

Smarter Content is Essential to Smarter CommerceTM



Harness content and apply pattern of:

Discover, Recognize & Act

Built on capabilities:

Capture, Activate, Socialize, Analyze and Govern.

Introduction

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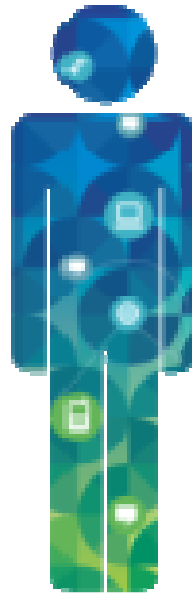
Smarter Commerce then and now







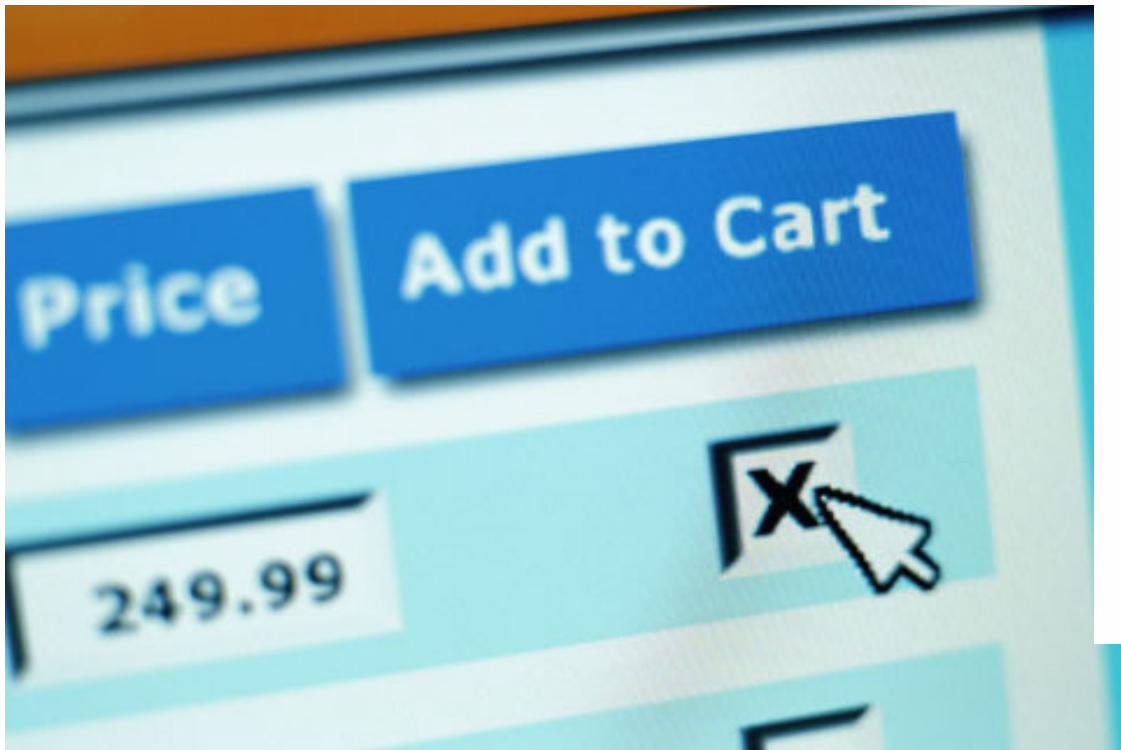
1979



Customer



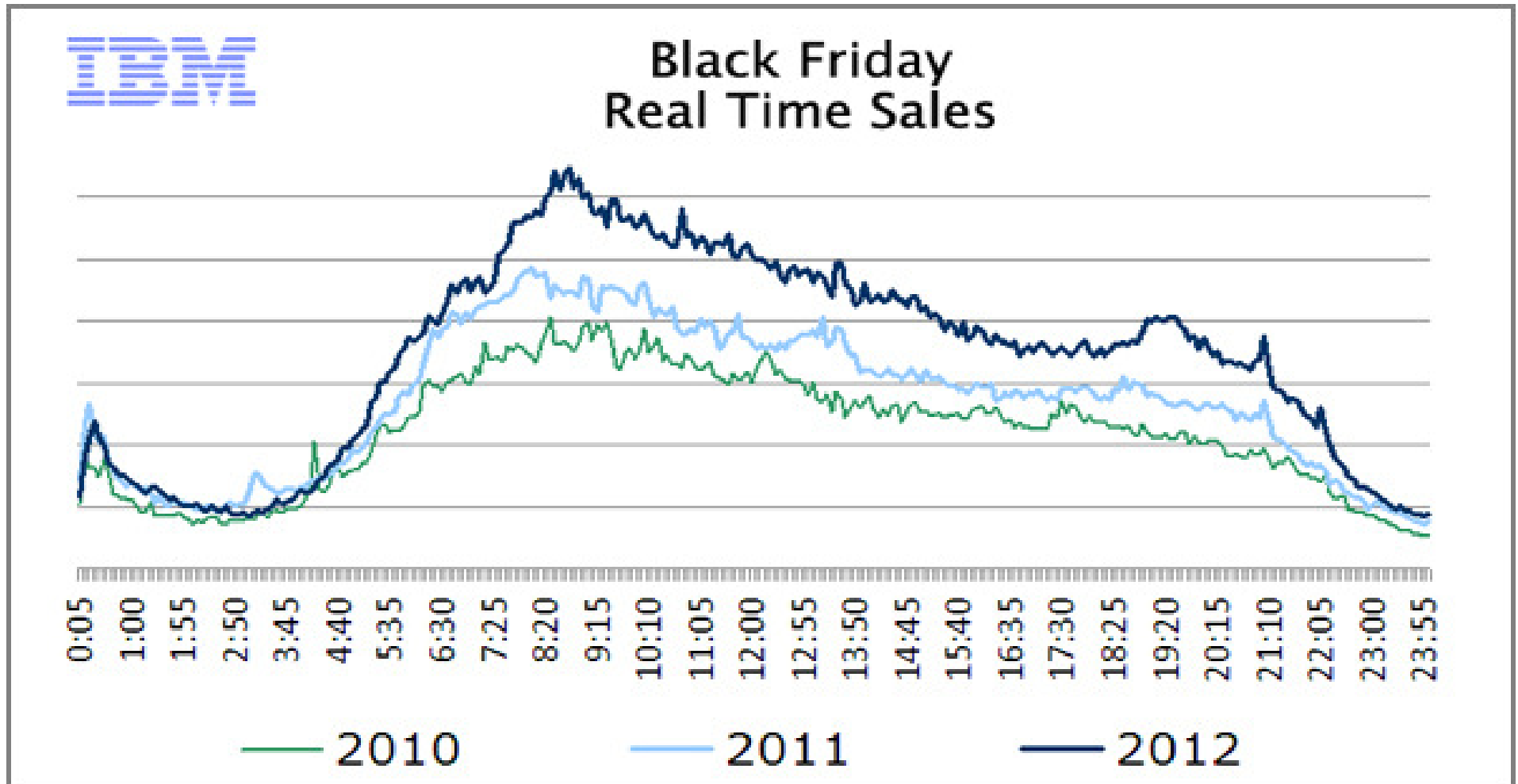




Smarter Commerce and Smarter Content in perspective

SMARTER CONTENT / SMART COMMERCE STATEMENTS

1. Smarter Commerce depends on Smarter Content
2. Content is Essential to Commerce
3. IBM ECM enables greater Efficiency in Buy, Market, Sell and Service Activities.



Highlights from Black Friday 2012 - Stats

▪ Mobile Shopping:

– Mobile purchases **increased with 24 %** of consumers using a mobile device to visit a retailer's site **up from 14.3 % in 2011**.

▪ Mobile sales:

– Exceeded 16 %, up from 9.8 % in 2011.

▪ The iPad Factor:

– The iPad generated more traffic than any other tablet or smart phone, reaching **10 % of online shopping**.

▪ Multiscreen Shopping:

– Consumers used mobile devices simultaneously to get the best bargains.

▪ Social Media Sentiment Index:

– Shoppers expressed positive consumer sentiment on promotions, shipping and convenience

A content **Explosion**

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



73% of CEOs are investing in Customer insight

Drawing insights from
information

Customers

73%

Operations

50%

Sales

49%

“Companies will evolve through globalization and IT adoption, but always – **at the center – are people.** People are the foundation.”

