IBM Enterprise Content Management
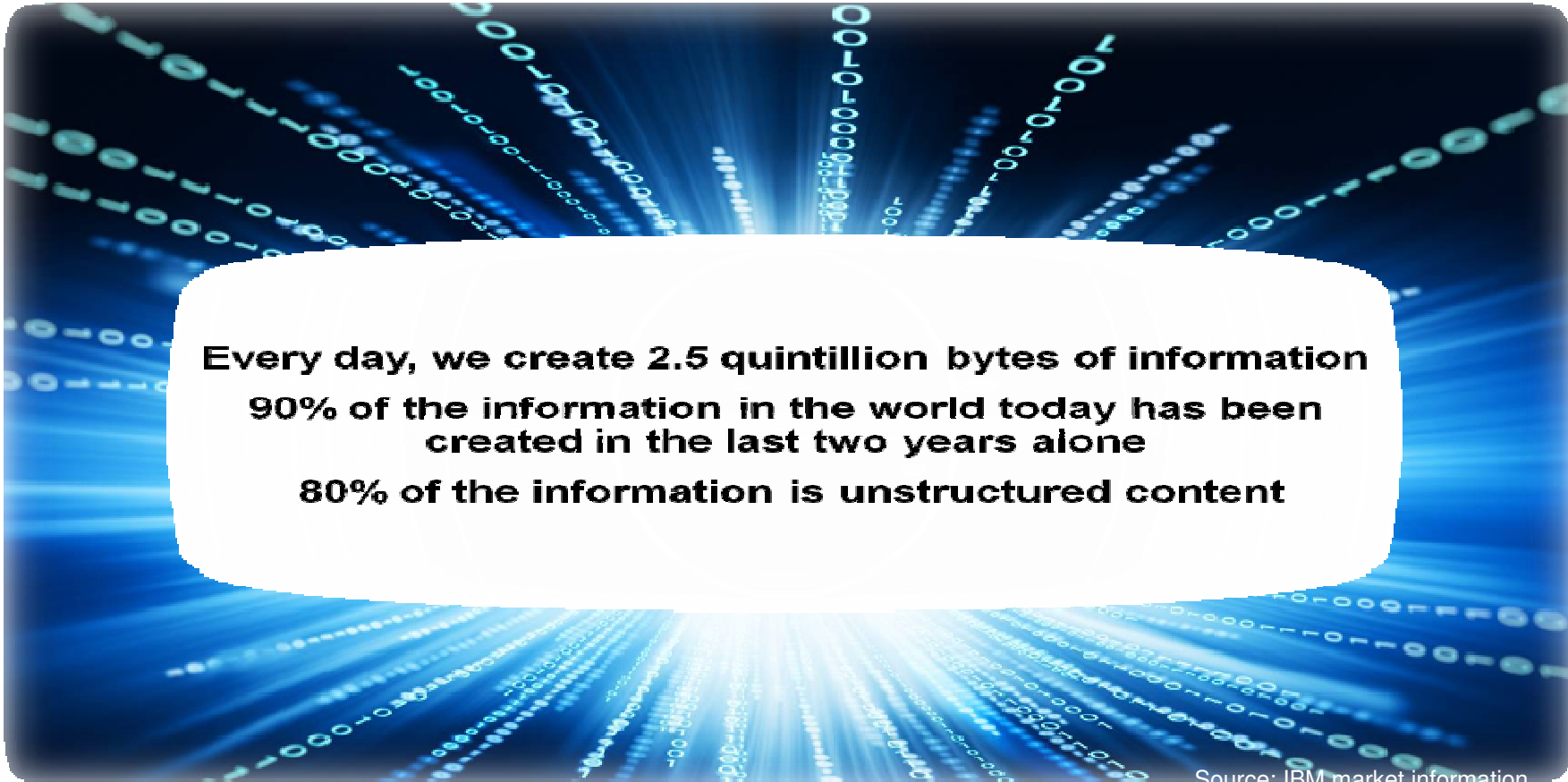## Smarter Content. New Insight. Better Outcomes.

April 4, 2013

Ben Antin -- IBM Worldwide ECM Solutions Consulting Leader

A **Content Big Bang** (not a Theory)

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

Source: IBM market information

Content Comes in **All Forms – And Fast**
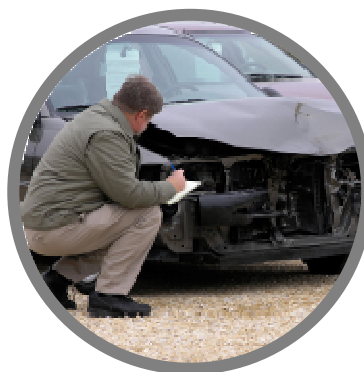

