



Enterprise Content Management

Definitions, components, and challenges

Dr. Ulrich Kampffmeyer

DMS EXPO

Köln, 19. September 2006

P R O J E C T C O N S U L T

Unternehmensberatung Dr. Ulrich Kampffmeyer GmbH

**Enterprise Content
Management**
Definitions, components,
and challenges
Dr. Ulrich Kampffmeyer


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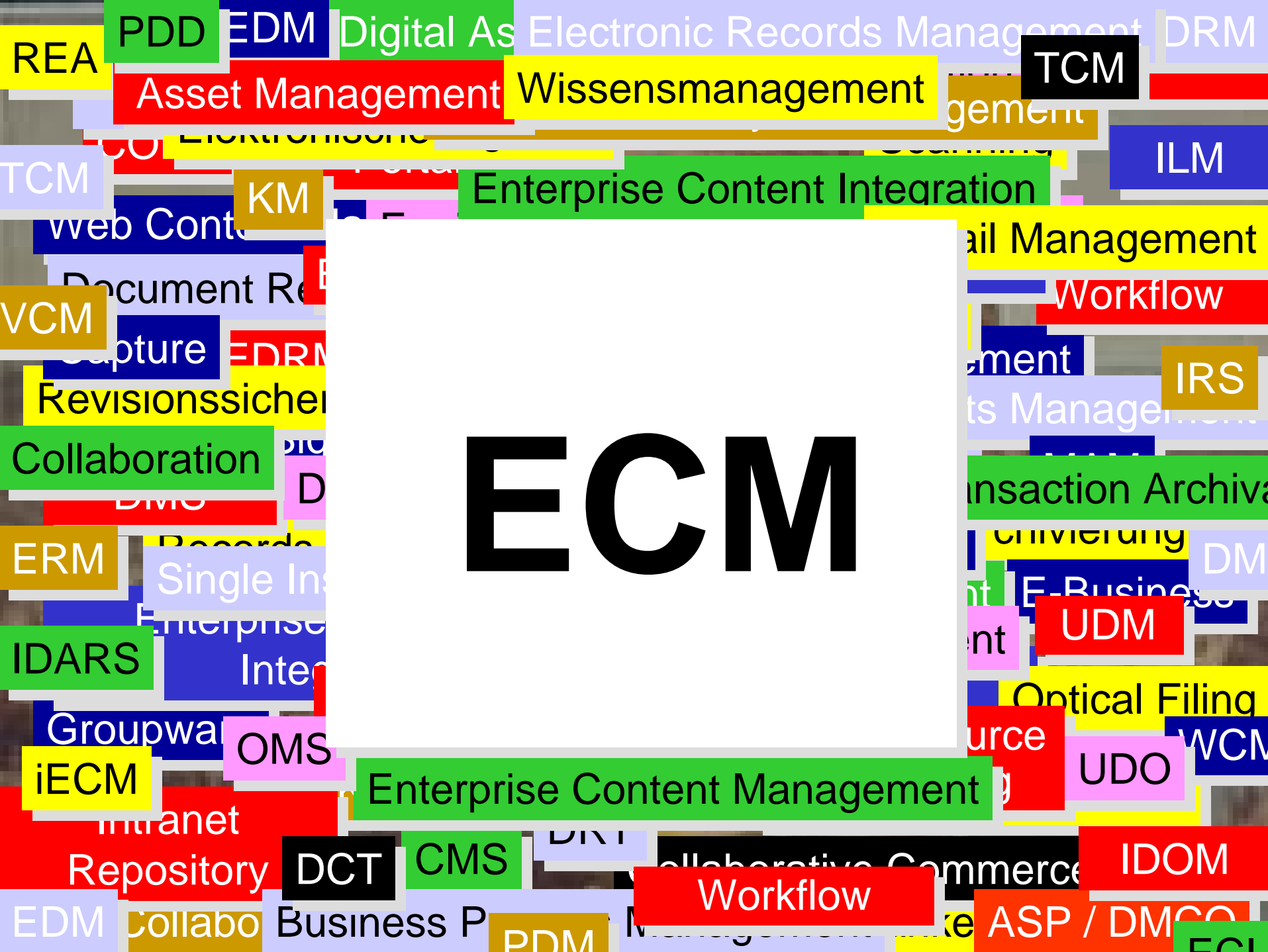
- Babylon: Terms & Acronyms
- Definition
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Babylon: Terms & Acronyms

ECM





?

ERP
CRM
CMS

ERP

CRM

CMS



ECM

CAPTURE

How do you move content — paper or electronic — into your content repository for reuse, distribution, and storage?

Input Designs Indexing Categorization

Creation/Authoring

Technologies

Office Documents

OCR HCR

Forms

ICR OMR

Rich Media

IDR

Microfilm

Document Imaging

ERP

Forms Processing

E-Billing

E-Forms/Web Forms

Financial Applications

Aggregation

XML

COLD/ERM

Recognition

Human Created

Application Created

MANAGE

What are the tools and techniques for moving content around an organization and monitoring those tools' performance?

Document Management

Document management technology helps organizations better manage the creation, revision, approval, and consumption of electronic documents. It provides key features such as library services, document profiling, searching, check-in, check-out, version control, revision history, and document security. Used extensively in document-intensive industries such as insurance or legal services, document management technology enables organizations to improve usability, accessibility, and security, while gaining greater control over electronic documents.

Records Management (RM)

Records management technology enables an enterprise to assign a specific lifecycle to individual pieces of corporate information. Some of its key features include record classification, retention and disposition schedules, and reporting capabilities. Records management technology is most often used in highly regulated industries such as pharmaceuticals that require complete control of content from creation through retention and disposition. Common drivers for implementing RM technology include risk reduction and the ability to better comply with key regulatory requirements.

Workflow/Business Process Management (BPM)

Workflow capabilities enable organizations to manage the content creation, management, approval, and lifecycle of the content through retention and disposition, as well as the business processes surrounding the use of content. This technology provides a tool for automating formerly manual—and many times paper-based—business processes, as well as for handling the interrelationships between process components, participants, procedures, information, tasks, and management. Frequently used in high-volume structured scenarios such as insurance claims processing or mortgage processing, workflow and BPM technologies typically include key features such as a graphical design builder, automated routing of content based on business rules, and task management within the process flow. Organizations typically look to these technologies to help them save time and improve productivity.

Web Content Management (WCM)

Web content management technology addresses the content creation, review, approval, and publishing processes of Web-based content. Key features include creation and authoring tools or integrations, input and presentation template design and management, content re-use management, and dynamic publishing capabilities. Designed for implementation across all Web-based applications—including the Internet, intranets, and extranets—WCM technology provides organizations with the ability to more efficiently and effectively manage content produced specifically for Web-based access. For many organizations, the primary drivers for WCM include enhanced productivity and the ability to create and publish content in a more timely and efficient manner.

Collaboration

Collaboration technologies enable individual users, such as employees or business partners to easily create and maintain project teams, regardless of geographic location. These technologies facilitate collaborative, team-based content creation through functionality such as discussion threads, whiteboard and annotation capabilities, instant messaging and chat, real-time meeting functionality, and virtual workspaces. Collaboration technology can deliver three major classes of functionality: communication channel facilitation, lifecycle management, and project facilitation. Organizations typically deploy these technologies to save time, streamline processes, cut costs, and improve time to market.

Technologies

NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

DELIVER

How do you get the right content to the right audience on the right device?

Transformation Technologies

Security Technologies

Distribution

COLD/ERM

PKI

Personalization

XML

Digital Rights Management/Watermark

PDF

Compression

Digital Signatures

Syndication

Paper

Internet

Extranet

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STORE

Where do you put your content and how do you find it again?

Repositories

Library Services

File Systems

Search

Version Control

Content Management Systems

Check-In/Check-Out

Retrieval

Databases

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Audit Trail

PRESERVE

What are your options for long-term archival and storage of your company's essential content?

Archive Types

Paper Film Optical CAS NAS/SAN

CAPTURE

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Film

CAS

Optical

NAS/SAN

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Publishing

Definition

STORE

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NAS

SAN

Magneto Optical

DVD

CD-ROM Tape

Magnetic Storage

RAID

Optical Disc

PRESERVE

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NAS/SAN

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Application Created

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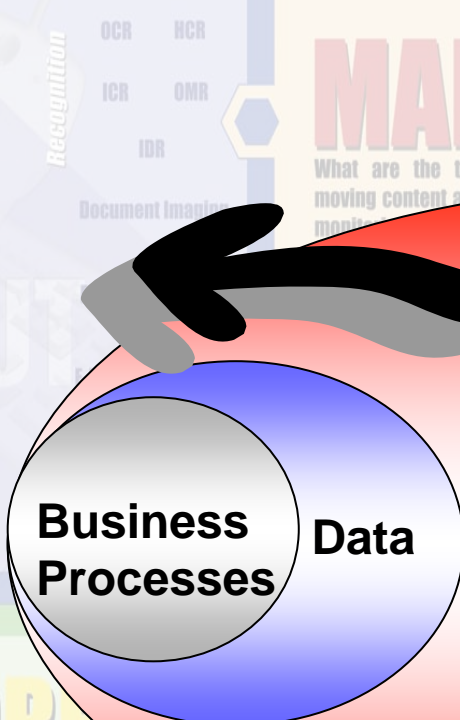
DELIVER

How do you get the right content to the right audience on the right device?

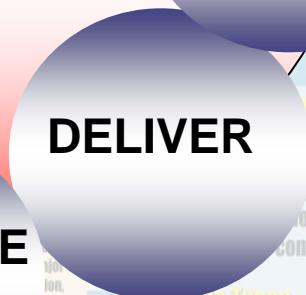
Transformation Technologies Security Technologies Distribution

MANAGE

What are the tools and techniques for moving content around and monitoring it?



Unstructured Content



Human Created

Application Created

- Creation/Authoring
- Technologies
- Office Documents
- Forms
- Rich Media
- Microfilm
- Recognition
- OCR
- HCR
- ICR
- ONR
- IDR
- Document Imaging
- ERP
- E-Billing
- Financial Applications
- XML

- Transformation Technologies
- Security Technologies
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- Internet
- Extranet
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- Digital Rights Management/Watermark
- PKI
- COLD/ERM

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- Audit Trail

- Technologies
- NAS
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- Magneto Optical
- DVD
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- Archive Types
- Paper
- Film
- Optical
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- NAS/SAN

CAPTURE

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Creation/Authoring

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Office Documents

OCR HCR

Forms

ICR ONR

Rich Media

IDR

Microfilm

Document Imaging

ERP

Forms Processing

E-Billing

E-Forms/Web Forms

Financial Applications

Aggregation

MANAGE

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Records Management (RM)

Records management technology enables an enterprise to assign a specific lifecycle to individual pieces of corporate information. Some of its key features include record classification, retention and disposition schedules, and reporting capabilities. Records management technology is used to create, store, retrieve, and dispose of records in a secure and controlled manner.

Workflow/Business Process Management (BPM)

Workflow capabilities enable organizations to manage the content creation, management, approval, and lifecycle of the content. Some of its key features include content classification, retention and disposition schedules, and reporting capabilities. High-volume captured scenarios such as insurance claims processing or mortgage processing, workflow and BPM technologies typically include key features such as a graphical design builder, automated routing of content based on business rules, and task management within the process flow. Organizations typically leverage these technologies to help them save time and

Web Content Management (WCM)

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DELIVER

How do you get the right content to the right audience on the right device?

Transformation Technologies

Security Technologies

Distribution

COLD/ERM

PKI

Personalization

Digital Rights Management/Watermark

PDF

Compression

Syndication

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Email

Fax

Print

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Where do you put your content and how do you find it again?

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Tape

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RAID

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PRESERVE

What are your options for long-term archival and storage of your company's essential content?

Archive Types

Paper

Film

CAS

Optical

NAS/SAN

Enterprise Content Management: Technologies used to Capture, Manage, Store, Preserve, and Deliver Content and Documents related to Organizational Processes.

CAPTURE

How do you move content — paper or electronic — into your content repository for reuse, distribution, and storage?

Input Designs Indexing Categorization

Creation/Authoring

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IDR

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E-Billing

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COLD/ERN

XML

Resolution

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What are the tools and techniques for moving content around an organization and monitoring those tools' performance?

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Records management technology enables an enterprise to assign a specific lifecycle to individual pieces of corporate information. Some of its key features include record classification, retention and disposition schedules, and reporting capabilities. Records management technology is most often used in highly regulated industries such as pharmaceuticals that require complete control of content from creation and disposition. Common drivers for implementing RM technology include risk reduction, regulatory compliance, and cost reduction.

Workflow/business process management (WBM) workflow capabilities enable organizations to manage the content creation, management, approval, and lifecycle of the content through retention and disposition, as well as the business processes surrounding the use of content. This technology provides a tool for automating formerly manual—and many times paper-based—business processes, as well as for handling the interrelationships between process components, participants, procedures, information, tasks, and management. Frequently used in high-volume structured scenarios such as insurance claims processing or mortgage processing, workflow and BPM technologies typically include key features such as a graphical design builder, automated routing of content based on business rules, and task management within the process flow. Organizations typically look to these technologies to help them save time and improve productivity.

COLD/ERM

PKI

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Technologies

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Archive Types

Paper

Film

CAS

Optical

NAS/SAN

Enterprise Content Management is a Strategy or Vision, not a single Product!

Enterprise Content Management – infrastructure

E-Business

ERP AP/AR RM/A CRM HRM

Enterprise Applications

EAI

Integration

Workflow Collaboration

Enterprise Content Management

Data Warehousing Mining Web Content Management Doc Mgmt Imaging

Domino Exchange RDMS File System

Infrastructure

Technologies NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

ECM concept #1

CAPTURE

How do you move content from its original source to a central content repository for reuse, distribution, and storage?

How do you get the right content to the right audience on the right device?

Creation/Authoring

Technologies

Office Documents

OCR HCR

Forms

ICR

Rich Media

Recognition

Microfilm

Document

Input Designs Indexing Categorization

Document Management

Transformation Technologies

Security Technologies

Distribution

AIM International

Paper

Internet

Extranet

Intranet

E-Business

What are the tools and techniques for version control, revision history, and document security. Used extensively in document-intensive industries such as insurance, legal, and government.

ERP

AP/AR

RMA

CRM

HRM

Enterprise Applications

Records Management (RM)

Middleware

Workflow

Collaboration

Integration

Data Warehousing Mining

Web Content Management

Doc Mgmt Imaging

Enterprise Content Management

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Where do you put your content and it again?

Repositories

Libraries

File Systems

Content Management Systems

Databases

Data Warehouses

Search

Check-in/Check-Out

Version Control

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Web Content Management (WCM)

Web content management technology addresses the content

management of digital content. The primary drivers for WCM include enhanced productivity and the ability to create and publish content in a more timely and efficient manner.

Collaboration

Collaboration technologies enable individual users, such as

typically deploy these technologies to save time, streamline processes, cut costs, and improve time to market.

Domino

Exchange

RDMS

File System

Infrastructure

PRESERVE

What are your options for long-term archival and preservation of your company's essential content?

Media Types

Film

Optical

Paper

CAS

NAS/SAN

Technologies

NAS

SAN

Magneto Optical

DVD

CD-ROM

Tape

Magnetic Storage

RAID

Optical Disc

ECM concept #2

E-Business

ERP AP/AR RMA CRM HRM

Independent Services for all Applications

Domino

Exchange

RDMS

File System

Infrastructure

Technologies

NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

ECM concept #3

E-Business

Uniform, Federated Enterprise Repository for all Types of Information

Domino

Exchange

RDMS

File System

Infrastructure

CAPTURE

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Input Designs Indexing Categorization

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The « 5 C » of ECM

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Records Management (RM)

Records management technology manages an enterprise's specific lifecycle to individual pieces of corporate information. Some of its key features include classification, retention schedules, and reporting capabilities. Records management technology is highly regulated, as pharmaceuticals that require complete control of their records creation, retention and disposition, or compliance with technology include letter creation, retention and disposition requirements.

Business Process Management (BPM)

Business process management (BPM) is a management approach to managing the business processes within an organization. This technology is used to analyze, design, execute, monitor, and improve business processes. It is a cross-functional process that involves participants from many different departments. BPM is used in many industries, including insurance, mortgage, and banking. It is a workflow management system that automates and integrates the flow of work and task management within the process flow. Organizations typically look to these technologies to help them save time and improve productivity.

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Data Warehouses

Audit Trail





Content



A group of people are gathered around a long table in a meeting room, engaged in a collaborative activity. They are looking at laptops and documents. There are two bottles of Coca-Cola on the table. The scene is brightly lit, and the overall atmosphere is one of professional collaboration.

Collaboration





Compliance

*,, . . . whoever knowingly alters, destroys, mutilates, conceals, covers up, falsifies or makes a false entry in any record, document or tangible object with intent to impede, obstruct or influence the investigation or proper administration of any matter within the jurisdiction of any department or agency of the United States or any case filed under title 11 or in relation to, or contemplation of any such matter of case, shall be fined under this title, **imprisoned not more than 20 years**, or both."*

(Sarbanes-Oxley Act of 2002, Sec. 802, §1519)



Continuity



The background of the slide is a blurred image of several US dollar bills, likely \$100 bills, scattered across the surface. The focus is soft, making the details of the currency indistinct but recognizable. The colors are muted, with a mix of light and dark tones from the paper and ink.

Cost

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Web Content Management (WCM)

Web content management technology addresses the content creation, review, approval, and publishing processes of Web-based content. Key features include creation and authoring tools or integrations, input and presentation template design and management, content re-use management, and dynamic publishing capabilities. Designed for implementation across all Web-based applications—including the Internet, intranets, and extranets—WCM technology provides organizations with the ability to more efficiently and effectively manage content produced specifically for Web-based access. For many organizations, the primary drivers for WCM include enhanced productivity and the ability to create and publish content in a more timely and efficient manner.

Collaboration

Collaboration technologies enable individual users, such as employees or business partners to easily create and maintain project teams, regardless of geographic location. These technologies facilitate collaborative, team-based content creation through functionality such as discussion threads, whiteboard and annotation capabilities, instant messaging and chat, real-time meeting functionality, and virtual workspaces. Collaboration technology can deliver three major classes of functionality: communication channel facilitation, lifecycle management, and project facilitation. Organizations typically deploy these technologies to save time, streamline processes, cut costs, and improve time to market.



