IBMSoftwareNetwork2013
Fare partnership con il Software IBM

Roma, 24 - 25 gennaio 2013

Soluzioni per una Customer Experience efficace e appagante

Eugenio Barozzi Channel & ICS Technical Manager

IBM

AGENDA

- Il portale: storia di una vision
- Cosa ha scritto chi e quando? La gestione dei contenuti
- Posso usare il mio tablet? La gestione dei dispositivi mobili
- 11:00 Break
- Freeze police - La sicurezza
- Migliora, estendi e riprogetta le transazioni per il cliente
-

L' evoluzione dell'ECM High Value Solution Message

Content in Motion

2H 2011

Unleashing
Content in Motion

Key Messages
5 Key capabilities that put content in motion: Capture, Activate, Socialize, Analyze and Govern

Key Announcements
Case Manager, PIE, ICPA

1H 2012

Set Content in Motion for Better Business Outcomes

Key Messages

Organizations realize the strategic value of content to gain better insight and outcomes

Key Announcements

Content Navigator

Connections Enterprise Edition

Content Analytics w Enterprise Search

Content Collector

2H 2012

Smarter Content.
New Insights. Better Outcomes

Key Messages

Feature IBM's continued leadership in defining and shaping markets with high value solutions that transform and improve the way organizations realize value from how they manage their information – structured and unstructured – throughout its lifecycle.

Featured Announcements
•IBM Patient Care & Insights
•IBM Intelligent Investigation Manager
•IBM Datacap Taskmaster
•Defensible Disposal

ECM Platform Trends

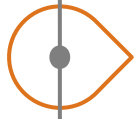**78%** dei CIOs vuole migliorare l'esperienza d'uso e di gestione dei contenuti
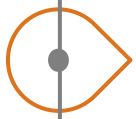
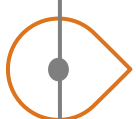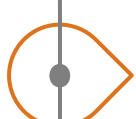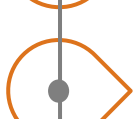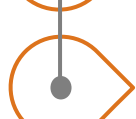Le informazioni nell'universo digitale cresceranno di un fattore **44** entro la fine del decennio

42% dei lavoratori non lavora abitualmente all'interno della propria azienda

60% delle organizzazioni stanno pensando di sfruttare il cloud entro 5 anni
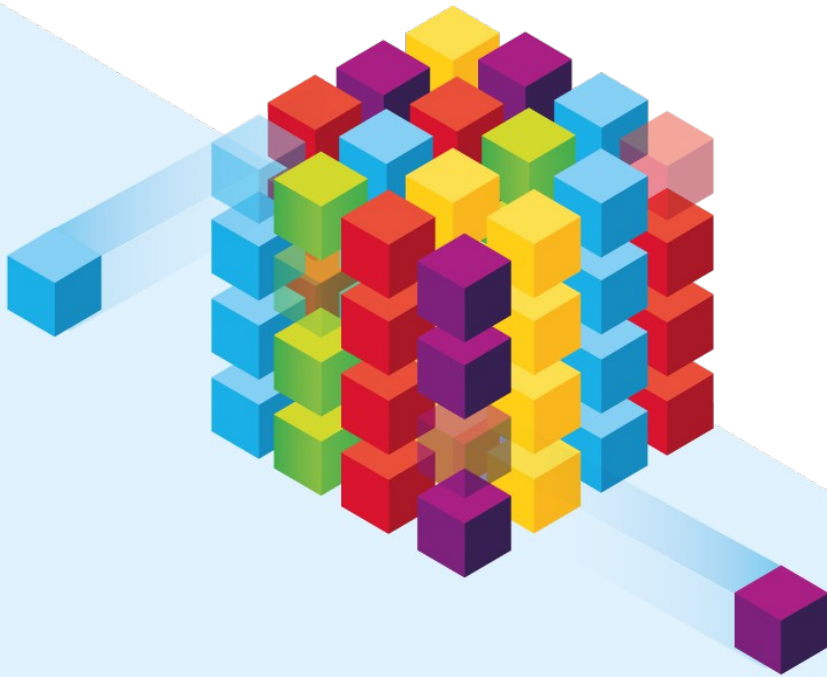
ECM Platform Capabilities

- **Simple to complex documents**
- **Active Content with analytics**
- **Extensible data model**
- **Application monitoring**
- **Rich storage options**
- **Rich development environment**
- **Lifecycle and retention management**
- **Targeted user experience for all clients**
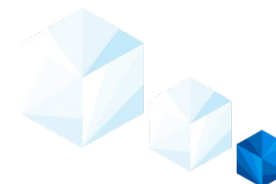
Extensive Standards and Platform Support

Industry Standards

CMIS

dita xml·org

Operating Systems

AIX · Android · Mac OS · Windows

iOS · Linux

hp ux · solaris

Databases

IBM DB2

ORACLE

Microsoft SQL Server

Application Servers

IBM — WebSphere

ORACLE — WebLogic

JBoss Community — JBoss

Directory Services

IBM — Directory Server

ORACLE — Directory Server

Novell — eDirectory

Microsoft — Active Directory

Solutions supporteate by the ECM Platform

IT Platform Capabilities

LOB Solutions

IBM ECM Foundational Solutions for…

- Defensible Disposal and Value Based Archiving
- Integrated Document Imaging and Advanced Capture
- Social Content Management
- Advanced Case Management
- Enterprise Report Management
- Retention & Records Management
- eDiscovery
- Content Search & Analytics
- Enterprise Platform Services

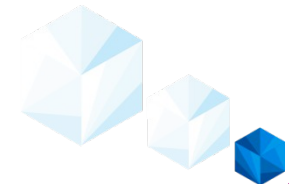## IBM ECM Cross-Industry Solutions for…

- Human Capital Management
- Customer Service / Experience Management
- Asset Lifecycle Management
- Contract Management
- Accounts Payable
- eBilling & Electronic Document Delivery
- Account Opening & Management
- Voice of the Customer / Market Sentiment
- Enterprise Fraud Management

IBM ECM Industry Specific Solutions for…

- Coordinated Patient Care
- Crime Intelligence
- Complex Loan Origination and Processing
- Claims Optimization
- Courts and Justice
- Benefits Adjudication
- Insurance Underwriting
- Student Intervention

Smarter Content capabilities

IBM ECM Solutions

Foundational | Cross-industry | Line of business

IBM Solution Accelerators

Portfolio aligned to industry imperatives

Capture

Document capture automation | Production imaging | Enterprise report management

Activate

- Comprehensive case management
- Integrated collaboration and rules
- Case analytics
- Content-centric BPM

Socialize

- Office document management
- Social content & collaboration
- Platform simplification& consolidation
- Social Business

Analyze

- Content analytics and assessment
- Enterprise search
- Classification

Govern

Value-based Archiving | Records and Retention | eDiscovery Management | Governance & Disposal

