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# IBM Content Management Strategy

February 14, 2001

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# Leveraging Information



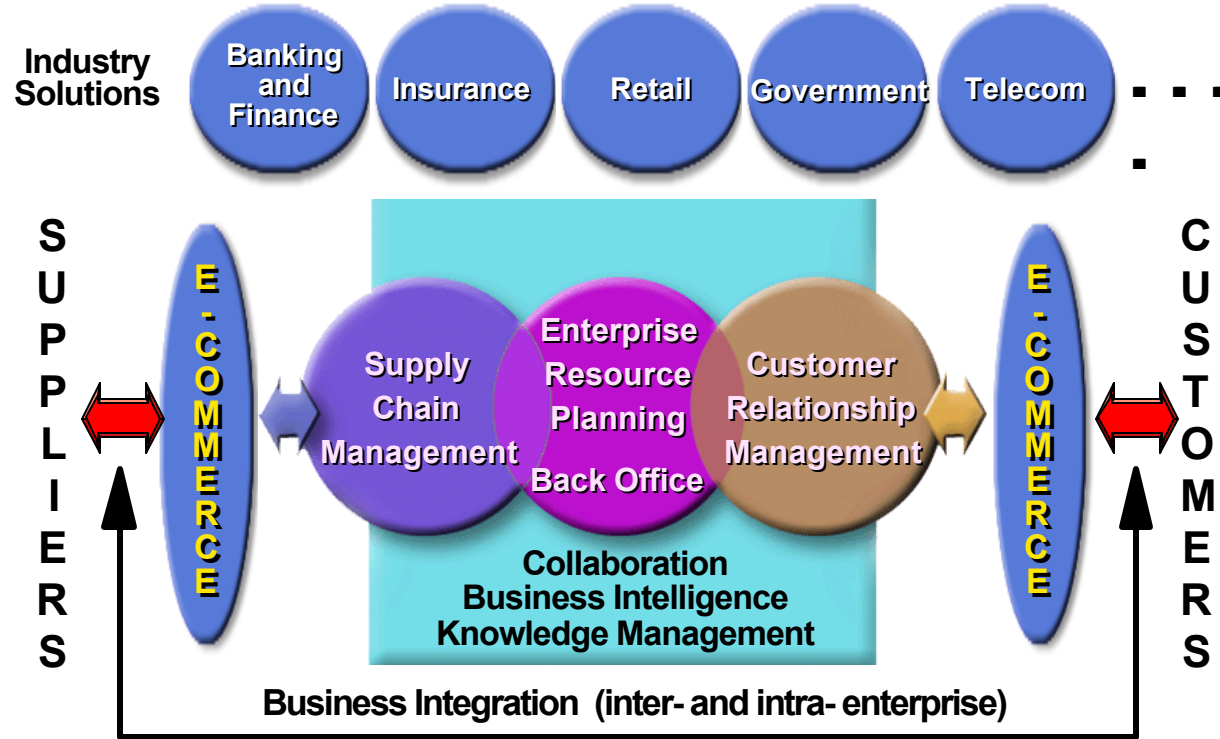
*enabling our customers to*  
**leverage information** *to gain*  
*competitive advantage in*  
*today's e-business world*





# e-business transformation

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## CRM

Self-service information, bills, statements, e-mails, letters, faxes, applications, phone conversations...

## E-COMMERCE

Product catalogs, transaction logs, pictures, music, video, books...

## ERP

Employee information, invoices, job applications...

## SCM

Purchase orders, invoices, proof-of-delivery forms

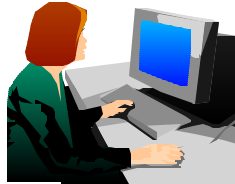
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# Leveraging information to provide the end user experience.

**Business Employees in  
SCM, ERP, CRM, HR, Marketing...**

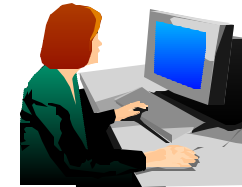


**"I want to attract and retain customers with a first class experience on my web site. I want to communicate with partners & suppliers."**

