.5 months instead of 12 months, a 76 percent improvement.

## CyberAgent - Japan



**CyberAgent :** CyberAgent, Japan's largest blog service provider, sought to create a new level of engagement and loyalty among its blog readers. CyberAgent and IBM Research developed a first-of-a-kind analytics framework that enables an unprecedented level of insight into blogging preferences and behavior. IBM Content Analytics the engine behind that transformation.

## IBM Japan Business Services

**IBM Japan Business Services :** IBM Japan Business Services operates multiple customer service centers on behalf of several clients, including IBM Japan. The organization needed ways to analyze large volumes of data from customer service interactions to improve agent training and deliver better customer support. Using IBM Content Analytics, IBM Japan Business Services gains unprecedented insight into agent training needs to realize a 92 percent reduction in the number of issues transferred to secondary agents.

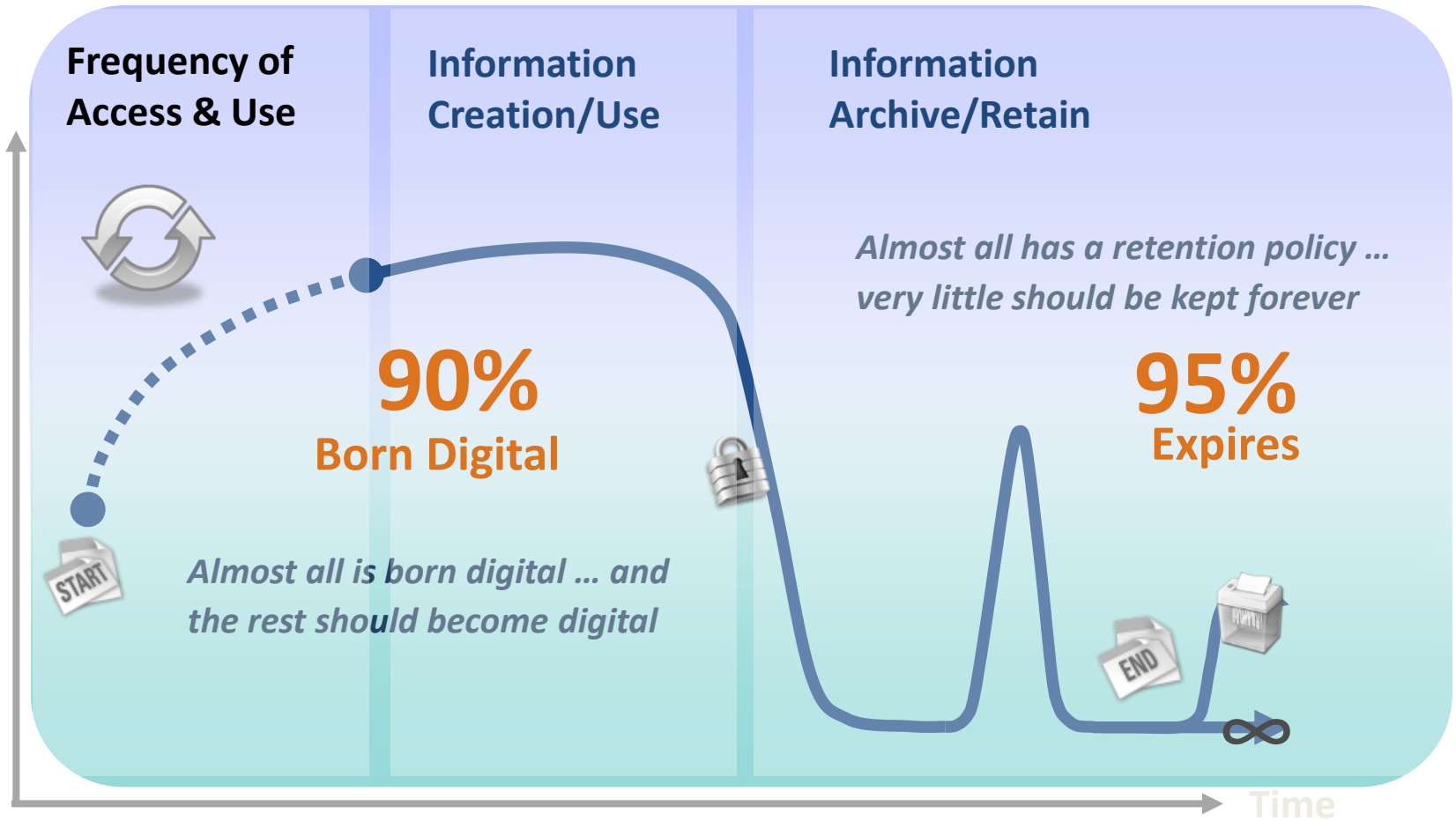
## Global financial company

**Global financial company :** With insurance company risk exposures now in the billions of dollars, this global financial services firm is focused on improving risk assessment before writing or renewing a book of business. Using IBM Content Analytics Global financial company cuts risk exposure. It improved risk assessment models by uncovering unexpected patterns among existing data sources

