



Information Management



IBM Information On Demand Conference 2009

Optimizing Costs and
Increasing Flexibility with
Agile Enterprise Content
Management

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IBM Software Group, Hong Kong

Defining IBM's 'Agile ECM'

Traditional ECM

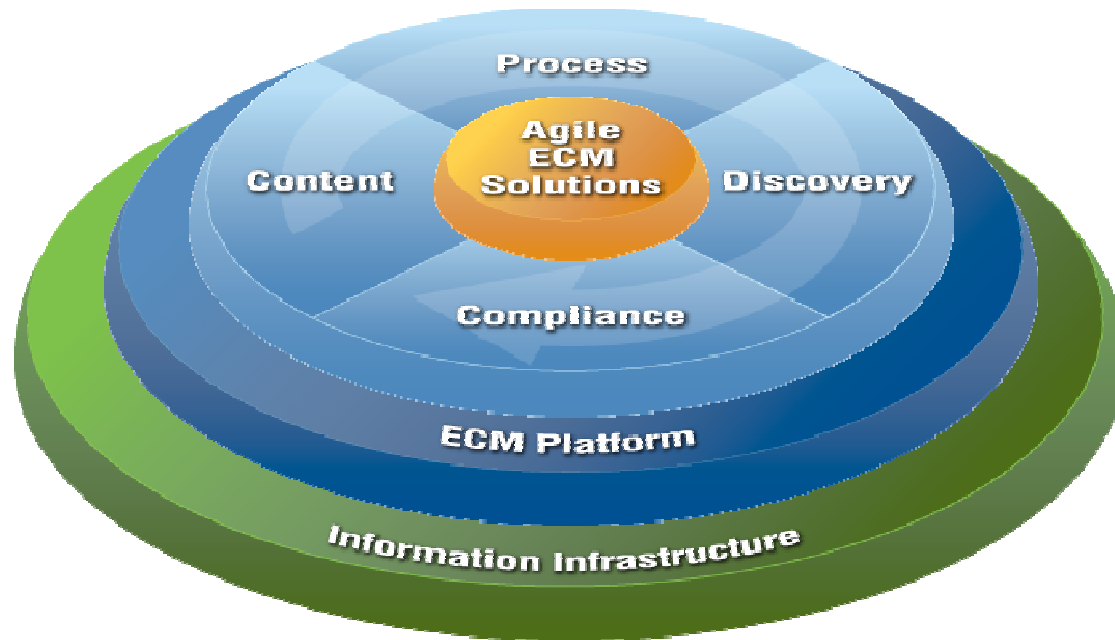
- Information locked in siloed repository-specific applications
- Unfriendly / difficult / proprietary user experiences
- Many specialized ECM products, little/no integration between them
- ECM investments and solutions limited to the scope of content management
- Lengthy development and deployment cycles

Agile ECM

- Standards-based repositories and services that span multiple application and content types
- Familiar, easy-to-use, attractive experiences for any business user
- Broad but open platform for rapid deployment of shared services
- ECM is tightly coupled with many other IT services to extend the value of content
- Business value identified in days, production apps deployed in weeks

IBM Agile ECM: *Get More Value Out of Your Content*

IBM Agile ECM helps companies make *better decisions faster* by:



- Managing all forms of content
- Optimizing associated business processes
- Enabling compliance
- Deriving insight from content

Unified package for content, processes, information and compliance

through an integrated information infrastructure



IBM ECM

Product Strategy & Vision Guiding Principles

1

Active Content

Deliver information that is unified, accurate and in context with critical business processes and policy management.

2

Business Agility

Provide the right information to the right constituents at the right time in the right context to enable better decisions faster.

3

Enterprise Compliance

Manage risk and automate compliance with records management, legal discovery and content collection and archiving.

4

Content Anywhere

Manage content anywhere without requiring content migration.

