

# IBM Content Management Overview

The Fillmore Group  
[www.TheFillmoreGroup.com](http://www.TheFillmoreGroup.com)

# Objectives

- ◆ Build an Enterprise Capability for Content Management
- ◆ For Each Capability
  - ▶ What is the business pain?
  - ▶ What is the buyer's vision to be set ?
  - ▶ Technology that solves the pain

# Leveraging Information - the motto of Data Management

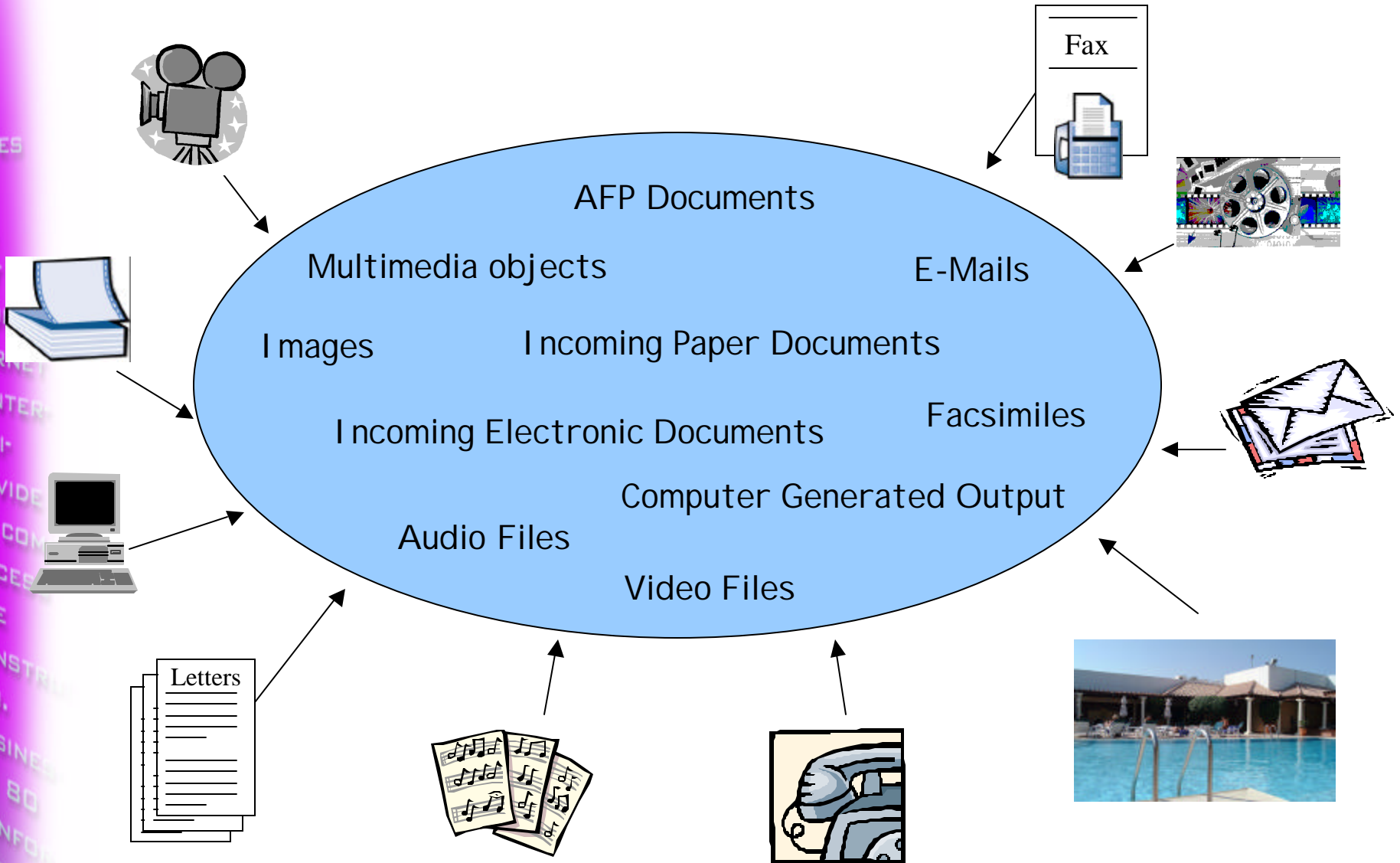
- ◆ 85% of corporate data falls into the content category
- ◆ If it's not held digitally, can you be in control ?
  - ▶ Problems with responsiveness
  - ▶ Problems with change
  - ▶ Problems with service
- ◆ An organization desiring to be an e-Business must recognize
  - ▶ That the old methods are not good enough
  - ▶ That data does not have to be a burden
  - ▶ You can leverage all of your data / content



# IBM is Positioned Well in This Market

- ◆ 8700 Customers in Content
- ◆ 100% of Fortune 100, 80% of Fortune 500 for Data
- ◆ More than double the industry average Y-Y growth
- ◆ 1000 Seat Club over 60 and growing
- ◆ 26 of the 50 largest US American banks
- ◆ 29 of the 50 largest US insurance companies
- ◆ Patent leadership - 50x competition

# Objective - Get Control of Content



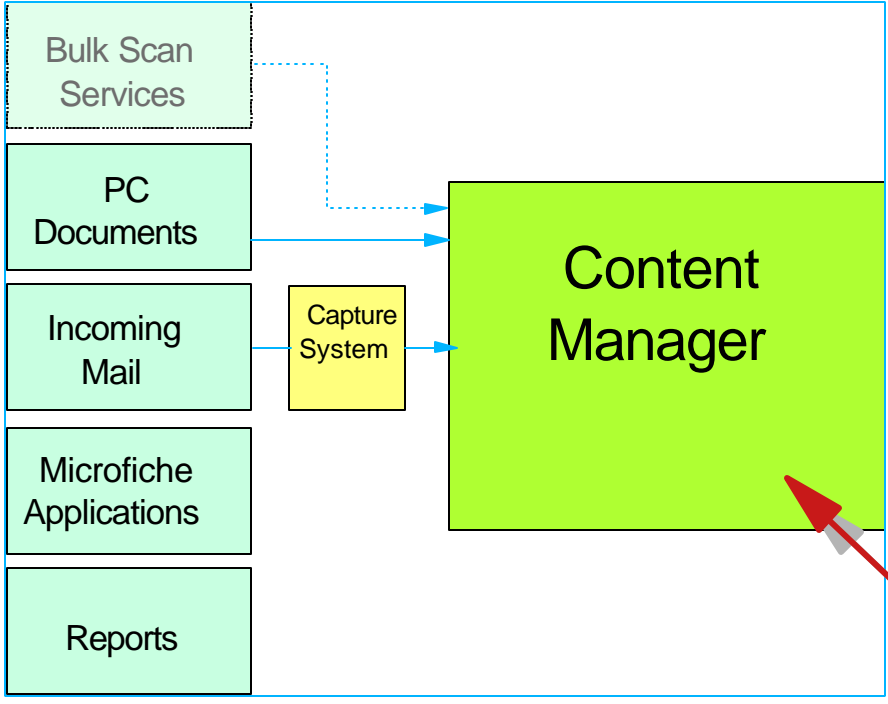
# Content Manager

It starts with documents

Bulk Scan Services
PC Documents
Incoming Mail
Microfiche Applications
Reports

# Content Manager

Capture and workflow of paper and PC docs



# What's the business pain ?

- ◆ Paper overwhelms the workspace
- ◆ PC documents are stored on various file servers - have to print and add to folder
- ◆ Finding and getting folders takes too long - affects productivity and customer service
  - ▶ Staff can't focus on their job of servicing and producing
- ◆ "Best practices" cannot be followed because processes are manual and dependent on staff



# Buying Vision / Benefits

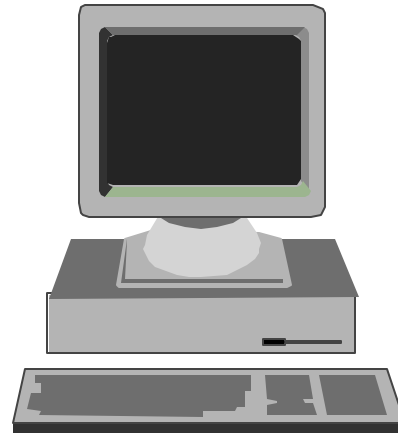
- ◆ Electronic capture of all incoming paper and internally generated PC documents
- ◆ Work is routed automatically to staff based on "best practices"
- ◆ All documents related to customer / project are contained in a single electronic file
- ◆ File is accessible instantly

# Content Manager Technology (Base Product)

- ◆ Relational database based Electronic repository for storing any digital data object
- ◆ Supported by a Capture Subsystem for converting paper to digital files
- ◆ Uses a standards based Open Document Management API (ODMA) to allow seamless capture by users of Version Controlled PC created documents
- ◆ Supports folders, and folders in folders
- ◆ Supports Routing / Serial Workflow capabilities

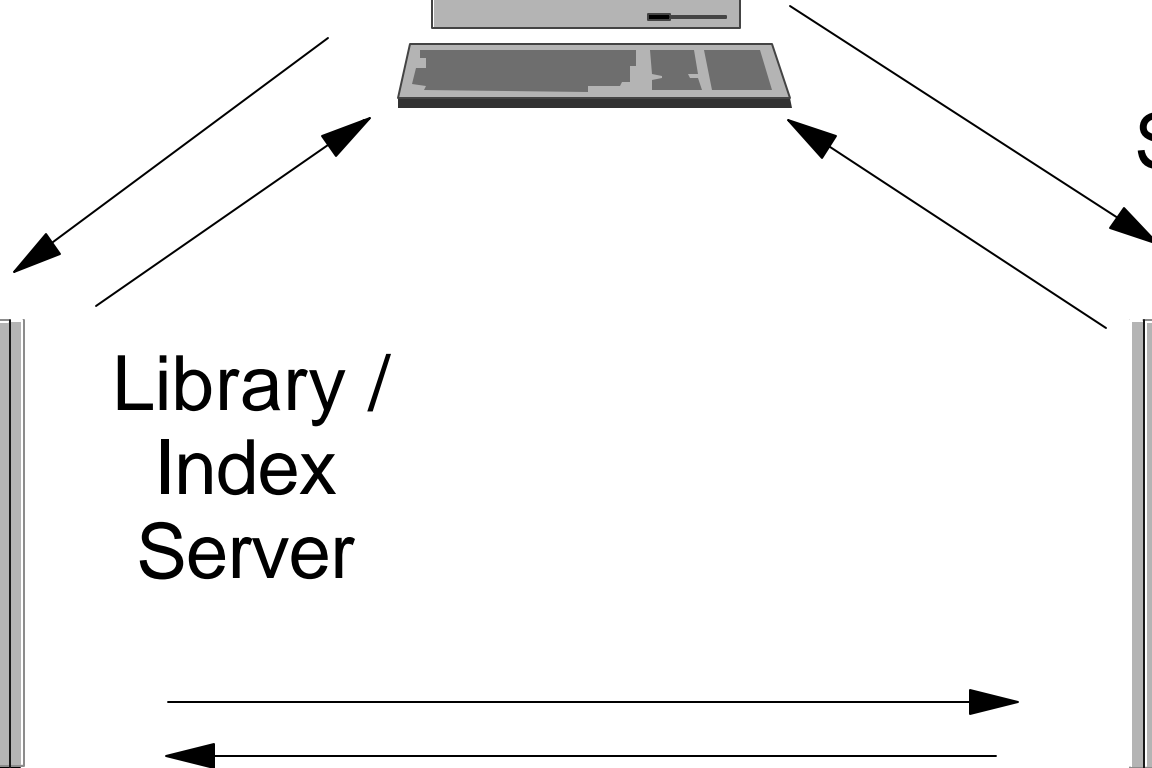
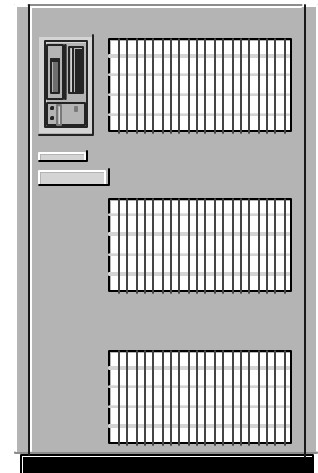
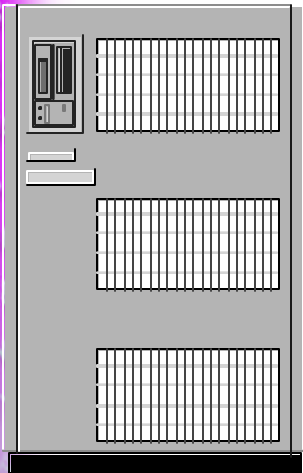
# Content Manager Architecture

Clients



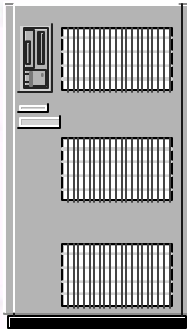
Object Server (s)

Library /  
Index  
Server



# Library Server

Library Server

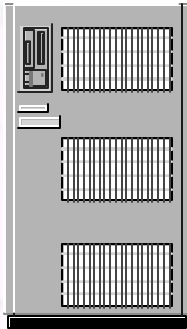


- Stores indexing and retrieval information
- Catalog of descriptive information on folders, documents, users, queues, object location, workflow
- Security
- Typically one per implementation
- Full scalability: MVS, AIX, NT/2000
- DB2 or Oracle 8
- Unicode enabled

# Object Server

- Is associated with one Library Server
- Manages storage of objects
- One or more Object Servers in an implementation
- Full scalability: MVS, AIX, NT/2000
- DB2 or Oracle 8 for database
- May be designated as LAN Cache

Library Server

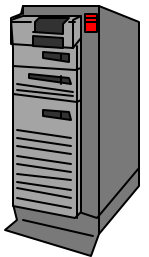


Object Server



Optical Library

Wide-area network



Remote Object Server or LAN cache

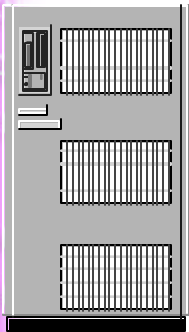
Note: Library Servers and Object Servers can be on different platforms

LAN Cache allows documents to remain on main Object Server, with a copy to be placed locally to improve response time

# Desktop Client

- Clients send or request objects from the Library Server which passes the request to the appropriate OS
- All clients have scan capabilities
- Run on Windows NT, 2000, ME, 98
- "Out of the box" application

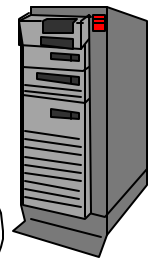
Library Server



Object Server

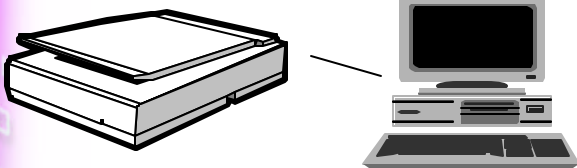


Wide-area network



Remote Object Server or LAN cache

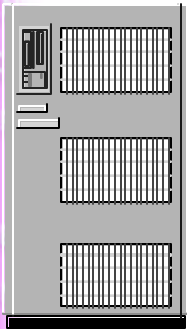
Client



# Web Client: eClient

- Enables browser access / thin client
- Server conversion or Plugins can be used to enable viewing of content that is not directly supported by a browser

Library Server



Object Server



Wide-area network



Intranet Access

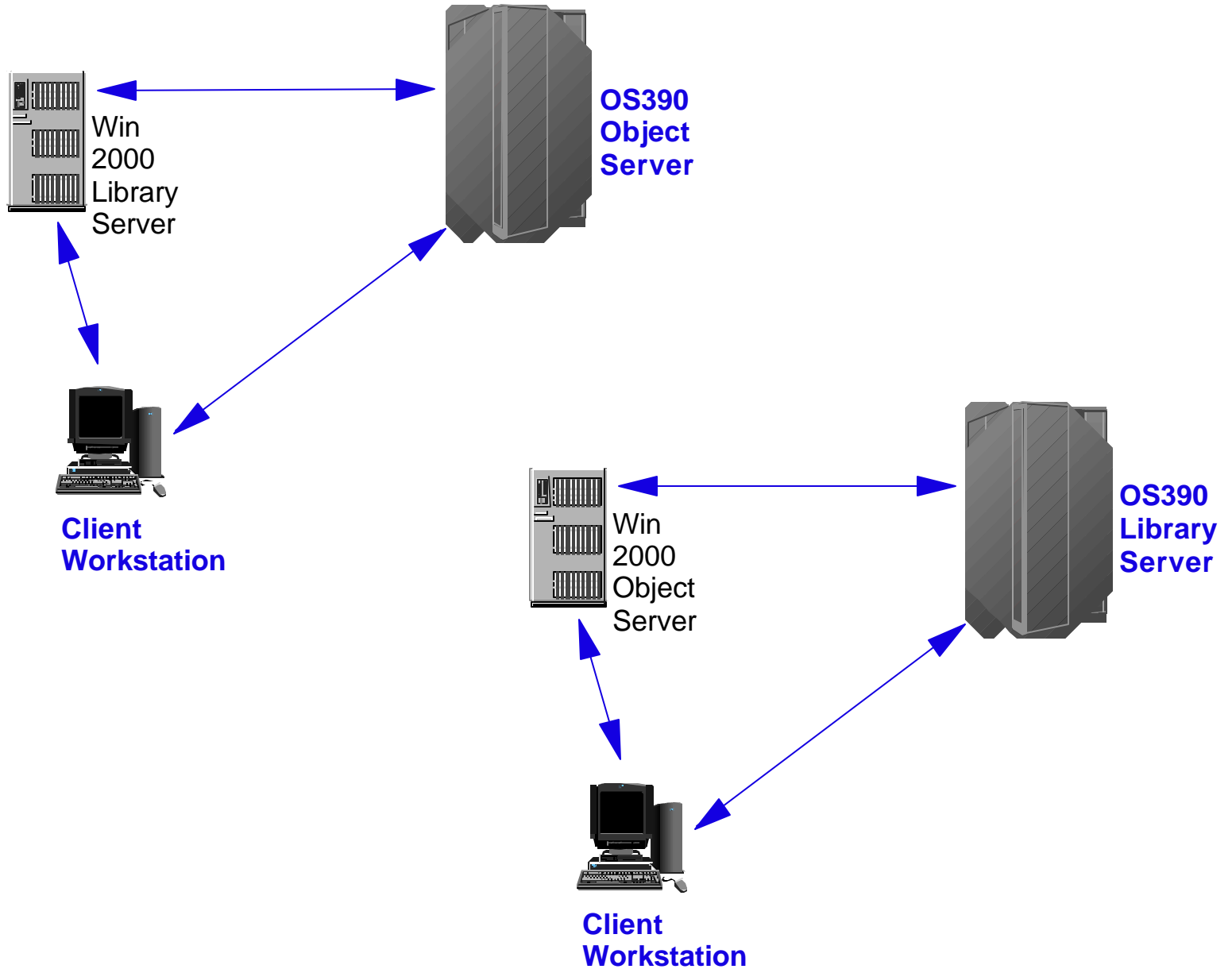


Web Server



Internet Access

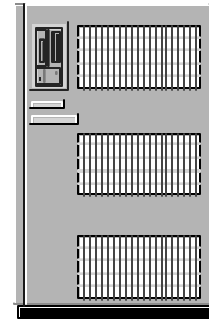
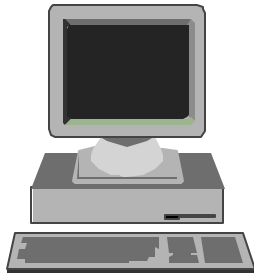
# Flexibility in Server Platforms



