

**Information Management** software

## Agile Enterprise Content Management



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### In Brief

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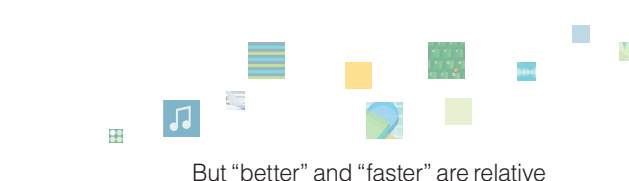
*Helping organizations achieve greater business agility, IBM's Enterprise Content Management portfolio provides flexibility in a services oriented environment to help empower business users, shorten time to value and respond faster to changing requirements. Agile ECM delivers solutions rapidly to solve increasingly complex business problems, helping organizations make better decisions faster.*

Not many years ago, before the rise of Enterprise Content Management (ECM), companies used document management or imaging to help automate tasks. The tasks were simple and usually solved a specific business problem very well. Now the need for ECM is broader, spanning many different business challenges, demanding globally integrated solutions optimized for immense volumes of content, thousands of processes and unending regulatory challenges.

Organizations need content to optimize their businesses but continue to struggle with how to manage all they have. Content remains locked in various silos across the organization. The volume of content, the variety of content types and the multi-channel world an organization has to deal with continue to grow dramatically. The velocity of business in today's market is driving more real-time requirements for accessing and using content.

IBM's integrated ECM portfolio helps solve these problems. The ECM platform is the content backbone and business processing system that improves workforce agility and effectiveness, serving up content in context of daily, critical decisions. It empowers business users, shortens time to value and helps users respond faster to changing requirements.

Day in and day out, organizations put content to work using relevant, dynamic business processes. The decisions made are in real-time; the results accountable, measured and compliant. The expression that IBM ECM helps companies make "better decisions faster" is not a slogan; it's a reality for those successful companies that manage and deliver content for excellent customer service, maximum workforce efficiency and double-digit return on investment.



But “better” and “faster” are relative terms. What you could do yesterday in a week might have kept you ahead of your competition. But today customers want it in a day—or an hour. You need business agility to respond; you need agile ECM.



### Why agility matters

Today’s marketplace is characterized by change. In IBM’s annual CEO study<sup>1</sup> of more than 1,100 companies, CEOs worldwide recognize that both the pace and amount of change is accelerating. For many companies and industries, these changes are becoming more significant—even transformative—in nature.

Factors include industry convergence or consolidation, aggressive low-cost global competitors, more complex regulatory requirements, fewer resources and other market changes that require immediate response from your organization to adapt, keep ahead of the competition and meet customer expectations.

Organizations must be agile to succeed in today’s changing world. It is increasingly difficult to differentiate based on products and services alone. According to Business Technology Management Institute<sup>2</sup>, agile businesses have 29 percent higher earnings per share. Technology enables enterprises to look at their business model in ways never before possible.

It is important to start thinking of your business processes as a key strategic asset that can enable agility.

According to Gartner’s 2008 CIO study<sup>3</sup>, companies are raising the bar in improving their business processes in two important ways:

1. *They start by improving departmental processes, then extend them to enterprise processes.*
2. *They automate processes, making them visible, then continuously optimize processes and make them more dynamic and able to adapt rapidly to change.*

Most likely, you already have components of an ECM system, but regardless of your current state, there are several critical product areas that can be optimized to improve your business agility.


### Content-centric business process management

It is essential to put content to work inside your critical business processes. Improving these processes through automation supports faster, more confident decision making. The agile business needs to create and change its processes rapidly to respond to new challenges and opportunities. Empowering business users for this purpose can significantly impact competitive advantage. Furthermore, for maximum agility, organizations can integrate content-centric business processes with other enterprise data and applications to improve the collaboration between business users and their IT partners. Put capabilities in the hands of business users such as:

- *Designing and deploying content-centric applications in minutes instead of months.*
- *Reusing strategic assets for consistency and speed.*
- *Optimizing applications for critical decisions, leveraging the right information at the right time.*
- *Adapting dynamically to changes in the business environment by using a services oriented infrastructure.*
- *Putting to work content from any repository in the enterprise.*



### Content management



Managing unstructured content throughout your organization—such as scanned images, electronic documents, web pages, video, e-mail and paper files—is a core ECM capability. Business agility is achieved by using content of any type in a consistent, reusable manner to respond rapidly and accurately to demands for information. Organizations today are often constrained by their ability to process content efficiently. Therefore, content management systems must make it easier to create, revise, store and manage content from the applications of choice by end users, while maintaining corporate policies for enforcing compliance and legal discovery. Content management capabilities should include:

- *Enterprise scalability, reliability, manageability and cost effectiveness.*

## An Agile ECM Customer Consolidated Edison

Consolidated Edison is one of the nation's largest investor-owned companies, providing electric, gas and steam to customers in New York City and neighboring areas. Using IBM software, Con Edison has installed a mobile office wireless solution used by construction field personnel to access corporate applications.