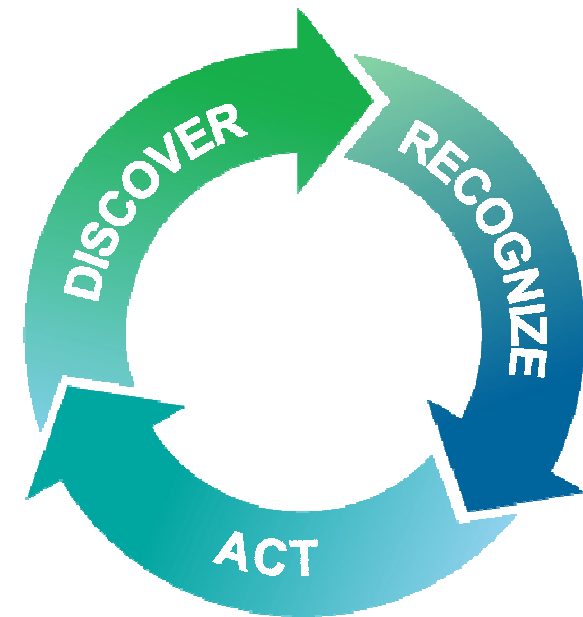
You Have the **Opportunity** ...



To unlock the value of content

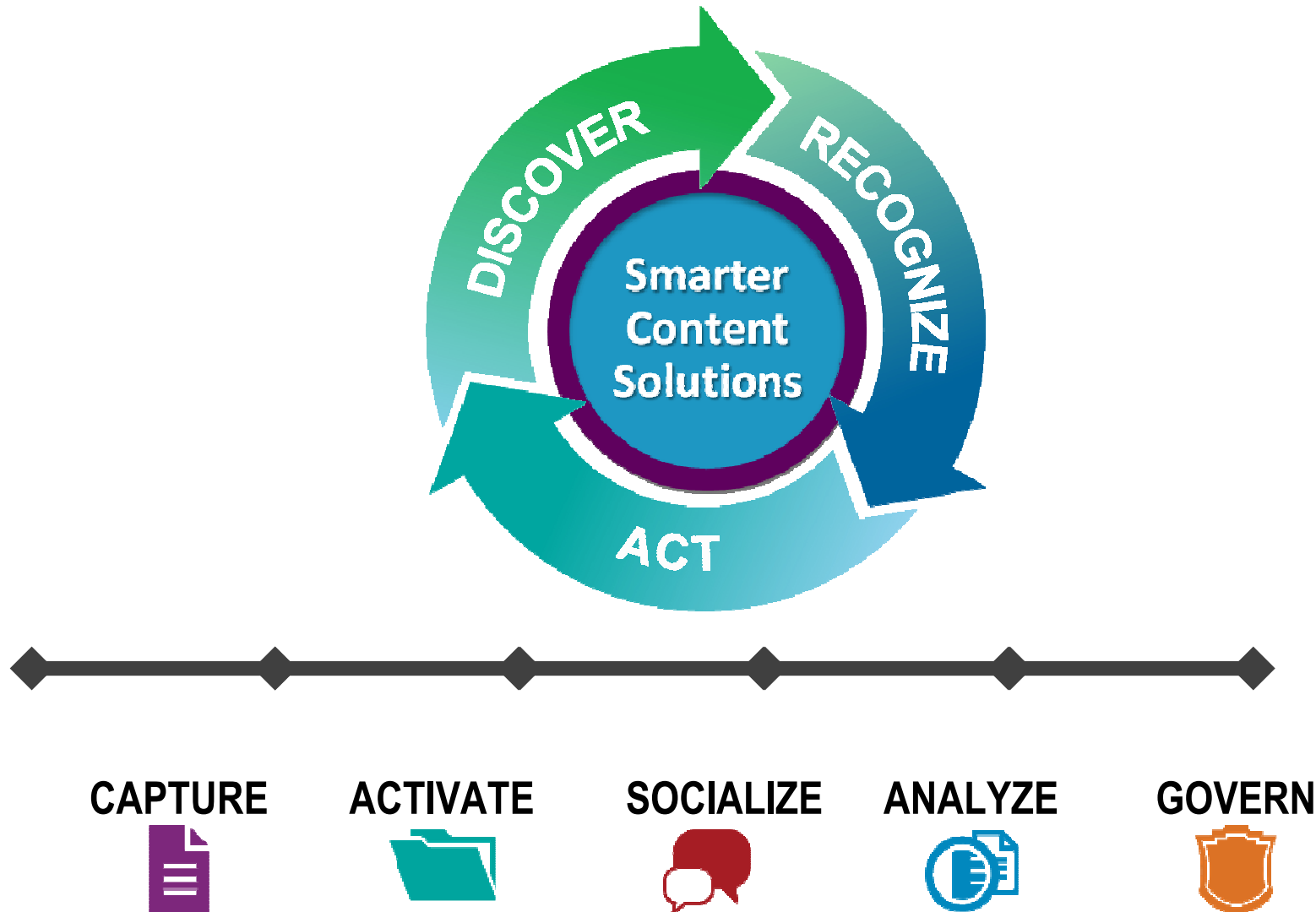
A new pattern has emerged ...

... to unlock the value of content



Content in Motion = Value, Content at Rest = Cost

Harness the content, **apply the pattern**



DISCOVER

new content and patterns



“Each customer has **distinctive traits we need to understand**. To manage this complexity, we must be a digital cheetah: fierce and excellent.”

*Hasnul Suhaimi,
President
XL Axiata*

CAPTURE



ACTIVATE



SOCIALIZE



ANALYZE



GOVERN



RECOGNIZE

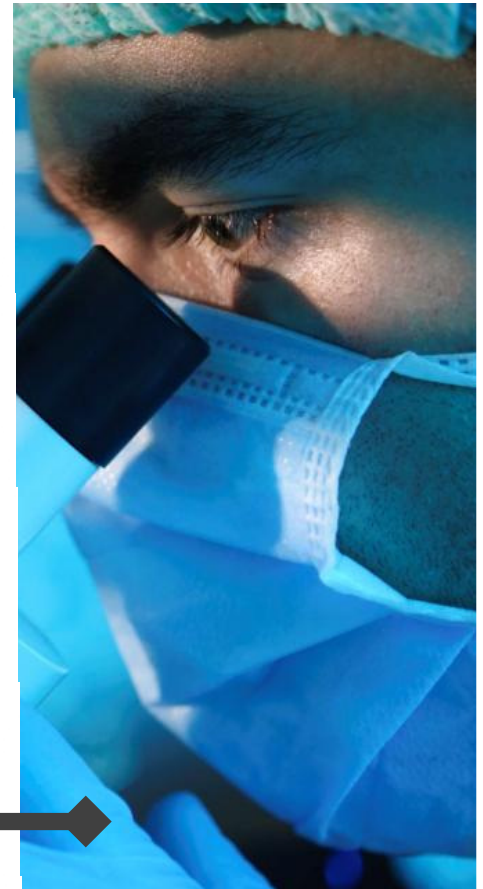
opportunities to transform

“Survival skill set 101 for the next five years will be **deriving insight ahead of peers.**”

Mike Rillstone

CEO

Health Support Services NSW



CAPTURE



ACTIVATE



SOCIALIZE



ANALYZE



GOVERN



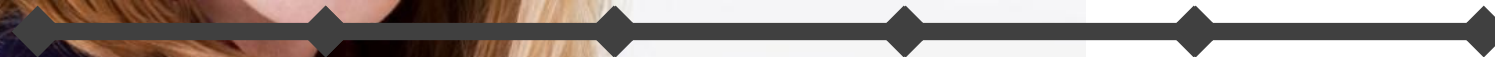
ACT

to drive better insight and outcomes



‘How do you **unleash the innovative power** of the people who deal with your customers every day?’

*Insurance CEO
United Kingdom*



CAPTURE



ACTIVATE



SOCIALIZE

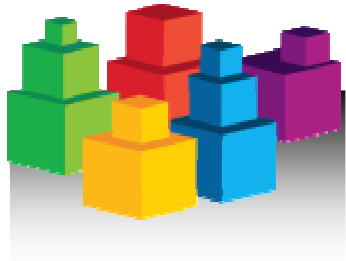


ANALYZE



GOVERN





The Role of Content in the Marketplace is changing,...

