

Business Content is Everywhere

Marketing manager posting on-line product videos

AP manager paying invoices

eCommerce product manager updating product photos

Telecom customer rep reviewing bill with a customer

Insurance adjustor processing claims

Government agency processing benefits

Hospital searching medical records

Leasing sales manager mining contracts

Branch manager accepting a mortgage application

Retailer collaborating on inventory plan

Taxi driver giving a receipt

Salesman submitting a sales order

Enterprises Are Balancing Three Key Imperatives

Stay competitive through productivity and cost savings



Increase growth through customer centricity



Protect organization through security and compliance



Business Content Matters

It is essential to enable productivity and customer centricity, and it must be protected

SparNord

8 minutes vs 14 days
turnaround for loan
applications

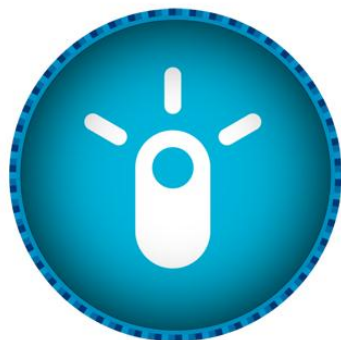


TIAA-CREF

Reduced tasks for
complaint handling
from 30 to 4

Apache Corporation
reduced acquisition process
from 12 months to 2

Data, Cloud and Engagement are Changing the Way Business Content is Managed



Data

- **90%** of organizational data is **unstructured**
- **Focus** on what matters
- Mine business content for **Hidden Truths**



Cloud

- **Business Content** - Confidential and proprietary
- **Access Anywhere** - Easy to maintain and support



Engagement

- **360 degree view of customer** through analytics
- **Build solutions** that deliver better business outcomes



Smarter Content, Smarter People

Put business content to work to realize new value



Capture



Protect



Activate



Analyze



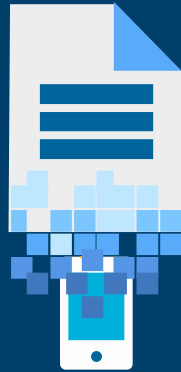
Engage

Capture

Capture documents at the point of origin

Extract valuable business data from content

Reduce cost of manual document processing



Paper-Based Loan Process

Transporting and processing paper adds time and expense

Customers fill out loan application



...submit required documents at the branch



Loan officer makes a personal copy of loan documents

Courier service picks up documents



Average cost is \$40 per branch per day

Fraud specialist analyzes loan



Manual data entry



Loan operations

Reviewer completes documentation



Approver reviews financials



Exceptions managed



Average loans processed per FTE per day = **.2**

ECM-enabled Loan Process

Eliminate transportation and speed processing

Customers fill out loan application



Loan officer scans all documents



Encrypted images and data accessible in real time via ECM system



Analytics checks for fraud



Approver reviews financials



Automated data entry



ECM

Loan operations

Exceptions managed



Average loans processed per FTE per day= **1.2**

Result:

- Savings: \$10,000 per branch per year
- 600% improvement in loans processed per FTE

Union Bank



“ With document capture, Union Bank realized a 70 percent return on investment within 18 months. ”

– Albert Pena, Vice President of Bank Operations
Union Bank, N.A.