Workers have heavy interaction with multiple contractors, inspecting their work and documenting the progress on various projects. Many documents are necessary for the accurate record keeping and reporting of construction activity. Previously, Con Edison captured the information on paper forms, which were then filed in a project book or transcribed into an online data storage system. This method of capturing data was flawed by delays in data entry, damaged paper forms and errors during transcription, among others.

The new solution utilizes IBM FileNet® Content Manager and IBM FileNet Business Process Manager, and the information captured is used to populate Con Edison legacy databases. In addition, engineering drawings, permits, work authorizations and additional supporting documentation are now delivered to contractors electronically, which improves speed and drastically reduces project costs.

The mobile office solution provides agile, end-to-end process automation and a complete document archive for key strategic information utilizing a state-of-the-art communication platform. The company benefits from management reporting of work in progress as well as historical metrics. Additionally, the software can be leveraged throughout the enterprise across different business units, extending its value and flexibility.

*“Continuing to invest in and leverage the IBM FileNet P8 platform has enabled us to demonstrate how open IBM can be as well as how it can be utilized in more creative, strategic ways.”*

Denis Smalley, manager of construction services for Con Edison

- Intuitive integration to content collaboration environments such as Lotus® Quickr and Microsoft® SharePoint.
- Easy-to-use desktop integration to office productivity products such as Lotus Symphony and Microsoft Office.
- Ability to author, store and reuse content components in open, standard XML formats and access through open web services.

### Compliance management

A key goal of the agile enterprise is to support compliance and risk management policies and regulations, improving visibility and control of content while keeping unnecessary costs down throughout the lifecycle. This can be accomplished with agile ECM capabilities such as:

- IBM ZeroClick policy enforcement, which automates complex repetitive decisions and helps reduce end-user workload and mistakes by uniquely using process, events, rules, metadata and advanced classification to enforce policy throughout the information compliance lifecycle.
- Content collection and archiving based on a modular, extensible architecture that enables organizations to take back control and unlock business value of content, while enforcing compliance and operational policies.
- Records management that can be extended with new federation and advanced classification capabilities, which increase the agility of the records and retention management lifecycle process.



- *eDiscovery capabilities that take the higher cost out of electronic discovery and increase agility in responding to litigation and investigative matters.*

### Discovery management

Discovery management, which helps users find content when it matters most and turn passive content repositories into active sources of insight, provides critical tools such as:

- *Federated enterprise search to provide easy and familiar access to secured business content stored across many different repositories.*
- *Content analytics to enable organizations to increase return on their enterprise content investment by analyzing unstructured content together with structured data to gain valuable, business-changing insight from all information.*
- *Content classification to rapidly organize disparate content for the high-value applications that drive return on investment with ECM. This shifts the classification burden away from users to cut costs while simultaneously accelerating the rate at which new content-enabled applications gain adoption from users and provide returns to the organization.*

### Conclusion

Today's enterprise environment moves faster and faster. Empower your users to respond to changing requirements with an ECM solution that combines the power of content and process. IBM's ECM solutions help you solve today's increasingly complex business problems with agility, helping organizations make better decisions faster.

### Why IBM ECM?

IBM's Enterprise Content Management software enables the world's top companies to make better decisions, faster. As a market leader in content, process and compliance software, IBM ECM delivers a broad set of mission-critical solutions that help solve today's most difficult business challenges: managing unstructured content, optimizing business processes and helping satisfy complex compliance requirements through an integrated information infrastructure. More than 13,000 global companies, organizations and governments rely on IBM ECM to improve performance and remain competitive through innovation.

### For more information

For more information about IBM Enterprise Content Management solutions, please contact your IBM sales representative or visit:

[ibm.com/software/ecm](http://ibm.com/software/ecm)

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<sup>1</sup> IBM, "IBM Global CEO Study," May 2008

<sup>2</sup> Business Technology Management Institute, "The Art and Science of Business Agility," Sept. 10, 2007

<sup>3</sup> Gartner EXP, "Making the Difference: The 2008 CIO Agenda," Jan. 23, 2008