Content is exploding

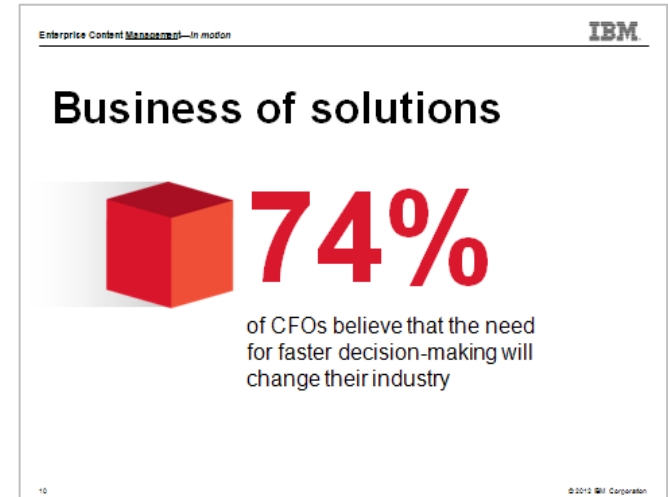
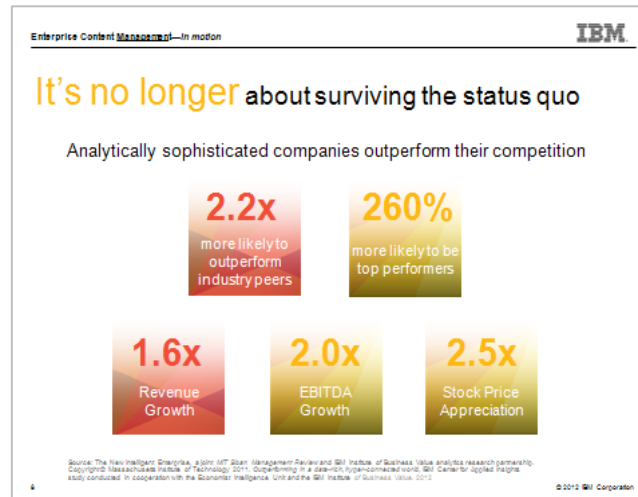
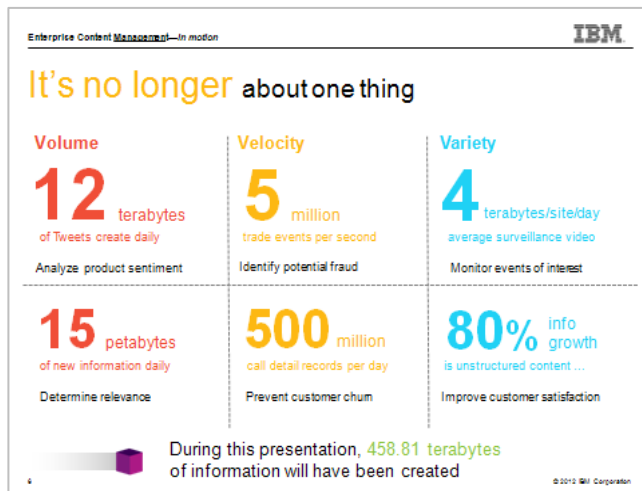
The marketplace is driving greater volume, variety and velocity

Content is evolving

The marketplace is increasing opportunities to optimize and analyze content

Content is transforming

The marketplace is expecting high- value solutions to solve specific timely business issues





New world of opportunities

Buyer behavior shifting from technology to solutions

Old World



New World

Defined by Technology

- Content Management
- Records Management
- BPM
- Capture
- Taxonomies and metadata

**Content viewed through prism
of technologies**
IT Buyers

Defined by Use Cases/Solutions

- Case Management solutions
- Compliance solutions
- Process and Workflow solutions
- Marketing Management solutions
- Publishing solutions
- Employee Productivity solutions
- Resource management solutions

**Content viewed through prism
of solution applications**
LOB Buyers

Smarter Content enabling Smarter Commerce

Introducing Smarter Content Solutions...

Tackling big challenges ...

Solving tough problems



Leveraging

- IBM Research
- Largest number of patents
- Breadth and depth of portfolio

Integration with

- Big Data
- Smarter Analytics
- Smarter Commerce
- Smarter Cities, etc.

To optimize business outcomes, Smarter organizations **manage content for value.**



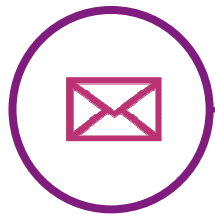
SMART IS ... ELIMINATING PAPER.



SMART IS ... GOVERNING AND DEFENSIBLY DISPOSING OF INFORMATION.



SMART IS ... IMPROVING CONTENT-CENTRIC WORKFLOWS.



SMART IS ... RAPIDLY DERIVING CONTENT INSIGHTS..



SMART IS ... LOWERING LEGAL RISK AND COST.

Enterprise Content Management

A powerful foundational set of capabilities that enriches our ability to bring differentiated solutions to market



Capture



Activate



Socialize



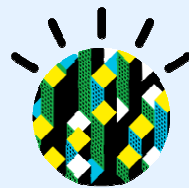
Analyze



Govern

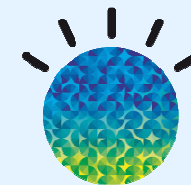
Smarter Cities

Intelligent Operations Center
Social Services
Education Intervention
Crime Solutions



Smarter Commerce

Accounts Payable
Supplier Management
Voice of the Customer
E-statements & Archiving
Case Management



Solutions Built on our **Core Capabilities**

CAPTURE



and gain control of the content to determine the value

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



Smarter
Content
Solutions

Smarter Commerce helps companies manage and adapt their buy, market, sell, and service processes, by putting the customer at the center of their operations.



Service

Customer Interaction Management

Efficiently Process & Resolve Complex Inquiries & Requests

- Provide a complete context to understand the customer history and issues
- Collaborate within subject matter experts to investigate, record decisions and resolve
- Interact with external systems and applications (e.g., CRM, IVR, commerce, ERP) for required data exchange
- Analyze information within customer cases to derive insight and detect patterns that can help identify causes of service issues

buyers

benefits

solutions

Target Buyers

- **VP Customer Service/ Call Center Manager** - reduce cost of customer care while maintaining quality of service that will foster loyalty and customer satisfaction; provide capabilities that allow CSRs and SMEs to be as efficient as possible in resolving complex customer service requests.
- **CIO/ IT Directors, Enterprise Architects and Application Development Managers** - standardize customer service IT environments; deliver applications that can quickly adapt to respond to changing customer service requirements.
- **Corporate Legal** – reduce cost and risk in responding to audits or litigation involving customer service and support.
- **CFO/Controller** - reduce customer care costs; reduce business risk associated with resolution of complex or contentious corporate customer issues.