5

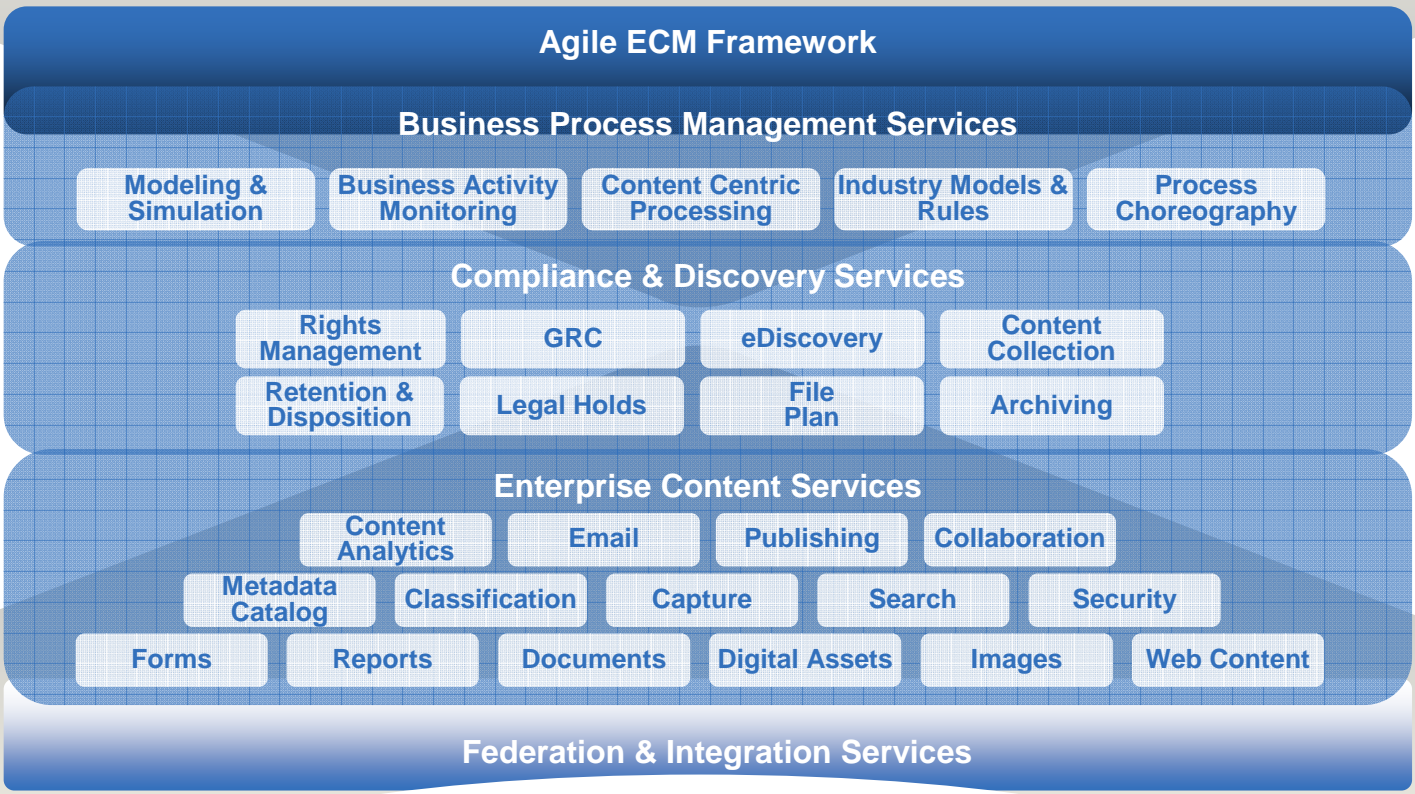
Pervasive and Persuasive

Access, collaborate, and influence business decisions in new ways, making content a first-class source of decision-making insight



Agile User Interfaces

- Desktop Productivity: Notes & Office
- Enterprise Search
- Content Insight
- Portals
- Content-Enabled Applications
- Composite Applications
- Collaboration: Quickr & SharePoint



