



IBM Software Partner Academy Program

**Telefonkonferenz am 10.7.2009**

# Content Collection and Archiving

- Von Archivierung zur Nutzung -

Michael Sigmund, IBM Software  
Teamleader SWG IT Architects Channel Sales

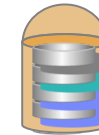




# Agenda



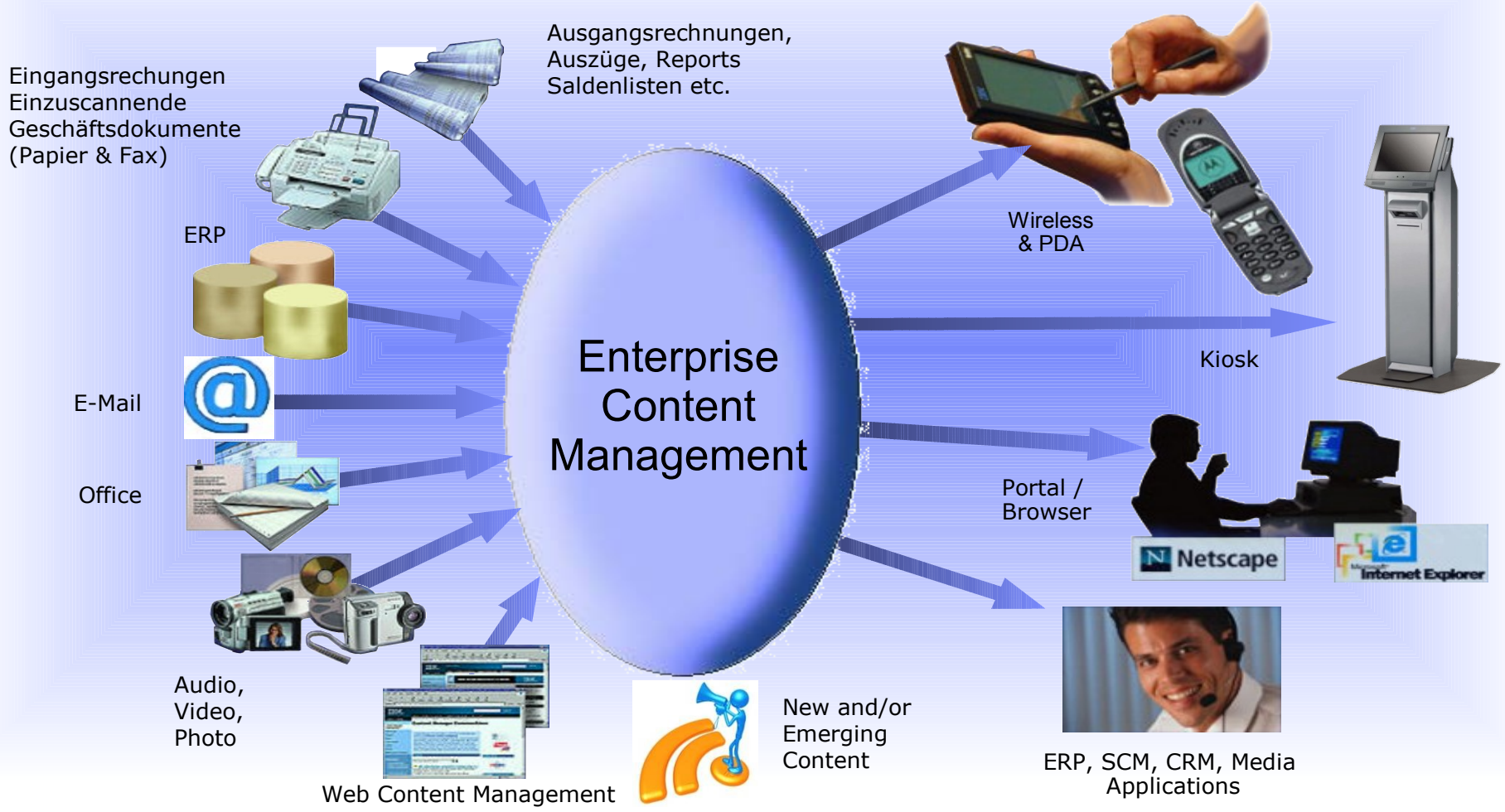
- **Kontext**
- **Überblick E-mail Archivierung**
- **Isoliertes Archivieren versus ‘Content Collection (and Archiving)’**
- **‘Content Collection and Archiving’ mit Hilfe einer ECM Platform**
- **Die IBM Content Collector Familie**
- **Weitere Angebote**
- **Return On Investment (ROI)**





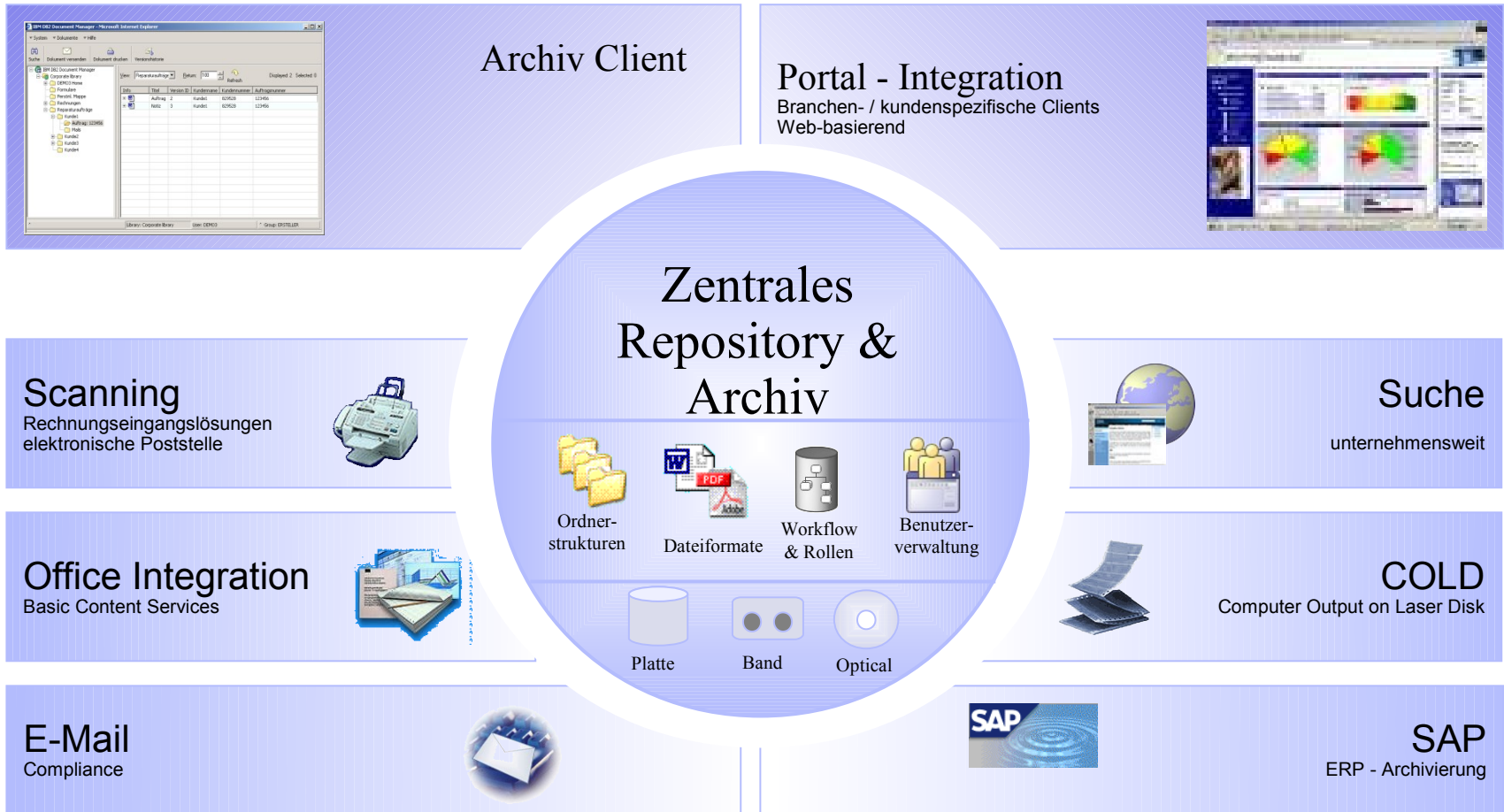
# Definition

**Enterprise Content Management (ECM)** umfasst die Technologien zur **Erfassung, Verwaltung, Speicherung, Aufbewahrung und Bereitstellung** von Content und Dokumenten zur **Unterstützung von organisatorischen Prozessen**.





# Das IBM Content Management Portfolio (Auszug)





# Flexibles Enterprise Content Management (agile ECM)



IBM 'agile ECM' hilft Unternehmen, **bessere Entscheidungen schneller** zu treffen durch:

- das Verwalten aller Arten von Content.
- die Bereitstellung von 'Content Intelligence'
- die Optimierung von betroffenen Geschäftsprozessen.
- die Unterstützung von Compliance-Anforderungen.

Einheitliche Plattform für Content, Process, Discovery und Compliance

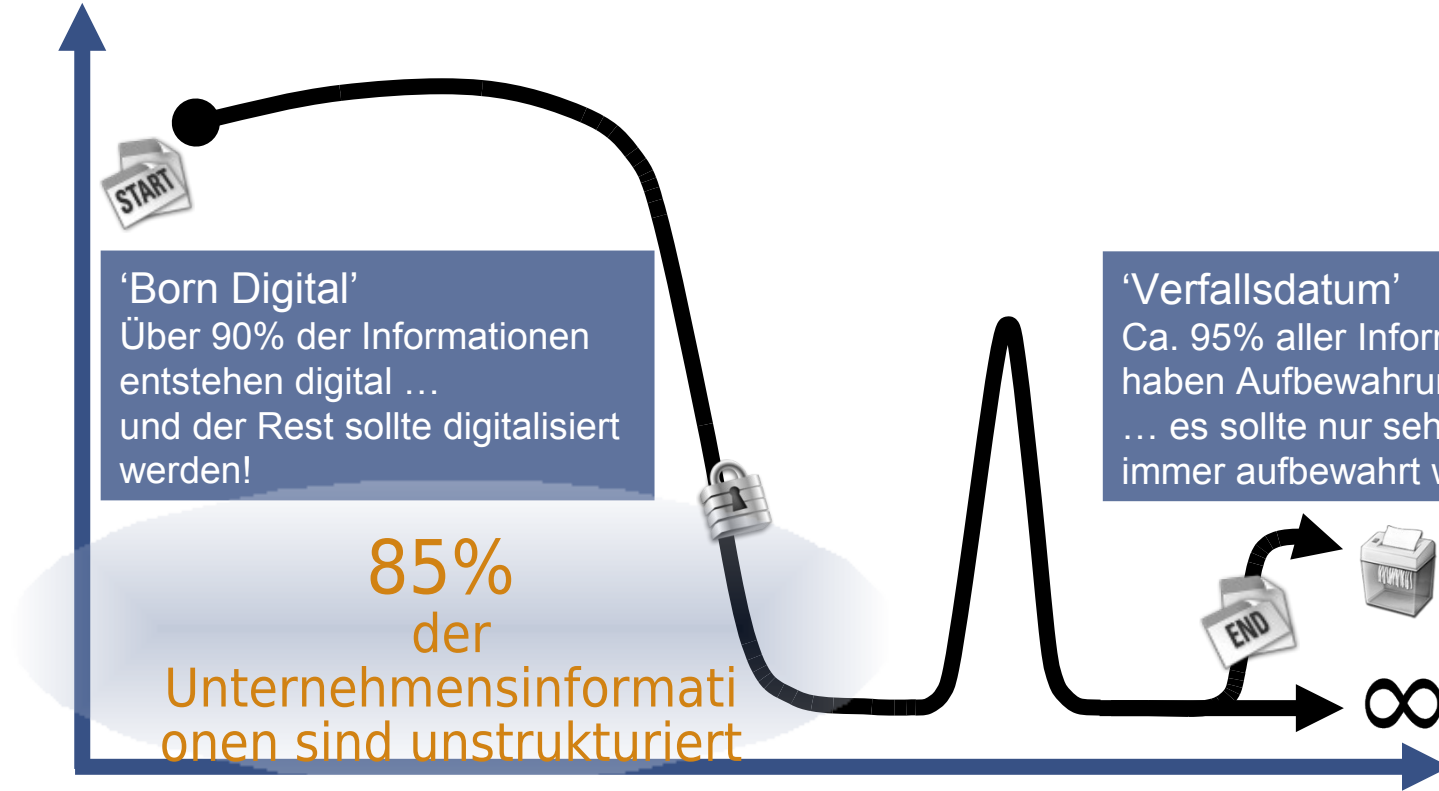
auf Basis einer integrierten information Infrastruktur