Platform Services

Enterprise integration, federation | Unparalleled extensibility, scalability | Flexible deployment models (e.g. on-premise, hosted, cloud…)

Middleware Extensions

Data management | Web content management

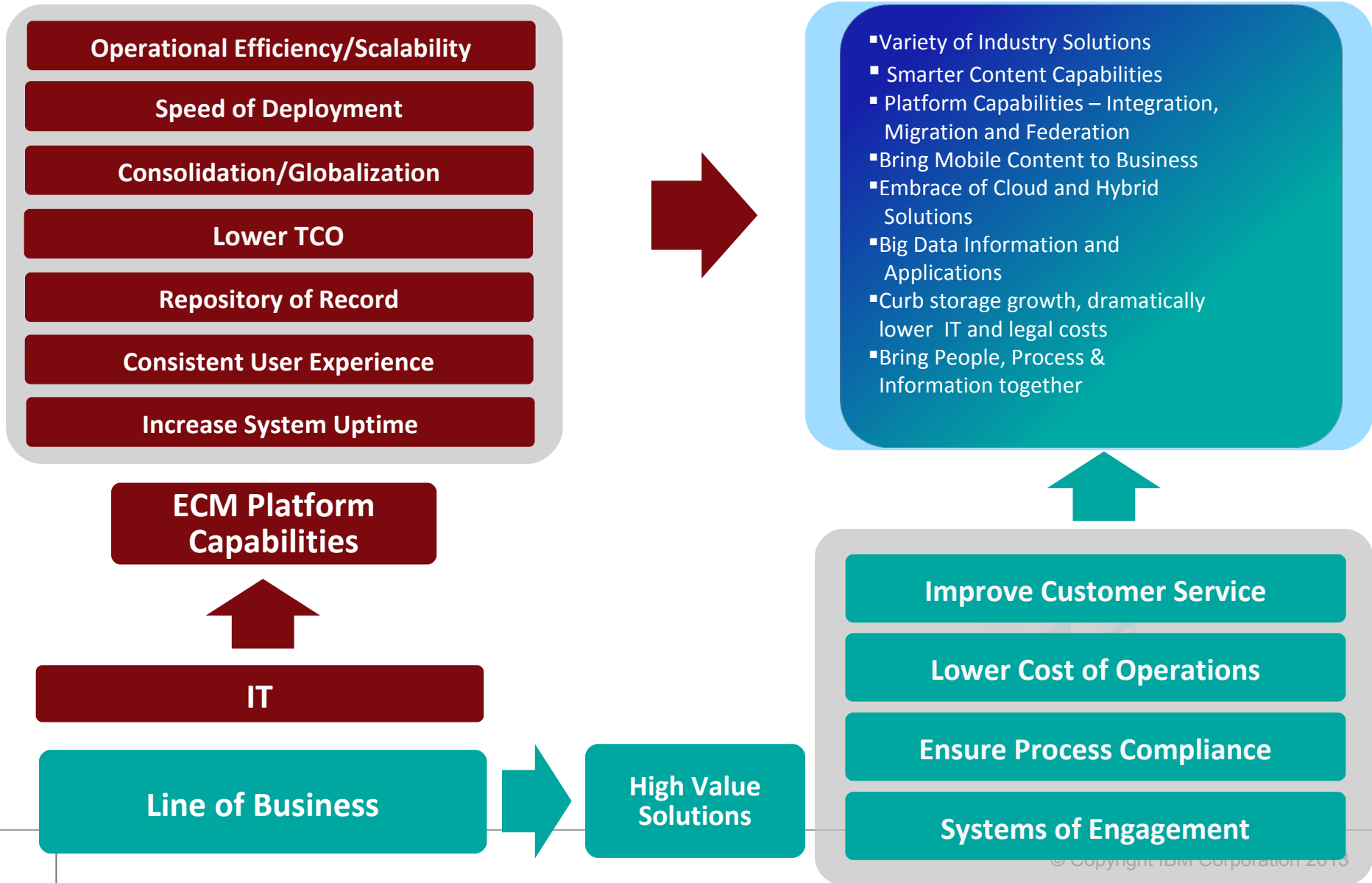### Enterprise Content Management Services and Support

Consulting Services | Training and Certification | Technical Support | Software Accelerated Value Program

Smarter Content
Realizing the value of content for better insight and outcomes

Two levels of decision making are converging

- Operational Efficiency/Scalability
- Speed of Deployment
- Consolidation/Globalization
- Lower TCO
- Repository of Record
- Consistent User Experience
- Increase System Uptime

ECM Platform Capabilities

IT

Line of Business

High Value Solutions

- Variety of Industry Solutions
- Smarter Content Capabilities
- Platform Capabilities – Integration, Migration and Federation
- Bring Mobile Content to Business
- Embrace of Cloud and Hybrid Solutions
- Big Data Information and Applications
- Curb storage growth, dramatically lower IT and legal costs
- Bring People, Process & Information together

- Improve Customer Service
- Lower Cost of Operations
- Ensure Process Compliance
- Systems of Engagement
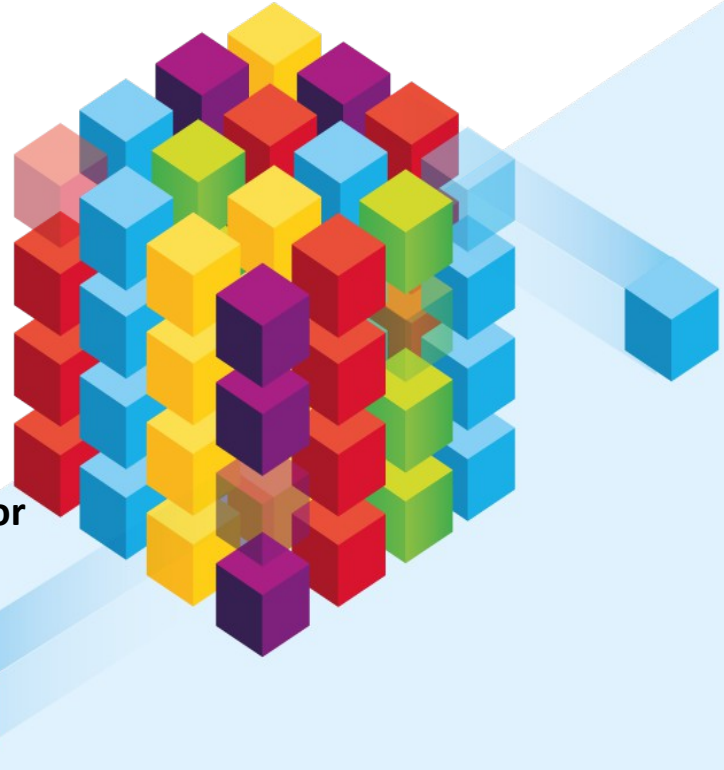
De-customization and business self provisioning

Organizations are scrutinizing the ongoing cost of maintaining customized applications