- Paper
- Internet
- Extranet
- Intranet
- Portal
- Email
- Fax
- Mobile Devices
- E-Statements

STORE

Where do you put your content and how do you find it again?

Repositories

Library Services

File Systems

Search

Version Control

Content Management Systems

Check-In/Check-Out

Retrieval

Databases

Data Warehouses

Audit Trail

Technologies

- NAS
- SAN
- Magneto Optical
- DVD
- CD-ROM
- Tape
- Magnetic Storage
- RAID
- Optical Disc

PRESERVE

What are your options for long-term archival and storage of your company's essential content?

Archive Types

- Paper
- Film
- CAS
- Optical
- NAS/SAN

CAPTURE

How do you move content — paper or electronic — into your content repository for reuse, distribution, and storage?

Input Designs Indexing Categorization

Creation/Authoring Technologies

Office Documents

Forms

Rich Media

Microfilm

Recognition

OCR HCR

ICR ONR

IDR

Document Imaging

Forms Processing

ERP

Human Created

Application Created

DELIVER

How do you get the right content to the right audience on the right device?

Transformation Technologies

Security Technologies

Distribution

Paper

Internet

Extranet

Intranet

Portal

Small

E-Statements

MANAGE

What are the tools and techniques for moving content around an organization and monitoring those tools' performance?

Document Management

Document management technology helps organizations better manage the creation, revision, approval, and consumption of electronic documents. It provides key features such as library services, document profiling, searching, check-in, check-out, version control, revision history, and document security. Used extensively in document-intensive industries such as insurance or legal services, document management technology enables organizations to improve usability, accessibility, and security, while gaining greater control over electronic documents.

Records Management (RM)

Records management technology enables an enterprise to assign a specific lifecycle to individual pieces of corporate information. Some of the key features include record classification, retention and disposition schedules, and reporting capabilities. Records management is most often used by highly regulated industries such as pharmaceuticals that require complete control of all information. Other industries that use records management include government, financial services, and insurance.

Workflow/Process Automation

Workflow and process automation technologies help organizations streamline their business processes. These technologies include key features such as a graphical design builder, automated workflow, and content-based business rules and task management within the process flow. Organizations typically look to these technologies to help them save time and improve productivity.

Web Content Management (WCM)

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PRESERVE

What are your options for long-term archival and storage of your company's essential content?

Archive Types

Paper Film Optical CAS NAS/SAN

STORE

Where do you put your content and how do you find it again?

Repositories

File Systems

Content Management Systems

Databases

Data Warehouses

Library Services

Search

Check-in/Check-Out

Audit Trail

Version Control

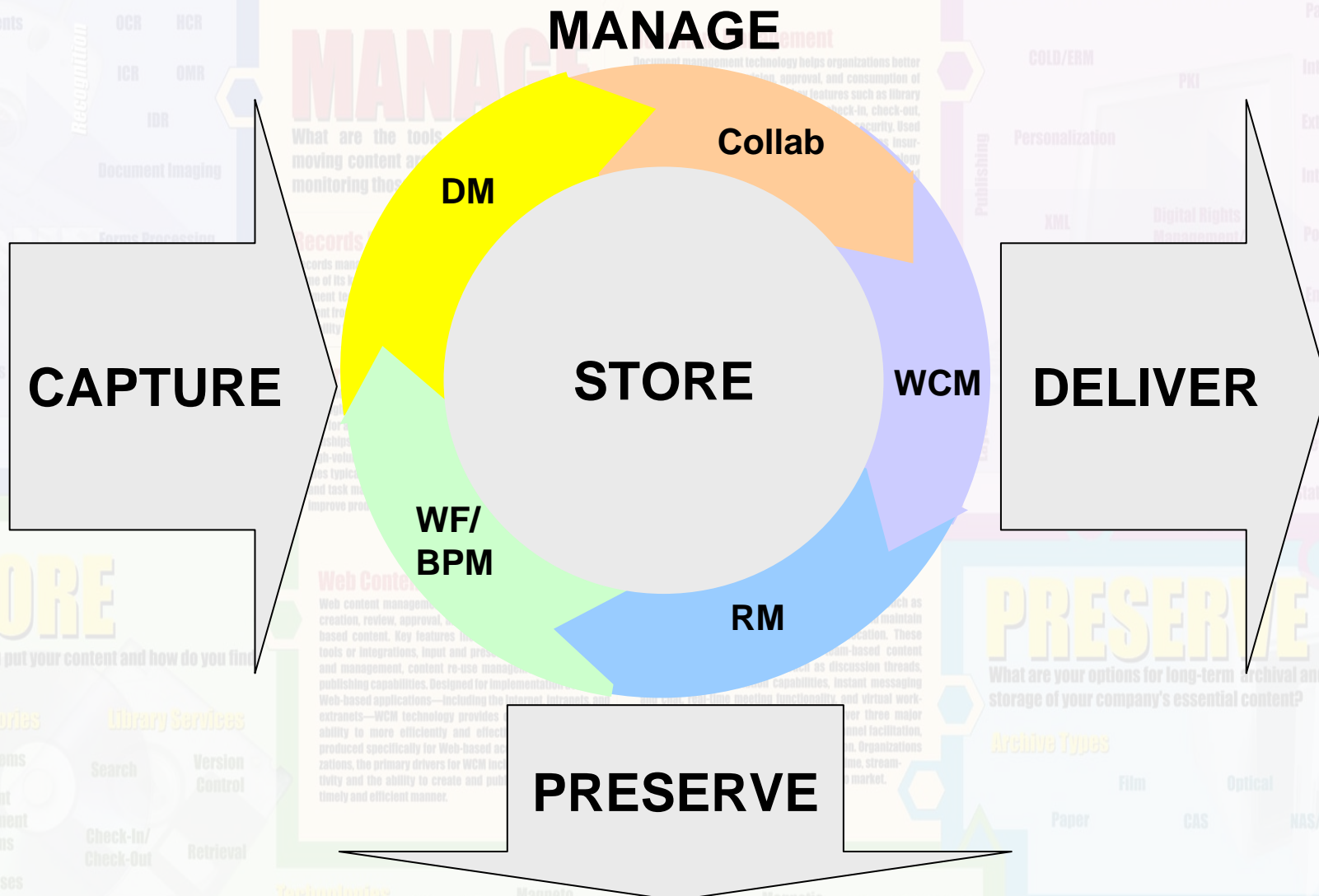
Retrieval

Technologies

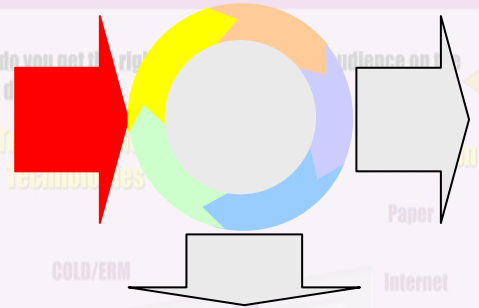
NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

ECM Components

AIIM Model for ECM Enterprise Content Management



CAPTURE Input Management



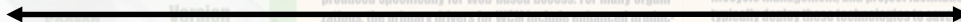
<i>Human created</i>	<i>Recognition</i>
<ul style="list-style-type: none"> • Office Documents • Form • Rich Media • Microfilm 	<ul style="list-style-type: none"> • OCR • HCR • ICR • OMR • Barcode
<i>Application created</i>	Forms Processing E-Forms/Web-Forms
<ul style="list-style-type: none"> • ERP • XML • Financial Applications • E-Billing 	Aggregation
	COLD/ERM

Indexing

Input Designs

Categorization

Input



CAPTURE How do you move content — paper or electronic — into your system and storage?

DELIVER How do you get it right to the right person in the right way?

MANAGE Document management technology helps organizations manage the creation, revision, approval and control of documents.

RESERVE What are your options for long-term archival and storage of your company's essential content?

Technologies NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

Creation/Authoring Technologies Office Documents Forms Rich Media Microfilm ERP E-Billing Financial Applications XML

Technologies OCR HCR ICR OMR

Archive Types Paper Film Optical CAS NAS/SAN

Repositories File Systems Content Management Systems Databases Data Warehouses

Control Search Check-in/Check-Out Retrieval Audit Trail

Human Created Office Documents Forms Rich Media Microfilm

Application Created ERP E-Billing Financial Applications XML

Document Management Document management technology helps organizations manage the creation, revision, approval and control of documents.

Personalization Digital Rights Management/Mark

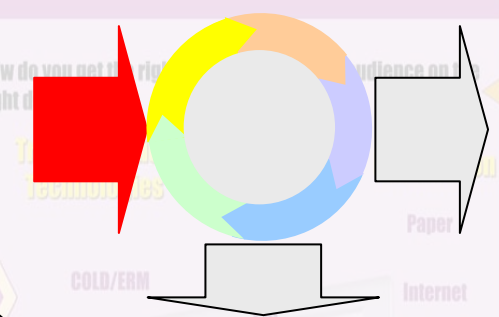
Output Paper Internet Extranet Intranet Portal Email Fax Services E-Statements

COLD/ERM

CAPTURE

Human created

DELIVER

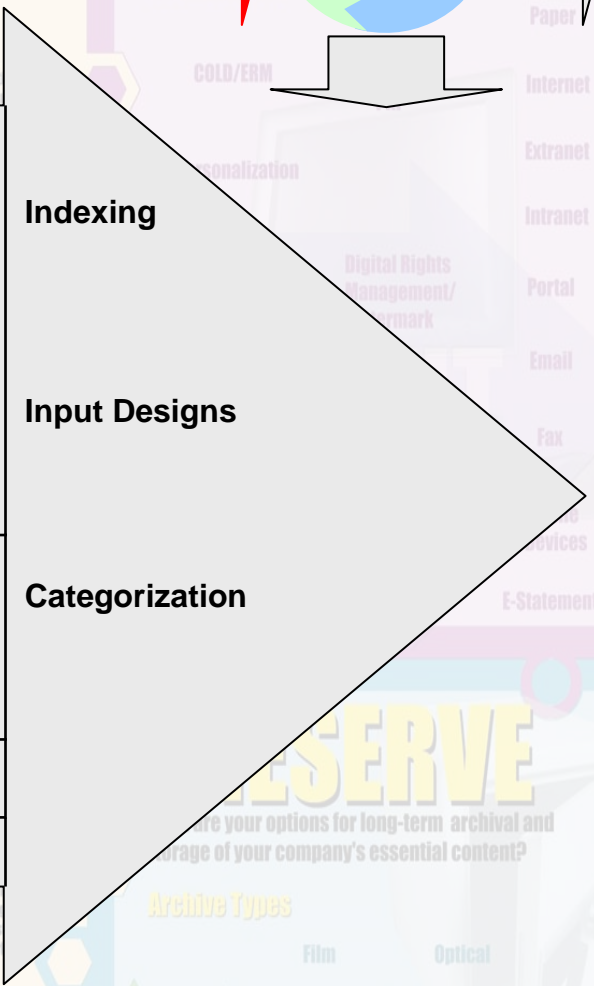


- Human created**
- Office Documents
 - Form
 - Rich Media
 - Microfilm

- Recognition**
- OCR
 - HCR
 - ICR
 - OMR
 - Barcode

- Application created**
- ERP
 - XML
 - Financial Applications
 - E-Billing

- Forms Processing**
- E-Forms/Web-Forms**
-
- Aggregation**
-
- COLD/ERM**



Creation/Authoring Technologies

Office Documents
Forms
Rich Media
Microfilm

Application Created

ERP
E-Billing
Financial Applications
XML

Repositories

File Systems
Content Management Systems
Databases
Data Warehouses

MANAGE

Document Management

Document management technology helps organizations manage the creation, revision, approval and control of documents.

Technologies

NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

RESERVE

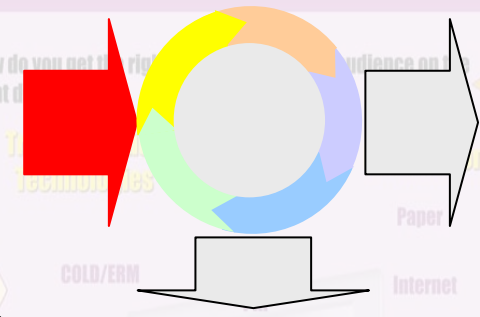
Archive Types

Paper Film Optical CAS NAS/SAN

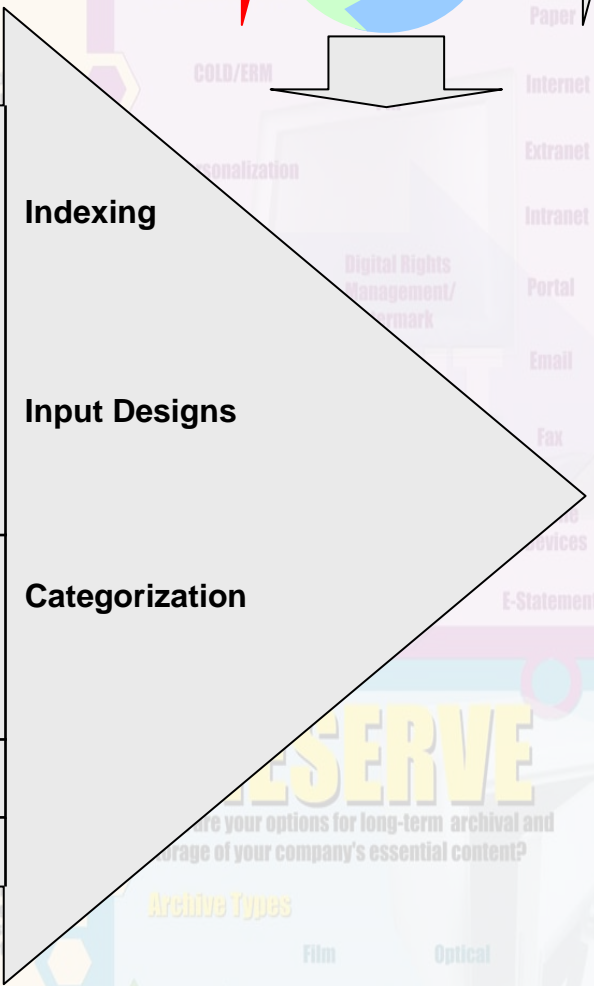
CAPTURE

Application created

DELIVER



<i>Human created</i>	<i>Recognition</i>
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<ul style="list-style-type: none"> • ERP • XML • Financial Applications • E-Billing 	<ul style="list-style-type: none"> Forms Processing E-Forms/Web-Forms Aggregation COLD/ERM



Human Created

Application Created

- Creation/Authoring Technologies**
- Office Documents
 - Forms
 - Rich Media
 - Microfilm
 - ERP
 - E-Billing
 - Financial Applications
 - XML

- Technologies**
- OCR
 - HCR
 - ICR
 - OMR

Document Management

Document management technology helps organizations manage the creation, revision, approval and control of documents.

COLD/ERM

- Paper
- Internet
- Extranet
- Intranet
- Portal
- Email
- Fax
- Services
- E-Statements

STORAGE

Where do you put your content again?

RESERVE

What are your options for long-term archival and storage of your company's essential content?

- Repositories**
- File Systems
 - Content Management Systems
 - Databases
 - Data Warehouses

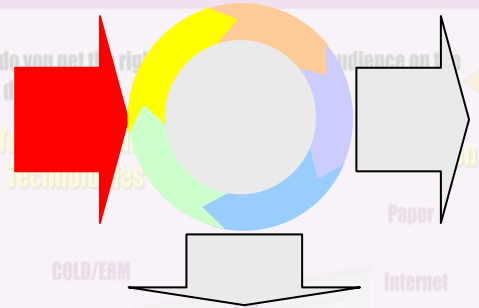
Technologies

- NAS
- SAN
- Magneto Optical
- DVD
- CD-ROM
- Tape
- Magnetic Storage
- RAID
- Optical Disc

Archive Types

- Paper
- Film
- CAS
- Optical
- NAS/SAN

CAPTURE Recognition



<p>Human created</p> <ul style="list-style-type: none"> • Office Documents • Form • Rich Media • Microfilm 	<p>Recognition</p> <ul style="list-style-type: none"> • OCR • HCR • ICR • OMR • Barcode
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Indexing

Input Designs

Categorization

Input



DELIVER How do you get it right? right of... influence on...

MANAGE Document Management Document management technology helps organiza... manage the creation, review, approval and cam...

RESERVE Where do you put your... it again? Where are your options for long-term archival and storage of your company's essential content?

Creation/Authoring Technologies

- Office Documents
- Forms
- Rich Media
- Microfilm
- ERP
- E-Billing
- Financial Applications
- XML

Technologies

- OCR
- HCR
- ICR
- OMR

Repositories

- File Systems
- Content Management Systems
- Databases
- Data Warehouses

Archive Types

- Paper
- Film
- Optical
- CAS
- NAS/SAN

Technologies

- NAS
- SAN
- Magneto Optical
- DVD
- CD-ROM
- Tape
- Magnetic Storage
- RAID
- Optical Disc

Human Created

Application Created

Document Management

Personalization

Digital Rights Management/Mark

Services

- Paper
- Internet
- Extranet
- Intranet
- Portal
- Email
- Fax
- Services
- E-Statements

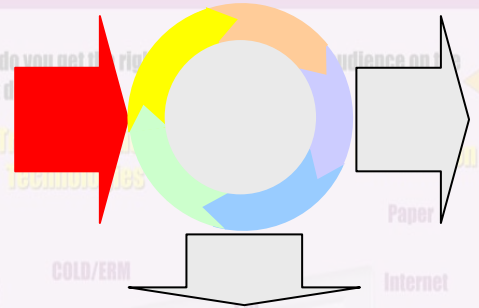
Input Designs

Control

- Search
- Check-in/Check-Out
- Retrieval
- Audit Trail

CAPTURE

Forms Processing



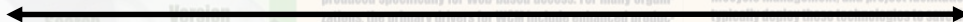
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	Aggregation
	COLD/ERM

Indexing

Input Designs

Categorization

Input



CAPTURE How do you move content — paper or electronic — into your system and storage?

DELIVER How do you get it right the first time? How do you influence on it?

MANAGE Document management technology helps organizations manage the creation, revision, approval and control of documents.

STORE Where do you put your content and how do you get it again?

RESERVE What are your options for long-term archival and storage of your company's essential content?

Technologies

Creation/Authoring Technologies: Office Documents, Forms, Rich Media, Microfilm, ERP, E-Billing, Financial Applications, XML.