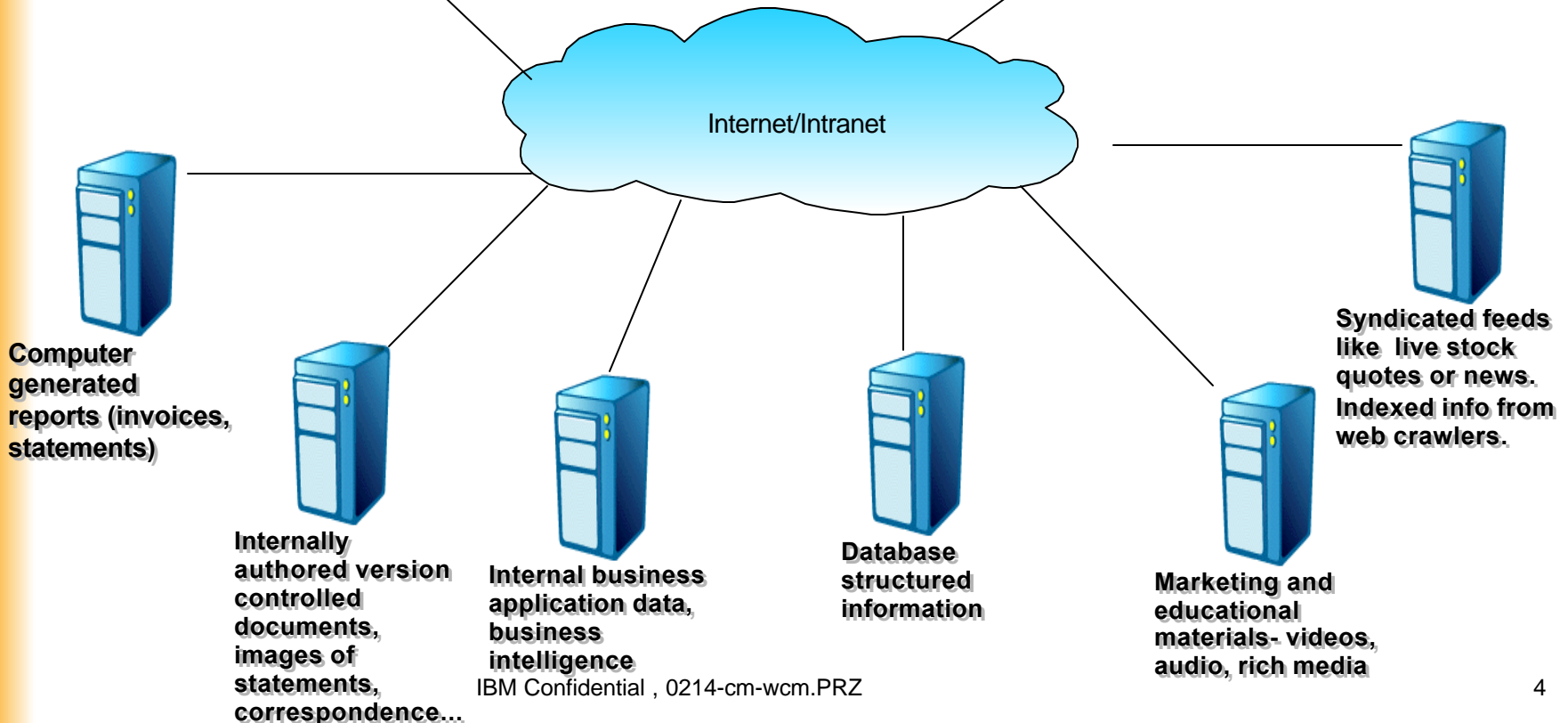
**Dynamic  
Personalized  
Content**



**Web Site Visitor**



**"I want a personalized view of my activities. I want the most up-to-date information."**





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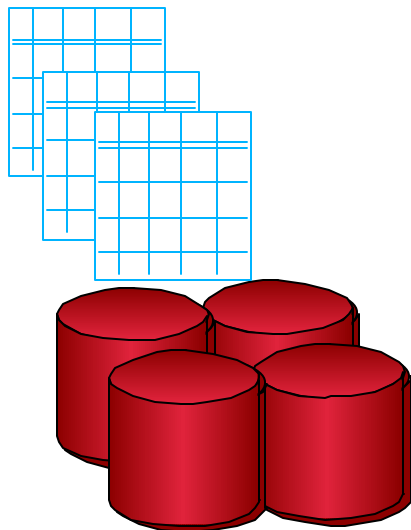
# Challenge: Leverage Information through Effective Communication with Employees, Customers, Partners and Suppliers



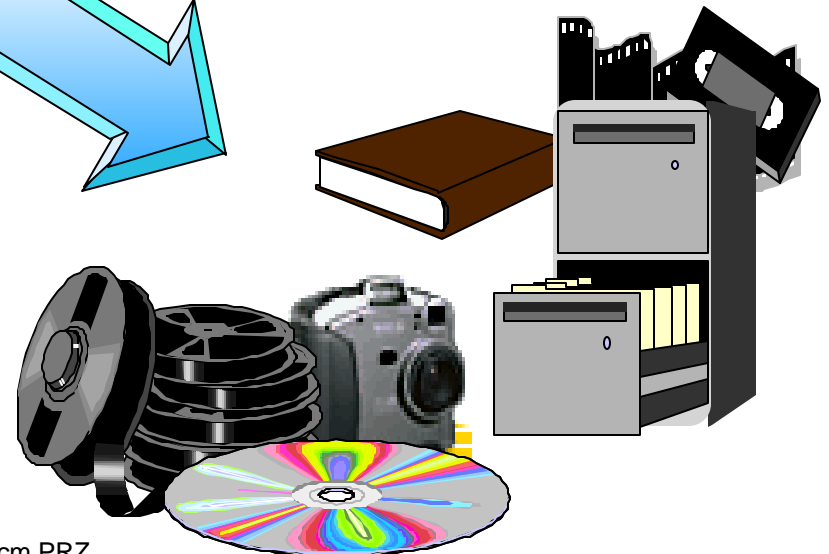
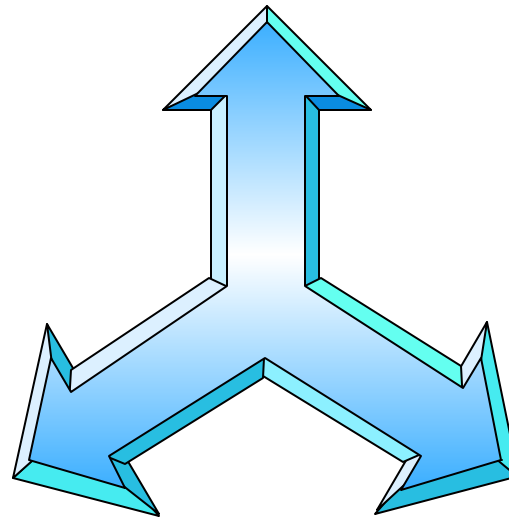
## The user

Employees, Customers, Suppliers, Partners

## Business Data (Structured)



## Business Content (Unstructured)



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Data warehouse, analysis tools

Documents, Rich media, Scanned images...





