Information Management software

Agile enterprise content management and the IBM Information Agenda.

Delivering a common information framework for uncommon business agility

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Highlights

■ *Helps deliver business value rapidly — in days instead of months*

■ *Shortens time to value through faster and more flexible ECM application development and deployment*

■ *Bridges the gap between business and IT by empowering business users with quick access to ECM capabilities and active content*

■ *Provides information that is unified, accurate and in context with critical business processes and policy management*

■ *Improves data governance to better support corporate and regulatory compliance*

Global marketplace forces are impacting companies worldwide. The economic downturn and credit crunch are calling for new efficiencies in business. Emerging marketplaces and global competition are intensifying the need for companies to do more — better and faster. Information overflow is complicating day-to-day operations, while new customer demands are calling for companies to be more responsive.

At the heart of these and other business challenges — and every opportunity to improve business operations — is information. And too often, business information is incomplete, inconsistent, outdated or unavailable when and where individuals need it the most. As a result, businesses are unable to adapt to their new and changing business environments, and can miss opportunities while functioning day to day with inefficiencies, misinformation and unnecessary costs.

Today, companies are rethinking their approach to information delivery. It's time for a paradigm shift from siloed organizational information to the design and deployment of an enterprise-wide information framework. Organizations are ready to optimize their businesses and flex with the times through the advanced use of information. It's called business agility.

Business agility—from IBM
More than ever, companies need business agility—so they can quickly respond to changing demands across the organization and from a highly dynamic marketplace. This requires streamlining and improving business processes that can offer up information on demand, for proactive decision making at every turn.
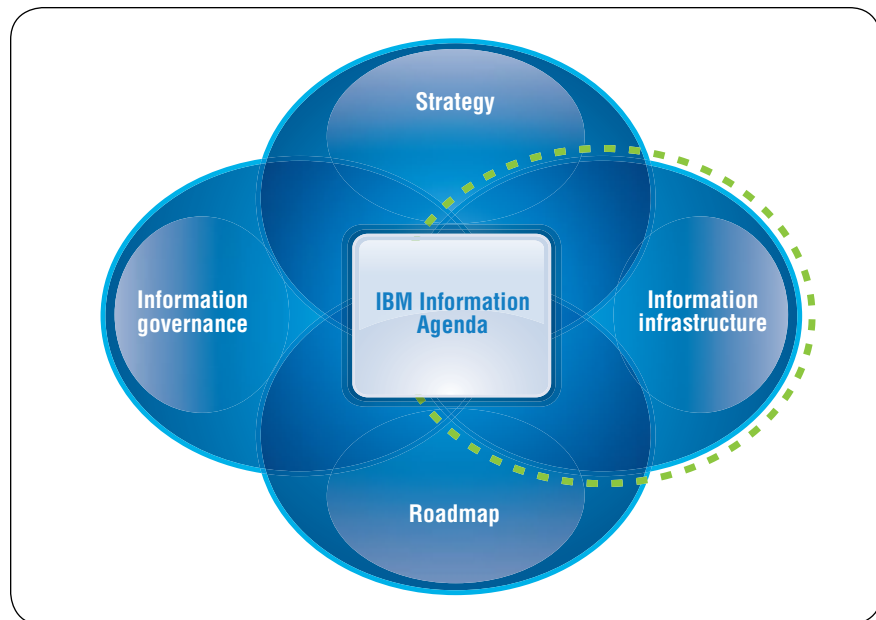
A new methodology can help ensure that trusted information permeates the organization—the IBM Information Agenda™ approach serves as both a strategy and a tactical roadmap, bringing together the people, processes and technology necessary to transform increasing volumes of information into a business asset that can deliver more value. To help companies establish and leverage an information agenda, IBM offers innovative processes and technology—including agile enterprise content management (ECM) solutions that can help you realize considerably more value from your sea of information.

The Information Agenda approach—harnessing valuable information
The Information Agenda can help improve your organization by unlocking the business value of information across data and content silos, and mapping out strategic changes to business processes and the information infrastructure. In this way, you can better share and deliver trusted information across applications and processes—allowing you to respond and adapt quickly to unpredictable, up-to-the-minute changes in information, whether global or local. Companies can utilize leading software and consulting services from IBM to assist in developing a customized implementation roadmap, often in a matter of weeks.

Information infrastructure is a key component of the IBM Information Agenda platform.

The Information Agenda is comprised of four stages—strategy, governance, information infrastructure and a deployment roadmap—that can help your organization become a nimble, information-based enterprise:

- *Information strategy*—Defines the principles for creating and exploiting trusted information, and provides a comprehensive vision for components of the Information Agenda.
- *Information governance*—Enhances the quality, availability and integrity of a company's information assets.
- *Information infrastructure*—Provides a common information framework across the enterprise and is developed using key technology components and capabilities, such as ECM, to integrate current investments with future technologies for enhanced return on investment (ROI).
- *Deployment roadmap*—Establishes exactly where an organization currently stands in terms of the maturity of information use, and where it wants to go in the future.

ECM—a key component of the Information Agenda

The information infrastructure portion of the Information Agenda typically includes several important elements, such as information integration, master data management, dynamic warehousing and enterprise data management. Another key component to the information infrastructure of the Information Agenda is ECM, and IBM provides one of the most advanced, flexible ECM platforms in the marketplace today.

To address multiple business needs across the enterprise, companies need a common platform for managing content, process and compliance issues. The ECM platform from IBM provides interoperability to the widest selection of database, operating system, storage, security and Web server environments, helping reduce integration costs and improve efficiency. With this open flexibility, you can simplify and accelerate application deployment, implementing the right solutions for your industry.

