



ECM – Definitions, components, and challenges

Dr. Ulrich Kampffmeyer

PROJECT CONSULT Unternehmensberatung GmbH



Enterprise Content Management

Definitions, components, and challenges

Dr. Ulrich Kampffmeyer

DMS EXPO

Köln, 19. September 2006

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Unternehmensberatung Dr. Ulrich Kampffmeyer GmbH

Enterprise Content
Management
Definitions, components,
and challenges
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Definitions, components,
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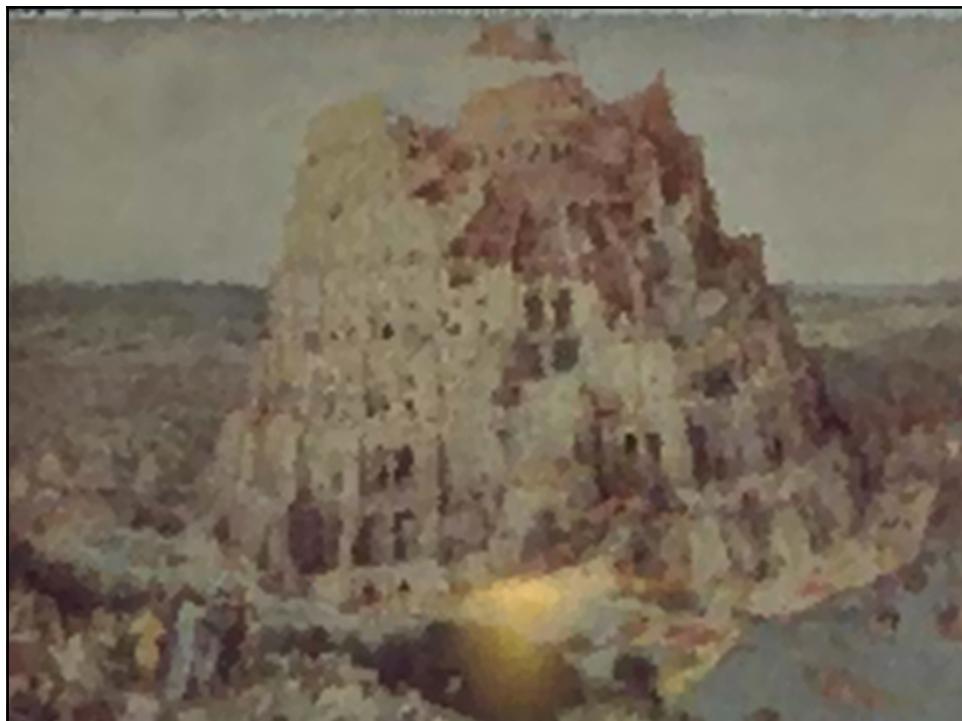
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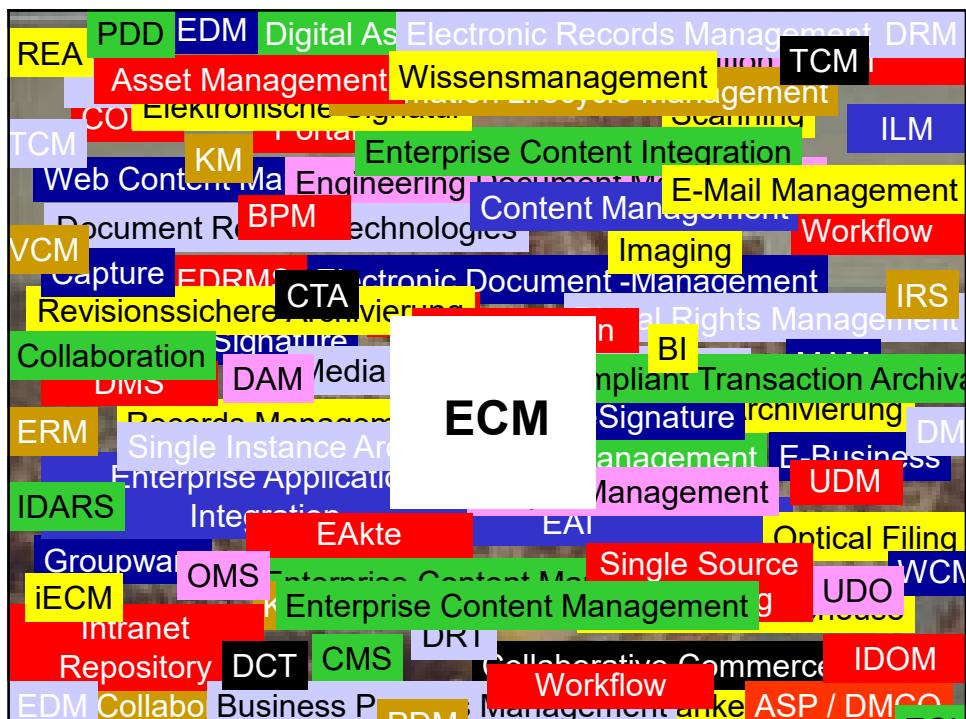
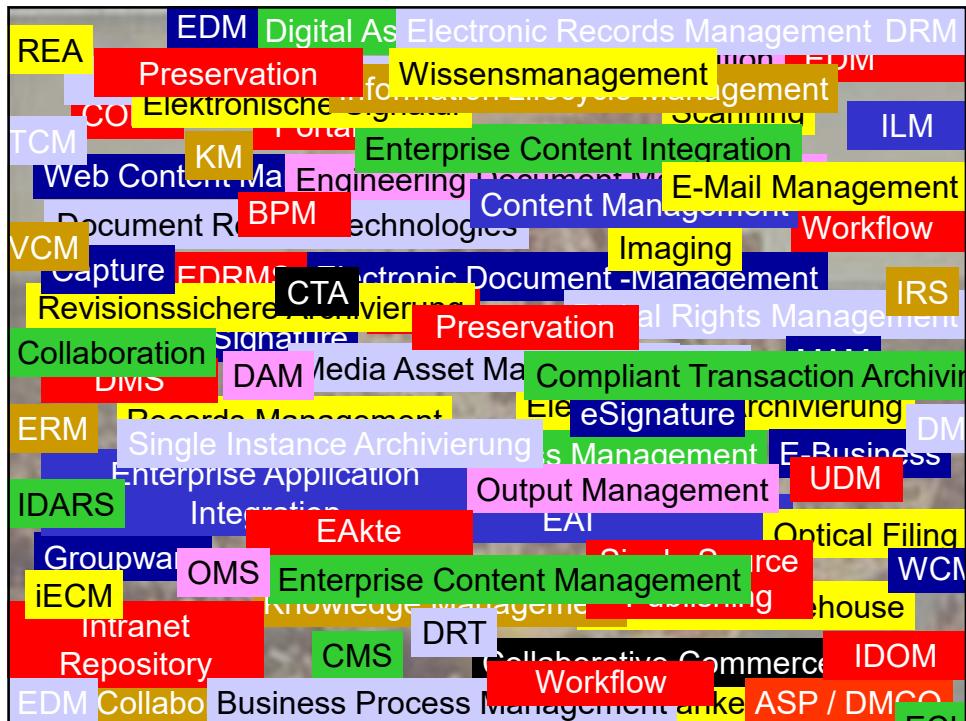
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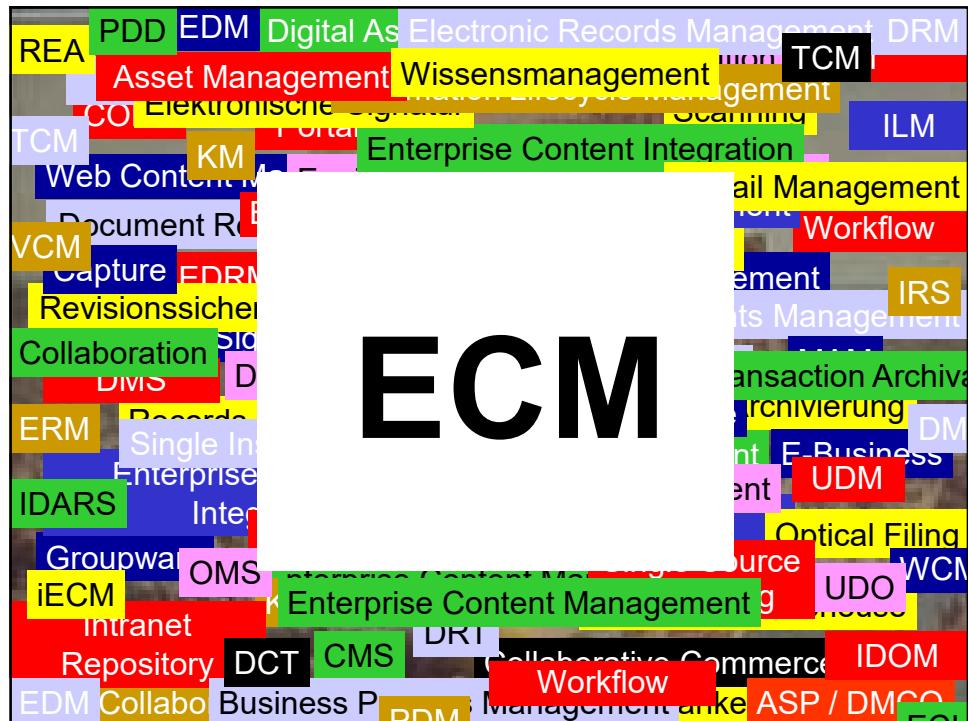
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Babylon: Terms & Acronyms



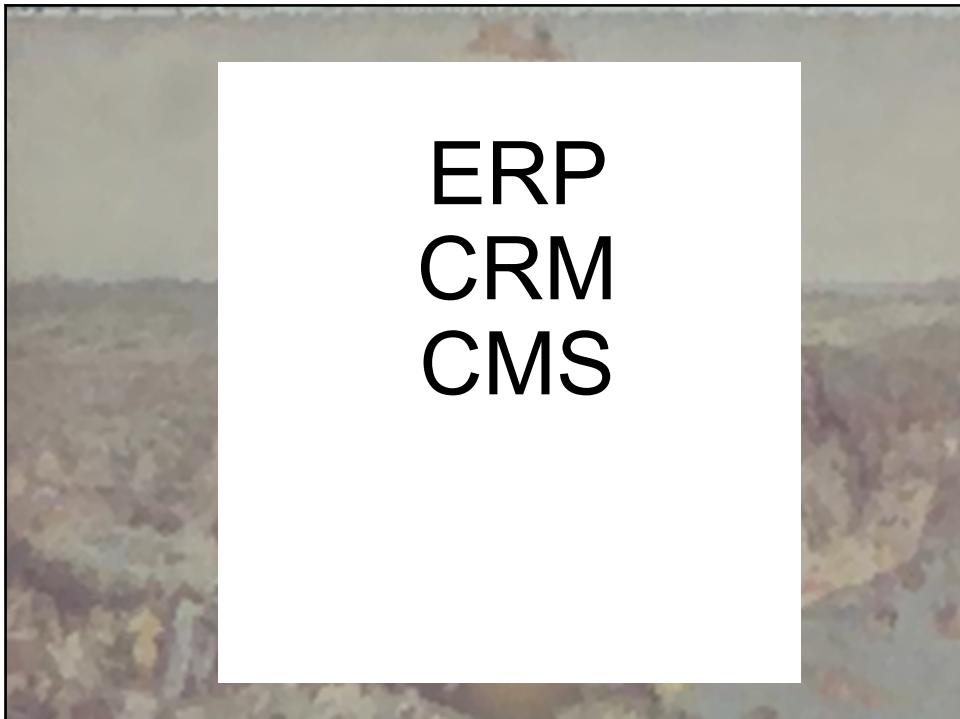




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ERP
CRM
CMS



ERP
CRM
CMS

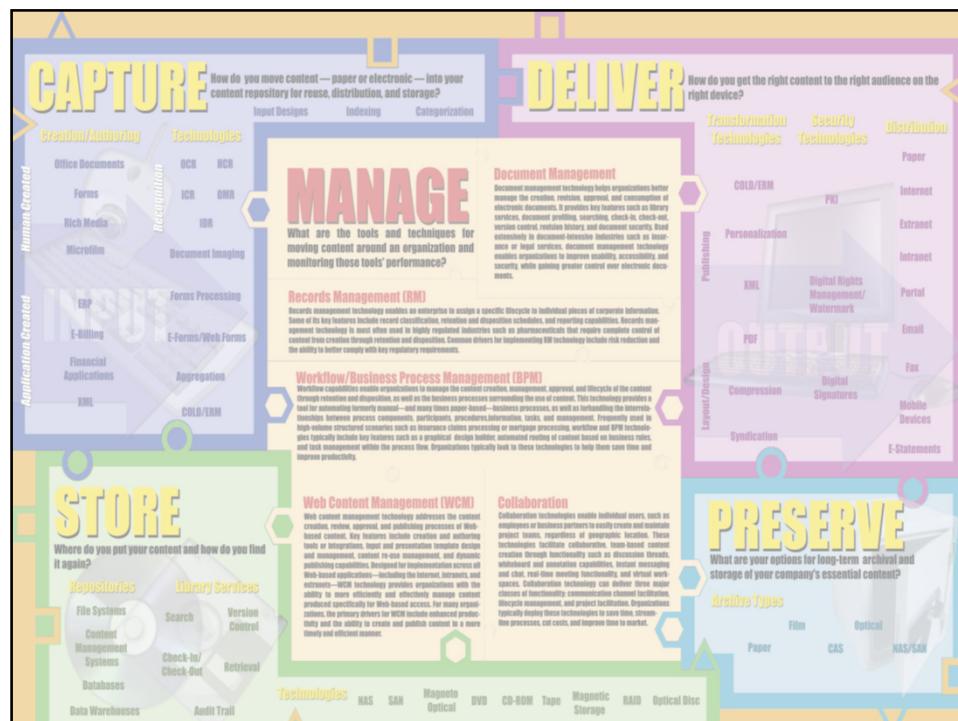
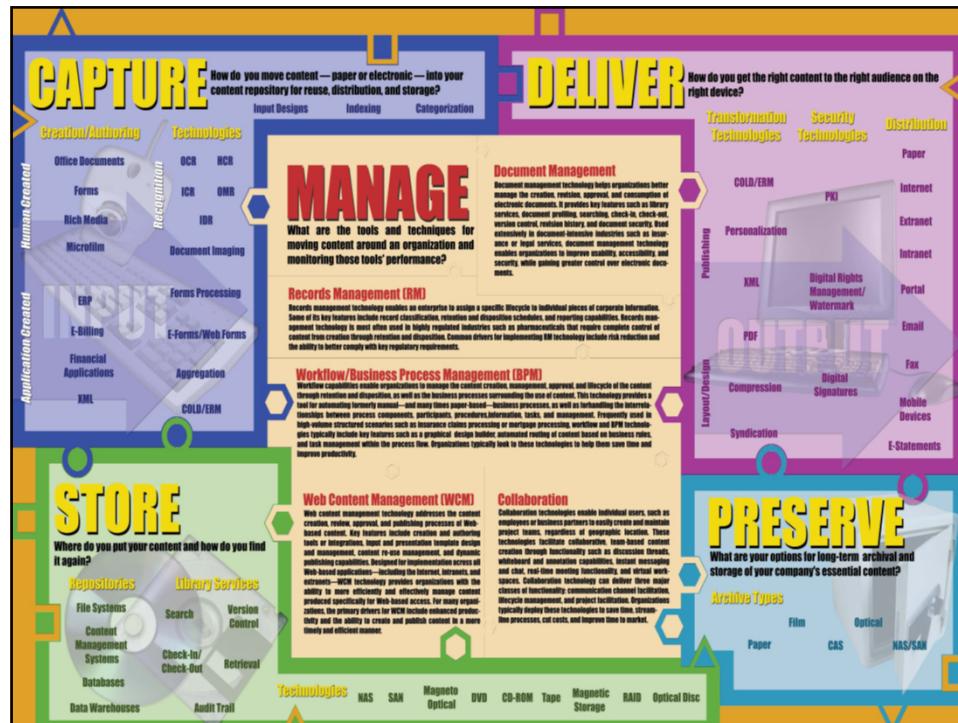
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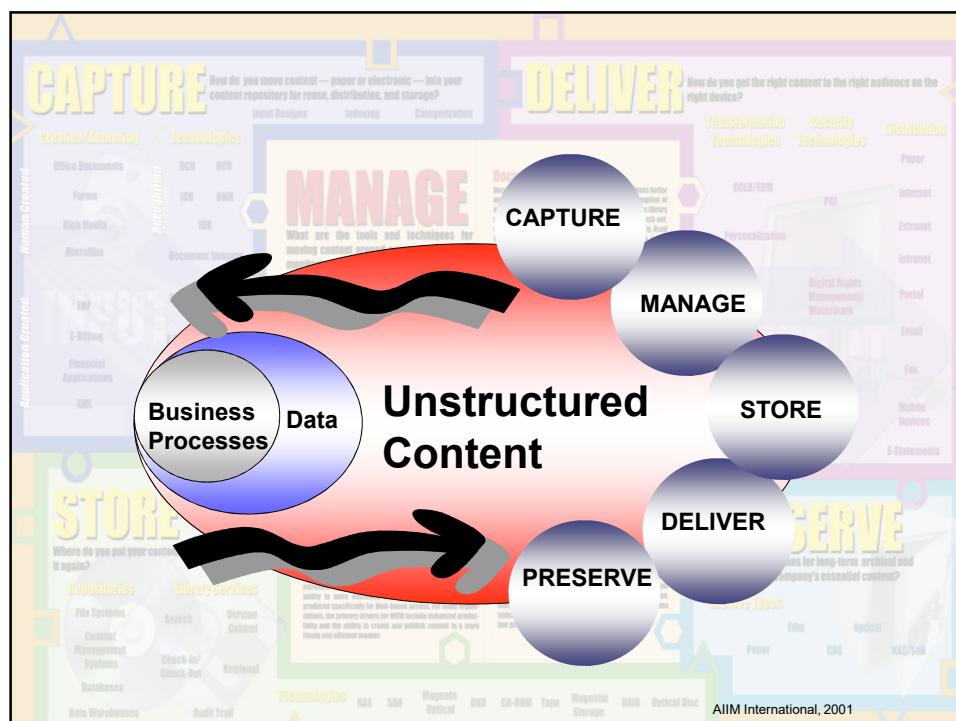




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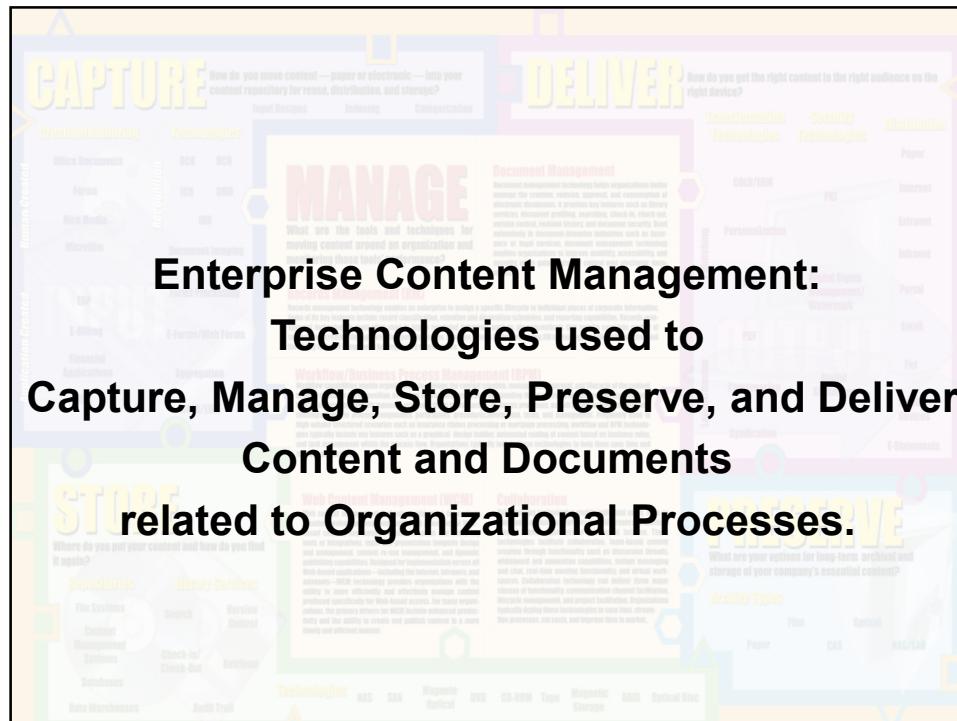