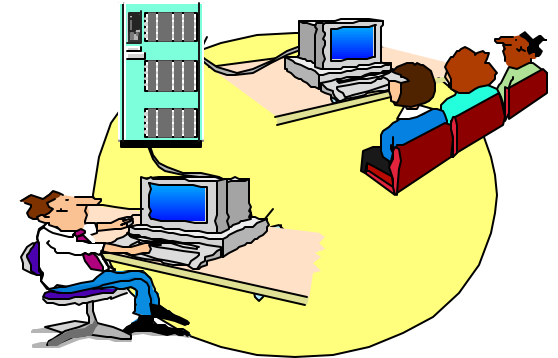
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# Business Impact achieving Effective Communication

70-80% of the cost of operating a web site is attributed to creating and maintaining the content...



#1 Not Enough Resources



#2 Updating Content - Keeping it current



#5 Moving from static to dynamic web sites



#3 Getting Content from Multiple Organizations

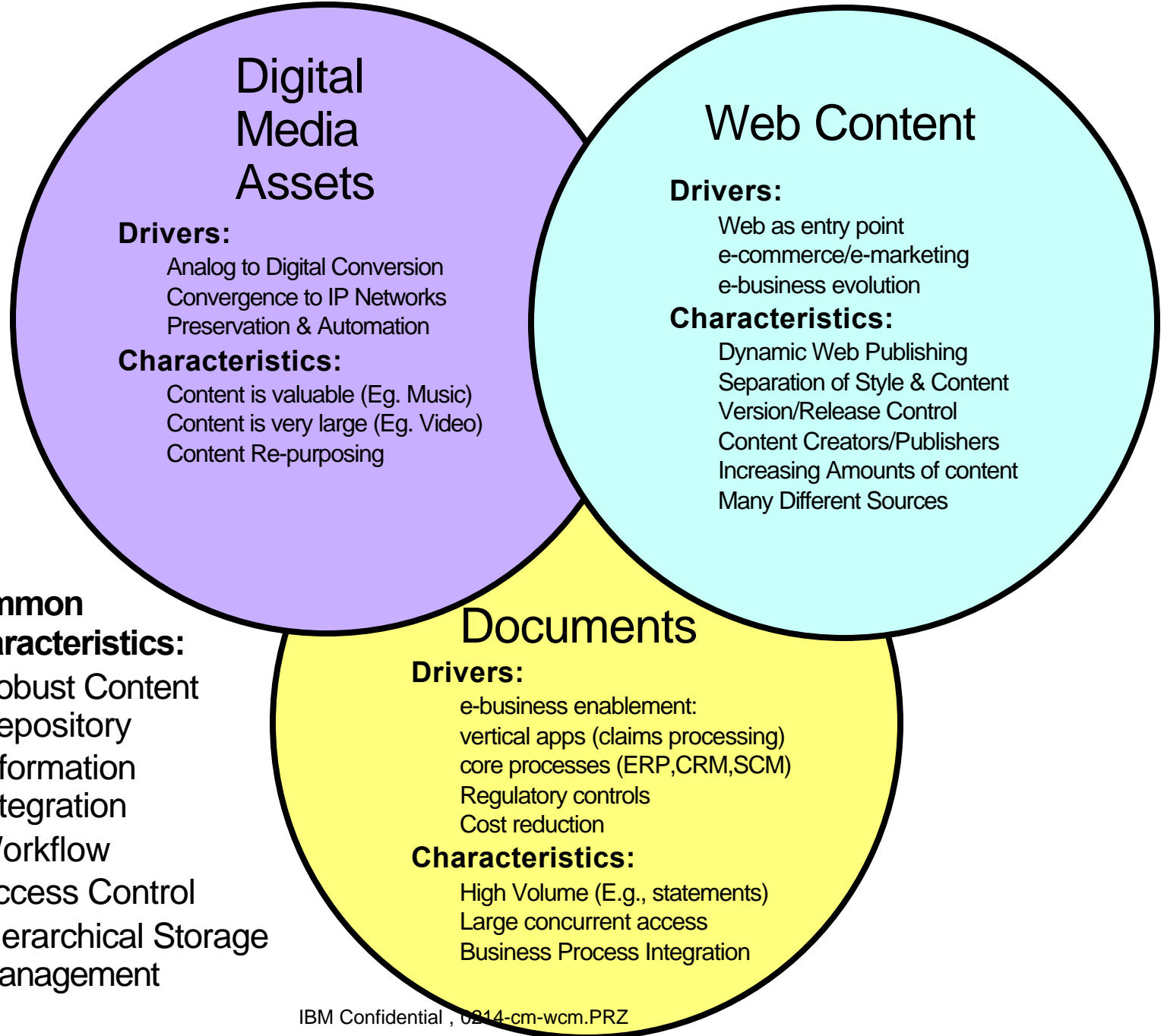


#4 Workflow Management



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# e-business Content Management