ECM solutions support the Information Agenda by managing content—such as e-mail, documents and multimedia—in the context of business processes while also helping to manage risk through compliance and eDiscovery solutions. In other words, ECM solutions are a key foundational element of an Information Agenda approach focused on realizing the promise of information on demand.

The agile ECM approach from IBM helps bridge the gap between business and IT by empowering your business users with quick access to ECM capabilities and active content. Familiar, easy-to-use frameworks deliver information in real time—such as performance metrics and compliance data—so employees can effectively respond to ongoing business opportunities and challenges. IBM ECM solutions offer

extensible repositories and services that span multiple content types, for highly flexible content management and related business processes. They also deliver information to a wide range of business applications using open, integrated standards.

Regardless of your current business environment, agile ECM from IBM can help you manage the content and optimize the processes at the center of your business operations. It provides the valuable business process management, content management, compliance management and discovery management needed to support your content-based business transformation—made possible with your information agenda.

Document-centric business process management

Rigid processes can make it difficult to respond to new challenges and opportunities as they arise. Through automation, however, you can put your content to work inside your critical business processes, for faster, more confident decision making. IBM ECM offers business process management tools that can help empower business users, improve collaboration, and improve your reaction to business events and changes as they occur.

Content management

Unstructured content, such as scanned images, electronic documents, Web pages, videos, e-mails and paper files, can create significant information management challenges for companies. Worse yet, when managed ineffectively, this valuable information can lie dormant or remain entirely inaccessible to those who need it. When you can access and use content of any type in a consistent, repeatable manner, you can respond rapidly and accurately to information demands. Agile ECM solutions from IBM help make it easier to create, revise, store and manage content—so end users can access the right information at the right time.

Compliance management

With limited visibility and inadequate control of your important business content, you could have a tough time meeting regulatory compliance demands. But as an agile enterprise, you can support compliance and risk management policies and regulations through improved visibility and management of content. IBM ECM compliance products can provide an integrated, on-demand architecture that helps address your compliance needs for flexible, more compliant information management.

Discovery management

When you proactively manage information, you can be ready to retrieve information at any time, especially to facilitate litigation response. Discovery management helps users find content when it matters most, turning passive content repositories into active sources of insight. ECM from IBM offers critical discovery management tools that can help you collect, organize, manage and retrieve relevant enterprise information in a security-rich, auditable manner.

Key agile ECM solutions from IBM	
Document-centric business process management	• Design • Simulation • Execution • Monitoring • Optimization
Content management	• Business content services • Transactional content • Document management • Content integration
Compliance management	• Content collection and archiving • Records management • SAP archiving • eDiscovery • Advanced classification
Discovery management	• Content search and access • Content classification • Content analytics and insight

Conclusion

The need for speed is here to stay. Your rapidly changing marketplace conditions and business needs drive you to quickly innovate and optimize your business. The IBM Information Agenda helps bring together people, processes and technology so that people across your organization have the flexibility to meet changing conditions with focused, on-the-fly decision making. Developing a common, enterprise-wide information infrastructure is a key to managing your information as a strategic asset. The agile ECM portfolio from IBM helps integrate business and IT strategies through business process management and delivers a common information framework—for uncommon business agility.

Agile ECM from IBM: Solutions for today's competitive industries

Construction, architecture and engineering

Construction field personnel interact daily with multiple contractors who inspect and document their project work. This demands accurate record keeping and reporting of all construction activity, which requires a variety of documents in many different forms. Yet delays in data entry, damaged paper forms and transcription errors can impact project success and project costs. With an agile, comprehensive ECM business process from IBM, personnel can digitally author and manage these documents and other contextual information, such as maps and equipment inventories, and deliver them electronically to field contractors — improving speed, enhancing data quality and cutting project costs.

Energy and utilities

Energy and utility companies face unique information sharing and business process challenges — such as increased compliance requirements, aging assets that need repairs or retirement, and intellectual property that exists solely in the minds of retiring employees. ECM solutions from IBM enhance asset operations through improving the content and processes related to the evolution of all assets, from their initial design through decommissioning. The solutions offer reliable methods for maintaining stringent regulatory require- ments, including audit trails and documented business processes. IBM ECM also offers flexible capabilities for capturing knowledge from the workforce. Using an enterprise-wide document management system, energy and utility companies can see enormous return on their technology investments.

Chemical and petroleum

Chemical and petroleum companies contend with vast amounts of unstruc- tured content, such as satellite images and aerial photogrammetry, which they must maintain and coordinate for viable use. They are also burdened by tough state and federal regulations, such as U.S. Securities and Exchange Commission requirements and U.S. Environmental Protection Agency mandates. ECM solutions from IBM create a common repository for content, from lease agreements to reserve accounting estimates. They provide an infrastructure to help streamline content-related processes, make relevant content more accessible, and help support regulatory compliance while reducing the costs of compliance efforts.

Why IBM ECM?

From creating an Information Agenda to providing the technologies, products, services and expertise needed to exe- cute your agenda, IBM can help. Agile ECM from IBM is a key component of the IBM Information Agenda approach and helps the world's top companies make better decisions, faster. As a mar- ketplace leader in content, process and compliance software, IBM ECM delivers a broad set of mission-critical solutions that can solve today's most difficult business challenges — especially man- aging unstructured content, optimizing business processes and helping satisfy complex compliance requirements. Today, 450 IBM Business Partners in 170 countries deliver more than 200 solutions built upon the IBM ECM portfolio, with the knowledge, expertise and best practices to zero in on unique industry needs. Worldwide, more than 13,000 companies, organizations and governments rely on agile ECM from IBM to help improve performance and remain competitive through innovation.

For more information

For more information about agile ECM solutions from IBM and the IBM Information Agenda approach, please contact your IBM representative or visit:

ibm.com/software/ecm