Vendor technologies are a multiplier

Standardizing on one application delivery solution

Pressure of IT budgets and staffing is driving the need for business units and teams to "self-serve"

Long term management must include governance

Focus Corp Finance

- Focus Corp Finance
  - Customer Contracts
    - Account 15-18173
    - Account 25-13652
      - Reference material
    - Account 35-17232
    - Account 55-23523
    - Account 65-37433
  - Emails
  - Invoices
    - Processes
    - Reference material
  - Photos
  - Presentations
  - Templates
  - Valuations
  - Working
    - Images
    - Misc

| Refresh | Add Document | New Folder | Check In | Check Out | Properties | Actions |

Focus Corp Finance ▶ Customer Contracts ▶ Account 25-13652

|	Name	Size	Modified By	Modified On
📁	Reference material		P8Admin	2/7/2012 4:09 PM
📄	Atlanta TEC - Updated Contract	473 KB	rhowarth	10/20/2011 12:50 PM
📄	Atlanta TEC Capital Lease Contract.pdf	71 KB	rhowarth	10/19/2011 3:20 PM
📄	Atlanta TEC Computer Hardware Contract.pdf	473 KB	rhowarth	10/19/2011 3:20 PM
📄	Atlanta TEC Invoice.doc	58 KB	rhowarth	10/19/2011 3:21 PM
📄	Atlanta TEC Midwest Lease Agreement.pdf	67 KB	rhowarth	10/19/2011 3:21 PM
📄	Atlanta TEC.ppt	1.1 MB	rhowarth	10/19/2011 3:21 PM

IBM Content Navigator
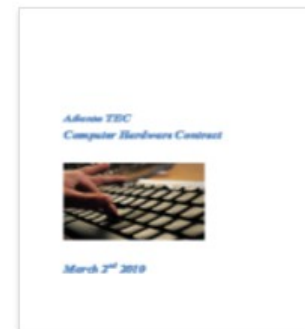
Properties

| Class:	Contract
Document Title:	Atlanta TEC - Updated Contract
Authoring Division:	Sales
Type of Document:	Long Term Contract
Review Status:	Ready for review
Target Agreement Date:	10/4/2011 11:00 PM
Agreement Date:	10/18/2011 11:00 PM
Governing Law:	Arkansas
Law Firm:	Butler McCabe & Ruger
Parties:	Atlanta TEC
Sectors:	Computer Hardware

▸ System Properties

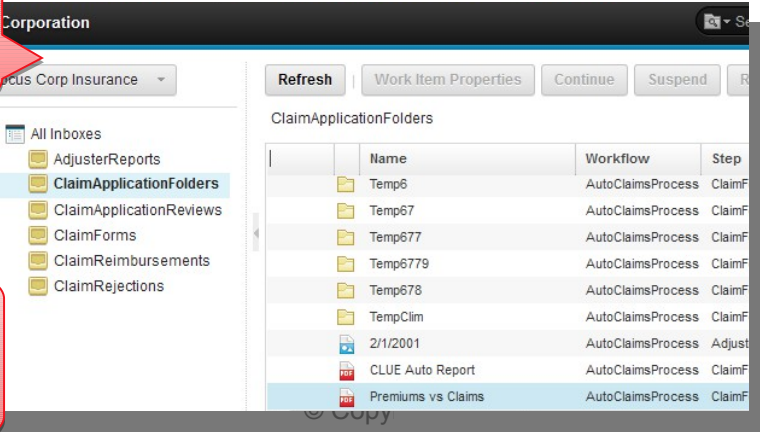# Production Imaging, reports and statements