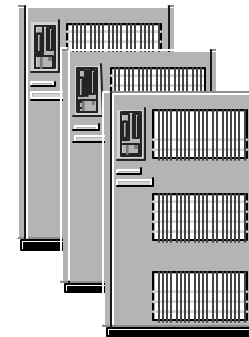


# Flexibility and Scalability

Clients

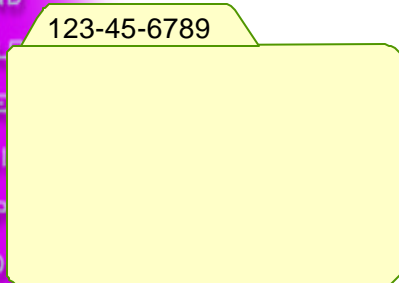


Library  
Server  
NT/2000  
to AIX to  
390

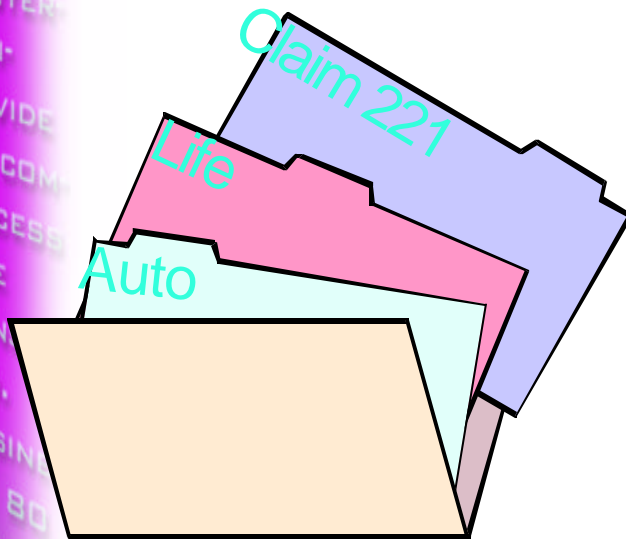
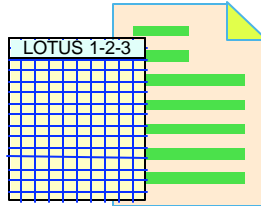


Object  
Server (s)  
NT/2000  
to AIX to  
OS390

# Powerful Data Model / Foldering



Folders can contain documents and/or sub-folders

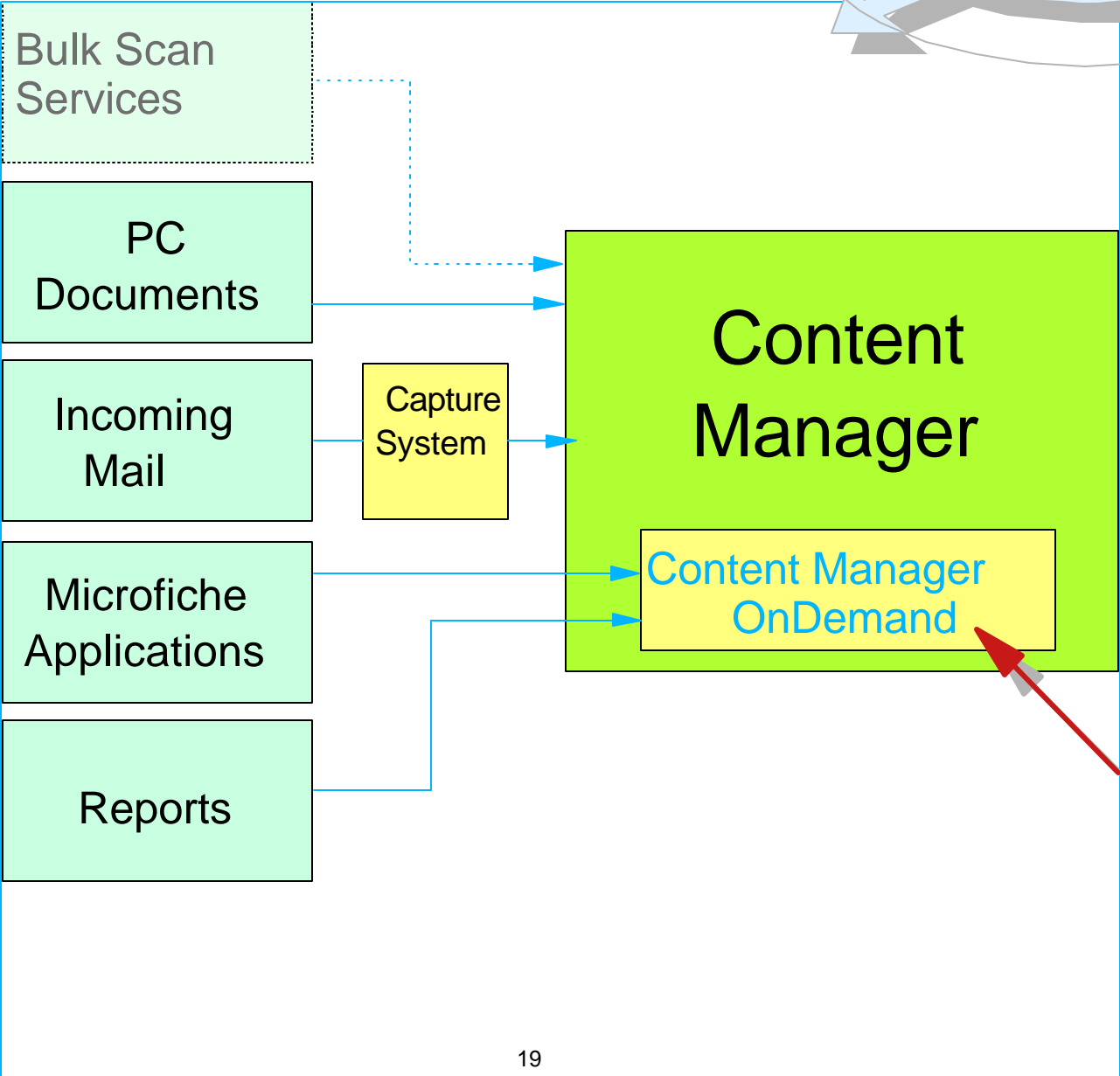


Sub-folders contain documents and/or more sub-folders

- Multiple indexes on docs and folders
- Native object formats stored: MS Word, TIFF images, MPG video, audio
- Objects in folders do not have to have a similar index structure
- Document types can be changed without rescanning
- Note Logs available for docs and folders
- Doc type determines storage migration criteria
- Annotations also follow storage criteria

# Content Manager

**Add OnDemand  
for Computer  
Output Capture**



# What's the business pain ?

- ◆ Current storage methods are costly
  - ▶ Microfiche is expensive, has time delays, many copies, distribution expenses
  - ▶ Distribution of paper reports, to be often times thrown in the wastebasket makes no sense
- ◆ Customer service is impacted
  - ▶ Access is slow: hard to resolve tele inquiries while on phone
  - ▶ Very difficult and time consuming to pull together all the documents necessary to service the customer
- ◆ Checks are a pain - need check image to remain competitive

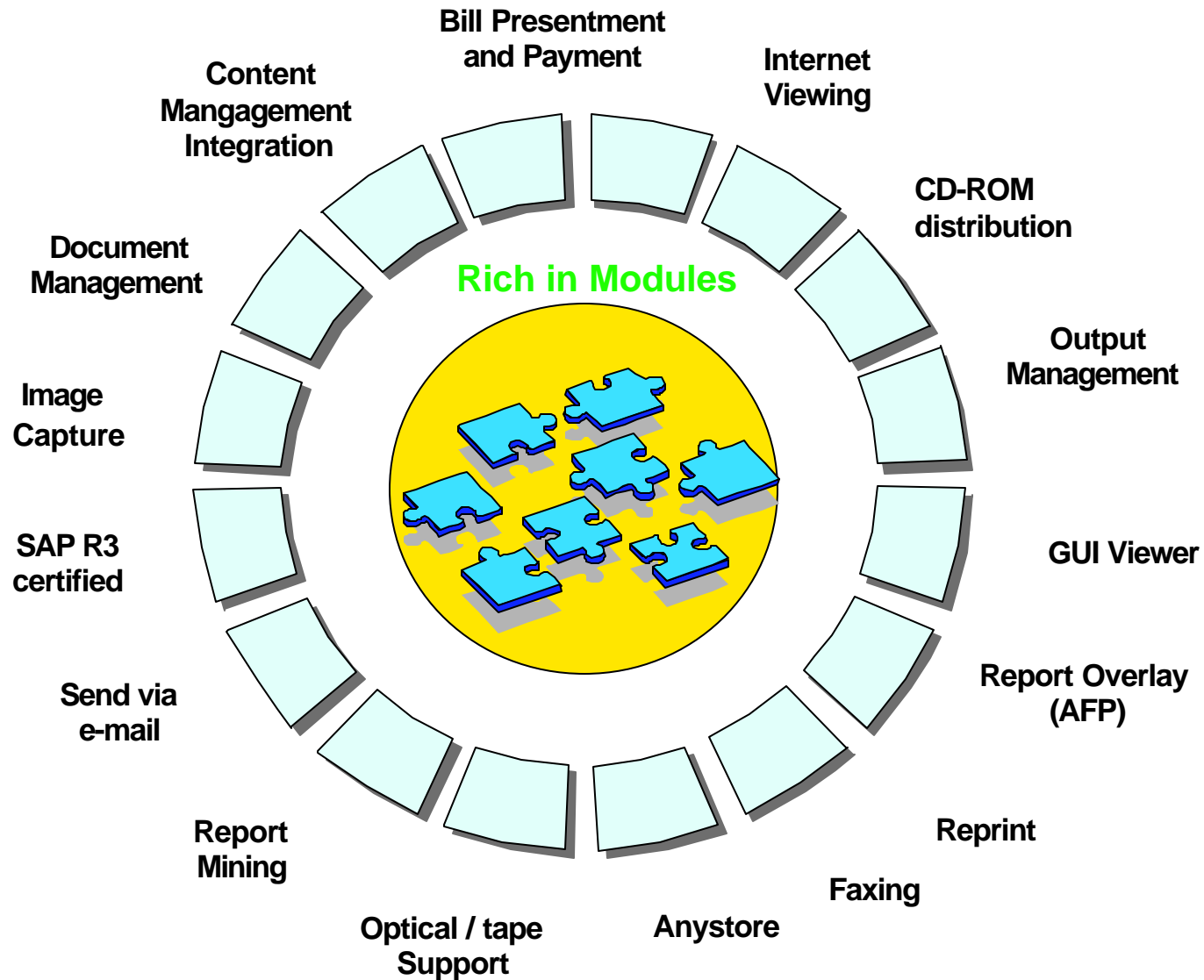
# Buying Vision / Benefits

- ◆ Electronic capture of all computer output
  - ▶ Statements / Invoices / Reports
  - ▶ Any format - Advanced Function Print (AFP), Xerox Metacode, PDF, etc.
- ◆ Organized electronically for efficient very fast search by indexes or full text search
- ◆ High speed, high volume electronic capture of check images

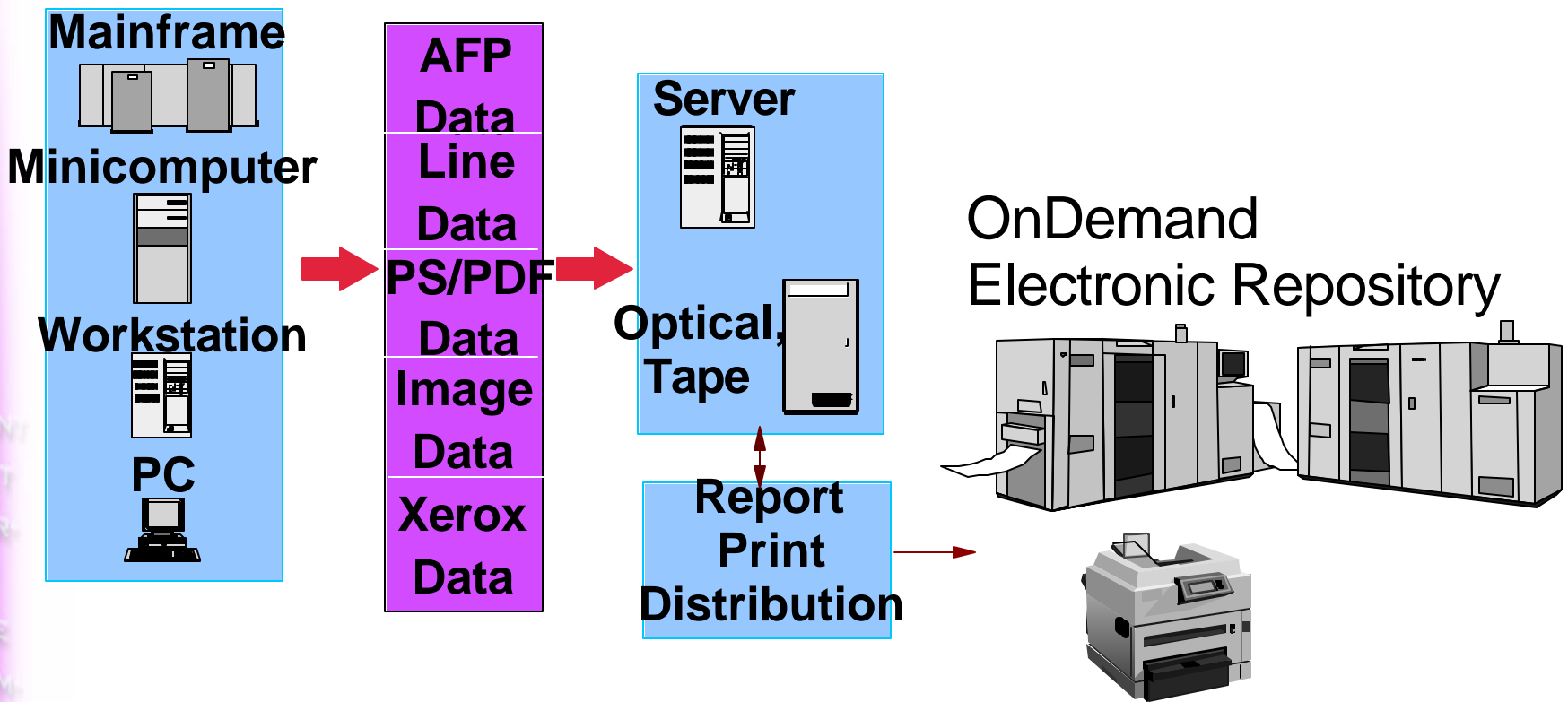
# Content Manager OnDemand Technology

- ◆ Relational database based Electronic repository for storing computer output and any other digital data BLOB
- ◆ Complete set of Admin tools to define the metadata capture of documents automatically from print datastreams
- ◆ Architecture to manage the storage of very large BLOBs by segmenting and compressing them
- ◆ Architecture and datamodel supports very high rates of digestion and massive volumes by segmenting databases
  - ▶ - example - AT&T storing 40 million telephone statements per month, and Chase Banks storing 14+ million checks in an 8 hour shift.

# OnDemand - Modular Solution



# OnDemand Overview



◆ Client/Server-based document archival and retrieval system

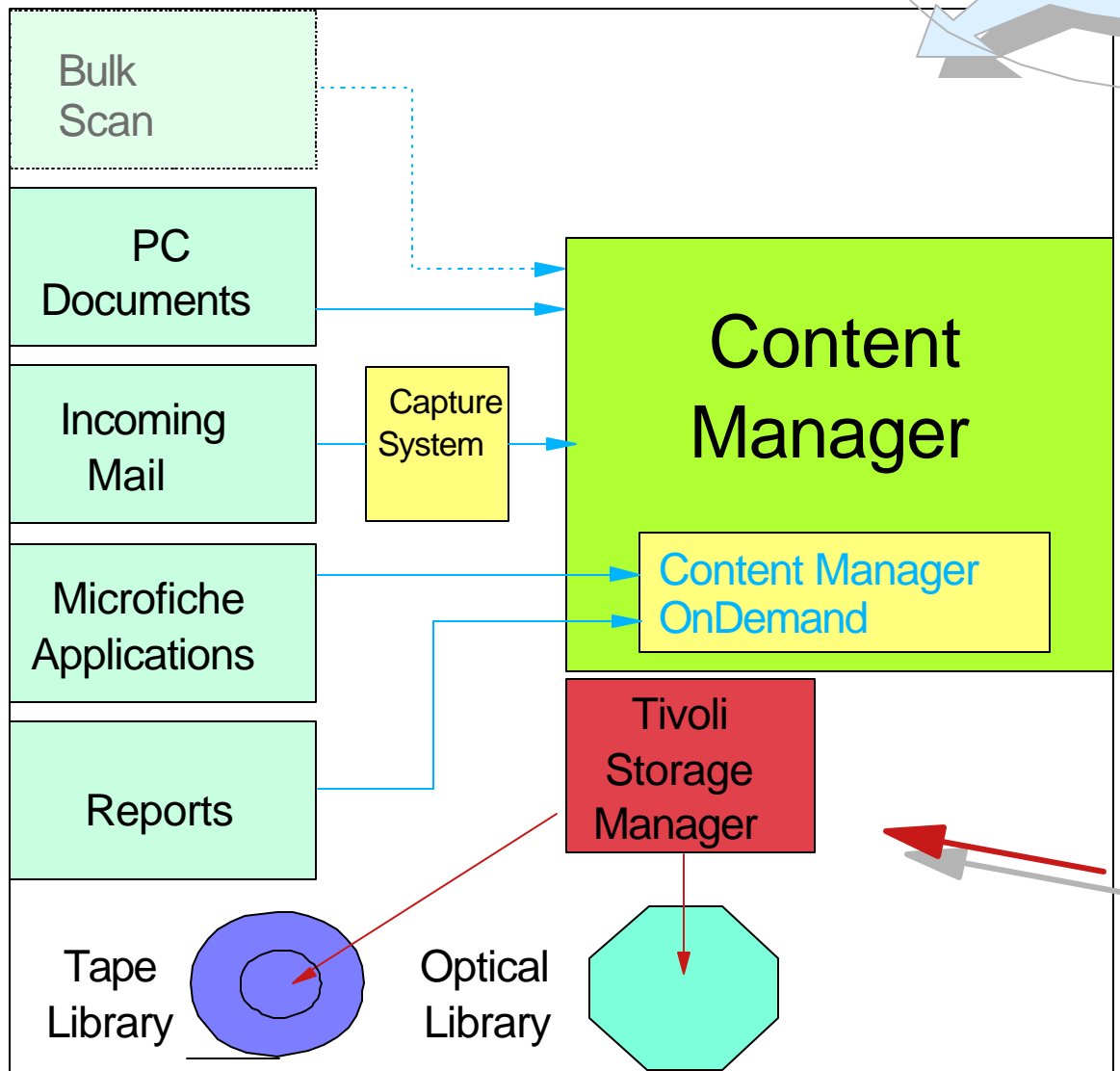
- ▶ Scalable solution
- ▶ Supports multiple document formats
- ▶ Tivoli Ready & Microsoft Backoffice certified
- ▶ Compresses data (2:1 to 30:1) before storing it





# Content Manager

Add TSM for Hierarchical Storage Mgm't



# What's the business pain ?

- ◆ Content is huge and the costs to store it must be minimized, yet we must meet the performance needs of users
  - ▶ Automated transition to lower cost devices/media such as magnetic, optical, tape



# Buying Vision / Benefits

- ◆ Automated Hierarchical Storage Management with no need for user interaction
- ◆ Tightly integrated to the Content software
- ◆ Not a 3rd party offering- supported and maintained by primary software vendor
- ◆ Has support for many sizes of devices from many vendors in order to keep the customer's options open

# Tivoli Storage Manager Technology

- ◆ Bundled with Content Manager and Content Manager OnDemand at no additional charge
- ◆ In conjunction with CM base software, provides device attachment and hierarchical storage management
- ◆ IBM Software used by 20,000 companies
- ◆ Huge number of devices from IBM and many other companies are supported including magnetic, tape, and optical