'Content is everything.'
— CMO, Husqvarna

Content is the **Fabric of Your Business**

LEGAL CLAIMS

INSURANCE
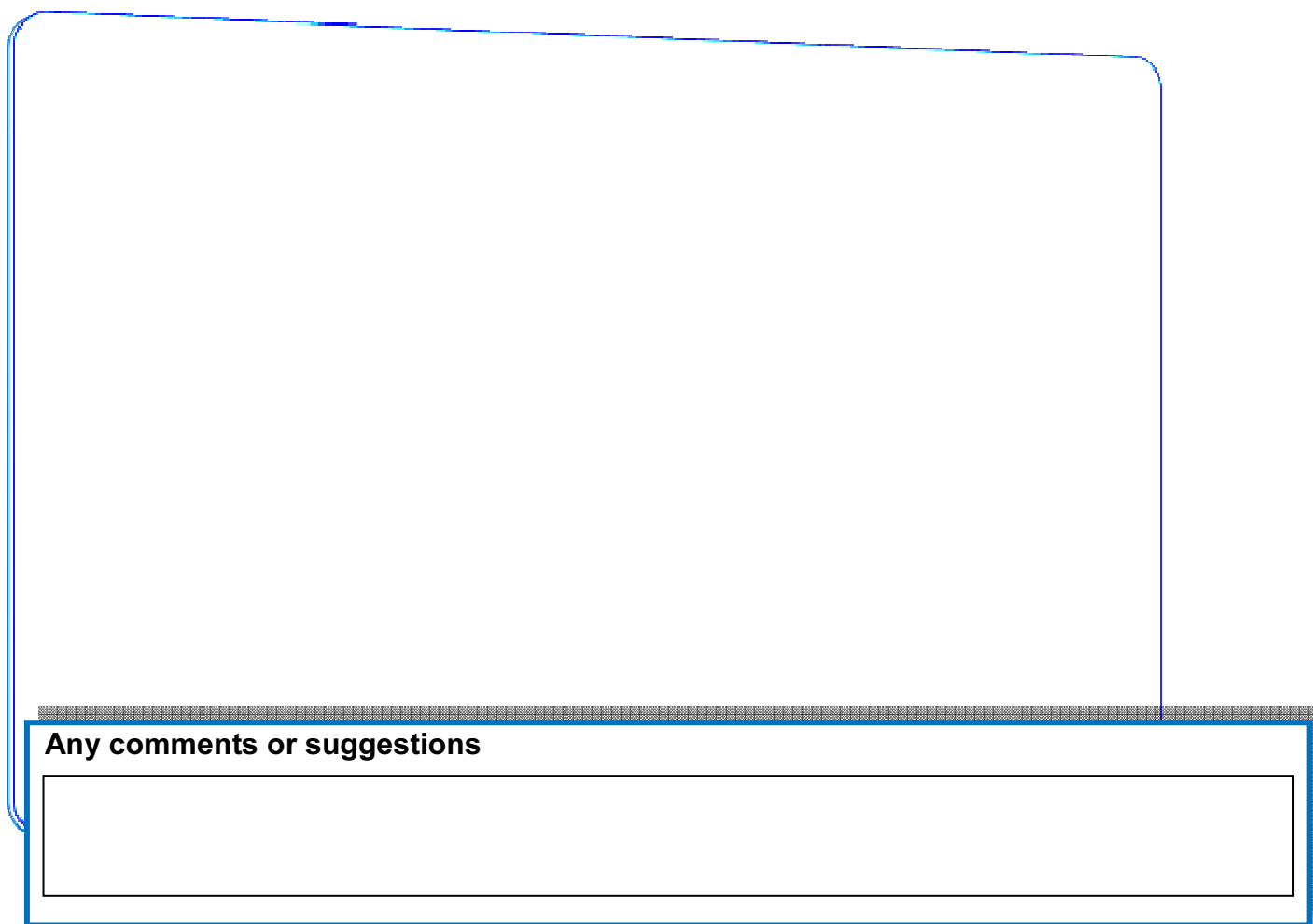
CRIME

LOAN ORIGINATION

MEDICAL

MORTGAGE

Insights from a Simple Survey

Any comments or suggestions

You Have the **Opportunity** ...