Repositories



Data Servers



IBM

Other



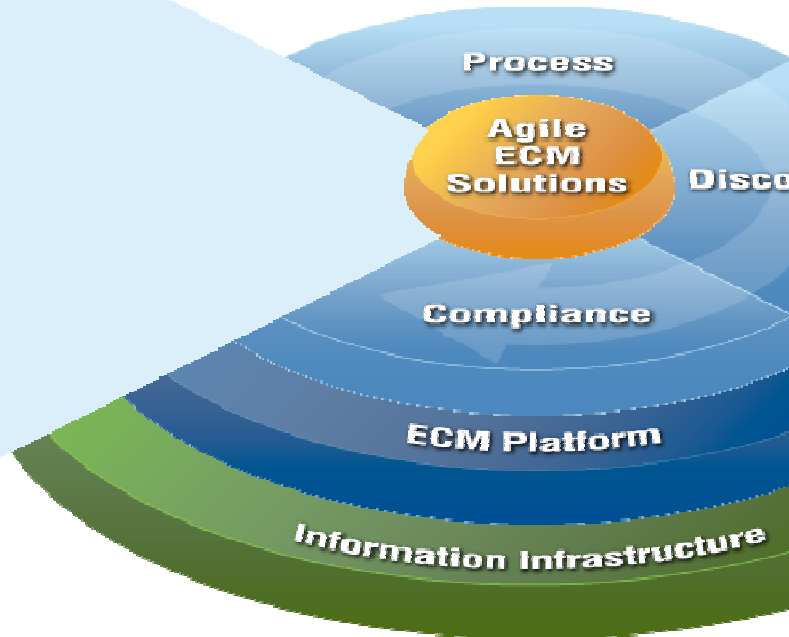
Storage Digital & Physical



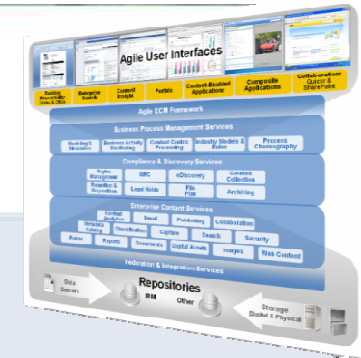
IBM Agile ECM

Content Management

- Business Content Services
- Transactional Content
- Document Management
- Content Integration



New!