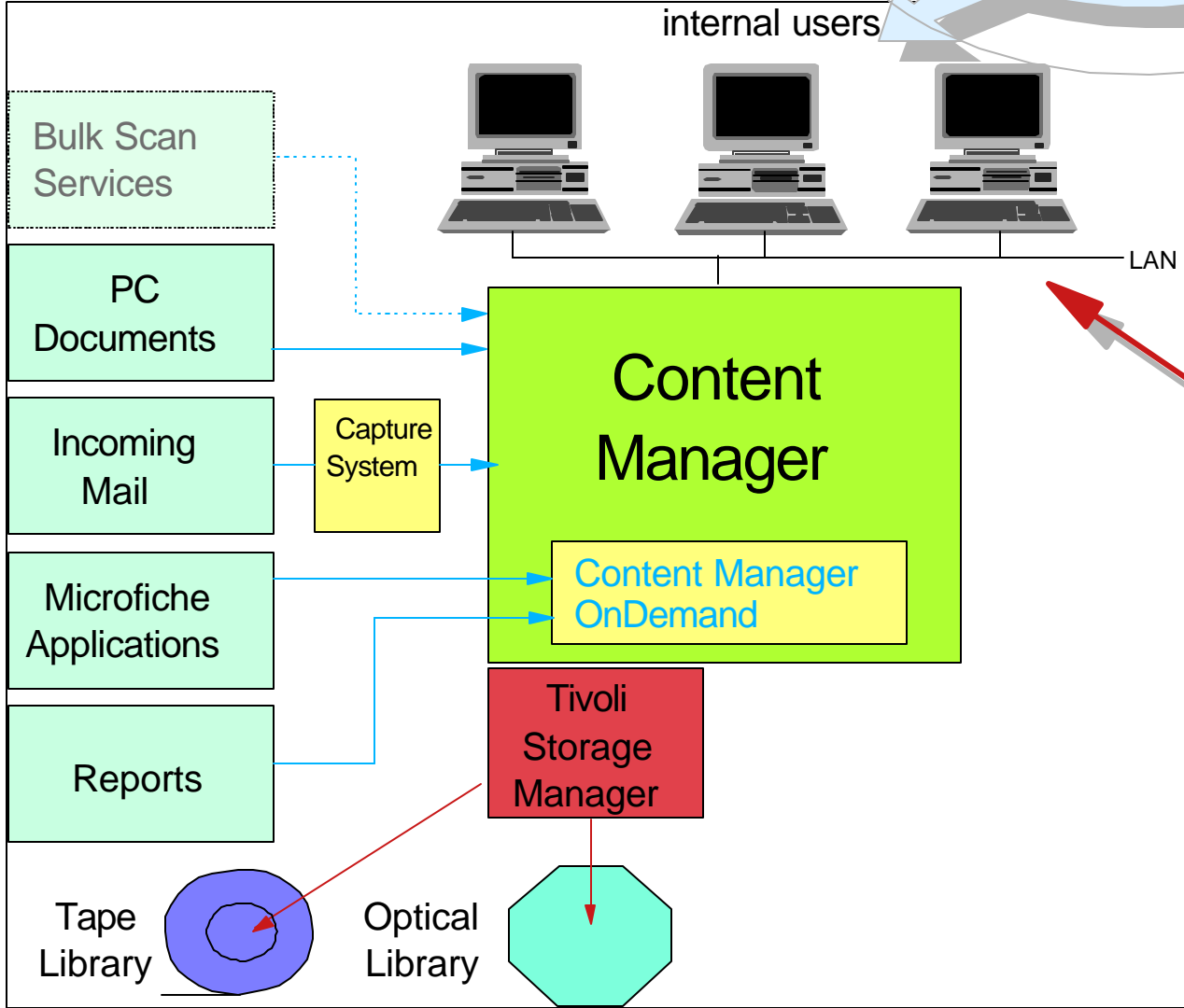
# Tivoli Storage Manager

## Device Support Categories

- ◆ 4mm Tape Drives and Tape Libraries
- ◆ 8mm Tape Drives and Tape Libraries
- ◆ ECART Tape Drives and Tape Libraries
- ◆ DLT Tape Drives and Tape Libraries
- ◆ LAN Attached Tape Library Dataservers
- ◆ LTO Tape Drives and Tape Libraries
- ◆ Magstar SCSI and Parallel Attached Tape Transports
- ◆ Optical Drives and Jukeboxes
- ◆ Parallel Attached Tape Transports
- ◆ QIC Tape Drives and Tape Libraries
- ◆ Sony DTF Tape Drives and Tape Libraries
- ◆ TSM/STK ACSLS or LibAttached Drives and Libraries
- ◆ Other Devices

# Content Manager

Add your internal users for access



# What's the business pain ?

- ◆ Finding information takes too long in current processes
- ◆ Work processes are not followed precisely
  - ▶ Prioritized work is oftentimes reprioritized by users
  - ▶ Work in workbaskets is not visible to managers
- ◆ Simultaneous access to folders is really not possible without copying documents



# Buying Vision / Benefits

- ◆ Users can simply search by key values to find documents and folders to process work or respond to customer inquiries
- ◆ Documents or folders can be routed or started on work processes with priority controls.
- ◆ Managers can view work in work queues
- ◆ Users can suspend folders or documents for automated reactivation based on time of arrival of needed documents



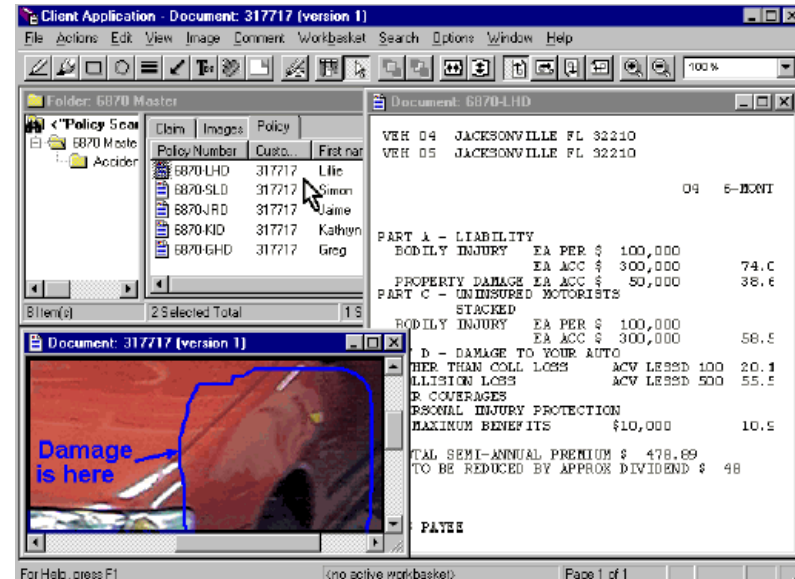
# Content Manager Client Technology

- ◆ Content Manager out of the box clients allow searches to be conducted and documents to be retrieved within seconds
- ◆ Any format of document can be retrieved, then displayed, or a native application can be launched
- ◆ Content Manager OnDemand enables the e-mailing of those documents
- ◆ Content Manager (the product) provides for routing, preplanned serial workflow, suspend of documents and folders with automated reactivation



# Content Manager Desktop Client

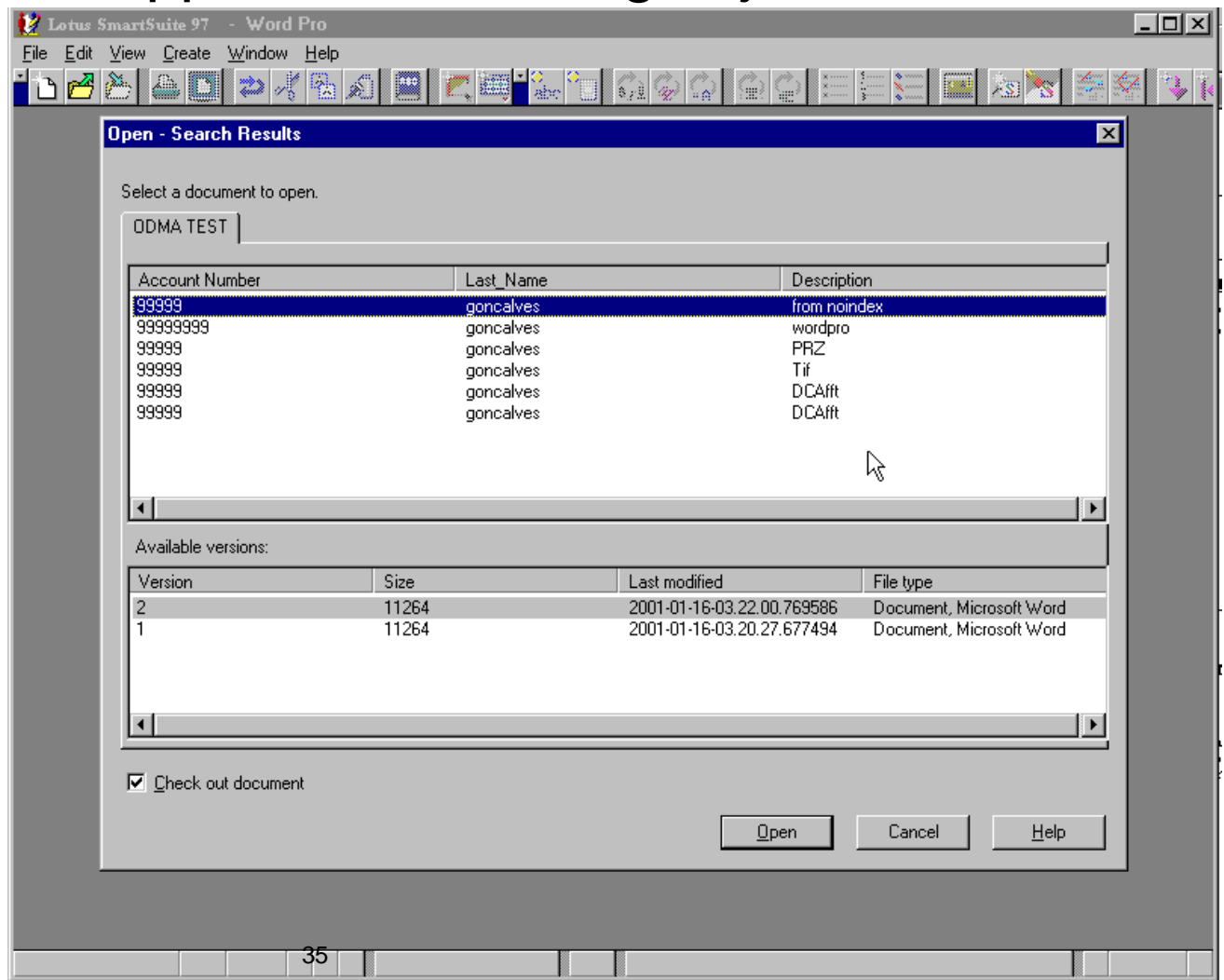
- Search
- Access to queues / workbaskets
- Workflow built in
- Display images & other documents
- Launch applications
- Index or change indexes / document types
- Add annotations - create new versions
- Scan, print- fax
- Export, import



# Content Manager ODMA Client

- ODMA - Open Document Management API - a standards based approach for storing objects

User clicks  
File Save As,  
or File Open  
from MS Word  
or other  
ODMA Apps



# Version Control

Client Application - Document: 99999999

File Actions Workbasket Search Options Window Help

Folder: <Search Results>

<Search> ODMA TEST

Description	Account Nu...	Last Name
Tif	99999	goncalves
PRZ	99999	goncalves
DCAfft	99999	goncalves
wordpro	99999999	goncalves
DCAfft	99999	goncalves
from noin...	99999	goncalves

Selected Doc

5 Versions

6 Item(s) 1 Selected Total 1 Selected in "ODMA TEST"

Versions List for Document: 99999999

Version	Last Updated	Created	Size	Date
5	2001-01-17-02.55.34.119679	2001-01-17-02.55.34.119679	154692	Wor
4	2001-01-17-02.08.43.915771	2001-01-17-02.08.43.915771	154708	Wor
3	2001-01-16-20.05.55.287757	2001-01-16-20.05.55.287757	152688	Wor
2	2001-01-16-19.23.57.360768	2001-01-16-19.23.57.360768	154692	Wor
1	2001-01-16-19.22.01.244421	2001-01-16-19.22.01.244421	151656	Wor

Open Cancel Help

Document: 99999999

Lotus Word Pro 97 README

**Version 5**

**Read this first if you are installing Word Pro 97 for Windows 95 and Windows NT**

This file contains the following updated and new information about Lotus® Word Pro™ 97 for Windows 95 and Windows NT:

- Checking your package
- System requirements
- Installation information
- Support information
- New features
- Notes and updates to the product
- Tips and tricks for using Word Pro
- Macro and Script information
- EXTRAS

**Checking your**  
Before you install Word Pro 97 for Windows package. If you are using the Lotus Customer Support CD-ROM, please refer to the Lotus Customer Support CD-ROM for more information.

**CD-ROM**  
If your Word Pro package is on a CD-ROM, you will need a system administrator for the CD-ROM to provide you with a diskette. For more information, contact Lotus Customer Support at 1-800-541-5400.

**Documentation**  
Your Word Pro package includes the following documentation:

- Exploring Lotus Word Pro
- Lotus Customer Support
- Lotus Warranty Register
- Lotus Software Agreement

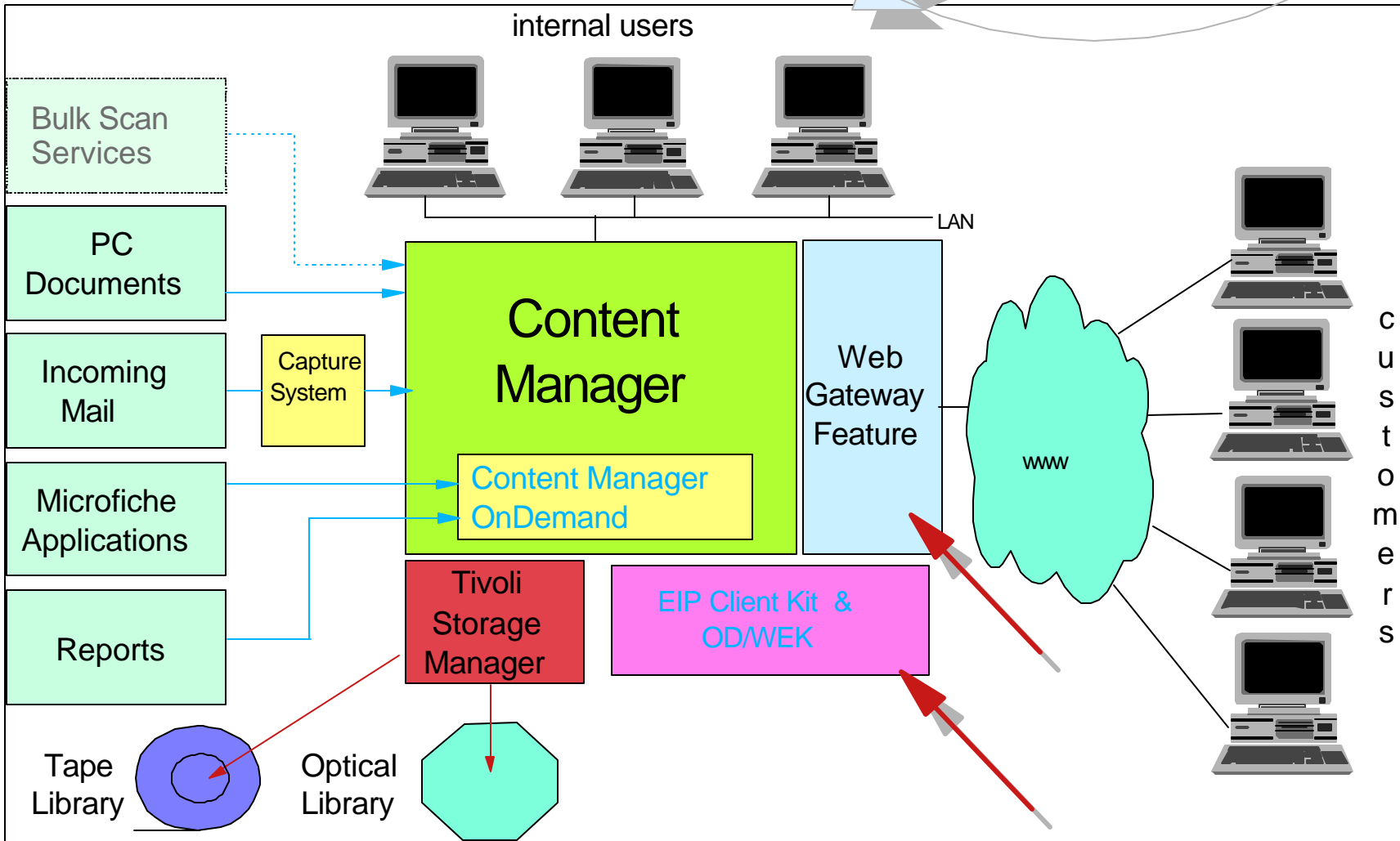
New versions can be created by:

- Adding annotations
- Editing documents

For Help, press F1 36 <no active workbas

# Content Manager

Add a Gateway License for external users



# What's the business pain ?

- ◆ Expensive to support thick clients for occasional users, brokers, agents, customers
- ◆ Calls to the call center are expensive - would like some way to offload those calls

# Buying Vision / Benefits

- ◆ Provide thin / browser client capabilities for occasional and remote users
- ◆ Enable Internet access for customers to do their own self service

# Content Manager Web Technology

- ◆ Content Manager OnDemand Web Enablement Kit (WEK) provides thin client access with applets and plugins. Portions of large objects are compressed and sent to minimize bandwidth needs
- ◆ EIP Client Kit or EIP provides thin client access for Content Manager (the product).



# Content Manager eClient

**Index Class List : Claim** [Logoff ?](#)

Last name : (?.\*) \*  **Search**

First name : (?.\*)  **Reset**

Social Security number : (?.\*)   Basic  Advanced

**Search Results** items found: 3 [?](#)

Select All **Open** **e-mail** Selected items  
Deselect All

Claim			
	Last name	First name	Social Security number
<input type="checkbox"/>	Johnson	Donald	
<input type="checkbox"/>	Bell	Mark	
<input type="checkbox"/>	simunic	richard	666-66-6666

Local intranet

- Thin client:**
- View TIFF, MO:DCA, GIF and JPEG
  - Handle other content types through plug-in: PDF, WAV, MP3, MPEG, etc.
  - E-mail any content
  - Modify attributes of the document

# eClient Requirements

## ◆ Client

- ▶ Microsoft Internet Explorer 5.5
- ▶ Netscape 4.7

## ◆ Server

- ▶ Java Servlet API V2.1
- ▶ Java Server Pages 1.0
- ▶ Java Developer Kit (JDK) 1.2.2
- ▶ HTTP Server
- ▶ IBM Websphere Application Server 3.5 (Standard or Advanced Versions)
- ▶ Content Manager EIP Client Kit or EIP

# eClient Enterprise Access

"I need to see all documents, media & data across all lines of business"



"I need to route this information for action"