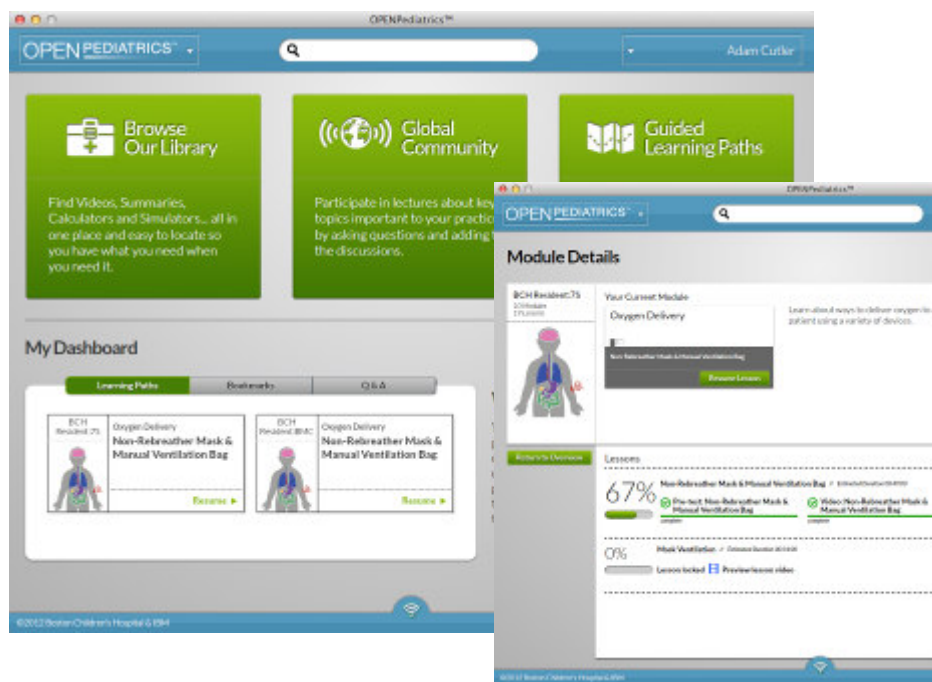**To unlock the value of content**

A New **Pattern** Has Emerged

- **Analyze**
  - **Recognize**
    - **Act**

Exchanging **Expertise and Knowledge** to Deliver Best-in-Class Care Globally

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
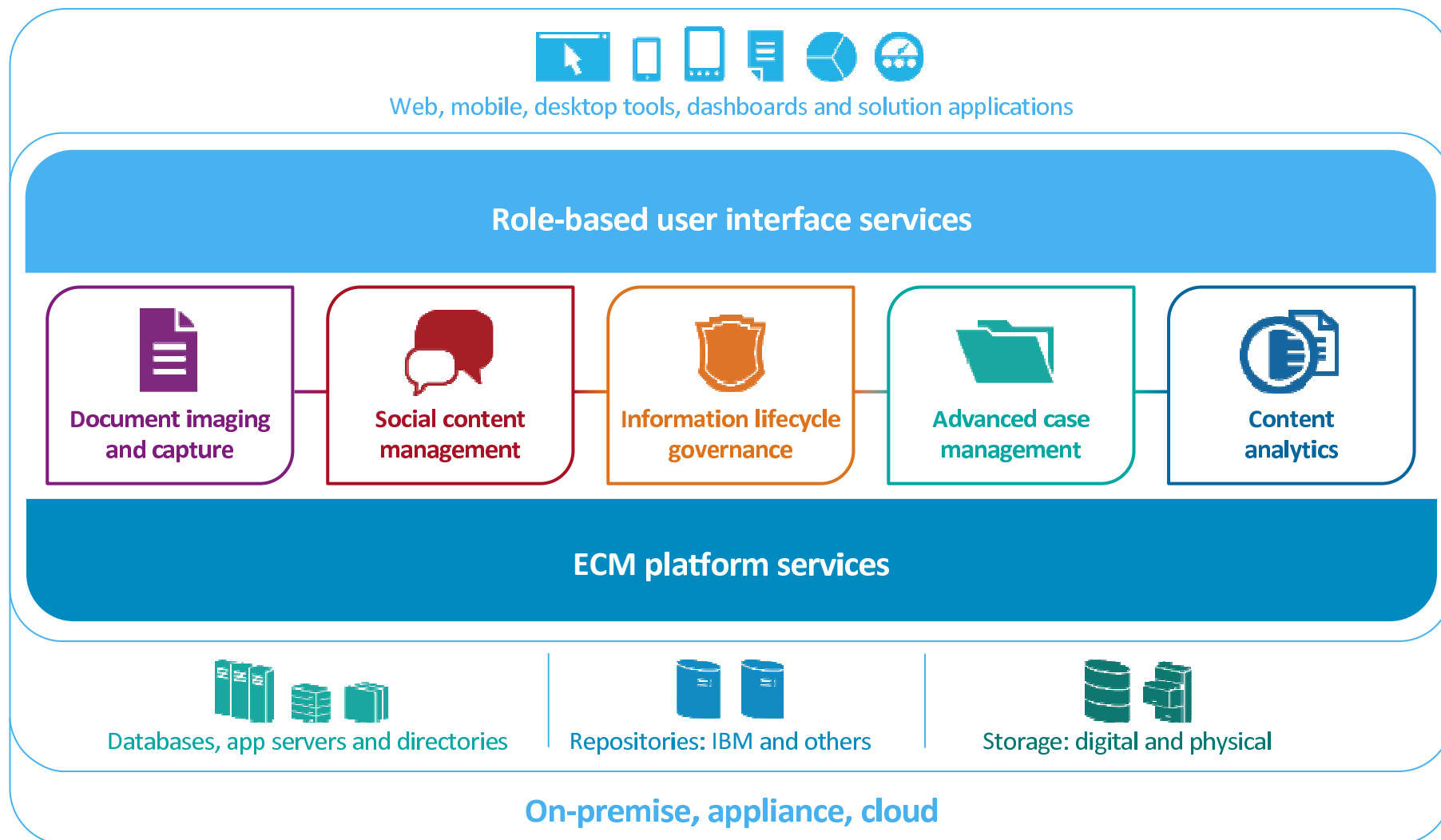
ANALYZE and identify patterns to gain insights

GOVERN for reduced cost and risk

Smarter Content Solutions

IBM ECM Portfolio

Web, mobile, desktop tools, dashboards and solution applications

Role-based user interface services

| Document imaging and capture | Social content management | Information lifecycle governance | Advanced case management | Content analytics |

ECM platform services

Databases, app servers and directories | Repositories: IBM and others | Storage: digital and physical

On-premise, appliance, cloud

High Value solutions spanning multiple industries

CAPTURE

- **Document Imaging & Intelligent Capture**
- **Enterprise Platform Services**
- **Enterprise Report Management**
- **Content Classification**
- **Accounts Payable Capture**
- **Medical Claims Capture**
- **Mobile Distributed Capture**

ACTIVATE

- **Advanced Case management**
- **Customer Service / Experience Management**
- **Account Opening & Management**
- **Courts and Justice**
- **Claims Processing & Optimization**
- **Benefits Adjudication**
- **Insurance Underwriting**
- **Loan Origination / Mortgage Processing**

SOCIALIZE

- **Social Content Management**
- **Human Capital Management**
- **Education Intervention Management**

ANALYZE

- **Content Search and Analytics**
- **Voice of the Customer**
- **Patient Care & Insights**
- **Government and Crime Intelligence**
- **Enterprise Fraud Management**

GOVERN

- **Defensible Disposal & Value Based Archiving**
- **Retention & Records Management**
- **eDiscovery**

IBM ECM Foundational Solutions   **IBM ECM Cross-Industry Solutions**   **IBM ECM Industry Specific Solutions**

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.

'Nearly 1 in every 5 Medicare patients discharged from the hospital is readmitted within 30 days.'

—*New England Journal of Medicine*

Disease and Cost of **Care Progression**

20% Patients   **80**% Cost

IBM Patient Care and Insights

- Access and enrich patient data
- Build evidence-based insights
- Find intervention opportunities
- Deliver accountable and personalized patient care

Advanced analytics and personalized care management to drive patient-centered care

'U.S. organizations lose an estimated 7 percent of annual revenues to fraud, representing almost $1 trillion in losses.'

—Association of Certified Fraud Examiners

# Insurers Try to Stay Ahead in **Fighting Fraud**

Lack of insight

More real time Investigation needed

Case investigation is complex

Inability to predict

Insufficient time

No access to all Relevant information

IBM Intelligent Investigation Manager

- Discover complex patterns
- Better understand the characteristics of fraud
- Automatically flag issues and manage case resolution
- Save money and protect corporate reputations