Rapid Return on Investment

Imaging and workflow improvements helped save the bank \$500,000 annually

Days to minutes

reduction in process speed with virtually 360-degree customer view

Months to weeks

in time saved deploying new workflow-automation applications

Protect

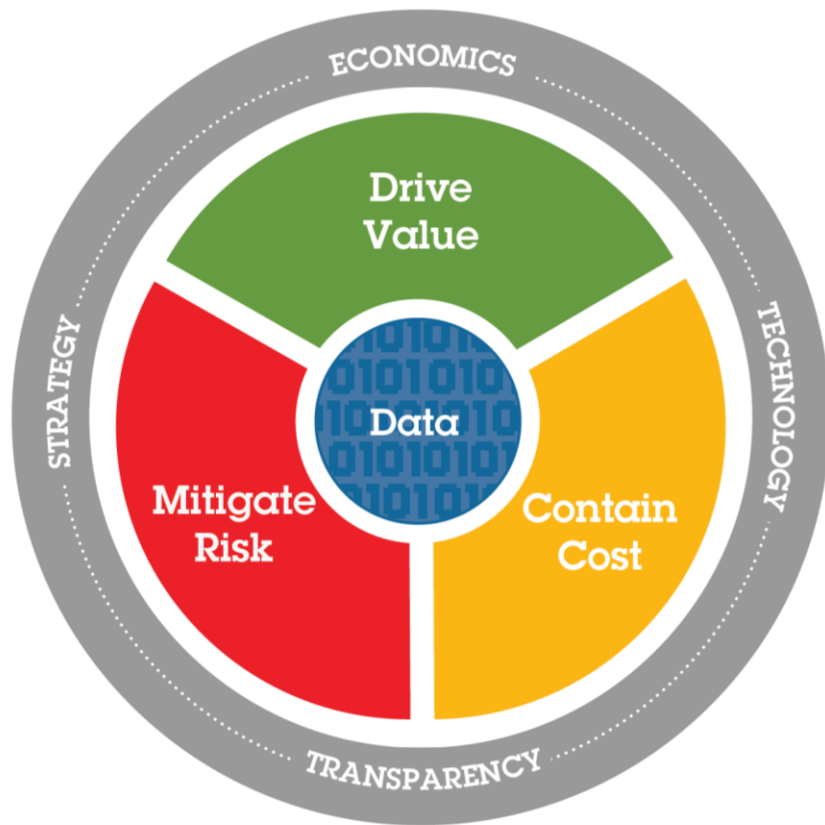
Assess and understand
content you have

Manage risk by
securing data

Optimize content retained to
comply with regulations



Protect the organization with data governance



Lower the total cost of information while increasing the value derived from it

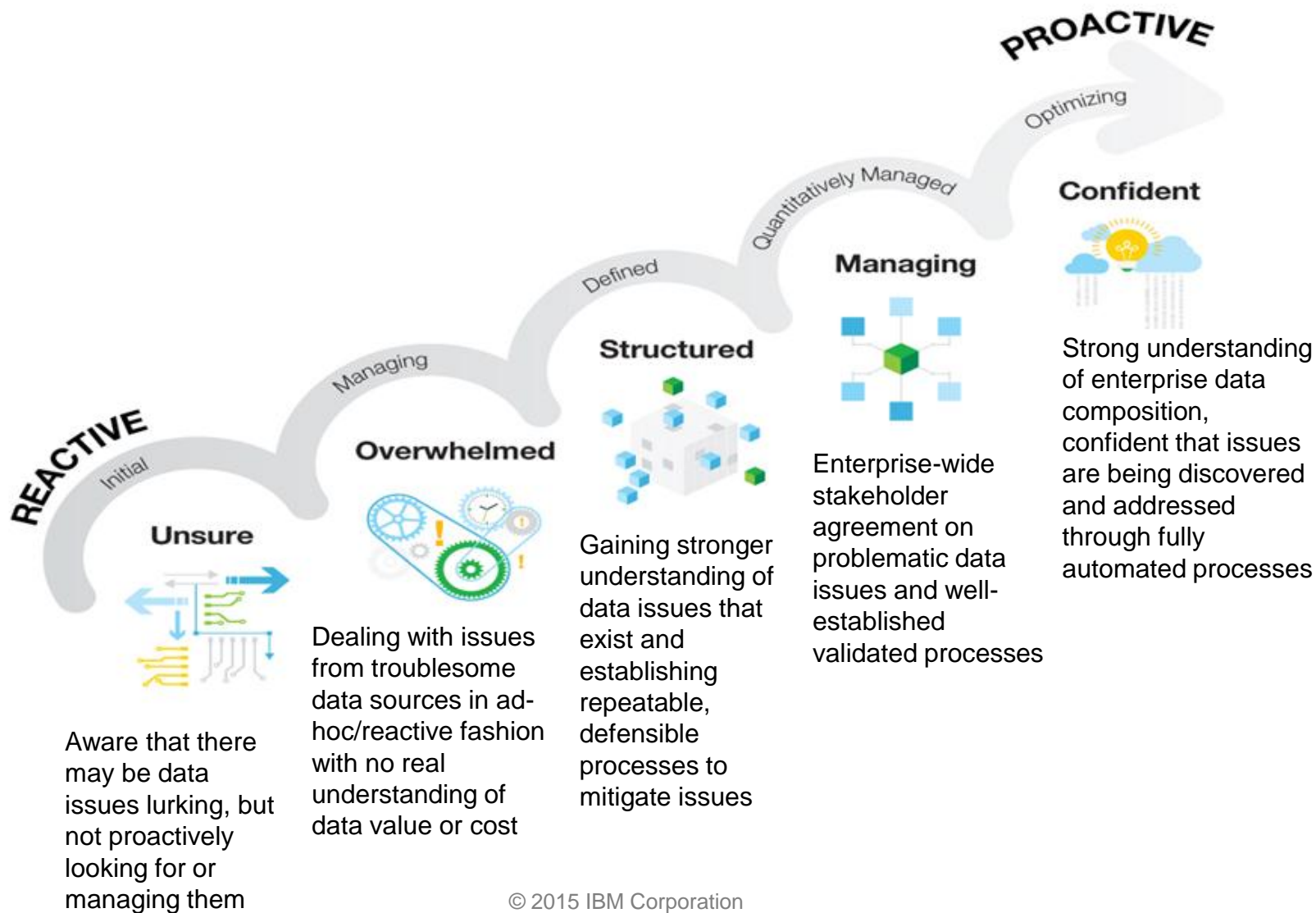
Eliminate unnecessary cost and risk by defensibly disposing of unused content and data