Complementary Solutions

ECM Solutions

• IBM Case Manager

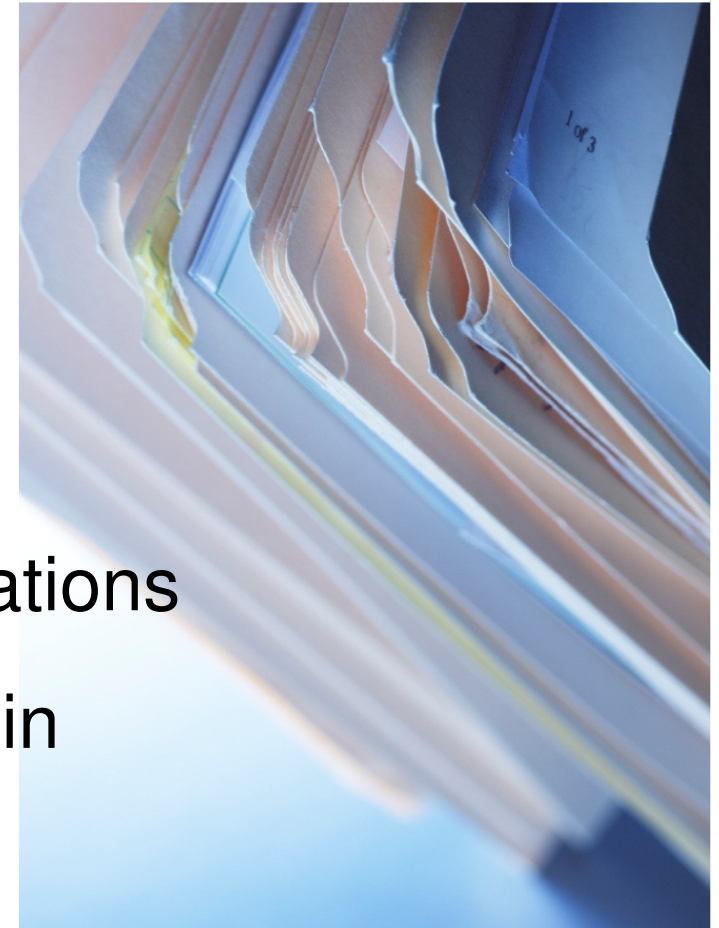
Smarter Commerce Solutions

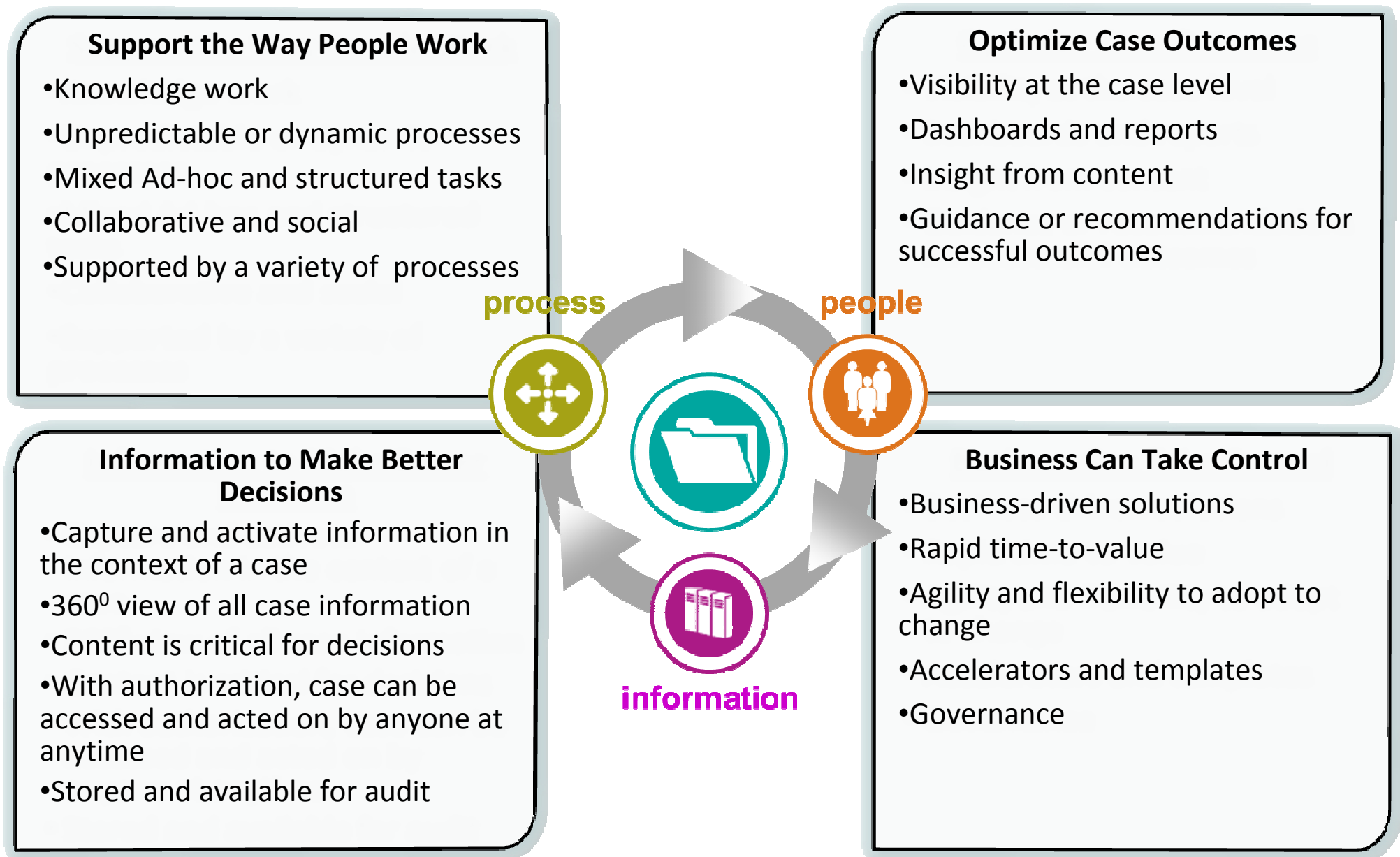
- Delivery, Service, & Support
- Customer Self-Service

IBM CASE MANAGER

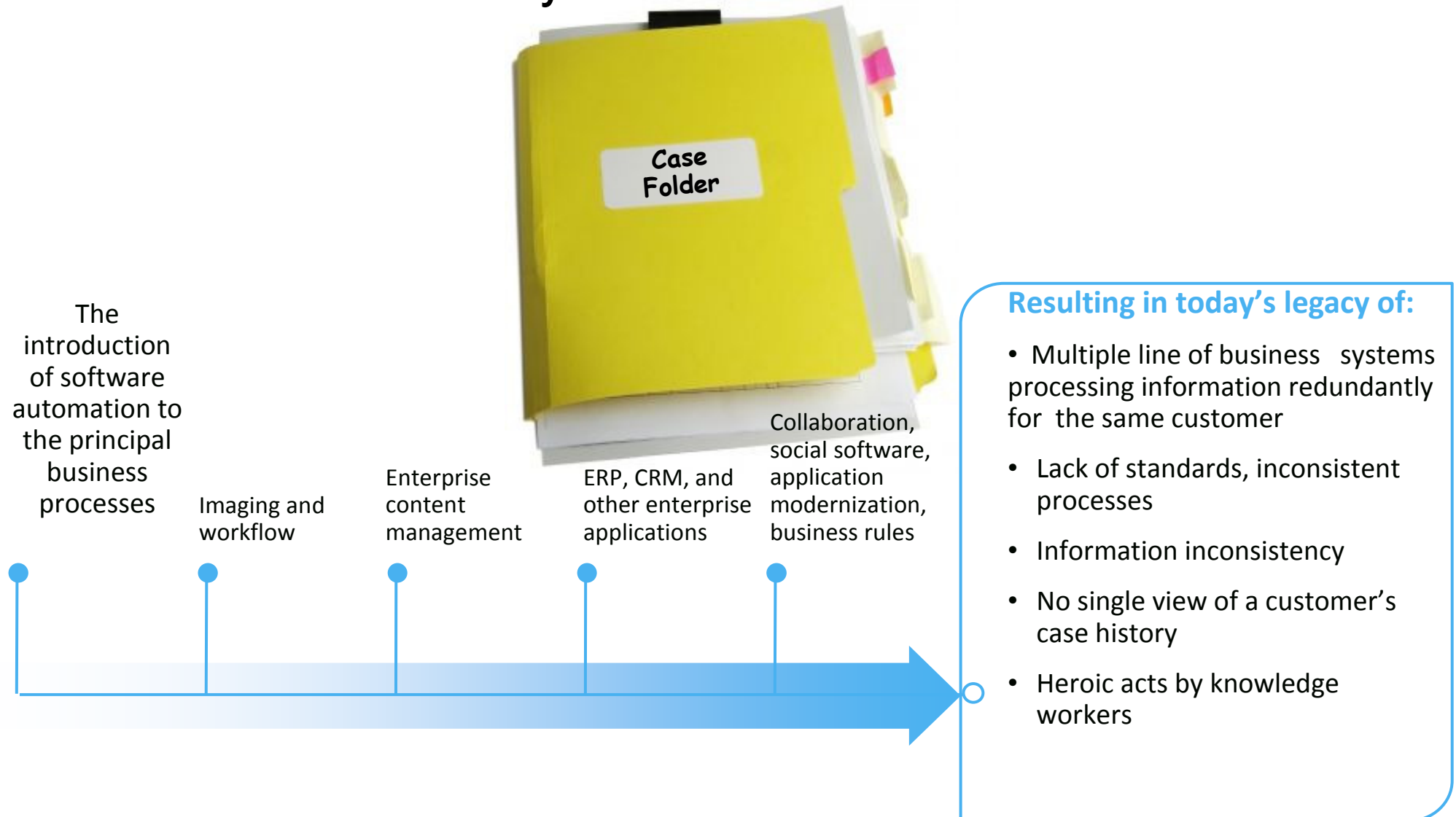
New market demands require new approaches

- Increased costs and risks from unpredictable processes
- Higher customer service level expectations
- Greater demands for productivity within complex decisions
- Limited ability to respond to market dynamic