Use analytics and case management across industries to investigate, detect and prevent fraud
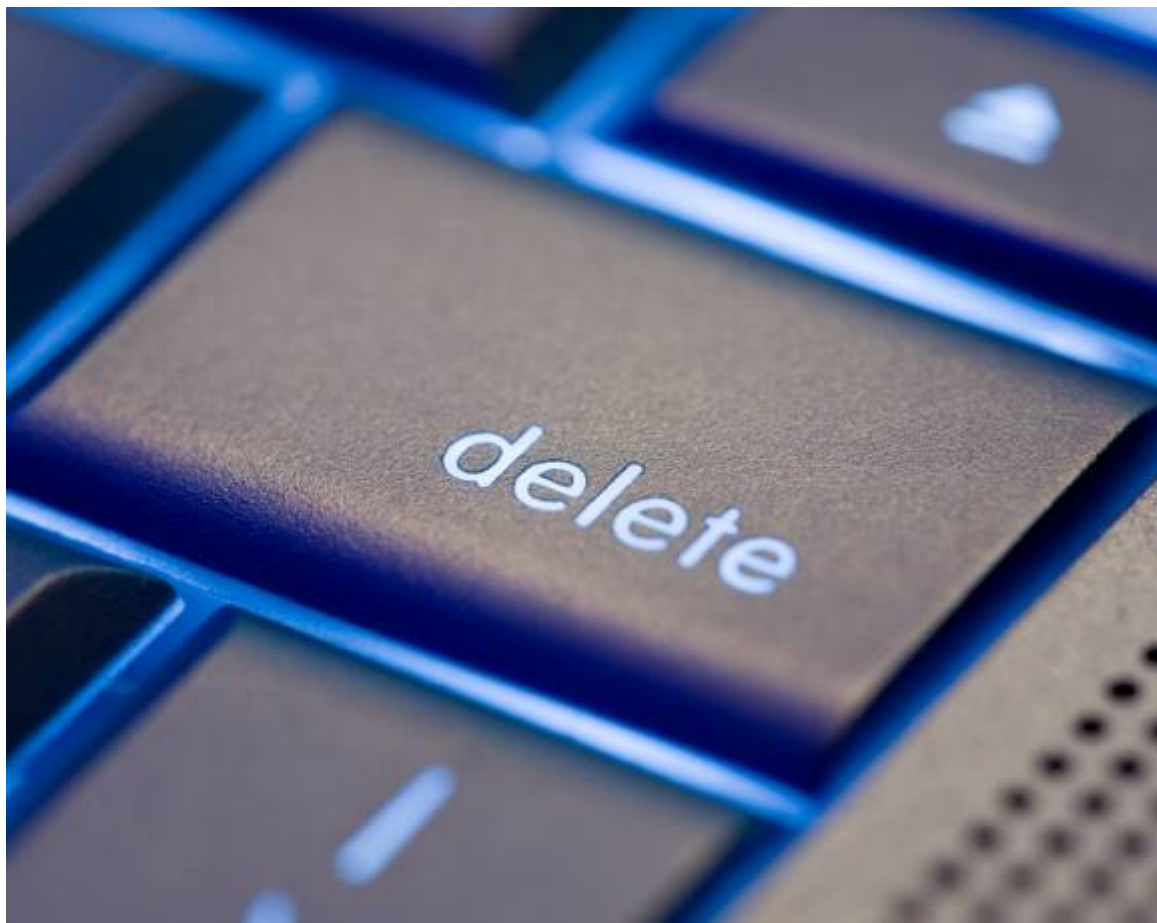
'The best way to reduce the amount of data: delete it.'

—*Sheila Childs, Research Vice President, Gartner*

For Many Organizations, Improving **Information Economics** is an Imperative

$4M
per PB to store

35%
annual
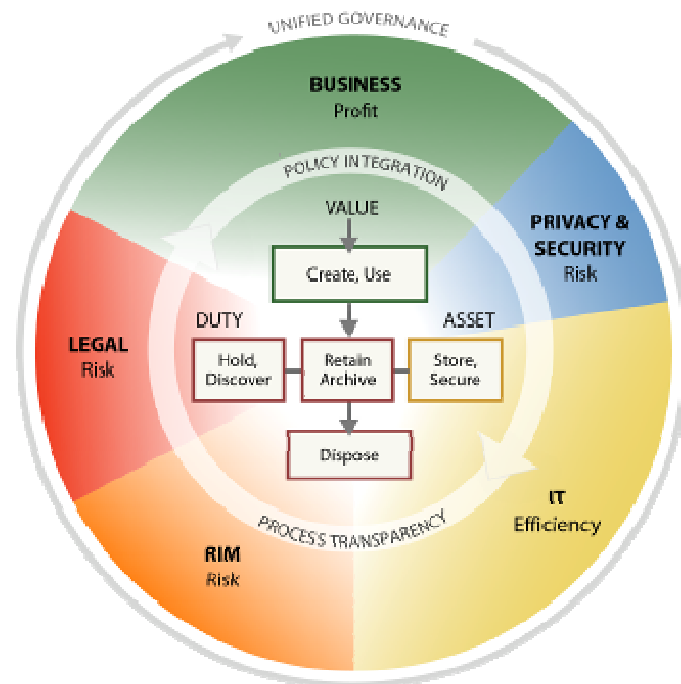data growth

$18K
per GB
e-discovery

1%
budget growth

**Rising Information Costs and Volume,
Declining Values and Budgets**

Improve Information Economics with **IBM Information Lifecycle Governance**

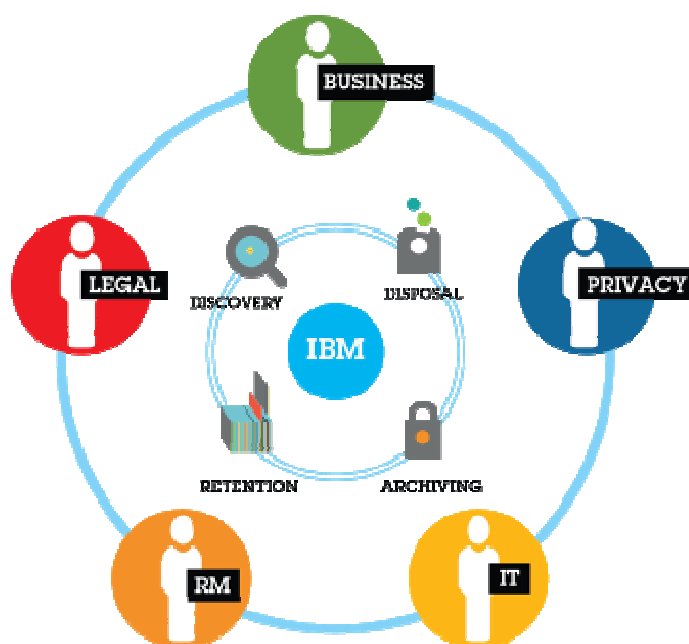**Unified Governance Strategy and ILG Suite:**

- Records, retention and privacy management
- Value-based archiving
- Rigorous, efficient eDiscovery
- Defensible Disposal

'IBM Retention Policy and Schedule Management and Defensible Disposal solution was a perfect fit and is seamlessly integrated with our legal hold system. **We are defensibly disposing now instead of keeping everything forever.'**