IBM FileNet P8 4.5 Content Manager

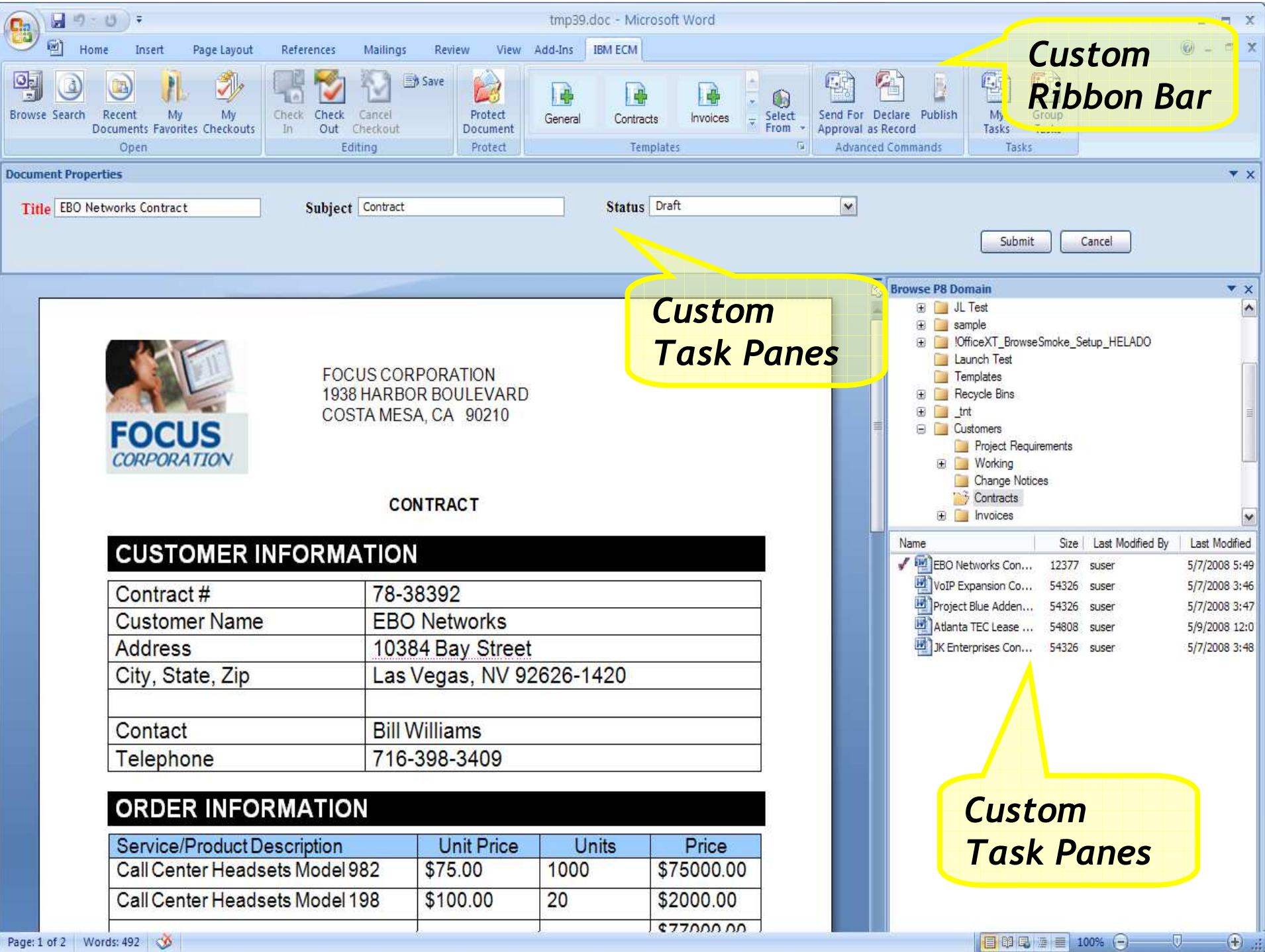
- DITA XML support
- Office 2007 integration
- Quickr integration

IBM Content Manager 8.4.1

- Active Content support
- Lotus Quickr integration

IBM Content Manager On Demand 8.4.1

- Federated Records
- Enhanced Retention Mgt.



Custom Ribbon Bar

Custom Task Panes

Custom Task Panes



FOCUS CORPORATION
1938 HARBOR BOULEVARD
COSTA MESA, CA 90210

CONTRACT

CUSTOMER INFORMATION

Contract #	78-38392
Customer Name	EBO Networks
Address	10384 Bay Street
City, State, Zip	Las Vegas, NV 92626-1420
Contact	Bill Williams
Telephone	716-398-3409