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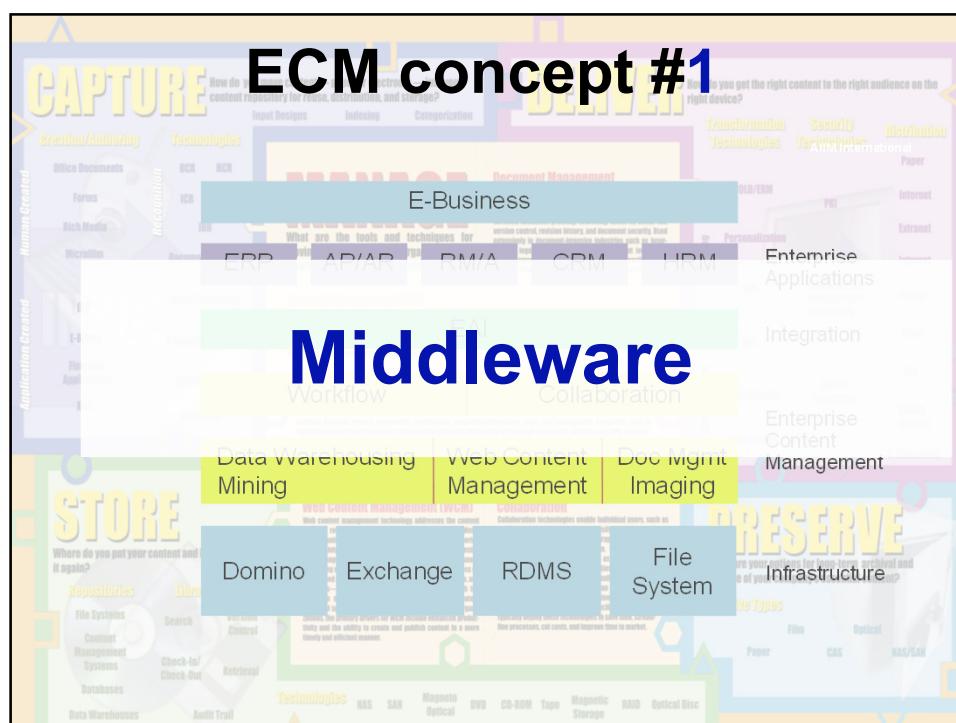
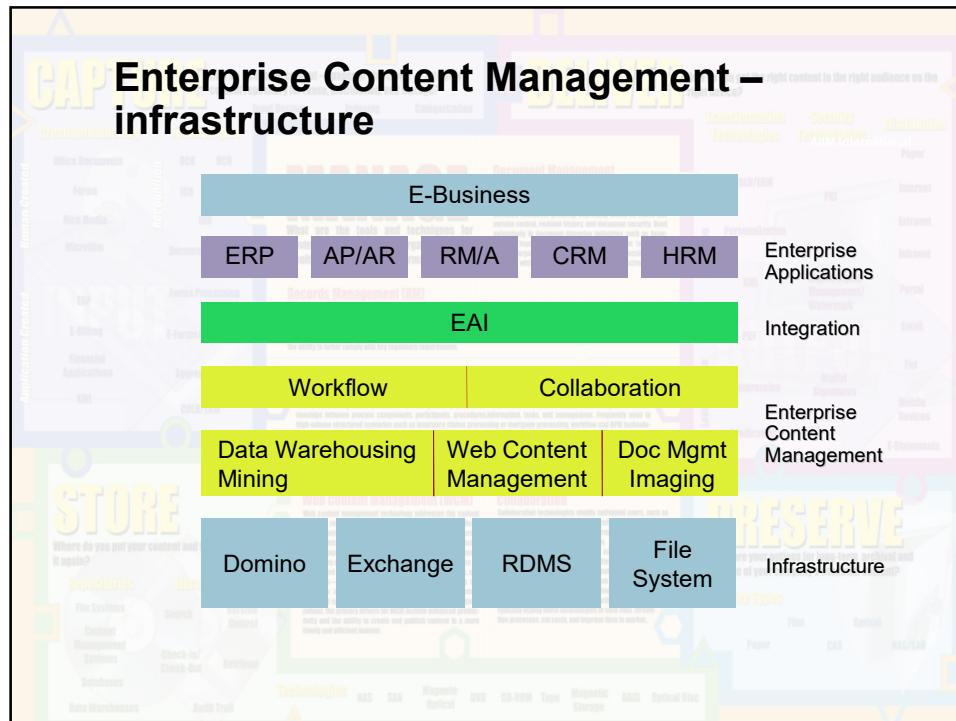




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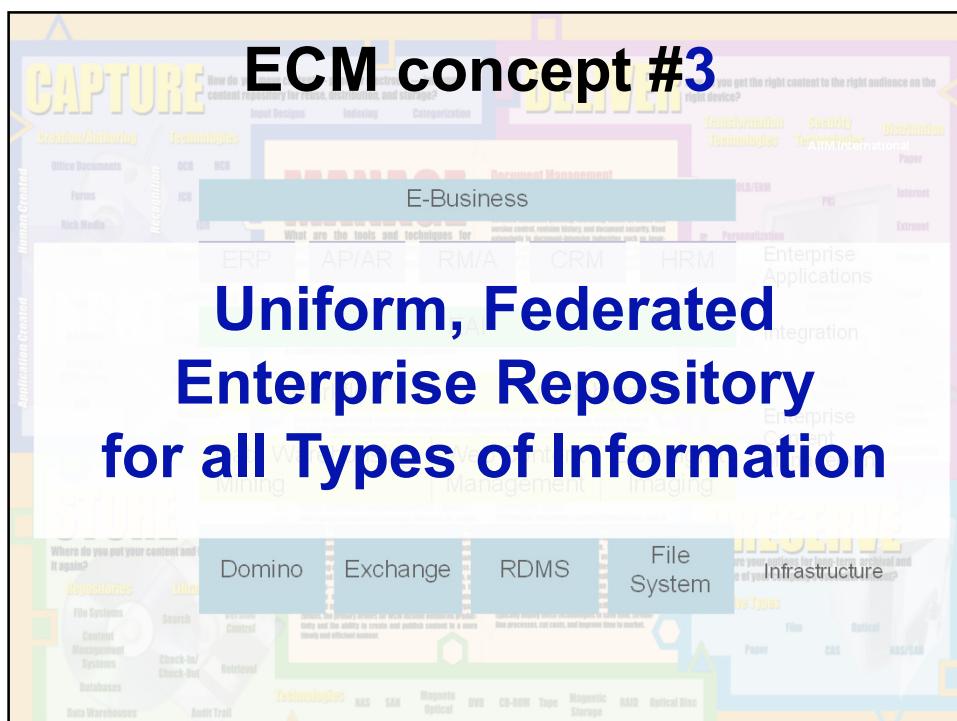
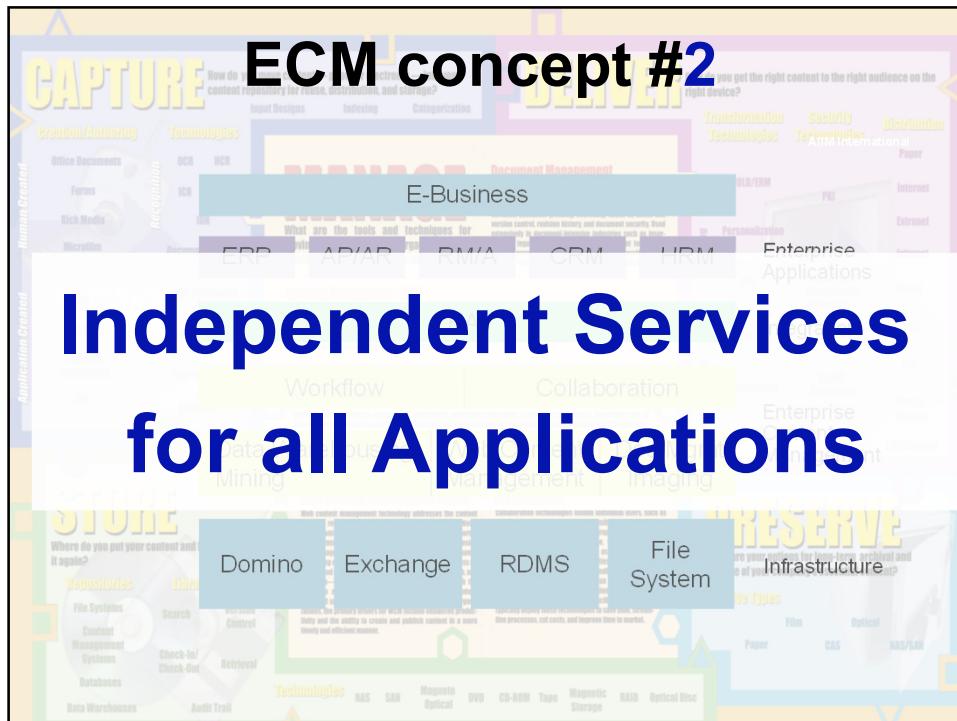




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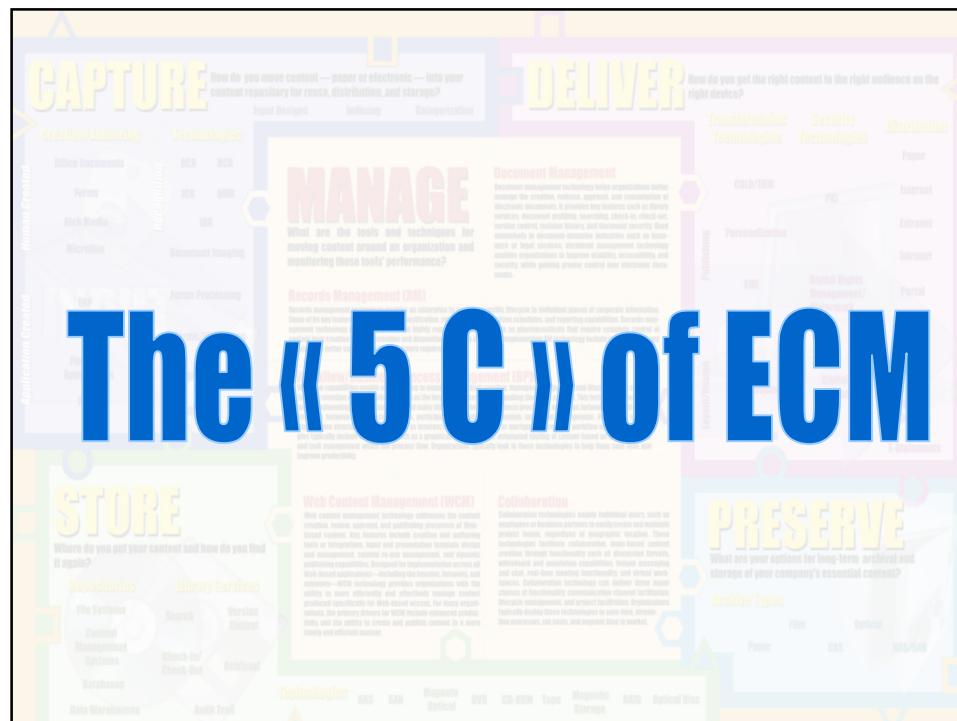




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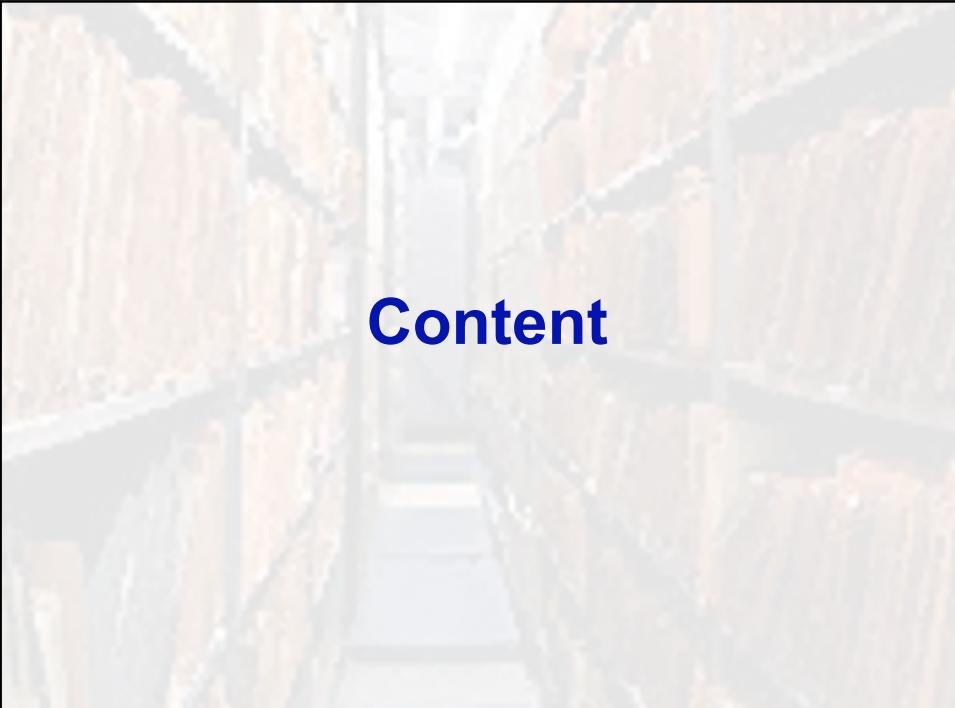




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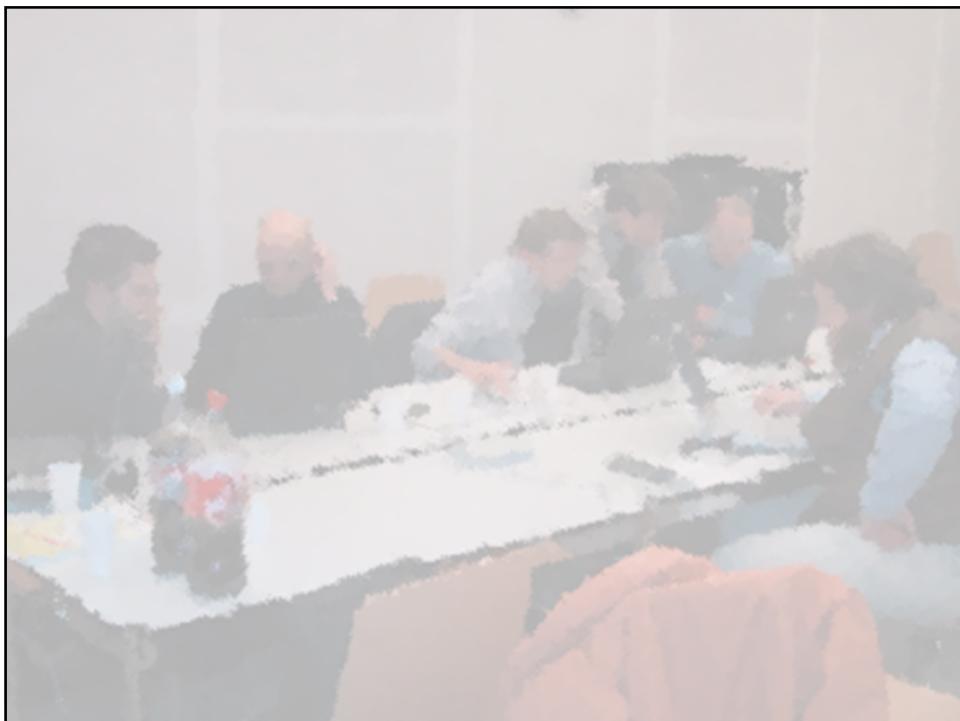
Content



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Collaboration



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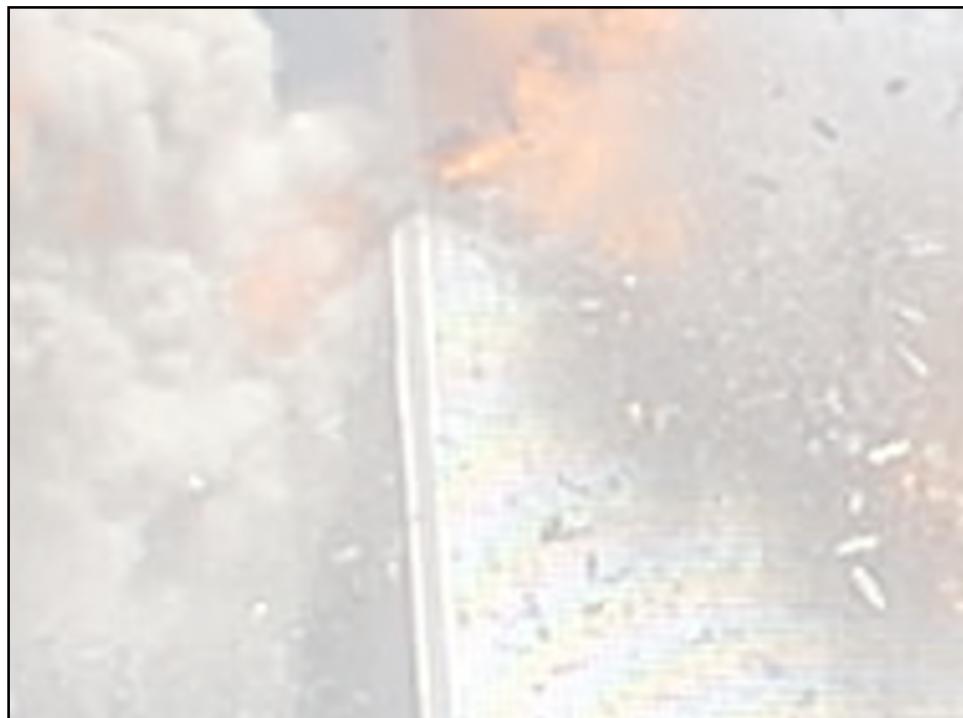
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(Sarbanes-Oxley Act of 2002, Sec. 802, §1519)