– Scott Bancroft, CISO, Novartis

Better Outcomes

Defensible Disposal

Very Simple Savings Proposition: Dispose of Unnecessary Data

Enterprise Information

Subject to Legal Hold → **Hold & Collect Evidence** 1%

Has Business Utility → **Archive for Value & Dispose** 25%

Regulatory Record Keeping → **Retain Records & Dispose** 5%

Cost & Risk Reduction — *Enables disposal*

Everything Else → **Dispose of Data Debris** 69%

Cost Reduction — *Normalizes growth curve*
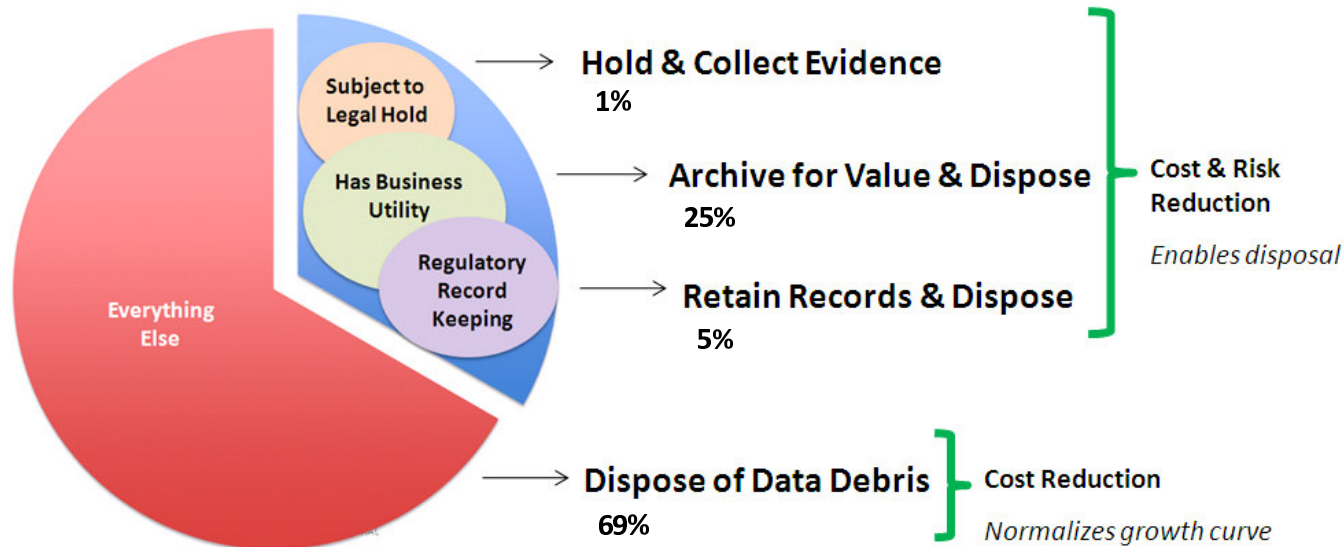
%s based on CGOC Summit 2012 Survey

16 Processes Lowers Risk to Align Incentive for Legal and IT

Highest Risk

Risk matrix chart with axes labeled "Potential Impact" (vertical) and "Likelihood to Occur" (horizontal). Processes A–P plotted in high risk (red), moderate risk (yellow), and low risk (green) zones.

High risk Requires constant monitoring and review, immediate escalation on failure or impending failure. 50% likelihood

Moderate risk Requires frequent monitoring to prevent and detect; costly to correct or mitigate. Between 10% -50% likelihood

Low risk Does not require constant monitoring and is easy to prevent, detect, correct, defend. Less than 10% likelihood

Each Process Has Inherent Risk

A. Legal does not identify the right custodians.

B. Actual, rogue or IT managed data sources are missed.

C. IT or employees migrate, retire or modify data due to no hold visibility.

D. Legal fails to follow through on information identified in custodian interview process.

E. Collection failure from overlooked source, departing employee, incomplete prior collection inventory, communication and tracking errors.

F. Unable to assemble, understand or defend the audit trail of discovery activities.

G. Failures in record keeping and regulatory change management.

H. IT 'saves everything' increases discoverable mass, complexity.

I. IT disposes of data of value to the business or with legal obligation.

J. Private customer data is exposed, theft, brand damage, or regulatory penalty occurs.

K. Legal obligations for data are poorly understand and executed from miscommunication or lack of information.

L. Systems are incapable of complying with information obligations

M. IT lacks full facts on disposal of information so excess accumulates or data is lost

N. Legacy data is poorly understood, overlooked in litigation, expensive or difficult to find and not reliably disposed

O. Unable to reclaim or recover unused assets or allocate based on business need

P. Unable to pass an audit on compliance with retention, preservation, protection and disposal policies

Link What Data is Needed *to* How Data is Managed
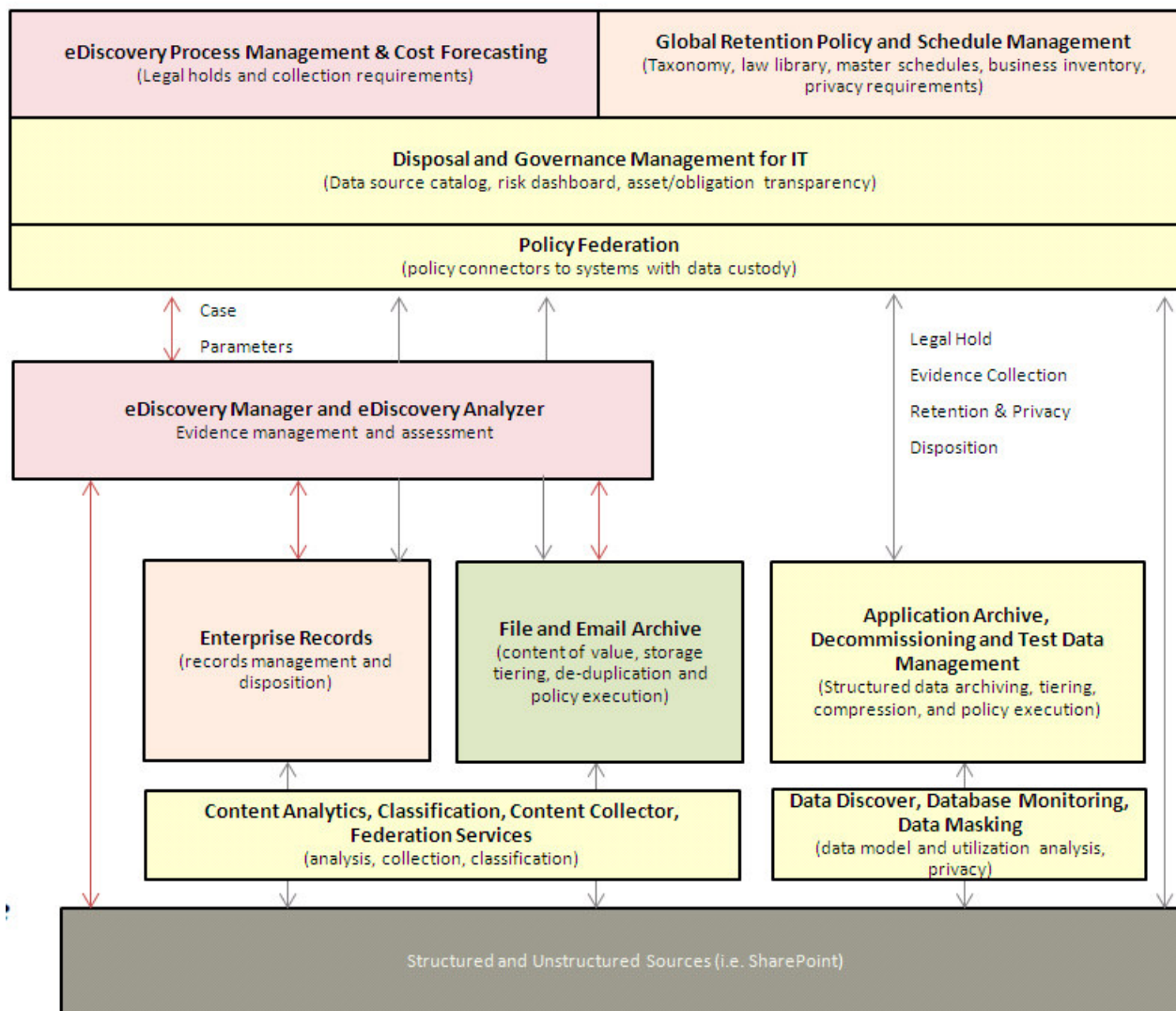
Policy and Decision Management
- Workflow management for policy makers
- What to preserve, retain, archive, protect and delete