Technologies: OCR, HCR, ICR, OMR, NAS, SAN, Magneto Optical, DVD, CD-ROM, Tape, Magnetic Storage, RAID, Optical Disc.

Archive Types: Paper, Film, Optical, CAS, NAS/SAN.

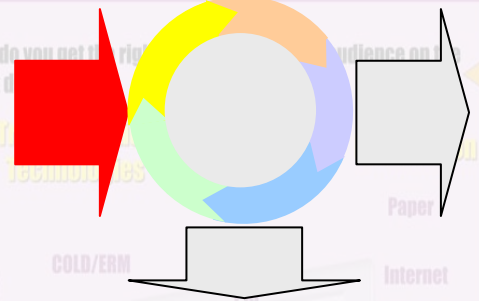
Other terms: Human Created, Application Created, Input Designs, Indexing, Categorization, Aggregation, COLD/ERM, Digital Rights Management/Mark, Personalization, E-Statements, Portal, Extranet, Intranet, Internet, Email, Fax, Services.

CAPTURE COLD

How do you move content — paper or electronic — into your content repository for reuse, distribution, and storage?

DELIVER

How do you get the right content to the right people at the right time to influence on...



<i>Human created</i>	<i>Recognition</i>
<ul style="list-style-type: none"> • Office Documents • Form • Rich Media • Microfilm 	<ul style="list-style-type: none"> • OCR • HCR • ICR • OMR • Barcode
<i>Application created</i>	<p>Forms Processing</p> <p>E-Forms/Web-Forms</p>
<ul style="list-style-type: none"> • ERP • XML • Financial Applications • E-Billing 	<p>Aggregation</p> <p>COLD/ERM</p>

Indexing

Input Designs

Categorization

Input



Creation/Authoring

Technologies

Office Documents

OCR HCR

Forms

ICR OMR

Rich Media

Microfilm

ERP

E-Billing

Financial Applications

XML

MANAGE

Document Management

Document management technology helps organizations manage the creation, revision, approval and control of documents.

COLD/ERM

STORE

Where do you put your content again?

Repositories

File Systems

Content Management Systems

Databases

Data Warehouses

Search

Control

Check-in/Check-Out

Retrieval

Audit Trail

Technologies

NAS

SAN

Magneto Optical

DVD

CD-ROM

Tape

Magnetic Storage

RAID

Optical Disc

RESERVE

What are your options for long-term archival and storage of your company's essential content?

Archive Types

Paper

Film

CAS

Optical

NAS/SAN

Internet

Extranet

Intranet

Portal

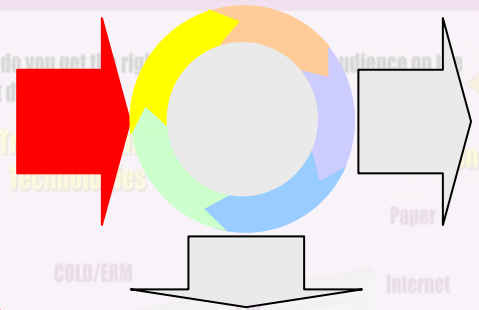
Email

Fax

Services

E-Statements

CAPTURE Indexing & Classification



<i>Human created</i>	<i>Recognition</i>
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<i>Application created</i> <ul style="list-style-type: none"> • ERP • XML • Financial Applications • E-Billing 	Forms Processing E-Forms/Web-Forms
	Aggregation
	COLD/ERM

Indexing

Input Designs

Categorization

Input



Background Content:

- Top:** CAPTURE, DELIVER, MANAGE, STORE, PRESERVE
- Left Side:** Creation/Authoring Technologies, Office Documents, Forms, Rich Media, Microfilm, ERP, E-Billing, Financial Applications, XML, Human Created, Application Created, Repositories, File Systems, Content Management Systems, Databases, Data Warehouses, Audit Trail
- Right Side:** Paper, Internet, Extranet, Intranet, Portal, Email, Fax, Services, E-Statements, Archive Types, Paper, Film, Optical, CAS, NAS/SAN
- Bottom:** Technologies, NAS, SAN, Magneto Optical, DVD, CD-ROM, Tape, Magnetic Storage, RAID, Optical Disc

MANAGE

CAPTURE

How do you move content — paper or electronic — into your content repository for reuse, distribution, and storage?

Creation/Authoring

Technologies

Office Documents

OCR HCR

Forms

ICR ONR

Rich Media

IDR

Microfilm

Document Imaging

ERP

Forms Processing

E-Billing

E-Forms/Web Forms

Financial Applications

Aggregation

XML

COLD/ERM

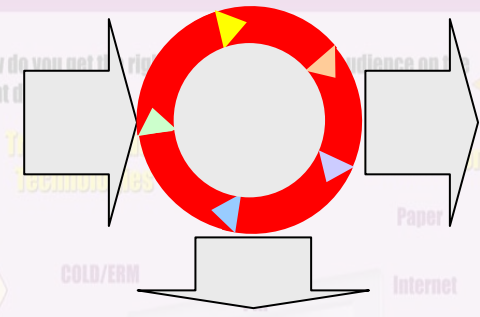
Recognition

Human Created

Application Created

DELIVER

How do you get the right content to the right audience on the right device?



MANAGE

Document Management

Document management technology helps organizations better manage the approval and consumption of documents. Features such as library check-out, check-in, check-out, and monitoring the document lifecycle.

Records

Records management Some of the key features of records management include the ability to track the lifecycle of a document from creation to disposal.

Web Content

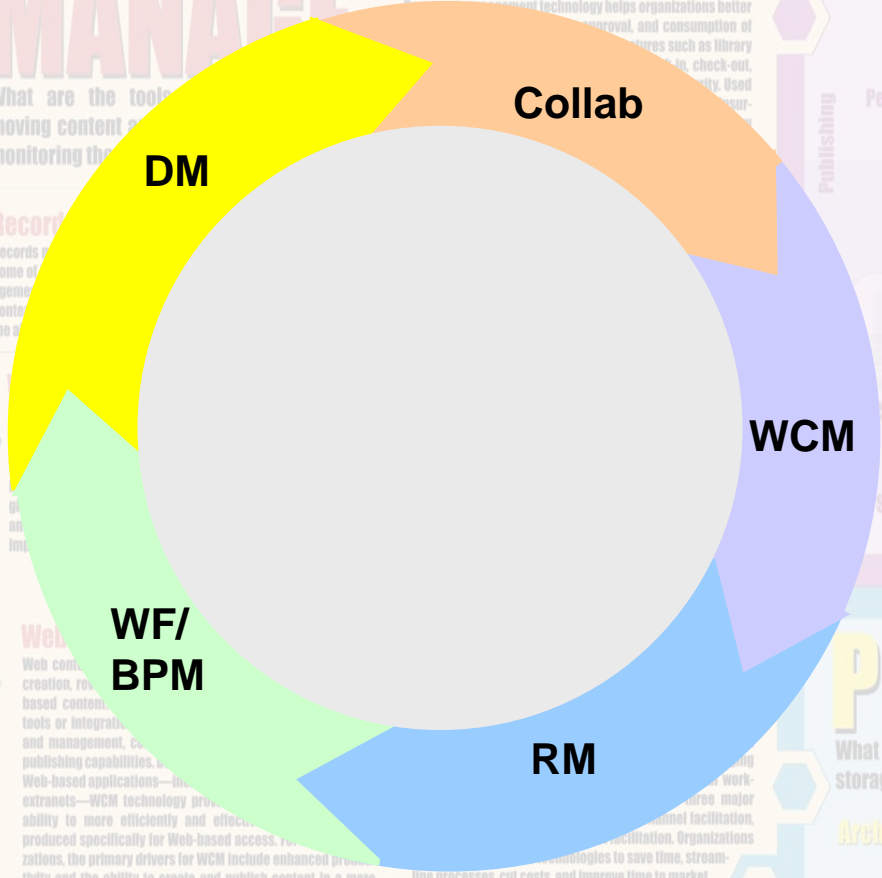
Web content management (WCM) is the process of creating, managing, and publishing content on the web. WCM technology provides a central repository for content and enables organizations to manage their content more effectively. WCM technology provides a central repository for content and enables organizations to manage their content more effectively. WCM technology provides a central repository for content and enables organizations to manage their content more effectively.

Document management technology helps organizations better manage the approval and consumption of documents. Features such as library check-out, check-in, check-out, and monitoring the document lifecycle.

- Personalization
- XML
- PDF
- Compression
- Syndication
- COLD/ERM
- Digital Rights Management/Watermark
- Digital Signatures

Publishing

- Paper
- Internet
- Extranet
- Intranet
- Portal
- Email
- Fax
- Mobile Devices
- E-Statements



STORE

Where do you put your content and how do you find it again?

Repositories

Library Services

File Systems

Search

Version Control

Content Management Systems

Check-in/Check-Out

Retrieval

Databases

Audit Trail

Data Warehouses

Technologies

- NAS
- SAN
- Magneto Optical
- DVD
- CD-ROM
- Tape
- Magnetic Storage
- RAID
- Optical Disc

PRESERVE

What are your options for long-term archival and storage of your company's essential content?

Archive Types

- Paper
- Film
- CAS
- Optical
- NAS/SAN

MANAGE

CAPTURE

How do you move content — paper or electronic — into your content repository for reuse, distribution, and storage?

Input Designs Indexing Categorization

Creation/Authoring

Technologies

Office Documents

OCR HCR

Forms

ICR ONR

Rich Media

IDR

Microfilm

Document Imaging

ERP

Forms Processing

E-Billing

E-Forms/Web Forms

Financial Applications

Aggregation

XML

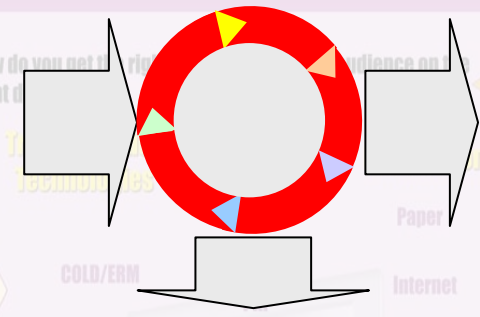
COLD/ERM

Human Created

Application Created

DELIVER

How do you get the right content to the right audience on the right device?



Technology

Paper

Internet

Extranet

Intranet

Portal

Email

Fax

Mobile Devices

E-Statements

COLD/ERM

Personalization

XML

Digital Rights Management/Watermark

PDF

Compression

Digital Signatures

Syndication

MANAGE

What are the tools for moving content and monitoring the process?

Document Management

Document management technology helps organizations better manage the approval and consumption of documents and other content such as library materials. It can be used to check-out, track, and manage documents.

Records

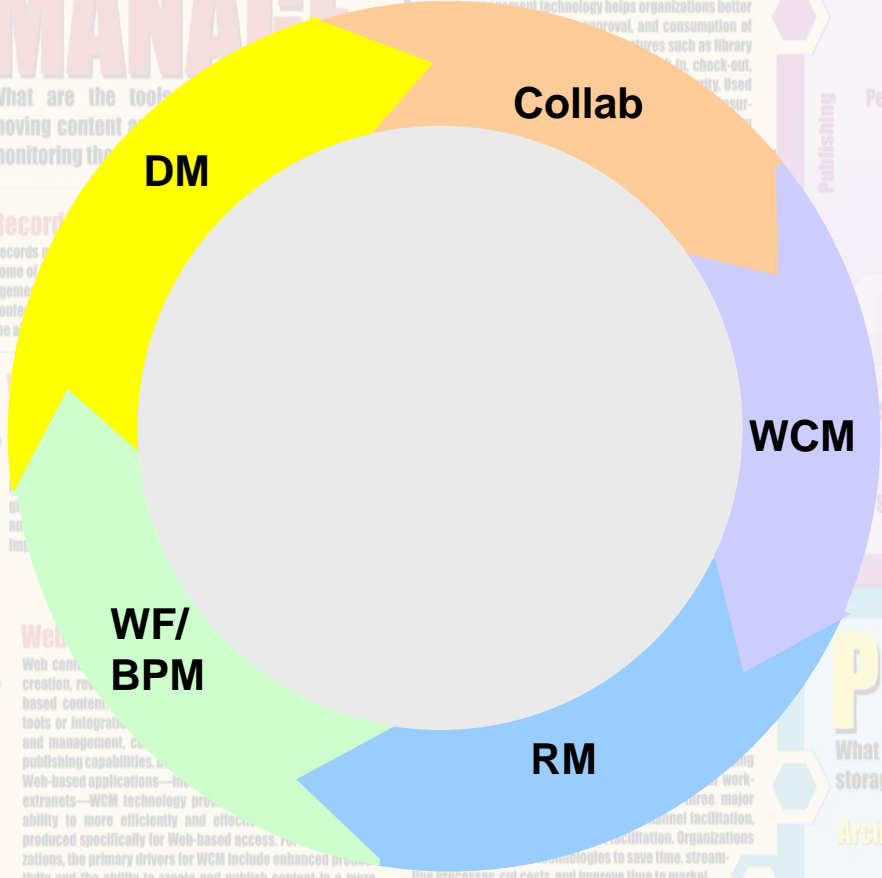
Records management systems help organizations manage the lifecycle of their records, from creation to disposal.

Web Content

Web content management systems help organizations create, manage, and publish content on their websites and intranets.

Workflow

Workflow management systems help organizations automate and optimize their business processes.



DM

Collab

WCM

RM

WF/
BPM

STORE

Where do you put your content and how do you find it again?

Repositories

Library Services

File Systems

Search

Version Control

Content Management Systems

Check-in/Check-out

Retrieval

Databases

Audit Trail

Data Warehouses

Technologies

NAS

SAN

Magneto Optical

DVD

CD-ROM

Tape

Magnetic Storage

RAID

Optical Disc

PRESERVE

What are your options for long-term archival and storage of your company's essential content?

Archive Types

Paper

Film

CAS

Optical

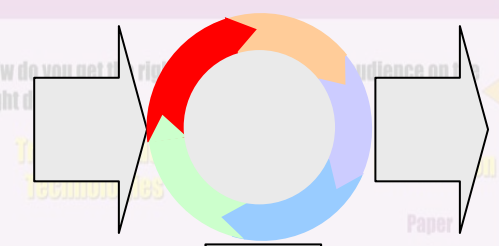
NAS/SAN

MANAGE

Document Management

- Check-in/Check-out
- Version Management
- Search and Navigation
- Visualization

DELIVER



MANAGE

Document Management

Document management technology helps organizations better manage the creation, revision, approval, and consumption of electronic documents. It provides key features such as library services, document profiling, searching, check-in, check-out, version control, revision history, and document security. Used extensively in document-intensive industries such as insurance or legal services, document management technology enables organizations to improve usability, accessibility, and security, while gaining greater control over document movements.

Records Management (RM)

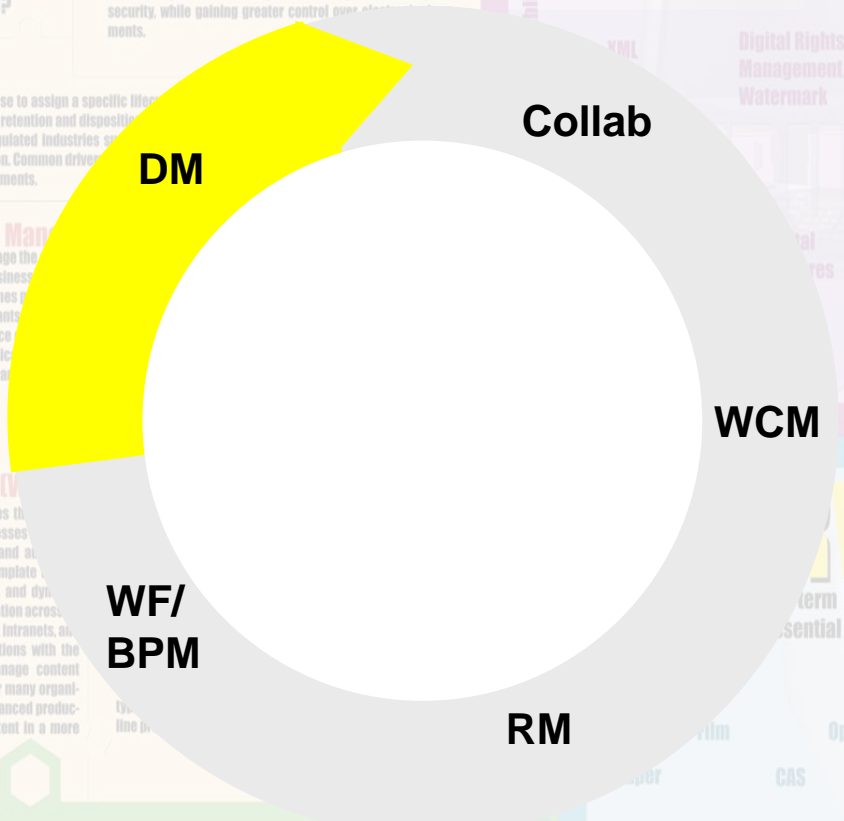
Records management technology enables an enterprise to assign a specific lifecycle to its records, including classification, retention and disposition. It is commonly used in highly regulated industries such as government, where it is used to manage records from creation through retention and disposition. Common drivers for RM include the ability to better comply with key regulatory requirements.

Workflow/Business Process Management (WF/BPM)

Workflow capabilities enable organizations to manage the flow of work through retention and disposition, as well as the business process. It is a tool for automating formerly manual—and many times repetitive—relationships between process components, participants and tasks. High-volume structured scenarios such as insurance claims typically include key features such as a graphical user interface and task management within the process flow. Organizations improve productivity.

Web Content Management (WCM)

Web content management technology addresses the creation, review, approval, and publishing processes for web-based content. Key features include creation and editing capabilities, tools or integrations, input and presentation templates, and management, content re-use management, and dynamic publishing capabilities. Designed for implementation across multiple Web-based applications—including the Internet, intranets, and extranets—WCM technology provides organizations with the ability to more efficiently and effectively manage content produced specifically for Web-based access. For many organizations, the primary drivers for WCM include enhanced productivity and the ability to create and publish content in a more timely and efficient manner.



STORE

Where do you put your content and how do you find it again?