# „Agile ECM“ umfasst den gesamten Lebenszyklus



Häufigkeit des Zugriffs und der Nutzung

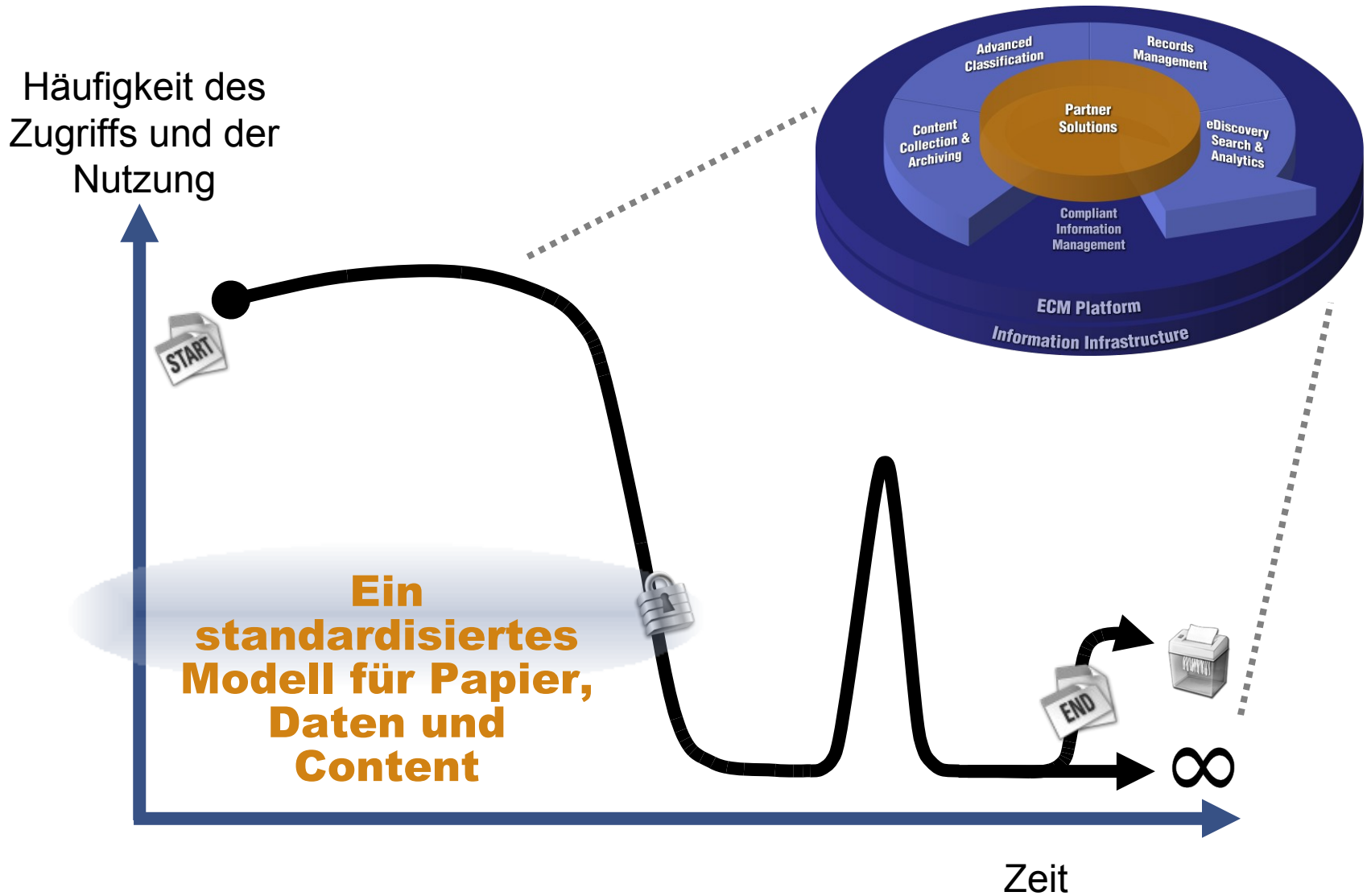


Zeit






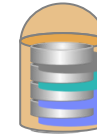
# „Agile ECM“ bietet konformes Informations-Management



# Agenda

## ✓ Kontext

- 
 ■ Überblick E-mail Archivierung
- Isoliertes Archivieren versus 'Content Collection (and Archiving)'
- 'Content Collection and Archiving' mit Hilfe einer ECM Plattform
- Die IBM Content Collector Familie
- Weitere Angebote
- Return On Investment (ROI)







# Information Chaos

Steigender Druck auf Business-Benutzer, die schon 'ausgestiegen' sind.

Destroyed too soon ...  
kept forever

Multiple silos

Aufbewahrungs- und Löschvorschriften werden nicht umgesetzt.

Un-indexed

Un-managed and disorganised

Not complete, authentic or admissible

Information leakage

Un-locatable

Loss of context

Increasing litigation risks and costs

Email, documents, images ... paper too

Informations-  
Explosion und Silos

*Volumes - Formate - Standorte*

Information not re-usable

Zunehmende Schwierigkeit, zuverlässige Informationen zu erstellen.

Numerous copies

Un-traceable

Not trustworthy

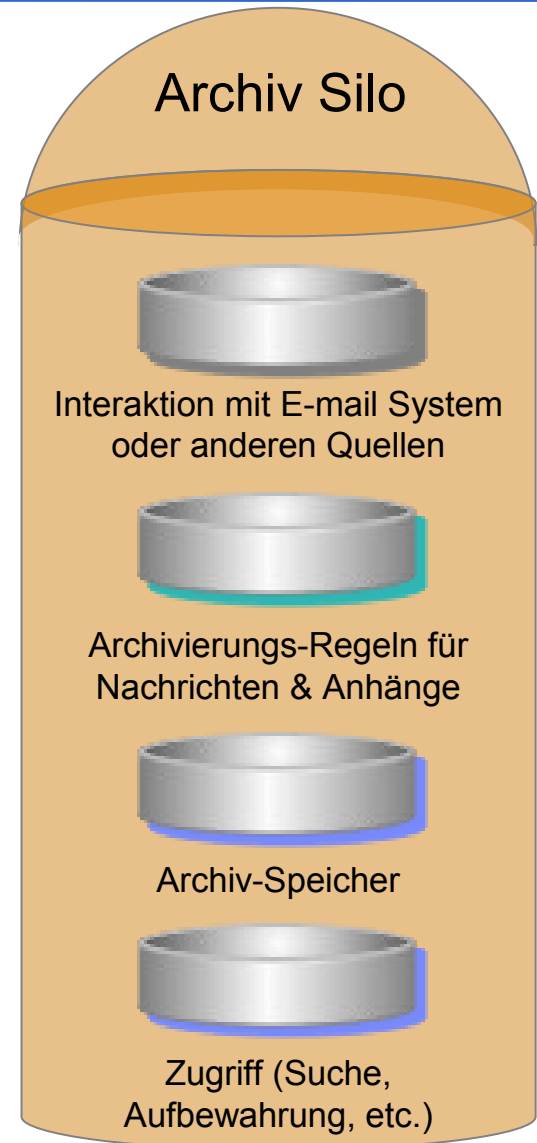
Informationen zu erstellen.

Keine Kontrolle, hohe operationale Kosten, hohes Informations Risiko, keine Transparenz!



# E-mail Archivierung

- E-mail Archivierung ist der Prozess der Ablage von E-mail Content, um die Effizienz von Speicher und Server zu verbessern, Systemlast zu senken und Durchsatz zu erhöhen.
- E-mail Archivierungs-Systeme sind i.A. einfache, geschlossene Systeme, die nur schwer erweiterbar oder zugreifbar sind und besitzen meist fest implementierte Basisfunktionen und externen Speicher, um die Server zu entlasten.
- Das Ergebnis ist oft ein 'Insel-System' (Silo), das dezentral eingesetzt wird, sehr schwer zugreifbar / erweiterbar / integrierbar ist und hohen TCO mit jeder weiteren Installation nach sich zieht.

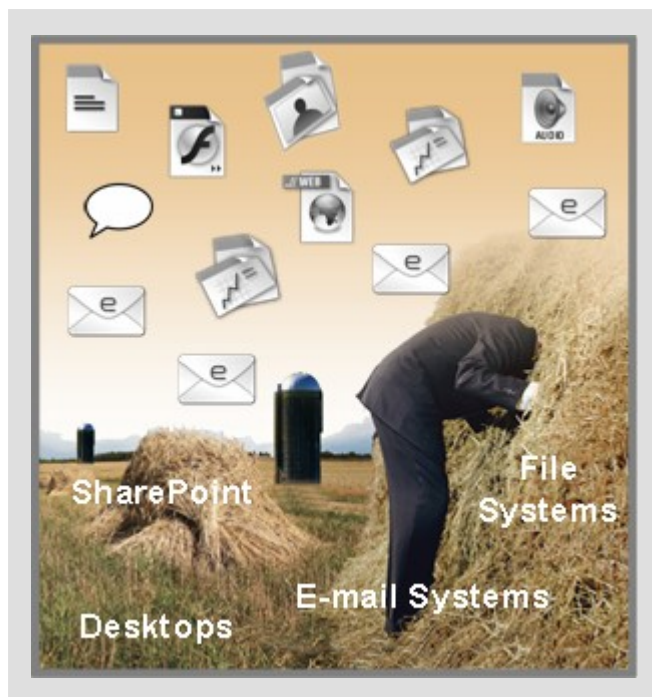




# Das Problem wird schlimmer !

## Der Content-Zuwachs geht explosionsartig weiter!

Schnell wachsende Halden von un-managed Content, der nicht durchsucht werden kann.



## Aktuelle Archivierungskonzepte adressieren nicht mehr alle Anforderungen!

Bestehende Insel-Lösungen, die nicht erweiterbar sind, sind zu teuer oder können heutige Bedürfnisse nicht mehr abdecken.

- Sie können keine neuen Content-Arten hinzufügen oder unterstützen und passen sich nicht in neuen Gegebenheiten ein.
- Eingeschränkte und einfache Funktionalität, die nicht mehr anpassbar ist.
- Sie erfüllen nicht moderne Anforderungen an Suchvorgaben (eDiscovery) oder Akten-Management (Records Management).
- Line-of-business (LoB) erwarten mehr als nur Archivierung.
- Unterstützen kostenintensive 'alles aufheben' Ansätze (no messies, please).