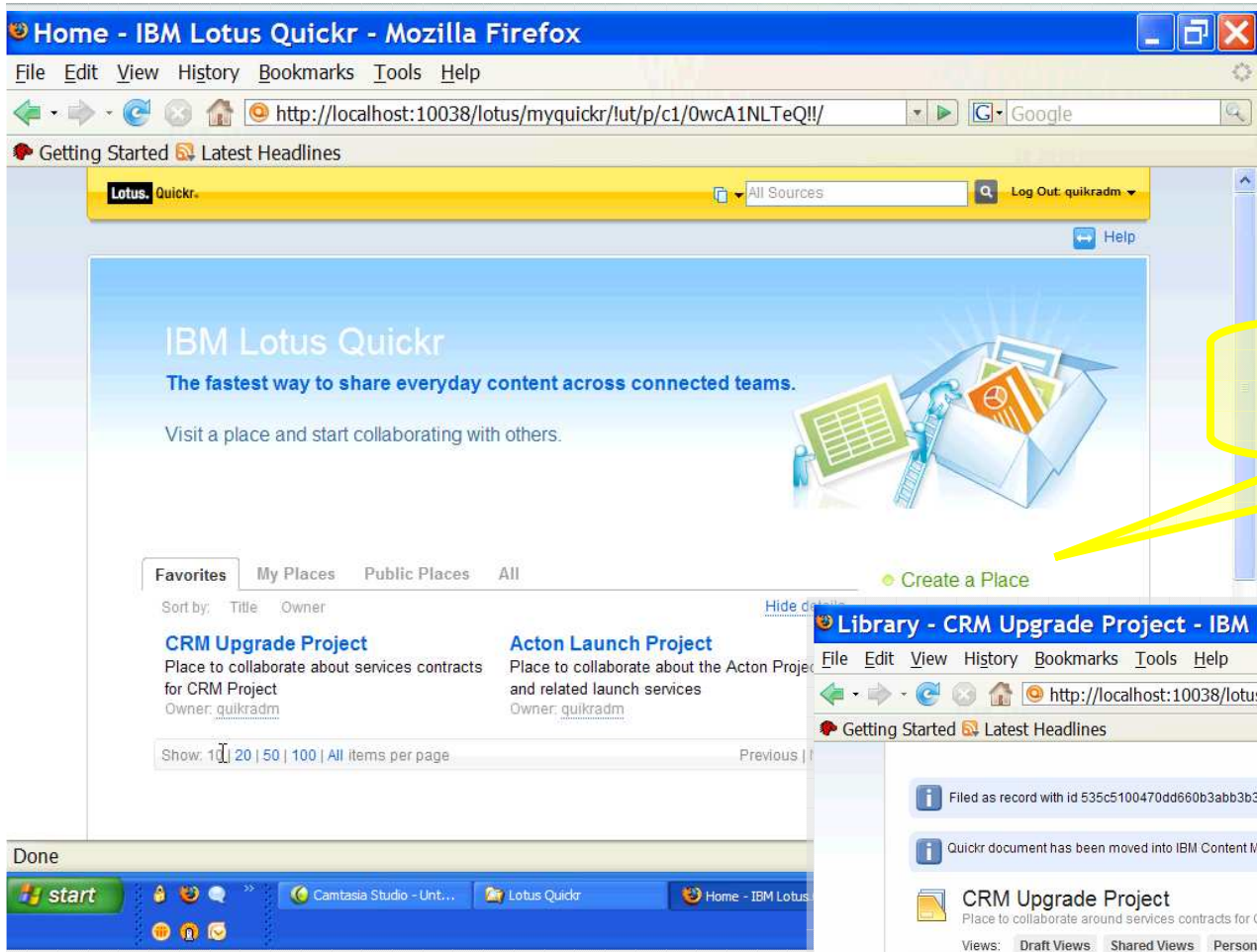
ORDER INFORMATION

Service/Product Description	Unit Price	Units	Price
Call Center Headsets Model 982	\$75.00	1000	\$75000.00
Call Center Headsets Model 198	\$100.00	20	\$2000.00
			\$77000.00