- Advanced search

- Business processes

- Work assignment

- Image and statement viewing

- Side by side and tabbed viewing
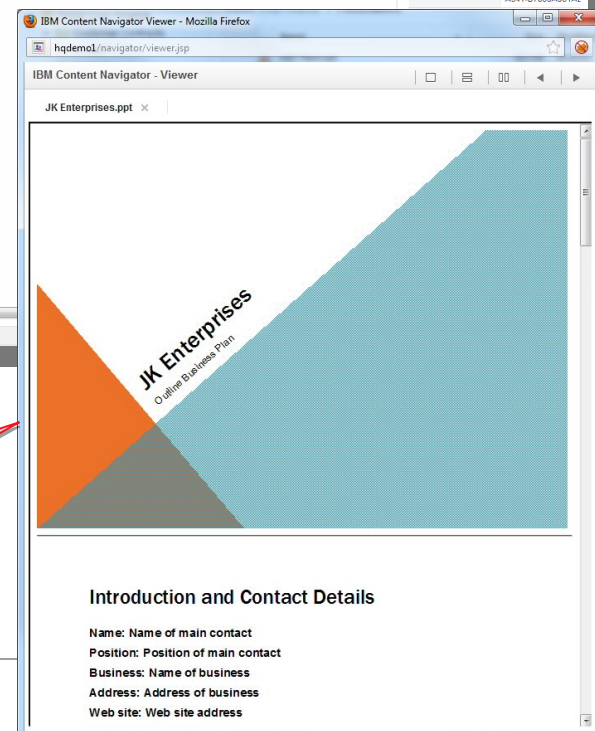
- Annotations
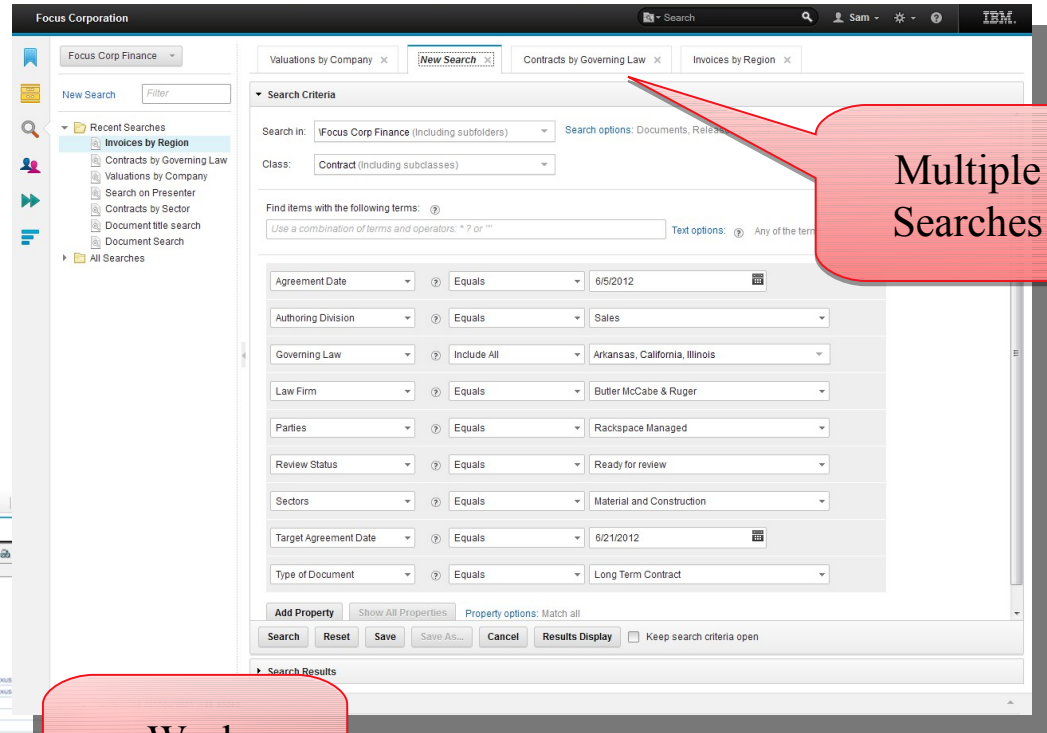
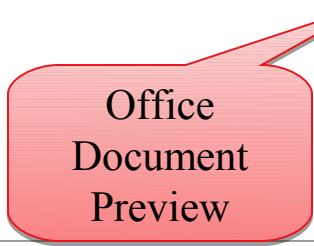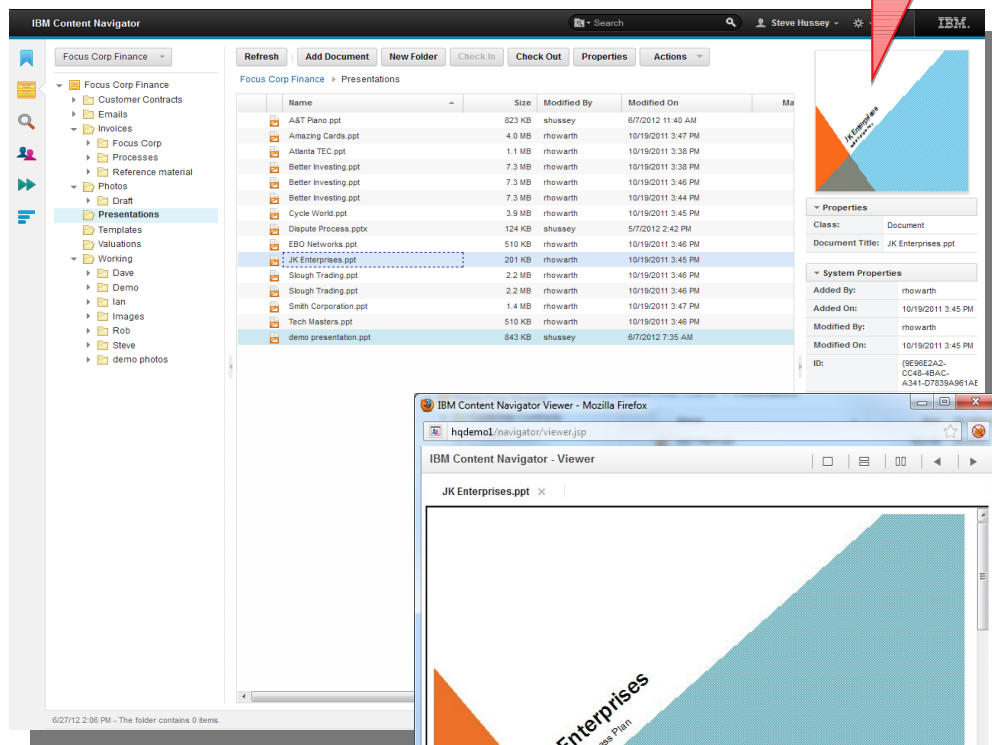

Multiple Searches
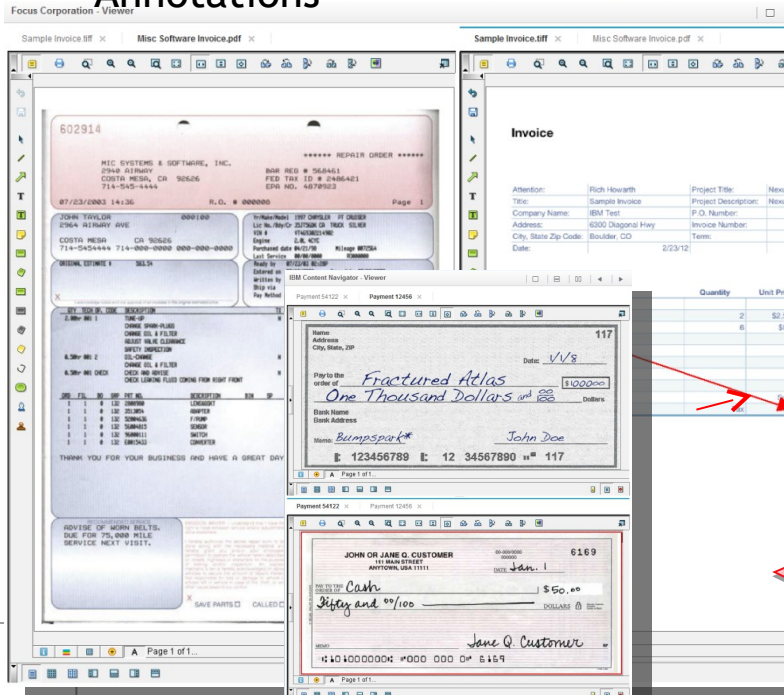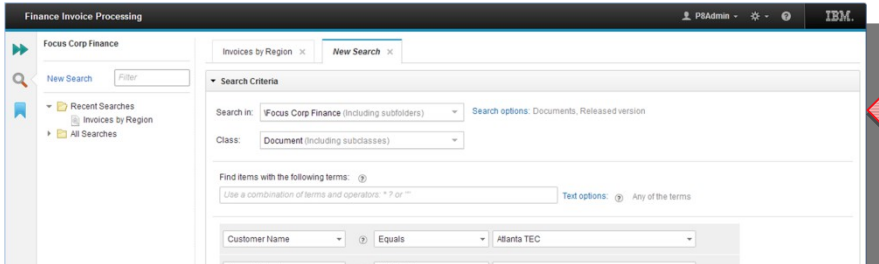
Work delivery

Tabbed and side by side viewing
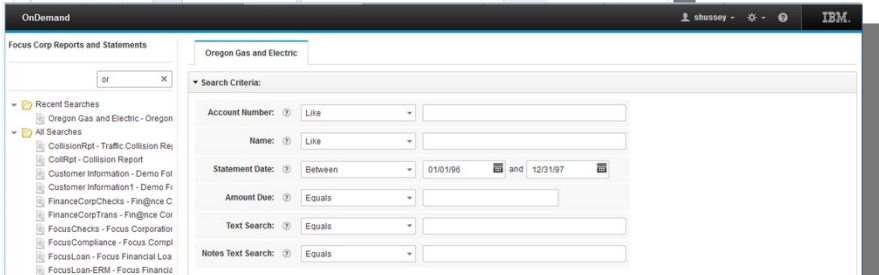
Collaborative content management