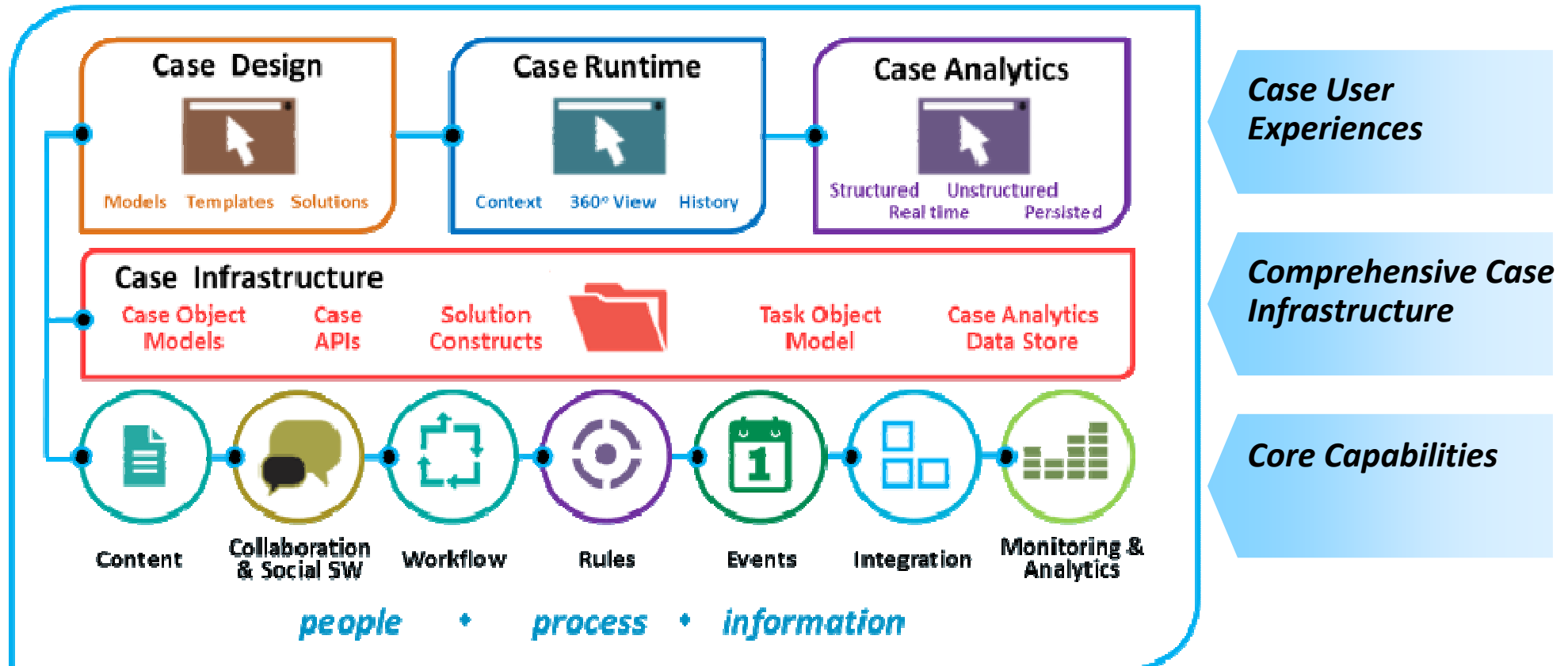


Efforts to achieve the best outcomes efficiently have evolved in the industry over time...



IBM Case Manager

Simplifying the delivery of case-based solutions





Accounts Payable

Intelligent Enterprise Capture & Processing

- Improve supplier relations with enhanced accuracy and speed
- Transform legacy pCommerce transactions into digital eCommerce
- Employ automation and analytics to establish standardized, best practices to drive 40 - 60% savings
- Achieve up to 300% time reduction in invoice processing
- Eliminate cost of shipping documents
- Reduce errors that lead to costly exceptions, unhappy vendors
- Take advantage of early payments to lower COGS

benefits

buyers

solutions

Target Buyers

- **Chief Procurement Officer** - Improve supplier relations through more timely and accurate invoice handling.
- **CFO, Controller & Accounts Payable Mgr** – Reduce cost and the time associated with processing invoices through automation, outsourcing or combination of both. Execute timely payments to take advantage of discounts and avoid penalties. Assess supplier performance, identify potential fraud, and conform to regulatory requirements.
- **CIO** – ERP (SAP, Oracle) integration, consolidation, standardization, and possible outsourcing of IT systems and applications

Complementary Solutions

ECM Solutions

- **IBM Datacap Taskmaster Accounts Payable Capture**
- IBM Production Imaging Edition

Complementary Smarter Commerce Solutions

- Source to Contract

IBM Datacap Taskmaster Accounts Payable Capture

- **Automatic document recognition, classification and data extraction**
- Strong **background processing** capabilities to increase throughput and reduce costs
- **Choice of user interfaces**
- **Highly-functional, user interface**
- **Functional security**
- Extensive integration capabilities for **data lookups** and **feeds** to line of business systems and ERP's to quickly integrate in customer's business processes
- Advanced **Account Payable** processing capabilities, including vendor lookup and **line items reconciliation**

Batch "20080254.002" Page_1040ez TM000001 | Batch view...

next.LC | Disp snip | **OVERVIEW** | Hold | Submit

4218722 | 30022

3Unemployment | 4AdjustedGross
4248744

5ParentClaimYES | 6ParentClaimNO
0 | 0

5Exemption | 6TaxableIncome
720044 | 3528744

7TaxWithheld | 8EIC_C
239700 | 0

9TotalPayments | 10Tax
0 | 0

Submit

Department of the Treasury - Internal Revenue Service
Income Tax Return for Single and Joint Filers With No Dependents - 2000 (OMB No. 1545-0047)

Use the IRS label here
JOAN WILLIAMS
33 NO. PROSPECT
LOUISVILLE, KY 03421

Your social security number
008342796

Spouse's social security number

President's Name: Check "Yes" will not change your tax or reduce your refund. Campaign ID: 1. Total wages, salaries and tips: This should be shown in box 1 of your W-2 form(s). Attach your W-2 form(s) to this return. 2. Taxable interest: If the total is over \$100, you must use Form 10852. 3. Unemployment compensation, qualified state tuition program payments, and Alaska Permanent Fund dividend (see page 11). 4. Add lines 1, 2, and 3. This is your adjusted gross income. 5. Can your spouse or someone else claim you as their relative? Yes Enter amount No If single, enter 150.00 (married, enter 250.00) See back for explanation. 6. Refund has 6 item tax 6. If tax is larger than line 6, enter 0. This is your taxable income. 7. Enter your Federal income tax withheld from box 3 of your W-2 form(s). 8. Excess income credit (EIC) (see page 13). 9. Nonrefundable earned income credit (EIC) (see page 13). 10. Add lines 7 and 8. These are your total payments.

Income: 1 42 187 22
2 300 22
4 42 487 44
5 7 200 44
6 35 287 44
7 2 397 00
9 2 397 00

4AdjustedGross - Failed By Calculate Action On Field '6TaxableIncome'.

FastDoc

Verify
Next Task... Hold FP: 728
Purchase Orders - [Green Checkmark]

PO Number
KU-88-764944

PO Date
Nov 23 2009

PO Zip
02116

PO Company
Beep Beep Industries

PO Total
4000.00

tm000004.tif 2550x3300 px 300 dpi

Purchase Order

Beep Beep Industries
22 Hook, Line and Stinker
Boston, MA, 02116
Tel: 999-999-9999
Fax: 833-444-1212
Contact: John Hancock

P.O. Number: KU-88-764944
P.O. Date: Nov 23 2009
Phone: (999) 999-9999
Contact: John Hancock

TO: Acme Industries
23 Thumper Street
Union City, NJ, 07087

SHIP TO: Beep Beep Industries
22 Hook, Line and Stinker
Boston, MA, 02116
Attn: Wile E. Coyote

Terms: Net Thirty Days Ship Via: FedEx FOB: Boston MA

Item	Quantity Ordered	Description	Unit Price	Total Amount
1	2	Jet Powered Roller Skates	1250.00	2,500.00
2	1	Anvil	800.00	800.00
3	1	Do it Yourself Tornado Kit	450.00	450.00
4	10	Smoke Screen Bomb	25.00	250.00
Total				4000.00