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Continuity



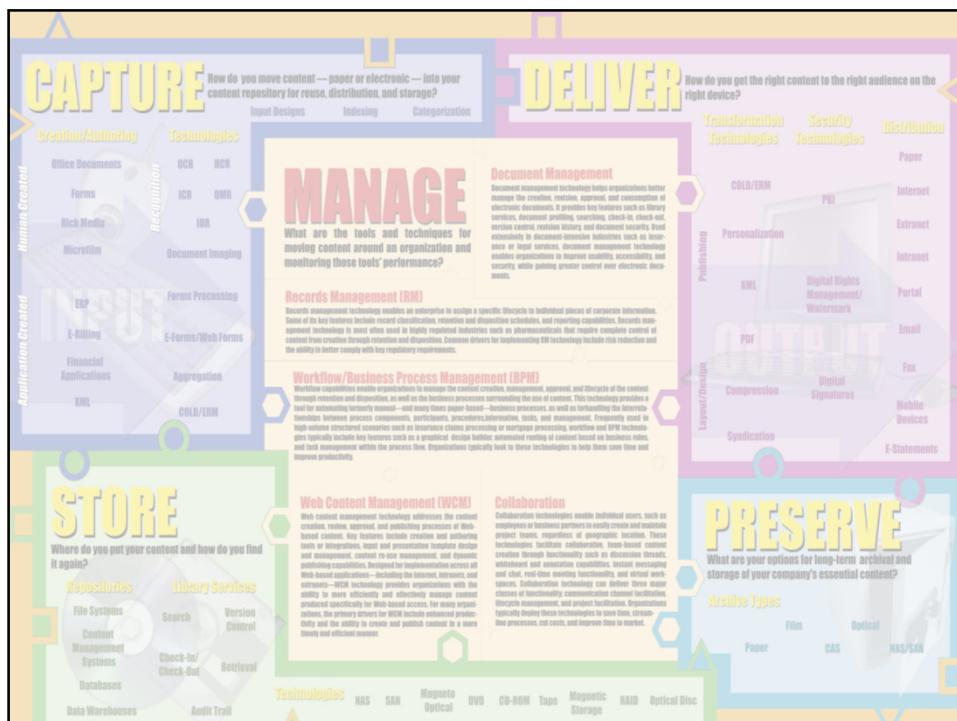


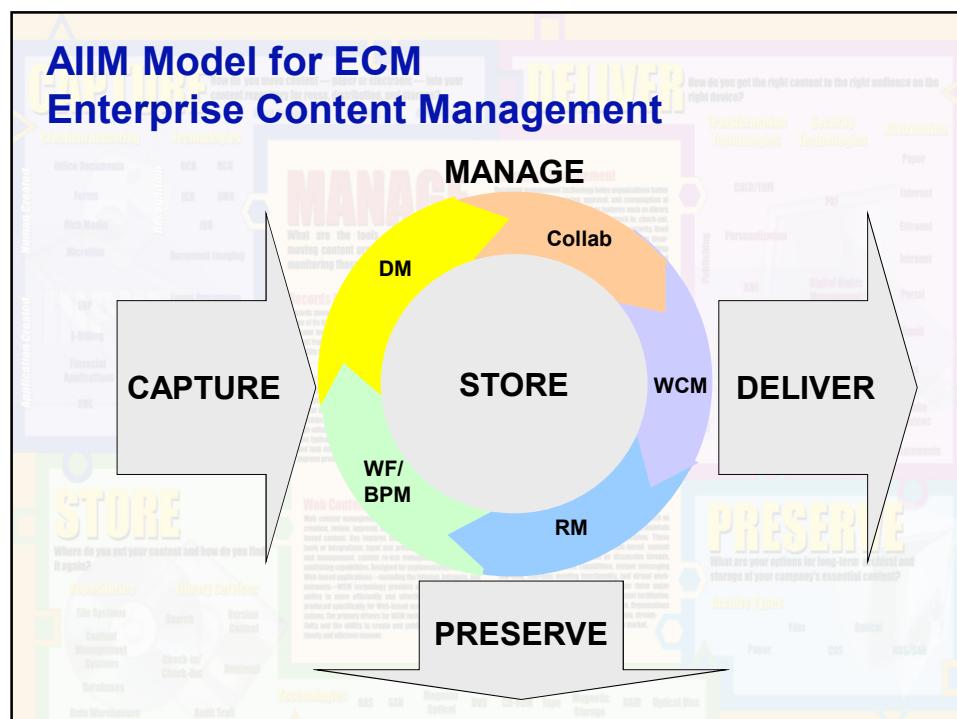
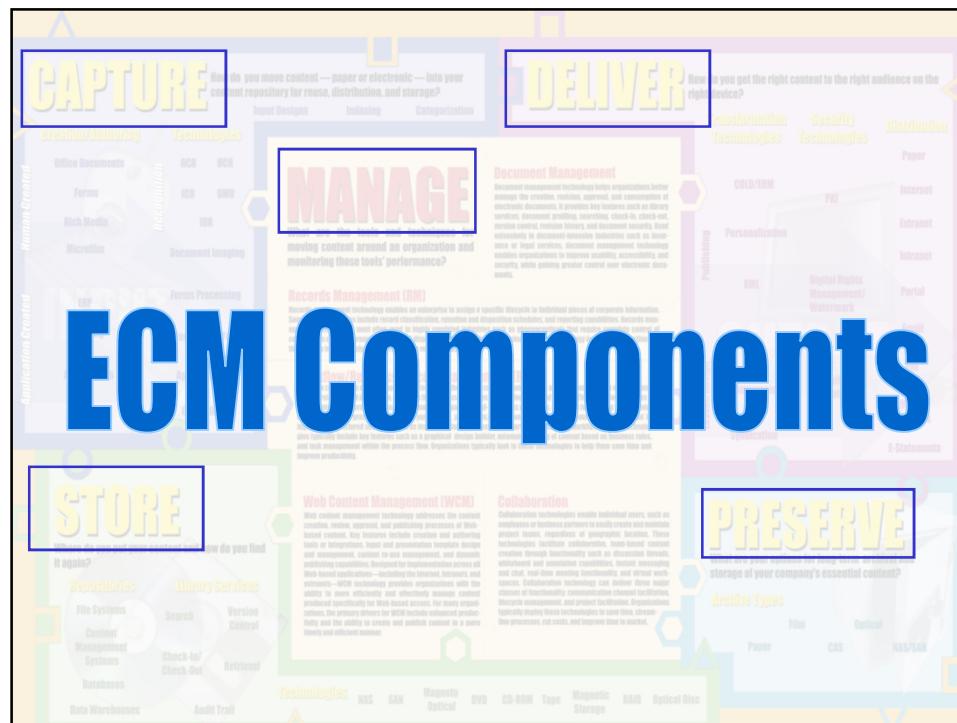
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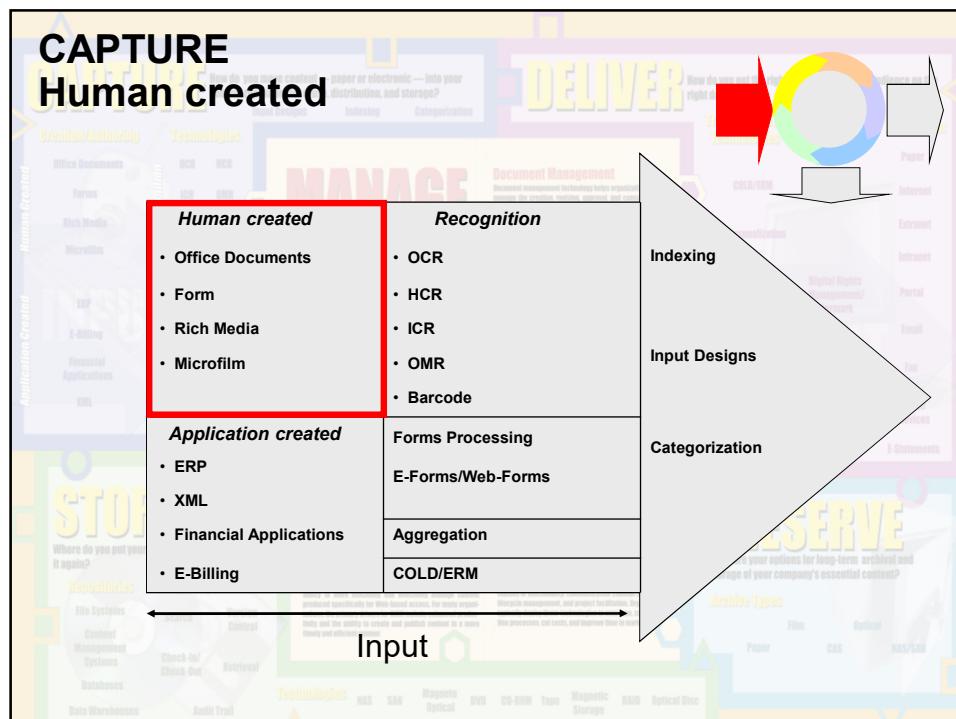
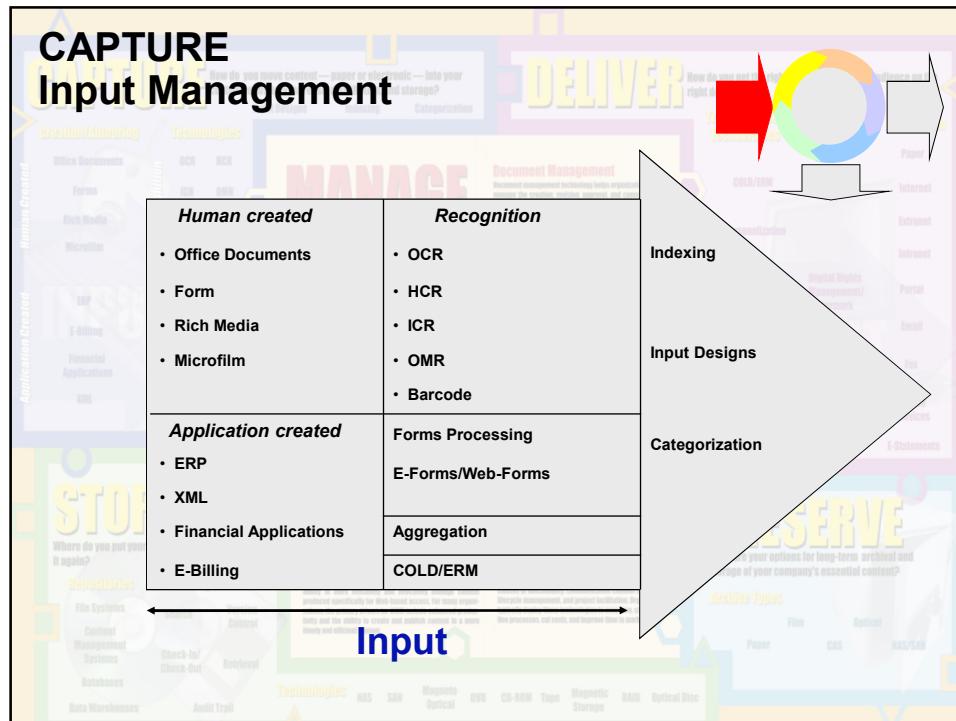
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Cost





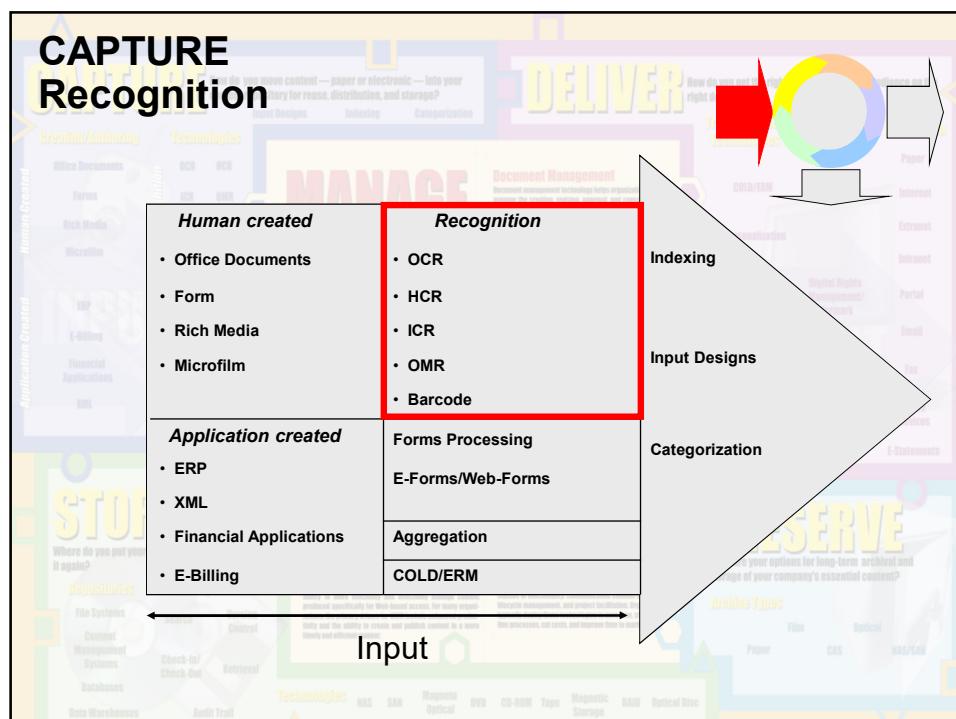
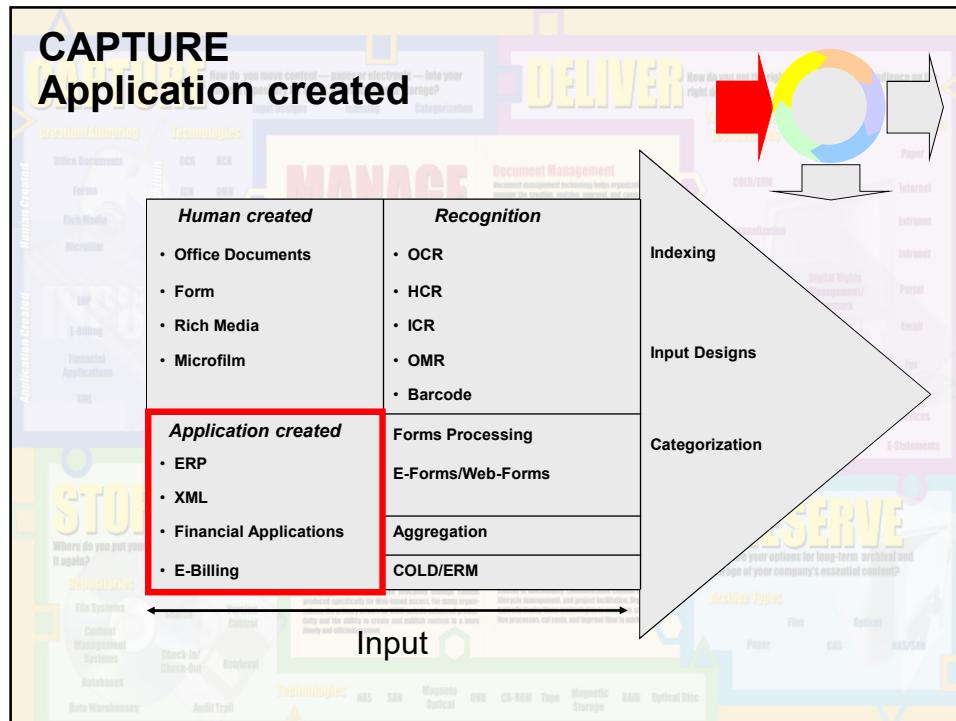


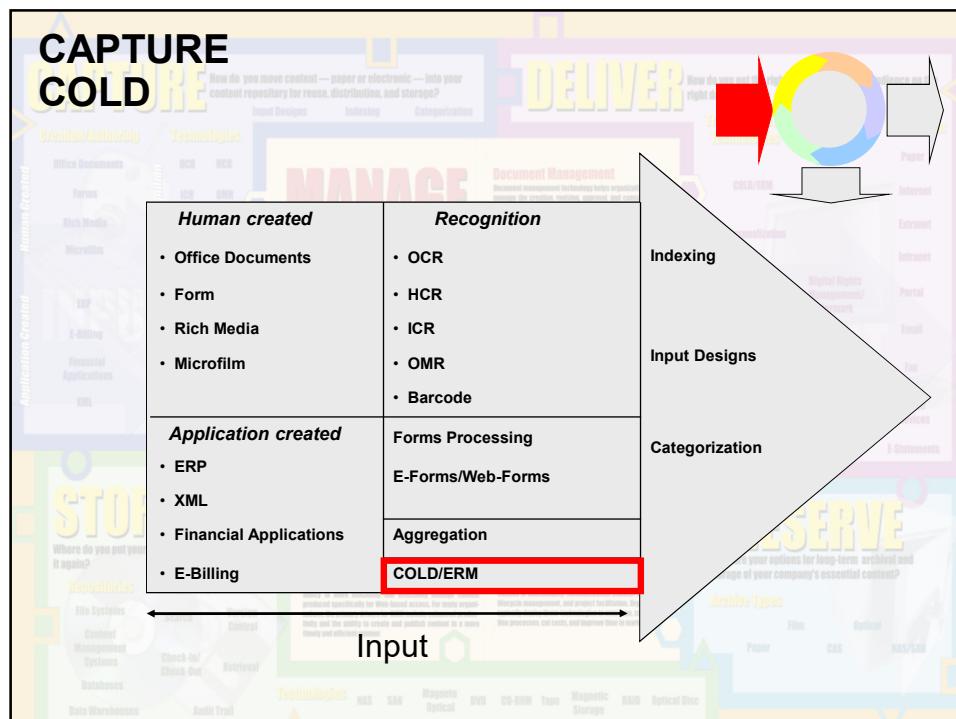
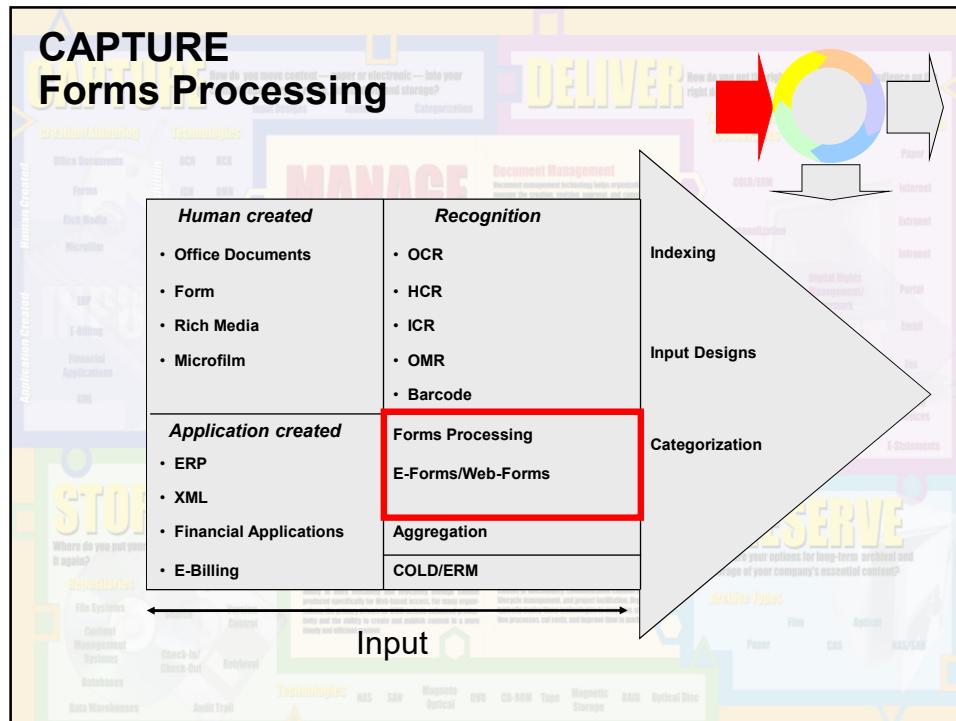