- Document authoring

- Folder organization

- Property and text search

- Checkin/out

- Classification and taxonomy

- Flexible security

- Review/approve

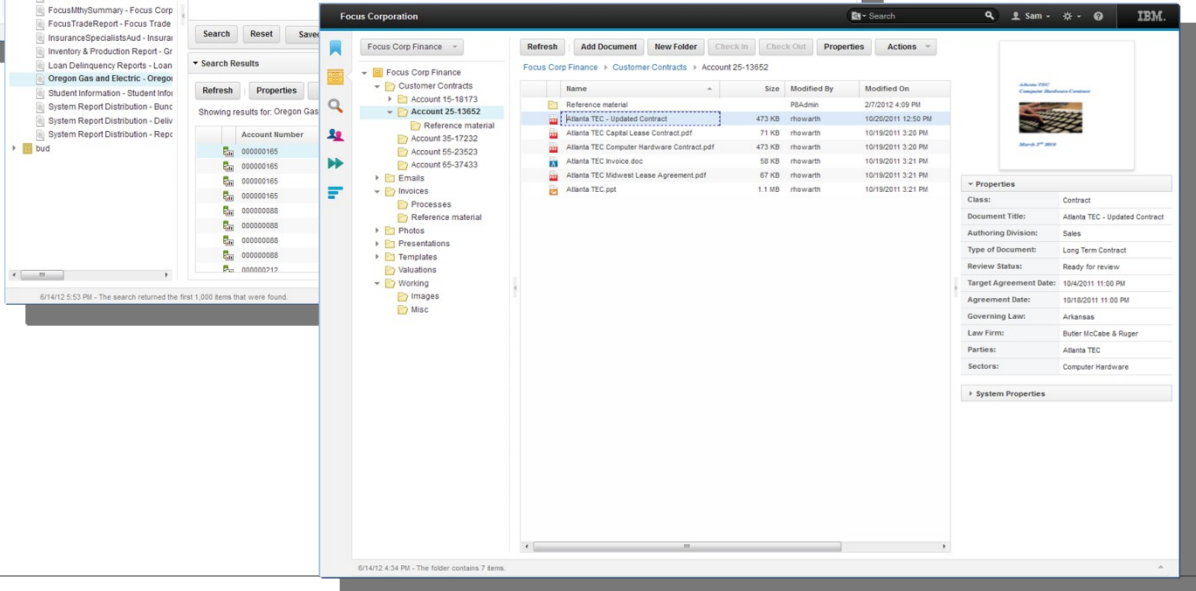- External Data integration

- Thumbnail and preview

Thumbnails

Office Document Preview

Navigator "Desktop" applications

Invoice processing

Reports and Statements

Collaborative Authoring

Bringing Mobile Content to Business

Capabilities

- Allows users to access, manage and work with enterprise content directly from mobile devices

- Easy, intuitive collaboration and personalized interactions

- Flexible, analytics-based search*

- Business Self-provisioning*

Benefits

- Extends the reach of content
- Anytime, Anywhere access to business content

- Faster, easier access to information from various content sources

- Quickly find the needed documents

- Minimize the dependence on IT department

"The self-provisioning capability IBM is offering will make it easy to set up a team space for collaboration without the help of our IT department," - Chuck Picard, enterprise electronic document management system coordinator for the State of North Dakota.

*browser access
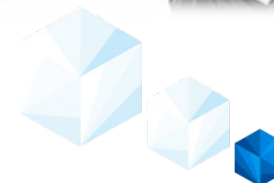
Mobile solutions matching business needs
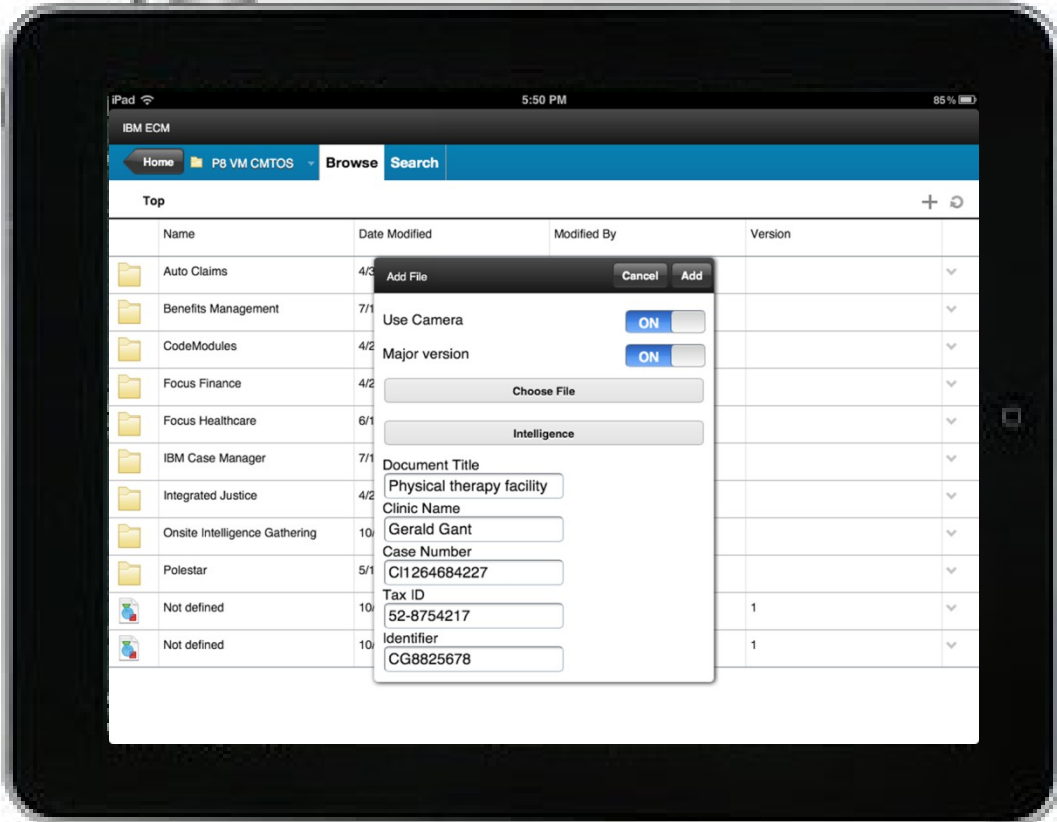
Horizontal and vertical Partner solutions