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**"Content management across an enterprise will provide companies with distinct competitive advantages to help them lower support costs and realize accelerated decision-making and business cycles. Ultimately better content means more money for e-business".**

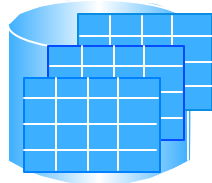
-Information Week



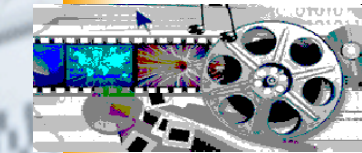


# What is Content Management ?

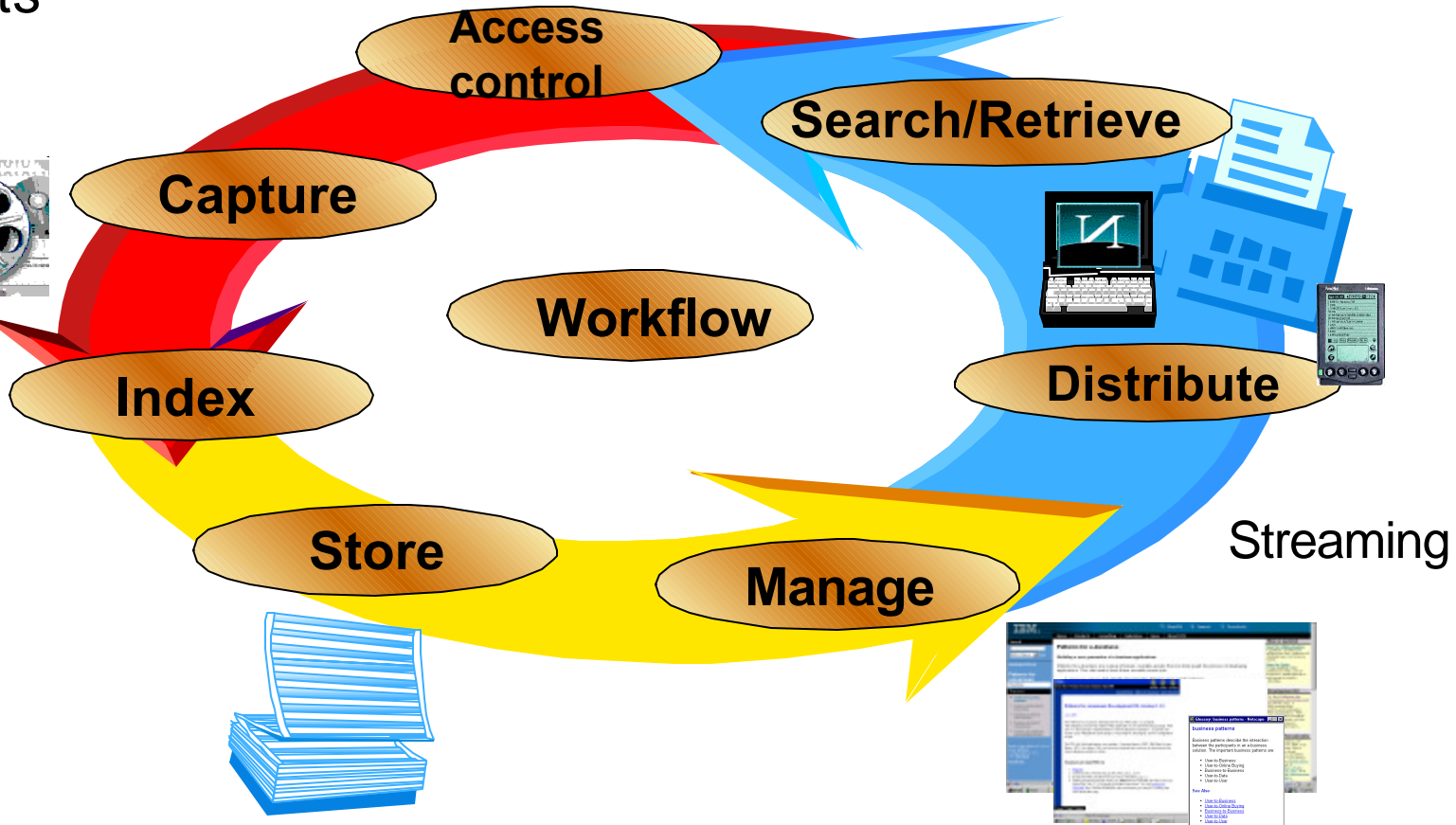
Collaboratively produced PC documents



Incoming paper documents



Multimedia objects



Computer generated output, and incoming electronic documents

Web content



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# Web Content Management & IBM Content Manager Positioning

## Web content management

Solution for Assembling, approving and publishing content to a web site.