**Single "Federated"  
Search Across Multiple  
Information Sources**

**Video Training  
Procedures, Call  
Ctr. Voice  
Messages**

**Multimedia**

**Applications,  
Correspondence,  
Photos, Facsimiles,  
test scores  
transcripts, etc..**

**Images**

**Host Computer  
Generated  
Statements,  
Evaluations, etc..**

**Enterprise  
Report Mgm't**

**Internally  
Authored  
Documents,  
Spreadsheets,  
Procedures, etc..**

**Document Mgm't**

**Other Existing  
Imaging,  
Document  
Mgm't. or Forms  
Repositories**

**Other  
Repositories**

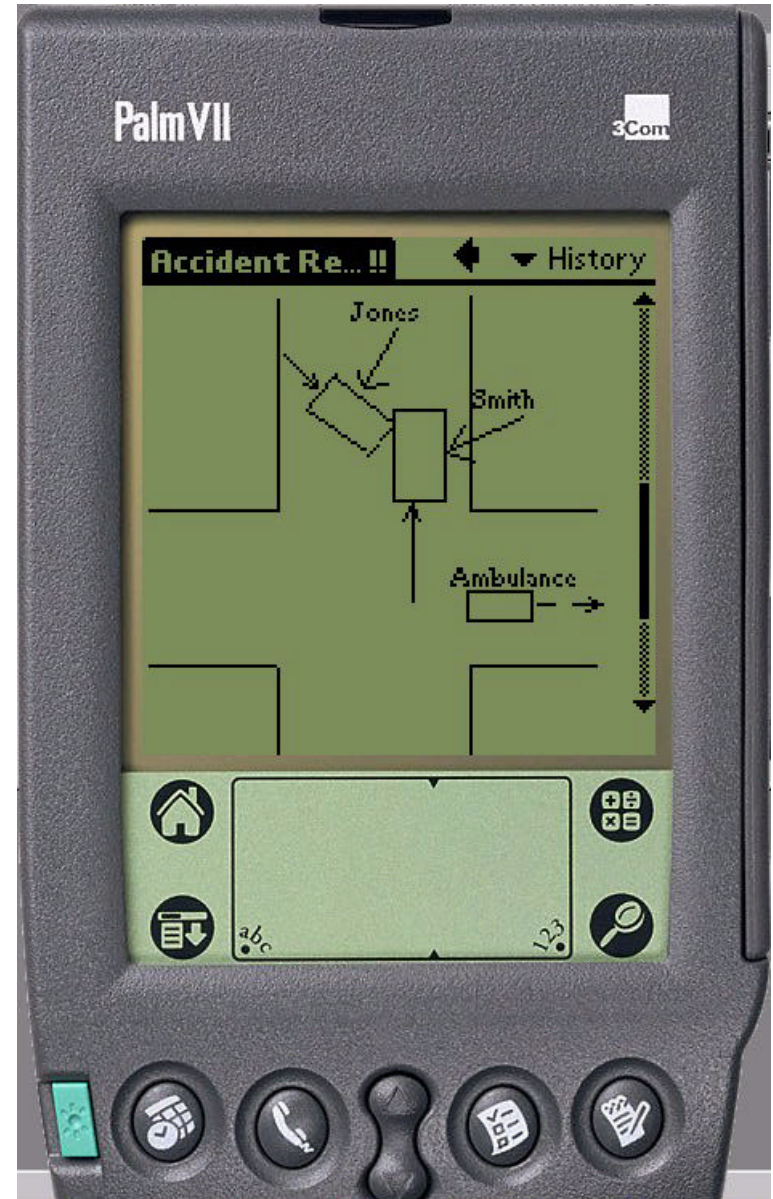
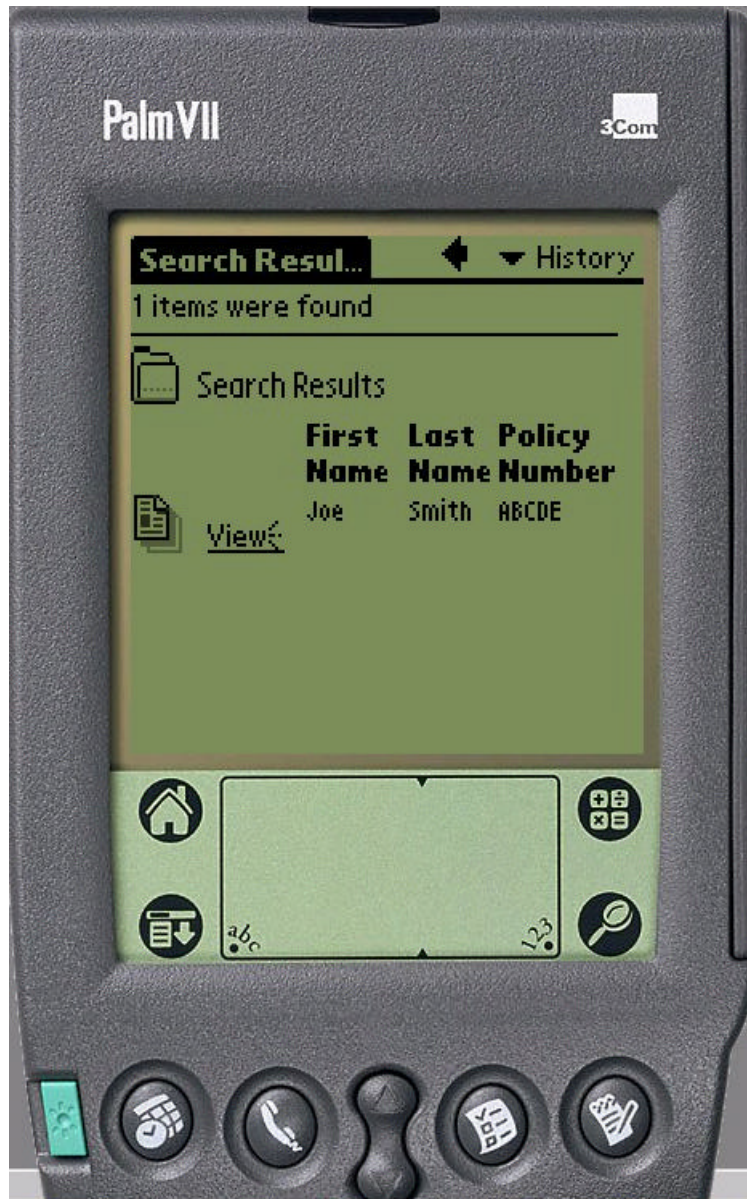
**Relational Data,  
Business  
Intelligence  
Reports/Analysis,  
Data Warehouse**

**Databases**

**E-mail Archive,  
Groupware  
Files on Server  
or  
Web site**

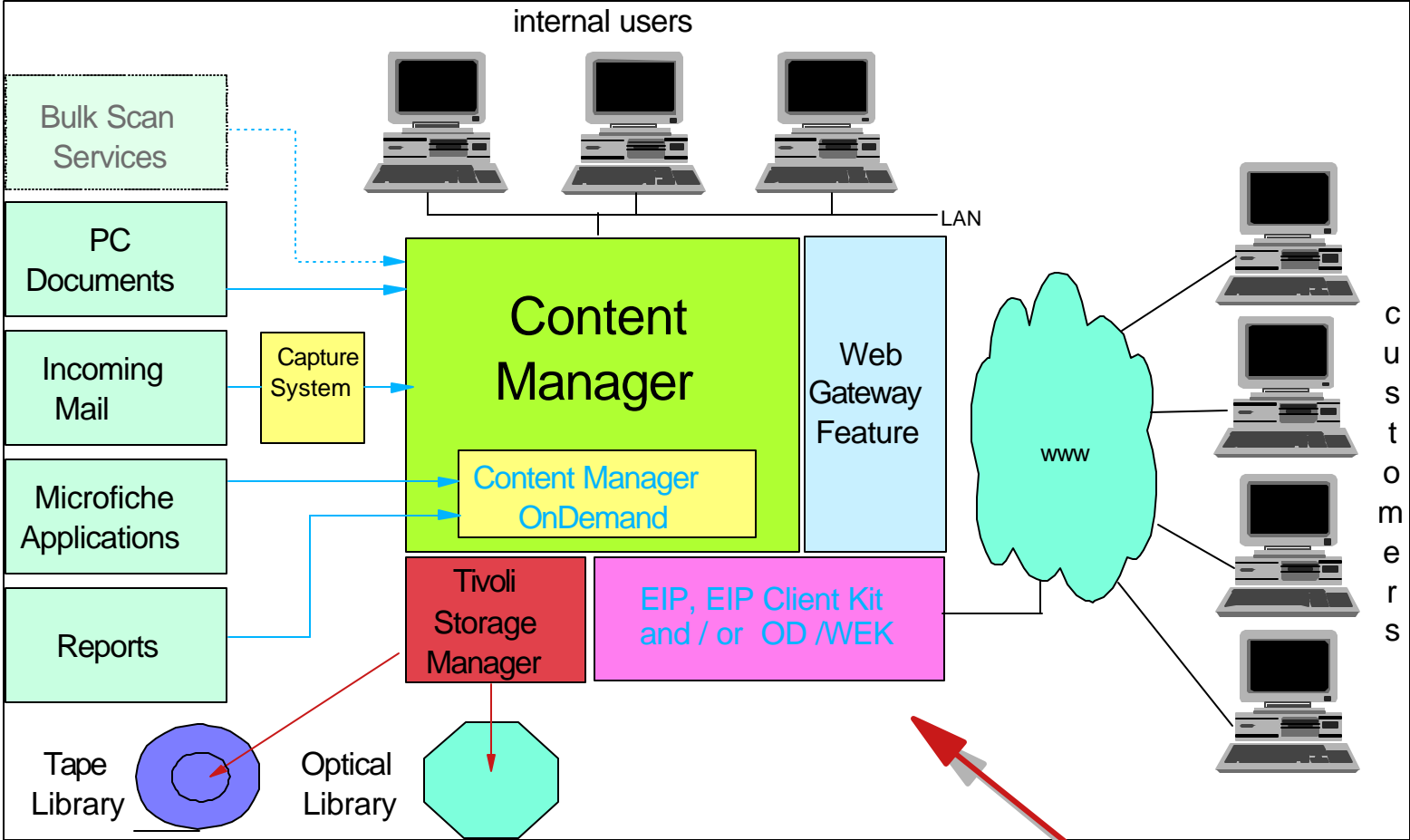
**Knowledge**

# Wireless Applications Can be Enabled with a Custom Application



# Content Manager

Utilize EIP Client Kit for Simultaneous Information Access To OD and CM



# What's the business pain ?

- ◆ Users don't want to have to deal with different products to get access to the information in OnDemand and Content Manager
- ◆ Programmers don't want to have to program to each information source

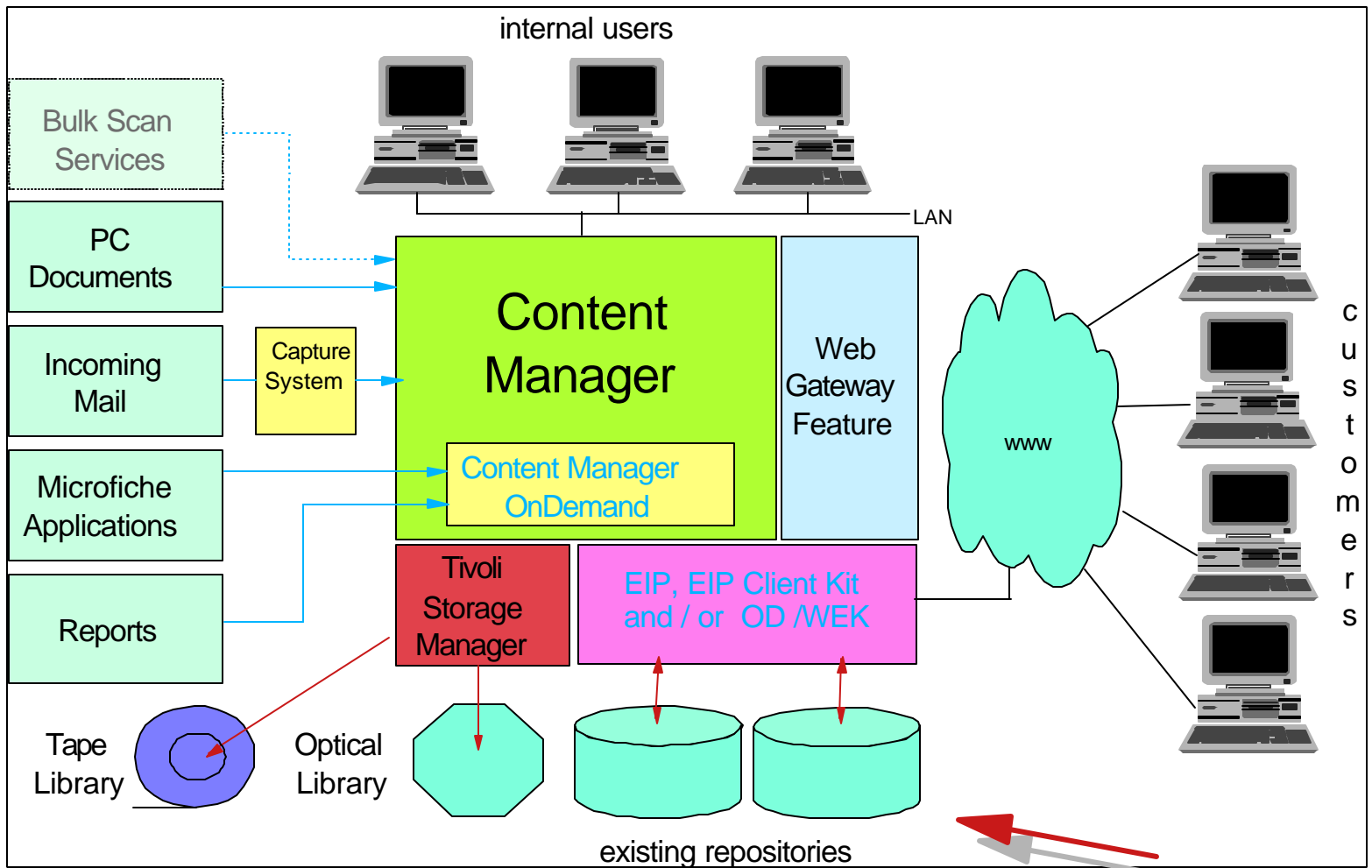


# Buying Vision / Benefits

- ◆ Provide a single interface for users to access OnDemand and Content Manager documents
- ◆ Also enable access to Domino.Doc
- ◆ Enable single simultaneous search
- ◆ Programs only need to write to one interface

# Content Manager

Add connectors to connect to other info sources



existing repositories  
e.g. Intranet,  
FileNET, DB2,  
Oracle, etc..



# What's the business pain ?

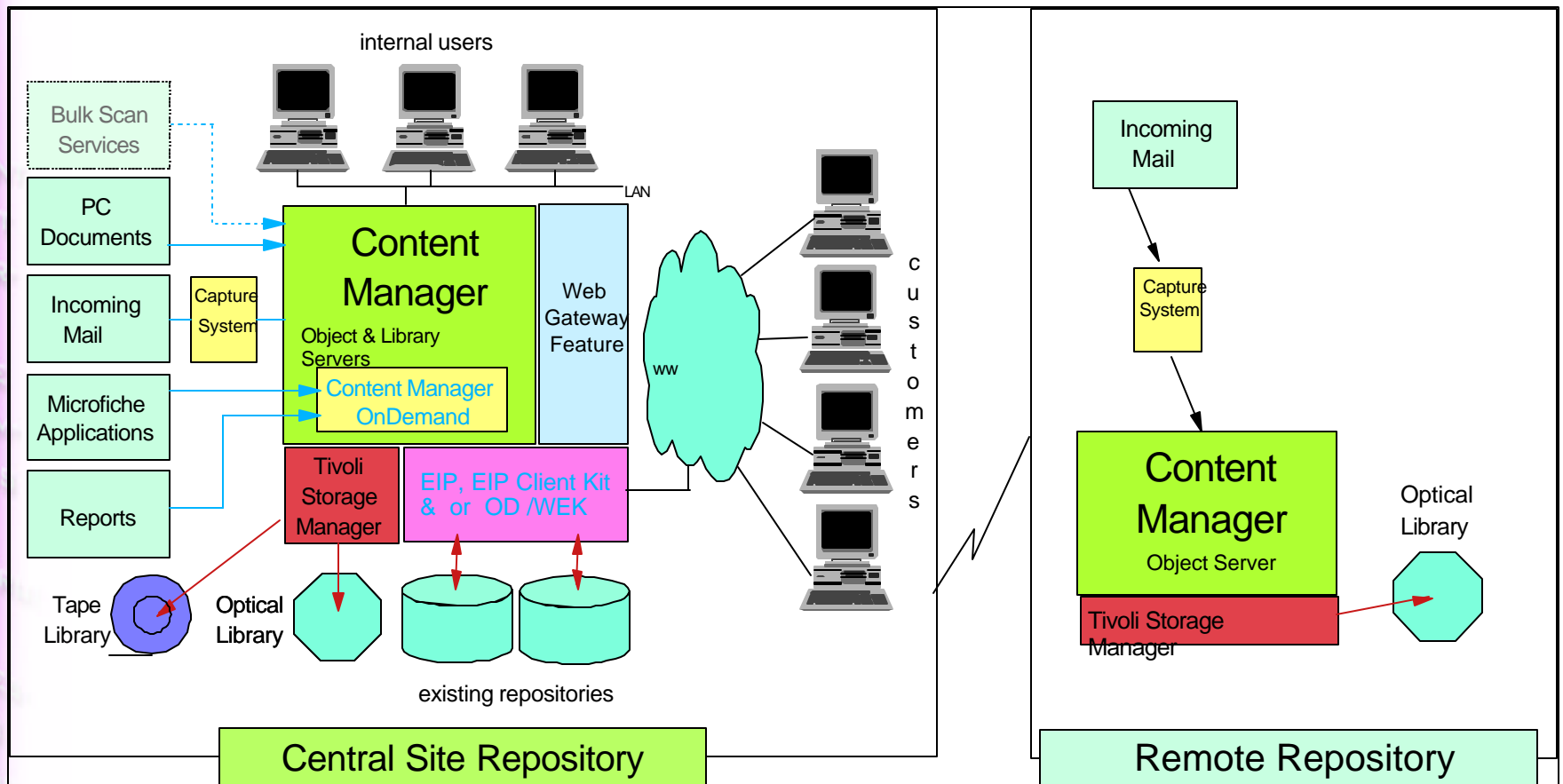
- ◆ Users don't want to have to deal with different products to get access to different information sources. - different logons, different interfaces
- ◆ Programmers don't want to have to program to each information source

# Buying Vision / Benefits

- ◆ Provide a single interface for users to access OnDemand, Content Manager, intranet and Internet pages, data in relational databases, and more
- ◆ Programs only need to write to one interface

# Content Manager

Add Remote Object Servers



# What's the business pain ?

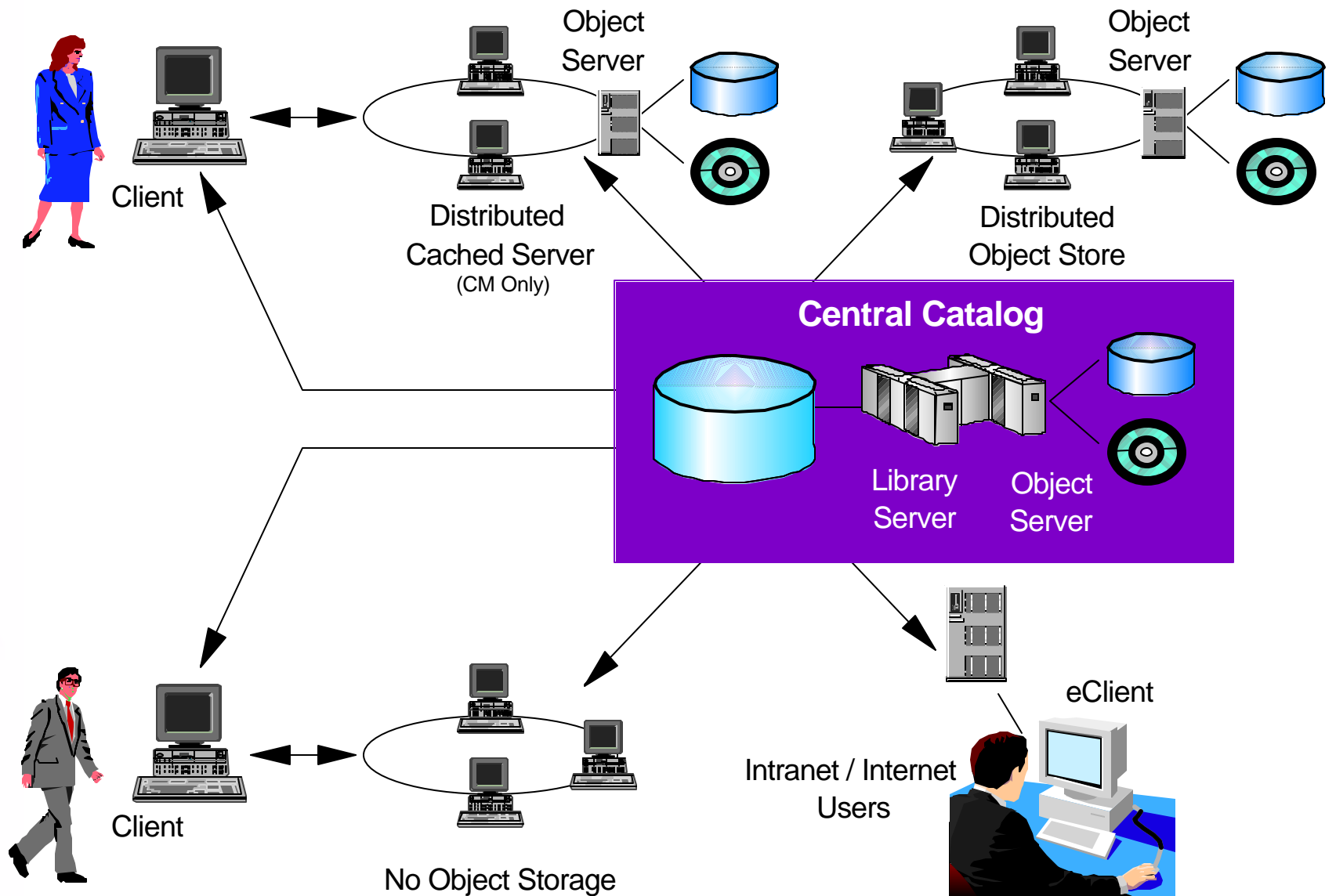
- ◆ Our organization is large and distributed. We can't waste bandwidth by dragging large objects over the network to either display or store
- ◆ Our users want their information to be stored in their regional center



