

Selling ECM Solutions for System z in 2012

Smarter software for a smarter planet



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Learning for Growth 2012

Learning objectives:

- After completing this Web lecture you will be able to:
 - Identify Opportunities for IBM Enterprise Content Management (ECM) software running on System z
 - Know where to go to get help selling and pricing ECM solutions



Agenda

- **What is Enterprise Content Management (ECM)?**
- How do I find ECM Opportunities?
- What should I do when I think I have found one?

Information Growth Provides a New Wave of Opportunity

... and Organizations need Deeper Insights

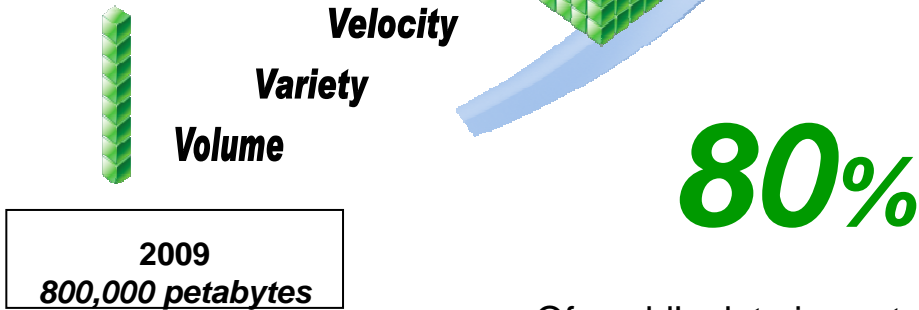
44x

as much Data and Content
Over Coming Decade

2020
35 zettabytes

60% of CEOs need to do a better job capturing and understanding information rapidly in order to make swift business decisions

83% of CIOs cited "Business Intelligence and Analytics" as part of their visionary plans to enhance competitiveness



Of world's data is unstructured
(documents, email, text, audio, video, etc)



Challenges of Managing a ‘Perpetual Tsumani’ of Information

- How will we capture the information we need?
- How will we find the information we need when we need it?
- How will we know what information we need to keep, and how will we keep it?
- How will we follow the growing number of government and industry rules about retaining records, tracking transactions, and ensuring information privacy?

Legally-defensible disposal – keeping only what an organization is legally required to keep – is a key to managing the information explosion

IBM's Enterprise Content Management Solution

Capture it.



Activate it.



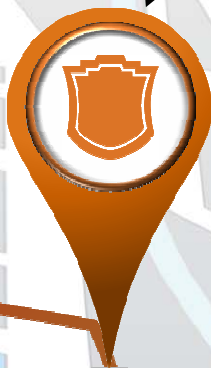
Socialize it.



Analyze it.



Govern it.



IBM Enterprise Content Management

The path to value lies along one or more specific **business solution entry points**



Document imaging and capture

Capture, manage and share content anywhere it exists



Advanced case management

Optimize case and business outcomes



Social content management

Connect people with social content and office documents



Content analytics

Gain unexpected business insights



Information lifecycle governance

Reduce cost and risk by managing information through its lifecycle

Document Imaging and Capture

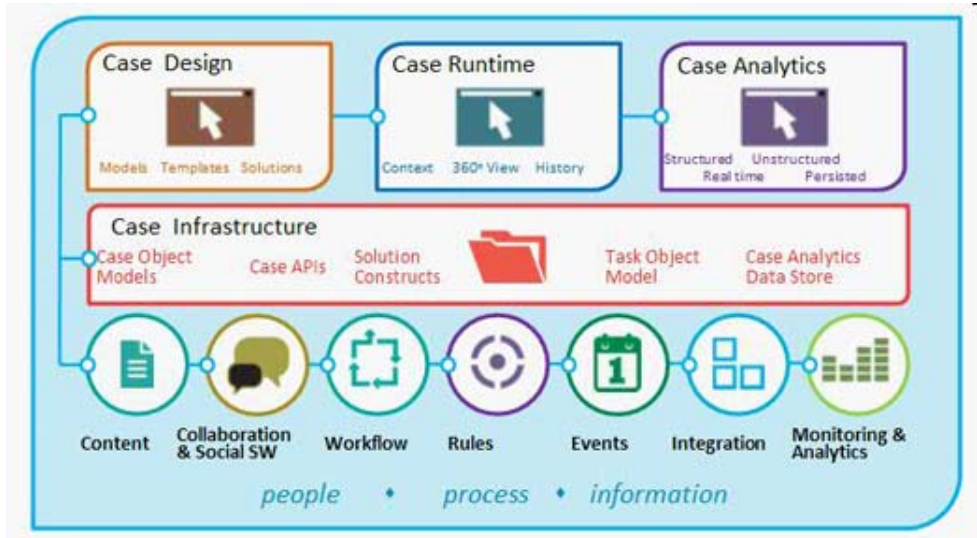
- **IBM Datacap** – document imaging capture subsystem – typically runs off-platform but stores documents to either:
 - **IBM FileNet** – runs on many platforms including Linux on System z
 - **IBM Content Manager** – runs on many platforms including Linux on System z and z/OS
- **IBM Content Manager OnDemand** – captures computer output to eliminate/reduce printing and deliver fast access to statements and reports online to millions of users
 - Runs on many platforms including Linux on System z and z/OS
 - Replaces ASG/Mobius, CA View, and Systemware XPRT
 - Can also replace IBM RMDS and Tivoli Output Manager
 - IBM CM OnDemand dominates the Report Management market
 - Since the majority of the data originates from System z it makes good sense to run CM OnDemand on z/OS or Linux on System z