# Govern content for reduced cost and risk



Information has an important lifespan



Information infrastructure



### Know when information has lost its value and needs defensible disposal

- Unified value-based archival, retention, eDiscovery and defensible disposal for both structured and unstructured data
- Efficiently and consistently comply with litigation and regulatory requirements
- Differentiator for companies that want to lower cost, complexity and risk

Only IBM enables customers to effectively retain and archive information, meet eDiscovery obligations, and defensibly dispose of information



Enabling you to go beyond solving the archiving problem to capturing new savings



### Value-Based Archiving & Defensible Disposal

- The Information Lifecycle Management and Governance solution portfolio enables customers to:
- Effectively retain and archive information
- Efficiently meet eDiscovery obligations
- Manage test data more efficiently
- Improve data quality
- Defensibly dispose of information
  - to lower both cost and risk.

#### Smart Archive for IT

- Archive Office and Collaboration Content
- Archive SAP and Structured Data



#### eDiscovery Management for Legal

- eDiscovery Process Management
- Case Assessment & Analytics



#### Records & Retention Management for RIM

- Retention Policy & Schedule Management
- Enterprise Records Management



#### Disposal & Governance Management for the CIO

- Disposal Enablement
- Governance & Risk Management



# Novartis reduces risks while saving money

GOVERN

## Challenge

- Novartis required an efficient, defensible approach to retain information of business value or subject to regulatory requirement, preserve information needed for litigation and discard unnecessary information

## Solution

- Novartis implemented IBM Global Retention Policy and Schedule Management to reduce litigation and compliance risk with defensible, routine disposal of unnecessary information

## Results

- Ten-fold increase in ability to dispose of unnecessary information
- Lower litigation and regulatory compliance risk
- Lower cost with defensible, routine disposal of unnecessary data not needed for legal or business reasons



- Headquartered in Switzerland, Novartis International AG, through its subsidiaries, engages in the research, development, manufacture, and marketing of healthcare products worldwide.

*“We kept almost everything. Over-retention is as big or bigger problem than under-retention for us. By keeping documents beyond their legal retention period, we increase our risk and our costs.”*

—**Scott Bancroft**, group head of Information Governance and Management and chief information security officer, Novartis

# US Energy Company

## Using Smart Archive for SAP

GOVERN

*“When you consider the annual cost of off-site storage for backup documents over seven years, which is how long we’re required by law to keep backups of our accounting documents, we’ve saved millions of dollars by archiving them electronically in the FileNet system.”*

— System Administrator



*Industry context: energy services*  
*Value driver: improve customer service*  
*ILG solution: Smart Archive for SAP*

### **Business Challenge**

- Processing over two million invoices annually impacting database performance
- Major delays in receiving paper invoices
- Online access to invoice image for approval
- Audit