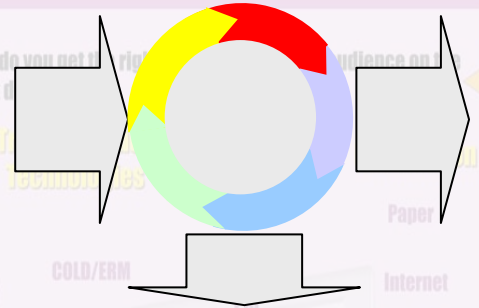
Technologies NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

MANAGE

Collaboration

- Collaborative authoring
- Knowledge bases
- Whiteboards
- Video conferencing
- Consolidation of information

DELIVER



Document Management

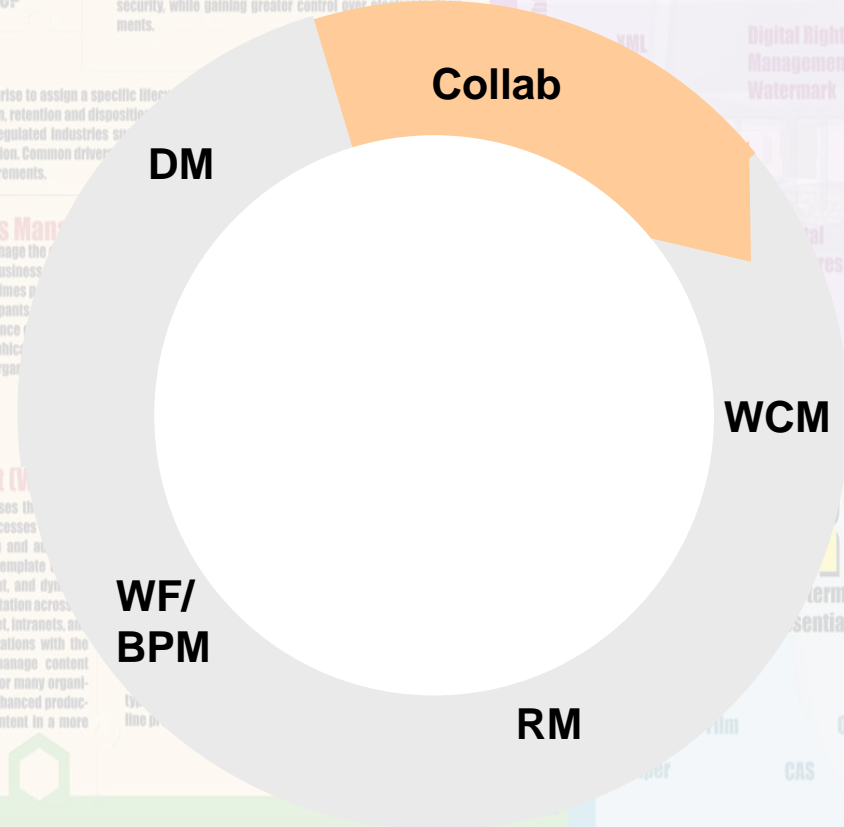
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Workflow/Business Process Management (WF/BPM)

Workflow management technology enables an enterprise to assign a specific lifecycle to its documents, to record classification, retention and disposition rules, and to enforce those rules. It is often used in highly regulated industries such as pharmaceuticals, financial services, and government. Common drivers for WF/BPM include the need to enforce compliance with key regulatory requirements.

Web Content Management (WCM)

Web content management technology addresses the creation, review, approval, and publishing processes for web-based content. Key features include creation and editing, workflow, version control, and publishing capabilities. Designed for implementation across multiple channels, WCM technology provides organizations with the ability to more efficiently and effectively manage content produced specifically for Web-based access. For many organizations, the primary drivers for WCM include enhanced productivity and the ability to create and publish content in a more timely and efficient manner.



STORE

Where do you put your content and how do you find it again?

Repositories

File Systems
Content Management Systems
Databases

Library Services

Search
Version Control
Check-in/Check-Out
Retrieval

Data Warehouses

Audit Trail

Technologies

NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

MOVE

How do you move content — paper or electronic — into your system for reuse, distribution, and storage?

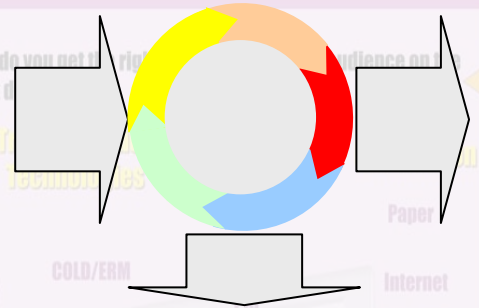
Term archival and essential content?

Optical
CAS
NAS/SAN

MANAGE

Web Content Management

- Content creation
- Publication process
- Conversion
- Security
- Web site visualization



Document Management

Document management technology helps organizations better manage the creation, revision, approval, and consumption of electronic documents. It provides key features such as library services, document profiling, searching, check-in, check-out, version control, revision history, and document security. Used extensively in document-intensive industries such as insurance or legal services, document management technology enables organizations to improve usability, accessibility, and security, while gaining greater control over their documents.

DM

Collab

WCM

WF/
BPM

RM

STORE

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Content Management Systems
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Search
Version Control
Check-in/
Check-Out
Retrieval

Data Warehouses

Audit Trail

Technologies

NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

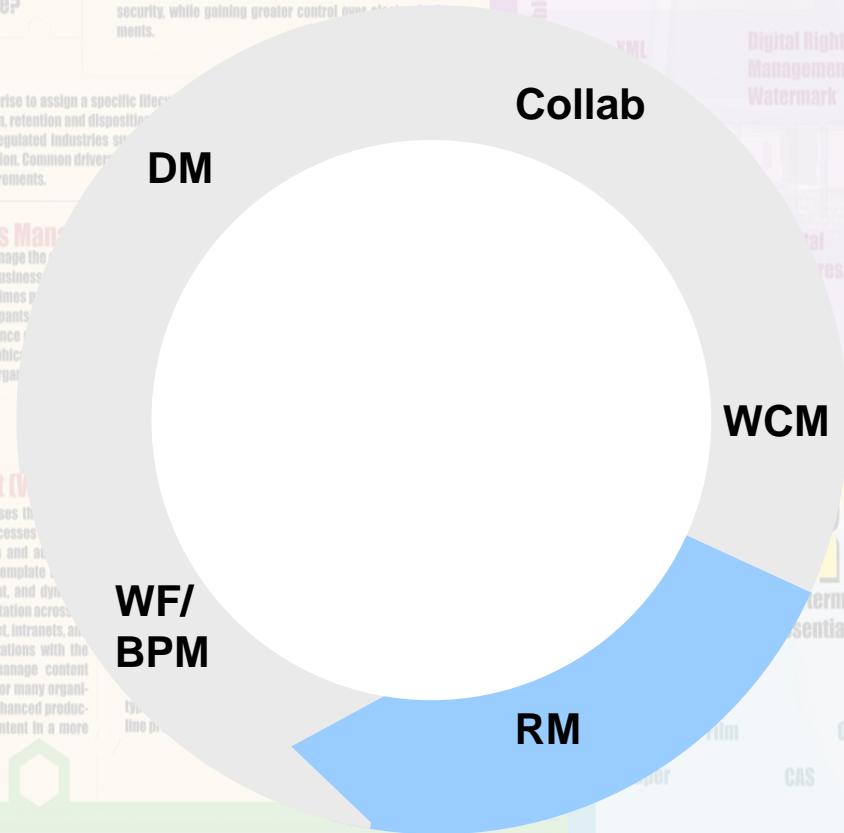
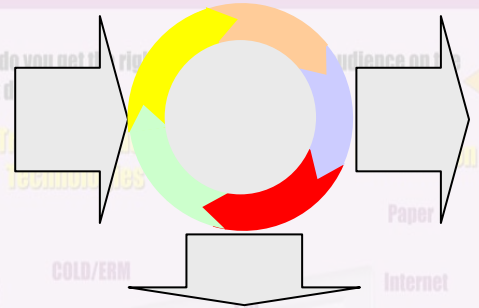
Term archival and sential content?

CAS NAS/SAN

MANAGE

Records Management

- Filing structures and file plans
- Thesaurus
- Retention periods
- Metadata
- Archive management



STORE

Where do you put your content and how do you find it again?

Repositories

File Systems
Content Management Systems
Databases

Library Services

Search
Version Control
Check-in/Check-Out
Retrieval

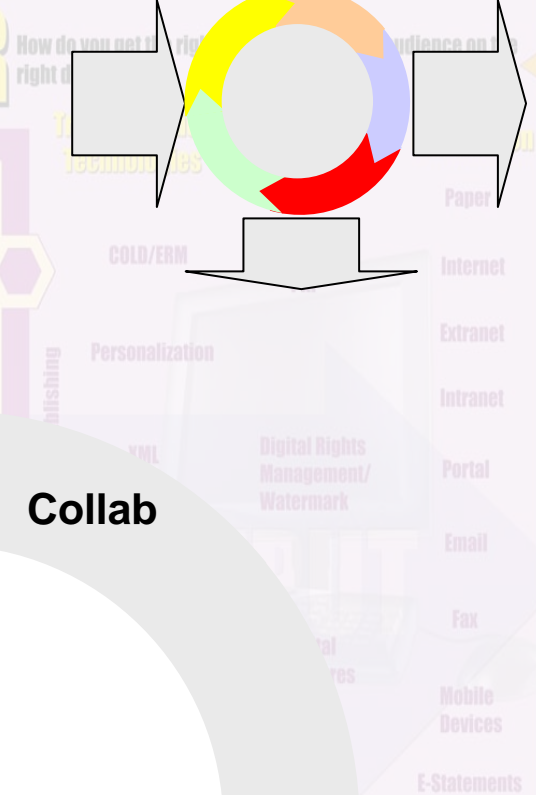
Data Warehouses

Audit Trail

Technologies

NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

DELIVER



SAVE

Term archival and essential content?

Optical
CAS
NAS/SAN

STORE

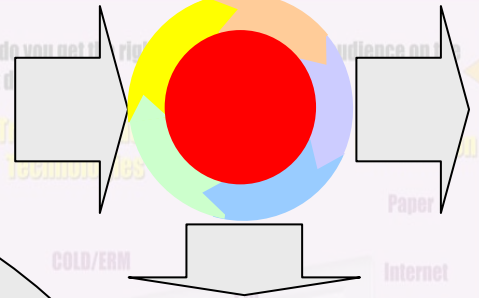
CAPTURE

How do you move content — paper or electronic — into your content repository for reuse, distribution, and storage?

Input Designs Indexing Categorization

DELIVER

How do you get the right content to the right people in the right way?



Creation/Authoring

Technologies

Office Documents

OCR HCR

Forms

ICR ONR

Rich Media

IDR

Microfilm

Document Imaging

ERP

Forms Processing

E-Billing

E-Forms/Web Forms

Financial Applications

Aggregation

XML

COLD/ERM

Repositories

Library Services

Technologies

STORE

Where do you put your content and how do you get it again?

Repositories

Library Services

File Systems

Search

Version Control

Content Management Systems

Check-in/Check-out

Retrieval

Databases

Audit Trail

Data Warehouses

Technologies

NAS SAN

Optical

Storage

RAID

Optical Disc

SERVE

How do you manage content for long-term archival and company's essential content?

Web

Film

Optical

Paper

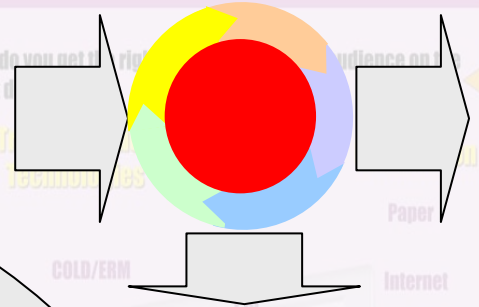
CAS

NAS/SAN

STORE

- File Systems
- Content Management Systems
- Databases
- Data Warehouses

Repositories



STORE

Where do you put your content and how do you find it again?

Repositories

File Systems
Content Management Systems
Databases

Data Warehouses

Library Services

Search
Version Control
Check-in/
Check-Out
Retrieval

Audit Trail

Technologies

NAS SAN Optical Storage RAID Optical Disc

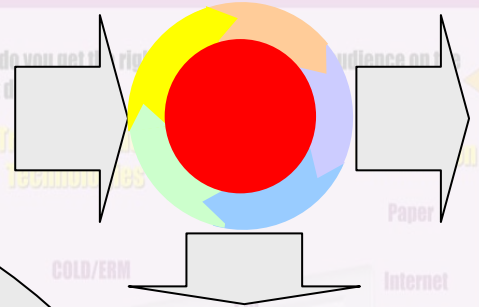
SERVE

How do you get your content for long-term archival and company's essential content?

Paper Film Optical CAS NAS/SAN

STORE

- Search/Retrieval
- Version Control
- Check In/Check Out
- Audit Trail



Library Services

STORE

Where do you put your content and how do you find it again?

Repositories

File Systems
Content Management Systems
Databases

Data Warehouses

Library Services

Search
Check-in/Check-out
Retrieval

Audit Trail

Technologies

NAS SAN

Optical

Storage

RAID

Optical Disc

SERVE

How do you get the right... influence on...

Web

Film

Optical

Paper

CAS

NAS/SAN

E-Statements

Mobile Devices

Fax

Email

Portal

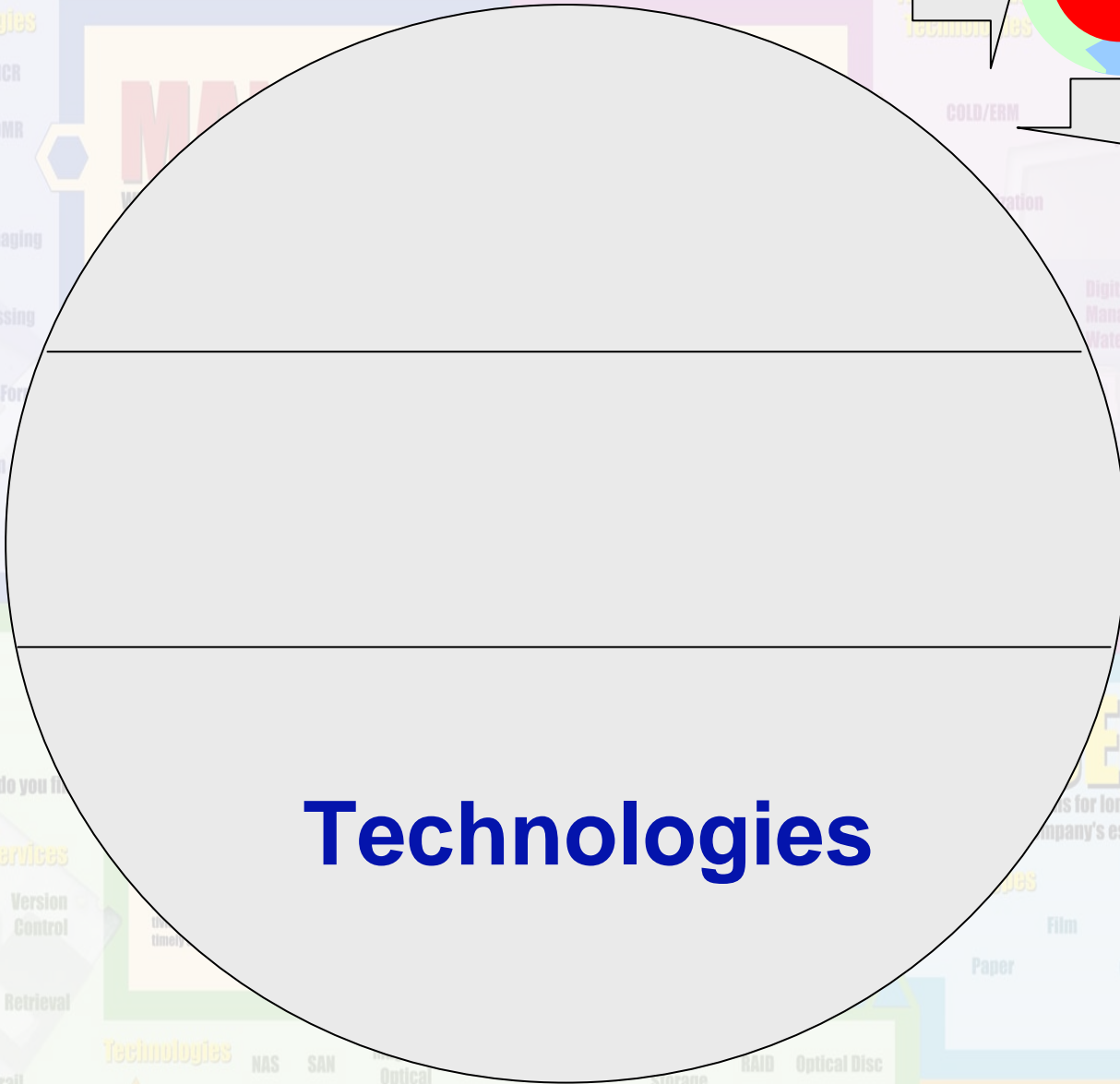
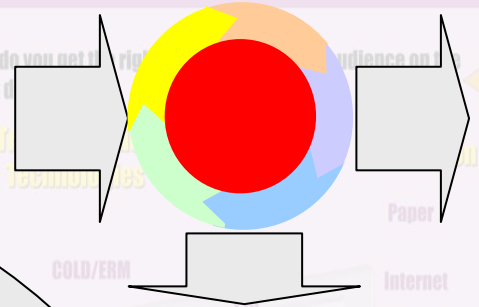
Intranet

Extranet

Internet

STORE

- **Hard Disk**
 - RAID
 - SAN
 - NAS
- **Optical**
 - OD
 - DVD
 - CD
- **Tape**



Technologies

STORE

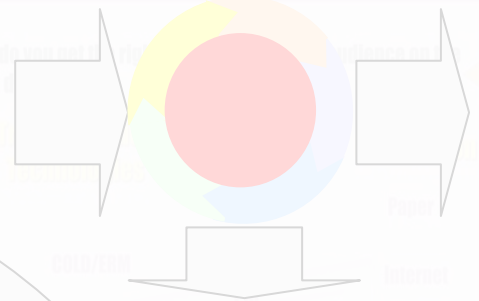
CAPTURE

How do you move content — paper or electronic — into your content repository for reuse, distribution, and storage?

Input Devices Indexing Categorization

DELIVER

How do you get the right content to the right person at the right time?