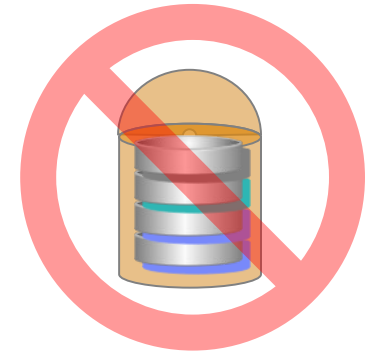


# Weg von reiner Archivierung hin zur Informations-Nutzung

1

## Mehr als nur ‚E-Mail‘

Überwachen, identifizieren und einsammeln nahezu aller Arten von Content von überall, inklusive unkontrolliert erstelltem Content und Inhalte der bestehenden Archivierungs-Silos.



2

## Mehr als nur ‚Archivierung‘

Erweiterungen durch automatisieren, filtern, umformatieren, erzeugen von Meta-Daten, anpassen uvm. einschließlich der Möglichkeit einer mehrstufigen Klassifizierung des Content.

3

## Mehr als nur ‚ein abgeschlossenes Silo‘

Verwalten des Content als Teil der ECM-Plattform und der Informations-Infrastruktur, um durch die Aus- und Be-Nutzung der existierenden Informationen Mehrwert zu schaffen.



# Es reicht nicht länger nur zu archivieren ...

## Archivieren von E-mail und Content zur Speicherplatz-Verwaltung

Reduzierung der operationalen Probleme, die durch Wachstum von E-mail und Content entstanden.

IT  
Storage / Mail

## Verwalten von E-mail and Content zur Einhaltung von Rechtsvorschriften

Einhaltung neuer Rechtsvorschriften und zeitnahe Erstellung von benötigten Informationen, die zuverlässig und 'realitätsnah' sind.

LOB  
Legal / Records

## Verbinden von E-mail und isoliertem Content mit verwalteten Informationen

Kontrolle, Schutz und Benutzung von E-Mail und isoliertem Content.

IT  
ECM

## Managen von E-mail and Content als Teil der Geschäftsprozesse

Optimierung der Geschäftsprozesse unter Berücksichtigung von E-Mail und Content.

LOB

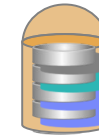


# Agenda

## ✓ Kontext



## ✓ Überblick E-mail Archivierung



## ■ Isoliertes Archivieren versus ‘Content Collection (and Archiving)’



## ■ ‘Content Collection and Archiving’ mit Hilfe einer ECM Plattform



## ■ Die IBM Content Collector Familie



## ■ Weitere Angebote



## ■ Return On Investment (ROI)



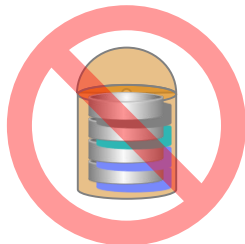


# Was ist 'Content Collection and Archivierung'?

## E-mail Archivierung

E-mail Archivierung ist der Prozess der Ablage von E-mail Content, um die Effizienz von Speicher und Server zu verbessern, Systemlast zu senken und Durchsatz zu erhöhen.

- **Eingeschränkter Geschäftsnutzen:**  
Reduzierung der operationalen Probleme, die durch Wachstum von E-mail und Content entstanden.
- **Eingeschränkter Mehrwert auf Grund von:**
  - Eingeschränkte Benutzbarkeit und Funktionalität.
  - Entstehen von Content-Silos.
- **Hoher TCO**
  - Hohe Fixkosten pro Silo für jedes Silo immer wieder neu.
  - Jedes Silo zieht zusätzliche Integrationkosten nach sich, um erweiterbare Funktionalität zu erreichen
- 'Insel-Entscheidungen'



## Content Collection und Archivierung

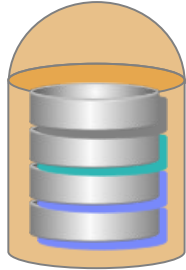
Der Prozess des Einsammelns, Anreichern und Verwalten von nahezu allen Content Typen. Unabhängig der Art der Entstehung oder des benutzten Ablage-Systems.

- **Erweiterter Geschäftsnutzen:**  
Gibt Organisationen die Möglichkeit, wieder Kontrolle über den Content zu erlangen und gleichzeitig alle Arten von Anforderungen (Compliance, operational, etc.) auf kostengünstige Weise durchzusetzen.
- **Wegfall der Beschränkungen durch:**
  - Erweiterte Benutzbarkeit und Funktionalität.
  - Abschaffung der Informations-Silos.
- **Niedriger TCO**
  - Variable Kosten verteilen sich über eine gemeinsame Infrastruktur.
  - Leistungsfähige Funktionen bereits vorhanden und integriert .
- **Unternehmensweite Entscheidungen**





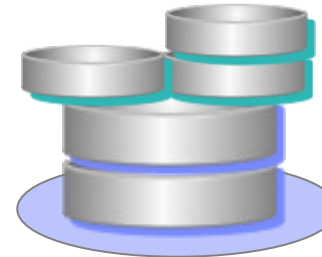
# Der ROI einer gemeinsamen Plattform-Nutzung



## Schrittweise

Traditionelles Kosten-Modell

- Immer wiederkehrende Fixkosten für jeden neuen Einsatz des Systems – zieht isolierte Silo-Bildung nach sich.
- Verwaltung und Management jedes einzelnen der x Systeme.
- Jedes System erfordert zusätzliche Integrationskosten für erweiterte Funktionalität.



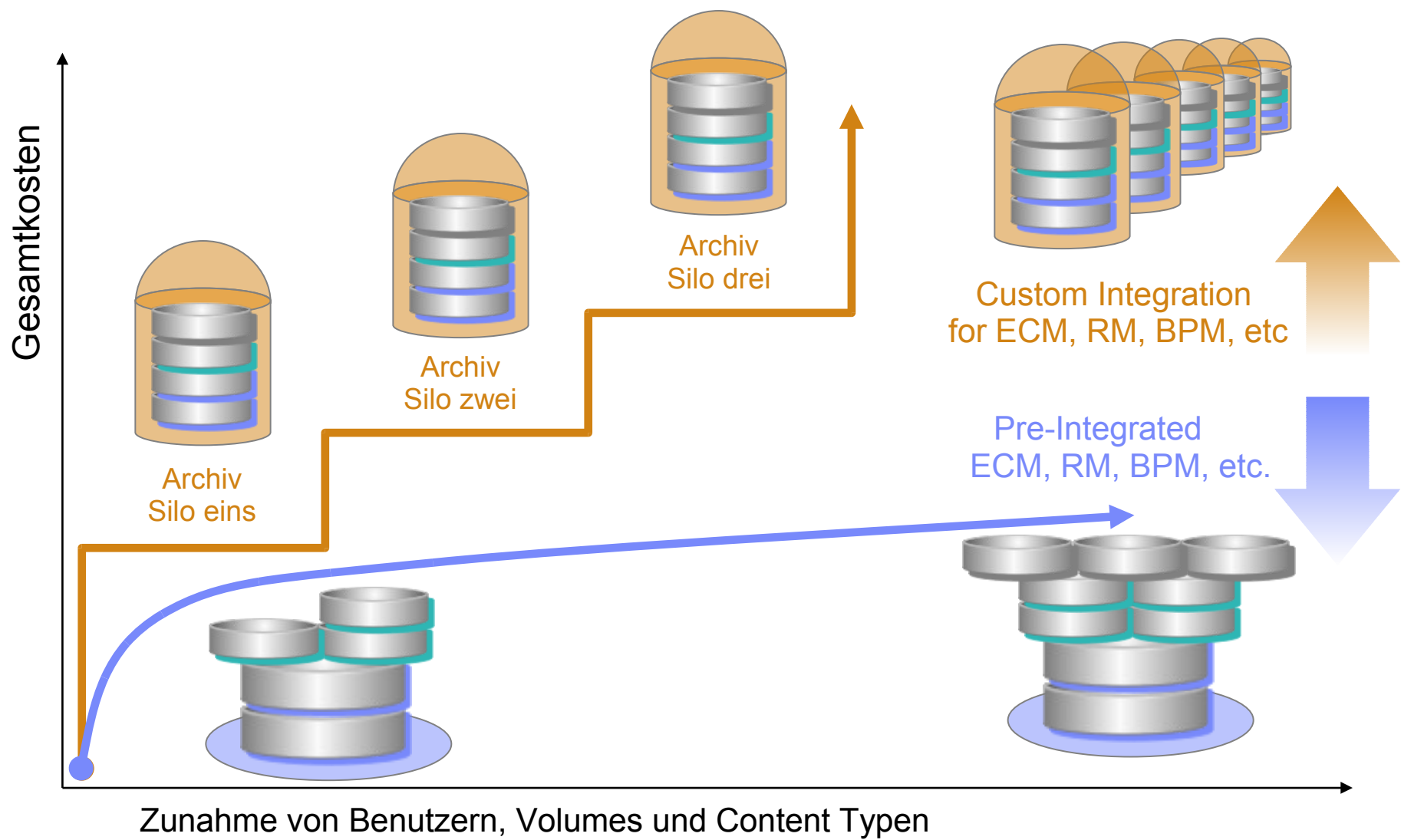
## Modular

ECM add-on gestütztes Model

- Incrementeller Einsatz  
Verwaltungsaufwände auf ECM Plattform und Repository verteilt.
- ‘Single Point of Administration’ für Unternehmensrichtlinien.
- Erweiterte Funktionalität bereits ‘out-of-the-box’ integriert.



# Der ROI einer gemeinsamen Plattform

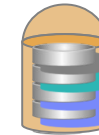


# Agenda

## ✓ Kontext



## ✓ Überblick E-mail Archivierung



## ✓ Isoliertes Archivieren versus 'Content Collection (and Archiving)'



### ▪ 'Content Collection and Archiving' mit Hilfe einer ECM Plattform



### ▪ Die IBM Content Collector Familie



### ▪ Weitere Angebote



### ▪ Return On Investment (ROI)



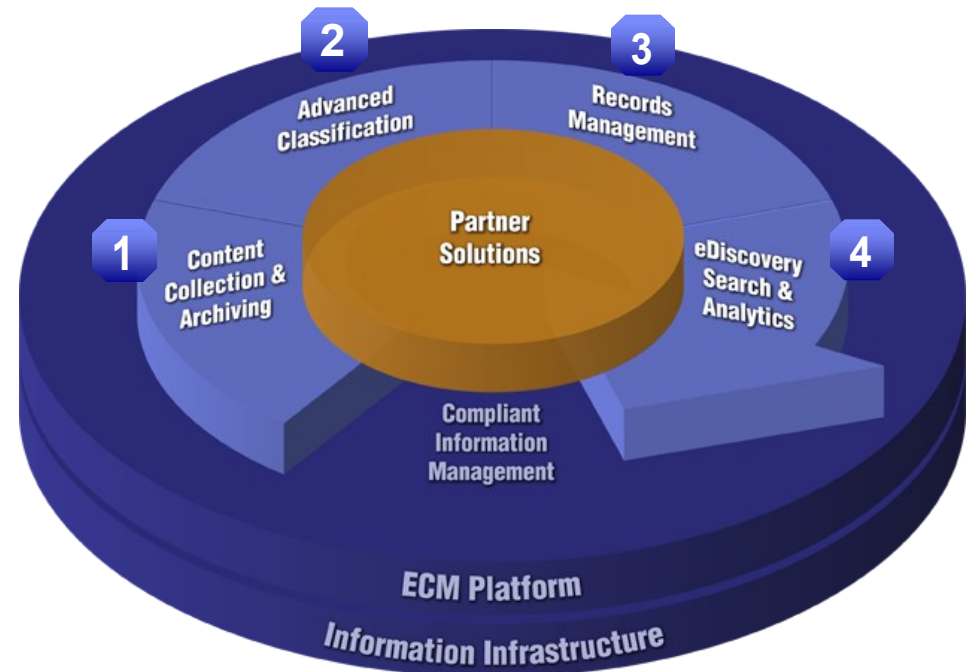


# ECM Compliance & Discovery Strategie

## Einstiege in den Weg zu konformem (compliant) Information Management

- 1 Content Collection & Archiving
- 2 Advanced Classification
- 3 Records Management & Federation
- 4 eDiscovery Search & Analytics