### **Products Involved**

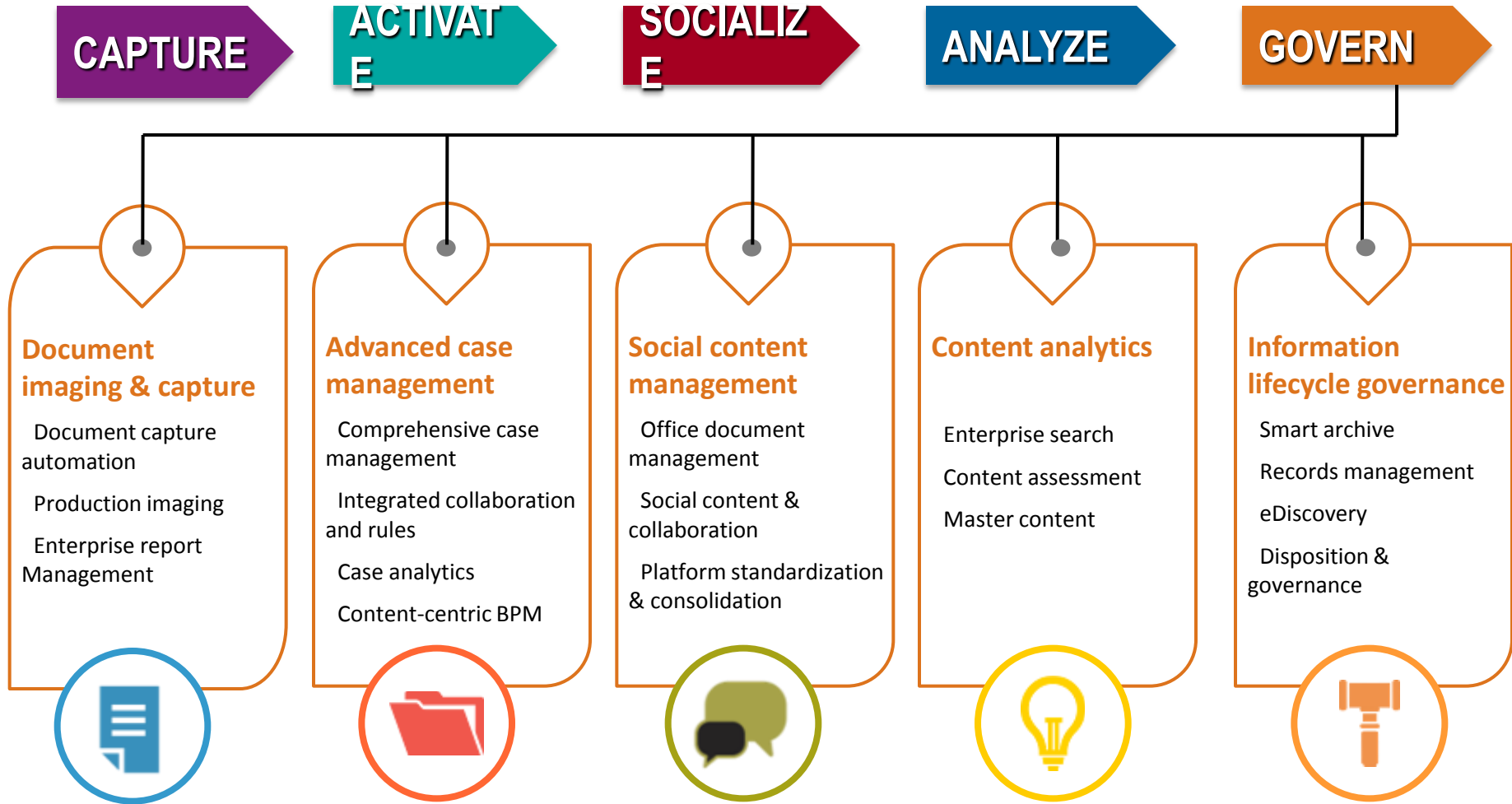
- IBM FileNet P8 Content Manager,
- IBM FileNet Application Connector for SAP R/3.
- IBM Content Collector for SAP Applications

### **Smarter Business Outcomes**

- SAP running at peak performance
- Saved millions by eliminating off-site storage fees
- Saved hundreds of thousands of dollars annually in late payment fees
- Improved efficiency

# IBM Enterprise Content Management Solutions

built on best-of-breed capabilities



# ECM solutions for Banking and financial customers



## Compelling ECM benefits:

- Paper and manual processes reduction
- Process improvement and business rules enforcement
- Productivity straight through processing (STP)
- Reduced cycle times
- Account opening document capture and management
- Managing the entire lending origination process
- Trust document capture and retention
- Records management and compliance
- Archiving

# ECM solutions for Telecom Providers



## Critical content supporting customers, services, products and operations

- Product information
- Technical specifications
- Partner agreements
- Marketplace analysis
- Collateral
- Creative assets
- Customer correspondence
- Call logs
- Procedure manuals
- Technical documentation
- Regulations
- Policies
- Billing statements
- Product launch plans
- Competitive analyses



# ECM solutions for Governments

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# IBM ECM Solutions

## Undisputed Leader in Enterprise Content Management!

- **IBM is successfully leveraging** its position as an infrastructure vendor with a broad software and hardware stack, a deep partner channel and a global footprint <sup>1</sup>
- **IBM, the largest ECM vendor** in terms of market share and total content revenue is increasingly focused on high-value solutions <sup>2</sup>
- **IBM's ECM products** have a good history of scaling to meet the needs of large enterprises <sup>1</sup>
- **IBM has solutions** that incorporate analytical, social, process management and content management capabilities to solve business problems <sup>1</sup>
- **IBM has made considerable progress in integrating ECM and social software** through its bundle of FileNet and CM8 repositories with IBM Connections <sup>1</sup>
- **Expert Business Partners** will continue to expand value

*sources:*

<sup>1</sup> Gartner, Magic Quadrant for Enterprise Content Management, October 2012, G00237781

<sup>2</sup> Gartner, Market Share Analysis: Enterprise Content Management Software, Worldwide, 2011, G00233424

### Leader in the Industry



'The largest ECM vendor in terms of market share and total content revenue, IBM has an increasing focus on high-value solutions.'

'IBM will drive leadership in analytics in the dynamic case management market.'



Sources: Gartner, Market Share Analysis: Enterprise Content Management Software, Worldwide, 2011 G00233424. Forrester, The Forrester Wave™: Dynamic Case Management, 2011



**Naval Khosla**

Client Solution Manager

IBM Industry Solutions SWG

India South Asia

India

[nakhosla@in.ibm.com](mailto:nakhosla@in.ibm.com)

**THANK YOU**