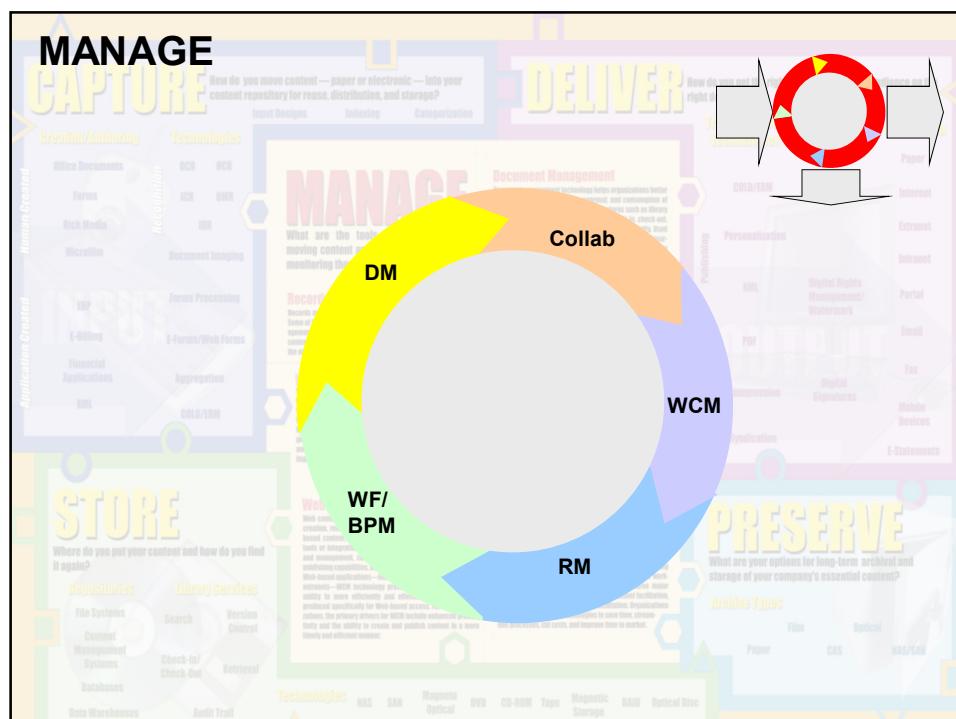
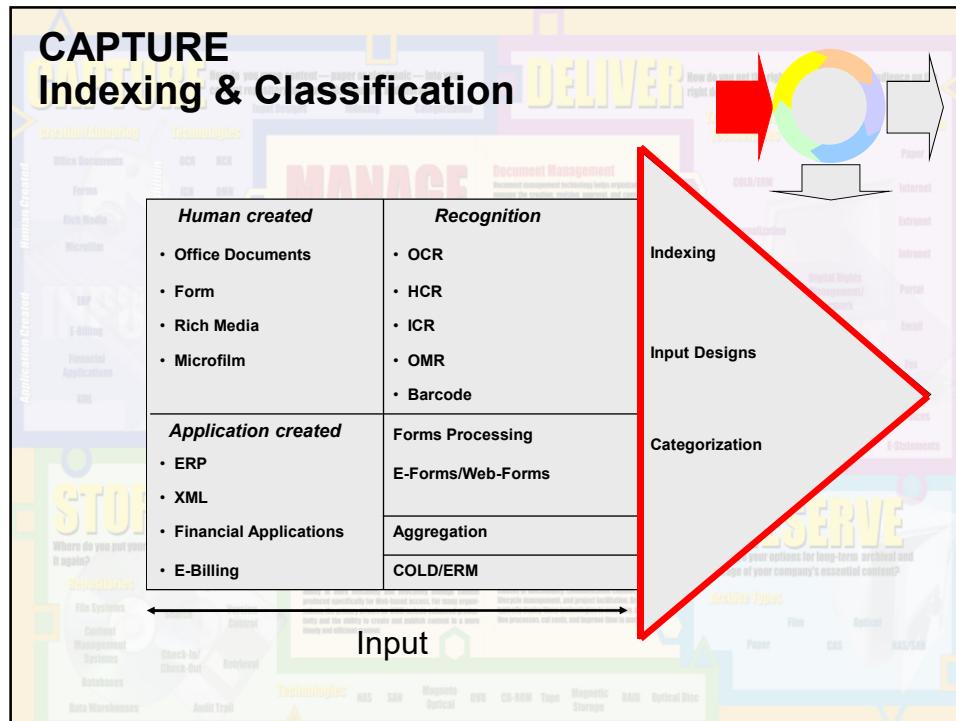
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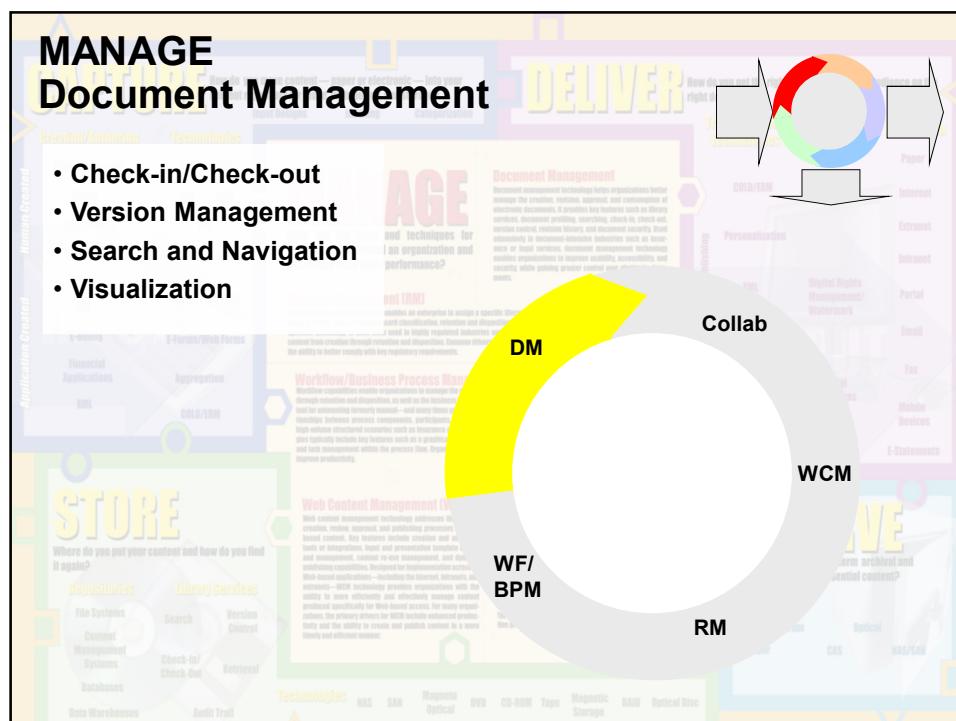
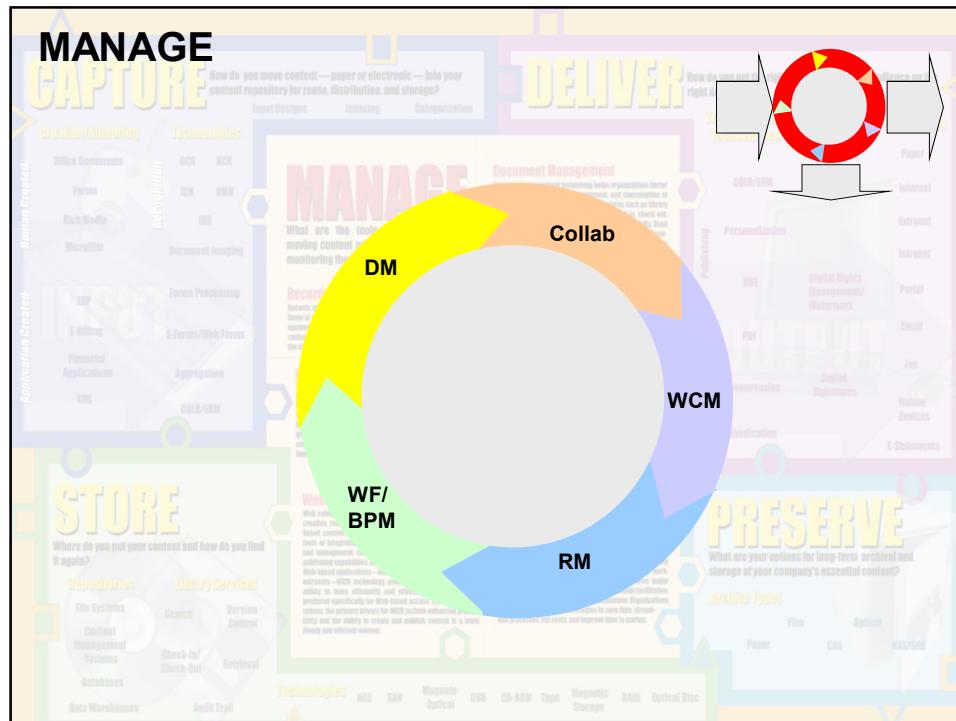




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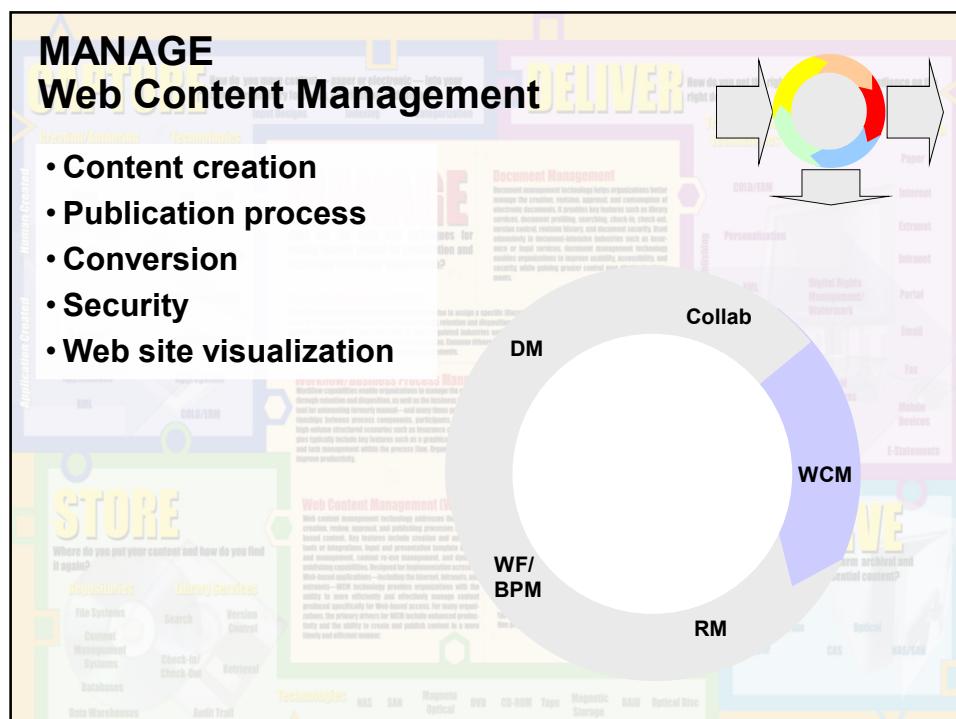
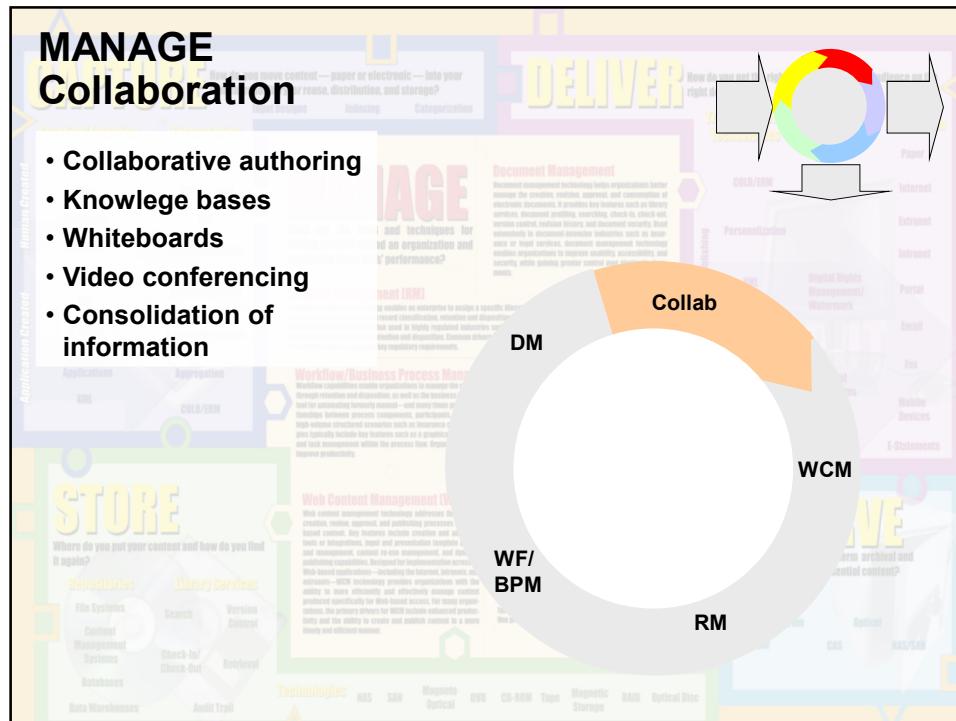


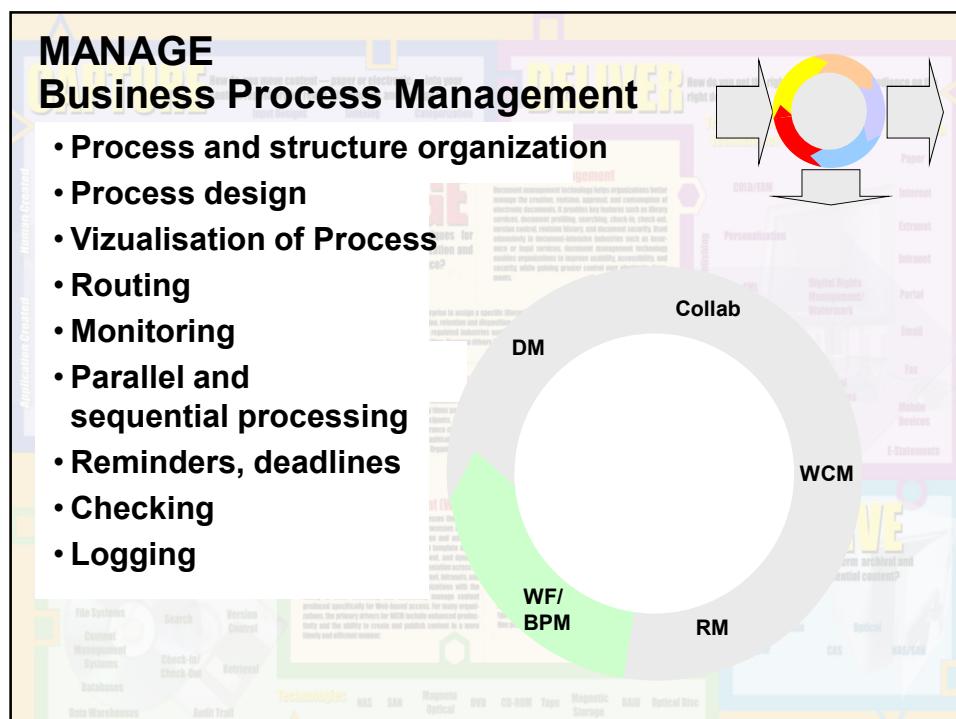
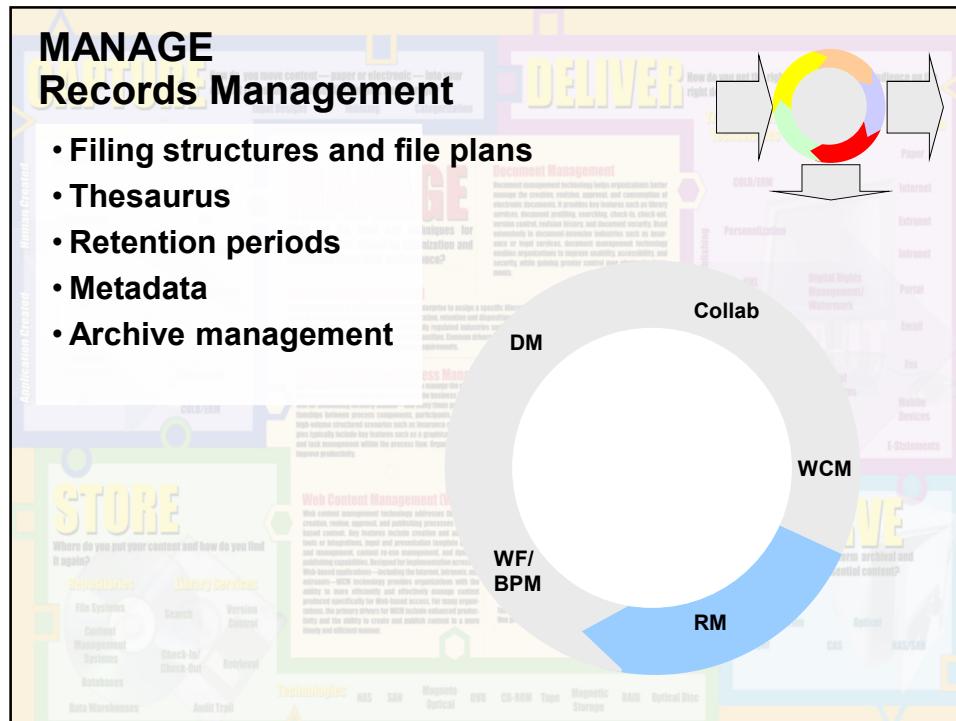


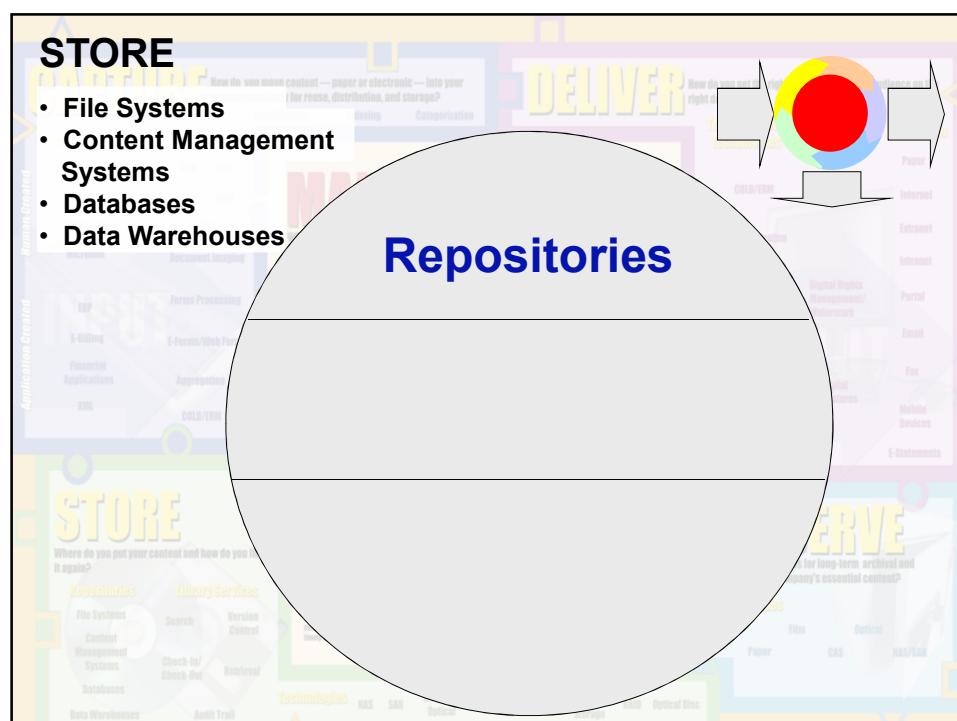
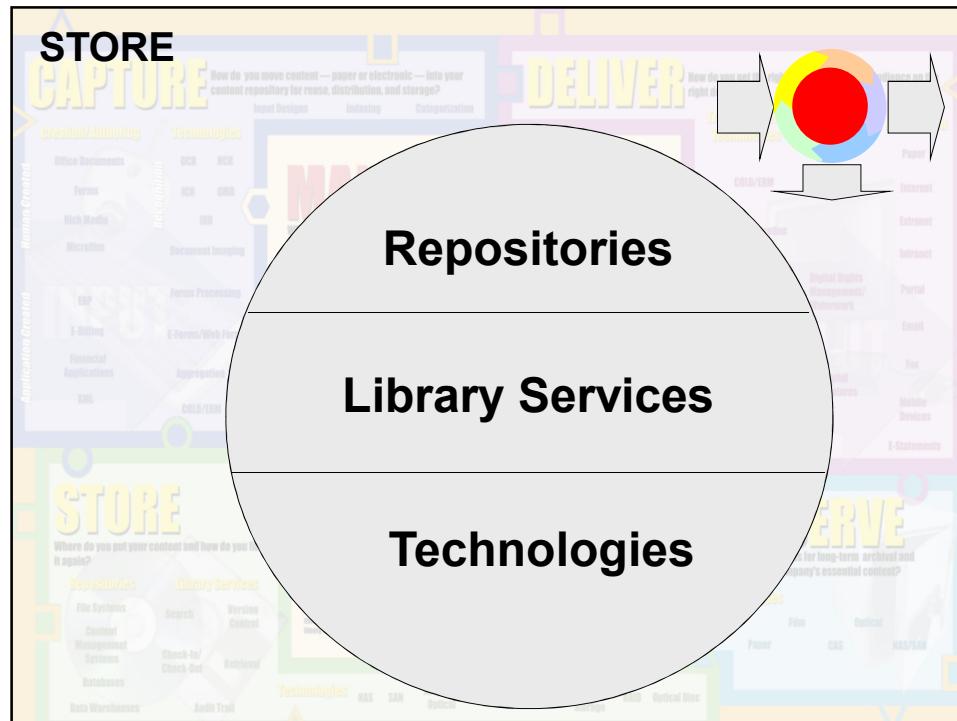
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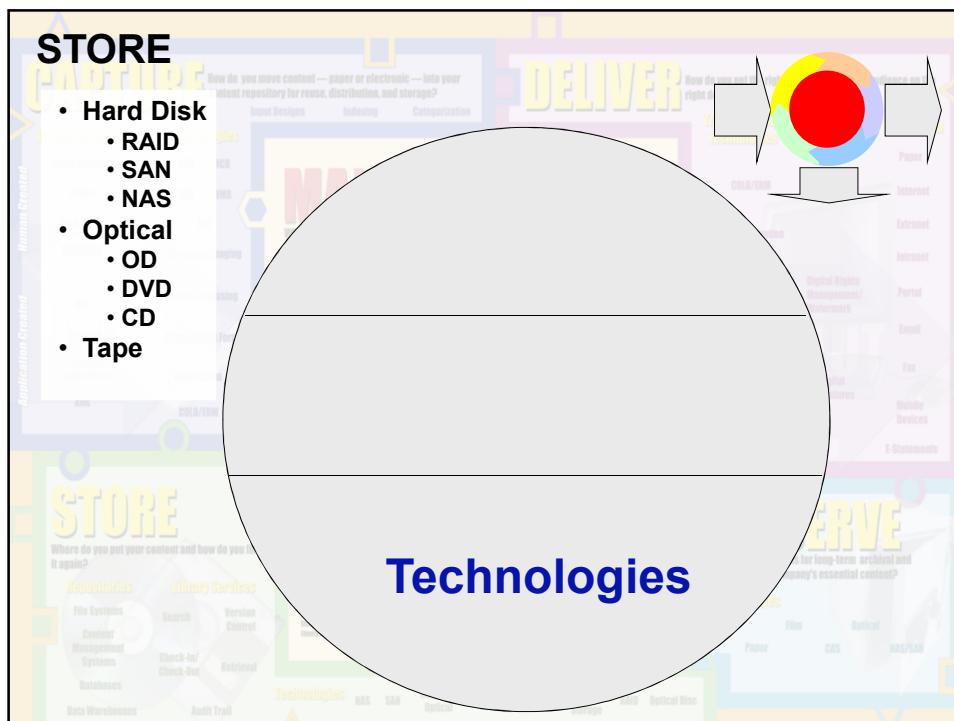
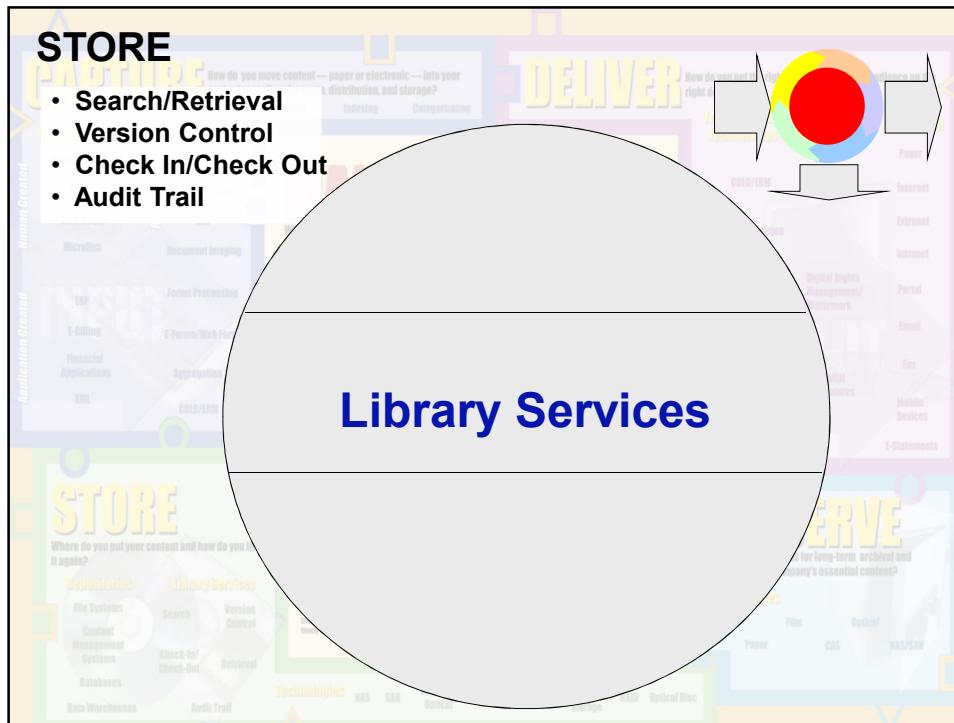
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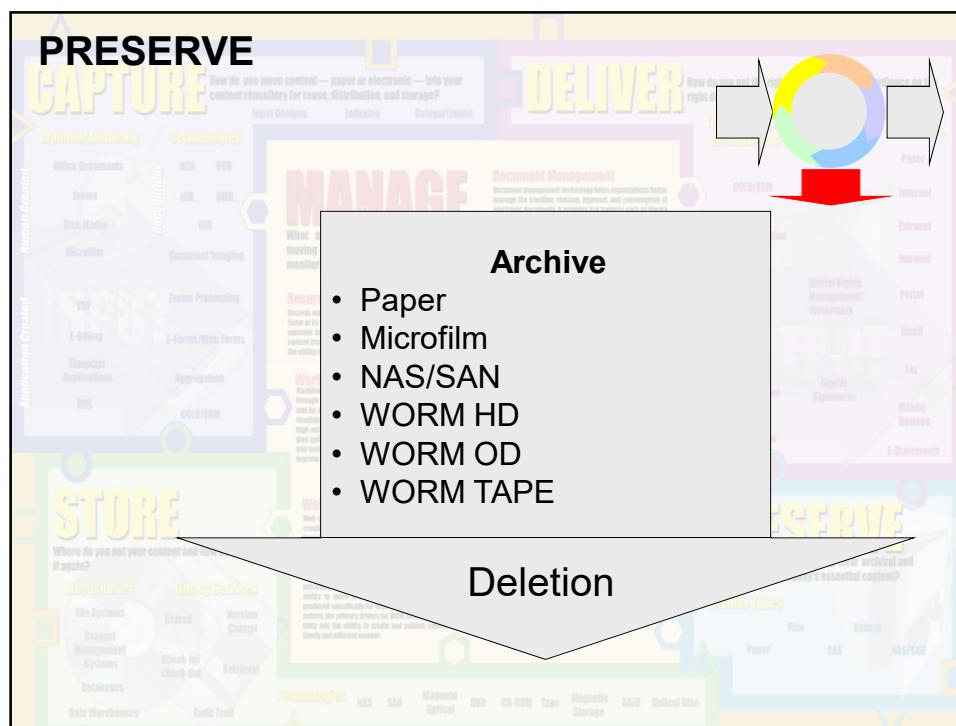