ILM Information Lifecycle Management

Library Services

Technologies

PRESERVE

CAPTURE

How do you move content — paper or electronic — into your content repository for reuse, distribution, and storage?

Input Designs Indexing Categorization

Creation/Authoring

Technologies

Office Documents

OCR HCR

Forms

ICR ONR

Rich Media

IDR

Microfilm

Document Imaging

ERP

Forms Processing

E-Billing

E-Forms/Web Forms

Financial Applications

Aggregation

XML

COLD/ERM

Recognition

MANAGE

Document Management

Document management technology helps organizations better manage the creation, revision, approval, and consumption of electronic documents. It includes key features such as those

What is moving monitor

Records management Some of its management features include the ability to

Workflow Workflows through tool for relationships high-visibility and tool improve

Web Web content

DELIVER

How do you get the right content to the right people at the right time? How do you get the right content to the right people at the right time? How do you get the right content to the right people at the right time?



COLD/ERM



Paper

Internet

Extranet

Intranet

Portal

Email

Fax

Mobile Devices

E-Statements

Digital Rights Management/Watermark

Digital Signatures

STORE

Where do you put your content and how do you get it again?

Repositories

Library Services

File Systems

Search

Version Control

Content Management Systems

Check-in/Check-Out

Retrieval

Databases

Data Warehouses

Audit Trail

Technologies

NAS SAN

Magneto Optical

DVD

CD-ROM

Tape

Magnetic Storage

RAID

Optical Disc

Archive

- Paper
- Microfilm
- NAS/SAN
- WORM HD
- WORM OD
- WORM TAPE

Deletion

PRESERVE

How do you ensure the long-term archival and preservation of your company's essential content?

Archive Types

Paper

Film

Optical

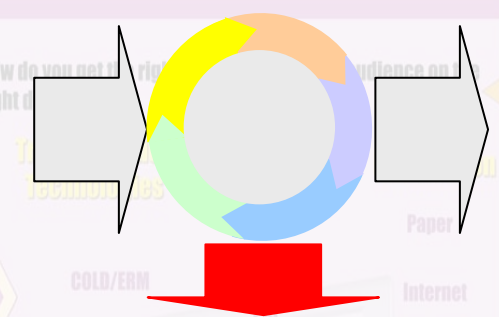
CAS

NAS/SAN

PRESERVE

Long-term archiving

DELIVER



Digital optical storage media:

- WORM OD (Write Once Read Many Optical Disk)
- CD (Compact Disk)
- DVD (Digital Versatile Disk)

STORE

Where do you put your content and how do you find it again?

Repositories

File Systems
Content Management Systems
Databases

Library Services

Search
Version Control
Check-in/Check-Out
Retrieval

Data Warehouses

Audit Trail

Technologies

NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

Web Content Management (WCM)

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Collaboration

Collaboration technologies enable individual users, such as employees or business partners to easily create and maintain project teams, regardless of geographic location. These technologies facilitate collaborative, team-based content creation through functionality such as discussion threads, whiteboard and annotation capabilities, instant messaging and chat, real-time meeting functionality, and virtual workspaces. Collaboration technology can deliver three major classes of functionality: communication channel facilitation, lifecycle management, and project facilitation. Organizations typically deploy these technologies to save time, streamline processes, cut costs, and improve time to market.

PRESERVE

What are your options for long-term archival and storage of your company's essential content?

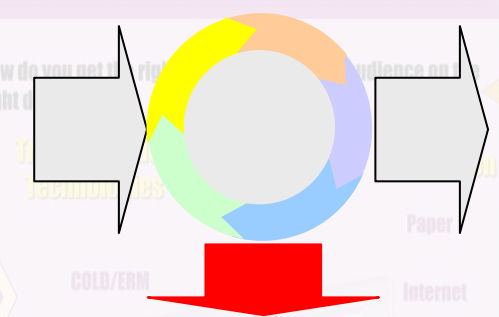
Archive Types

Paper Film Optical
CAS NAS/SAN

PRESERVE

Long-term archiving

DELIVER



Digital optical storage media:

- WORM OD (Write Once Read Many Optical Disk)
- CD (Compact Disk)
- DVD (Digital Versatile Disk)

Is there still a need for „True“ WORM media?

STORE

Where do you put your content and how do you find it again?

Repositories

File Systems

Content Management Systems

Databases

Data Warehouses

Library Services

Search

Check-in/
Check-Out

Version Control

Retrieval

Audit Trail

Technologies

NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

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Records management technology enables an enterprise to assign a specific lifecycle to individual pieces of corporate information. Some of its key features include record classification, retention and disposition schedules, and reporting capabilities. Records management technology is most often used in highly regulated industries such as pharmaceuticals that require complete control of content from creation through retention and disposition. Common drivers for implementing RM technology include risk reduction and the ability to better comply with key regulatory requirements.

Workflow/Business Process Management (BPM)

Workflow/Business Process Management (BPM) technology provides a tool for automating formerly manual—and many times paper-based—business processes, as well as for handling the interrelationships between process components, participants, procedures, information, tasks, and management. Frequently used in high-volume structured scenarios such as insurance claims processing or mortgage processing, workflow and BPM technologies typically include key features such as a graphical design builder, automated routing of content based on business rules, and task management within the process flow. Organizations typically look to these technologies to help them save time and improve productivity.

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PRESERVE

What are your options for long-term archival and storage of your company's essential content?

Archive Types

Paper Film Optical CAS NAS/SAN

PRESERVE

Long-term archiving

Digital optical storage media:

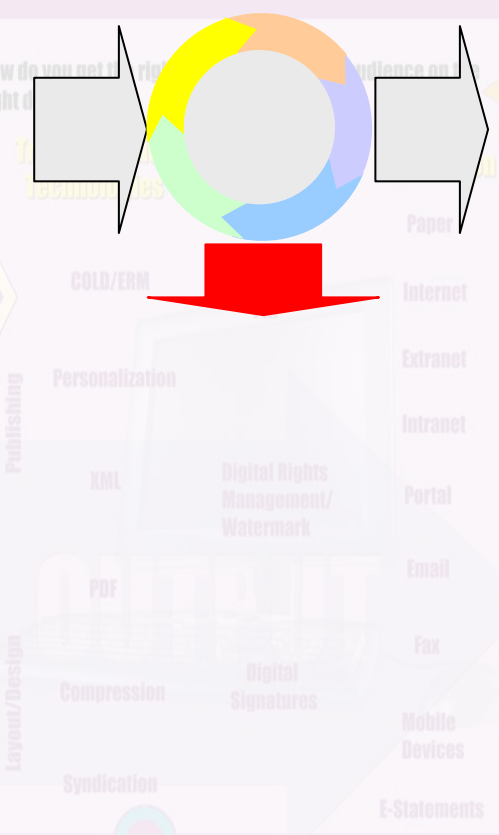
- WORM OD (Write Once Read Many Optical Disk)
- CD (Compact Disk)
- DVD (Digital Versatile Disk)

Is there still a need for „True“ WORM media?

Alternatives

- WORM Tape
 - WORM Harddisk
- with special software/firmware protection

DELIVER



PRESERVE

What are your options for long-term archival and storage of your company's essential content?

Paper Film Optical
CAS NAS/SAN

Technologies NAS SAN Magneto DVD CD-ROM Tape Magnetic RAID Optical Disc

PRESERVE

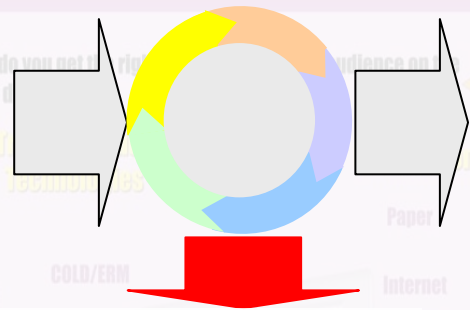
CAPTURE

How do you move content — paper or electronic — into your content repository for reuse, distribution, and storage?

Input Designs Indexing Categorization

DELIVER

How do you get the right content to the right people at the right time?



MANAGE

Document Management

Document management technology helps organizations better manage the creation, revision, approval, and consumption of

Archive

- Paper
- Microfilm
- NAS/SAN
- CAS
- WORM

WORM TAPE

Long-term Archiving implies Continuous Migration

Deletion

STORE

Where do you put your content and how do you get it again?

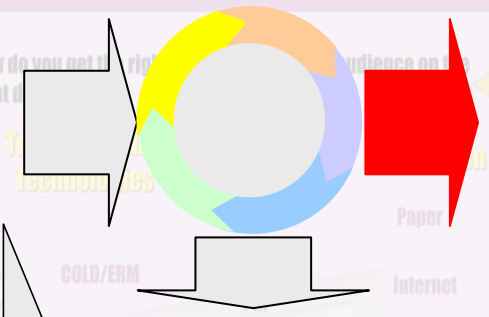
Repository

- File Systems
- Content Management Systems
- Databases
- Data Warehouses

Technologies

- NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

DELIVER Output Management



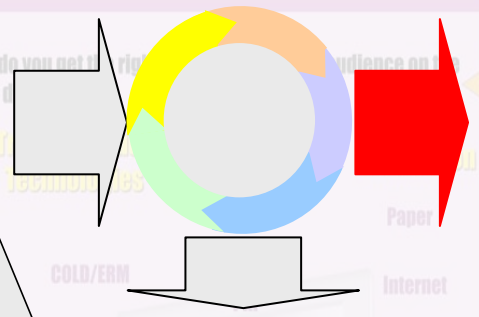
Security as ECM Infrastructure

	Transformation	Security Technologies	Ditribution
Layout/Design	<ul style="list-style-type: none"> • COLD/ERM • Personalization • XML • PDF • Compression • Syndication 	<ul style="list-style-type: none"> • PKI • Digital Rights Management/ Watermark 	<ul style="list-style-type: none"> • Internet, Intranet, Extranet • E-Business-Portale • Email and Fax • Datatransfer via EDI, XML and other formats • CD / DVD
Publishing	<ul style="list-style-type: none"> • Konverter Viewer 	<ul style="list-style-type: none"> • Digital Signature 	<ul style="list-style-type: none"> • Digital TV • Paper

Output

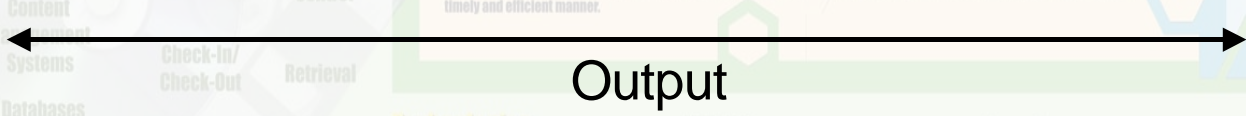


DELIVER Transformation



Security as ECM Infrastructure

	Transformation	Security Technologies	Ditribution
Layout/Design	<ul style="list-style-type: none"> • COLD/ERM • Personalization • XML • PDF • Compression • Syndication 	<ul style="list-style-type: none"> • PKI • Digital Rights Management/ Watermark 	<ul style="list-style-type: none"> • Internet, Intranet, Extranet • E-Business-Portale • Email and Fax • Datatransfer via EDI, XML u. anderer Formate • CD / DVD
Publishing	<ul style="list-style-type: none"> • Konverter Viewer 	<ul style="list-style-type: none"> • Digital Signature 	<ul style="list-style-type: none"> • Digital TV • Paper



MANAGE

Document Management
 Document management technology helps organizations better manage the creation, revision, approval, and consumption of electronic documents. It provides key features such as library services, document profiling, searching, check-in, check-out.

Creation/Authoring Technologies

- Office Documents
- Forms
- Rich Media
- OCR
- ICR
- HCR
- ONR

Where it again

Technologies

- NAS
- SAN
- Magneto Optical
- DVD
- CD-ROM
- Tape
- Magnetic Storage
- RAID
- Optical Disc

SERVE

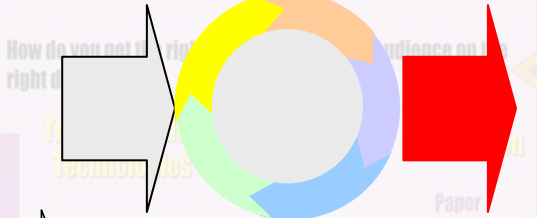
Options for long-term archival and company's essential content?

- Paper
- Film
- Optical
- CAS
- NAS/SAN

DELIVER Security

How do you move content — paper or electronic — into your content repository for reuse, distribution, and storage?
 Input Designs Indexing Categorization

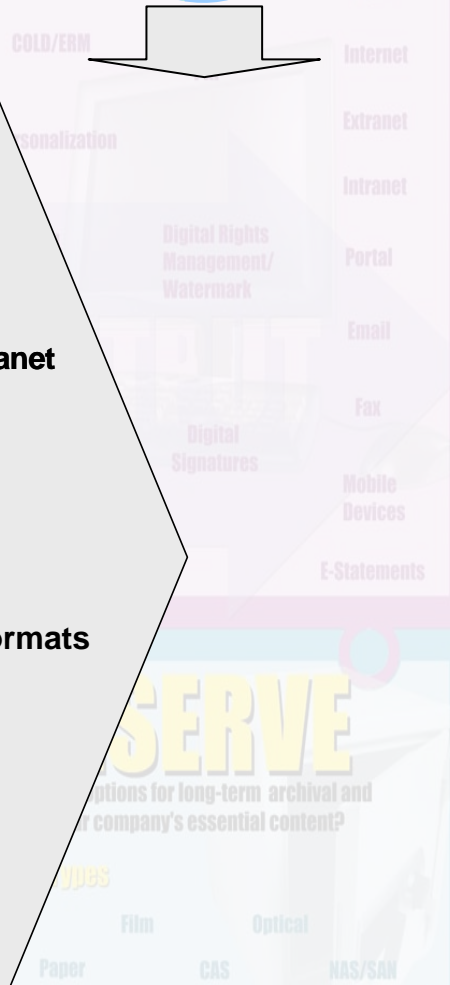
DELIVER



Security as ECM Infrastructure

	Transformation	Security Technologies	Distribution
Layout/Design	<ul style="list-style-type: none"> • COLD/ERM • Personalization • XML • PDF • Compression • Syndication 	<ul style="list-style-type: none"> • PKI • Digital Rights Management/ Watermark 	<ul style="list-style-type: none"> • Internet, Intranet, Extranet • E-Business-Portale • Email and Fax • Datatransfer via EDI, XML and other formats • CD / DVD
Publishing	<ul style="list-style-type: none"> • Konverter Viewer 	<ul style="list-style-type: none"> • Digital Signature 	<ul style="list-style-type: none"> • Digital TV • Paper

Output



Creation/Authoring Technologies
 Office Documents OCR HCR
 Forms ICR ONR
 Web Media Recognition

MANAGE

Document Management
 Document management technology helps organizations better manage the creation, revision, approval, and consumption of electronic documents. It provides key features such as library services, document profiling, searching, check-in, check-out.

Application Created

Where do it again?

SERVE

Solutions for long-term archival and company's essential content?

Content Management Systems Databases Data Warehouses
 Check-in/Check-Out Retrieval Audit Trail
 Technologies
 NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

DELIVER Distribution

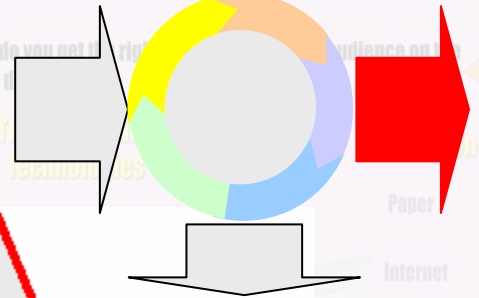
How do you move content — paper or electronic — into your repository for reuse, distribution, and storage?

Creation/Authoring

Technologies

DELIVER

How do you get the right content to the right person at the right time?