Start

Page: 4 of 8
Doc: 2 of 4

FastDoc 201001051221.001.MAUREEN

Document

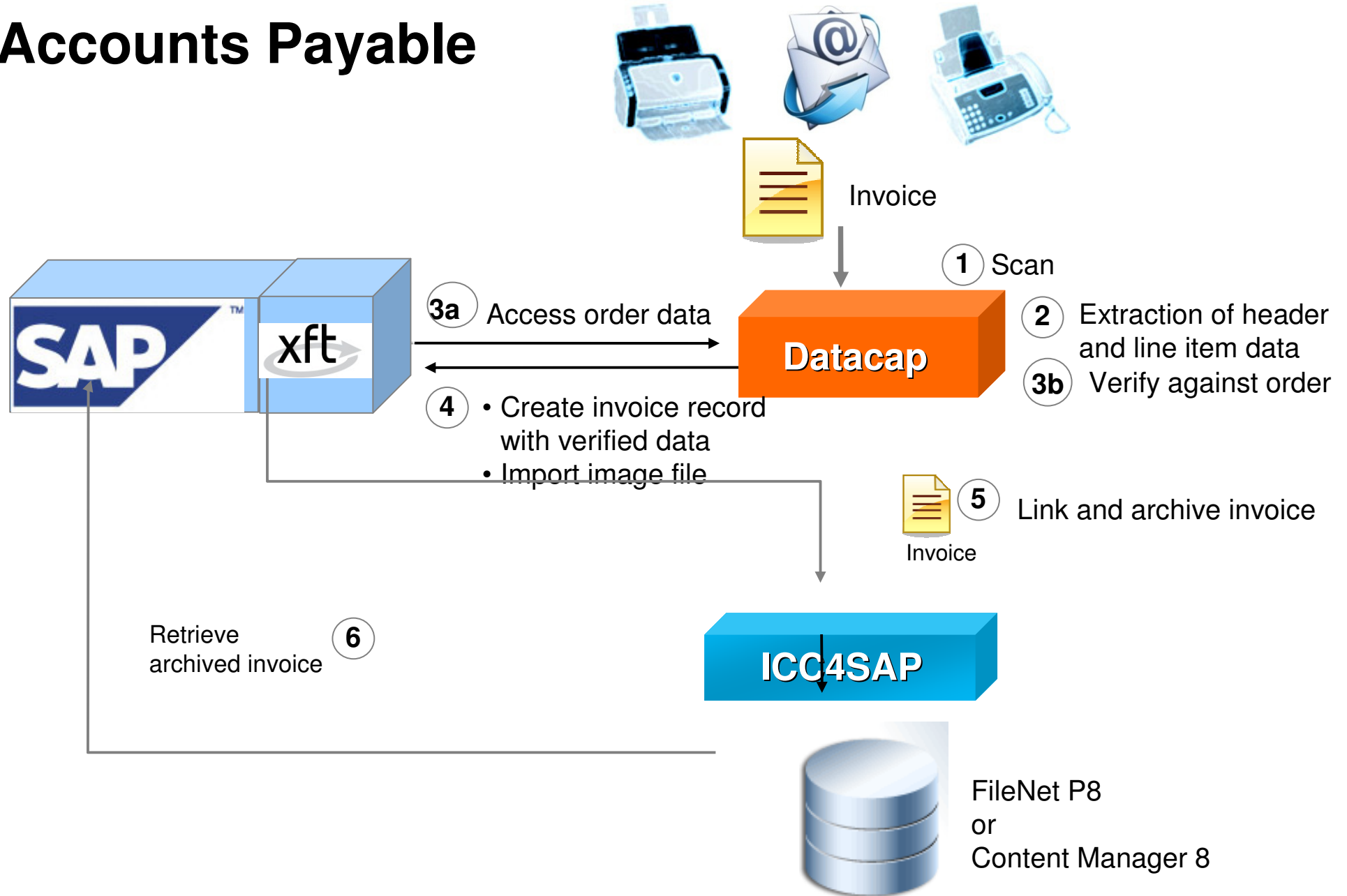
Help

Accounts Payable, HR Files, Contracts

Providing best of breed IBM ECM capture and imaging solution for SAP users



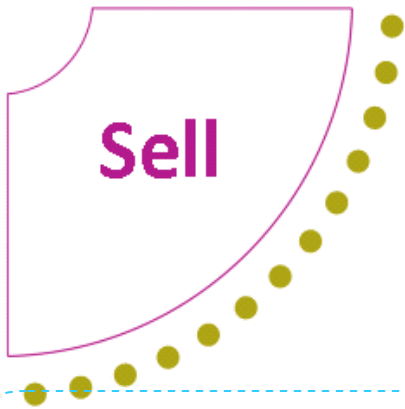
Accounts Payable



xft Solutions for SAP

- Over 20 years of experience in document-centric SAP business processes
- All business solutions completely integrated into SAP business processes
- Conforming with the highest performance requirements
- xft applications are SAP-certified
- Strong references in all industries





Statement Presentment & Archiving

Target Buyers

- **VP Customer Service/ Call Center Manager** - reduce cost of customer care while maintaining quality of service that will foster loyalty and customer satisfaction; provide capabilities that allow CSRs and SMEs to be as efficient as possible in resolving complex customer service requests; enable customer self service (secure on-line access to statements)
- **Compliance Officer/ Corporate Legal** - wants to cost effectively conform to regulatory requirements for retaining transactional records; respond quickly to audit request, facilitate fraud investigation

Reduce Print, Postage and Storage Costs

- Facilitate customer self-service to reduce call center costs
- Reduce/eliminate printing and postal costs of monthly statements and legally required confirmation letters
- Electronically archive statements, reports, trade confirmations, tax information, receipts, records
- Provide call center agents access the identical statement or bill
- Largest customers currently have 160 billion objects stored, millions of retrievals per day, 25+ petabytes of data

buyers

benefits

solutions

Complementary Solutions

ECM Solutions

- **IBM Content Manager onDemand**

Smarter Commerce Solutions

- Order Management & Fulfillment
- Customer Self-Service

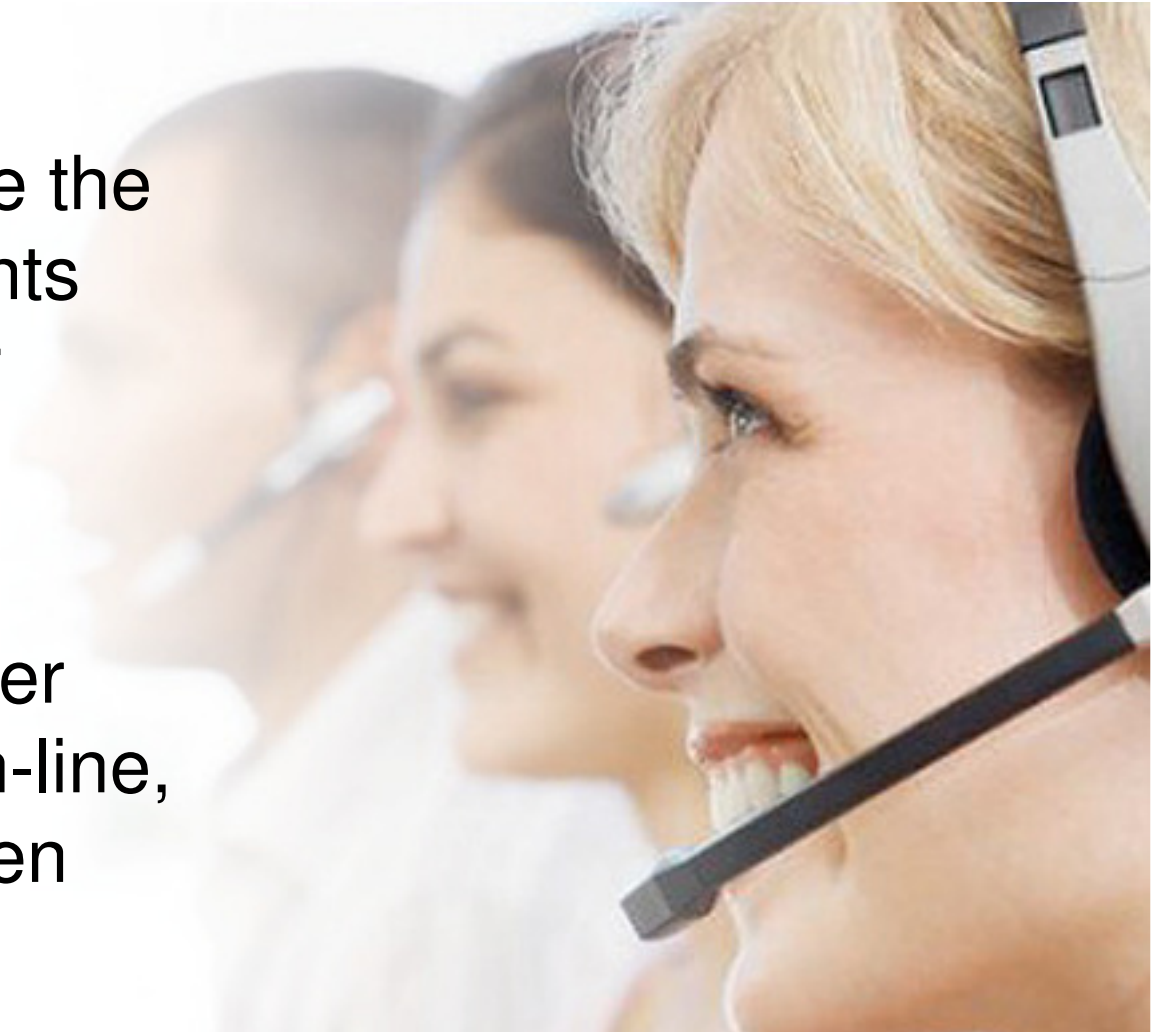
Link: [Materials in Smarter Commerce University](#)

Content Manager OnDemand

Improve Customer Service With Rapid Call Center Access

Q. Do you need to reduce the time that call center agents take to resolve customer inquiries and reduce the number of call-backs?

A. CMOD allows call center agents to quickly see, on-line, documents that have been printed and mailed



On-line Statement Self Service Empowers the Customer

Q. Do you need to reduce costs and increase customer satisfaction by streamlining your customer's access to information?

A. CMOD can produce significant and quick savings in printing, mailing & storage costs, and drive customers to view their statements on-line



Eliminate Printing with Report Archive and Distribution

Q. Do you need to reduce costs and increase efficiencies by streamlining access to reports for employees and trading partners?

A. CMOD can produce significant savings in printing, distribution & storage costs, and enable employees and trading partners to view their reports on-line



IBM Content Manager OnDemand

New capabilities to Delight Your Customers

Compression

30:1

Creates cost savings of 50%

- Get the most out of disk devices
- Petabytes of data under management
- No penalty during access

Optimize hardware and manage IT costs

Performance

3500

Items per second

Retrieval is instant

- Multiplatforms, zSeries, iSeries, Web interface
- FileNet System Monitor for application health management
- Content Navigator

Customers expect immediate access – and get it

Scalability

185

Billion documents stored

Architecture is unique in the industry

- 8.7 Million retrievals/day
- Scales from department to enterprise deployments

Start small and grow your application

IBM Intelligent Investigation Manager

IBM Intelligent Investigation Manager

... a new solution **powered by ECM and i2**, provides deeper insights for fraud discovery and optimizes the process of fraud investigations.