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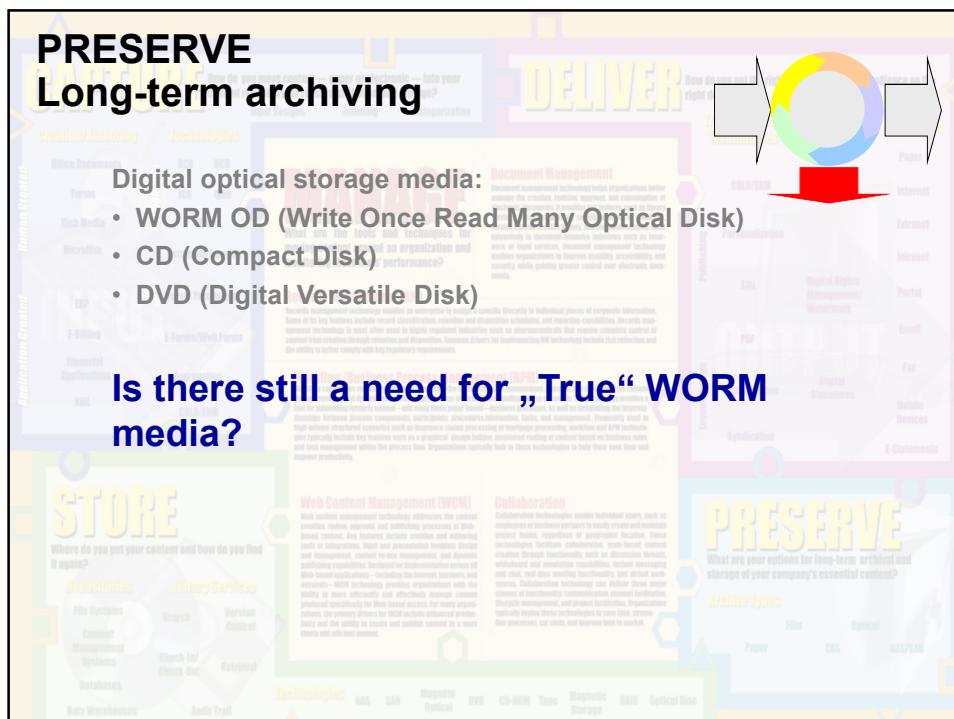
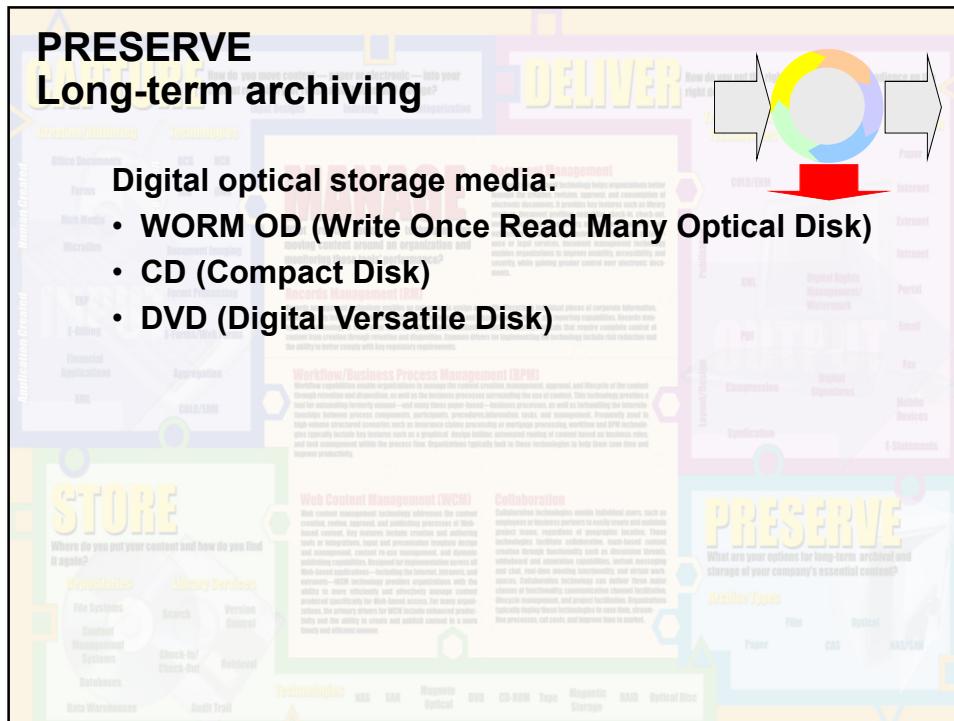


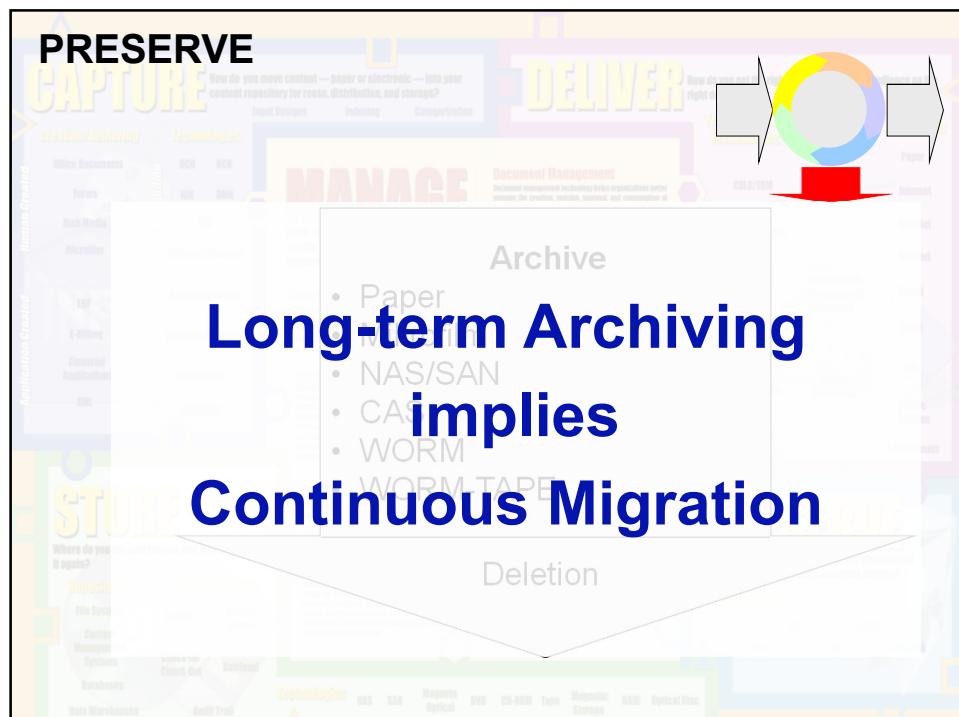
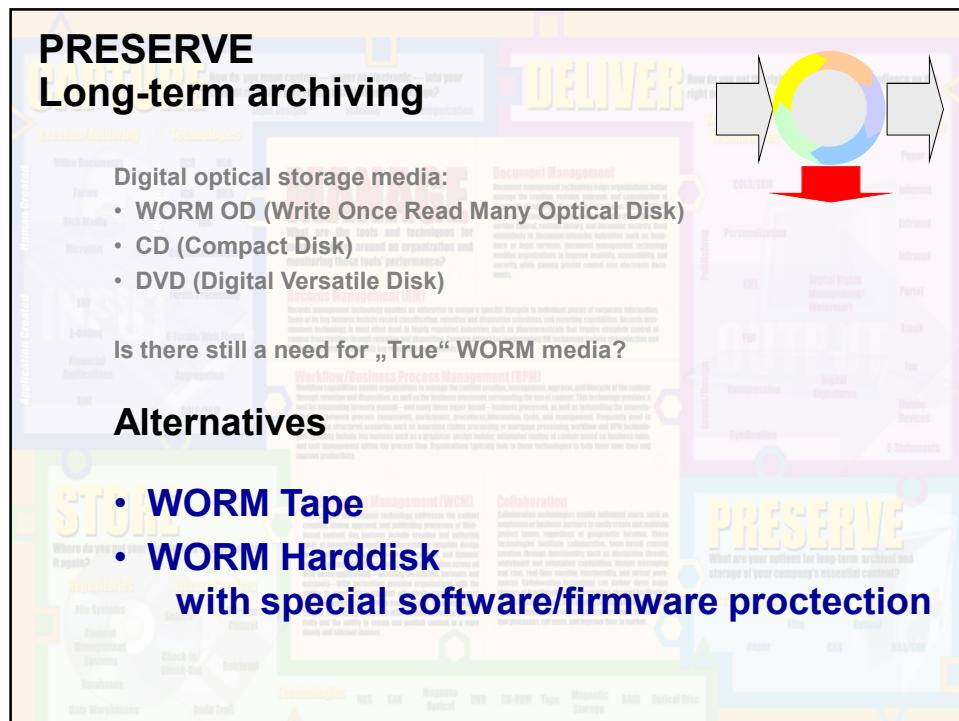


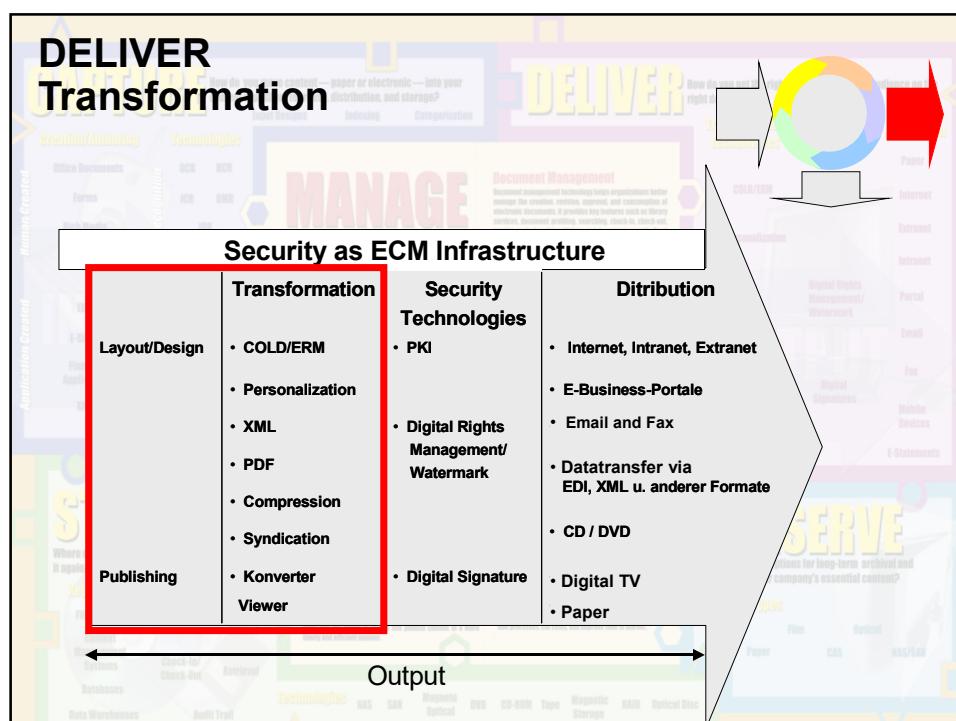
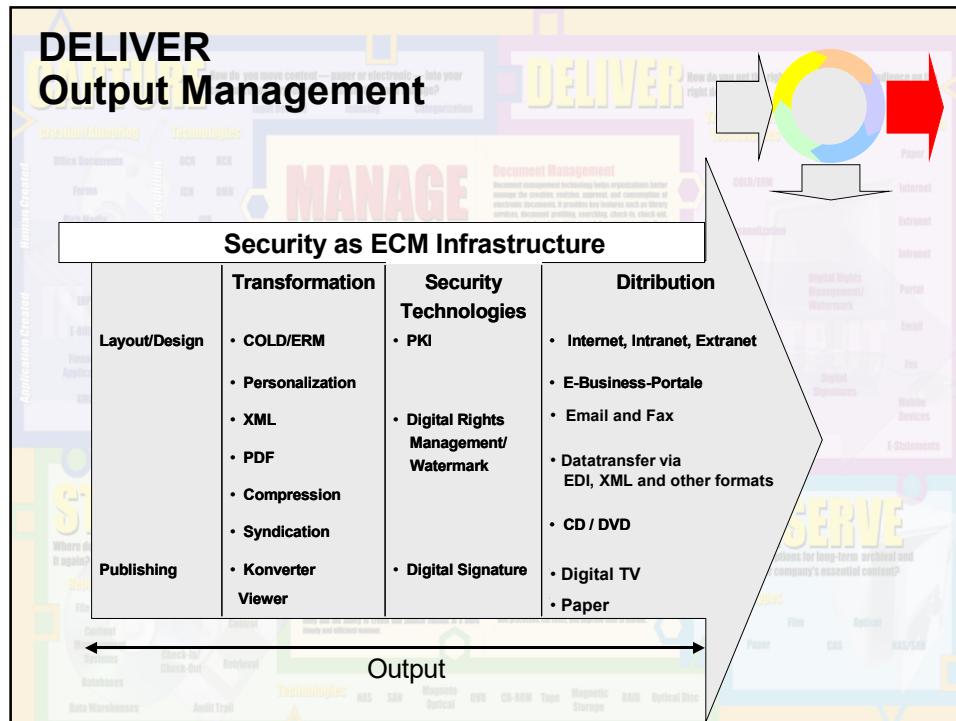
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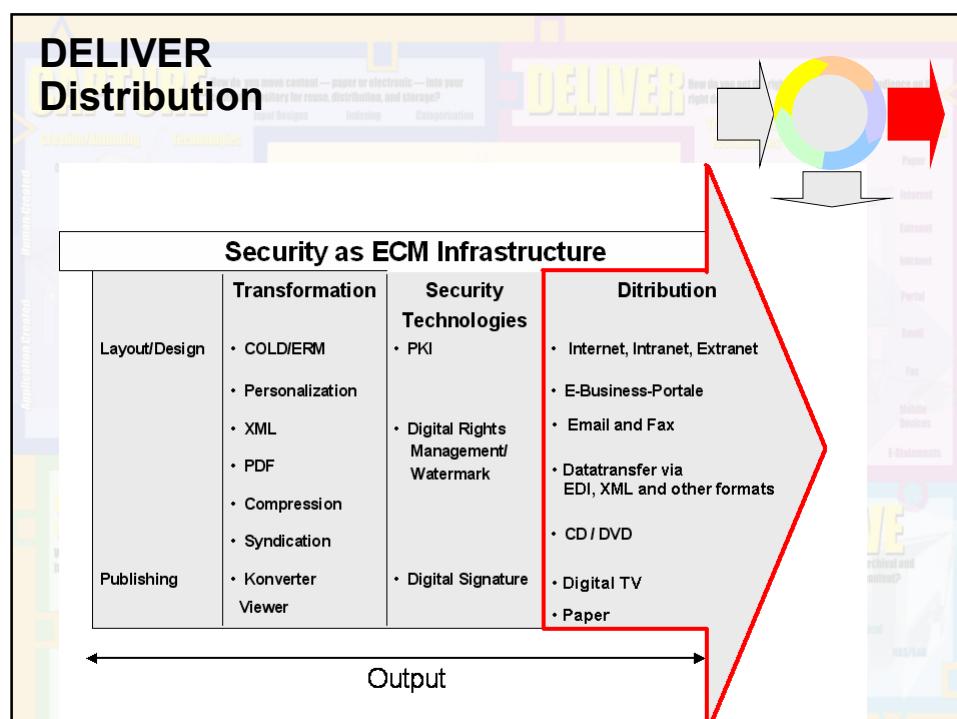
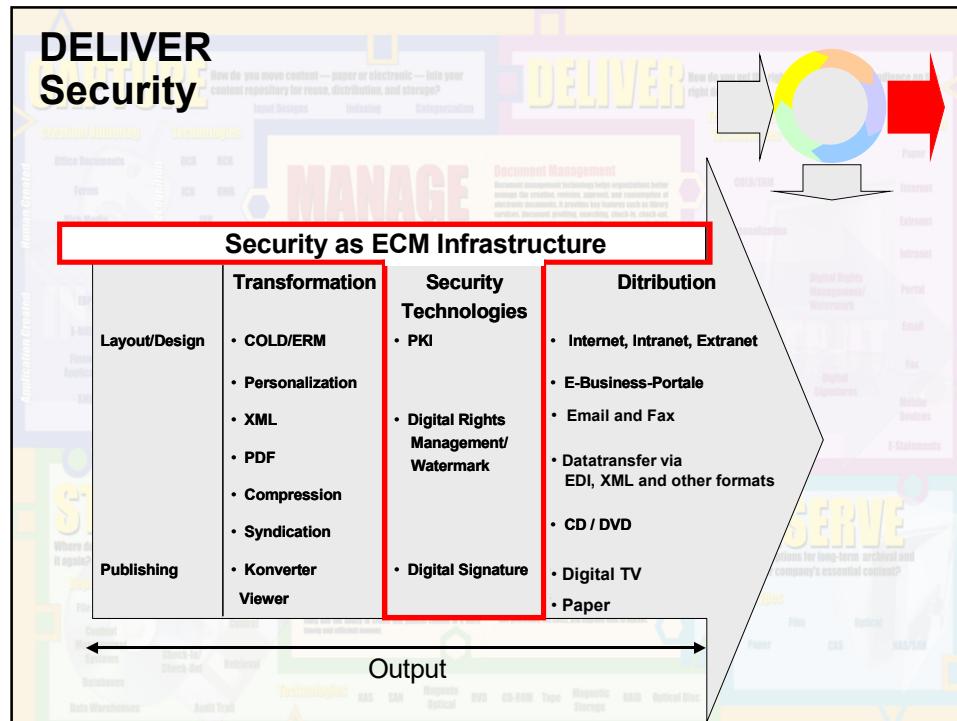
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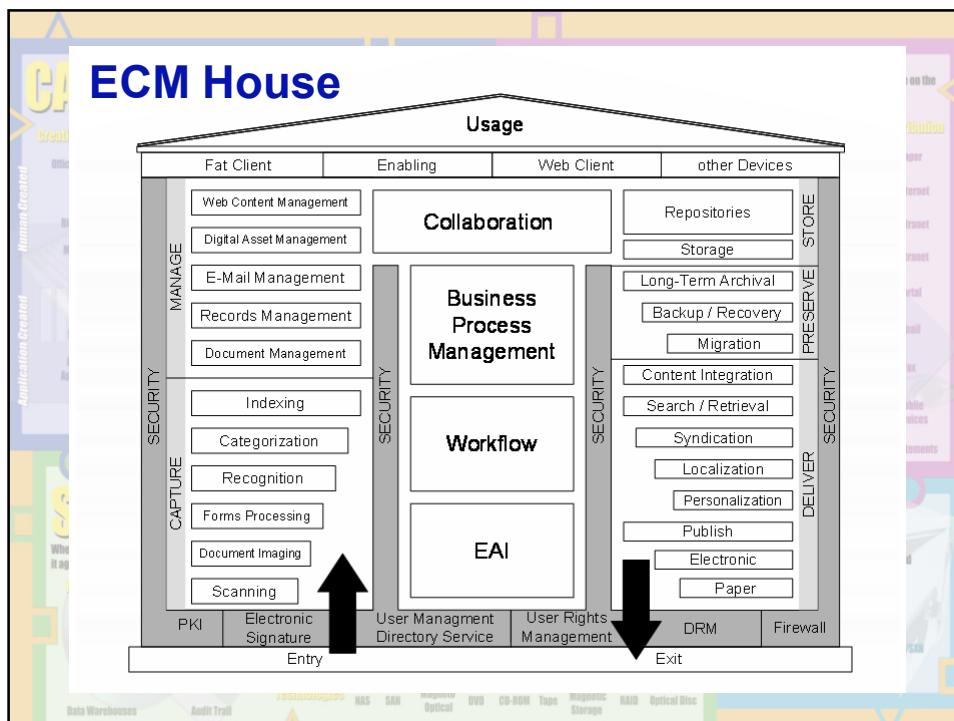
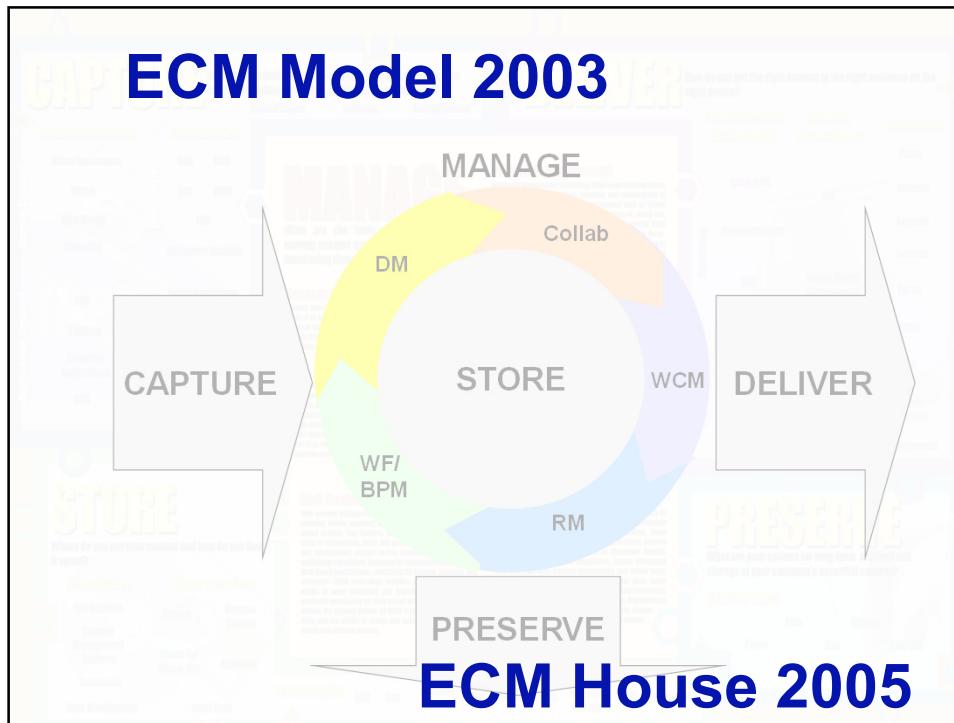