Decision Instrumentation and Execution
- Data is managed by business value and legal/regulatory needs
- Unnecessary data is disposed promptly

User Experience and Business Applications
- Syndicate policy to native sources for execution
- Collect data to optimize storage by value,
- Execute policy as data ages
- Compress and de-dupe
- Dispose of unnecessary data

eDiscovery Process Management & Cost Forecasting (Legal holds and collection requirements)	Global Retention Policy and Schedule Management (Taxonomy, law library, master schedules, business inventory, privacy requirements)

Disposal and Governance Management for IT
(Data source catalog, risk dashboard, asset/obligation transparency)

Policy Federation
(policy connectors to systems with data custody)

Case
Parameters

Legal Hold
Evidence Collection
Retention & Privacy
Disposition

eDiscovery Manager and eDiscovery Analyzer
Evidence management and assessment

Enterprise Records
(records management and disposition)

File and Email Archive
(content of value, storage tiering, de-duplication and policy execution)

Application Archive, Decommissioning and Test Data Management
(Structured data archiving, tiering, compression, and policy execution)

Content Analytics, Classification, Content Collector, Federation Services
(analysis, collection, classification)

Data Discover, Database Monitoring, Data Masking
(data model and utilization analysis, privacy)

Structured and Unstructured Sources (i.e. SharePoint)

StoredIQ enables rapid, reliable execution of e-discovery and disposal

IBM has acquired StoredIQ, which empowers customers to mine big data, conduct rapid e-discovery and dispose of data debris to improve information economics

FASTER E-DISCOVERY

Identified, collected and analyzed 132 TB of data to produce just 1 TB of relevant data to save millions in a single case

PROBLEM: Deepwater Horizon matter required discovery across global organization containing over 5 PB of data

SOLUTION: DiscoveryIQ enabled a 100:1 reduction in collection process in less than 2 weeks

ROI: Saved $2M+ and ensured timely response to many DOJ requests

FASTER DISPOSAL OF DATA DEBRIS

Active management of 60 TB of data across 1,000 personal drives for policy-based deletion of 20 TBs without end user disruption

PROBLEM: Data growth exceeded storage and management bandwidth; risk reduction was a board governance priority

SOLUTION: RecordsIQ identified and classified data; enforced file plans for retention

ROI: Deleted more than 30% of non-business data; reduced cost of storage by $1m+ per year and lowered risk

StoredIQ's rapid, highly scalable deployment and visualization
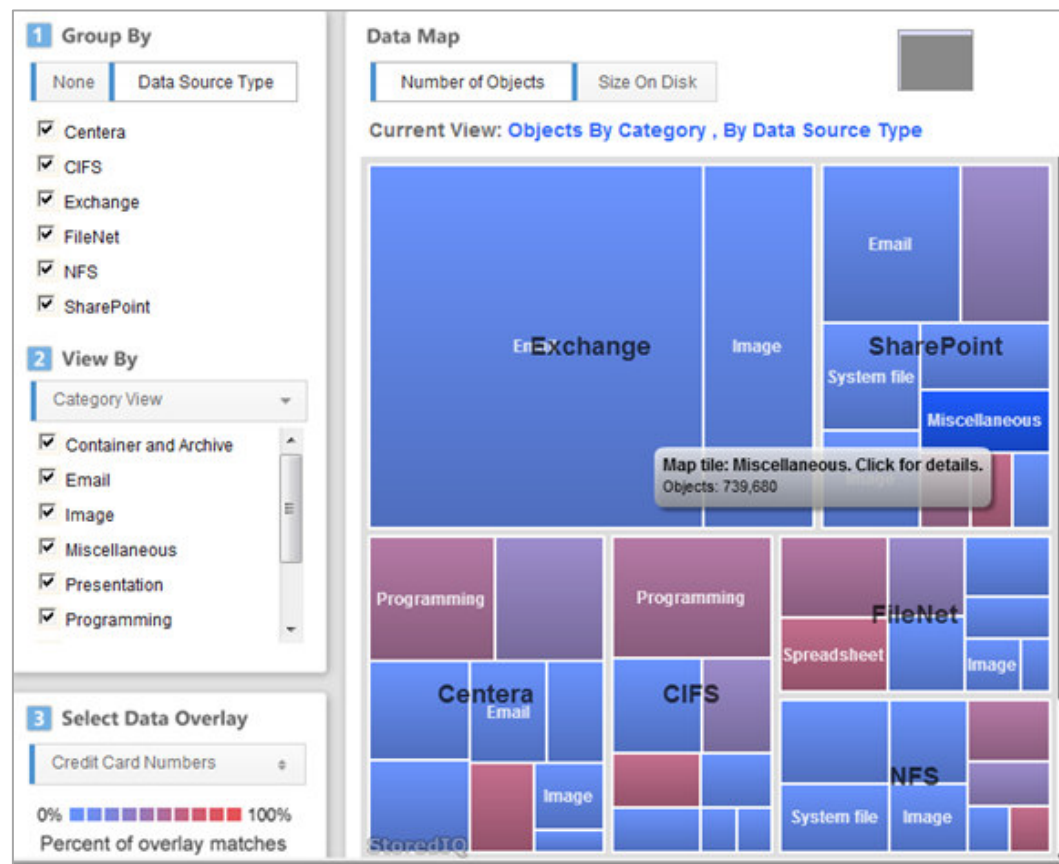
Active Data Intelligence