Fraud costs private and public sector enterprises hundreds of billions in revenues each year \$ 994 Billion in US alone



- Association of Certified Fraud Examiners

BANKING

There was a 25% rise in the fraudulent use of UK credit and debit cards last year with losses amounting to £535m...



ENERGY & UTILITIES

Customers have stolen power for decades, costing utilities 1% to 3% of revenue — or about \$6 billion industry-wide



TAXATION

Approximate estimates say that the EU loses €100 billion annually in value added tax (VAT) revenues to fraud.

HEALTHCARE

Estimates place the loss due to health care fraud at a staggering **\$226 billion** each year.

INSURANCE

Latest national estimate for claims fraud in the U.S. is \$79 billion.

WARRANTIES

Upwards of 10% to 15% of claims are in some way suspect

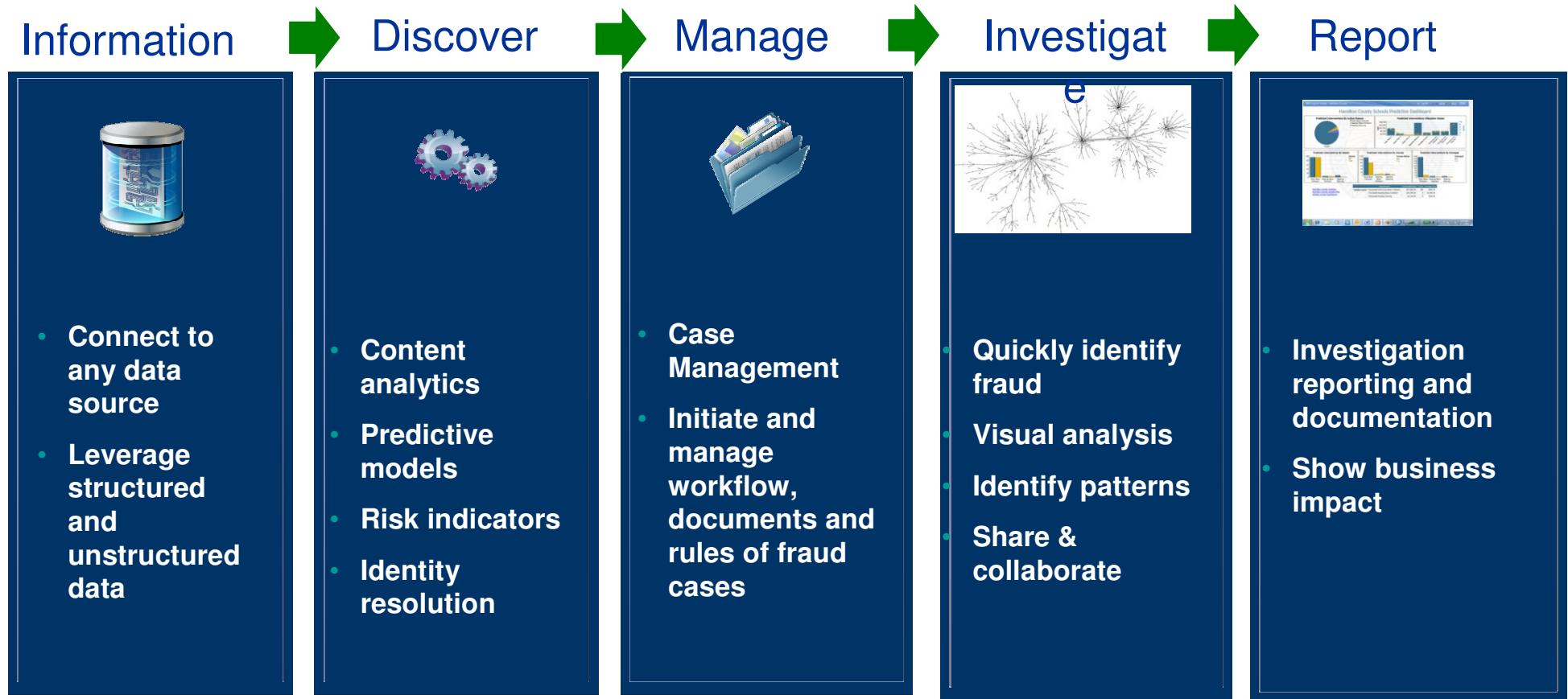
WORKER'S COMPENSATION

25 percent of all workers compensation claims are fraudulent.

TRAVEL

The average expense reimbursement fraud scheme costs a company \$60,000, lasting on average two years before detection.

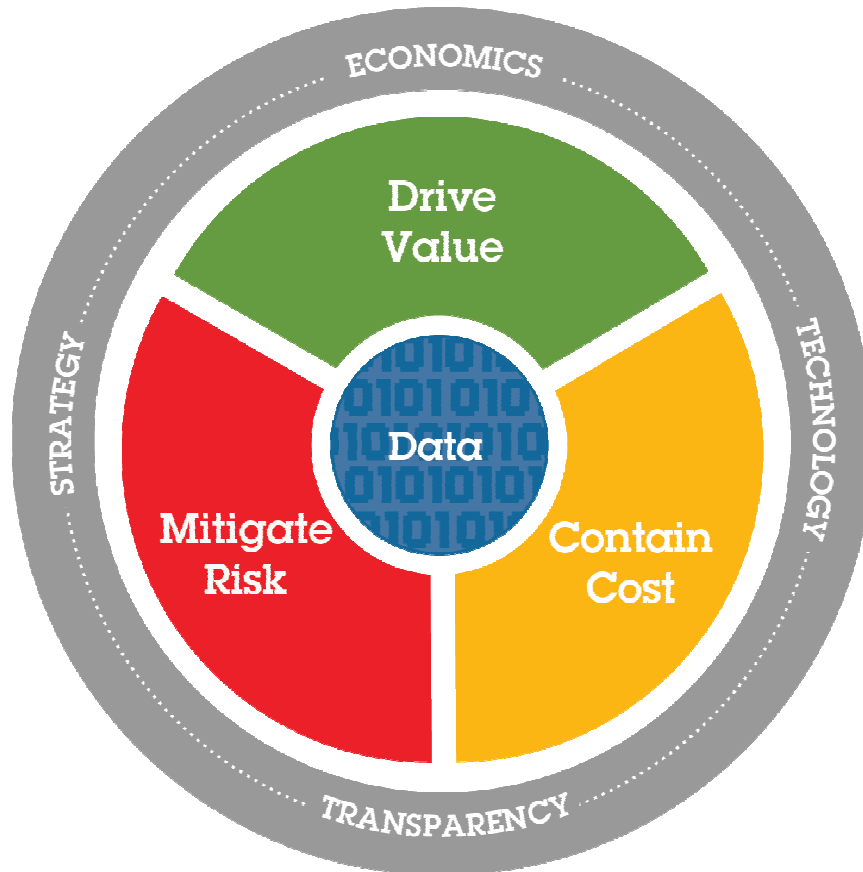
The Enterprise Fraud Management Lifecycle



IBM's Information Lifecycle Governance

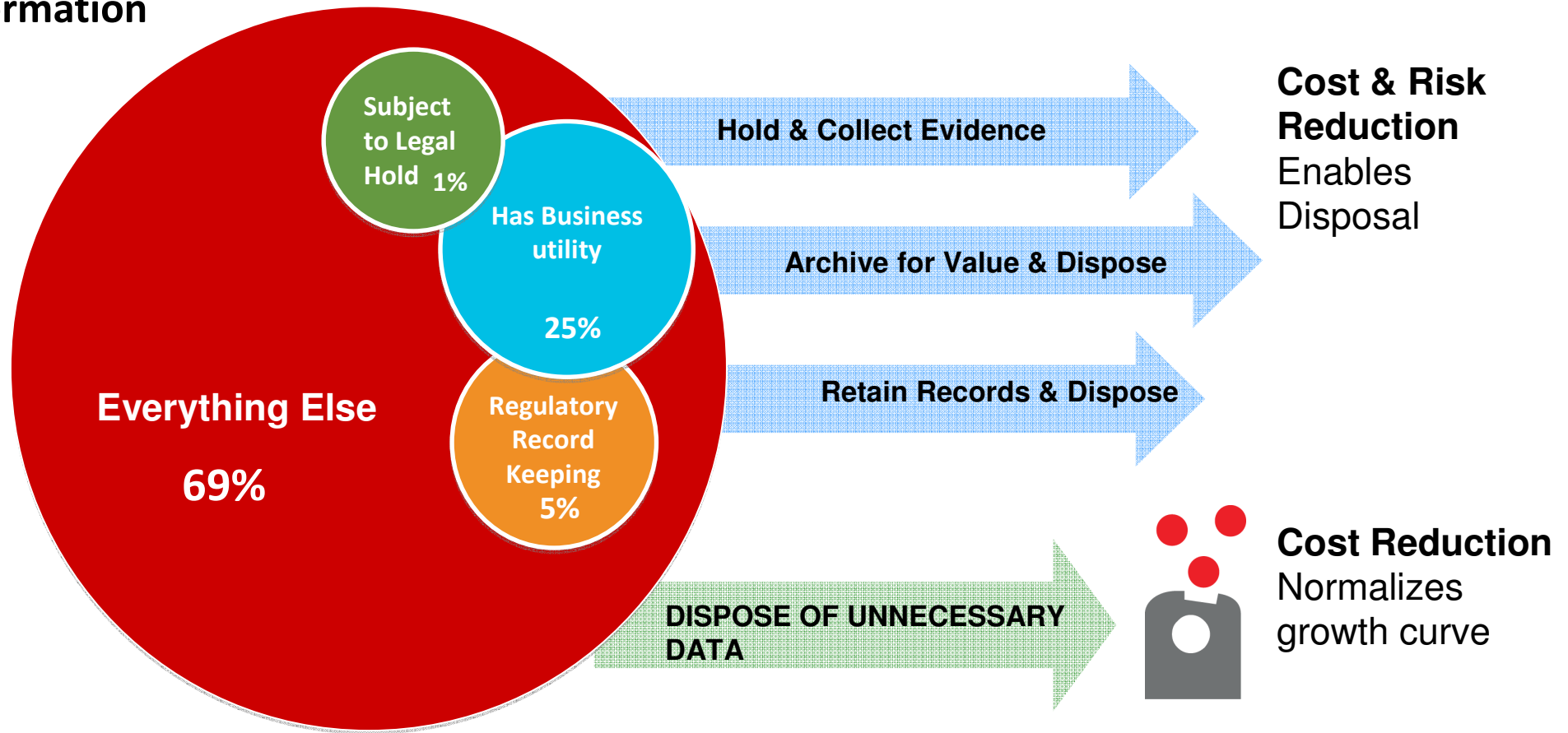
IBM's Information Lifecycle Governance solution improves information economics by better aligning information cost with its value