Web Content Management	
Sub Components	Examples
Create and Contribute Content	<ul style="list-style-type: none"> <li>• Design, Preview, Edit</li> <li>• Provide links to large &amp; mm data stores</li> </ul>
Maintain	<ul style="list-style-type: none"> <li>• Assemble</li> <li>• Publish</li> <li>• Workflow</li> <li>• Security</li> </ul>
Deploy	<ul style="list-style-type: none"> <li>• Deliver both static &amp; dynamic content</li> </ul>

## IBM Content Manager

- A scalable robust repository for managing all forms of content. It stores content that can be easily searched and fed into both business applications as well as dynamic web site applications, without the need for replicating the content in multiple places.

## Enterprise Information Portal

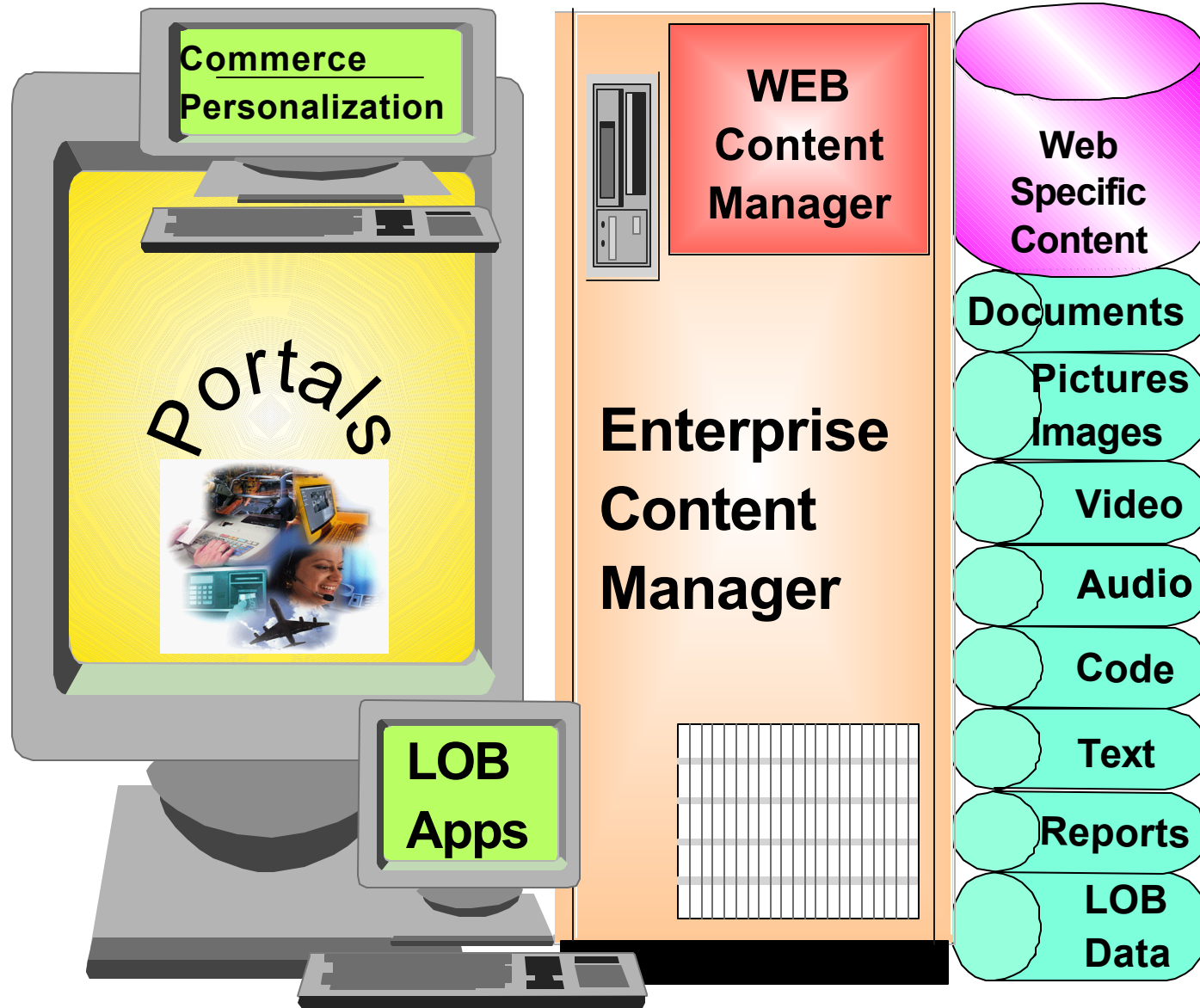
- A product for enabling portals, providing an enterprise-wide content infrastructure that enables users to search and access content from multiple storage repositories for reuse on the web or in business applications.





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# Enterprise Content Management