zLinux Parts Available

Advanced Case Management

- **IBM Case Manager** unites information, process, and people to provide a 360-degree view of case information and achieve optimized outcomes



Version 5.1 released in Dec 2011
added support for Linux on System z

zLinux Parts Available

Social Content Management

- **IBM Connections Enterprise Content Edition** – integrates IBM ECM solutions with IBM Connections and other IBM Social software



Content Analytics

- **IBM Content Analytics**
 - 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 & Predictive Analytics for Healthcare
 - Convert unstructured information into structured data
 - Feed/Update databases or applications
 - Business Analytics (Netezza & BigInsights integrations)

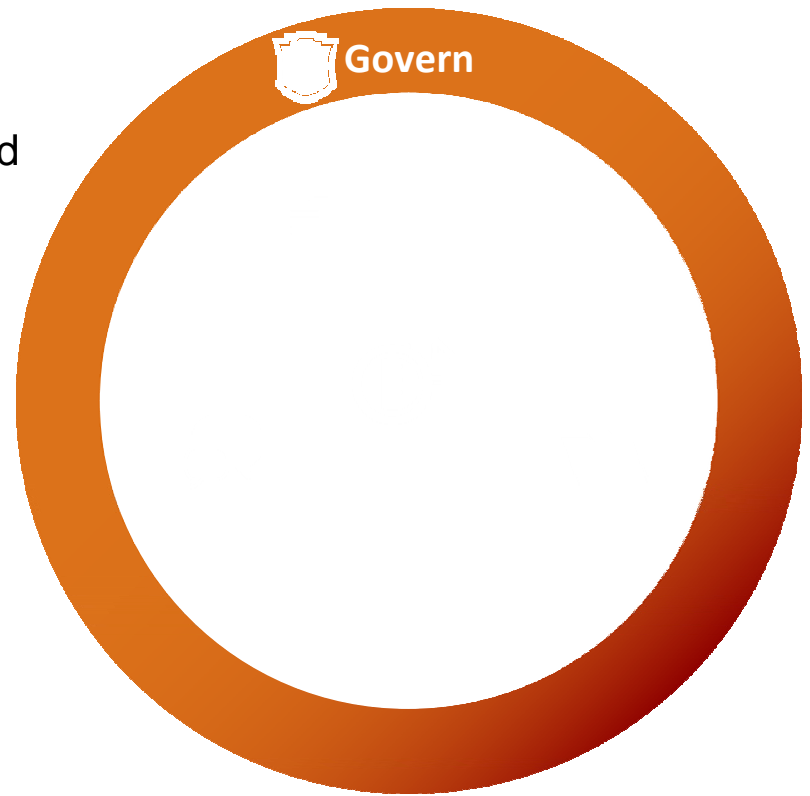


Version 2.2 introduced support for Linux on System z

zLinux Parts Available

Information Lifecycle Governance

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



- IBM SmartCloud Archive
- IBM Enterprise Records
- others ...

zLinux Parts Available

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How Do I Find Opportunities?

- Enterprise Content Management is not an IT sale – it is a Line of Business Sale
 - Well, not all of it, our CM OnDemand software for Report and Output Management IS an IT sale

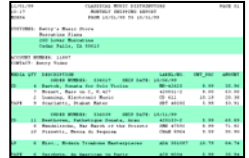
- I recommend focusing on:
 - 1) asking every customer what they use for Report and Output Management

 - 2) contacting the ECM rep for accounts you have that are actively growing their zLinux environment as you might be able to get ECM workload they already have or are considering on zLinux

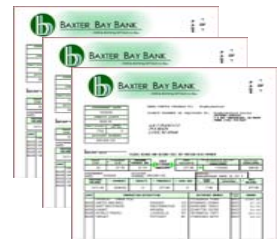
Report/Output Management

- Every organization has Business Applications that generate documents:

- Reports



- Transactional Documents (Statements, Invoices, etc)



- IBM's Content Manager OnDemand (CMOD) software captures the documents from the print spool and makes them available to internal and external users.