**IBM Compliance Warehouse** ist die End-to-End Lösung als Zusammenspiel von Software, Hardware und Services

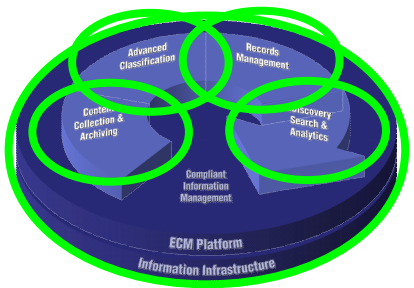
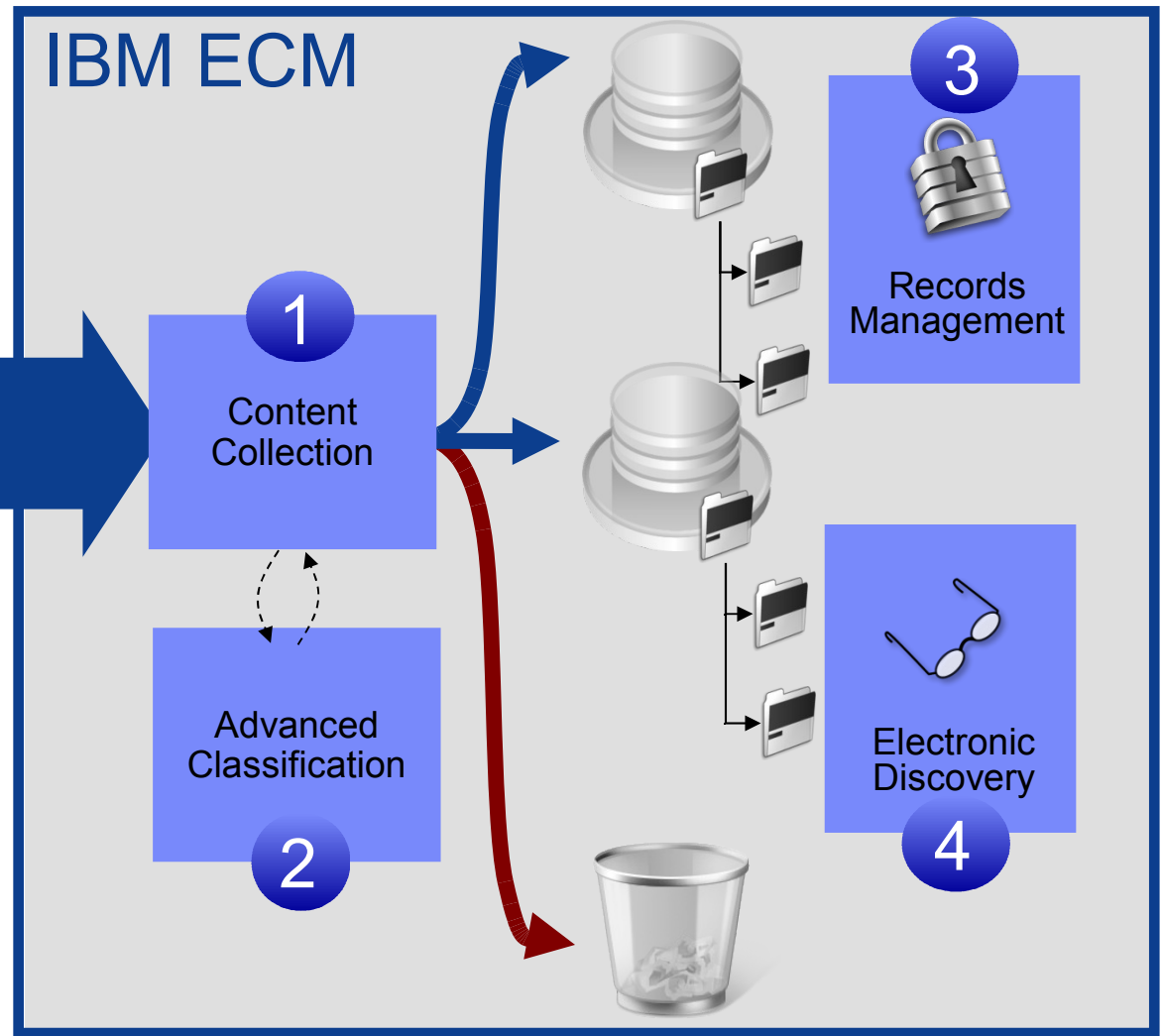


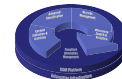
Produkte von strategischen Partnern vergrößern den Mehrwert weiter und adressieren industriespezifische oder geopolitische Anforderungen.



# Enterprise Compliance Vision

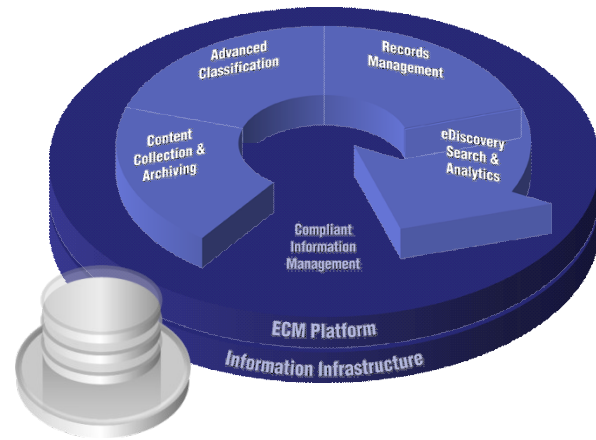
Die integrierte 'agile ECM' Plattform für Compliant Information Management





# Mehr als nur ein 'Tresor' ...

- Schützt kritischen Content ... nicht nur einen Index.
- Basiert auf bewährten, skalierbaren und sicheren Content Repositories.
- Bietet kontrollierten Zugriff (wie im Regelwerk erlaubt) unterstützt durch 'policies' und 'roles'.
- Vollständiger Audit Log (wann? wer? was? wo? etc.)
- "Active Content" und 'internal/external event' Unterstützung mit 'real-time monitoring'.
- Erweiterbar durch offene, bewährte APIs.



Step	Participant	Received	Response
Launch/Log	Administrator	Mar 13, 2003 5:02:42 PM	✓
Review Cust...	[HostQuery] Administrator	Mar 13, 2003 5:02:42 PM	✓
Setup Approval...	[SalesAdmin] chillier	Mar 13, 2003 5:04:18 PM	✓
Verify Docs	[Verification] chillier	Mar 13, 2003 5:07:34 PM	✓
Review Doc Gen...	cpreston	Mar 13, 2003 5:09:54 PM	✓
Wait for Return...	[Correspondence] Administrator	Mar 13, 2003 5:06:26 PM	✓
Insert/Update	[Host] Incomplete	Mar 14, 2003 5:12:44 PM	⊘



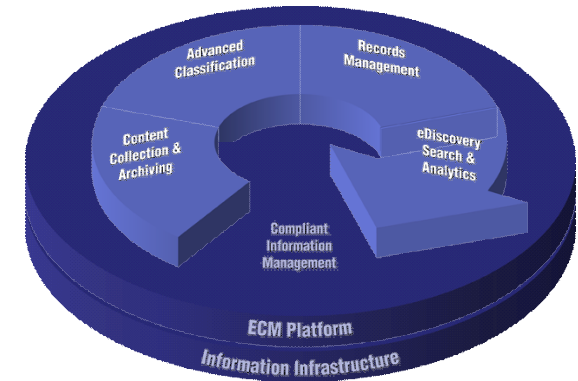
# Powered by **ZeroClick** Policy

Automatisierung komplexer, wiederkehrender Entscheidungen. Entbindet den End-Benutzer von Mehraufwand und Fehlern und stellt eine '100% Teilnahme' sicher.



## Identify ' Decide ' Act ' Enforce

Innovative Technologie, die mit Hilfe von 'process', 'events', 'rules', 'metadata' und 'advanced classification' das vereinbarte Regelwerk unsichtbar für den End-Benutzer über den gesamten 'information lifecycle' sicherstellt.



- *Uses process and system / user events to programmatically identify and invoke action on information from business users and systems ... content and records are programmatically collected or managed in place.*
- *Uses rules, metadata, process data and advanced classification technologies to automatically classify and match policies to content ... supports semi-automated category suggestion when required.*
- *Automates the records and information lifecycle by using events to trigger retention and automating key lifecycle processes such as legal hold, storage migration, destruction and disposition including approvals.*
- *Policies are consistently enforced at the technology layer, not randomly by business users or administrators.*

**Reduziert nachhaltig organisatorische Gefahren, stellt Konsistenz her,  
reduziert Kosten und erhöht die Produktivität.**





# Content Collection erweitert durch Content Federation

**Content Collection** ... collecting, enhancing and managing all types of content, regardless of creation type and storage location.

- **Generally for content sources that are not scalable, lack security, proper controls or do not support lockdown.**

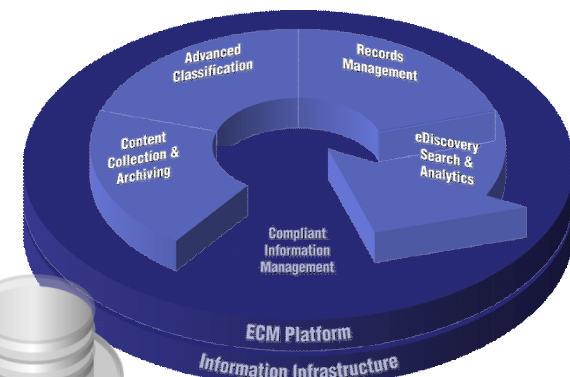
**Content Federation** ... managing e-mail and content **in place** through federated control and remote policy management.

- **For content sources that are well suited for federated control ... typically ECM repositories**

Both approaches may be required for environments with multiple content sources and types.

## Content Collection

File Systems, SharePoint, Desktop, E-mail Archives, Messaging Systems ...



## Content Federation

Manage In Place  
Remote Policy Override



IBM & Non-IBM ECM  
Repositories

Reports, Images, etc.