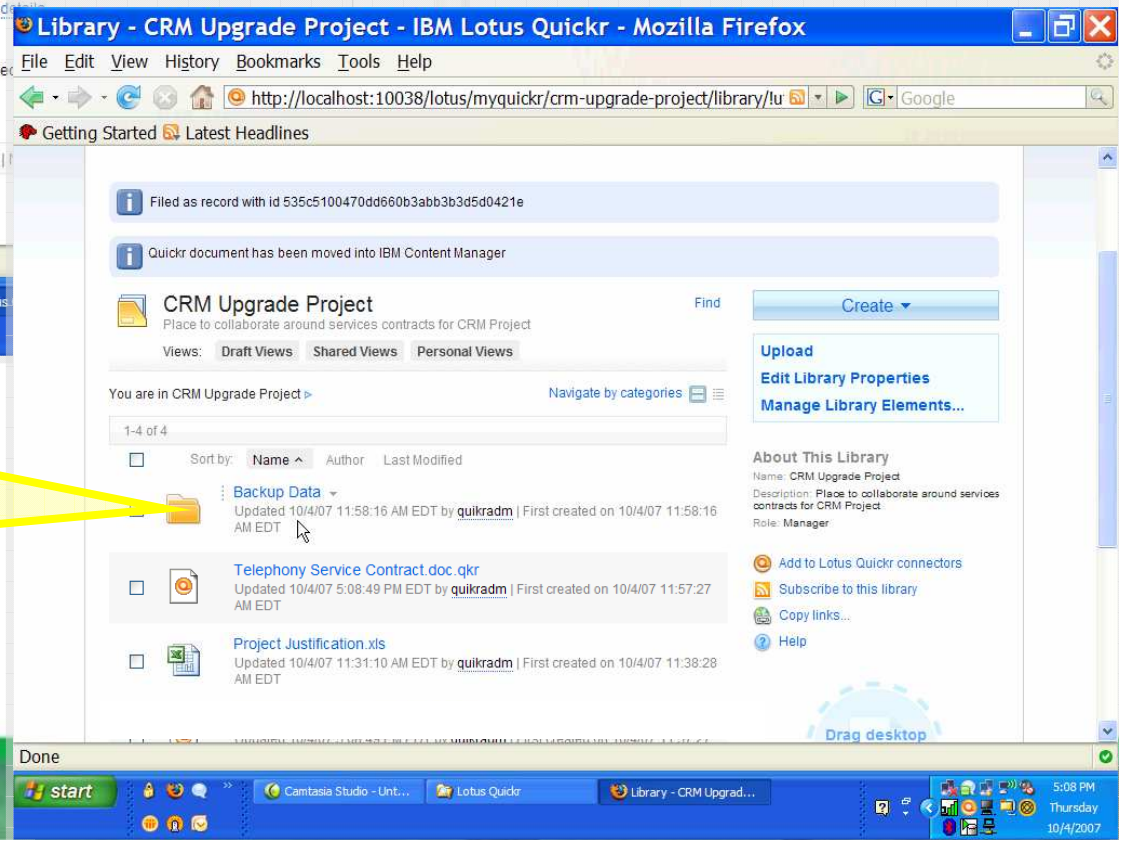
Browse P8 Domain

- ⊕ JL Test
- ⊕ sample
- ⊕ \OfficeXT_BrowseSmoke_Setup_HELADO
- ⊕ Launch Test
- ⊕ Templates
- ⊕ Recycle Bins
- ⊕ _tnt
- ⊖ Customers
 - ⊕ Project Requirements
- ⊕ Working
- ⊕ Change Notices
- ⊕ Contracts
- ⊕ Invoices

Name	Size	Last Modified By	Last Modified
✓ EBO Networks Con...	12377	suser	5/7/2008 5:49
VoIP Expansion Co...	54326	suser	5/7/2008 3:46
Project Blue Adden...	54326	suser	5/7/2008 3:47
Atlanta TEC Lease ...	54808	suser	5/9/2008 12:0
JK Enterprises Con...	54326	suser	5/7/2008 3:48