- This can happen at the same time they are printed – or instead of printing them!

Why Focus On This?

- This can save customers BIG MONEY on printing and even mailing costs
- It can also enable them to offer new services (online statements, invoices, etc)
- We are the acknowledged Market Leader and our competitors are all faltering BIG TIME
 - Competitors include ASG/Mobius, CA View, BMC Control-D, Systemware, or others – but they are WAY behind and none are investing in their solutions while IBM continues to invest in CM OnDemand
 - CM OnDemand provide tremendously better capabilities – often for the same or lower cost
 - Mobius is not a perpetual license – need to ‘rebuy’ periodically
- IBM is VERY successful replacing all of these competitive solutions with CM OnDemand
 - We have Lab Services team dedicated to migrating competitive solutions to CM OnDemand

Ask EVERY Customer What They Use Today

- Send me an email (Mike Zimmer/Buffalo/IBM) - I will send you a reply with two 'EZ Buttons'

Generate eMail to customer asking what they have

Send Send and File... Save as Draft Delivery Options... Display More

To:

Cc:

Bcc:

Subject: What Do You Use for Report and Output Management?

Default custom expiration date: 12/18/2012

Dear _____,

I was wondering what software your organization uses to manage reports and other documents generated on the mainframe. I ask because IBM's Content Manager OnDemand software is by far the best solution on the market for managing reports and other computer generated output and many organizations running Mobius, CA View, or Systemware are switching to CM OnDemand to provide better solutions for the same or lower cost!

Sincerely,

Mike Zimmer
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Generate eMail to CMOD customers who don't have Enhanced Retention feature

Send Send and File... Save as Draft Delivery Options... Display More

To:

Cc:

Bcc:

Subject: Reducing Storage Requirements for IBM CM OnDemand

Default custom expiration date: 12/18/2012

Dear _____,

Data growth in today's IT environment is at the top of the CIO's agenda. Keeping everything forever creates cost and risk that are unacceptable to most organizations. The documents you have saved in IBM's Content Manager OnDemand (CMOD) may be unnecessarily contributing to that data growth. I am contacting you to make sure that your organization knows that IBM has a retention and disposal feature for CM OnDemand that can significantly reduce the amount of storage CMOD is using.

With CM OnDemand version 8.4.1 we introduced a new feature called Enhanced Retention Management which allows you to 'lock down' documents that need to be retained. Adding this feature allows you to develop and implement a strategy that will enable you to start removing old documents from CMOD that are no longer needed and reclaiming the storage space used to store them. The vast majority of CMOD customers have never deleted anything - so if you're like them, adding this could allow you to reclaim a very significant amount of storage and reduce risks related to compliance and eDiscovery.

We've created an 8 minute overview of the Solution and posted it at <http://tinyurl.com/3r2987>.

I'd like to ask for your help in identifying who the CM OnDemand System Administrator(s) are so we can educate them on the tremendous benefits this feature can provide. This can potentially save your organization money and reduce your risk. Please either forward this email to the person who manages your CM OnDemand environment or reply to me with their contact information and I will contact them directly.

Sincerely,

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Enhanced Retention Feature

- CM OnDemand has been available for nearly 20 years and many of the original customers have never deleted anything
- In 2009 we released a new version of CM OnDemand which included a new (chargeable) feature called 'Enhanced Retention Management'
 - allows customers to 'lock down' individual documents
 - this allows them to start deleting the information they no longer need to keep
 - buying this feature can allow them to potentially reclaim a lot of storage CM OnDemand has been using
 - avoiding buying more storage (or reclaiming storage) can pay for the optional feature (which costs \$50K-\$150K depending on their configuration)

Steps to Take Now

- 1) Get the EZ Button email (from Mike Zimmer/Buffalo/IBM)
- 2) Send every customer an email asking them what they use today
 - If they use ANYTHING other than IBM's CM OnDemand product **you have an ECM Opportunity**
- 3) If they have OnDemand, send the second email asking if they know about the Enhanced Retention feature
 - If they don't - **you have an ECM opportunity**
 - Less than 5% of install base has this and every one could save far more money than the feature costs by buying it

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- **What should I do when I think I have found one?**

Contact Me

- I can help you interpret the results
- I can help you determine who the ECM Rep is for specific accounts
- I can advise you on steps to take
- I can help you build the case with ECM rep and customer for deploying ECM on z

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