# Buying Vision / Benefits

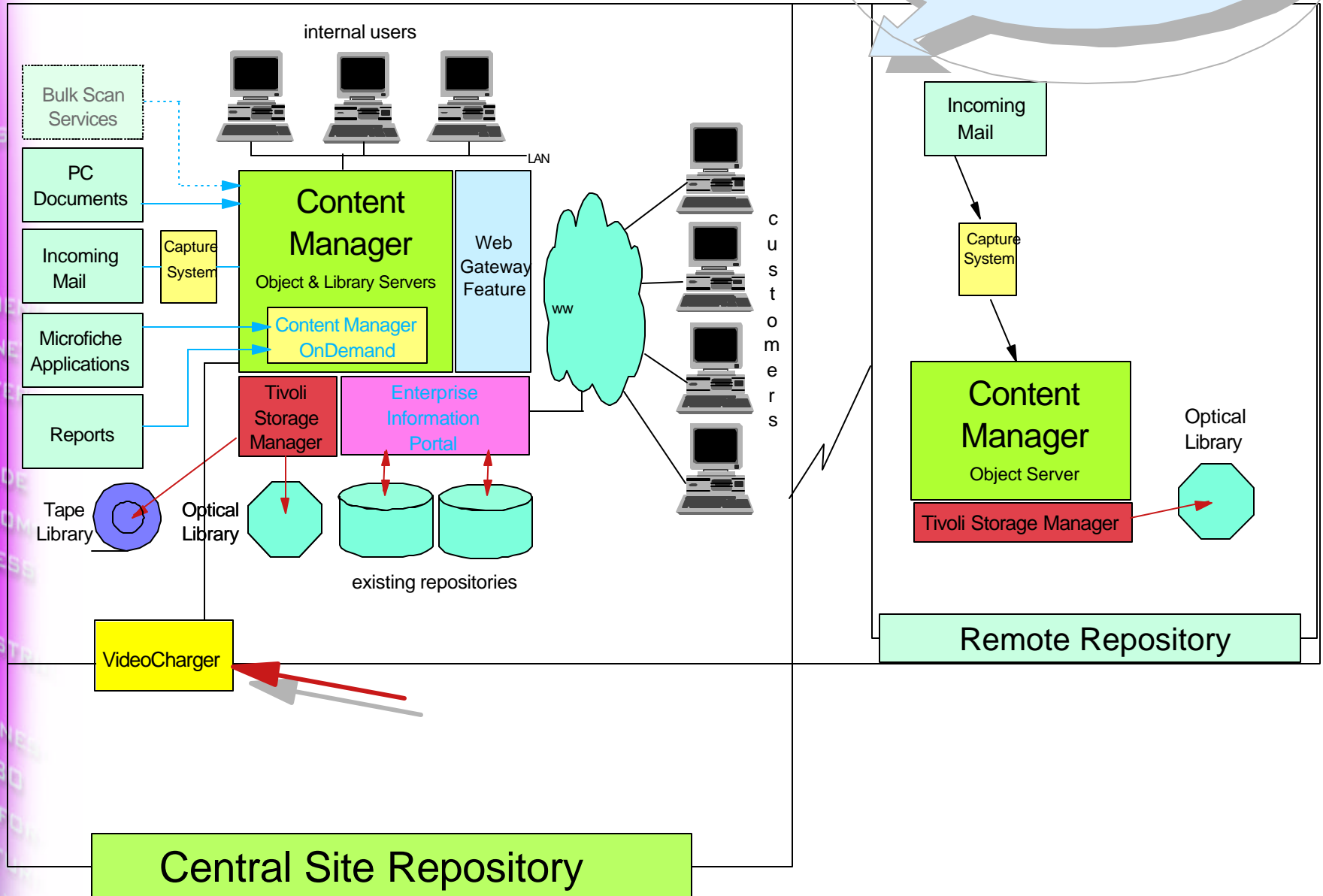
- ◆ Provide an architecture that supports distributed object servers to reduce network bandwidth requirements
- ◆ Continue to provide a central pointer system so we have enterprise access to everything

# Content Manager Centralized or Distributed Servers



# Content Manager

Add streaming audio & video capabilities



# What's the business pain ?

- ◆ Information contained in video and audio formats is part of our enterprise assets, but it is hard to store, to find, and to preserve
- ◆ Current video streaming approaches are not integrated to other related information





# Buying Vision / Benefits

- ◆ Enable video and audio to be found just like any other supporting business document
- ◆ Ensure that enterprise folders include all related information including images, photos, and audio and video
- ◆ Use streaming technologies that support industry standard video and audio formats.



# Streaming Video

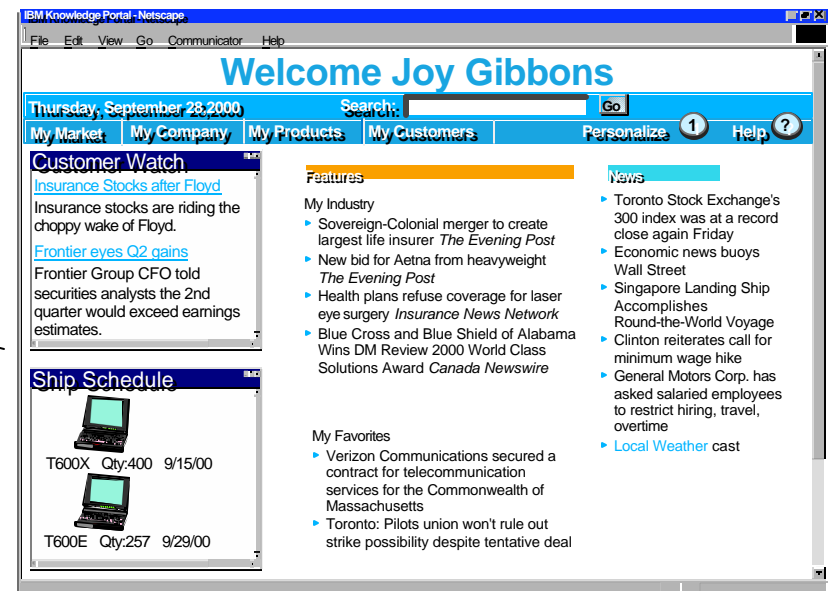
Content Manager Virtual Folder - All Business Content

123-45-6789

Claim folder

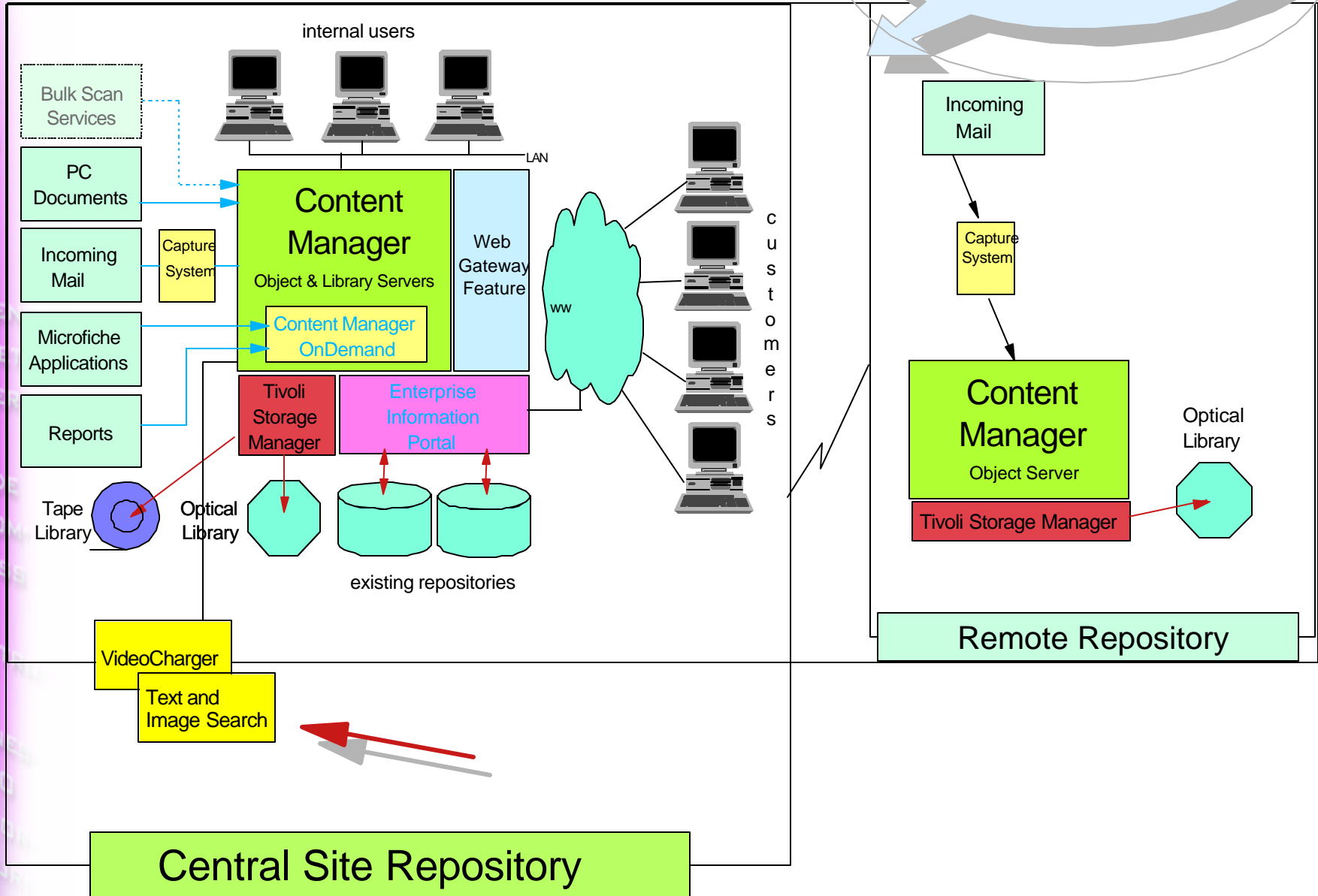
- Images
- Photo
- Video

Video to Jazz up Your Web Site, Support e-learning



# Content Manager

Add Text and Image Search Feature



# What's the business pain ?

- ◆ Sometimes we need to find documents, not by the key values, but by any information within the document. We aren't smart enough at the start to index it by everything we might need to search on.
- ◆ We can't afford the manpower to enter all the search indexes we might need

# Buying Vision / Benefits

- ◆ Users can search for documents by entering any values which might be found in the document

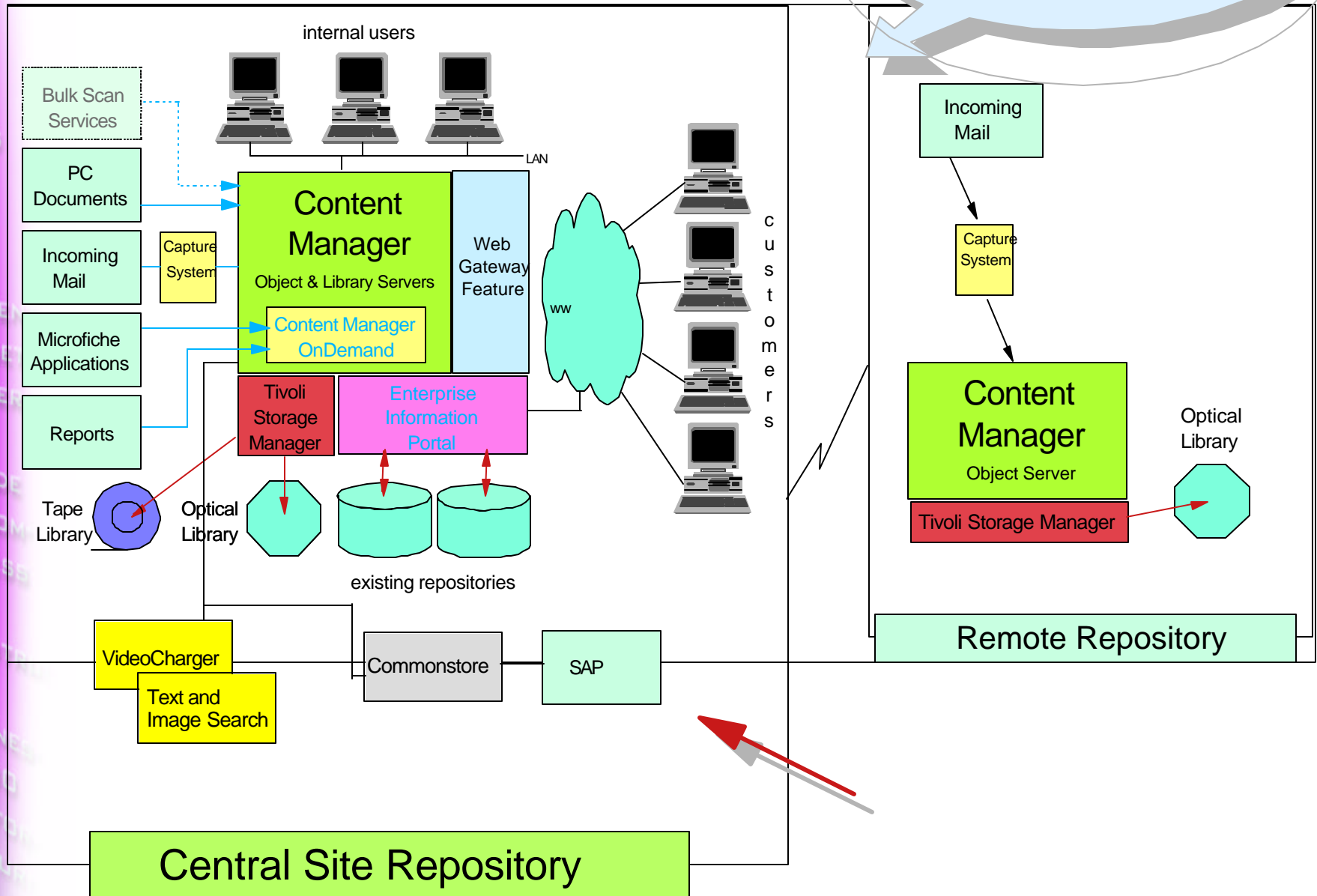


# Full Text Search Options

- ◆ Image and Text Search Feature of EIP
  - ▶ The Image portion is not strategic - Query by Image Content - allowed search by color and shape within digital photos
  - ▶ Full Text Search
    - Use a capture subsystem to OCR images
    - Ingest native documents
    - Full text index created
    - Separate application performs search
- ◆ OnDemand
  - ▶ Text Search is native part of client/server
  - ▶ No prebuilt full text index

# Content Manager

Add integration with SAP



# What's the business pain ?

- ◆ Large volumes of SAP data and reports begin to slow down the performance of the SAP system
- ◆ Native SAP archive approaches are crude and difficult for IS staff to manage with integrity over time
- ◆ Access to business transaction related SAP documents is too slow, impacting productivity and customer service



# Buying Vision / Benefits

- ◆ Archive the older SAP data and reports into an enterprise repository which has a high capacity and strong hierarchical storage management, thus
  - ▶ Improving performance
  - ▶ Reducing data file management issues
- ◆ Users can access all SAP transaction related documents seamlessly within the SAP client
- ◆ The archive is transparent to users and any SAP reports that need to be run

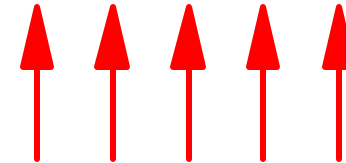
# Full integration with SAP



## 1 SAP application data



- Old, inactive records from the operational R/3 database



## 2 SAP business documents

- Incoming documents
- Outgoing documents
- Printlists
- PC desktop documents



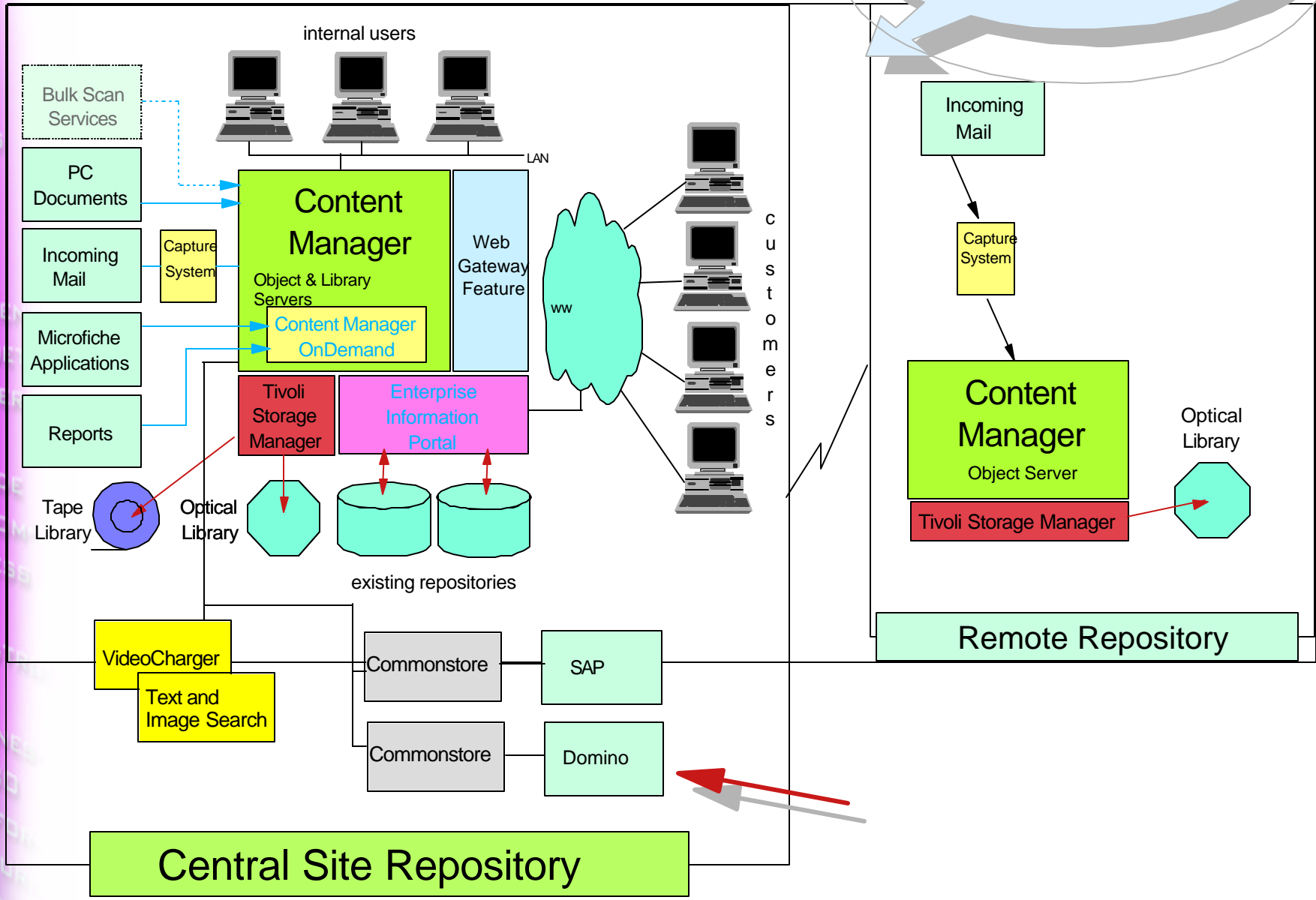
## 3 Non-SAP documents / data

- doc images
- computer output
- voice
- multimedia
- audio / video
- drawings
- office docs
- ...



# Content Manager

**Add Integration with Domino Applications**



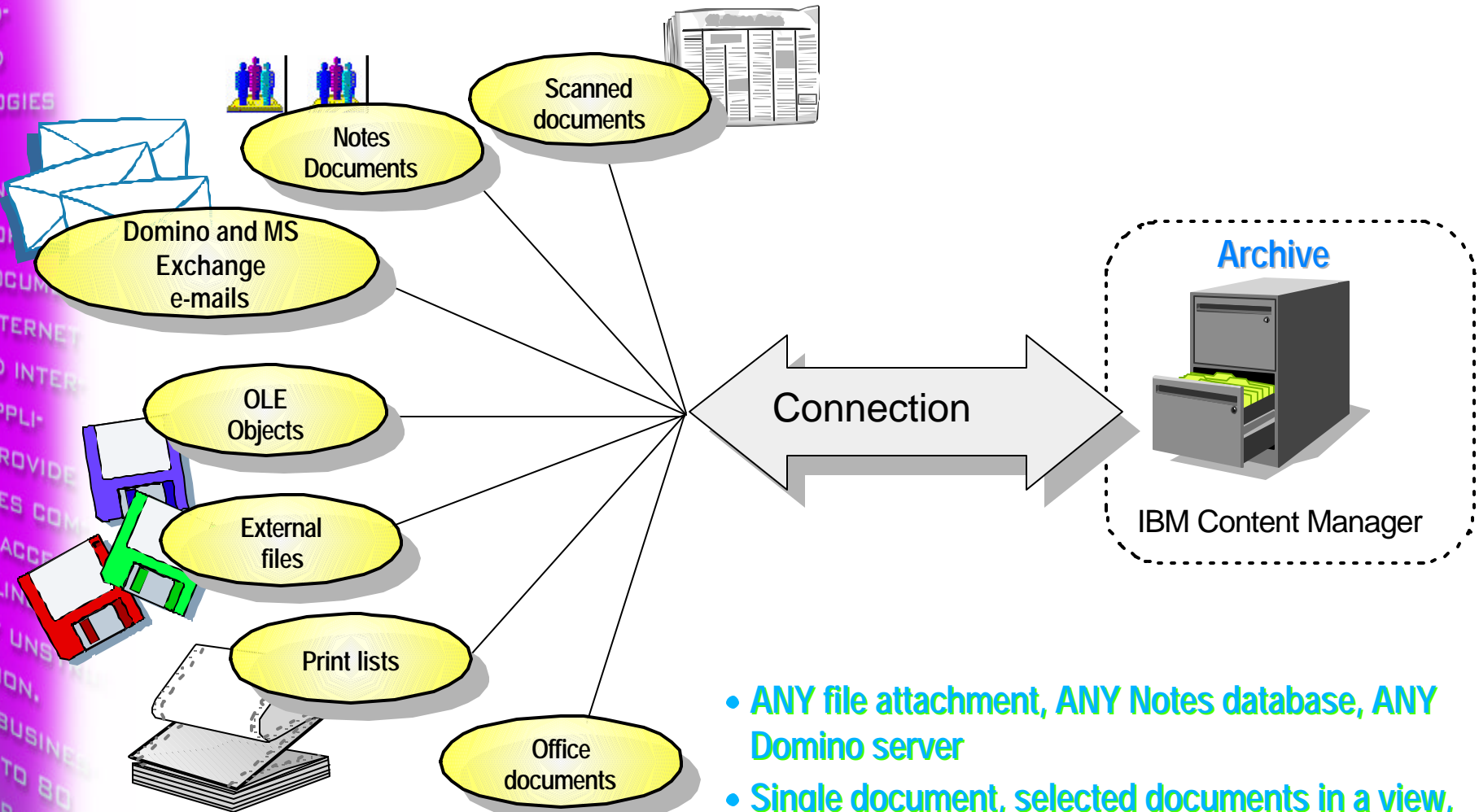
# What's the business pain ?