Only IBM has proven ability to offer both approaches

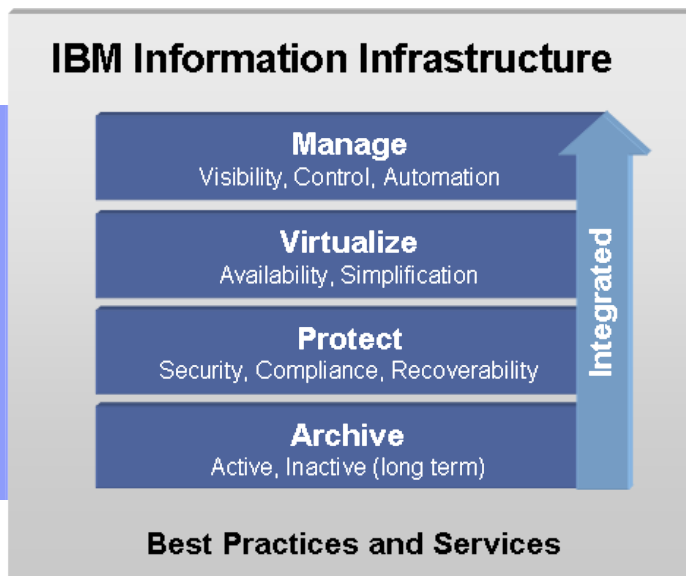


# Mitigate Information Risk with the right Storage solution

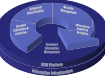
- Support for IBM Information Infrastructure Solutions.
- Support for virtually any standard disk subsystem.
- Advanced support for protected storage if mandated by regulatory body.
- Integrated HSM and licensed storage connectors support all environments and vendors.
- Integrated physical records storage support via **Iron Mountain**.



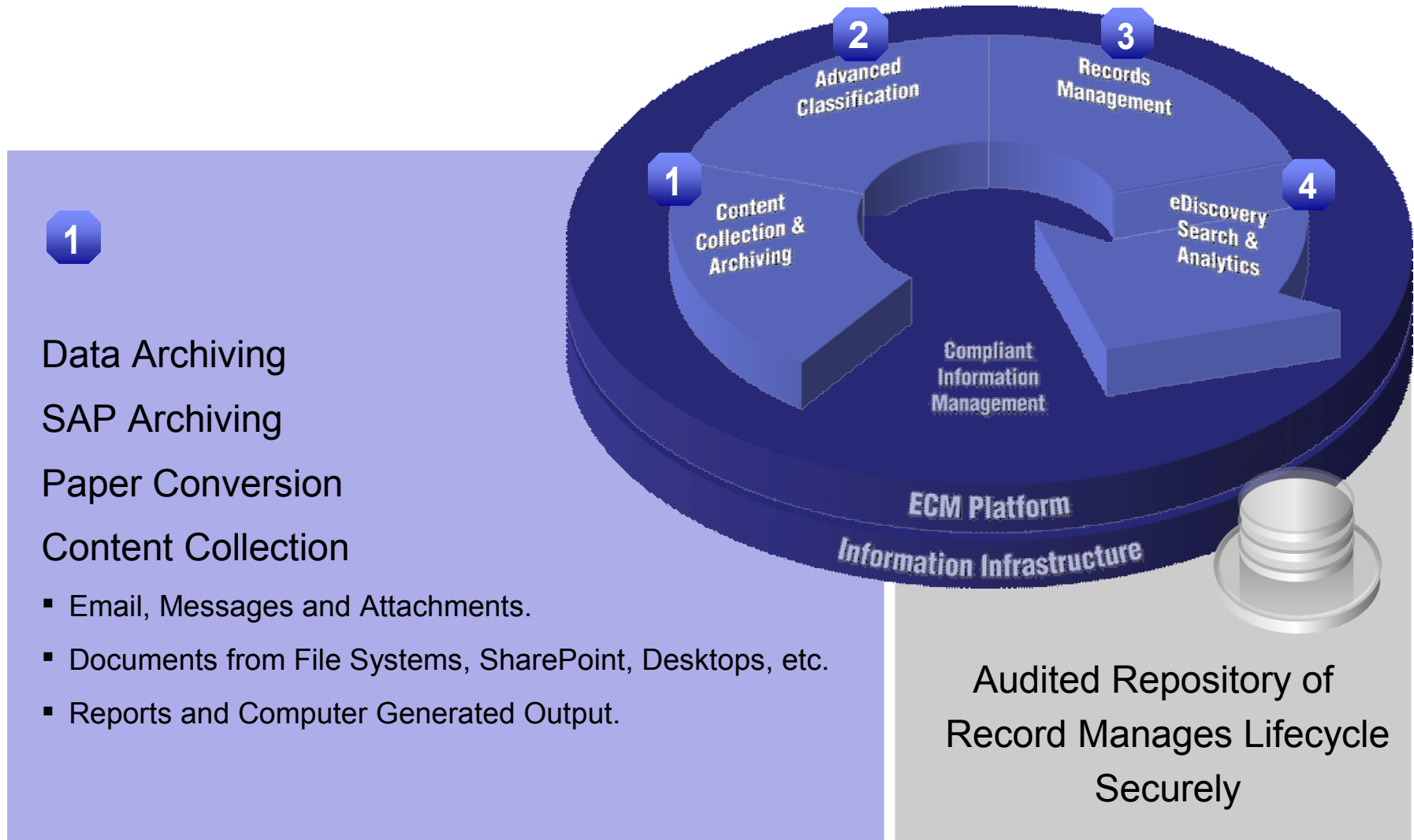
IBM Tivoli Storage Manager  
IBM FileNet Storage Connectors



- Information Security**  
*84% of security breaches come from internal sources*
- Information Retention**  
*Legal discovery costs exploding*
- Information Availability**  
*Downtime costs can amount up to 16% of revenue*
- Information Compliance**  
*63% IT executives rate compliance as a top challenge*



# A Common Model for Data, Paper and Content





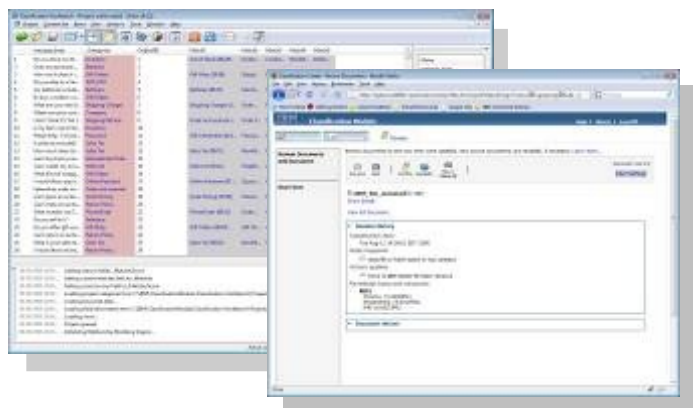
# Advanced Classification

2

*Blast away barriers to adoption, accelerate deployment, and manage information consistently and proactively for compliance by replacing manual decisions with automated classification and eliminating rules setup and maintenance*

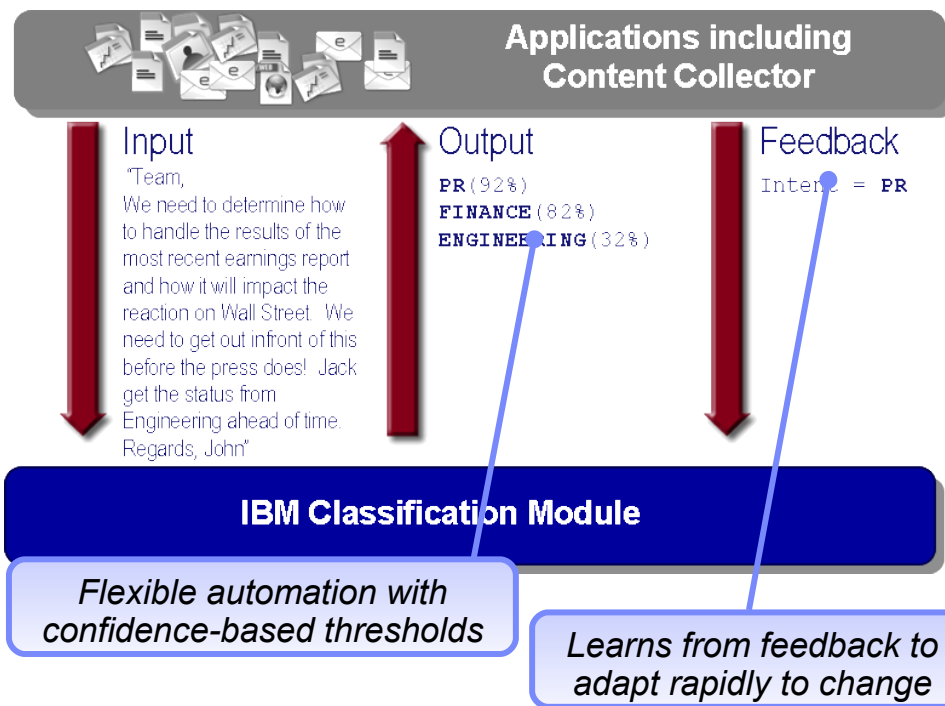


*Leverages **ZeroClick** technology to reduce compliance risk with consistent, automated retention / classification and drives down costs by as much as 17x while ensuring 100% user participation and increased accuracy*



## IBM Classification Module

- Sophisticated context-based classification
- Adapts automatically to learn your organisation's policies and proposes new taxonomies
- Integrated with Content Collector, Records Manager and FileNet P8
- Provides suggestions for semi-automated "assisted classification"





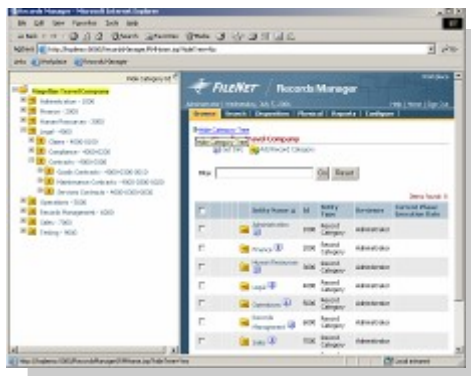
# Records Management & Federation

3

*New federation and advanced classification capabilities take records and retention management to the next level*

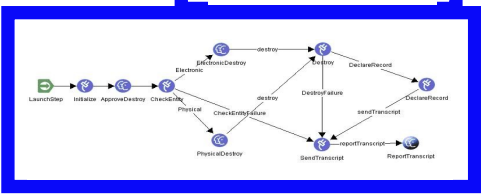
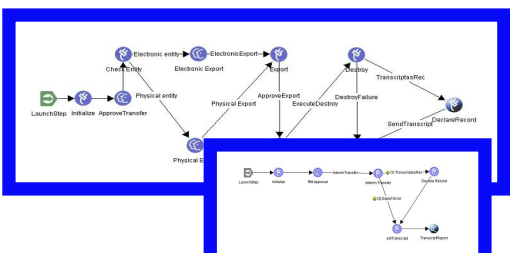


*Leverage **ZeroClick** and process driven lifecycle management to deliver significant ROI and records process optimization ... cornerstone component of the No Paper Weight initiative*



## IBM FileNet Records Manager

- Simplified records administration interface to manage all aspects of the electronic and physical records lifecycle
  - Advanced file plan, classification and metadata management.
  - Complex lifecycle event and records process management including intelligent retention and disposition management.
  - Patent-pending dynamic legal hold capability.
  - Best practice process templates pre-integrated with RM lifecycle.
  - Physical records support with real-time records process tracking.
- DoD 5015.2 v3 certified offering.



## Records Federation Services

- Support for all IBM ECM repositories.
- Support for non-IBM repositories.

*IBM Records Manager (engine) available for zOS, CM8 or embedded applications*





# eDiscovery Search & Analytics

4

*Increase agility, improve defensibility and lower cost of eDiscovery response with targeted integrated tools to collect, hold, manage, assess and intelligently cull collected electronic information regardless of originating source*



## IBM eDiscovery Manager

- Tool for authorized IT users to help respond to discovery requests from legal.
- Create and manage cases; search, assign, hold, preview, and export collected content.
- Built on and integrated with ECM platform with full auditability for chain-of-custody.