Align cost to value through value-based archiving and tiering

Reduce information risk by instrumenting privacy, e-discovery and regulatory policy across the data environment

Enable business to **realize information value as context erodes and volumes increase** with in-place analytics, content management and collaboration

Five Phases of Information Governance Maturity



Apache Corporation



Apache has far greater confidence that the data it sends and keeps is accurate.

Improved Process Efficiencies

Find relevant content for land sales and share only what's needed when acquiring or divesting

83% acceleration

Acquisition process reduced from over 12 months to just 2 months

Reduced risk

Eliminates errors to reduce legal risk and protects personal information to reduce risk of fines

Activate

Apply content across business processes

Increase speed of decision-making with flexible workflow

Eliminate silos between departments



Place Business Content in Context

The best search is no search at all

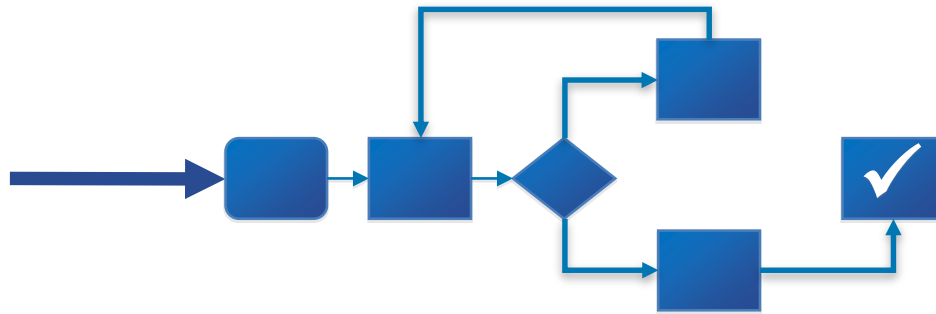
The screenshot displays the IBM Case Manager interface with several key components:

- Jobs View:** A pie chart showing "5 Cases due today".
- Video:** A video player showing a snowy landscape.
- Social View:** A social media post from LG (@LG_APPL) about a dishwasher warranty issue.
- Case Details:** A form with fields for Contact Name, Incident Date (30/09/2014), Incident Category (Social Media), Source (Twitter), and Case Stage (Investigating).
- Maps:** A map showing a city street grid with red location markers.
- Images:** An image of an LG DW122 dishwasher.
- History:** A timeline of case events including "Close Case" and "Product warranty had expired".
- Customer Communications:** A table of product registration cards.