CMIS

IBM Content Navigator for iOS
Browse
Search
View
Add using camera

…

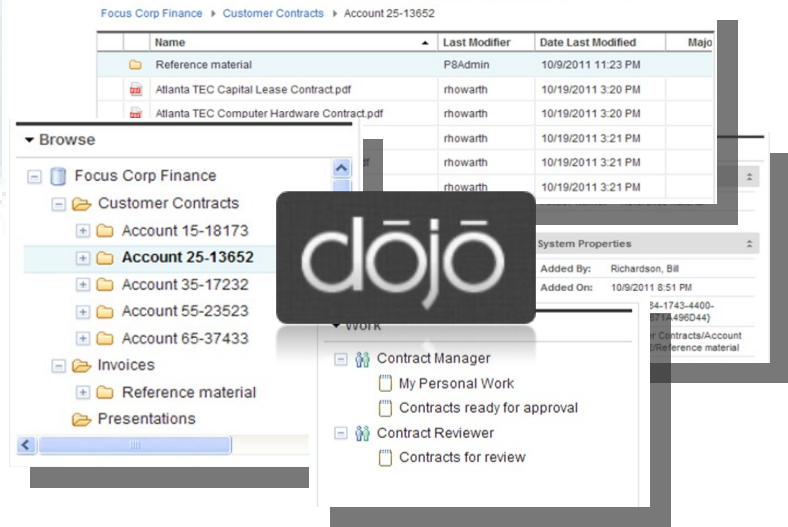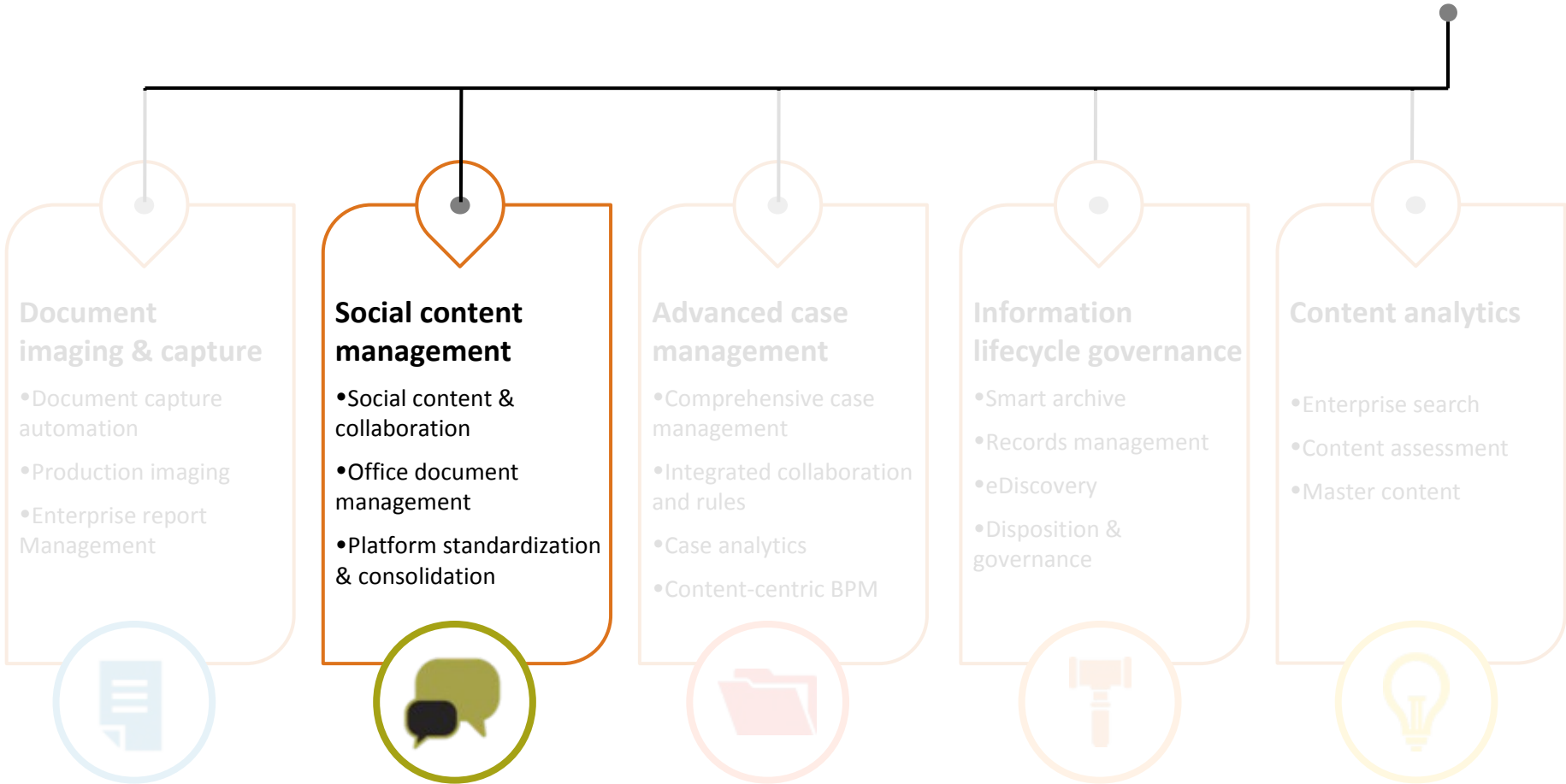# IBM Enterprise Content Management

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

Document imaging & capture

- Document capture automation
- Production imaging
- Enterprise report Management

Social content management

- Social content & collaboration
- Office document management
- Platform standardization & consolidation

Advanced case management

- Comprehensive case management
- Integrated collaboration and rules
- Case analytics
- Content-centric BPM

Information lifecycle governance

- Smart archive
- Records management
- eDiscovery
- Disposition & governance

Content analytics

- Enterprise search
- Content assessment
- Master content

Social Content – an opportunity

- Social Content – like any other Content – comes with the same culpability, responsibility and governance

- Most IT organizations recognize the Social Business challenges ahead:
  - History w/enabling technologies, e.g. File Shares, eMail, & SharePoint
  - Pre-Social challenges:
    - Navigation, Search, Mobile Access, Regulation, eDiscovery, Analytics, App Dev, Integration
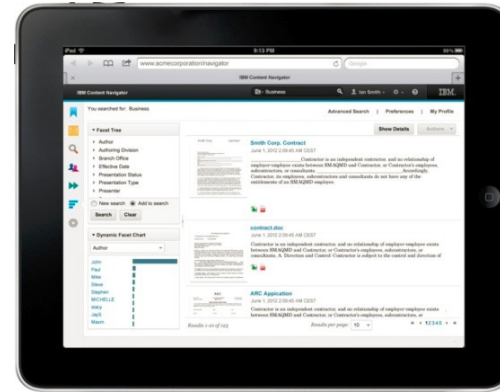
77% of Working Young Professionals have multiple devices;
33% use at least 3 for work
Source: 2011 Cisco Connected World Technology Report

The IBM approach is different and PROACTIVE: Managed Collaboration

IBM Social Content Management Solution
IBM Connections Enterprise Content Edition

Connections, FileNet CM, IBM Desktop Connectors
    Social Collaboration via Connections

ECM Clients included:
    IBM Content Navigator
    FIMO for Doc Mgmt/Workflow via Microsoft Office
    SharePoint Web parts

Trade-ups available from ICS Collaboration Offerings

Use add-on parts for existing IBM CM8 & FN CM customers

Purchased add.ons for advanced ECM:
    RM, ICM, Content Collector, Content Analytics, etc.