**WCM is a component of an Enterprise Content Manager Solution**

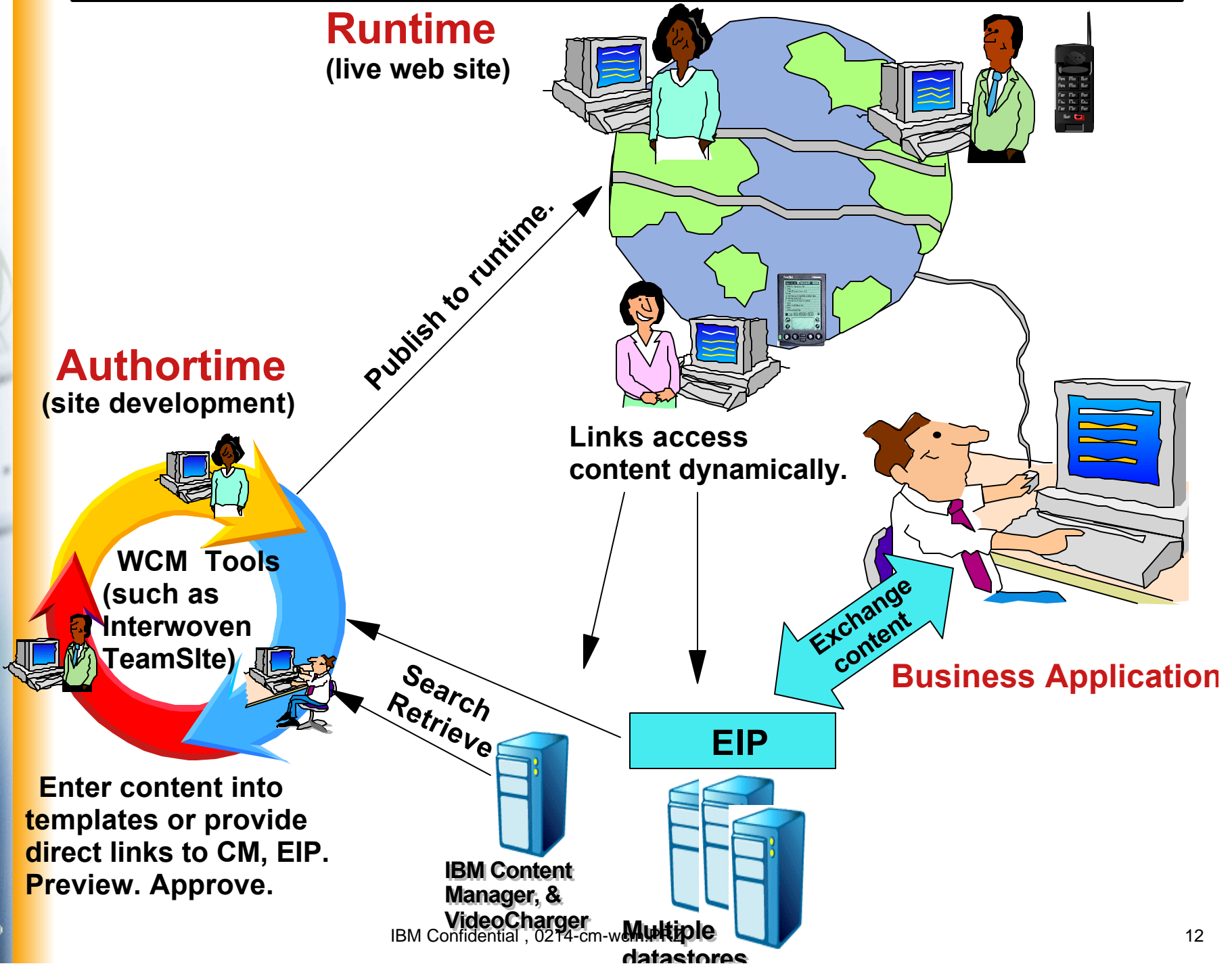
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# IBM Content Manager & EIP with WCM Tools







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# Customer scenario - Insurance

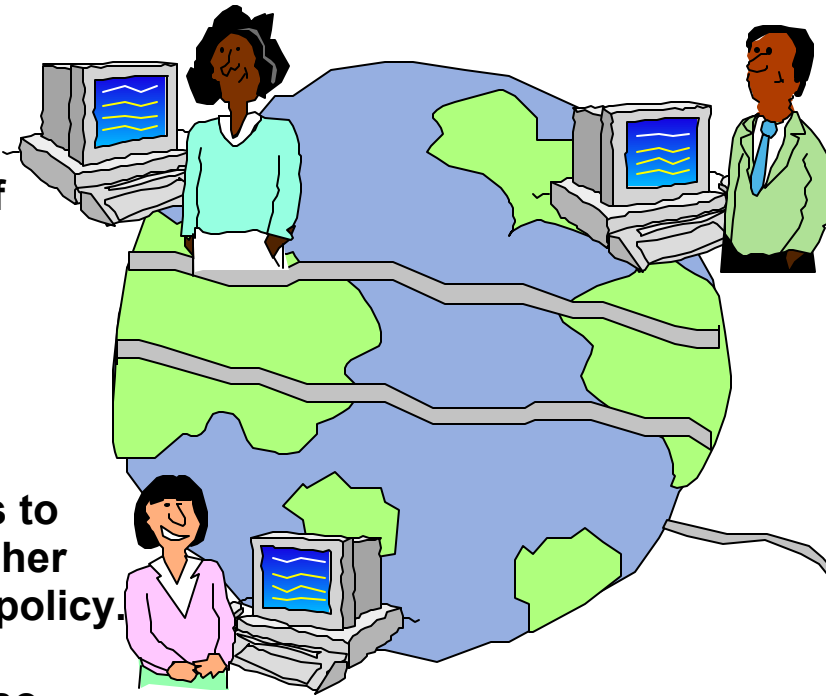
Customer is buying her first house. She views a video on first time ownership. She views info on types of insurance, agents in her area, checklists, and applies for quotes.

Customer wants to check details on her home insurance policy. HQ takes the opportunity to also automatically send promotional offer on auto insurance.