Security as ECM Infrastructure

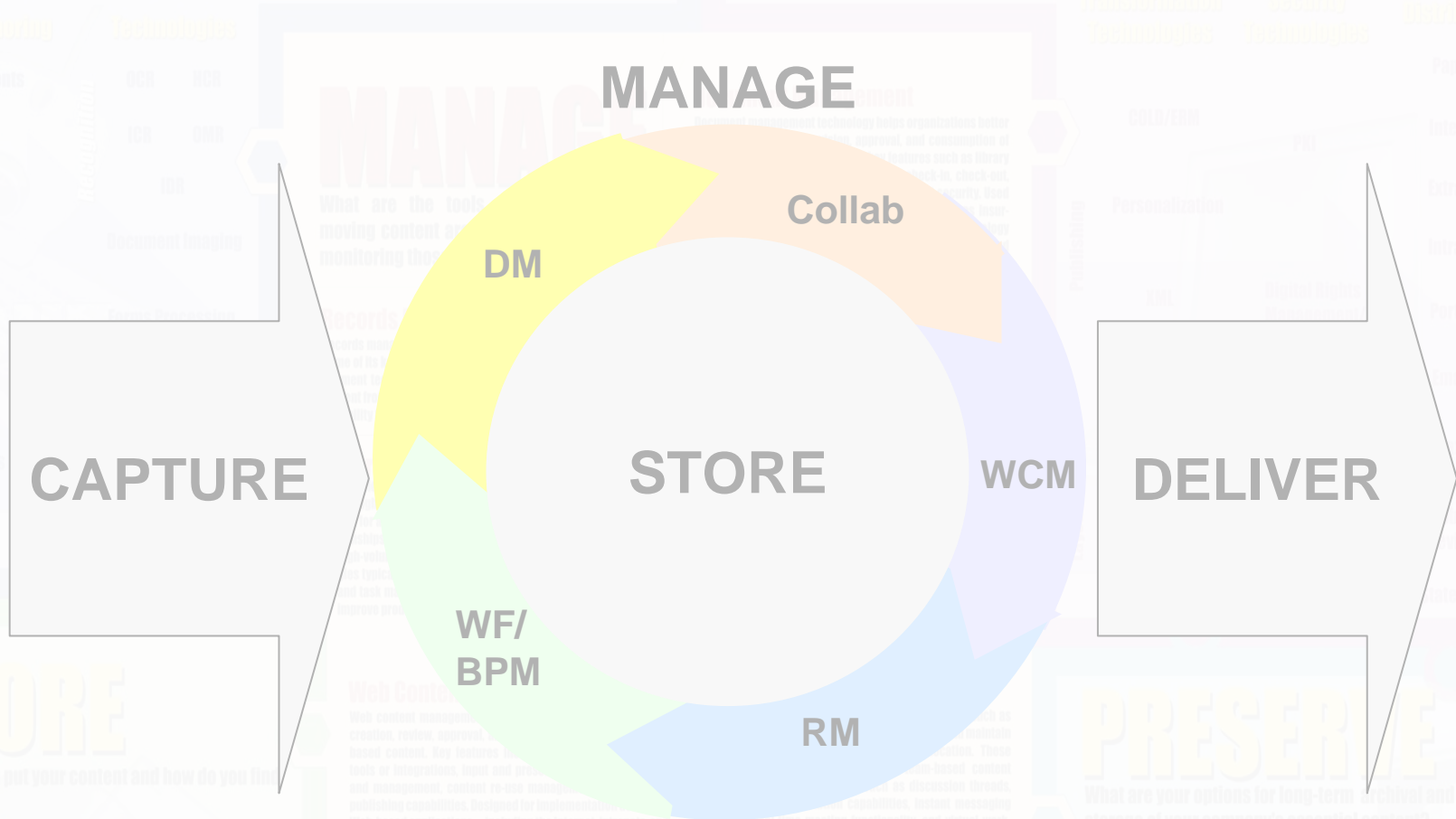
	Transformation	Security Technologies	Distribution
Layout/Design	<ul style="list-style-type: none"> • COLD/ERM • Personalization • XML • PDF • Compression • Syndication 	<ul style="list-style-type: none"> • PKI • Digital Rights Management/ Watermark 	<ul style="list-style-type: none"> • Internet, Intranet, Extranet • E-Business-Portale • Email and Fax • Datatransfer via EDI, XML and other formats • CD / DVD
Publishing	<ul style="list-style-type: none"> • Konverter Viewer 	<ul style="list-style-type: none"> • Digital Signature 	<ul style="list-style-type: none"> • Digital TV • Paper

←—————→
Output

- Paper
- Internet
- Extranet
- Intranet
- Portal
- Email
- Fax
- Mobile Devices
- E-Statements

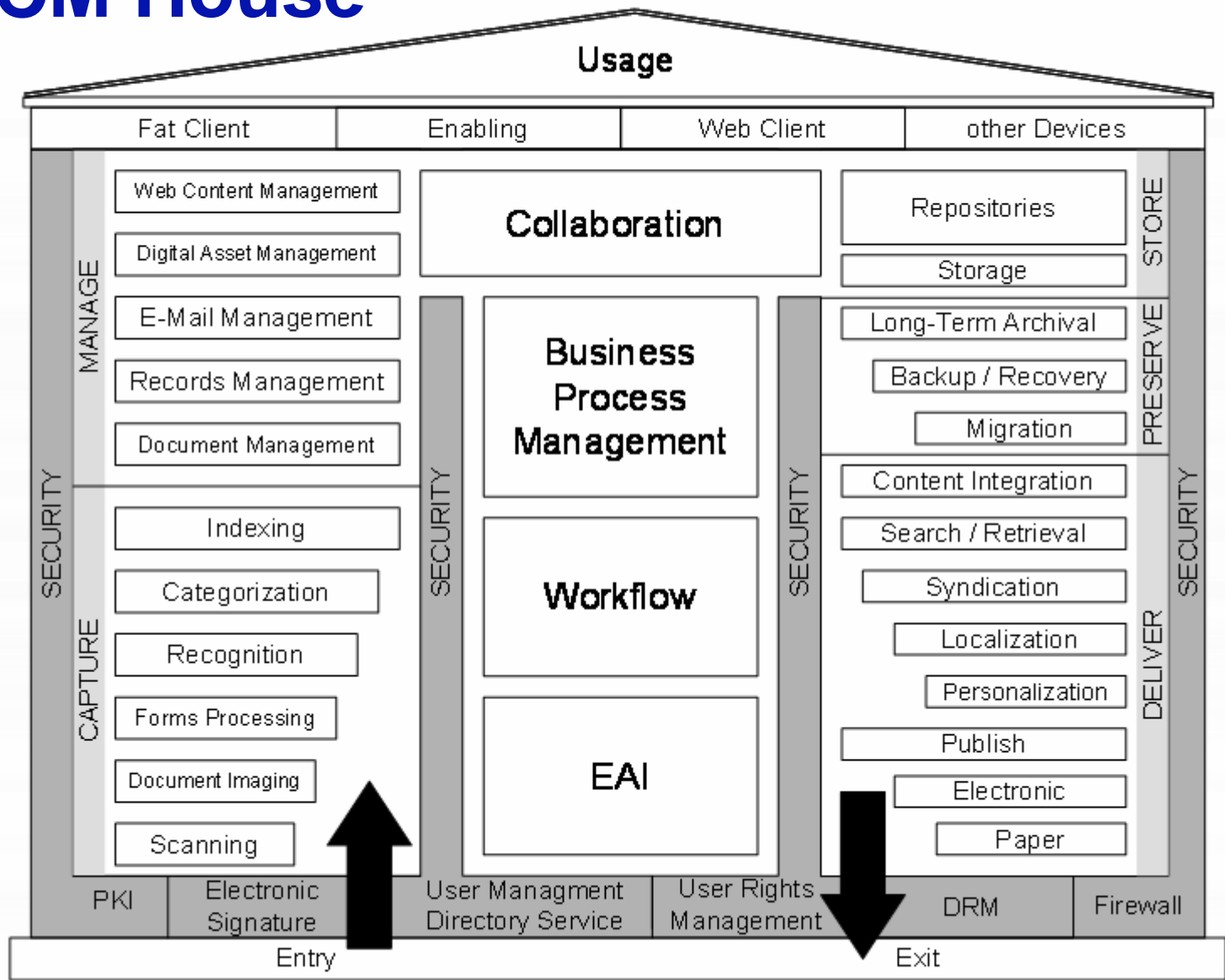
WE
archival and content?
ical
NAS/SAN

ECM Model 2003

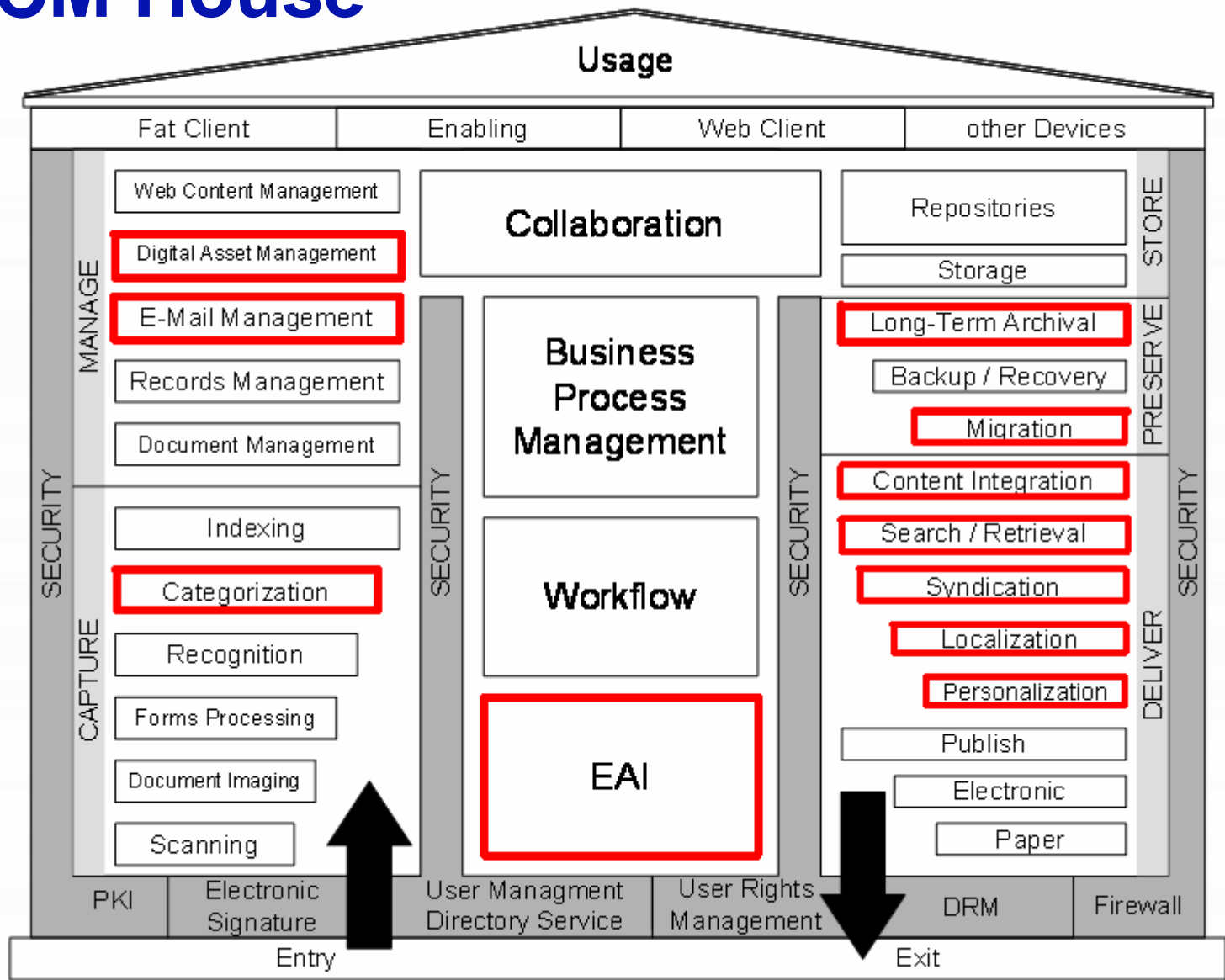


ECM House 2005

ECM House



ECM House



New residents in the ECM-House

- **DAM Digital Asset Management**
- **E-Mail Management**
- **EAI Enterprise Application Integration**
- **Search/Retrieval**
- **Content Integration**
- **Backup/Recovery**
- **Longterm Archival**
- **Migration**
- **Localization**
- **DRM Digital Rights Management**

CAPT

Creation/Authoring

Office Documents

Forms

Rich Media

Microfilm

ERP

E-Billing

Financial Applications

XML

STO

Where do you put it again?

Repositories

File Systems

Content Management Systems

Databases

Data Warehouses

Audit Trail

Technologies

NAS

SAN

Magneto Optical

DVD

CD-ROM

Tape

Magnetic Storage

RAID

Optical Disc

Security Technologies

Distribution

Paper

Internet

Extranet

Intranet

Portal

Email

Fax

Mobile Devices

E-Statements

PRESERVE

What are your options for long-term archival and storage of your company's essential content?

Optical

NAS/SAN

CAPTURE

How do you move content — paper or electronic — into your content repository for reuse, distribution, and storage?

Input Designs Indexing Categorization

Creation/Authoring

Office Documents

Forms

Rich Media

Microfilm

ERP

E-Billing

Financial Applications

XML

Technologies

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ICR OMR

IDR

Document Imaging

Forms Processing

E-Forms/Web Forms

Aggregation

COLD/ERM

Human Created

Application Created

STORE

Where do you put your content and how do you find it again?

Repositories

File Systems

Content Management Systems

Databases

Data Warehouses

Library Services

Search

Check-In/Check-Out

Version Control

Retrieval

Audit Trail

MANAGE

What are the tools and techniques for moving content around an organization and monitoring those tools' performance?

Records Management (RM)

Records management technology enables an enterprise to assign a specific lifecycle to individual pieces of corporate information. Some of its key features include record classification, retention and disposition schedules, and reporting capabilities. Records management technology is most often used in highly regulated industries such as pharmaceuticals that require complete control of content from creation through retention and disposition. Common drivers for implementing RM technology include risk reduction and the ability to better comply with key regulatory requirements.

Workflow/Business Process Management (BPM)

Workflow capabilities enable organizations to manage the content creation, management, approval, and lifecycle of the content through retention and disposition, as well as the business processes surrounding the use of content. This technology provides a tool for automating formerly manual—and many times paper-based—business processes, as well as for handling the interrelationships between process components, participants, procedures, information, tasks, and management. Frequently used in high-volume structured scenarios such as insurance claims processing or mortgage processing, workflow and BPM technologies typically include key features such as a graphical design builder, automated routing of content based on business rules, and task management within the process flow. Organizations typically look to these technologies to help them save time and improve productivity.

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Technologies

NAS SAN Magneto Optical DVD CD-ROM Tape Magnetic Storage RAID Optical Disc

DELIVER

How do you get the right content to the right audience on the right device?

Transformation Technologies

COLD/ERM

Personalization

XML

PDF

Compression

Syndication

Security Technologies

PKI

Digital Rights Management/Watermark

Digital Signatures

Distribution

Paper

Internet

Extranet

Intranet

Portal

Email

Fax

Mobile Devices

E-Statements

PRESERVE

What are your options for long-term archival and storage of your company's essential content?

Archive Types

Paper

Film

CAS

Optical

NAS/SAN



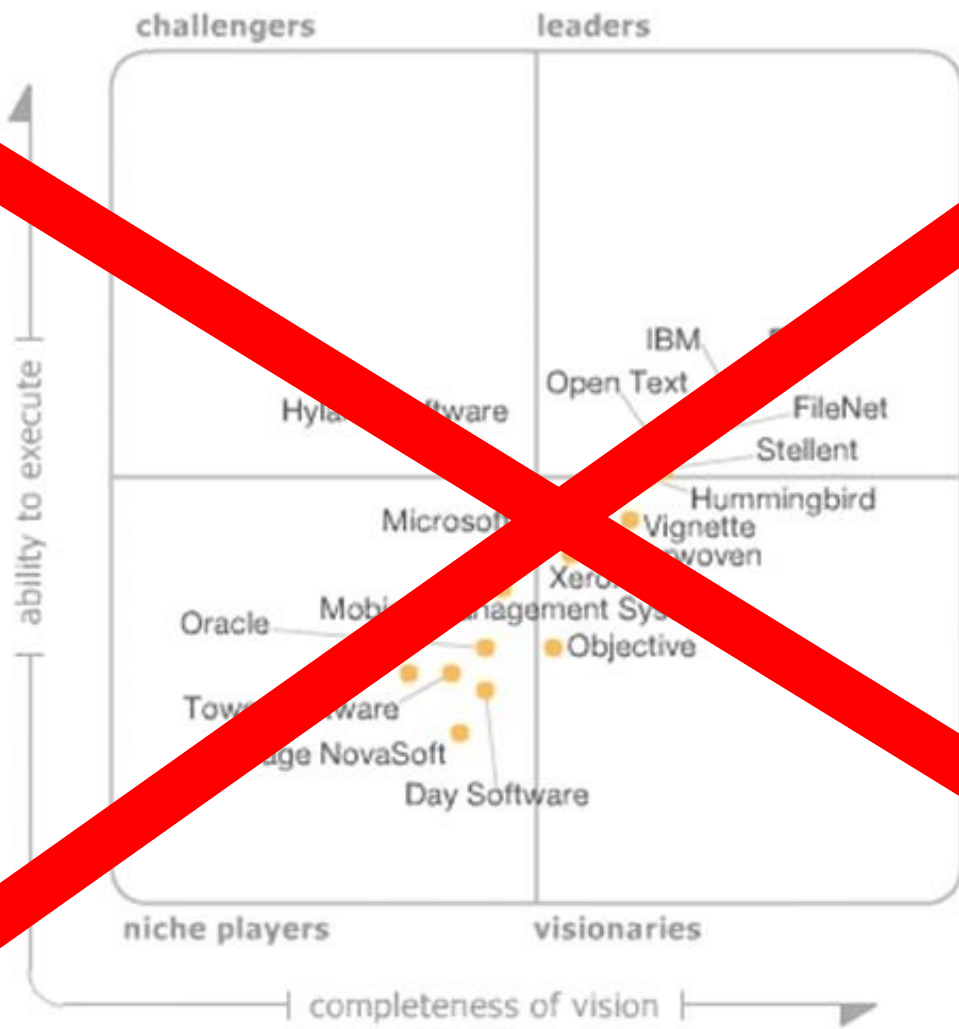




Market Developments & Trends

- 
- **ECM Suites**
 - **ECM integrated Systems**
 - **ECM Components & Services**



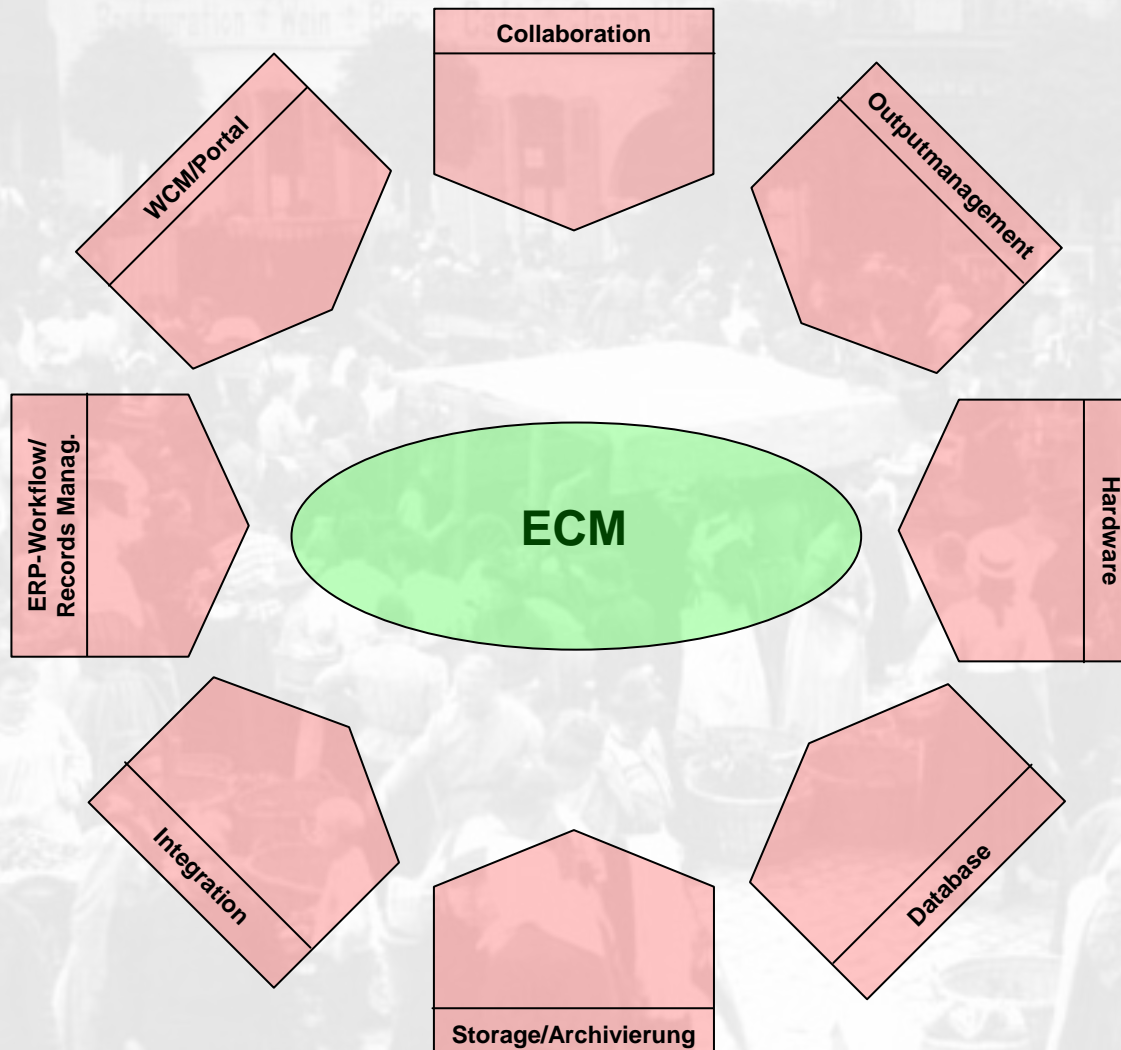




Firma	AI	IM	ECM	M			Sto	Pre	OM
				DM	Col	CM			
EMC									
FileNet									
IBM									
OpenText									
HP									
Microsoft									
Oracle									
SAP		*							
Sun									
Betasystems									
d.velop									
Docuware									
EASY									
ELO		*							
GFT Solution.									
IQDoQ									
Optimal									
Saperion									
SER Solutions									
WinDream									
etc ...									