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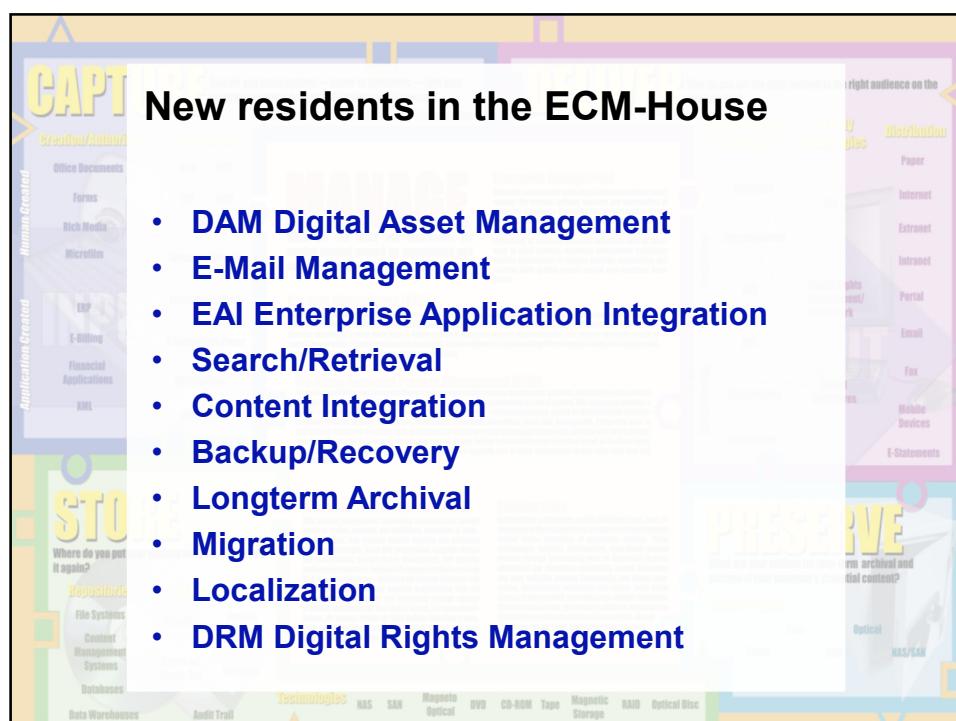
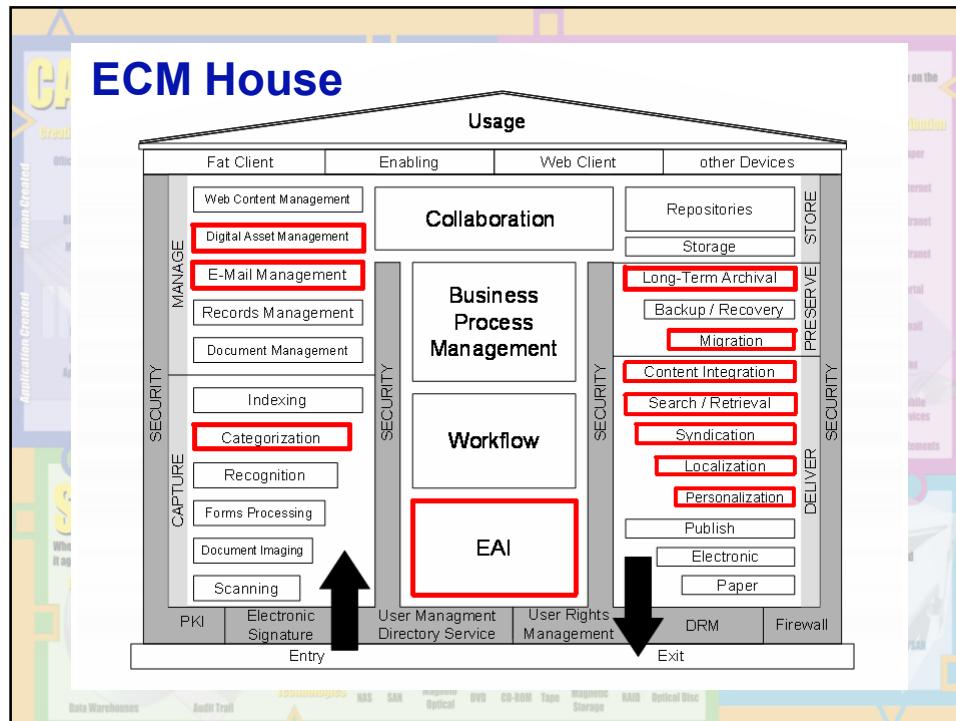




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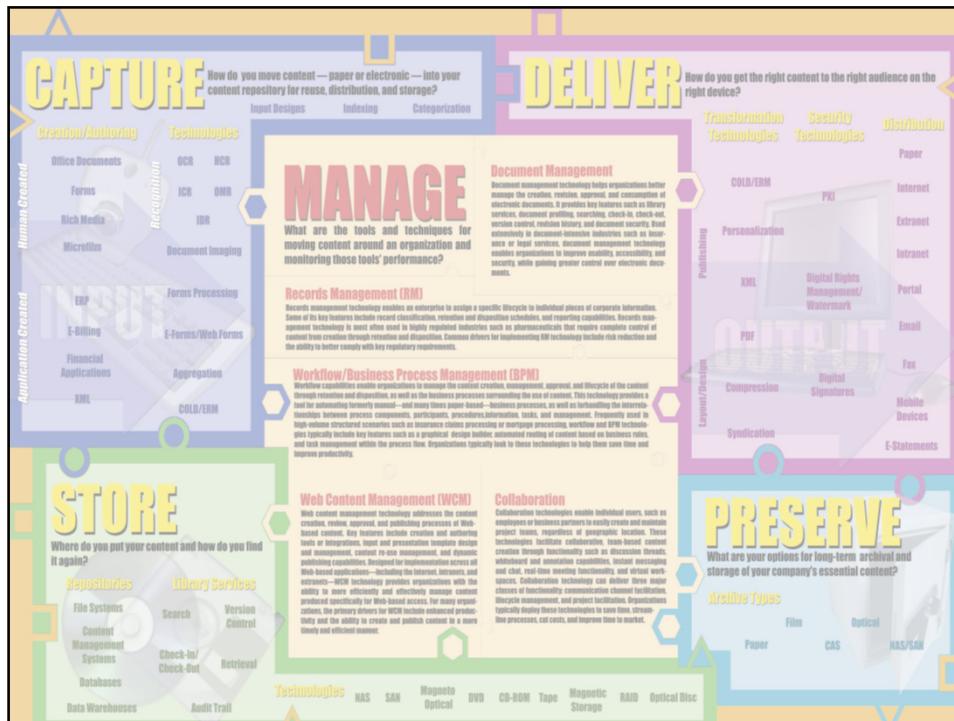




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Market Developments & Trends

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



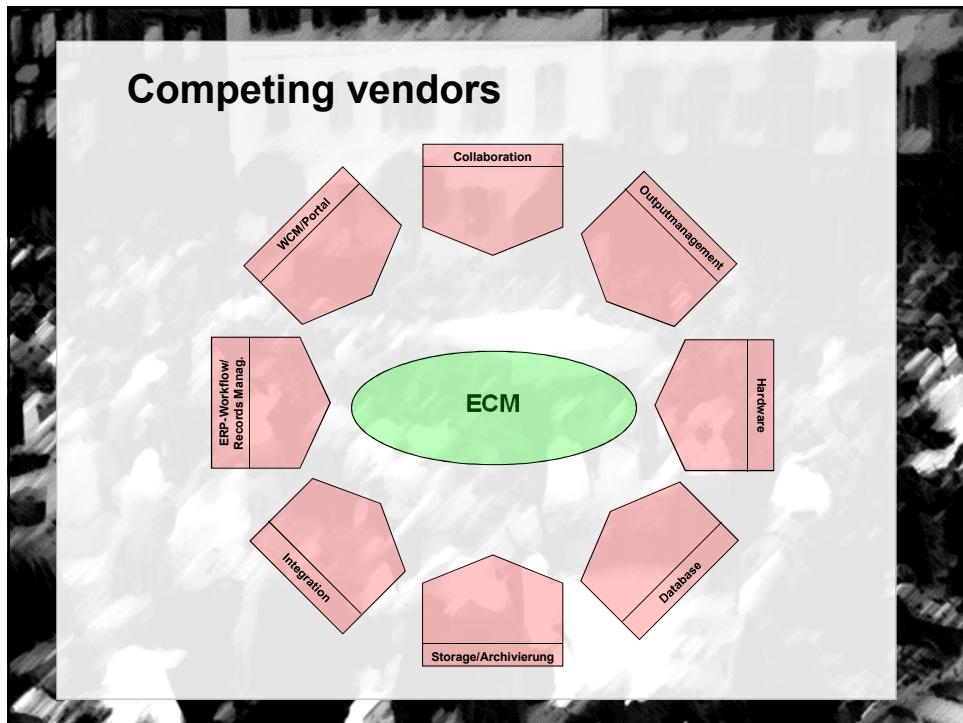


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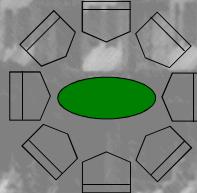
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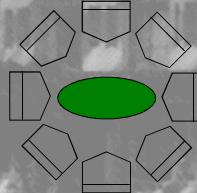
International ECM Vendors

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



Midsize ECM Vendors

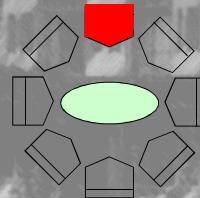
- Ceyoniq
- dvelop
- Docuware
- Easy
- ELO
- H & S
- Optimal Systems
- Saperion
- SER
- Zylab
- and some 100 more



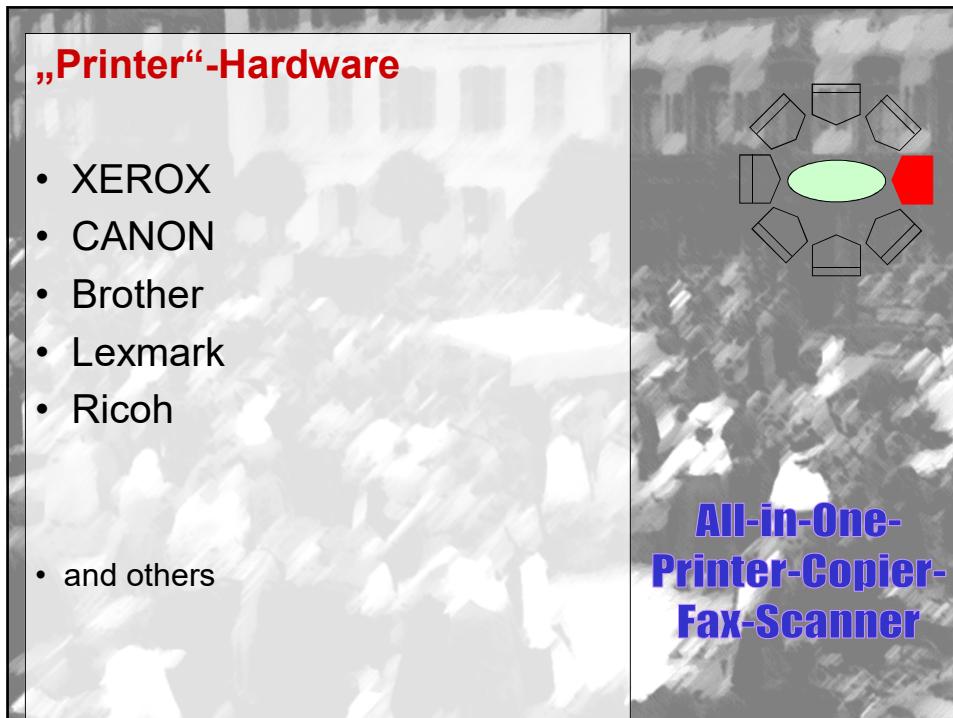


Collaboration

- Microsoft
 - Vista with Workflow, Sharepoint
 - Portal Server, InfoPath, Exchange
- IBM
 - Websphere, Domino
- Oracle
 - 10g Content Services, Workflow

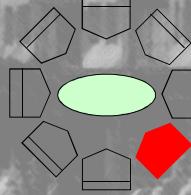


Office Communication
Office
Operating System



Databases

- IBM
- Oracle
- Microsoft
- and others

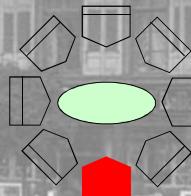


"BLOB" Storage

Media Asset Management

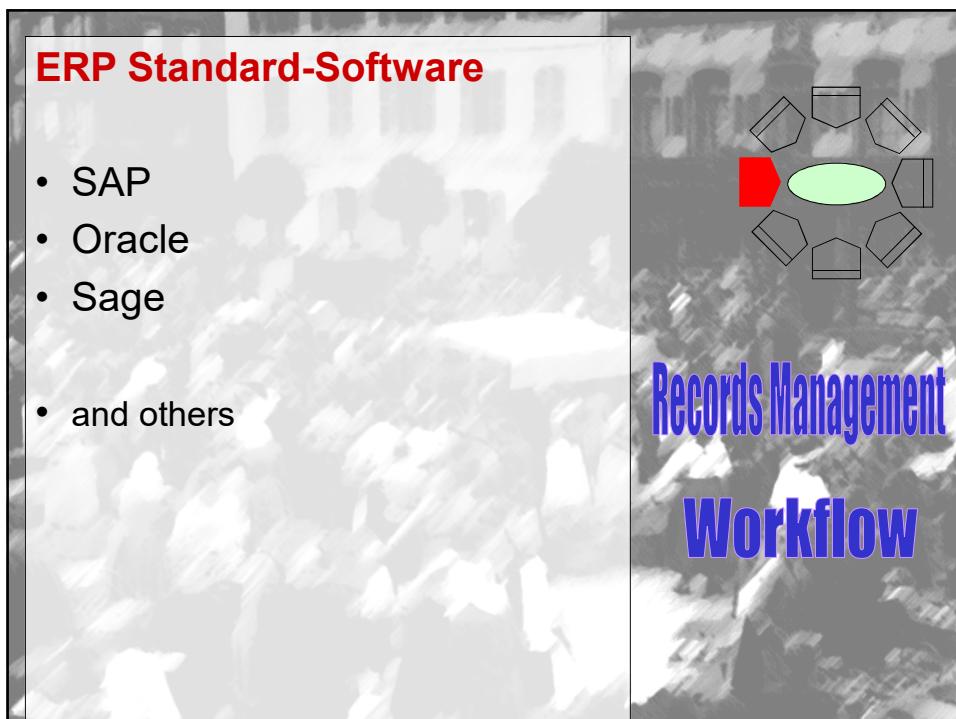
Storage-System Vendors

- EMC
- HDS
- HP
- IBM
- NetApp
- SUN
- and others



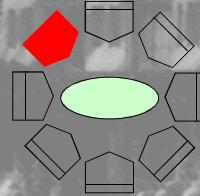
ILM
Information
Lifecycle
Management

Archiving

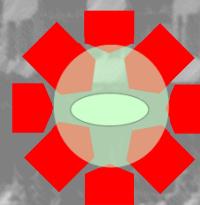


Web Content Management

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



WCM
e-Business
ECM



The market grows fast ...