## Insurance Headquarters

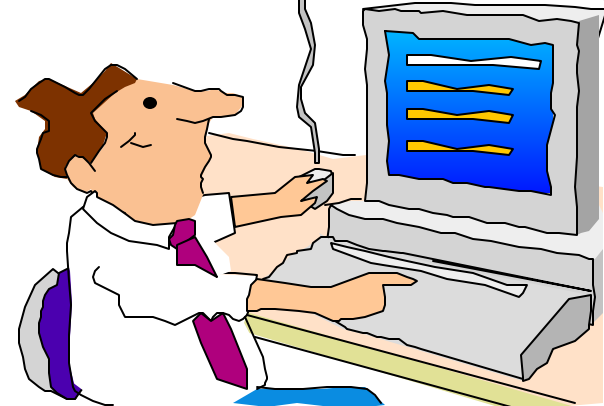


Scanned images of claim forms,  
Computer output of insurance policies,  
Photos of accidents. Videos of interviews



Customer wants latest status of car accident claim. Documents are retrieved direct from HQ-from claims processing application (which stores millions of documents). Customer also looks at report on safety records of various cars.

## Insurance Agent



Retrieving and entering information on policies, quotes, claims

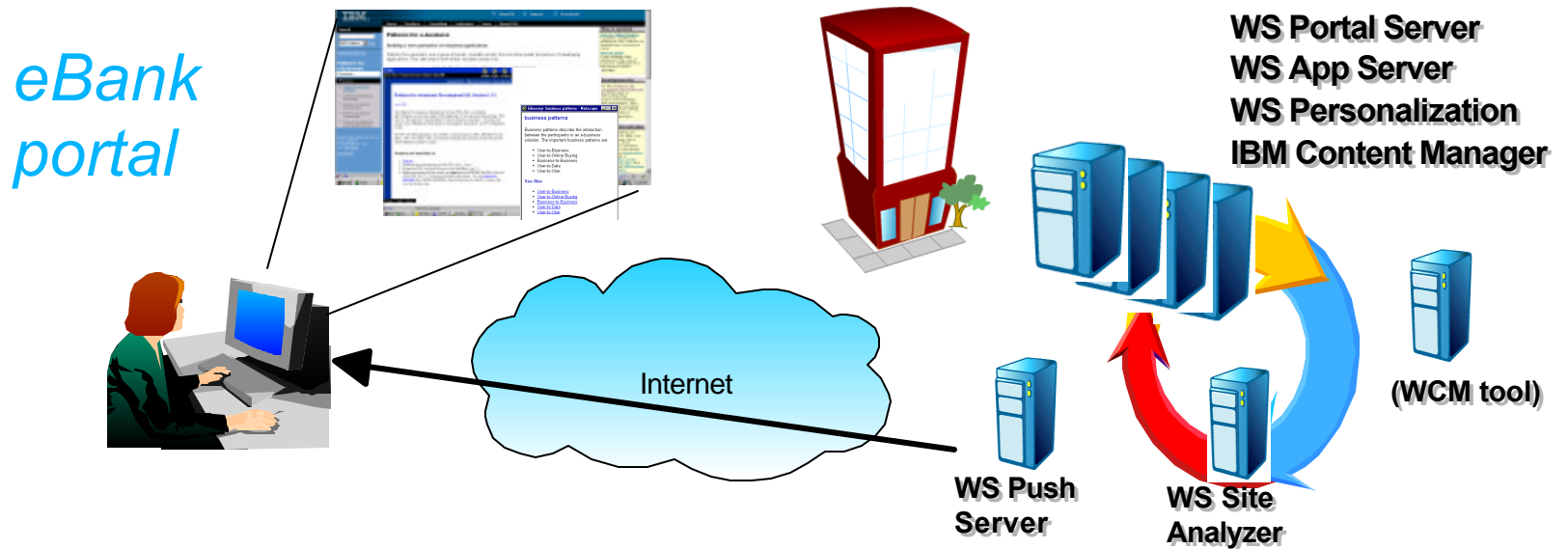






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# Retail Banking Scenario



- ★ Using WebSphere Portal, eBank can become the customer's single source for their financial needs.
- ★ eBank can create new services using WebSphere Personalization technology to track account balances and suggest portfolio changes.
- ★ IBM Content Manager can access the most current information such as bank statements and bills for presentment, through dynamic retrieval directly from the line of business repository.
- ★ Using WebSphere SiteAnalyzer, eBank analyzes how customers access web site content and services to constantly improve the site
- ★ By utilizing push technology, eBank can send alerts on mortgage rate changes directly to the customer's desktop
- ★ **Benefit = ebank attracts, engages and retains customers by providing a "first class" Internet banking experience**

**WebSphere Site Analyzer**



**WebSphere Edge Server for Load Balancing & Caching**

**WebSphere Transcoding Publisher, WebSphere Voice Server, WebSphere Translation Server**

**WebSphere Portal Server  
WebSphere Personalization**

**WebSphere Studio for building Web Sites**

**WCM partner tools to assemble, approve content for web**

**Business Applications (SCM, ERP, CRM)**

**Collaborative Applications MQ Series Workflow**

**EIP for Information Integration, Federated Search of Multiple Repositories**

**IBM Content Manager- Document Management storage**

**CM OnDemand-computer generated output**

**CM VideoCharger-audio/video streaming**

**DB2 - other RDB's**

**Lotus Notes Files**

**Commonstores for SAP, Siebel, Notes**

**Filenet, Documentum files**

**Web**



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## Summary

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**The growth of e-business has created unprecedented growth in the amount of and importance of content. The e-business customer needs help managing the data and presenting the data that matches their needs exactly.**