- 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
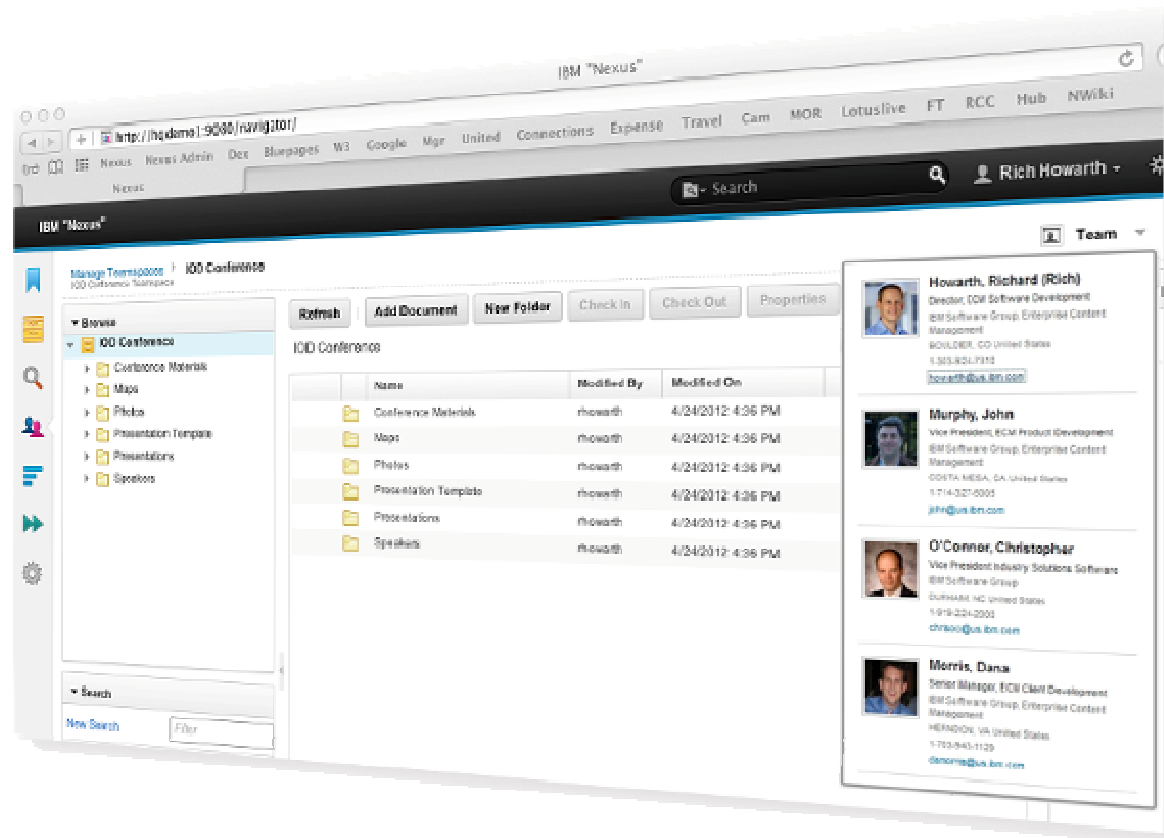- Leverage legal-friendly repeatable workflow

Active Information Governance

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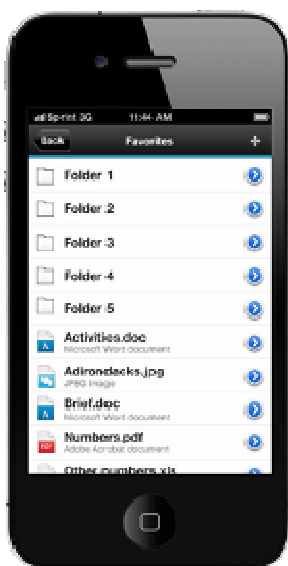- Clean up content with no business value

Smarter Content

A new user experience to dramatically improve the way people interact with and manage content.

IBM Content Navigator

Smarter Content

A collaborative and mobile content experience that delivers intelligence and control throughout the organization.

IBM Content Navigator

Smarter Content

Automates input of data from documents to reduce cost and accelerate document process efficiencies.
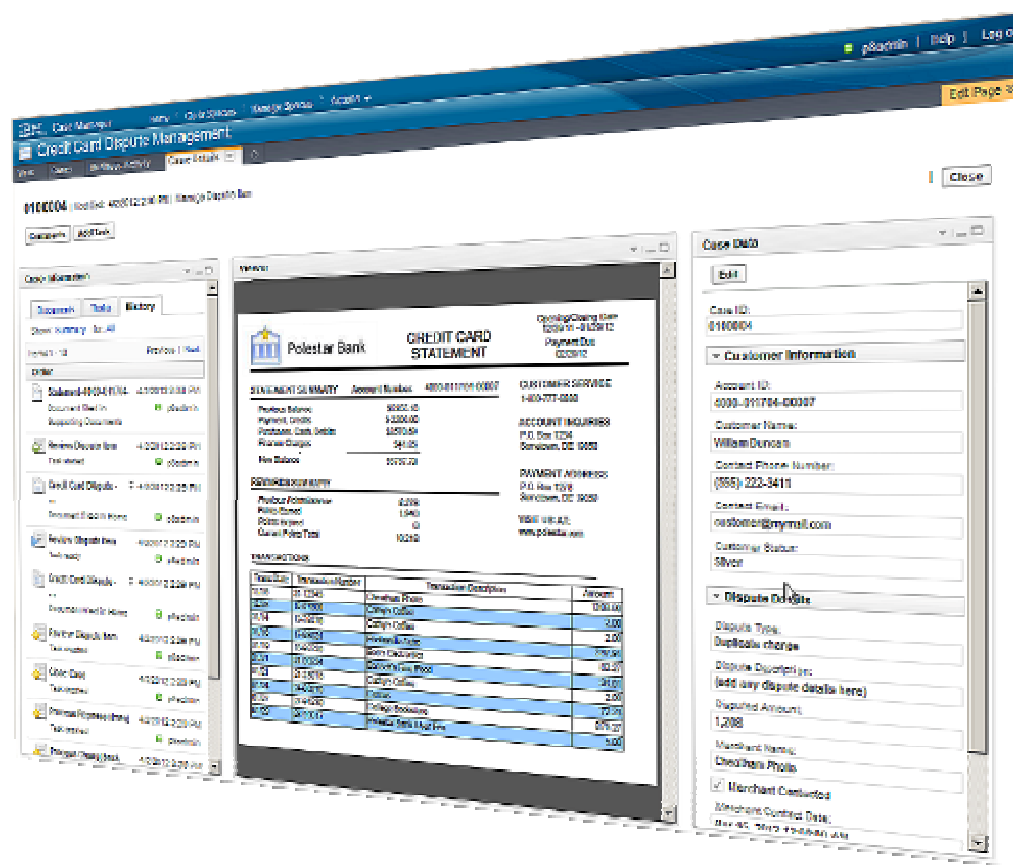
IBM Datacap Taskmaster