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The market grows fast ...

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





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Outlook





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10 Thesis about ECM

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Is ECM only a Vision?



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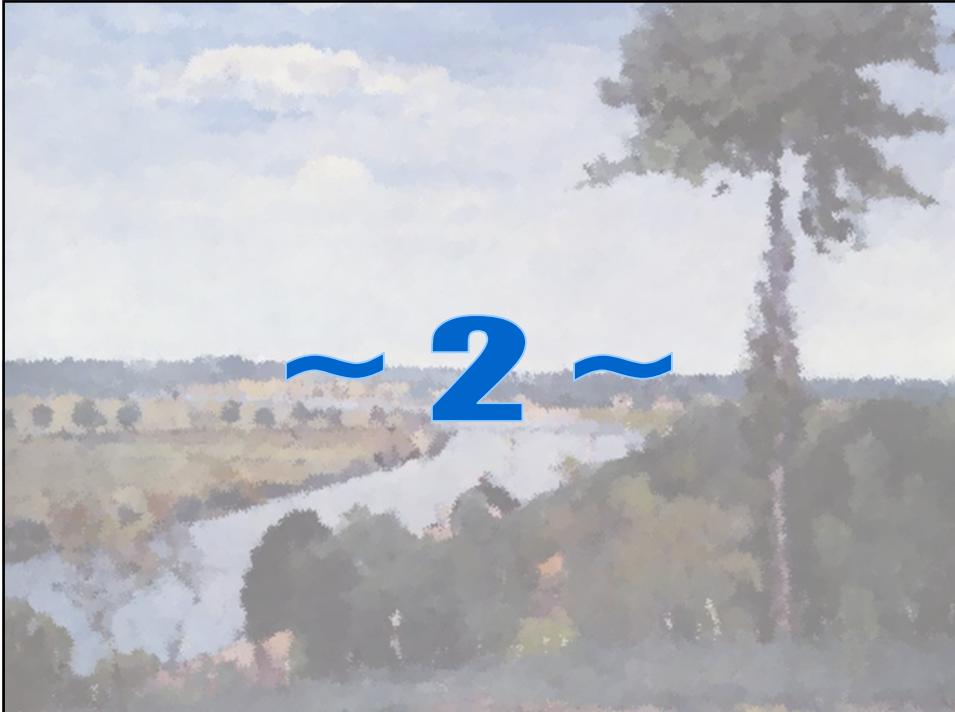
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ECM with its comprehensive goal is not a product, but rather a vision, a strategy, and at best a solution portfolio.

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



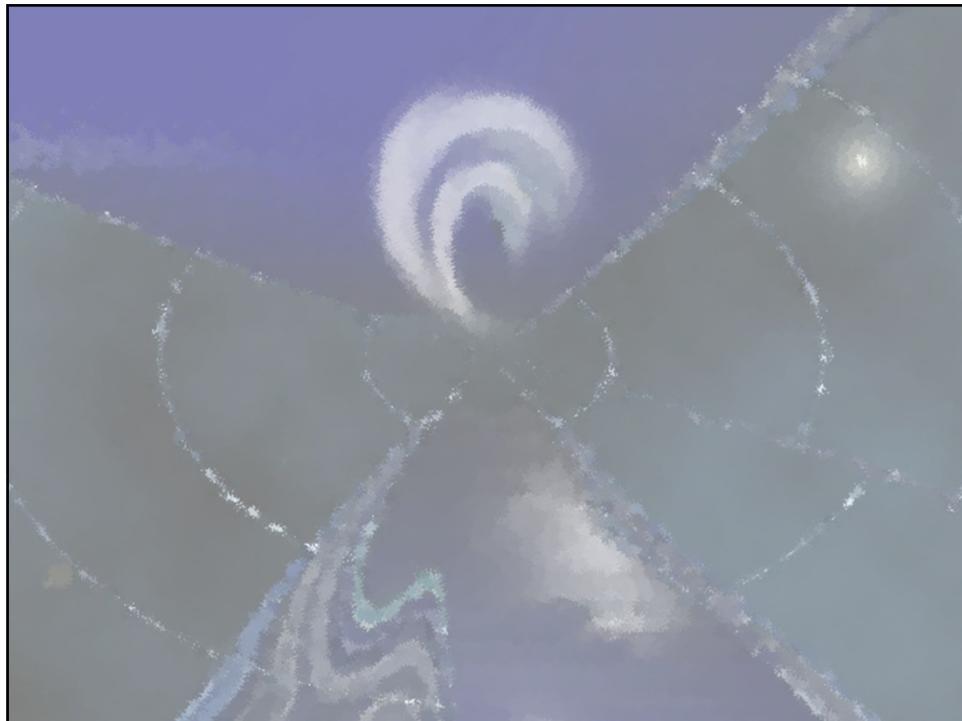
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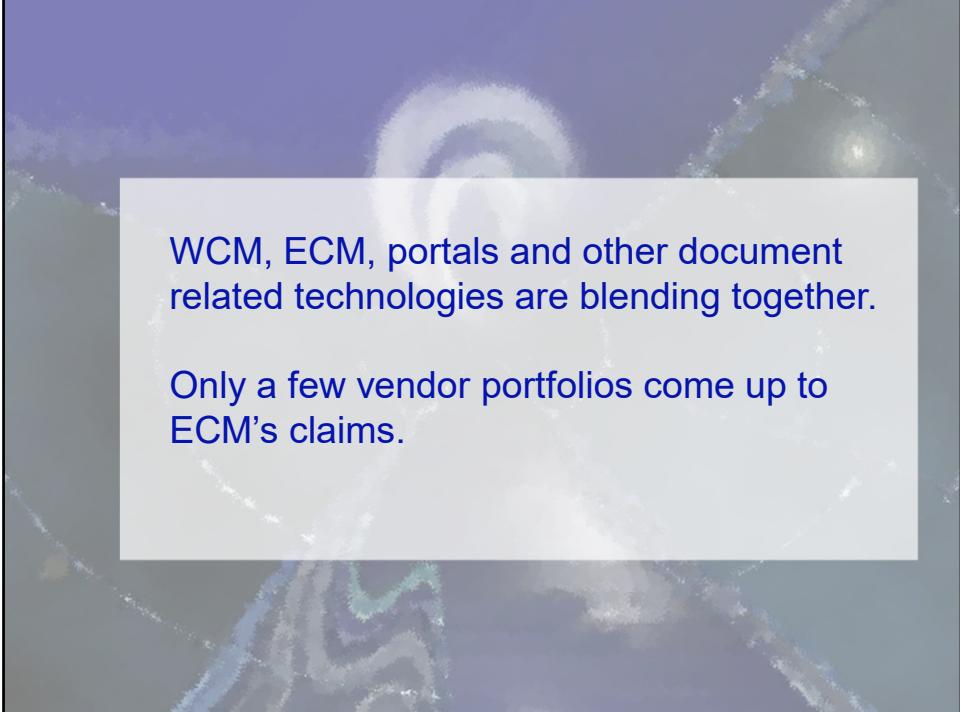
Convergence



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

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



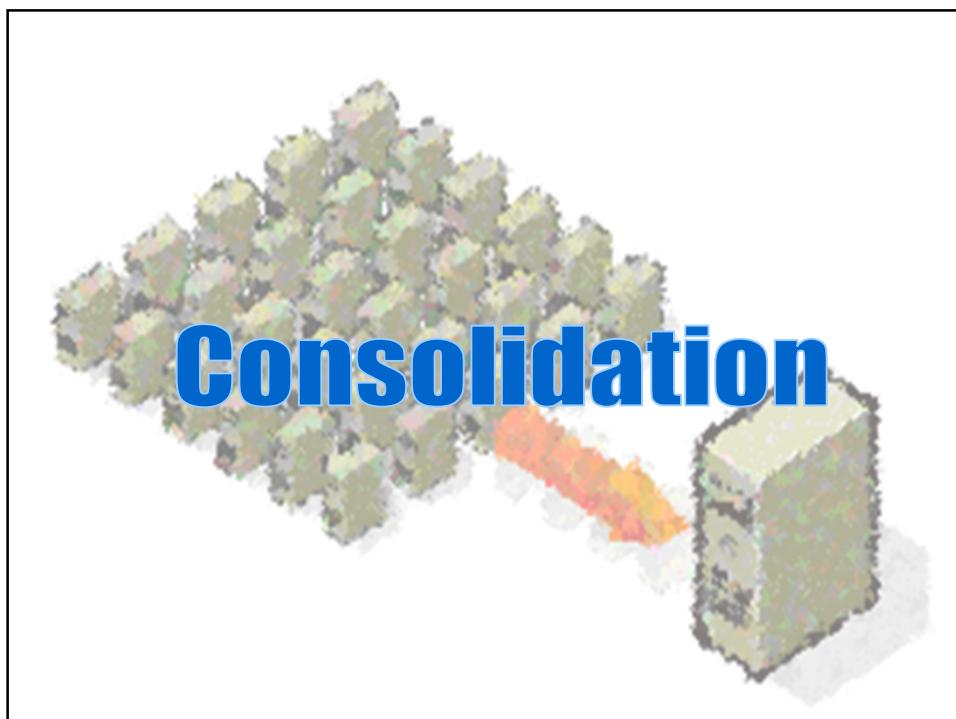
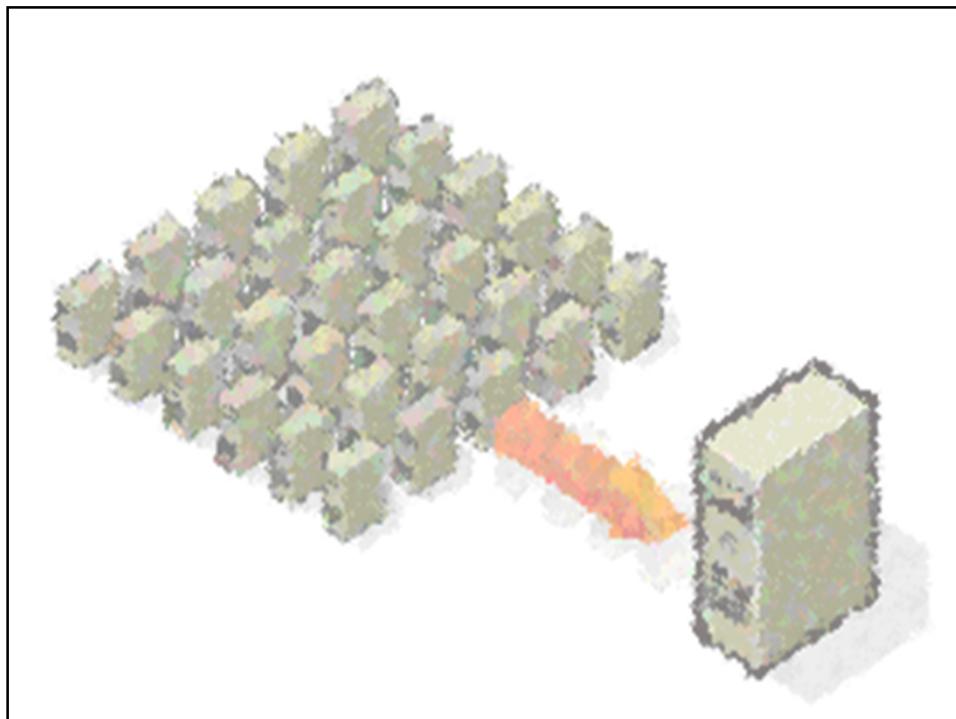
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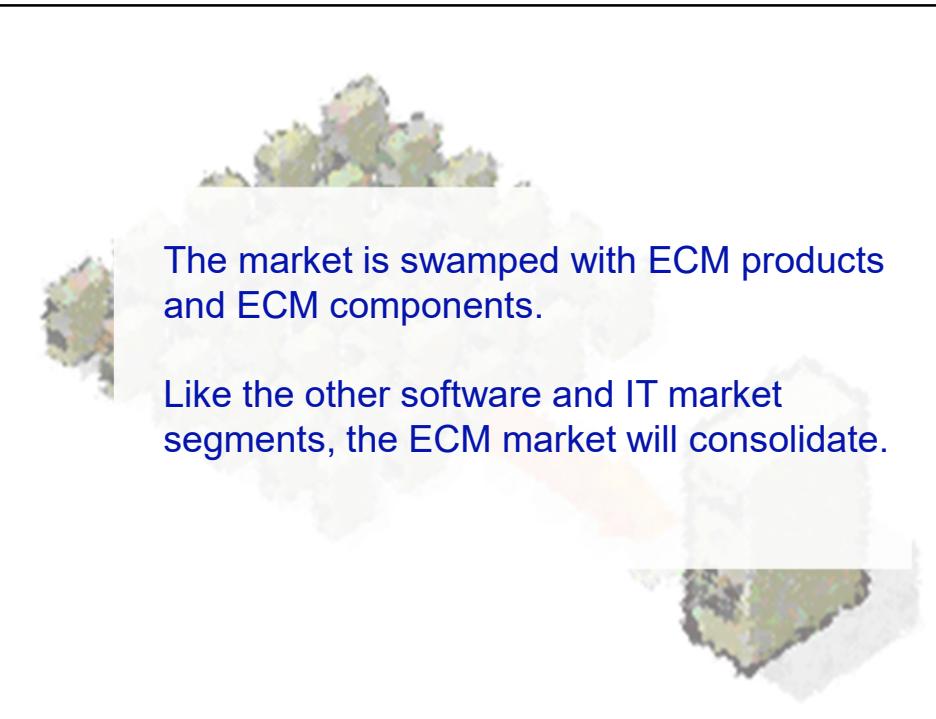




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The market is swamped with ECM products and ECM components.

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



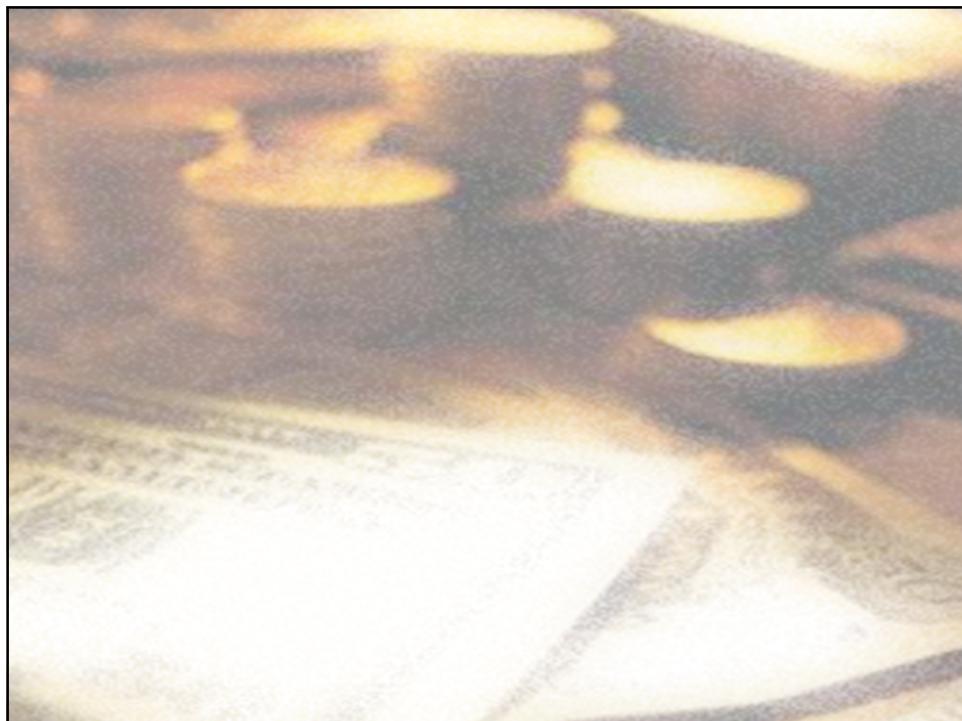
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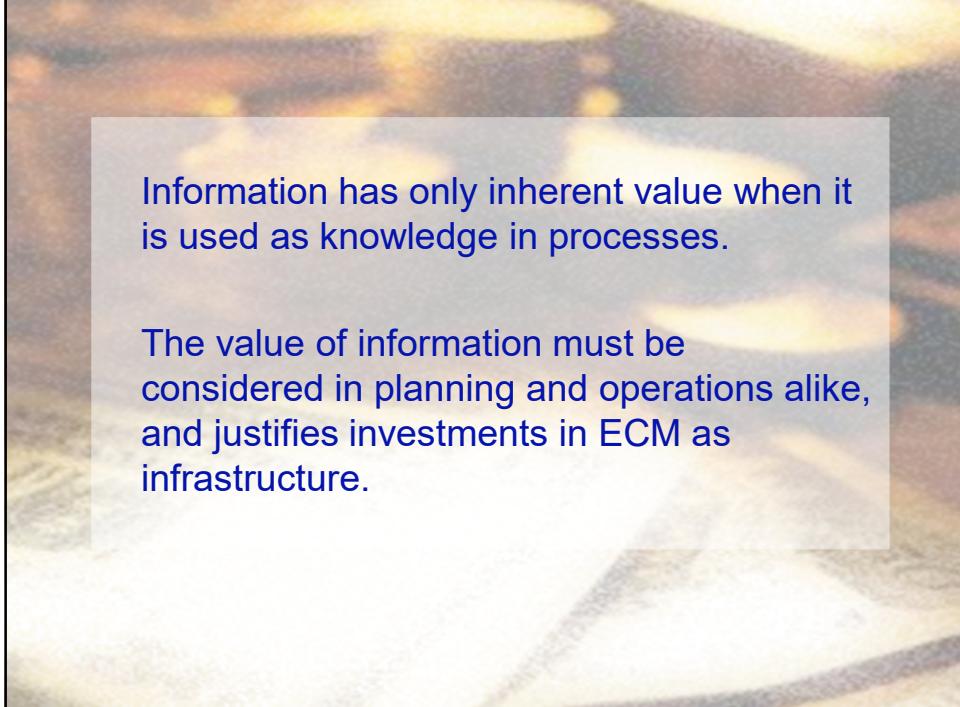
The Value of Information



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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.