Product	Description	Purchased	Warranty State
LG-FR993	Refrigerator	13/05/2014	Warranty
LG-VC904	Vacuum	15/12/1012	Extended Warranty
LG-DW122	Dishwasher		
- Related cases:** A list of related cases including "Warranty Service 8903-12" and "Troubleshooting #143-34".
- Analytics:** A search results page showing a list of cases with details and a "Results per page" indicator.

Unpredictable Processes Demand Flexibility

Flexible workflow enables workers to make decisions based on changing events and to act on those decisions with the Next Best Action



Decision-makers can divide requirements into discrete tasks and run them in the best order and at the best time for positive outcomes



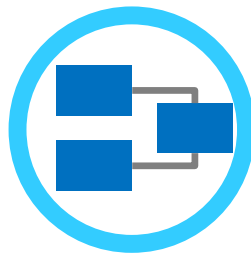
Case Management encompasses a 360 view of customer content



people



content



workflow



analytics



cloud



mobile

**A solution platform designed to deliver the *right content*
*at the right time to make the right decision***

SparNord Bank



“ With IBM Case Manager, we can truly treat each customer as a unique business case. ”

– Allan Kaufman, Enterprise Architect
Spar Nord Bank



8-minute turnaround

for loan applications that previously took 14 days to process

Top quality service

guaranteed with fast response to customer needs

Saves time and effort

for advisors, helping them handle greater workload more efficiently

Analyze

Reveal new insight hidden in content

Improve business decisions, assure Next Best Action

Increase performance of people and systems



Put business content in context for deeper understanding and insight

Content Analytics



Understanding

- Search and discovery
- Document classification
- Historic trend analysis
- Social media trends

Investigative Analytics



Quantitative

- Predictive Analytics
- Fraud Detection
- Entity Relationships

Case Analytics



Qualitative

- Performance metrics
- Team analysis
- Real-time case insight
- Resource optimization

Analytics helps city homicide investigations

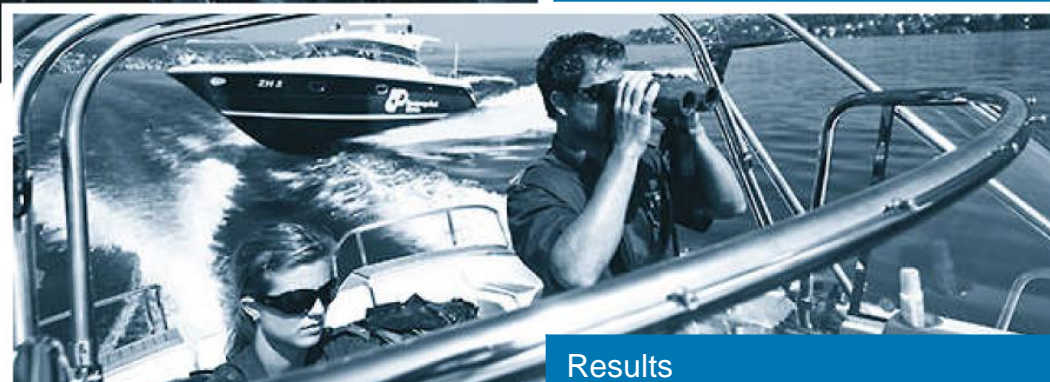


Components used

- People
- Organizations
- Cities (CH, AT, DE)
- Towns and ZIP Codes (CH)
- E-mail addresses
- Suisse banks
- Payment transactions
- Credit cards and numbers
- IBAN-numbers
- Amount of money and currencies
- Threats
- Phone numbers (in context)

Homicide: Victim's PC

- Crawl and index the existing material from laptop
- Don't miss any data!
- How can we identify relevant information?
- How can we work the most efficient way with a huge amount of data?