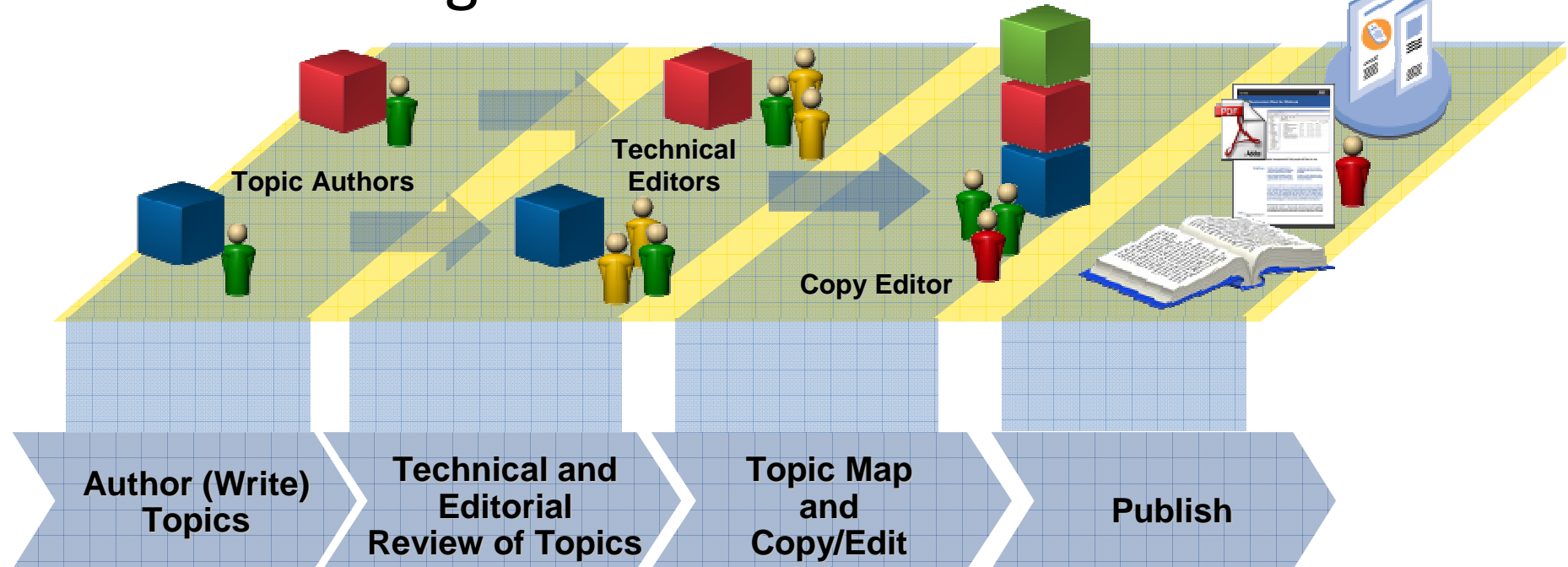


ECM integration with Lotus Quickr



Documents can be filed in P8 or CM8 libraries with a "stub" for easy access for the Quickr user

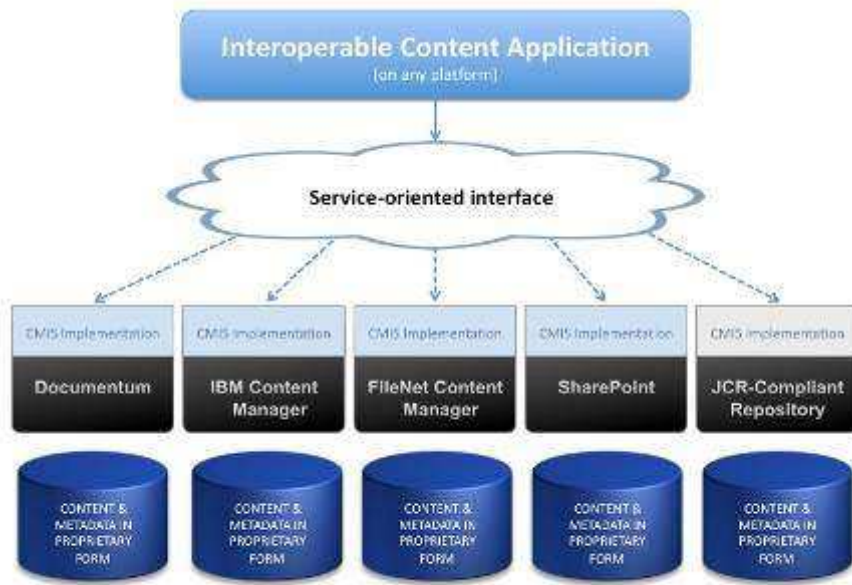
Creating DITA Technical Documents



- **Complete XML authoring & reuse**
- **Collaboration and Business Process Management (BPM) for reviews**
- **Create and validate topic maps**
- **Transform and deliver to multiple publishing channels**

Announced 9/10/08:

Content Management Interoperability Services (CMIS)