## IBM eDiscovery Analyzer

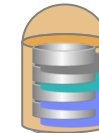
- Early case assessment and smart culling for legal professionals and litigation support specialists.
- Smart refinement of case collections to help dramatically reduce eDiscovery costs.
- Advanced conceptual search and content analytics for rapid case insight.

# Agenda

## ✓ Kontext



## ✓ Überblick E-mail Archivierung



## ✓ Isoliertes Archivieren versus 'Content Collection (and Archiving)'



## ✓ 'Content Collection and Archiving' mit Hilfe einer ECM Plattform



### ▪ Die IBM Content Collector Familie



### ▪ Weitere Angebote



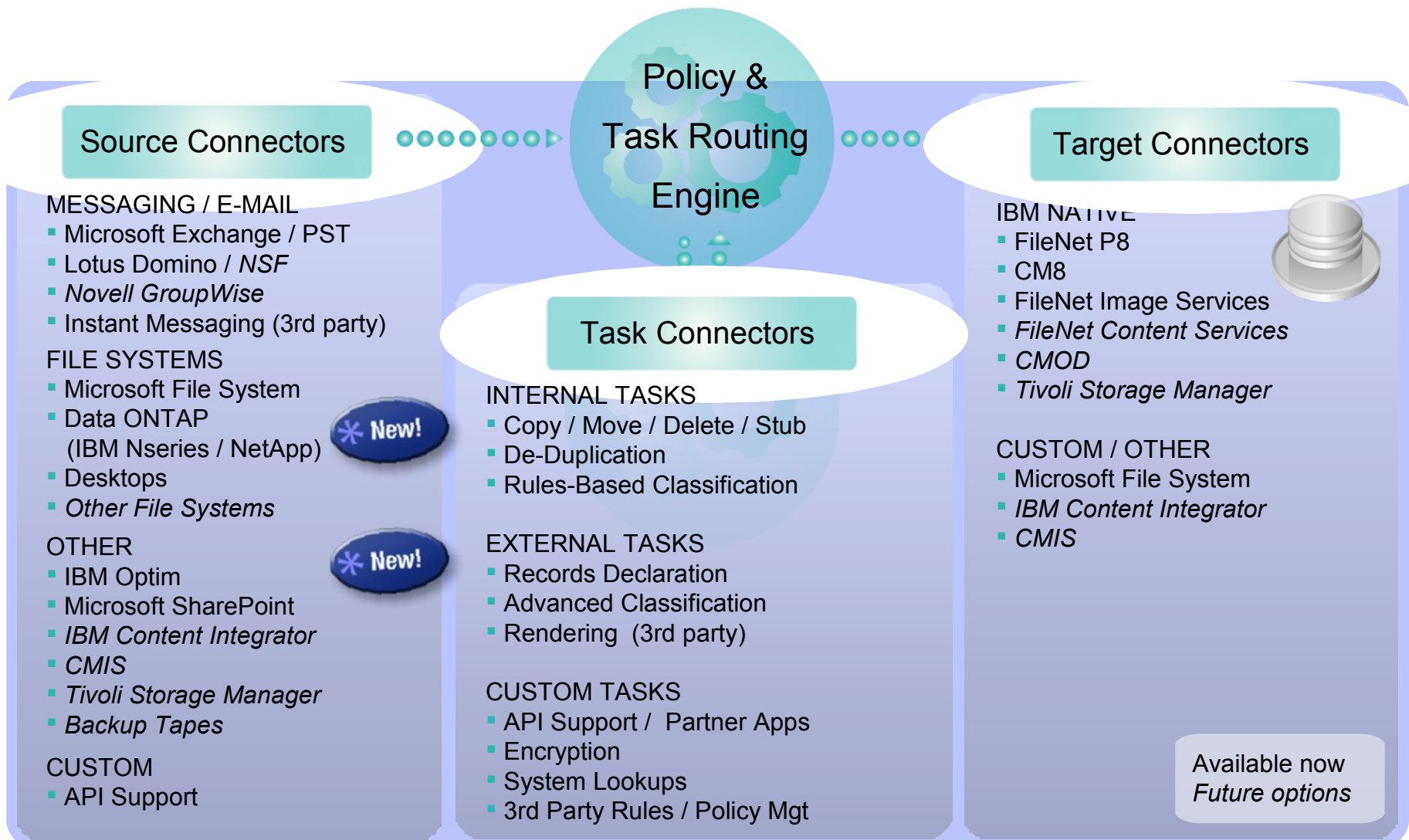
### ▪ Return On Investment (ROI)







# IBM Content Collection and Archiving Architecture



## Source Connectors

- MESSAGING / E-MAIL
  - Microsoft Exchange / PST
  - Lotus Domino / NSF
  - Novell GroupWise
  - Instant Messaging (3rd party)
- FILE SYSTEMS
  - Microsoft File System
  - Data ONTAP (IBM Nseries / NetApp) **\* New!**
  - Desktops
  - Other File Systems
- OTHER **\* New!**
  - IBM Optim
  - Microsoft SharePoint
  - IBM Content Integrator
  - CMIS
  - Tivoli Storage Manager
  - Backup Tapes
- CUSTOM
  - API Support

## Policy & Task Routing Engine

## Task Connectors

- INTERNAL TASKS
  - Copy / Move / Delete / Stub
  - De-Duplication
  - Rules-Based Classification
- EXTERNAL TASKS
  - Records Declaration
  - Advanced Classification
  - Rendering (3rd party)
- CUSTOM TASKS
  - API Support / Partner Apps
  - Encryption
  - System Lookups
  - 3rd Party Rules / Policy Mgt

## Target Connectors

- IBM NATIVE
  - FileNet P8
  - CM8
  - FileNet Image Services
  - FileNet Content Services
  - CMOD
  - Tivoli Storage Manager
- CUSTOM / OTHER
  - Microsoft File System
  - IBM Content Integrator
  - CMIS

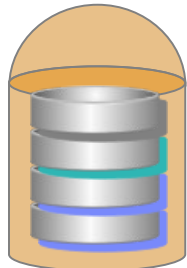


Available now  
Future options



# Task Routing Engine Supports More Than Archiving

Traditional archiving limited to fixed straight-through model



Content Collector Task Routing Architecture enables flexible routing and configuration for processing of internal and external instructions (or tasks)



## Task Connectors

### INTERNAL TASKS

- Copy / Move / Delete / Stub
- De-Duplication
- Rules-Based Classification

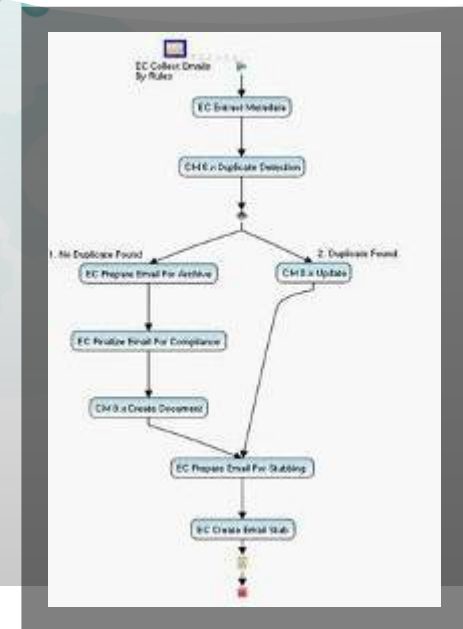
### EXTERNAL TASKS

- Records Declaration
- Advanced Classification
- Rendering (3rd party)

### CUSTOM TASKS

- API Support / Partner Apps
- Encryption
- System Lookups
- 3rd Party Rules / Policy Mgt

## Task Routing





# IBM Content Collector Family ... how it works

- Archive for Storage or Mailbox Mgt
- Collect for eDiscovery
- Capture / Declare as Records
- Reconnect Disconnected Content
- Manage as Part of Business Process



- Coexistence with Archive Silos
- Control Unsecure Content Locations

## Policy Management UI

- Manage Policies / Rules for Sources, Tasks and Targets (including basic classification)
- Configure Task Routing including 3rd Party Applications



Choice of Repository



## CM8 Repository & HSM

- Repository & Integrated TSM
- Search & Retrieval
- eDiscovery Search & Analytics
- Records Management



## FileNet Image Services

- Reconnect Disconnected Content
- Search & Retrieval
- Federated Search

## FileNet Content Manager

- Records Management
- Search & Retrieval
- eDiscovery
- Federated Search
- Business Process
- Content
- Coexistence



## IBM Classification Module

- Leverage Task Routing for Advanced Classification

ACTIVATE CONTENT

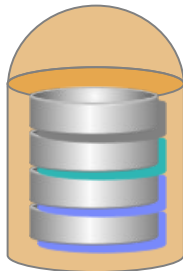
Trigger Processes



# Comparing Solution Approaches

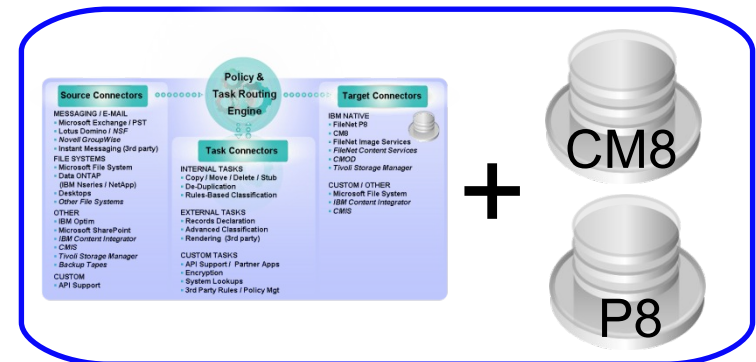
## Competitive “Archiving” Only Approaches

- Simplistic solution with fixed archive storage.
- Closed system with no ability to easily extract information.
- Well suited for archiving only.