Competing vendors

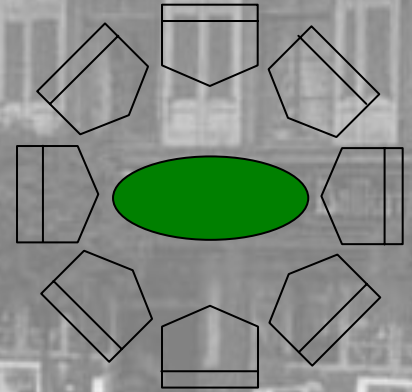




"Traditional" DMS and ECM Vendors

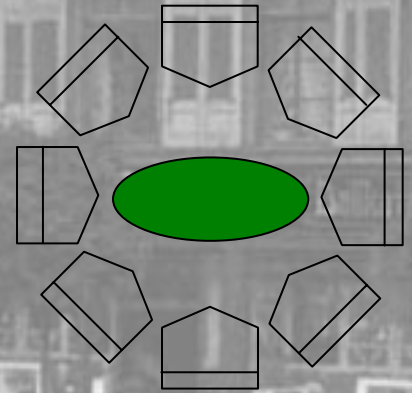
International ECM Vendors

- IBM
- FileNet
- EMC Documentum
- OpenText
- Hummingbird, Mobius, BancTec, OnBase and others



Midsize ECM Vendors

- Ceyoniq
- d.velop
- Docuware
- Easy
- ELO
- H & S
- Optimal Systems
- Saperion
- SER
- Zylab
- and some 100 more





The "Attackers"

Collaboration

- Microsoft

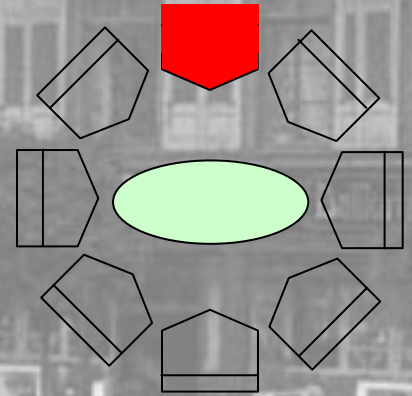
Vista with Workflow, Sharepoint Portal Server, InfoPath, Exchange

- IBM

Websphere, Domino

- Oracle

10g Content Services, Workflow

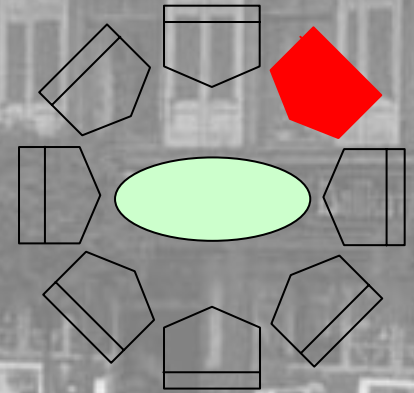


Office Communication
Office
Operating System

Output Management

- Adobe
- Betasystems
- ISIS
- XEROX

- and others



**Print
Document
Management**

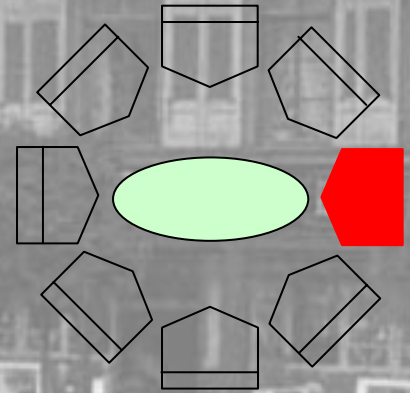
COLD

**Multi Channel
Single Source
Publishing**

„Printer“-Hardware

- XEROX
- CANON
- Brother
- Lexmark
- Ricoh

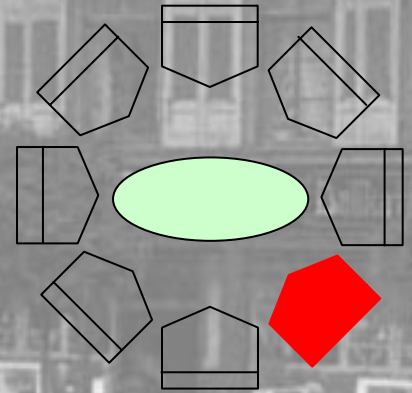
- and others



**All-in-One-
Printer-Copier-
Fax-Scanner**

Databases

- IBM
- Oracle
- Microsoft
- and others



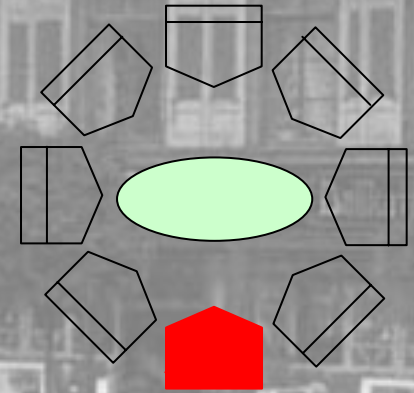
"BLOB" Storage

Media Asset Management

Storage-System Vendors

- EMC
- HDS
- HP
- IBM
- NetApp
- SUN

- and others

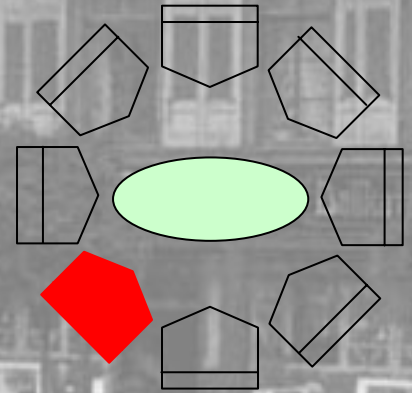


ILM
Information
Lifecycle
Management

Archiving

System Vendors

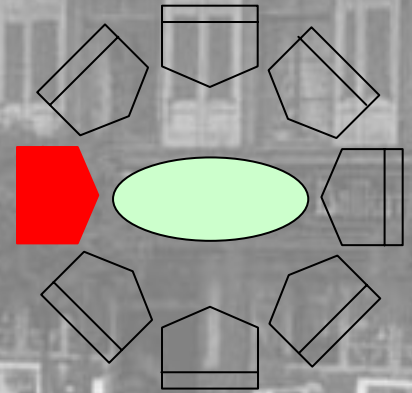
- More and more ...



Industry Solutions

ERP Standard-Software

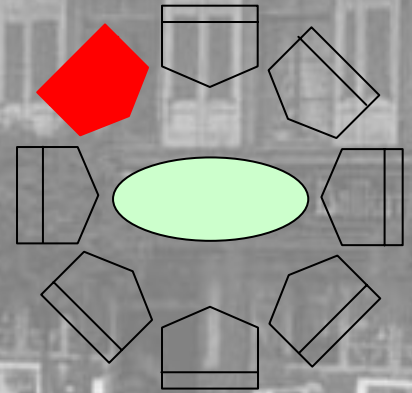
- SAP
- Oracle
- Sage
- and others



**Records Management
Workflow**

Web Content Management

- Vignette
- Stellent
- Interwoven
- and many others
- ... as well as Open Source ...

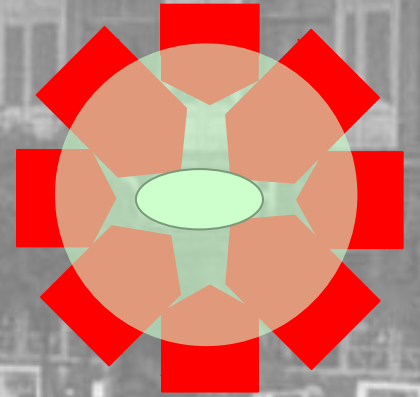


WCM
e-Business
ECM



The market grows fast ...





The market grows fast ...

**But the growth is shared
among many
old and new competitors**





A scenic landscape featuring a wide river flowing through a valley. A bridge spans the river in the middle ground. In the foreground, there are trees and a fence. A large, tall tree stands on the right side of the image. The sky is blue with scattered white clouds. The word "Outlook" is overlaid in the center in a large, bold, blue font with a red outline.

Outlook

A scenic landscape featuring a river flowing through a valley. A bridge spans the river in the middle ground. In the foreground, there are trees and a fence. A large, tall tree stands on the right side of the image. The sky is blue with some clouds. The overall scene is peaceful and natural.

10 Thesis about ECM



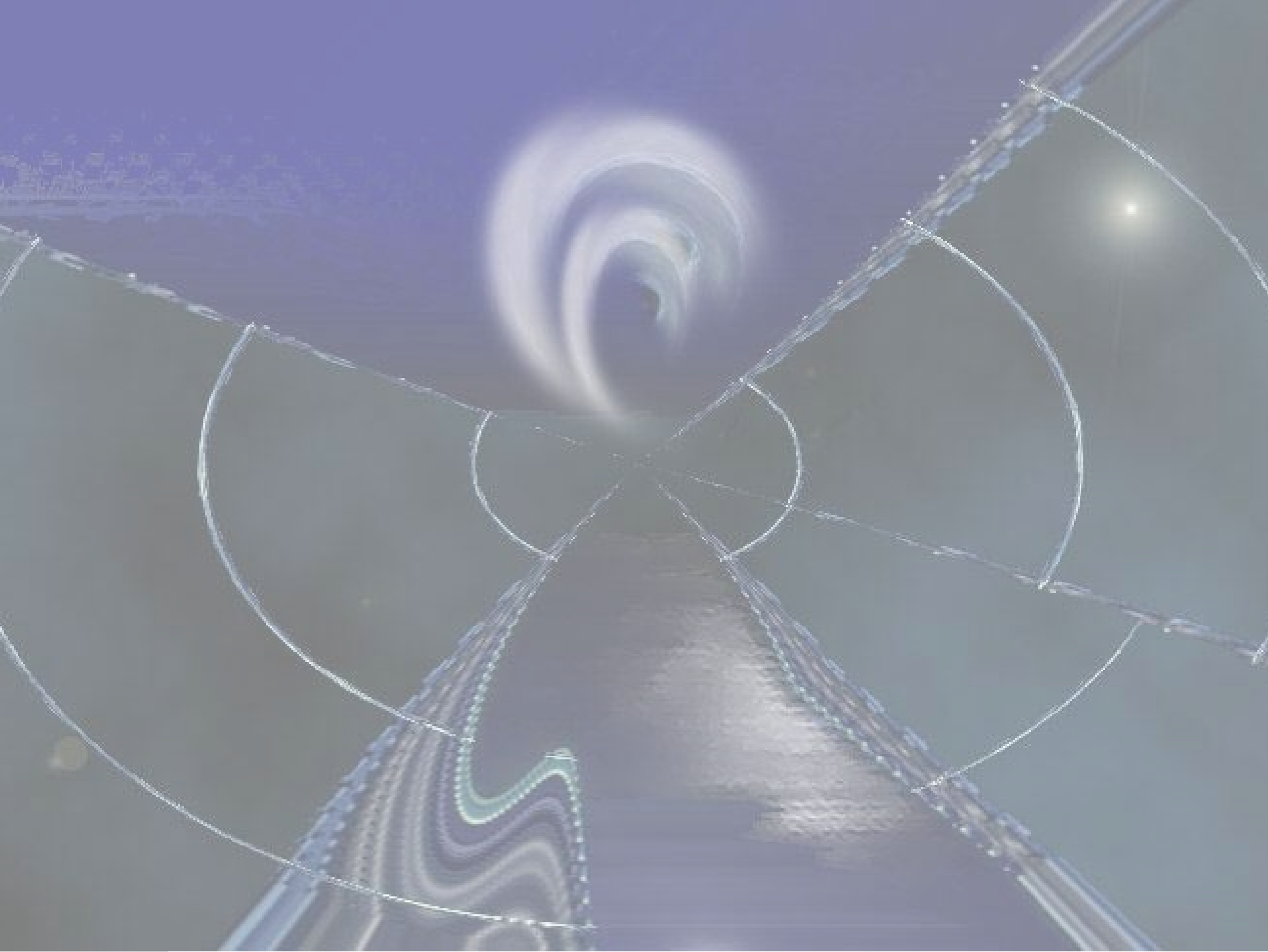


Is ECM only a Vision?

ECM with its comprehensive goal is not a product, but rather a vision, a strategy, and at best a solution portfolio.

The claim of having one solution for every application from a single source is simply not realistic.

~ 2 ~



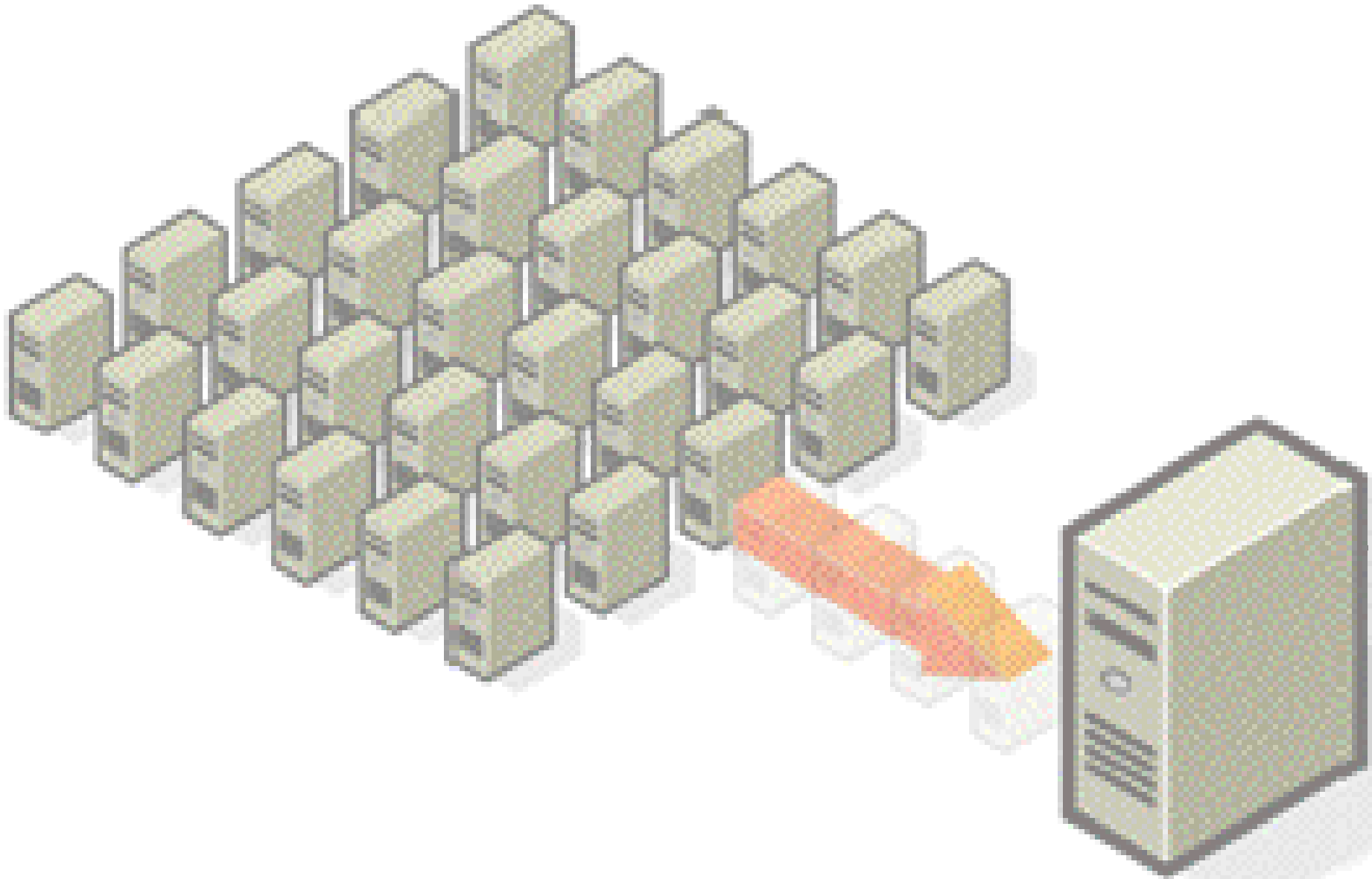
The background features a blue-to-white gradient. A prominent white swirl is centered in the upper half. A grid of white lines, resembling a wireframe or a mesh, is overlaid on the scene, with lines converging towards the center. The word "Convergence" is written in a bold, blue, sans-serif font with a red outline, positioned horizontally across the middle of the image.

