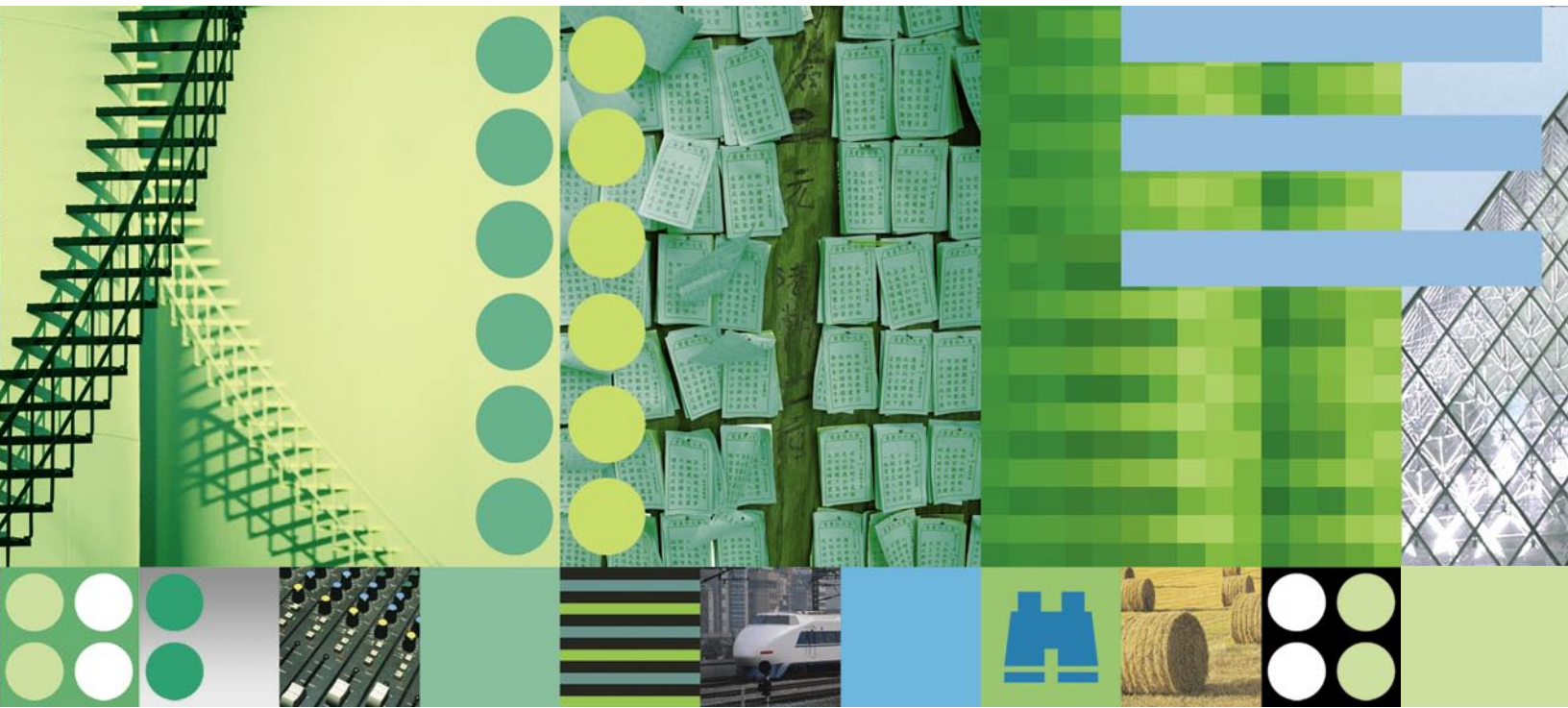


Choosing the right content management system for your company
Buyer's guide: purchasing criteria



IBM **Information Management** software



**Making your company more competitive with
integrated content management.**

ON DEMAND BUSINESS™



Introduction

Do you know where your information is?

It's a common problem for many enterprises: The information needed to run the business is there, but it's inaccessible. Vast stores of information are siloed in separate repositories across the company. According to IBM studies¹, it is estimated that 79 percent of companies have two or more information repositories, and 25 percent have 15 or more. And information often isn't shared or leveraged between these silos. The result is that companies cannot take advantage of the information they have to improve employee and business performance and productivity.

Information is integral to the success of every business. The ability to access information when and where it is needed is crucial to a company's ability to serve its customers, and ultimately, to remain competitive. If an organization's employees can't find, distribute, use and protect the information they need to do their jobs, employee productivity and company performance suffer. In short, organizations need to make it easier for employees and partners to access, manage, share and distribute the content they need to get their jobs done.