## IBM “Content Collection and Archiving” Offerings

- Modular and flexible system with choice of ECM repository
- Open ECM environment enables use of information
- Suited for multiple content collection and archiving applications



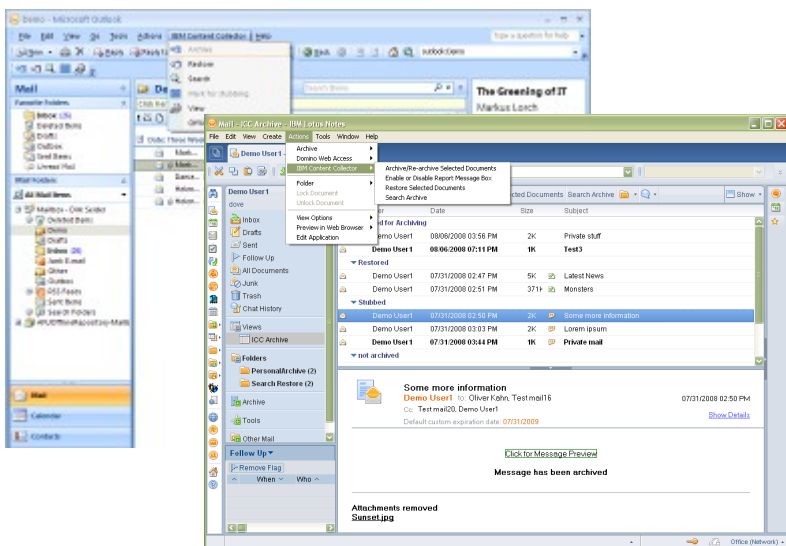


# IBM Content Collector for Email V2.1

A Content Collection & Archiving offering that collects, enhances and manages  
**Lotus Notes or Microsoft Exchange e-mail**

## Key Features

- Enables eDiscovery, Records Management, and/or Business Process Management of e-mail, together with other forms of content via use of a common ECM infrastructure.
- Powered by **ZeroClick** policy enforcement
- Reduces storage requirements and increases operational efficiency of e-mail servers with mailbox lifecycle management tools including stubbing and de-duplication
- Rich end user capability including previewing of archived email, opening from stubs, restoring to in-box, restubbing, searching, and support for Outlook Web Access, iNotes and web browser access
- Offline user support provides end users with access to their archived e-mail even when not connected to the repository
- Simplified and flexible configuration and administration
- Automated, policy driven (ZeroClick) collection & archiving of e-mail; Journaling and manual options also available
- Support for CM8 or FileNet P8 repositories



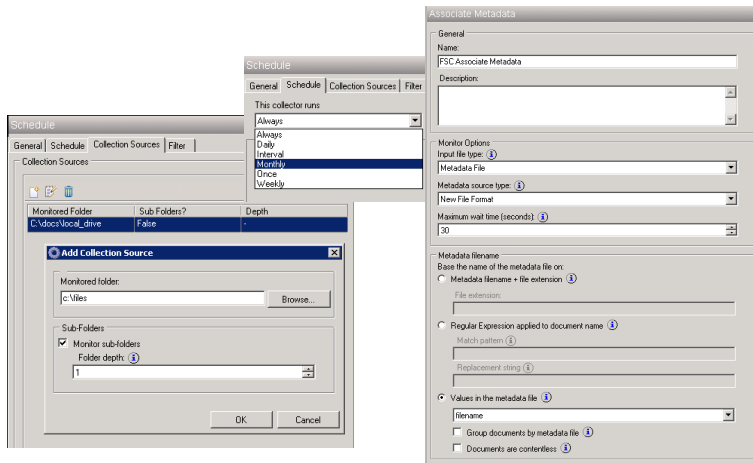


# IBM Content Collector for File Systems V2.1

A Content Collection & Archiving offering that collects, enhances and manages Windows NTFS file system content

## Key Features

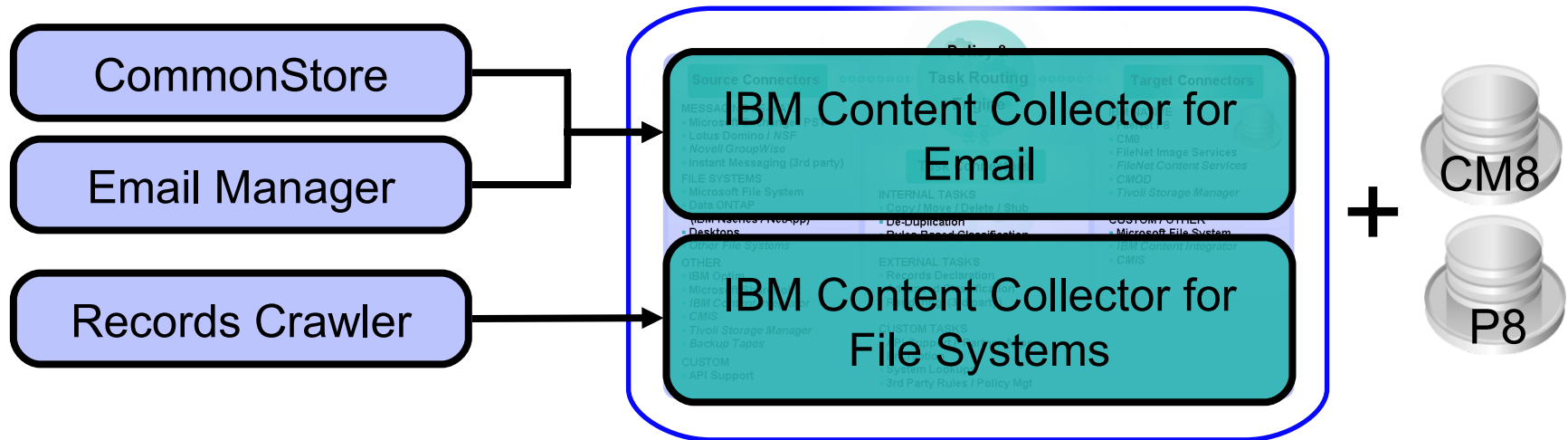
- Enables eDiscovery, Records Management, and/or Business Process Management of files, together with other forms of content via use of a common ECM infrastructure.
- Powered by **ZeroClick** policy enforcement
- Reduces storage requirements and increases operational efficiency of file systems with stubbing and de-duplication
- Simplified and flexible configuration and administration
- Automated, policy driven (**ZeroClick**) collection & archiving of files based on monitoring file systems or folders. Manual collecting & archiving also available
- Automatically replicate fileshare source folder structure in P8 and automatically assign folder or file names based upon document metadata. Metadata in CSV and XML files can be automatically associated with fileshare documents
- Support for CM8, FileNet P8 or FileNet Image Services repositories







# IBM Content Collector is the next version ...

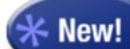


- IBM Content Collector for Email becomes follow on to CommonStore and Email Manager
- IBM Content Collector for File Systems becomes follow on to Records Crawler
- New capability available for CS, EM, RC customers
- Content Collector upgrade requires no migration of e-mail or documents in the repository





# Expanded Storage Options with NSeries Data ONTAP

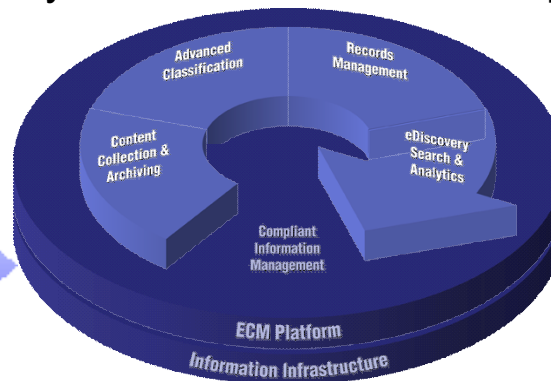


**New!**

- What
  - IBM NSeries / NetApp: A very popular storage option for pooling storage resources by creating virtualized storage volumes
- Why
  - Easier method to manage your data, not your hardware
- How
  - IBM Content Collector for Files now supports IBM N3700 Network Attached Storage that uses Data ONTAP v7.1.1.1
  - ICC for Files crawls the CIFS/NTFS file system configuration and can apply post-processing options such as changing file security, marking files as processed, and replacing files with shortcuts.
  - ECM repository can optionally reside on NSeries / NetApp as well



Collect from

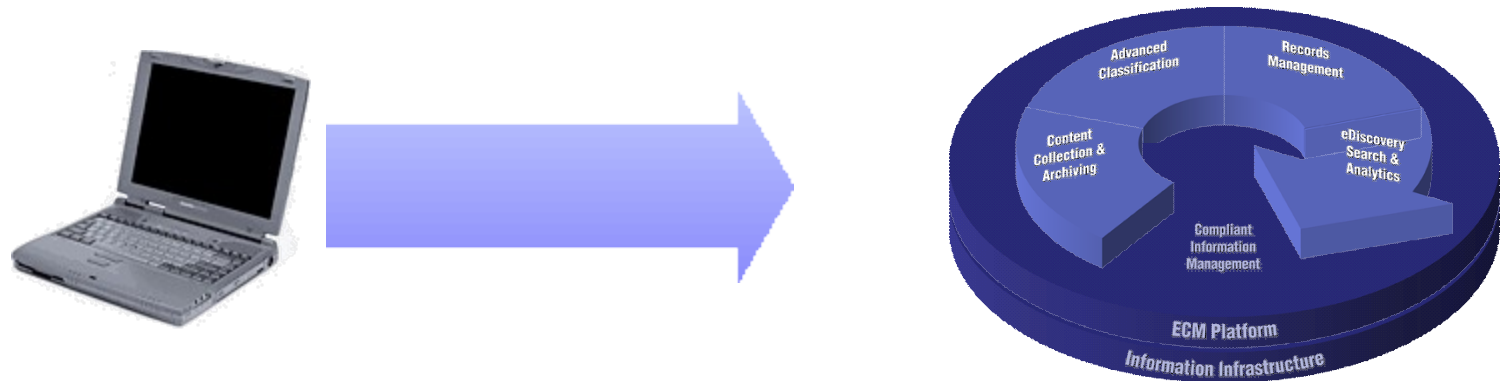


*NSeries / NetApp Data ONTAP*



# Tivoli CDP for Files- Collection From Desktops / Laptops

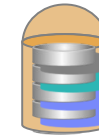
- What
  - Collecting desktop / laptop content
- Why
  - eDiscovery file collection on demand from identified custodian machines
- How
  - CDP pushes content to NTFS share for ICC to ingest





# Agenda

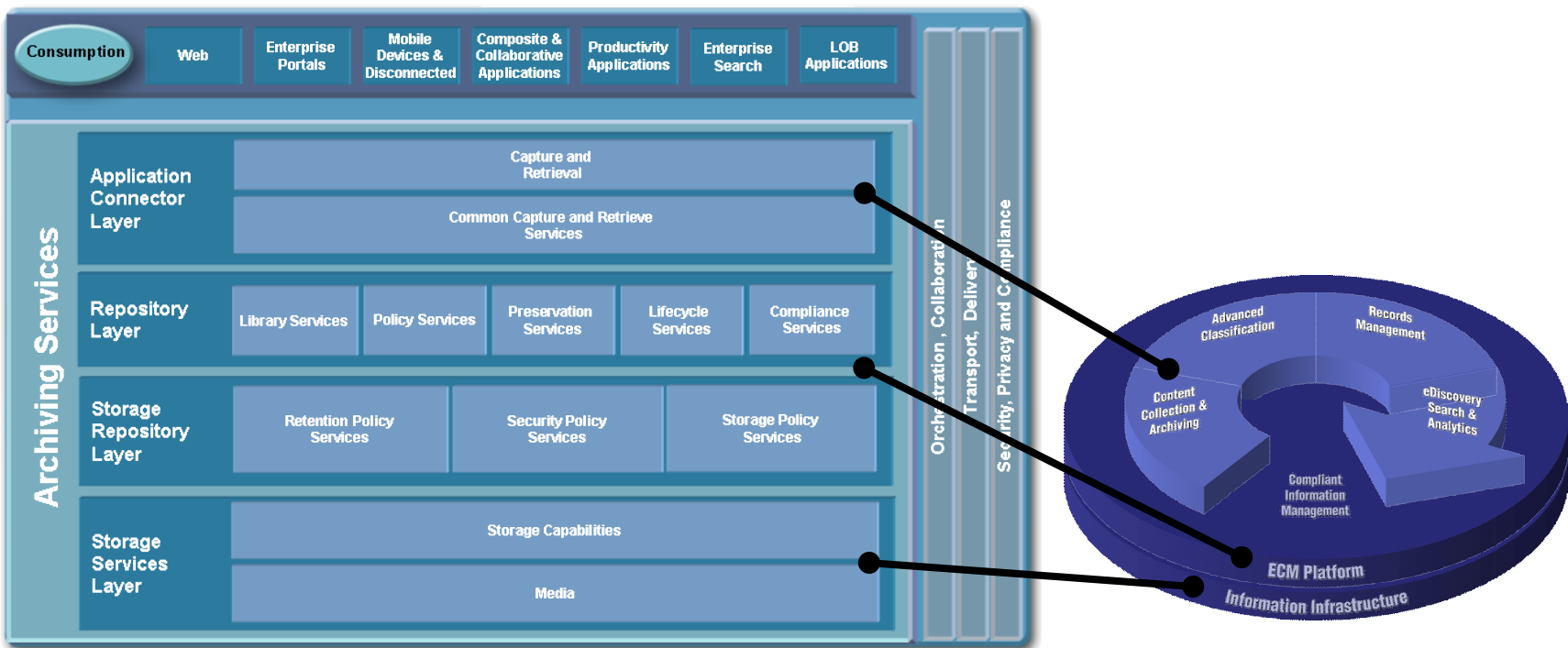
- ✓ **Kontext**
- ✓ **Überblick E-mail Archivierung**
- ✓ **Isoliertes Archivieren versus 'Content Collection (and Archiving)'**
- ✓ **'Content Collection and Archiving' mit Hilfe einer ECM Platform**
- ✓ **Die IBM Content Collector Familie**
  - **Weitere Angebote**
  - **Return On Investment (ROI)**