**To leverage information throughout your organization, you need to organize your content for easy search and retrieval by both your business process applications and your web applications.**

**To provide the unique user experience for your web site visitors, you need to provide a dynamic, personalized environment, calling up content from where it resides within the enterprise business processes.**

**This calls for robust content repositories that manage all types of media, and have flexible indexing capabilities for easy search and retrieval. It also calls for a web infrastructure that brings a combination of caching some content near the user, managing traffic and providing scalable access to all of the dynamic links to other content that need to be pulled directly from its source repository on demand.**

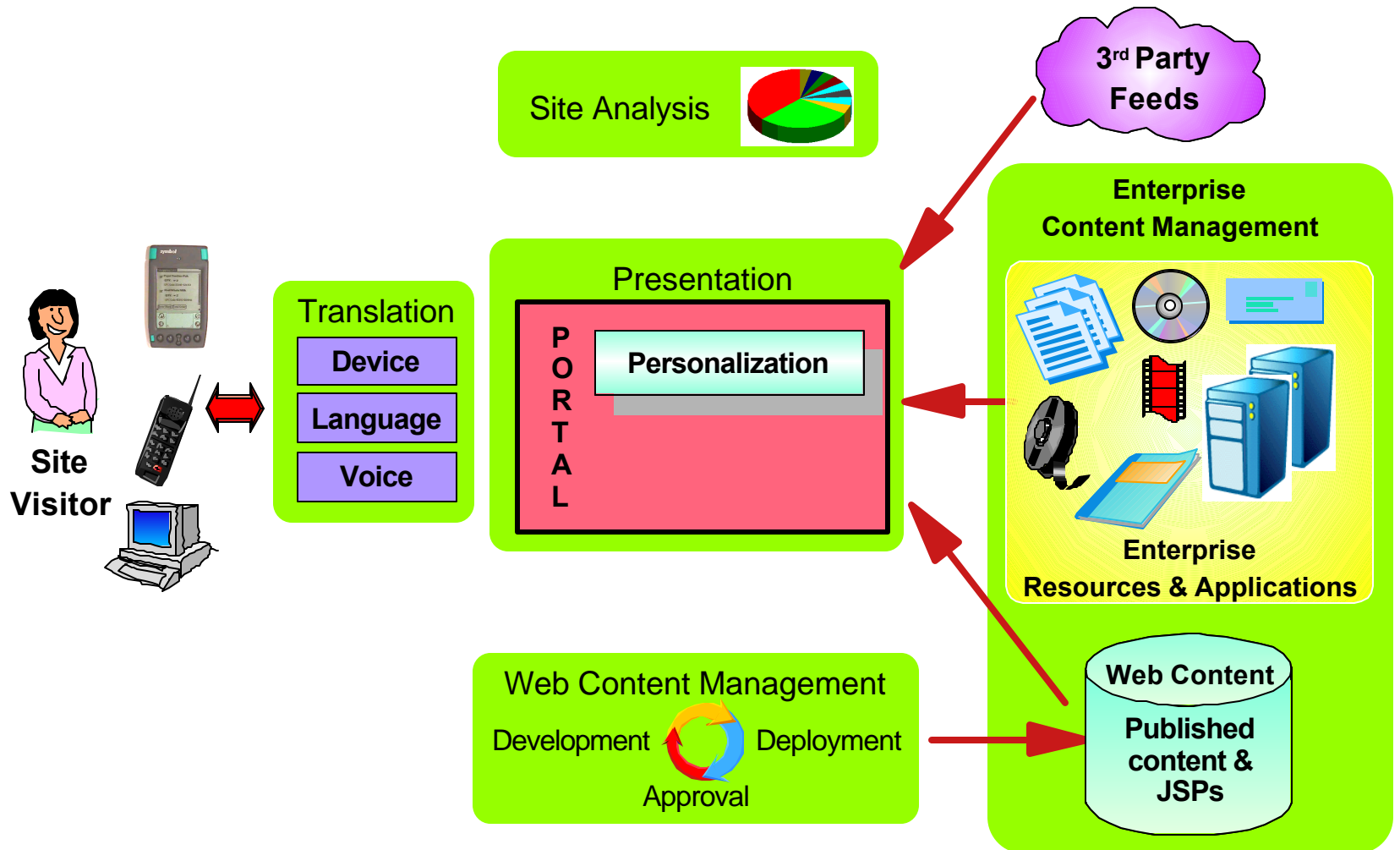
**This also calls for information integration so that you can leverage all the information in multiple repositories throughout your enterprise.**

**To protect all of your content, you need multiple levels of access controls and secure distribution.**

**Ultimately you need to be able to measure the effectiveness of how well-tailored content to your visitors is driving your business results. Analyzing the customer data will open up entirely new opportunities for your business.**

# Web Content Management

A Critical Element Of Enhancing The End User's Experience



**Web Content Management Is a Cross Industry Requirement**

Creation, version control, workflow approval and publishing of content