Convergence

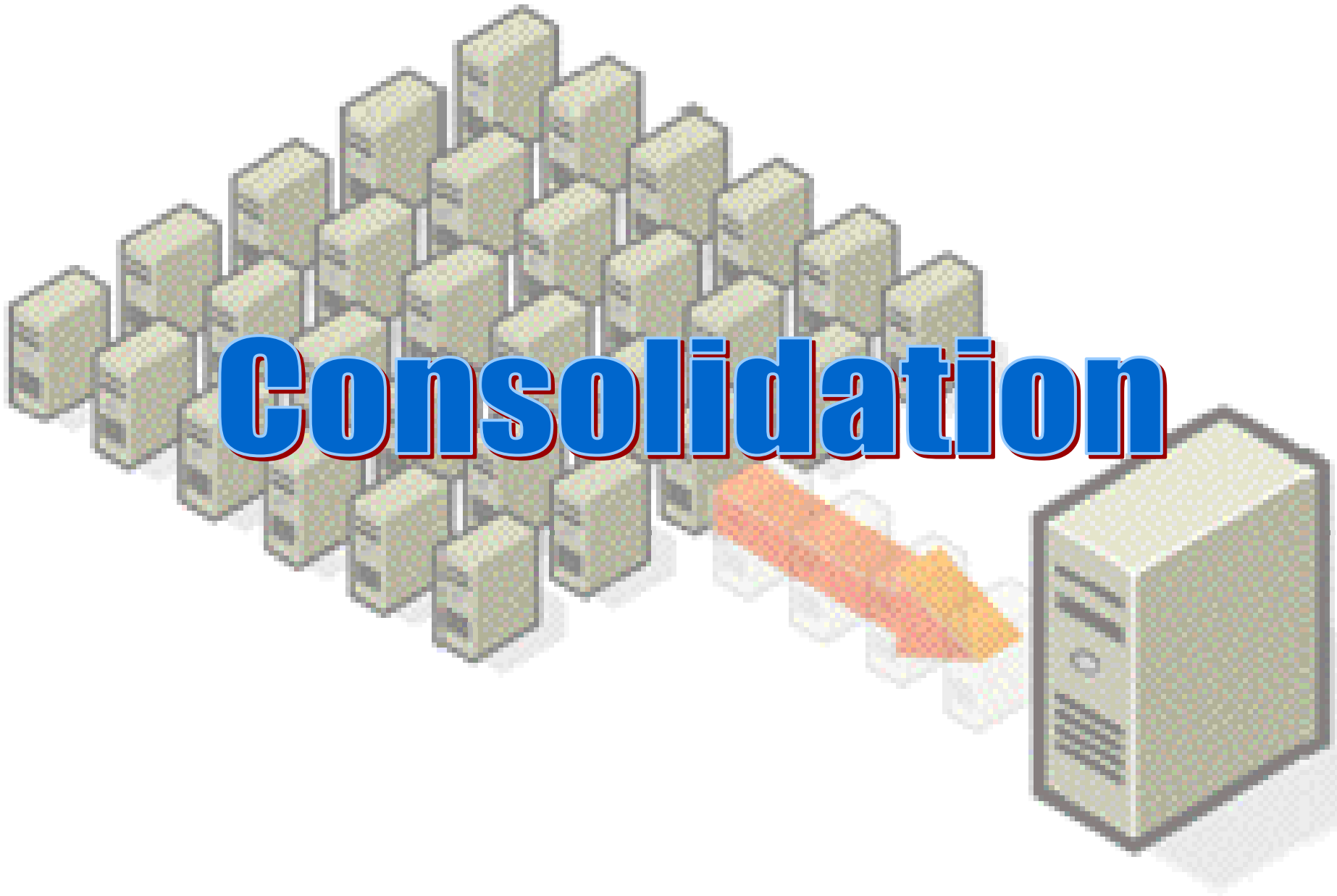
WCM, ECM, portals and other document related technologies are blending together.

Only a few vendor portfolios come up to ECM's claims.

~ 3 ~



Consolidation





The market is swamped with ECM products and ECM components.

Like the other software and IT market segments, the ECM market will consolidate.

~4~







The Value of Information

Information has only inherent value when it is used as knowledge in processes.


The value of information must be considered in planning and operations alike, and justifies investments in ECM as infrastructure.

~ 5 ~



A pair of hands, one on the left and one on the right, are shown holding a pair of golden scales of justice. The hands are positioned as if they are about to place something on the scales or are in the process of weighing them. The scales are a classic design with two pans hanging from a central point. The background is a dark, solid color, making the golden scales and the skin of the hands stand out.

Our Dependence on Information

A pair of hands, one on the left and one on the right, are shown holding a glowing, translucent globe of the Earth. The hands are positioned as if supporting the globe from below. The background is a dark, textured grey. The text is overlaid on a semi-transparent white rectangular area in the center of the image.

The dangerous dependence on the availability and correctness of electronic information is constantly growing.

Companies, government and society are already today completely dependent on the availability of electronic information.

~ 6 ~





Information Overflow



**We suffer from information overflow.
Identifying the valuable, important
information is a tedious process.**

**Systematic, accurate, and focussed access
to exponentially growing information
volumes gets more and more important.**

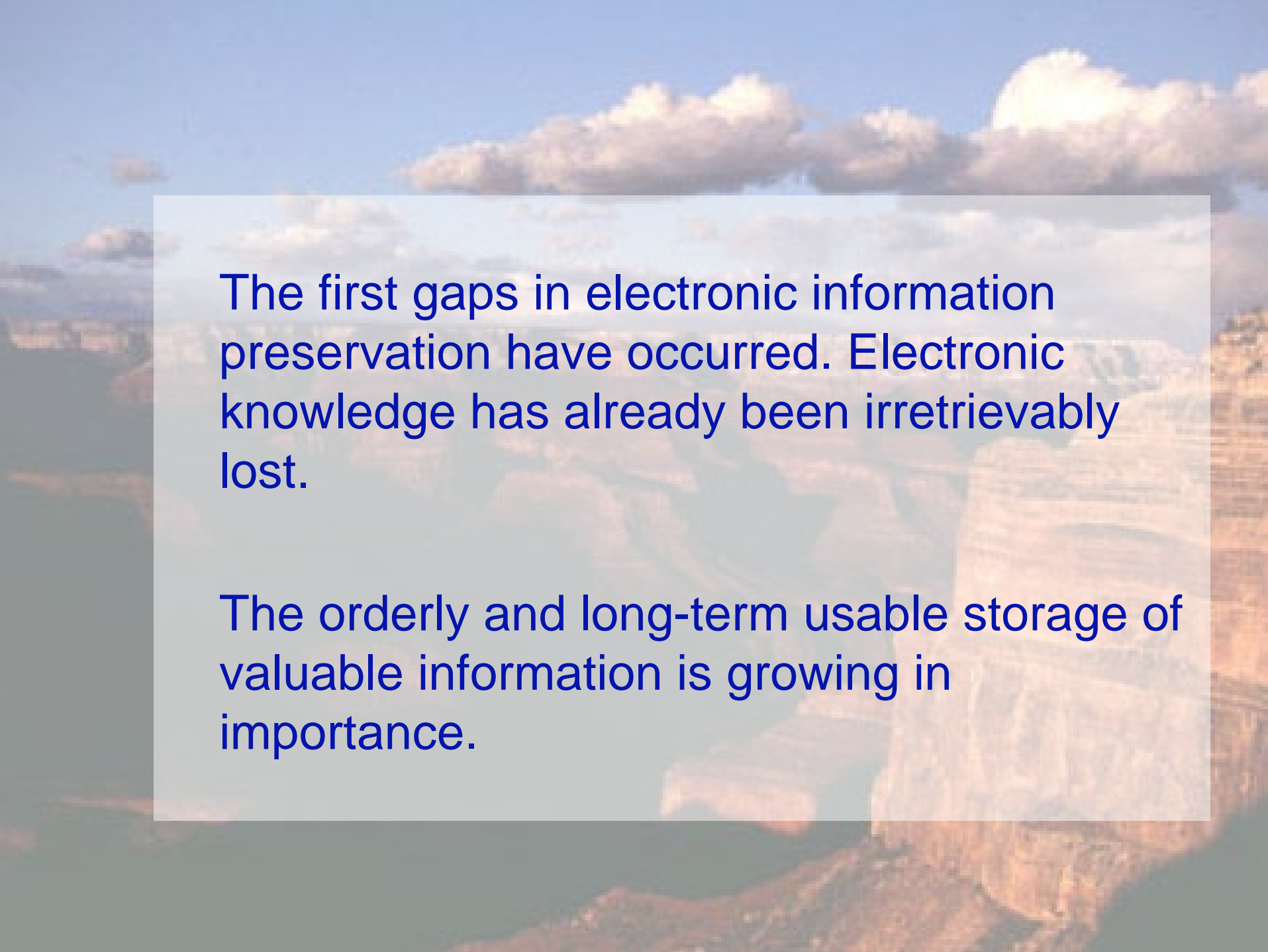


~ 7 ~





Information Gap



The first gaps in electronic information preservation have occurred. Electronic knowledge has already been irretrievably lost.

The orderly and long-term usable storage of valuable information is growing in importance.

~ 8 ~







Value of ECM

The real value of ECM solutions is not adequately communicated to the potential endusers and decision makers.


The necessity of ECM is an issue for the management of every company and has to be communicated in regard to business issues, business continuity, compliance, and competition implications.

~ 9 ~



An aerial photograph of a city, showing a complex network of elevated highways and interchanges. The roads are multi-lane and curve through the urban landscape. The buildings and streets below are visible, providing a sense of scale and context for the infrastructure project.

ECM as Infrastructure

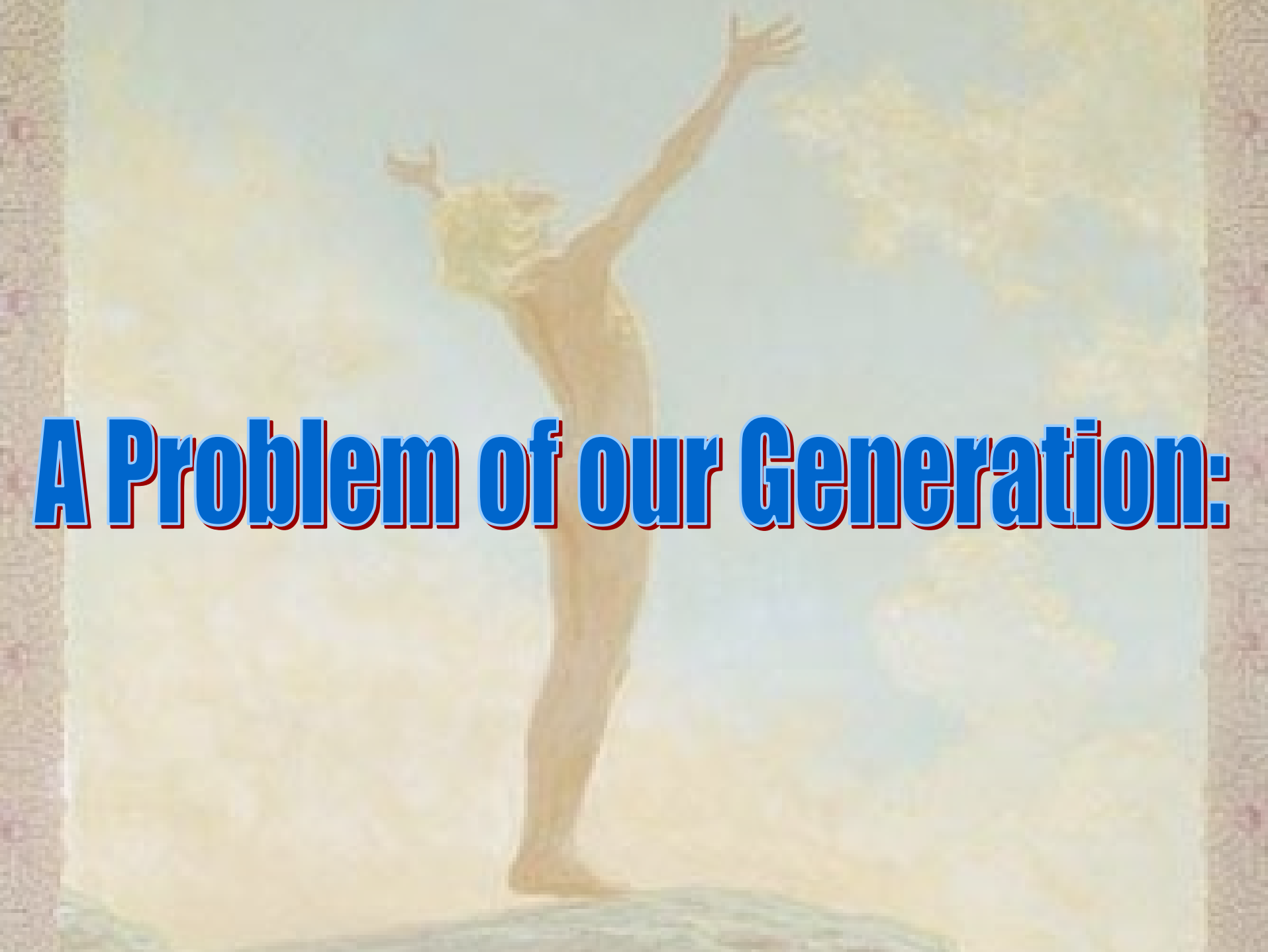
An aerial photograph of a city, showing a dense urban landscape with various buildings and infrastructure. A semi-transparent grey rectangular box is overlaid on the center of the image, containing two lines of blue text.

ECM will become infrastructure at the level of operating systems, databases and software services.

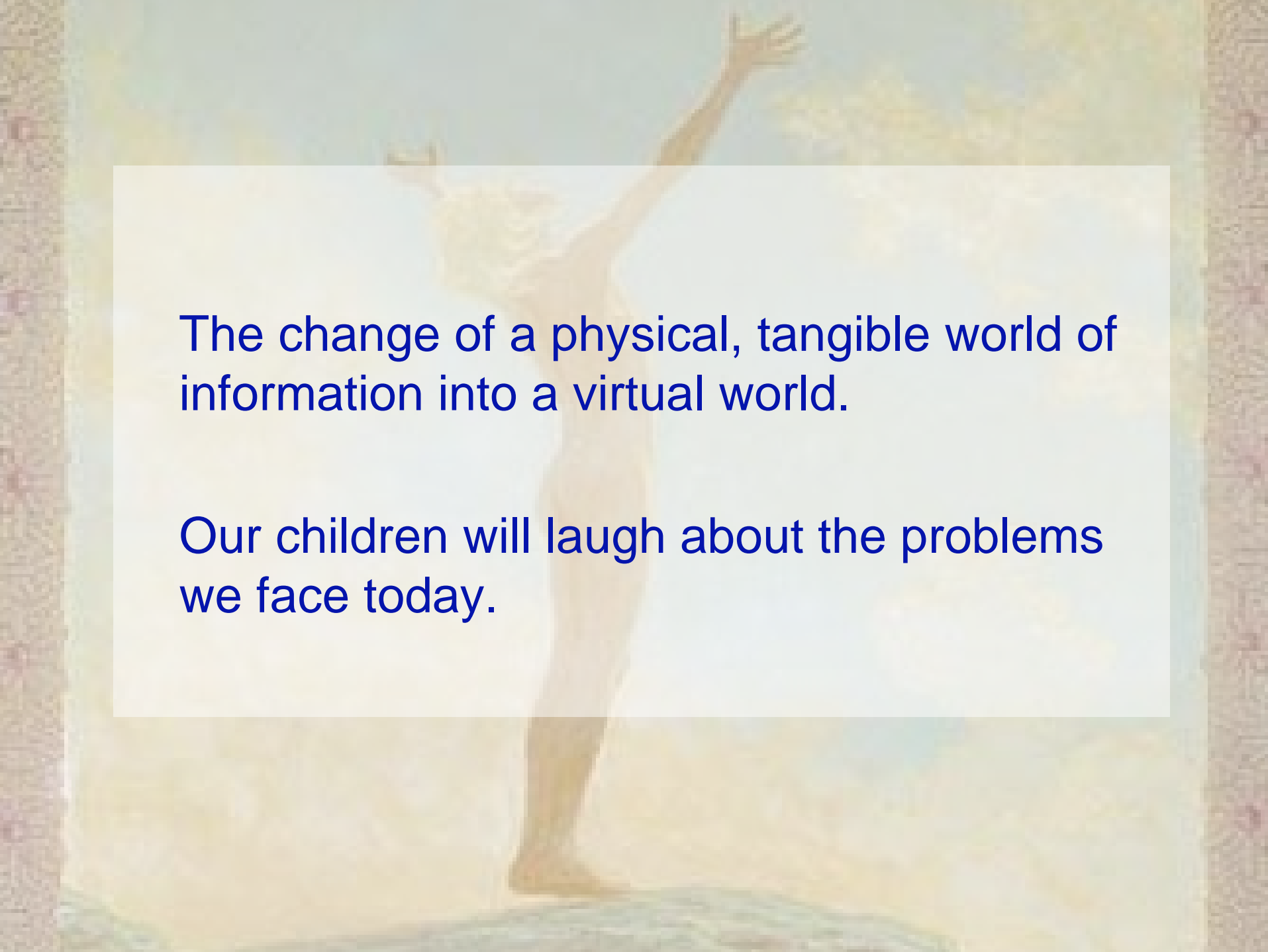
ECM basic functionality is a commodity.

~ 10 ~



A painting of a nude figure with arms raised against a light, textured background. The figure is positioned in the center, with arms extended upwards and outwards. The background is a mix of light blue and yellowish tones, suggesting a sky or a bright, open space. The overall style is soft and somewhat ethereal.

A Problem of our Generation:

A painting of a nude female figure with her arms raised, set against a soft, hazy background. The figure is positioned in the center, with her arms reaching towards the top of the frame. The background is a mix of light blue, yellow, and white tones, creating a dreamlike atmosphere. The overall style is soft and ethereal.

The change of a physical, tangible world of information into a virtual world.

Our children will laugh about the problems we face today.



Thank You