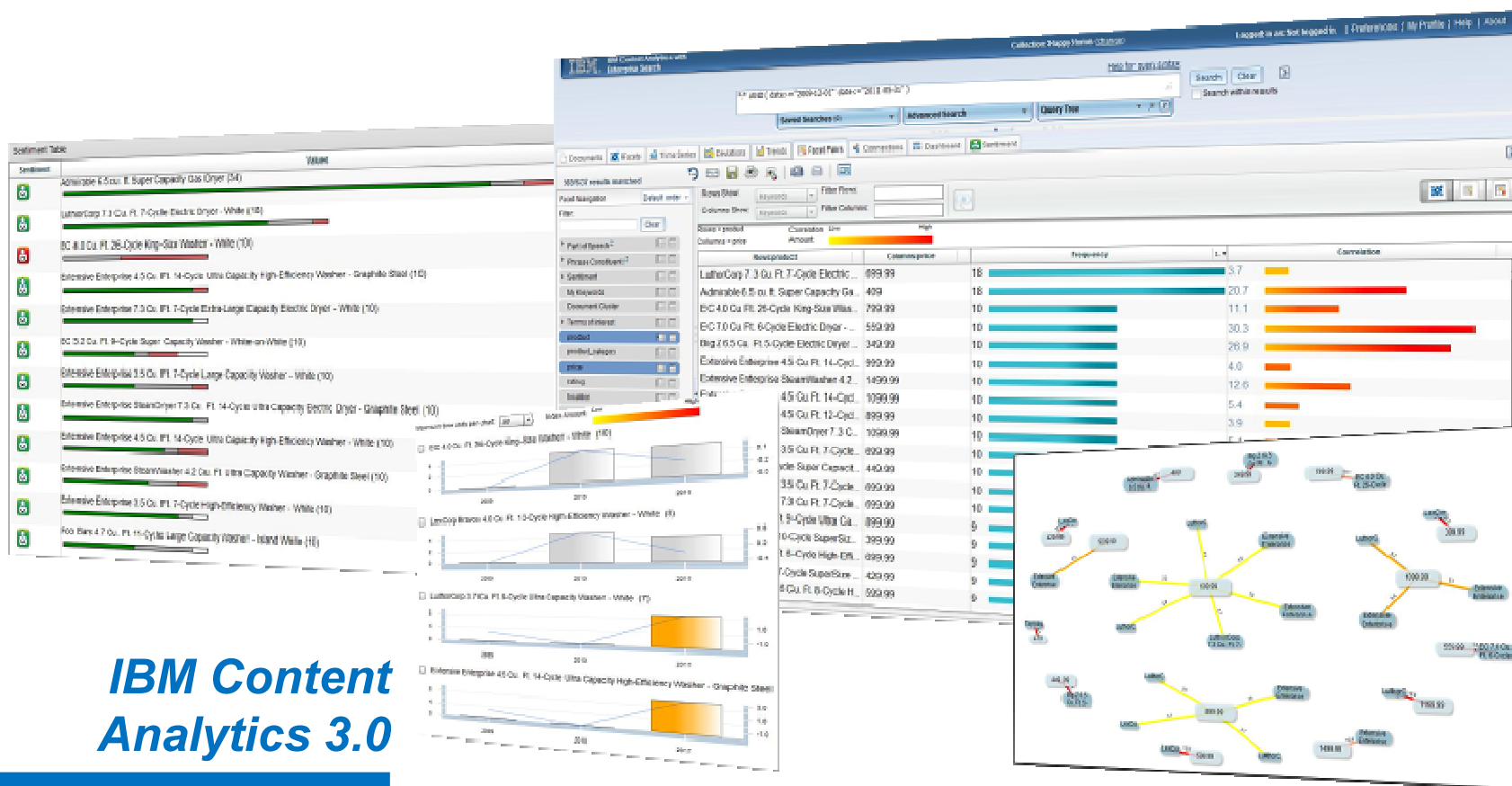Expanded language options & updated user-interfaces

New Insights

Optimize case outcomes with information process and people.

IBM Case Manager

New Insights

Analyze, search, and classify content for better business outcomes.

IBM Content Analytics 3.0

Now includes both Content Analytics & Enterprise Search

IBM is the Leader in Enterprise Content

- Unlock the value of content
    - Analyze
    - Recognize
    - Act
- Pre-integrated, high-value solutions to optimize your business
- Expert Business Partners will continue to expand value
- Leader in maximizing the economic value of information

Leader in the Industry

Gartner

'The largest ECM vendor in terms of market share and total content revenue, IBM has an increasing focus on high-value solutions.'

'IBM will drive leadership in analytics in the dynamic case management market.'
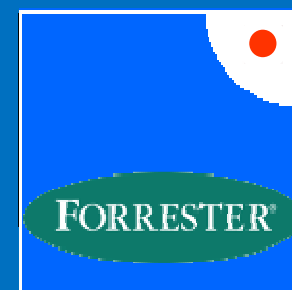
FORRESTER®

Sources: Gartner, Market Share Analysis: Enterprise Content Management Software, Worldwide, 2011 G00233424. Forrester, The Forrester Wave™: Dynamic Case Management, 2011