# Content Collector enables Enterprise Archiving

## IBM Enterprise Archiving Reference Architecture





# Supporting Offerings for IBM Content Collector

IBM Global Technology Services and ECM Partners

Specific offerings / services for IBM Content Collector include:

■ IBM Global Technology Services

- New comprehensive enterprise archiving assessment including workshops and roadmaps

■ ECM Partners

- Expertise in deploying and configuring Content Collector
- Extend Content Collector with support for additional sources
- Extend Content Collector with custom source and task connectors
- Complement existing ECM partner solutions



Understand Archiving Business Benefits	Build Vision And High Level Roadmap For Archiving Journey	Identify And Architect An Initial Archiving Project	Objectives
<ul style="list-style-type: none"> <li>Learn about customers in their industry with critical information retention requirements</li> <li>Discuss key business &amp; IT initiatives to address compliance, business value, or cultural/h heritage driven retention requirements</li> </ul>	<ul style="list-style-type: none"> <li>Identify near term archive projects to address key business needs</li> <li>Create an approach for unified strategy, transition plan, and solution outline for accomplishing archive objectives</li> </ul>	<ul style="list-style-type: none"> <li>Create business case and high level plan for the architecting enterprise wide archive solution</li> </ul>	Client Benefits
Two-Hour To Full Day	1-5 Days	1-4 Weeks	Duration
<ul style="list-style-type: none"> <li>Customer Tailored Briefing by Industry</li> <li>Discuss Industry Information Retention best practices</li> <li>Enterprise Archive Methodology</li> </ul>	<ul style="list-style-type: none"> <li>Archive Vision Presentation</li> <li>Enterprise Archive Assessment</li> <li>Transition Plan Development</li> <li>Business Benefits Evaluation</li> <li>All activities are centered around specific projects</li> </ul>	<ul style="list-style-type: none"> <li>Define Project</li> <li>Model Future State Solution Architecture</li> <li>Evaluate And Select Software</li> <li>Technical Exploration</li> <li>Business Value Assessment</li> </ul>	Activities
<ul style="list-style-type: none"> <li>Industry Records Management and Retention guidelines</li> <li>Customer Case Studies</li> <li>White Papers</li> </ul>	<ul style="list-style-type: none"> <li>Enterprise Archive Assessment</li> <li>Transition Plan</li> <li>Key Archive Initiatives</li> <li>Business Benefits</li> <li>High Level Ret. Architecture</li> <li>SOW - strategy</li> </ul>	<ul style="list-style-type: none"> <li>Solution Architecture</li> <li>Software Demo</li> <li>Technical Architecture</li> <li>Business Value Assessment</li> <li>SOW - Architecture</li> <li>Business Proposal</li> </ul>	Deliverables





# IBM Lab Services Offerings for IBM Content Collector

Extensive experience in CommonStore, Email Manager, Records Crawler being leveraged for Content Collector

Specific services for IBM Content Collector include:

- ICC Install and Mentor Package
  - Install ICC in a single environment
  - Basic functionality testing
  - Mentoring
- ICC Fast Start Package
  - Post installation through pilot
  - Provides for a pilot implementation in a non production environment
- Custom Source / Task connectors
  - Developed on a time and materials basis
  - Can be made into Lab Services Assets
- Upgrade
  - From CommonStore, Email Manager or Records Crawler environment
  - Add eDiscovery Manager / eDiscovery Analyzer



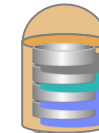


# Agenda

✓ **Kontext**



✓ **Überblick E-mail Archivierung**



✓ **Isoliertes Archivieren versus 'Content Collection (and Archiving)'**



✓ **'Content Collection and Archiving' mit Hilfe einer ECM Plattform**



✓ **Die IBM Content Collector Familie**



✓ **Weitere Angebote**



▪ **Return On Investment (ROI)**

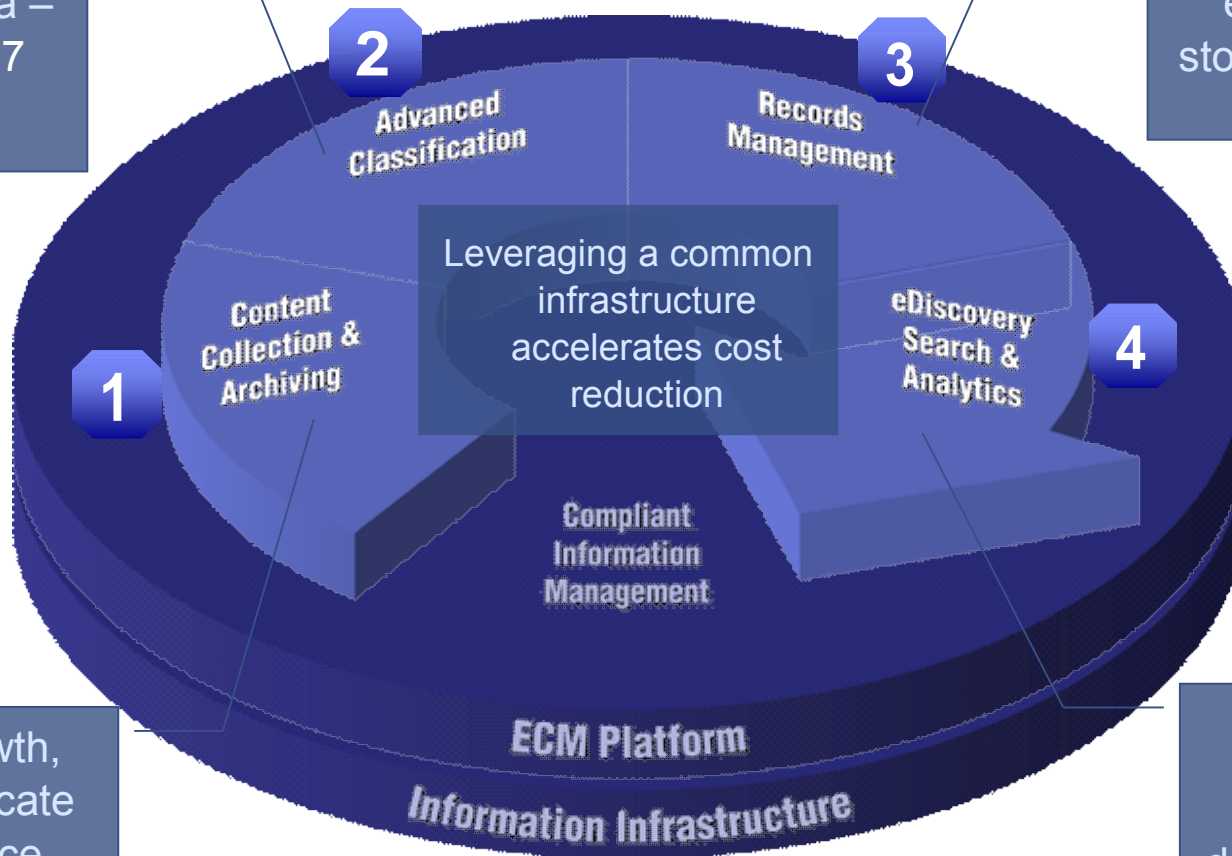




# ROI of Compliant Information Management

Automate decisions, clean up legacy data – save up to 17 cents per document

Enforce records retention to reduce eDiscovery and storage costs by 50-80%

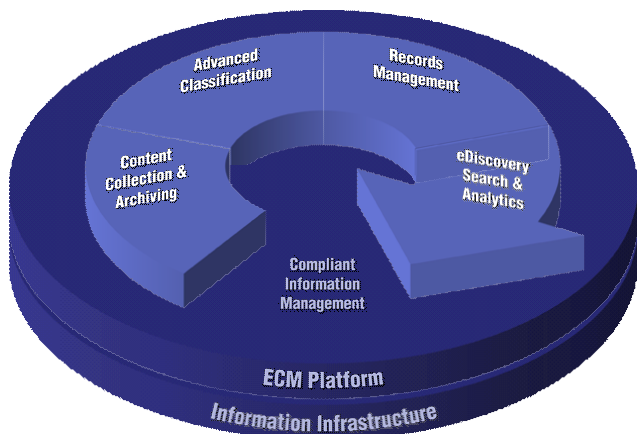


Control Growth, remove duplicate data – reduce storage costs by 50%-80%

Optimise eDiscovery decisions to reduce costs by up to 80%

# Summary

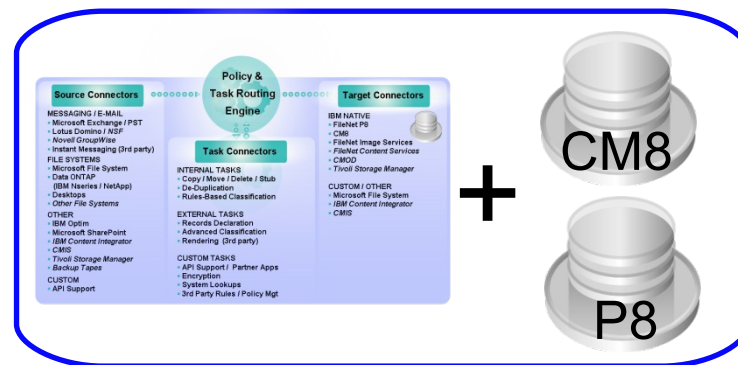
IBM Content Collection and Archiving is part of a comprehensive platform approach for Compliant Information Management



IBM Content Collection and Archiving:

- More than e-mail
- More than archiving
- More than an isolated solution

One ECM-based platform to collect, enhance and manage



Visit the IBM Content Collection and Archiving website:

[http://www-01.ibm.com/software/sw-library/en\\_US/detail/F8838](http://www-01.ibm.com/software/sw-library/en_US/detail/F8838)

“Enterprises need consistent content management approaches to contend with the explosive volume and diversity of content... Working with ECM infrastructures and ecosystems helps avoid technology silo chaos.”

- “The Impact of Convergence On Content Management, Archiving, And Retention Policies”, Forrester Research, Inc.,

October 15, 2008



IBM Software Partner Academy Program

## Kontakt Daten:

Michael Sigmund  
Teamleader SWG IT Architects Channel Sales  
Tel: 0172 73 25 604  
Email: [msigmund@de.ibm.com](mailto:msigmund@de.ibm.com)

**Vielen Dank für Ihre Aufmerksamkeit!**