ECM Platform

Govern

Capture

Analyze

Socialize

Activate

ECM Platform
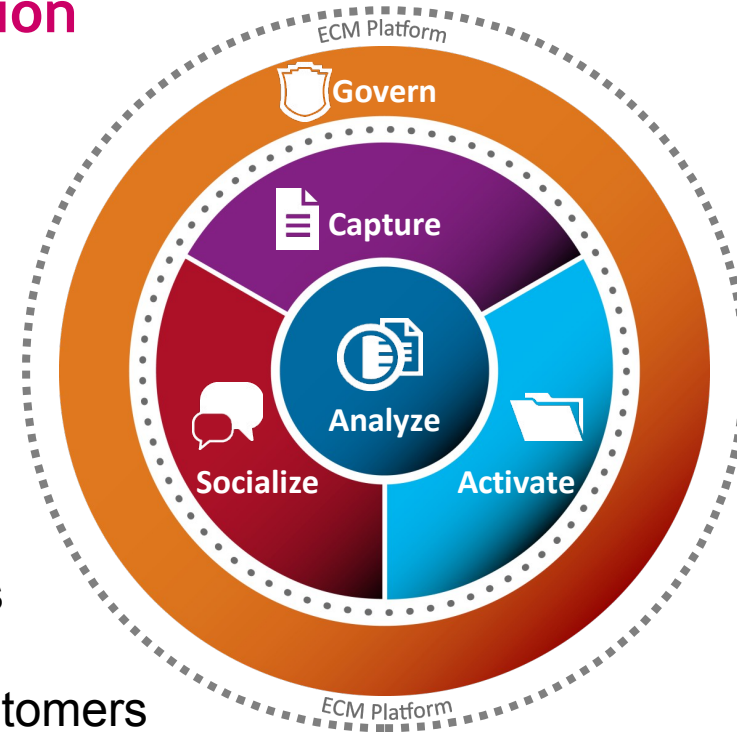
IBM's Unique Position:

Combining Market Leading Capabilities in Social Collaboration with IBM ECM

IBM Connections Enterprise Content Edition
Connections, FileNet Content Manager & Desktop Connectors

- Share files, images, videos & more

- Collaborate on projects/documents via Wikis, Blogs, Activities, Forums, Communities, etc.

- Profiles & Status information

- Basic Doc Mgmt via Desktop & Email Applications

- Access & Manage Content across Enterprise

- Robust Content/Doc Mgmt & Governance, via:
  - ECM User ex: IBM Content Navigator, FIMO and more

- Enterprise security, scalability & performance

- Extend Social with broader ECM capabilities
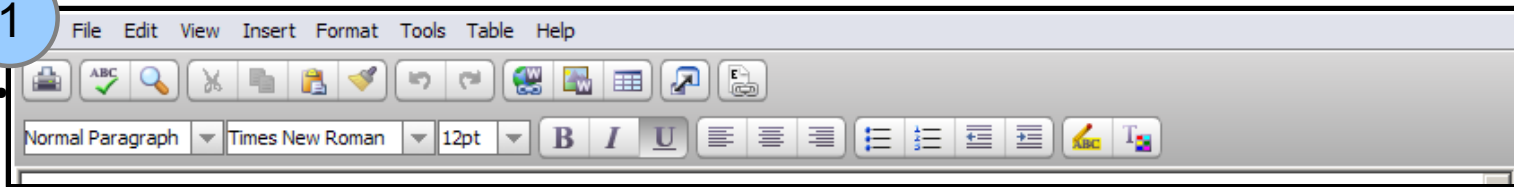 - Capture, Content Analytics & Collection, Case Mgmt., & Information Lifecycle Governance
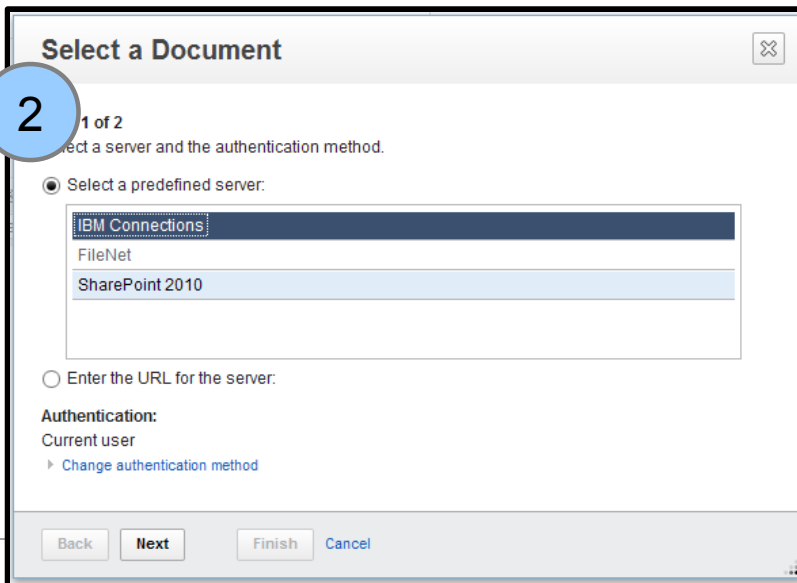
Web Content Management (WCM) and Portal with ECM and CMIS

- Use ECM documents in your website

- Reference a specific CMIS document from web content

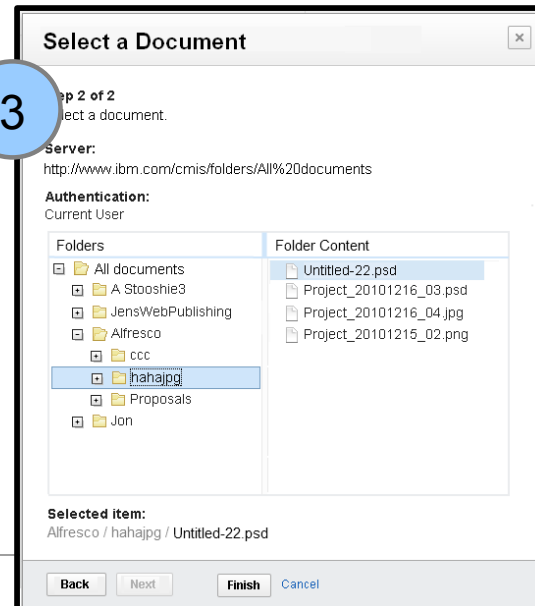- Use lists of documents from ECM, formatting from WCM

1

2

Select a Document

1 of 2
ect a server and the authentication method.

○ Select a predefined server:

IBM Connections
FileNet
SharePoint 2010

○ Enter the URL for the server:

Authentication:
Current user
▸ Change authentication method

Back | Next | Finish | Cancel

3

Select a Document

ep 2 of 2
lect a document.