- ◆ Our Lotus Notes users can't get access to our Content Manager stored documents
- ◆ Our e-mail and Domino application databases are huge and we need to reduce their size without the users losing access to potentially critical business information

# Buying Vision / Benefits

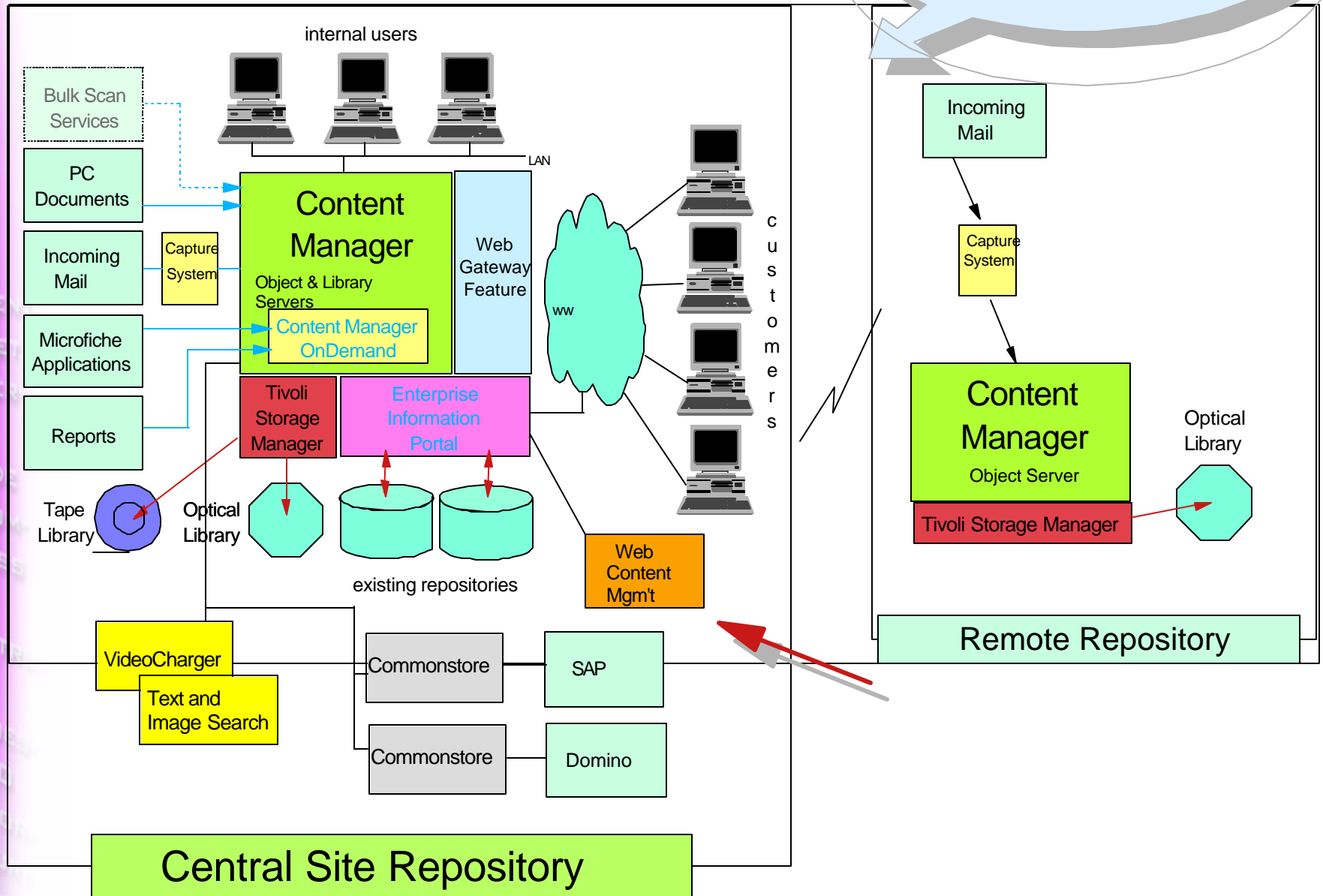
- ◆ Tools are provided to IS that enable them to archive attachments, folders, documents, and databases - taking advantage of HSM in their enterprise library
- ◆ Users can retrieve documents or attachments easily
- ◆ Notes Users can also access any Content Manager documents for viewing or to make them part of a collaborative process within a Notes environment

# E-Mail Archiving into Content Manager



- ANY file attachment, ANY Notes database, ANY Domino server
- Single document, selected documents in a view, entire folder, entire database
- Optional conversion to RFT, ASCII, or to TIFF\*

# Content Manager



# What's the business pain ?

- ◆ Our web sites are taking up more and more resource to manage the creation and deployment of web pages, graphic files, etc.
  - ▶ - it is becoming unaffordable





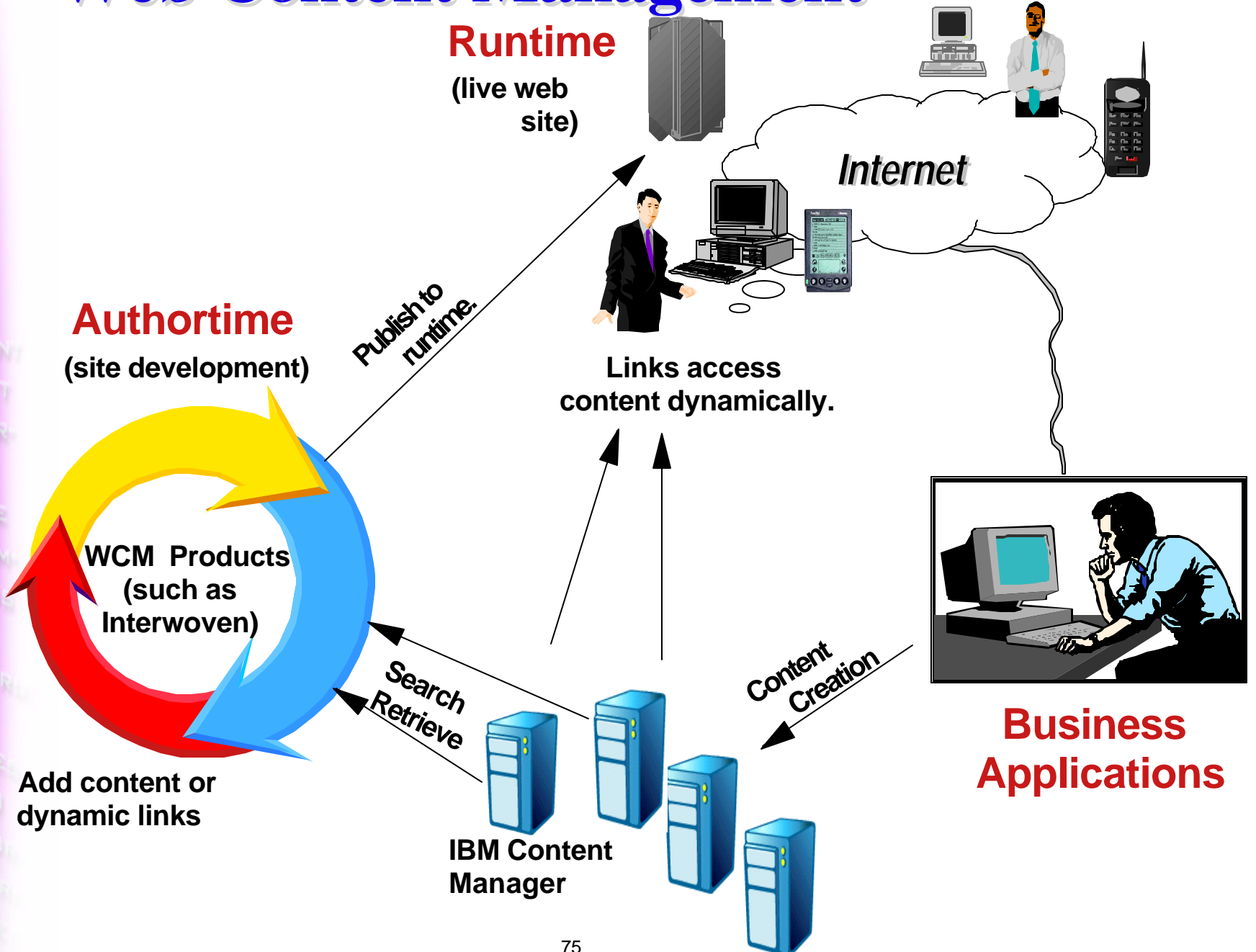
# Buying Vision / Benefits

- ◆ Tools are provided to IS that enable them to manage the web site creation process thus reducing headcount
- ◆ Users can enter their information into prepared templates so that web masters can focus on the more difficult aspects
- ◆ Users can access content for the web pages, by conducting simple searches into the company's information sources such as Content Manager and OnDemand

# IBM's Web CM Approach

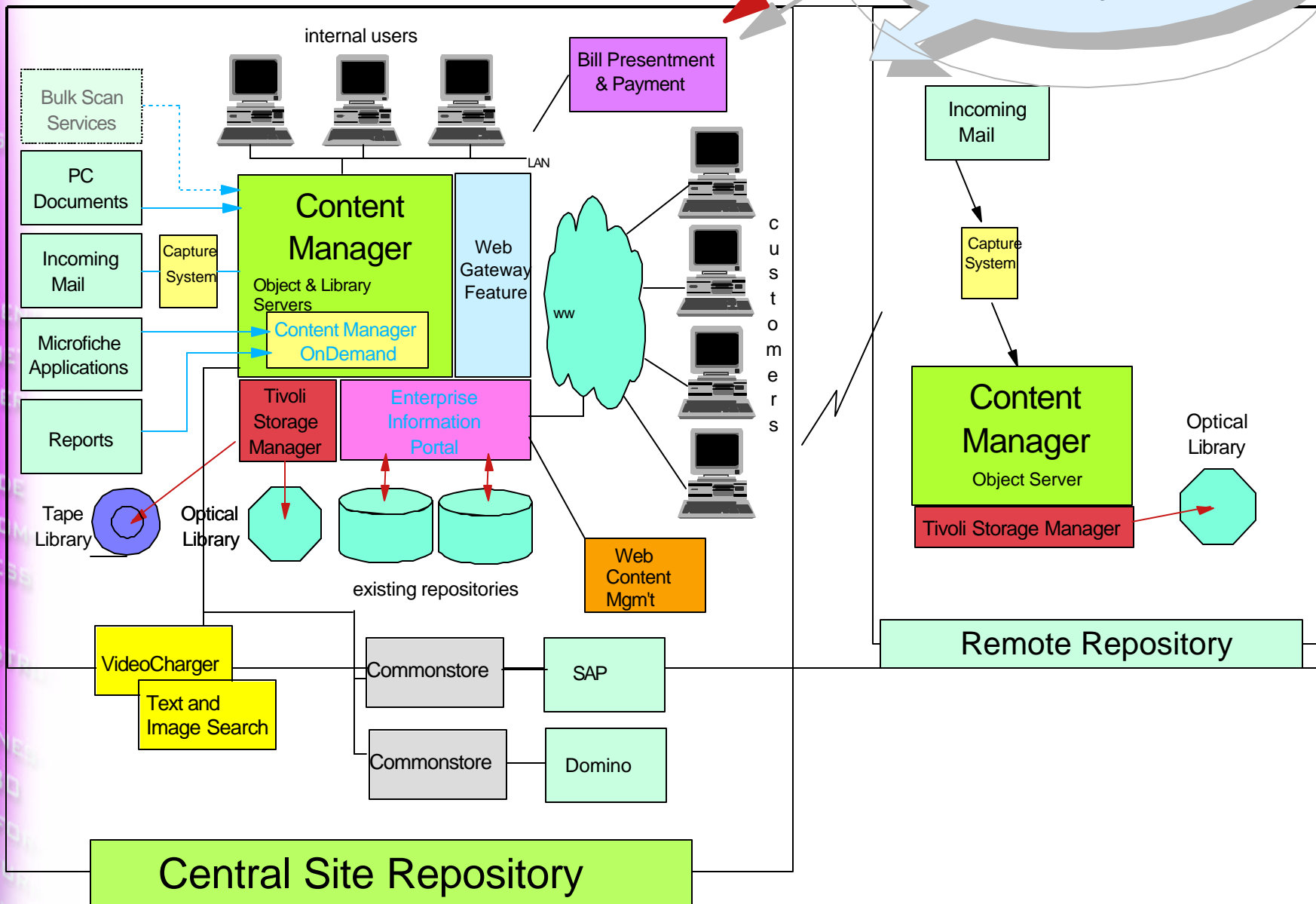
- ◆ Recognize that Content Management is more than web page content.
- ◆ IBM is Enterprise Content Management
  - ▶ Web CM
  - ▶ Core business process content
  - ▶ Rich media content
- ◆ Partner with best of breed Web CM providers
  - ▶ Interwoven now, more to come
- ◆ Integrate the products so there is a seamless "out of the box" connection between them

# Web Content Management



# Content Manager

**Add Bill Presentation and Payment**



# What's the business pain ?

- ◆ Reduce postal costs of sending statements by presenting them over the web
- ◆ Reduce costs of receiving payments by enabling e-payment of those statements
- ◆ Call center costs continue to rise and many info requests could be resolved by making statements available online
- ◆ Concerned about the competition who are already providing this service to their customers

# Buying Vision / Benefits

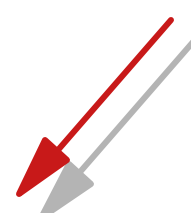
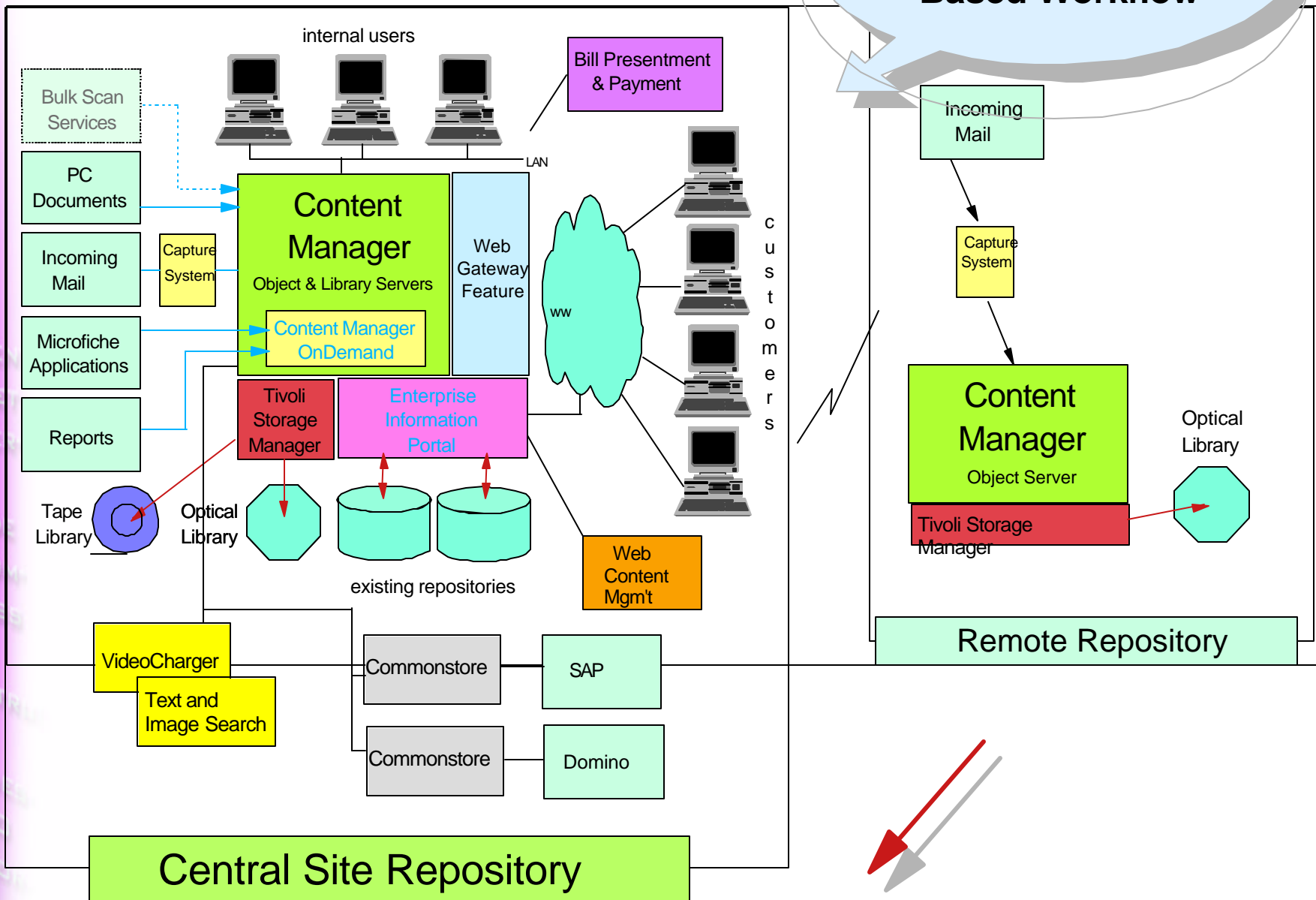
- ◆ Statements are presented to customers / other business entities immediately after being created via e-mail notification
- ◆ Supplementary relevant marketing information can be linked to entice further purchases
- ◆ Customers view your company as technologically current and easy to do business with

# IBM's Approach for Bill Presentment

- ◆ Bill presentment - simple approach
  - ▶ Use OnDemand Web Enablement Kit
- ◆ Bill presentment - with Partners
  - ▶ CheckFree i-Series is an example
  - ▶ Provides payment connections, dynamic HTML presentation for bill manipulation, incorporation of advertising, etc.