IBM Information Lifecycle Governance Solution



- ILG lowers the total cost of information while increasing the value derived from it
- Eliminate unnecessary cost and risk by defensibly disposing of data debris
- Align cost to value through value-based archiving and tiering
- Reduce information risk by instrument privacy, e-discovery and regulatory policy across the data environment

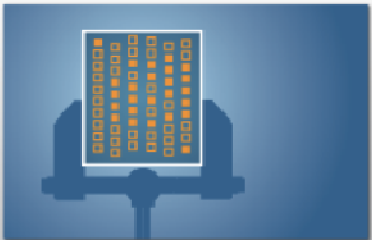


Enterprise Information



%s based on CGOC Summit 2012 Survey

Store IQ

StoredIQ brings powerful, innovative capabilities to govern data in place to drive value up and cost out

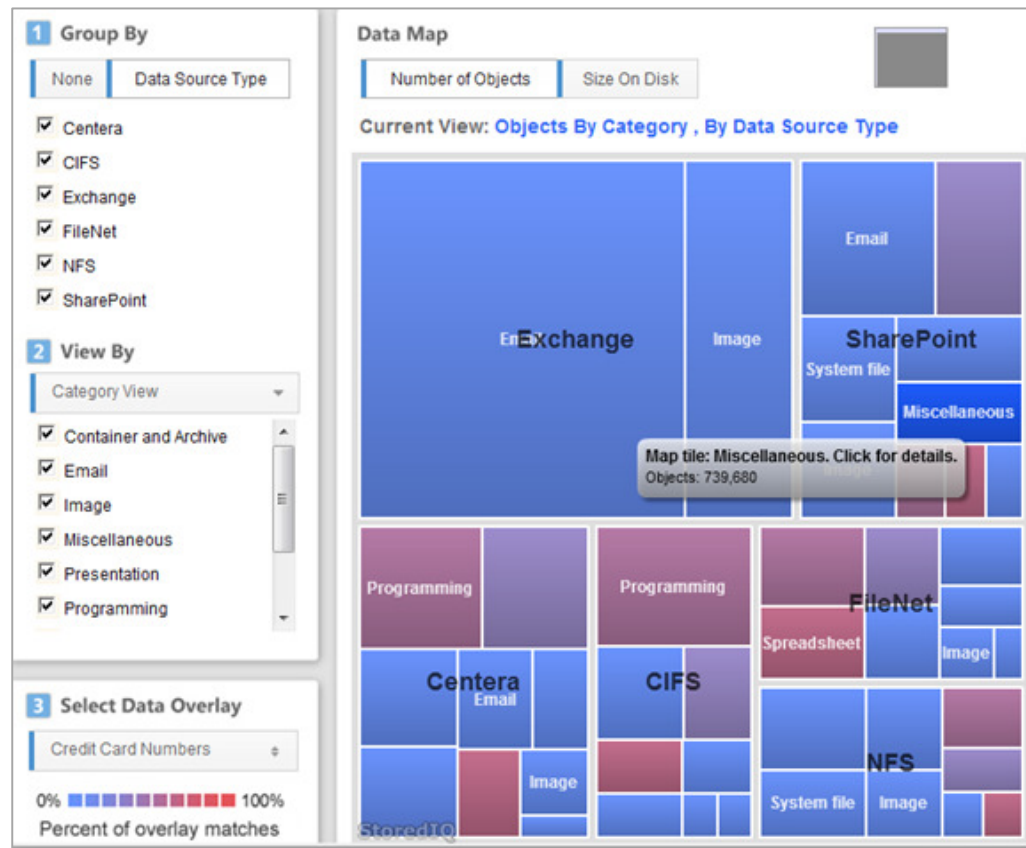
Active Data Intelligence	Active eDiscovery	Active Information Governance
		
Increase your Big Data intelligence. Identify relevant subsets, patterns and trends that drive your business.	Reduce your eDiscovery review costs. At \$18,000 a GB, you can't afford to guess. Collect only what's required.	Enforce information governance policies for records retention, compliance regulations, or risk mitigation.

Capabilities: Enable organizations to gain visibility and control over big data and rapidly connect people to business-critical information.

Customers: More than 120 companies are now able to identify, analyze and act on dynamic data to meet their e-discovery, information governance and data management requirements.

Technology impact: Dynamically manages data in-place to dramatically improve the speed and reliability of information management and lower legal costs and compliance risks.

People: Founded in 2002, with more than 50 people, headquartered in Austin, TX.



Active Data Intelligence

- Identify relevant subsets, patterns and trends that affect your business
- Analyze data in place across multiple sources and act for value



Active e-discovery

- Get insight on data in place, estimate review cost and make better informed e-discovery decisions
- Leverage legal-friendly repeatable workflow



Active Information Governance

- Identify and classify records and put records in their proper location
- Clean up content with no business value

Organizations will need to redefine their content strategy

In order to gain control, optimize business outcomes, improve collaboration, achieve new insight, and govern for reduced cost and risk



Three key steps to take in 2013

1 ▶ See opportunities

How:

- Expand existing investments to capitalize on social, mobile and traditional applications
- Connect trusted information sources to social business systems
- Naturally extend to broader solutions: Governance, Analytics and Case Management

2 ▶ Think outcomes

How:

- Add value at the point of capture; infuse intelligence into the system
- Put the right content in motion and increase optimization with case-based context
- Use analytics to spotlight key trends and customer specific needs

3 ▶ Realize value

How:

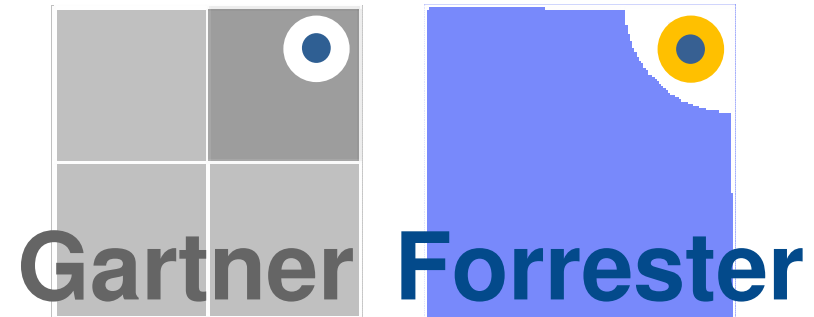
- Move from a “keep everything” policy to a value-based archival system
- Enable efficient eDiscovery and regulatory compliance
- Defensibly dispose of excess information

IBM is the market leader

'IBM's transition, which started in 2010, from a more technology-centric focus to one emphasizing high-value, line-of-business and industry solutions ... is showing results.'

— Gartner

ECM Market Share Report, April 30, 2013



Leader in major ECM categories

- **Enterprise Content Management**
 - Gartner MQ Leader
- **Enterprise Content Management**
 - Forrester Wave Leader
- **Dynamic Case Management**
 - Forrester Wave Leader
- **Enterprise Information Archiving**
 - Gartner MQ Leader
- **Message Archiving**
 - Forrester Wave Leader

Question and Answers?