Server:
http://www.ibm.com/cmis/folders/All%20documents

Authentication:
Current User

Folders | Folder Content
All documents | Untitled-22.psd
A Stooshie3 | Project_20101216_03.psd
JensWebPublishing | Project_20101216_04.jpg
Alfresco | Project_20101215_02.png
ccc
hahajpg
Proposals
Jon

Selected item:
Alfresco / hahajpg / Untitled-22.psd

Back | Next | Finish | Cancel

End Result

Files

Brand_Identity_Experience.odp
Design_Responsive_World.odp
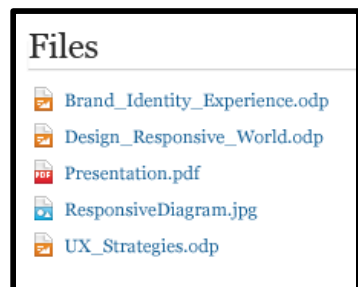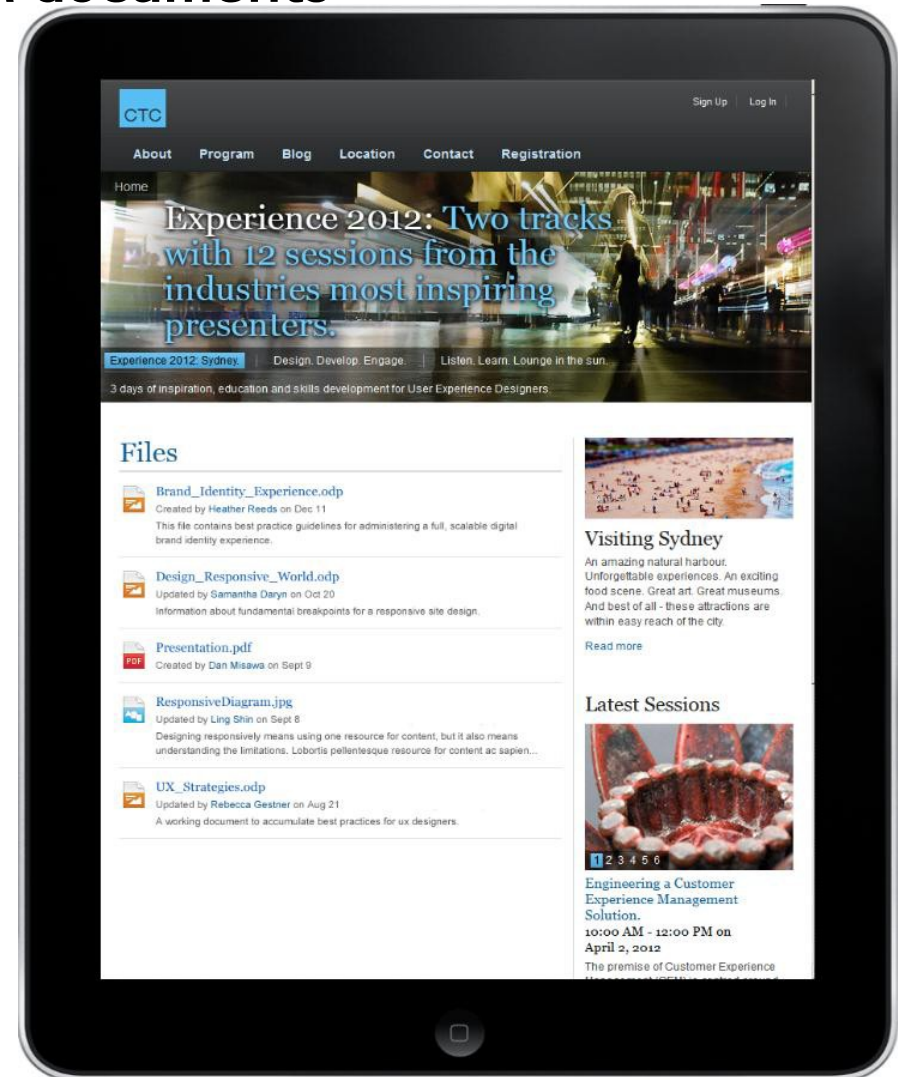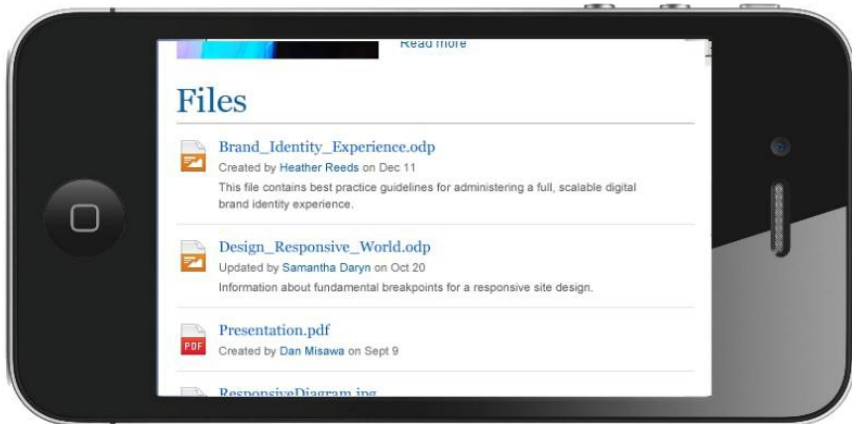Presentation.pdf
ResponsiveDiagram.jpg
UX_Strategies.odp

Web Content presentations, ECM documents

- Separate content and presentation

- Create responsive designs

- You control all the markup

Social Content Management for IT

For Corporate IT Projects & Cases:

Goal: Improved IT insight & LOB customer care

- Collaborative knowledge sharing
- Expertise location
- Interactive project & case management

Solution: Social CM for IT Projects & Cases

- Workflows generate project communities
- Collaboration on IT projects
- IT Portfolio Management

Benefits:

- Socialized content creation
- Trusted but intuitively accessible content
- Timely access to project/case information
- Proactive Customer Portfolio Management

Customer

**Increased Sales,
Customer Satisfaction,
Workforce Productivity,
Customer Loyalty
Brand Equity**

Marketing

Sales/Service

Partner & Suppliers

Social Content Management for Retail

Goal: Workforce Optimization, Product & Service Innovation

- Minimize courier costs for business documents sent to its headquarters
- Just-in-time employee training, delivering a consistent retail experience
- Provide a superior customer experience

Solution: Workflow automation, training & "YouTube for Enterprise" – DAM; IBM Connections, IBM Content Manager, Genus Media Upshot

- Sales & Product Training
- Collaboration on merchandise & store configuration
- Document management & distribution

Benefits:

- Eliminated $100K in courier costs and reduced process cycle time
- Access store visual merchandising and store layout information via content
- Ensure timely delivery and availability of key selling info via collaborative tools