# Content Manager

**Add Process  
Based Workflow**



MQSeries and EIP Workflow



# What's the business pain ?

- ◆ Our business processes are not consistent
  - ▶ Difficult to maintain / control "best practices"
- ◆ Management has a difficult time knowing how work is really flowing
  - ▶ Is work prioritized correctly ?
  - ▶ Where are the bottlenecks ?
  - ▶ If I make a change, what will happen ?
- ◆ Assignment of staff to work is not efficient
  - ▶ Some folks busier than others

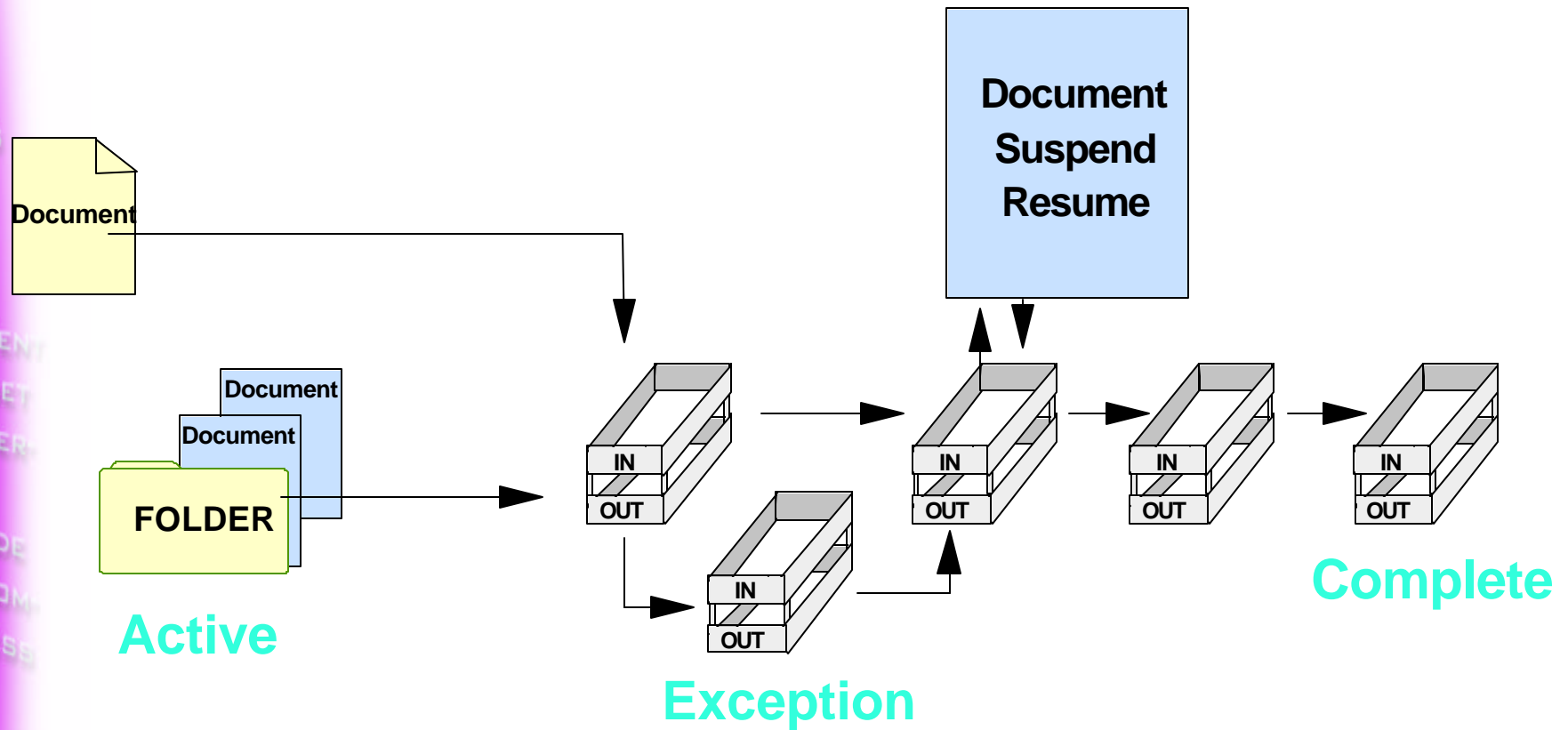
# Buying Vision / Benefits

- ◆ Managers would have tools to automate their work processes so they will be consistent
- ◆ Modeling tools would allow managers to see, in advance, the changes to work processes
- ◆ The automation could eliminate some manual steps today
- ◆ Training would be reduced because users can concentrate on their job and not be concerned about all the process stuff that goes on around it

# IBM Workflow Solutions

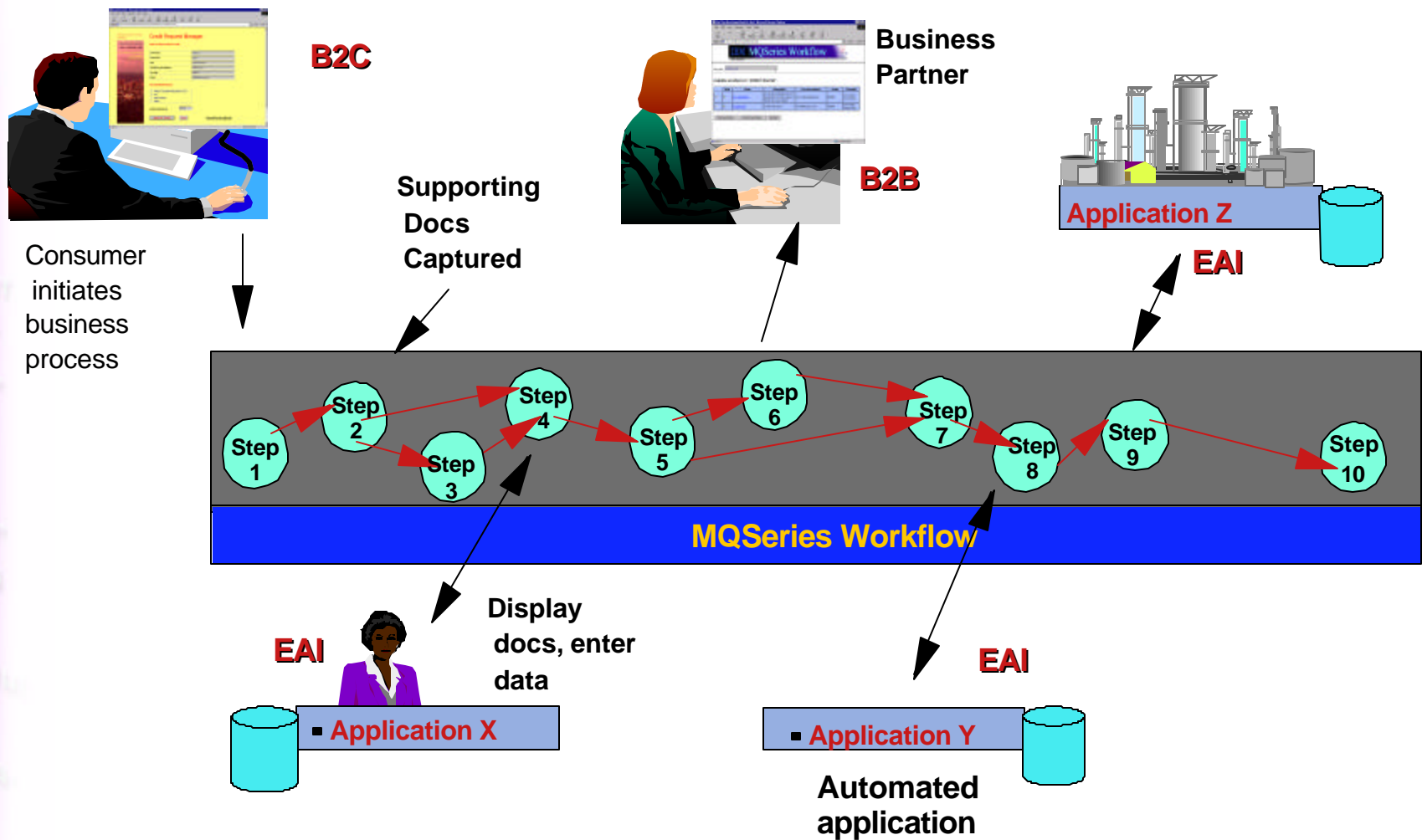
- ◆ Content Manager (product) has serial workflow
- ◆ MQSeries Workflow
  - ▶ Process oriented workflow, serial and parallel pathing - may or may not involve documents
  - ▶ Graphical model of process - each step defines programs to be executed automatically or called for users to interact with. One of those programs might be display the customer folder from CM
  - ▶ Integrated with modeling tools such as Holosofx for process simulation - reengineering
- ◆ EIP Workflow
  - ▶ Subset of MQSeries Workflow
  - ▶ Document /Object Centric workflow - Take a document or set of documents and start them on a work process
  - ▶ Sample Client only - not e-Client

# Content Manager Workflow



- "Out of the box workflow" - 5 minute setup
- Private or shared queues of work
- Work can be system assigned or user selected

# Advanced Workflow Across the Entire Business Process

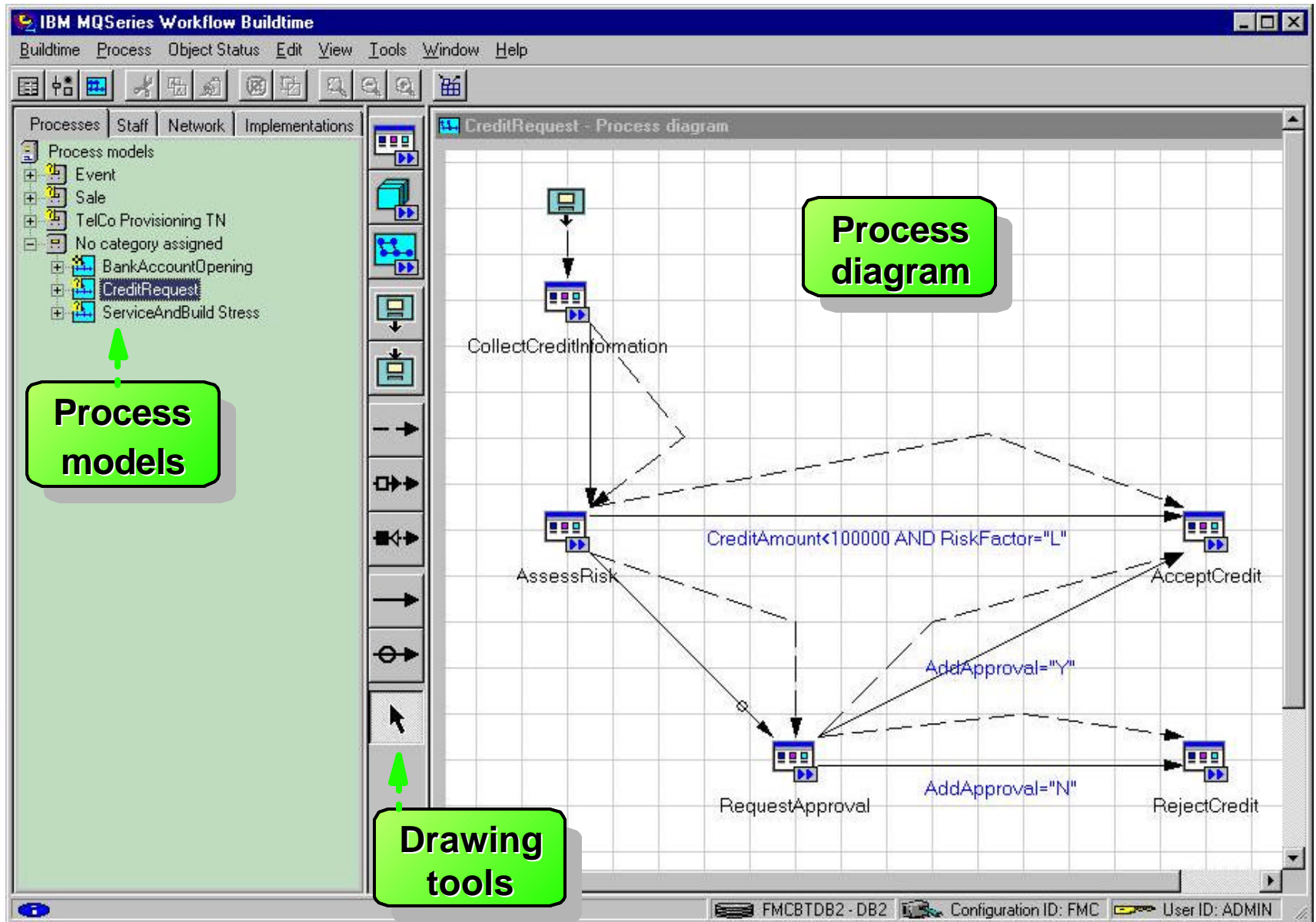


B2C - Business to Consumer

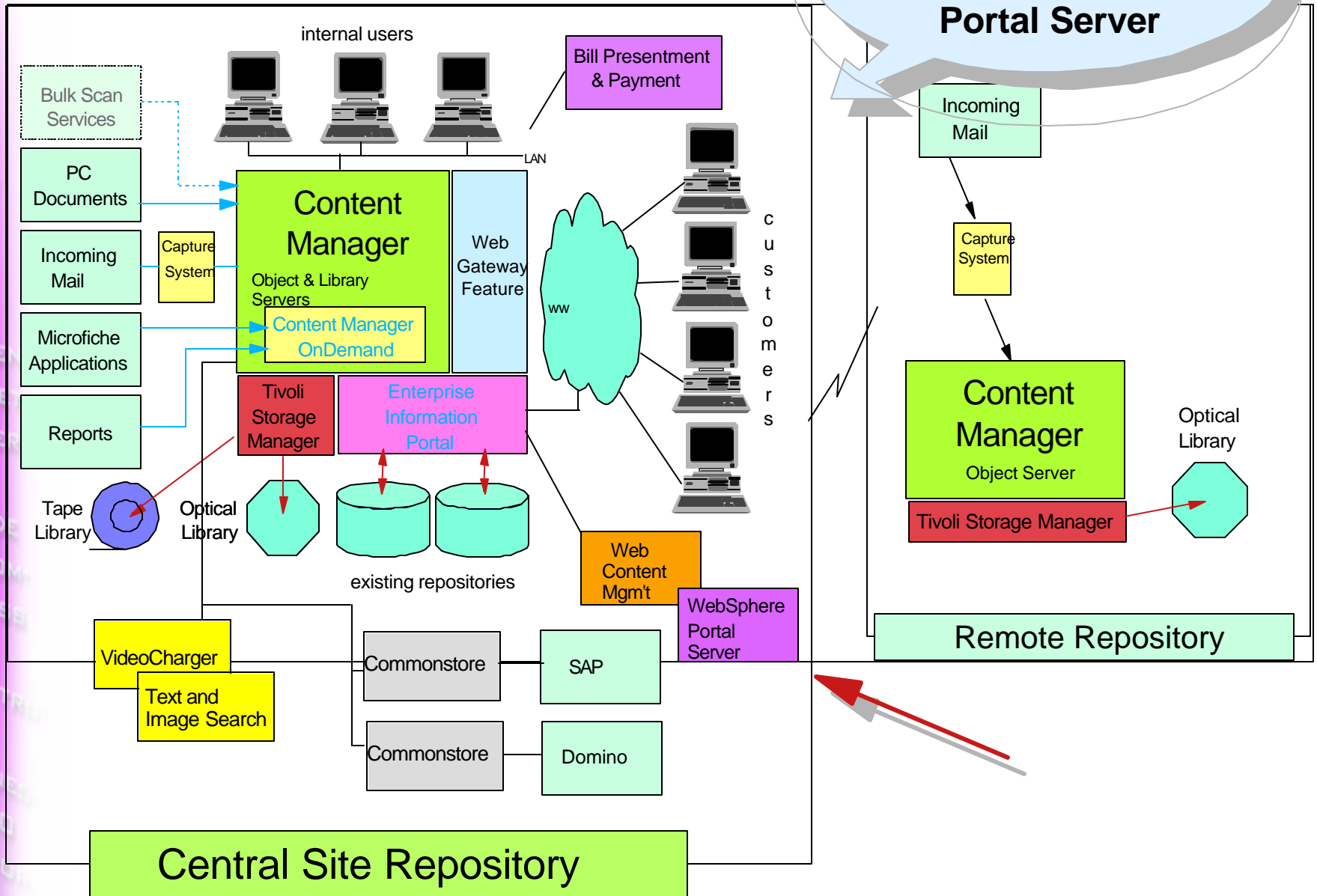
B2B - Business to Business

EAI - Enterprise Application Integration

# Visual Process Definition



# Content Manager



# What's the business pain ?

- ◆ Users are having a difficult time navigating all the web sites and want a single "Portal" interface to their information and applications in order to improve their productivity





# Buying Vision / Benefits

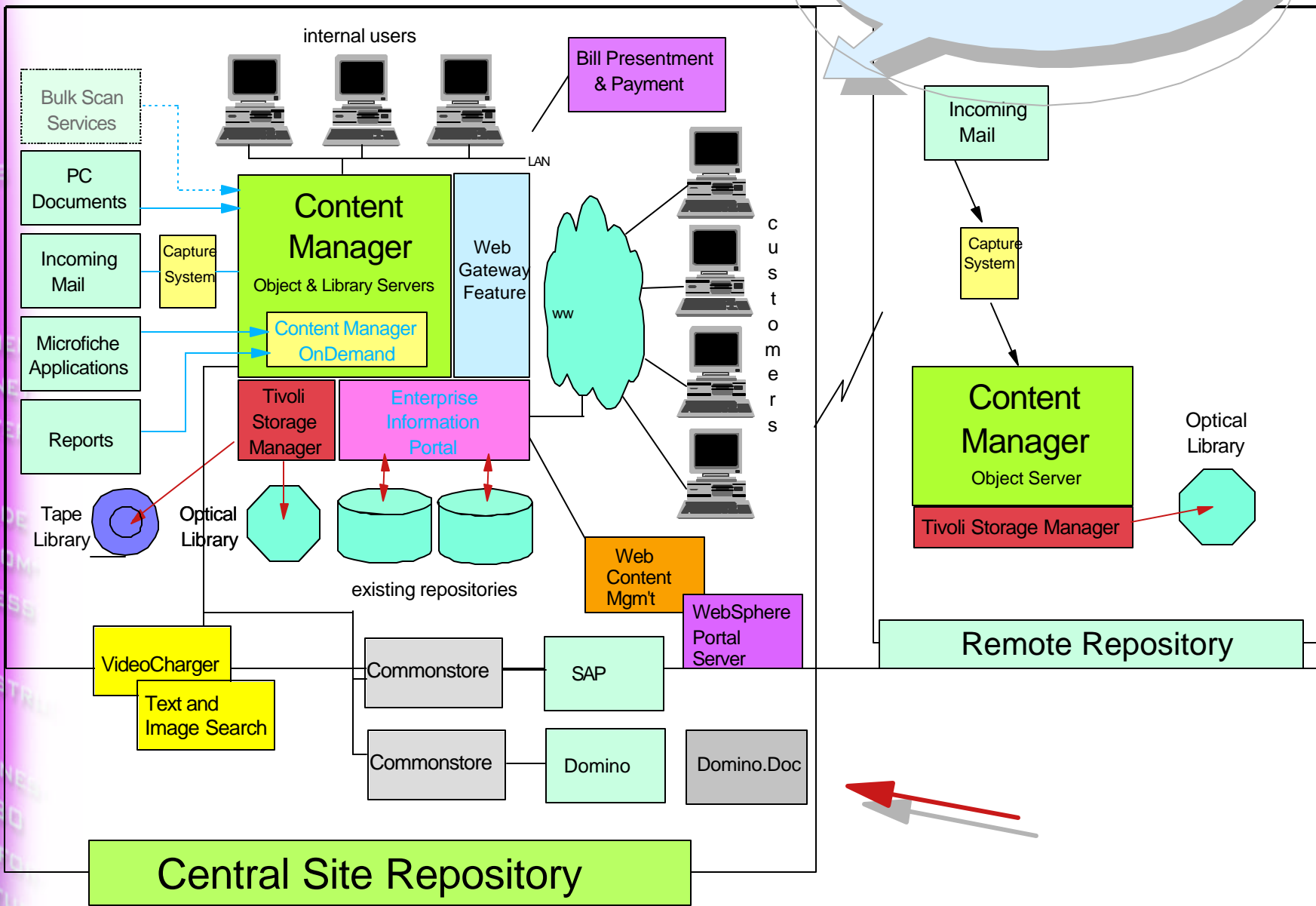
- ◆ Provide a framework under which the development team can quickly build Portal interfaces for the users
- ◆ New capabilities should be easy to add in a plugin fashion

# IBM's Approach for Portals

- ◆ WebSphere Portal Server provides the framework and base infrastructure capabilities
- ◆ EIP federated search, WebSphere Personalization and the WebSphere platform, Lotus QuickPlace and Sametime, MQSeries, and other products are add-ons to create an enterprise portal solution
- ◆ Portlets provide for interaction with applications and data - You would need a portlet to get to EIP content

# Content Manager

Add Domino.Doc



MQSeries and EIP Workflow

# What's the business pain ?

- ◆ Almost every person in our entire organization creates documents at one time or another, but we can't afford to put IBM CM on every desktop at more than \$1K per user.