Searching for vital content assets

Much of a company's information (an estimated 85 percent) is stored as unstructured information, including forms, scanned images, electronic office documents, reports, HTML and XML-based Web content, high-volume e-mail archives and rich media such as digital video and audio.

There is widespread need for improved access to unstructured content to enable faster, better-informed decisions and more nimble responses to growth opportunities and competitive pressures. To improve business performance, companies must take steps to enhance the availability of unstructured content for all business users and systems.

One of the most practical and efficient ways to securely access and store content is with a content management solution that allows employees, partners and customers to manage digital content throughout the organization from a single bidirectional interface.

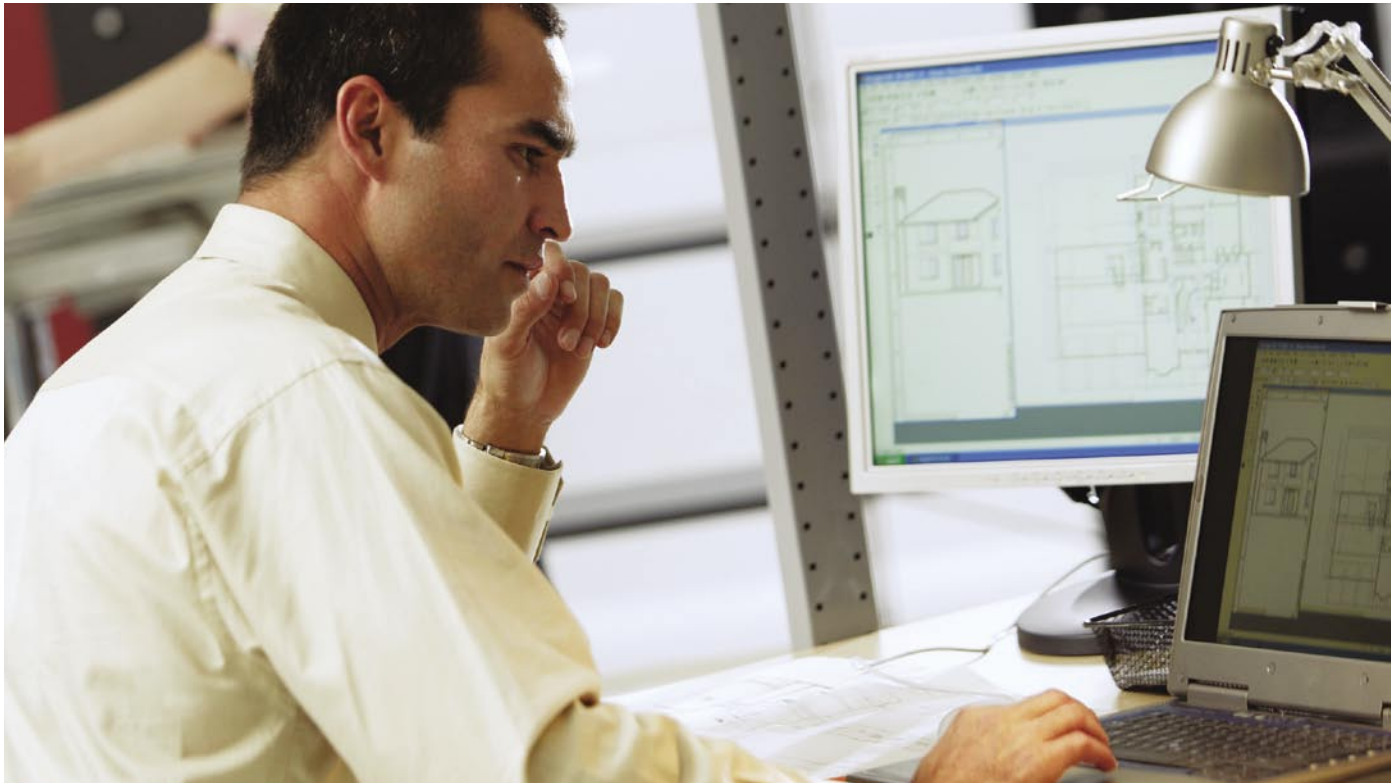
Choosing a content management system to meet your needs

With hundreds of content management systems on the market, choosing the right one for your company is no trivial matter. What should you expect from a content repository and integration solution? Identifying your criteria and finding out what features individual content management systems offer can occupy considerable time.