Results

- Easy to use by investigators
- Huge time savings
- Gained meaningful insights



Engage



Connect people, content, analytics and process with shared services approach

Streamline collaboration with hybrid cloud

Provide mobile access to business content anywhere, anytime

Shared services enables content for engagement

Goal 1 – Enable Operational Excellence

- **ECM Center of Excellence to enable cost savings by organizing work for specific skill sets within operating centers**



Goal 2 – Achieve Process Efficiency

- **Route work across operating centers and teams**
- **Automate business rules and capabilities in a paperless environment**



Goal 3 – Establish Platform Reusability

- **Create a foundation for development and operational improvements**
- **Realize the benefits of content, capture and case management technologies for competitiveness**



Implementation benefits from shared services

Reduced Timeline

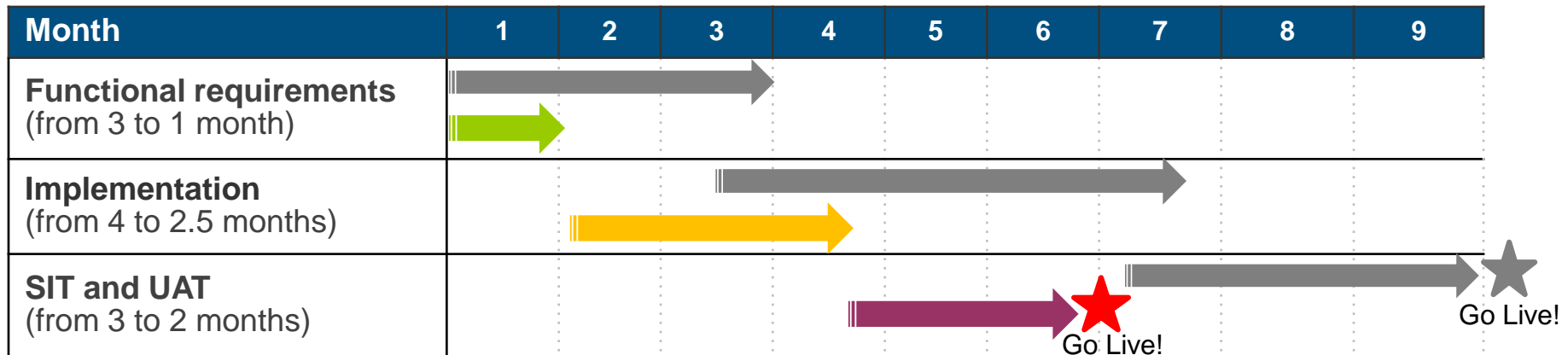
- Standard operational model narrows requirements and reduces misunderstanding
- Reuse of services components drive faster implementation

Reduced Risk

- Proven process and technology less risky to implement
- Standardization eliminates one-offs or specialized knowledge
- Fewer variations and changes require less testing

Reduced Cost

- Services are developed once, used many times
- Training is simplified as process is standardized
- Common capabilities can be deployed to multiple business units at one time



United Overseas Bank



“ IBM enterprise content management solutions have changed how UOB captures and manages customer information. ”

– Agnes Tay, Head of Scanning Operations
United Overseas Bank



Cuts time and effort

taken to process international wire transfers, increasing efficiency

Faster processing

30% reduction in time and effort required for processing credit card applications

Better customer service

Real time, 360 degree view of every customer request helps UOB maintain its competitive edge

CEVA Logistics



“ IBM’s expertise and the power of the cloud will help us keep business flowing at every link in the supply chain. ”

– Deepak Dodani, Vice President
Global Supply Chain and Transport Solutions
CEVA Logistics

Anytime, anywhere access

to content supports more flexible decision-making

New insight

helps clients adjust to changes in supply and demand faster than ever before

Cloud reduces costs

by leveraging existing resources to extend current IT environment more quickly

How can your employees engage with Business Content in smarter ways?



