

IBM Content Manager



Highlights

- ***Enable e-business applications with business content—documents, images, computer output, forms and multimedia***
- ***Automate work processes to ensure best practices throughout your enterprise***
- ***Enhance customer satisfaction with content-driven Web self service***
- ***Provide an enterprisewide view of all content related to your customer relationships***
- ***Differentiate your Web presence by delivering high quality multimedia content***

Content Management—a pivotal step in the e-business evolution

Initially, the Internet was leveraged primarily as a vehicle for distributing information about a company and its offerings. Then e-commerce ushered in the advent of Web-based transactions. Today, forward-thinking companies are using the Web to develop new processes for doing business that boost both revenues and operational efficiencies—and ultimately profits. This is what e-business is all about.

The most successful of these new e-business processes span multiple, core business systems, including enterprise resource planning (ERP), customer relationship management (CRM) and supply-chain management (SCM). And at the heart of all of these systems is a broad mix of content—including reports, statements, faxes, phone call recordings, order letters, customer correspondence received, internally-generated documents, word processing documents or spreadsheets, training videos, and much more.

Providing an integrated view of all this content helps improve customer relationships and enables your employees, partners and suppliers to work more effectively together. But until now, integration has required an assortment of separate products and an equally broad range of skills to implement them.

IBM Content Manager is a complete set of capabilities that can help you capture, store and disseminate any kind of content that may come your way—fueling your e-business for explosive growth.

Everything you need for integrated content management

Based on years of experience in integrated document management, multimedia, imaging and workflow, IBM has incorporated all of the key elements of content management into a complete standards-based, coherent set of capabilities that you can deploy quickly and easily.

Putting a world of content at your fingertips

IBM Content Manager capabilities include :

- *Document imaging*
- *Document management*
- *Rich media management*
- *Computer Output and Enterprise Report Management*
- *Archiving in SAP and Lotus Notes environments*
- *Streaming Audio and Video*
- *Enterprise-wide search from Internet or intranet clients*
- *Automated workflow*

Here are some examples of what Content Manager can do for your business:

Convenient bill presentment

Monthly bills and statements may be the most visible and frequent interaction a business has with its customers. Customers are increasingly demanding online access to their electronic statements. Content Manager gives you the ability to present bills online and then interface with payment systems if desired.

Automate many CRM functions through Web self-service

Content Manager allows you to develop Web self service portals that present any type of critical information to your customers and partners regardless of format. This information might include documents a customer has sent to you, letters created internally, computer output, audio statements or video of a damage inspection. Using Content Manager, you can allow authorized users to find and view all the information related to a particular account or business transaction. Instead of staffing your customer support center for an ever-increasing amount of calls, you can now provide self-service 24 hours a day, 7 days a week. Customers are more satisfied, and you benefit through reduced call center costs.

Enhance the functionality of your Web sites

You can present any type of media over the Internet or an intranet. For example, you can provide Web-based training videos to remote employees to be completed or viewed at their convenience and at a cost dramatically less than traditional training approaches. If you are selling a product that requires assembly and a customer needs assistance, put a

short video on your Web site demonstrating a step-by-step assembly. You can also stream high quality video for entertainment to your viewers—such as Video On Demand solutions. Content Manager supports a broad range of standard formats including TIFF, JPEG, HTML, XML, AFP, MPEG and QuickTime V4.

Optimize internal workflow processes

Content Manager helps you control the overall flow of work across your organization to ensure that all tasks are prioritized and completed—on time, on target and on budget.