This buyer's guide is designed to help you evaluate a content repository and integration solution. In the following pages you'll learn more about the basic features and functions you should look for when evaluating such a system.

The essential requirements follow: At a minimum, a content management solution should be able to federate disparate repositories, provide self-service access using a Web browser, be easily integrated into an enterprise-class database, include a real-time application interface and support a modular infrastructure.

Access to disparate repositories: If your content is spread throughout your organization, your content management solution must be able to access all of it through a single interface. There's not much benefit in a content management solution that only works within a single group or department. Rather than erecting barriers to content, your content management solution must provide access to disparate information repositories within various departments across heterogeneous operating environments, and enable that information to be securely delivered, managed and stored across the organization.



A content management solution should be able to integrate all your content by delivering “federated access,” which means that multiple disparate repositories look and act like a single unified repository. This provides a complete platform for deploying applications and workflows spanning multiple content sources.

With federated, integrated access to all your content, there’s no need to “rip and replace” existing IT assets, or to migrate all your data into a single repository. Your content management solution should leverage existing content repositories, which is good news for IT decision makers, enabling them to control costs and speed time to market.

Self-service, Web-based access: An effective solution should provide easy-to-use, Web-based, self-service desktop applications that enable employees to flexibly view and work with different content formats throughout the organization.

Web-based access helps lower costs, increase responsiveness and free employees to spend more time on decision-making processes. When employees, partners and even customers can answer questions on their own by accessing the content management system on the Web, call center costs go down and productivity improves. Web-based, self-service applications also help improve customer and partner relationships.

Native integration with a powerful, enterprise-class database: Look for native integration with a scalable, reliable information management platform. A content management solution relies on the underlying database to provide indexed search, security and lifecycle management services. It’s important to make sure that your database is well-known for performance and scalability and supports multiple platforms for portability.

Real-time interface to applications: The content management solution should provide content in real time to off-the-shelf corporate applications such as SAP as well as home-grown applications.

The content management system functions as a common infrastructure for managing content outside the application from which the content originated. This makes the same piece of information available to a wider group of users. Think of an invoice originating in an accounting application. Normally, it would be viewable only to other users of that application. But, by storing the invoice in a content repository that is linked to that accounting application, you can make the invoice available to users of other applications, such as a logistics system.

Storing unstructured content such as forms, images, documents, and audio and video in the originating system can lead to massive growth of that system. In many instances, these systems were never designed to store and manage unstructured content. The result can be degradation in performance, extensive backup and recovery times, and unfettered hardware growth. Content needs to be managed in a content management repository designed specifically for this purpose.

Not only should the content management system be linked to your applications, the content management functionality should be accessible directly from within those business applications so that users do not have to log in and out of different systems.

Modular architecture: The content management system should be designed in a modular fashion that enables you to deploy solutions to business problems as required. New solutions should be able to re-use previously deployed pieces of the content management infrastructure such as the repository and storage. Modules should include or integrate with archiving, records management, document and output management, electronic forms and other content sources.

The foundation you build with a content management solution can be leveraged to address your compliance initiatives and other business and IT needs over time, so you can get more out of today's investment in hardware, software and skills.

Technical requirements

Beyond the features and functional requirements, a content management system must meet a range of technical requirements, as described in the following sections:

Broad range of content management functionality: Your content management solution should include features such as:

- *Version control, with check-in and check-out capabilities, tracking who has worked on the document to prevent duplicate efforts which introduce error.*
- *Object-level access control, which enables dynamic, flexible and extensible control mechanisms to support security policies. This allows you to apply almost any security schema to a document, ensuring that only those individuals you want to read, edit or delete content can actually do so.*
- *A flexible data model to define item types and attributes as required by business processes. You should not be forced into limitations on the number, type or format of metadata fields.*
- *Support for complex and compound documents management, for example, using XML to repurpose the same content in multiple documents (Think of a chapter in a technical manual being used in multiple documents).*
- *Advanced search capabilities based on user-defined attributes to increase the accuracy of search results.*
- *Workflow that can automatically route and track content. Simple approval cycles should be supported, as should the capability to extend to more complex business processes.*
- *Graphical workflow builder for easy collaboration on content, enables business users to define document routing processes, decision points, actions, action list, parallel routing and line-of-business access nodes.*
- *Document collection points, enabling content management processes to wait for all trailing documents to arrive.*