One Experience for Business Content

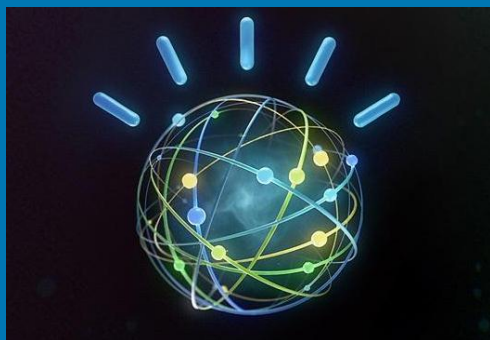
Unified experience for mobile and web across capabilities



A growing ecosystem of IBM and partner built solutions

Smarter Content Solutions

Cross-IBM Solutions



Industry Focused Partner Solutions



HEALTH



INSURANCE



ENERGY



BANKING



GOVERNMENT



RETAIL

IBM is the clear market leader

“ Enterprises looking for a strategic infrastructure provider to support many content-related needs should consider IBM. ”



Source: Gartner, Magic Quadrant for Enterprise Content Management, September 2014

IBM capabilities put content to work for you

IBM Unified Interface



Capture

- Document imaging
- Content classification
- Mobile capture



Protect

- Data assessment and clean up
- Archiving & records management
- eDiscovery



Activate

- Case management
- Flexible workflow
- Content dashboard



Analyze

- Data curation
- Analytics for investigations
- Advanced search



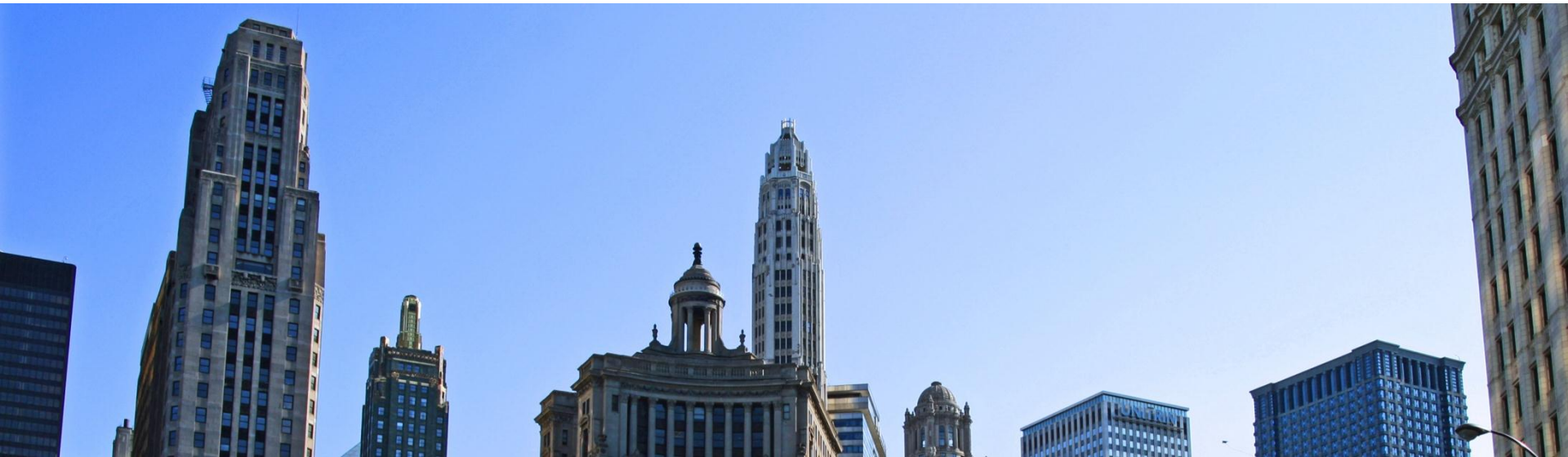
Engage

- Customer communications
- Content collaboration
- Mobile access



Content Platform
IBM and 3rd Party





Learn more about IBM Smarter Content Solutions

www.ibm.com/thatsecm/