Optimize Lotus® Domino™ databases

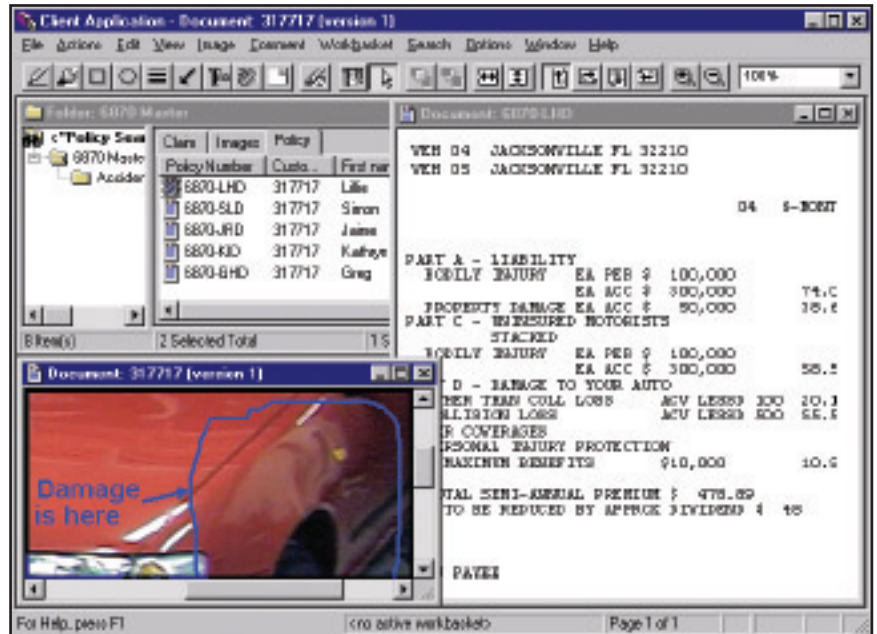
Today's Domino databases amass thousands of business-critical e-mail messages—many with space-consuming attachments. Content Manager can dramatically improve performance and reduce the size of your databases or systems by archiving messages, attachments and entire folders or databases. With the click of a button or a simple search, users can retrieve any archived information.

Heighten productivity of your customer service representatives

With the IBM CRM Content Management Services Offering, which integrates Content Manager and Siebel 2000, correspondence and reference information are automatically associated with customer cases. A complete view of customer contact history, including phone calls, statements, invoices and receipts is readily available.

Enhance your company's SAP® R/3® and mysap.com® system

With Content Manager, you can manage and store your company's diverse business information — including SAP R/3 data and associated incoming or outgoing paper documents— in a single digital archive. Your company's flow of information becomes completely electronic and presentable over the Internet or intranet to authorized members of your organization or your customers. This optimizes customer service, and complements your SAP business workflows, as representatives have immediate access to customer records as needed. The Content Manager archive also substantially reduces the size of your SAP databases resulting in response time improvements for all users. Content Manager can provide these benefits



to your company regardless of the size of your business, your industry or location. Take a look at how Content Manager has helped two cutting-edge e-businesses become better at what they do best.

Blue Cross and Blue Shield of South Carolina boosts productivity

Blue Cross and Blue Shield of South Carolina (BCBSSC) serves 21.5 million people worldwide, providing health insurance services to individuals, businesses and the federal government. For over 50 years, BCBSSC has amassed a tremendous amount of paper-based account information. Researching a claim meant wading through cabinets of folders and retrieving the customer file—a process that put a damper on productivity as well as customer service.

Working with IBM Business Partners SYSCOM and TrilliCom, BCBSSC developed a Web self service portal called My Insurance Agent using Content Manager. Through My Insurance Agent, customers can order new identification cards, check claim statuses and manage other tasks that were previously handled by the customer contact center. This Content Manager solution has boosted productivity by 30 percent and has enabled BCBSSC to reduce its claims backlog by 50 percent. What's more, the company stands to save hundreds of thousands of dollars in copying, storage and mailing costs.

Nestle saves time with Content Manager

Headquartered in Vienna, Nestle Österreich (Nestle) is the largest food company in the world. With annual revenues of \$210 million, Nestle was burgeoning with growth—and paperwork. In Nestle's Austrian division alone, over 90,000 invoices are archived a year, either in a traditional paper filing system or by spooling them to disk. To address customer concerns, representatives would have to retrieve these documents—forcing the customer to wait on hold. Reprinting copies of the invoices was also a time-consuming operation.

Using Content Manager, Nestle developed a CRM solution that allows customer service agents to respond quickly to customer queries, because now representatives can instantly retrieve the archived documents they need to address concerns. Should a customer require an invoice to be reprinted, Nestle is able to print, fax or e-mail it immediately. The time needed to print copies of an invoice has been reduced by 97 percent. The Content Manager solution has paid for itself in less than 12 months since sales are reflecting the enhanced customer service.

As these examples demonstrate, the intelligent implementation of content management in e-business applications can bring unprecedented value to an organization. And Content Manager is key to their continued success.

Find out more

For further information, please contact your IBM representative or IBM Business Partner, or visit the IBM Content Manager home page at

ibm.com/software/data/cm



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01-01
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G000-0000-00