Easily and quickly create and integrate applications

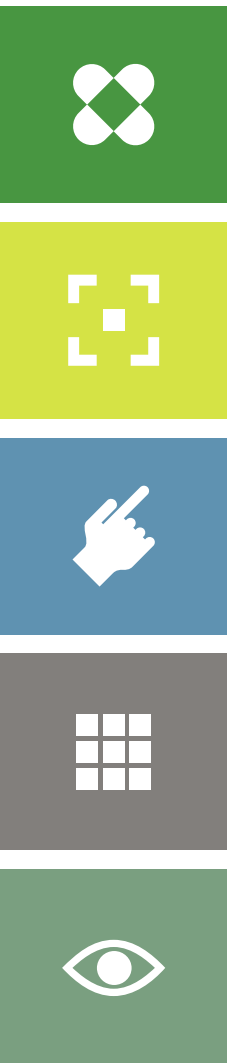
using standards-based mechanisms: Standards-based technologies are typically easier to integrate into solutions and often have a lower cost of ownership.

Web services support: Web services are key to building a service oriented architecture (SOA). This can help reduce development time for new applications and dynamically integrate content management with applications regardless of the programming language they were written in, or the platform on which they run.

Integrated records management: Records management helps electronically manage the lifecycle of business

information and ensure the automatic, consistent, and accurate application of classification and retention policies across all forms of business information. This can help streamline compliance initiatives. Automating this at the document level helps reduce the recordkeeping burden on end users.

XML support: XML is a flexible data format that facilitates the exchange of data between systems. The content repository should support storing XML as a data type, the use of XML to import/export configuration settings between systems and be able to process XML-formatted messages as data streams, through a Web services or other interface.



Product evaluation checklist

		IBM	Other vendor
Basic requirements	Access to disparate repositories with bidirectional (read/write) content federation capabilities	Yes	
	Self-service, Web-based access	Yes	
	Leverages and includes powerful enterprise-class, relational database	Yes	
	Real-time interface to applications	Yes	
	Modular architecture for deploying solutions as required	Yes	
Technical requirements	Broad range of content management functionality, including graphical workflow building, lifecycle and storage management capabilities	Yes	
	Easily and quickly create and integrate applications using standards-based mechanisms	Yes	
	Web-services support	Yes	
	Integrated records management	Yes	
	Integrated electronic forms	Yes	
	Performance monitoring tools available	Yes	
	XML support	Yes	
	Broad platform support, for Linux®, UNIX®, Microsoft® Windows®, Sun Solaris and IBM and non-IBM operating systems	Yes	

The IBM Enterprise Content Management portfolio meets your criteria with outstanding performance, features and functionality

If your company is facing exponential growth in business content and increasing demand from business users who need to access it, across your organization—and beyond—IBM offers a solution that is sure to meet your criteria. IBM's Enterprise Content Management portfolio provides a full-featured content management platform, built on a database platform you can trust. It is also one of the strongest information management platforms in the global market. With IBM, you can manage, share, integrate and deliver information on demand to customers, partners and employees—where and when they need it—through the Web, portals, business applications, call centers or any other channel.

IBM DB2® Content Manager, the core of the IBM portfolio for content management, is designed to enable organizations to leverage critical business information across diverse applications and business processes, and deliver integrated, consistent information to customers, partners and employees, when and where they need it. DB2 Content Manager provides a single, open foundation supported across multiple platforms and business solutions that enables the creation, management and distribution of all forms of content: records, images, documents, reports, e-statements, audio, video and Web content. Supporting needs that range from workgroups to high-volume business processes, DB2 Content Manager delivers a flexible platform that solves today's business challenges and can be extended to meet future needs.

IBM WebSphere® Information Integrator Content Edition

helps organizations get more value from their existing content assets. WebSphere Information Integrator Content Edition gives organizations a single view of content assets. This provides the ability to access, update, annotate and secure content from diverse repositories. WebSphere Information Integrator Content Edition provides an integrated content platform without having to rip or replace existing systems or consolidate content to a single repository.

IBM is well qualified to work with you to develop and deploy your custom ECM requirements. Our Global Services organization has a dedicated ECM practice with a deep collective base of experience. And to widen your competency, IBM Business Partners can help get the job done when you need it. When you build your modular content management system to satisfy today's needs, you always know that you'll be able to get best-of-breed products and leading-edge thinking from IBM to help you add, improve, extend and grow.

For more information

Please contact your IBM representative or IBM Business Partner or visit:

ibm.com/software/info/contentmanagement



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Silicon Valley Laboratory
555 Bailey Avenue
San Jose, CA 95141
U.S.A.

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¹ Sources: IBM Attributes & Capabilities Study, 2005; Client Interviews 2004; IBM CFO Study, 2006.

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