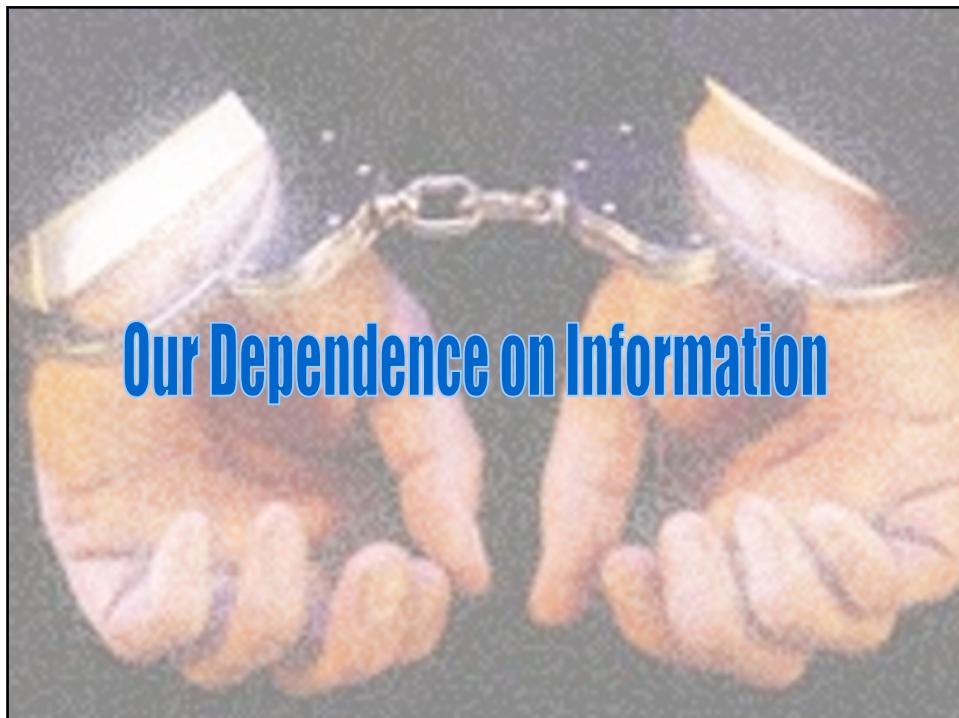
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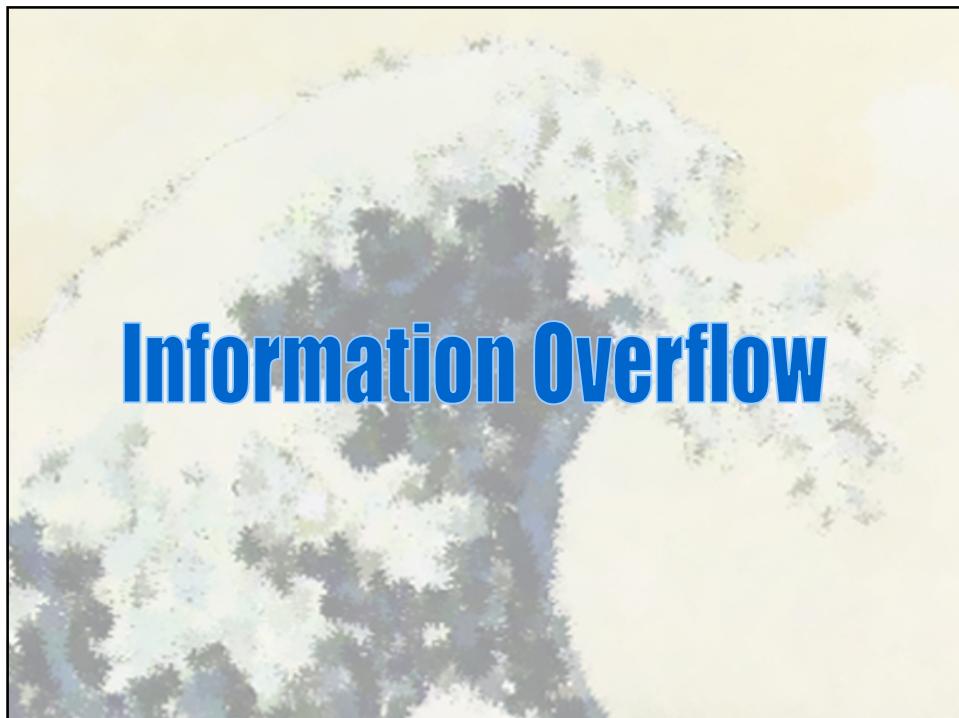
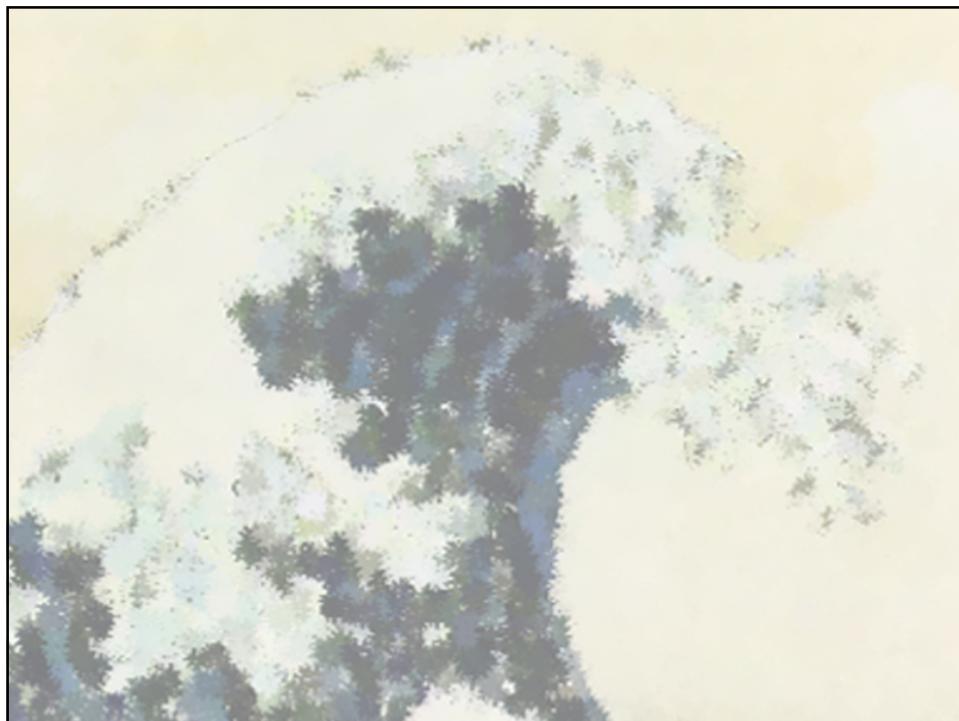




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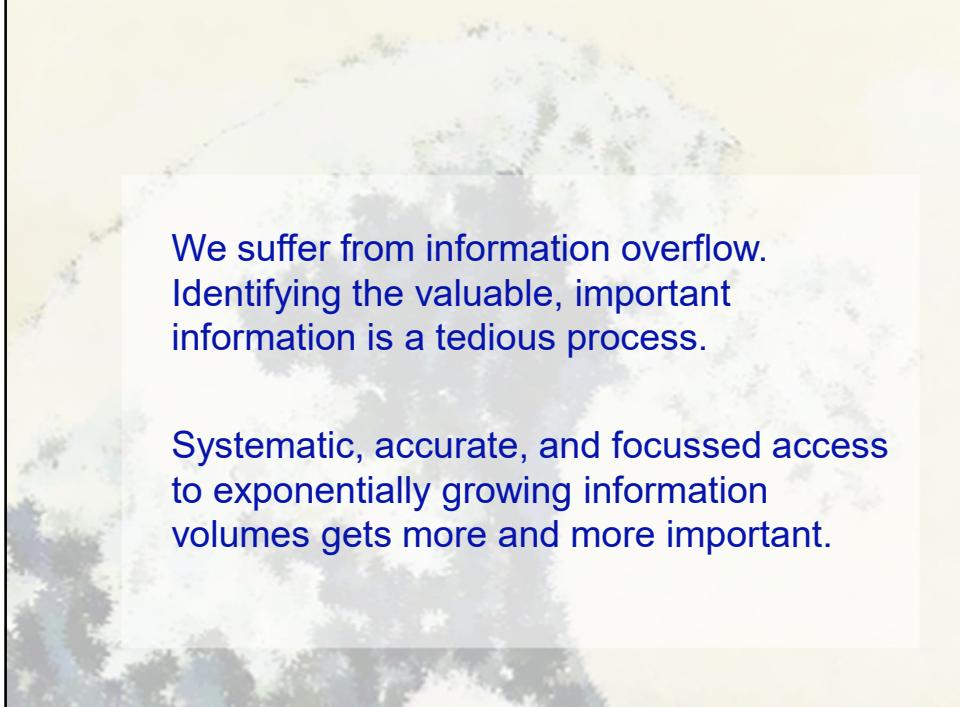




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We suffer from information overflow.
Identifying the valuable, important
information is a tedious process.

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



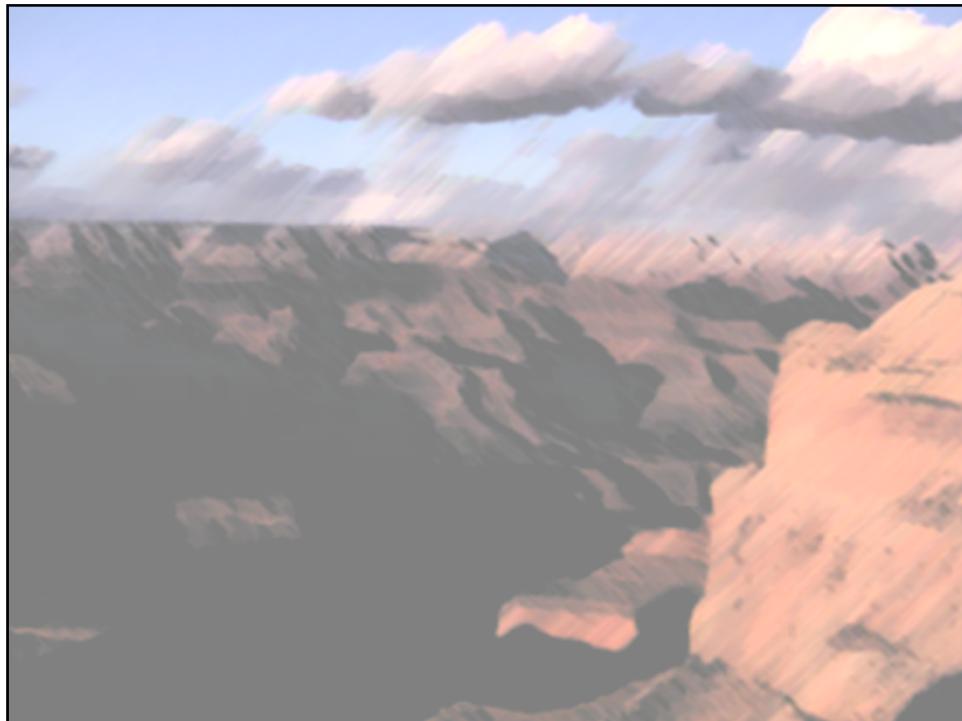
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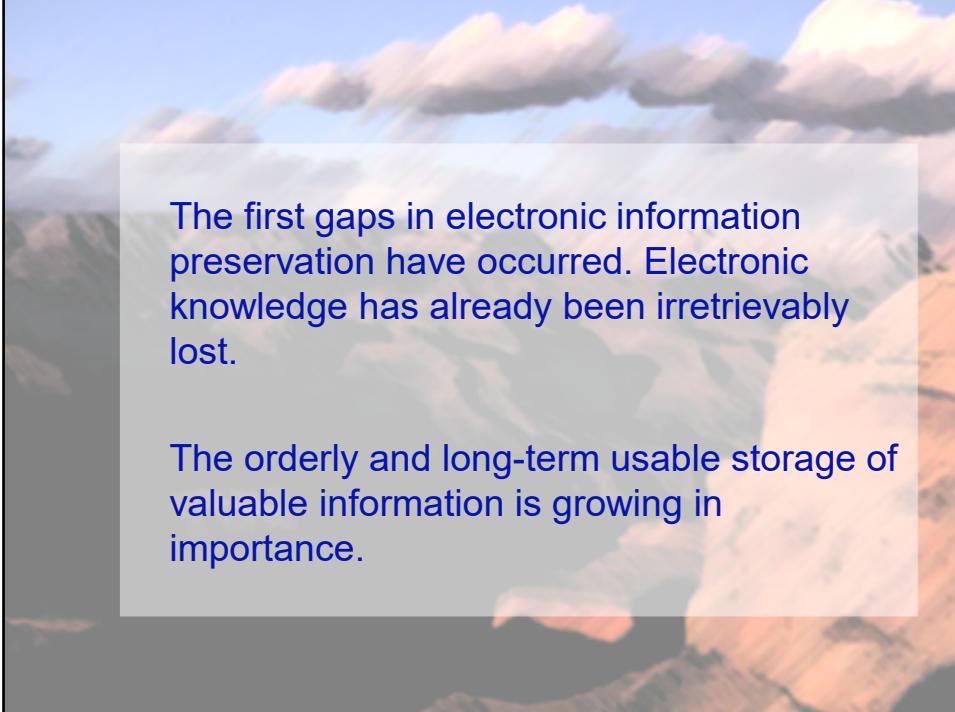
Information Gap



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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.



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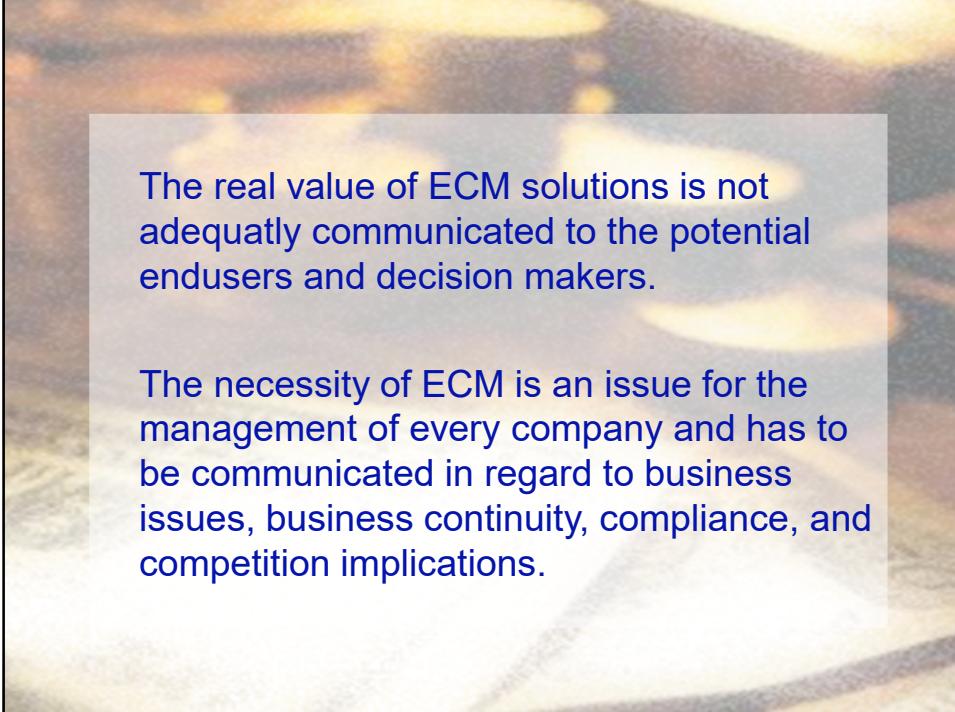
Value of ECM



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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.



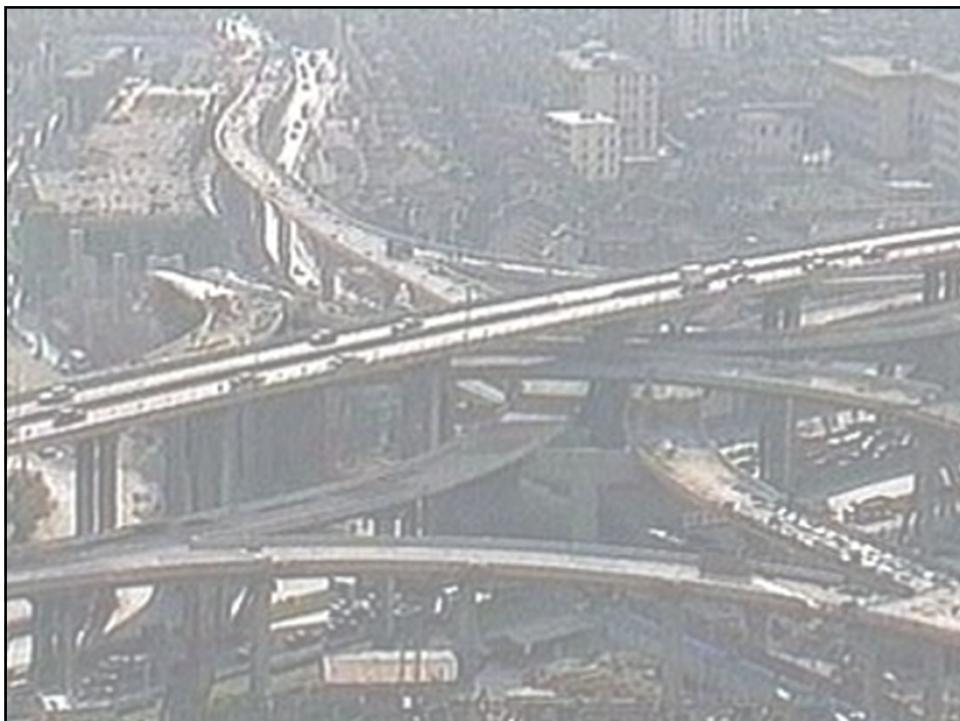
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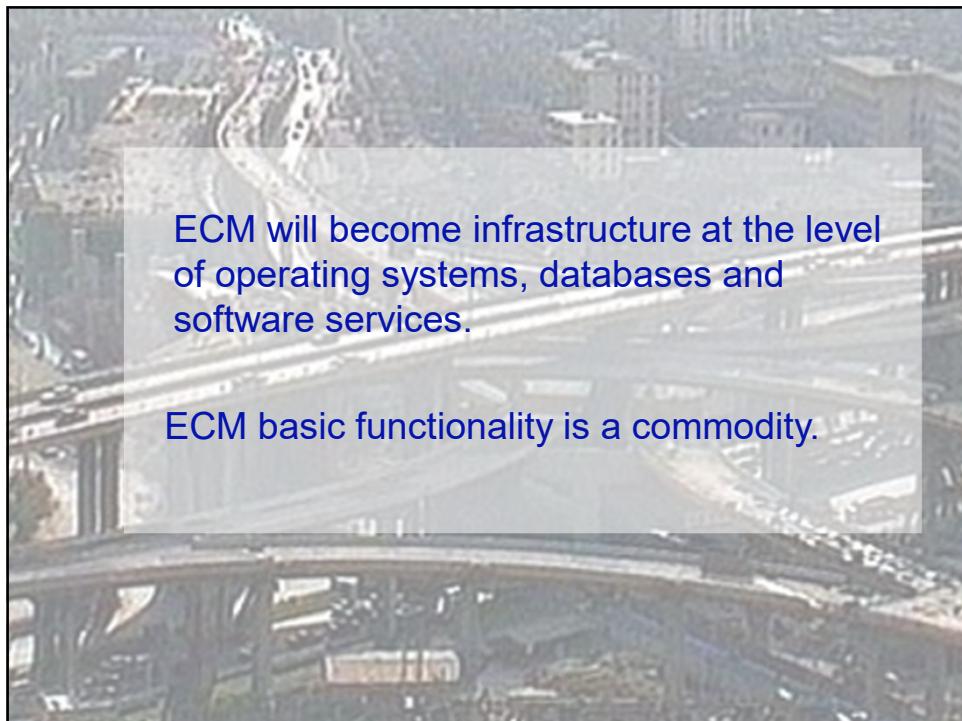
ECM as Infrastructure



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

ECM basic functionality is a commodity.





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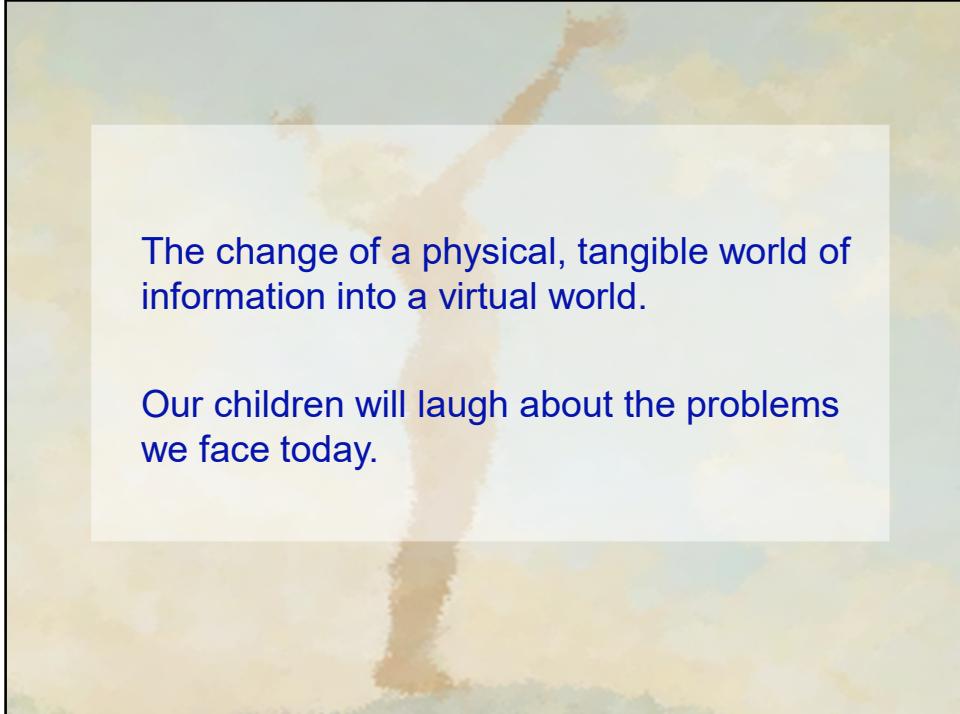
A Problem of our Generation:



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

Our children will laugh about the problems we face today.





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Thank You