# Buying Vision / Benefits

- ◆ Leverage our existing Lotus Notes infrastructure and add document management on top of it.
- ◆ Provide a low cost ( <\$100 / user) solution
- ◆ Users can seamlessly use their desktop productivity applications, web browser, or Notes client to access



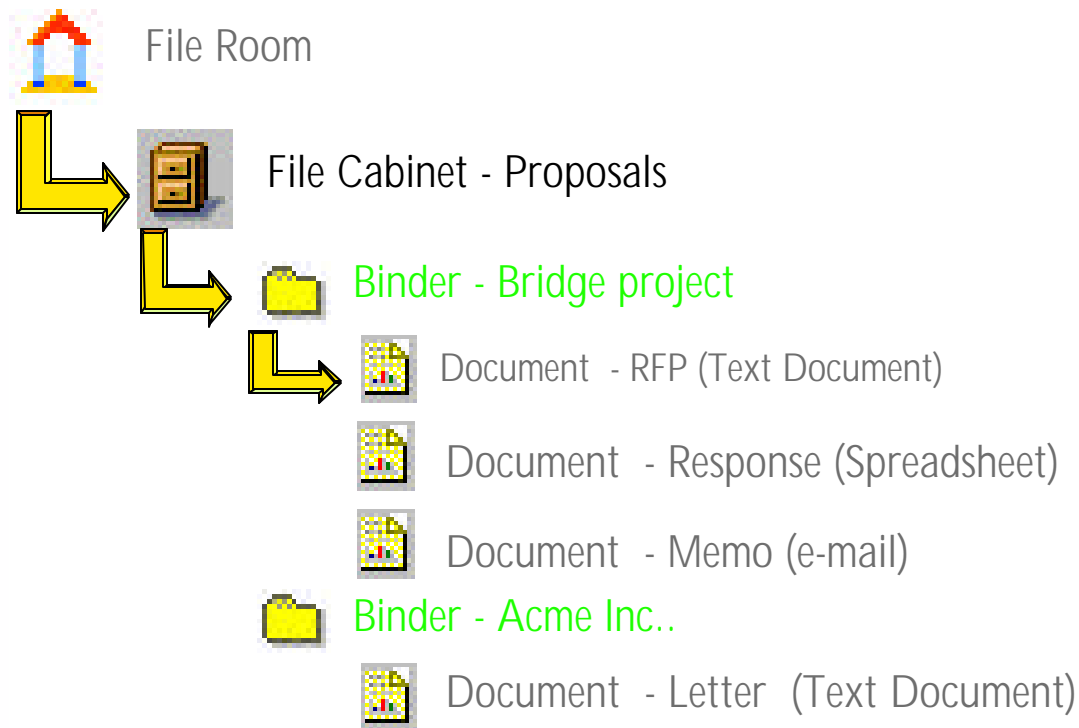
# Domino.Doc

- ◆ A Domino based application for document management
- ◆ Uses ODMA (Open Document Management API) for office productivity application interface, Web browser or Notes Client
- ◆ Perfect for collaborative applications, while IBM CM is perfect for high transaction rate applications
- ◆ Dirt cheap



# Document Life Cycle Management

## Domino.Doc



- Security & user authentication
- Check In/Check Out
- Versioning
- Audit trail
- Review process control

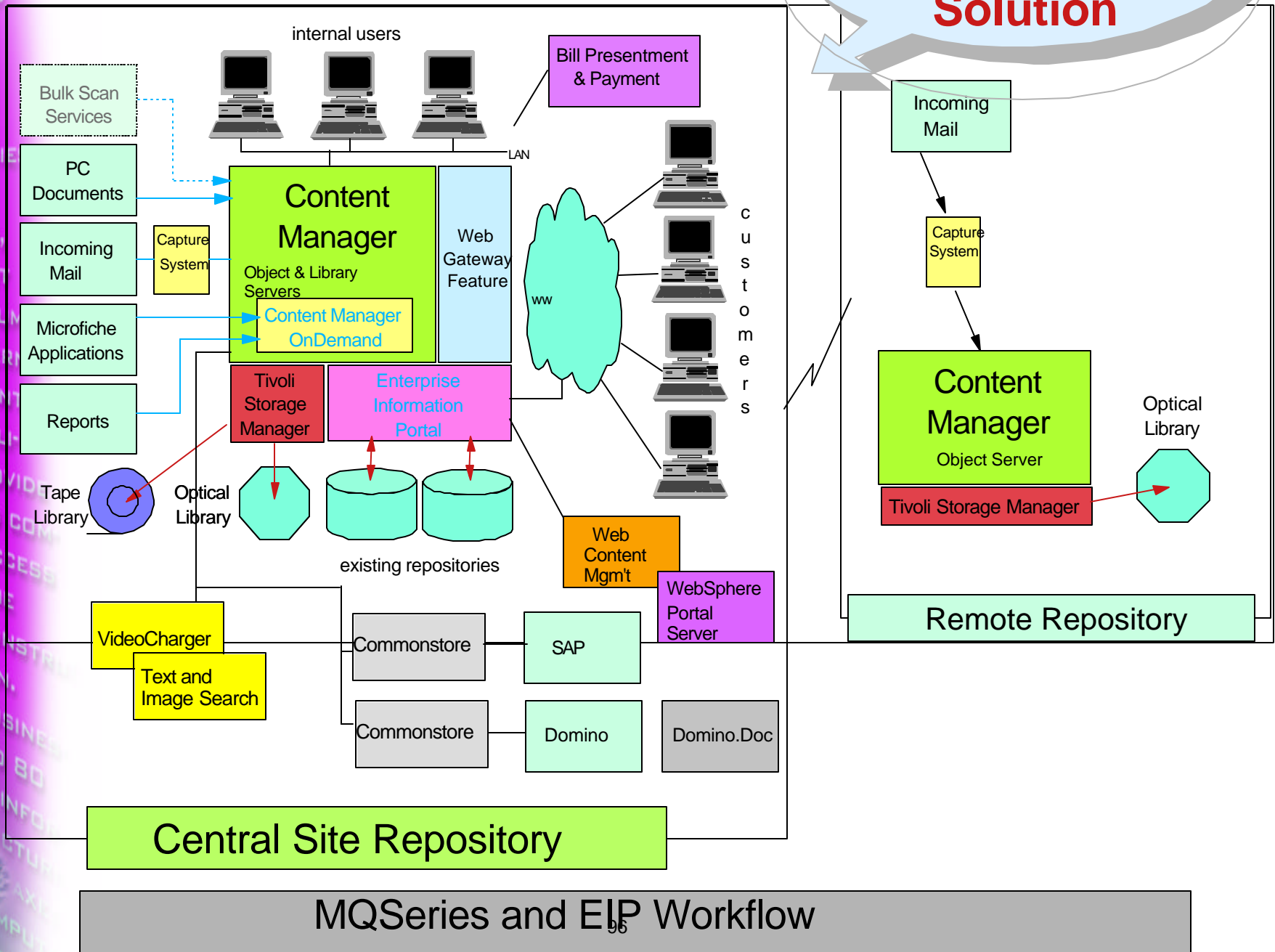
### Business Improvements:

- Better doc control
- Legal benefits of versioning and audit trail
- Doc sharing = productivity

Enterprise-wide secure document library

# Content Manager

**The Total Enterprise Solution**





# 3270 Application Integration

**Client Application - Document: CLAIM DEALER**

File Actions Edit View Image Comment Workbasket Search Options Window Help

Folder: <Search Results>

DOCTYPE	CAPTURE...	SERVICE CO...	VIN LAST 8	VIN FIRST 9	LAST NAME
CLAIM DEALER	03/03/2000	09641011	TT260036	3C3EL55H8	BROWN
CLAIM DEALER	03/03/2000	09641011	TT260036	3C3EL55H8	BROWN
CLAIM CREDIT CARD	03/01/2000	09641011	TT260036	3C3EL55H8	BROWN
CANCELLATION	03/01/2000	09641011	TT260036	3C3EL55H8	BROWN
APPLICATION	03/01/2000	99999999	TT260036	3C3EL55H8	BROWN
ADJUSTMENTS	03/01/2000	09641011	TT260036	3C3EL55H8	BROWN
CLAIM DEALER	03/02/2000	09641011	TT260036	3C3EL55H8	BROWN
CLAIM DEALER	2/16/00	09641011	TT260036	3C3EL55H8	BROWN
CLAIM DEALER	2/16/00	09641011	TT260036	3C3EL55H8	BROWN
CLAIM DEALER	02/11/2000	09641011	TT260036	3C3EL55H8	BROWN

10 Item(s) 0 Selected Total

**Document: CLAIM DEALER**

**RENTAL AGREEMENT** No. C 011420 \*

RENTER: RUTH BROWN REPLACEMENT CAR NO. DR406

HOME ADDRESS: 1900 HIGHLAND AVE MAKE/MODEL/YEAR/COLOR: 44 DODGE MAKE/MODEL/YEAR/COLOR: INTREPID NAT

CITY: MANHATTAN BEACH CA ZIP CODE: 92266 LICENSE NUMBER: 84215423 CA 11/10/01 LICENSE NUMBER: 1712

DRIVER'S LICENSE: 84215423 CA 11/10/01 ODOMETER: 2081 ODOMETER (EST): 1712

LOCAL CONTACT: 310 774 0243 ADDRESS: 369 DATE AND TIME IN: 1002204/11/11/98 AM PM DATE AND TIME OUT: 11/13/98 AM PM

EMPLOYER: ADDRESS: CHARGABLE MALES: 169/

RENTAL RATES		CHARGES	
IN	1712	Hourly	\$
OUT	1712	Day	\$
EST	1712	Month	\$
EST	1712	Year	\$
EST	1712	Total Time and Mileage Charges	\$
EST	1712	Gas (Taxable)	\$

Additional fields: ADDITIONAL RENTER NAME, HOME PHONE NO., DATE OF BIRTH, DRIVER'S LICENSE NO., STATE/COUNTRY, EXPIRATION DATE.

For Help, press F1 <no active workbasket> Page 2

**HPIMS - RUMBA Mainframe Display**

File Edit View Connection Transfer Options Tools Help

BSKT CALL CLER CLM COIN CSC DIR DLIB DLR LTRS MAIL MAIN MENU NAME PRI PROF

SSC03751 SERVICE CONTRACT GENERAL INQUIRY DATE: 03/23/00

SC#: 09641011 PRODUCT CODE: 120 FRANCHISE CODES: CEJMP TIME: 09:54:29

VIN: 3C3EL55H8 TT260036 MAJOR CLIENT: 67491 NAME: R BROWN

PLAN ID: VEH DLR AS75C 062695 DEDUC:\$ 50.00 IS SPELLING CORR?

PLAN DESC: S/75,000 ADDED CARE -NEW STATE: ZIP CODE:

CITY ST ZIP CODE BUSMGR SSN AUTHS CLAIMS DENIALS INSP

MANHATTAN BEACH CA 90266 216620826 001 001 000 000

LAST UPDATE

PLAN DTE	IN-SVC DT	EFF DATE	EXPIRATION DATE	ID	ACTIVITY DATE	REAS
04/04/96	04/04/96	04/04/96	04/04/01	SSC1137	10/02/99	CLM

WARRANTY RESTRICTION CAIR ODOMETER READINGS VEHICLE

IND WAR ORIGINAL LAST KNOWN EXPIRED YR MCC

NO RESTRICTION N N 000120 047241 075000 M 96 336

----- C O D E S ----- MULT ACT

CNCL TRAFR ST CUSTREL PM R/HAZ RPR RPL 4WD R/AST HI/TEC CRTT APPL

01 0000 - 00 B N/A \*\* \* N Y N 01 00

NO + NOTES:

1996 CHRYSLER SEBRING JXI CONVERTIBLE CYL 152 CID

PF1 PENE PF2 SCID DETAIL PF3 PLAN ID PF4 AUTH PF5 AUTH SUSPENSE PF6 CLM UPD

PF7 CLM INQ PF8 HST PF9 HLP PF10 PRE PF11 MAIN PF12 DIAL CLAIM SUMMARY ? VIN

Ready NUM A01T1342 2,7

**WCCS Imaging - Service Contracts - DTAKAI**

File Data View Rumba Scrape Search Rumba Search

WorkBasket SC-CLAIM-DLR

VIN 3C3EL55H8 TT260036 Next Doc

Service Contract 09641011 ID No. Route

Name (F / M / L) R BROWN Suspend

Doc. Type CLAIM DEALER Re-Index

Found 10 Matching Document(s).

Start Image Lotus Notes Client Application - D... HPIMS - RUMBA Mainfra... Exploring - Phase 2 Microsoft PowerPoint - [C... 9:57 AM

# Content Manager Media Commerce

- Manage, collaborate, resell corporate media assets
- Photos and Video

- Home
- Full Search
- Lightbox Manager
- Image Cart
- Order History
- Account Setup
- Contact Us
- Help
- Logout

## Lightbox: Marketing Brochure (5 images)

Home > LightboxManager > Lightbox

Create Date: 2001-04-13 14:48:36.828001  
Modify Date: 2001-04-13 14:49:36.281001

## Your Lightboxes

Add images to

Marketing Brochure

View the Lightbox>>

Select All>>

Add Checked Images to Another Lightbox>>

Add Checked Images to Shopping Cart>>

Create a new Lightbox>>

Display Options: View thumbnails and minimal info **Reload>>**

Rearrange the order of your images by changing the number in the box. Then click **Rearrange>>**

Notepad

Please rearrange and approve the images for the upcoming brochure.

Save Notes>>



11243  
Caption: man and woman on beach  
Restrictions: N

Image Detail>>  
Remove from Lightbox>>  
Add to Shopping Cart>>

1



11245  
Caption: man and woman on kayak  
Restrictions: N

Image Detail>>  
Remove from Lightbox>>  
Add to Shopping Cart>>

2



11251  
Caption: man with skis  
Restrictions: N

Image Detail>>  
Remove from Lightbox>>  
Add to Shopping Cart>>

3



11962  
Caption: man smiling  
Restrictions: N

Image Detail>>  
Remove from Lightbox>>  
Add to Shopping Cart>>

4



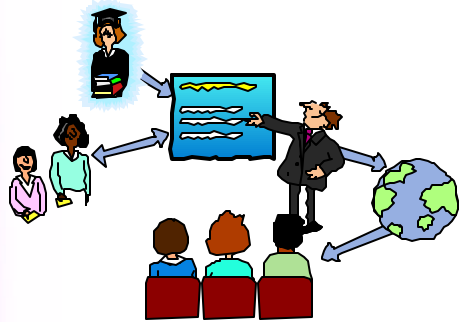
11178  
Caption: two men water skiing  
Restrictions: N

Image Detail>>  
Remove from Lightbox>>  
Add to Shopping Cart>>

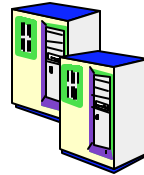
5

Select All>>  
Add Checked Images to Another Lightbox>>  
Add Checked Images to Shopping Cart >>  
Remove Checked Images>>

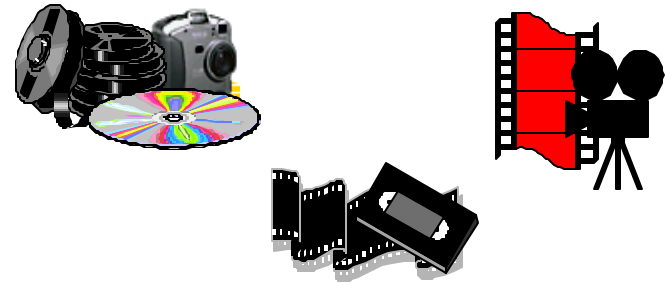
# e-Learning Solution



Course Delivery Server

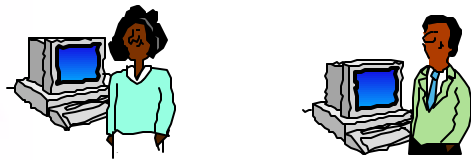


## Course Development

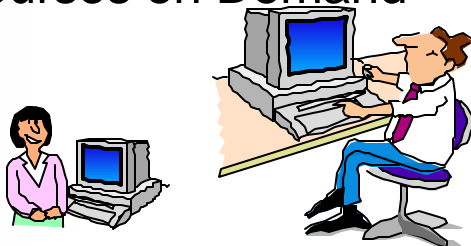


- Rich Media Content for exciting courses
- Certification Attainment
- Self Paced Training

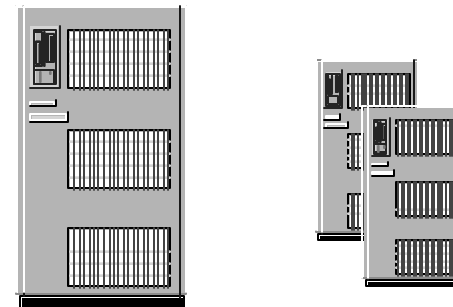
Content Capture and Rich Media Loading



Courses on Demand

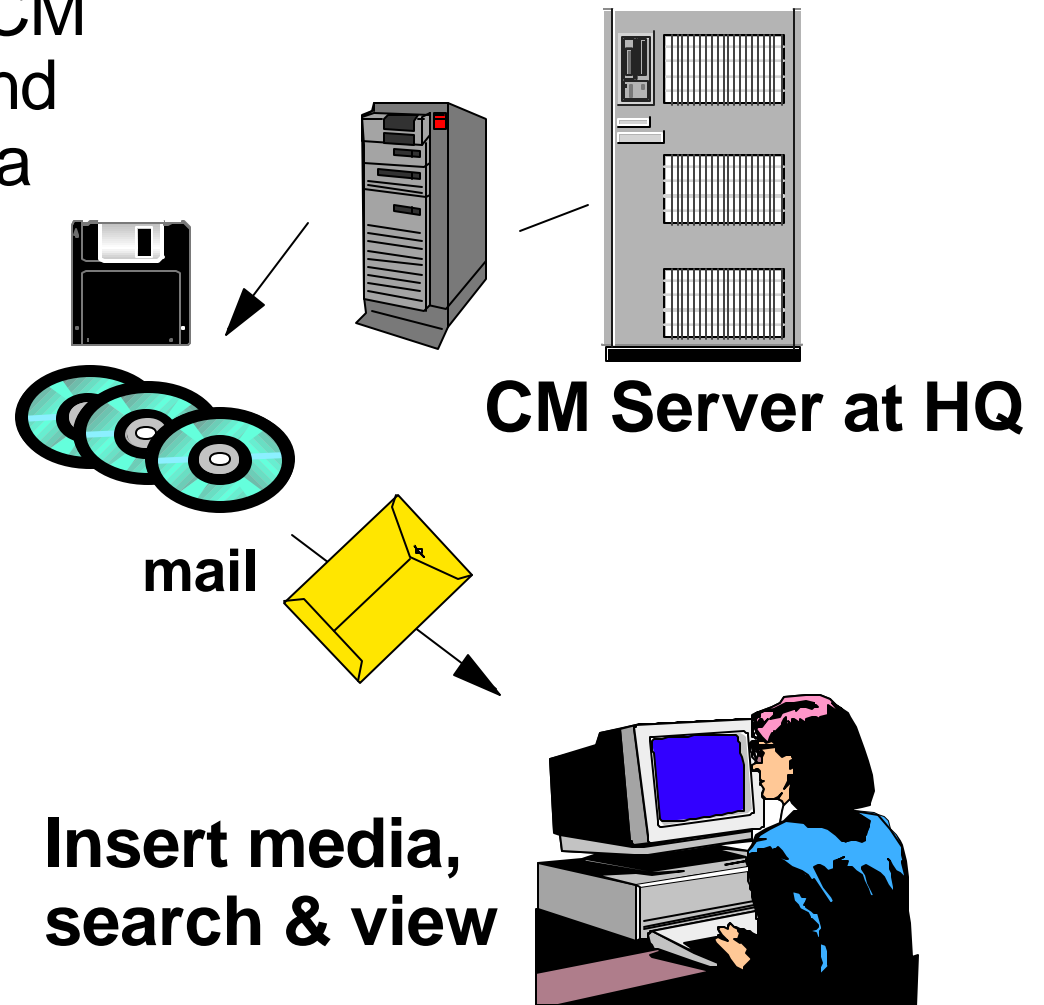


## Content Manager



# Portable Content Manager Documents

Extract images from CM along with indexes, and copy to portable media such as CD's or Zip disks.



**Partner Offering**

**Remote Office**

# Strengths of Content Manager

- ◆ Scalability from PC to AIX to mainframe; centralized or distributed
- ◆ Broad based integrated System Managed Storage (SMS)
- ◆ IBM depth for service and support
- ◆ Choice of approaches for Integration with business apps; JAVA, OLE Automation, C++, Active X, Java Server Pages
- ◆ "Out of Box" CM full client with scanning and hooks to the best capture subsystems on the market for high volume and high function
- ◆ Approaches for seamless information access
- ◆ CM and MQSeries Workflow integration for rich workflow capabilities, process monitoring, and process improvement
- ◆ Web Content Management integration
- ◆ More than 8,000 implementations of IBM CM products



# Value of Content Management

- ◆ **Productivity** - drives reductions in personnel or ability to handle increased business with same staff
- ◆ **Customer Service Improvements** - speed of digital access and accuracy/completeness of a digital supporting file
- ◆ **Consistent, Shorter, work processes** - Automated workflow: workers focus on job not the process. Management has tools to continuously improve processes. Work moves immediately- shorter cycle times
- ◆ **e-business enablement** - support core business web applications with all digital back office processes
- ◆ **Digital Infrastructure** - full disaster recovery, SAP / Notes / e-mail archiving,portal enablement, digital libraries