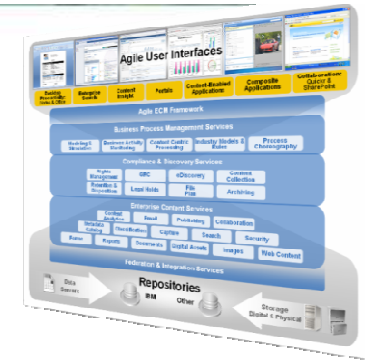
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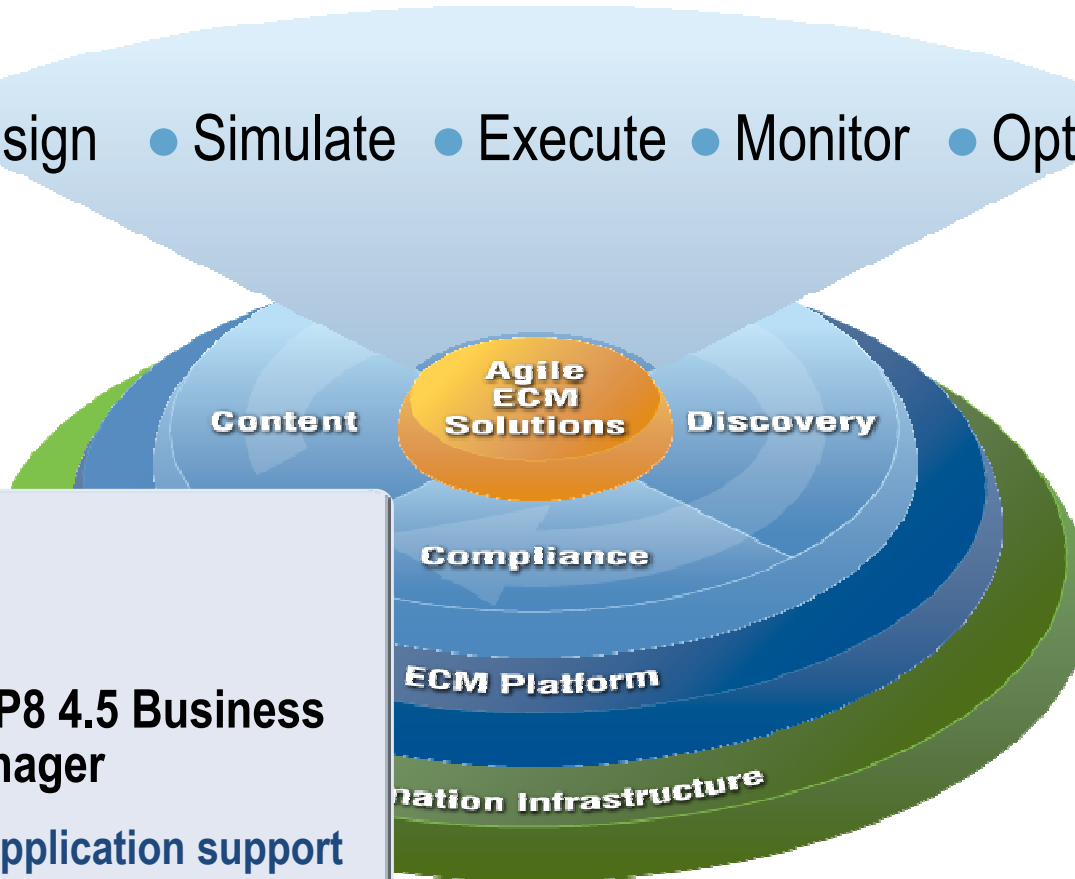
EMC, IBM AND MICROSOFT JOINTLY CREATE FIRST WEB SERVICES INTERFACE SPECIFICATION FOR GREATER INTEROPERABILITY OF ENTERPRISE CONTENT MANAGEMENT SYSTEMS
 Trio joined by Alfresco, OpenText, Oracle, and SAP in Development of The Content Management Interoperability Services (CMIS) Specification

IBM Agile ECM

Content-Centric Business Process Management



- Design
- Simulate
- Execute
- Monitor
- Optimize

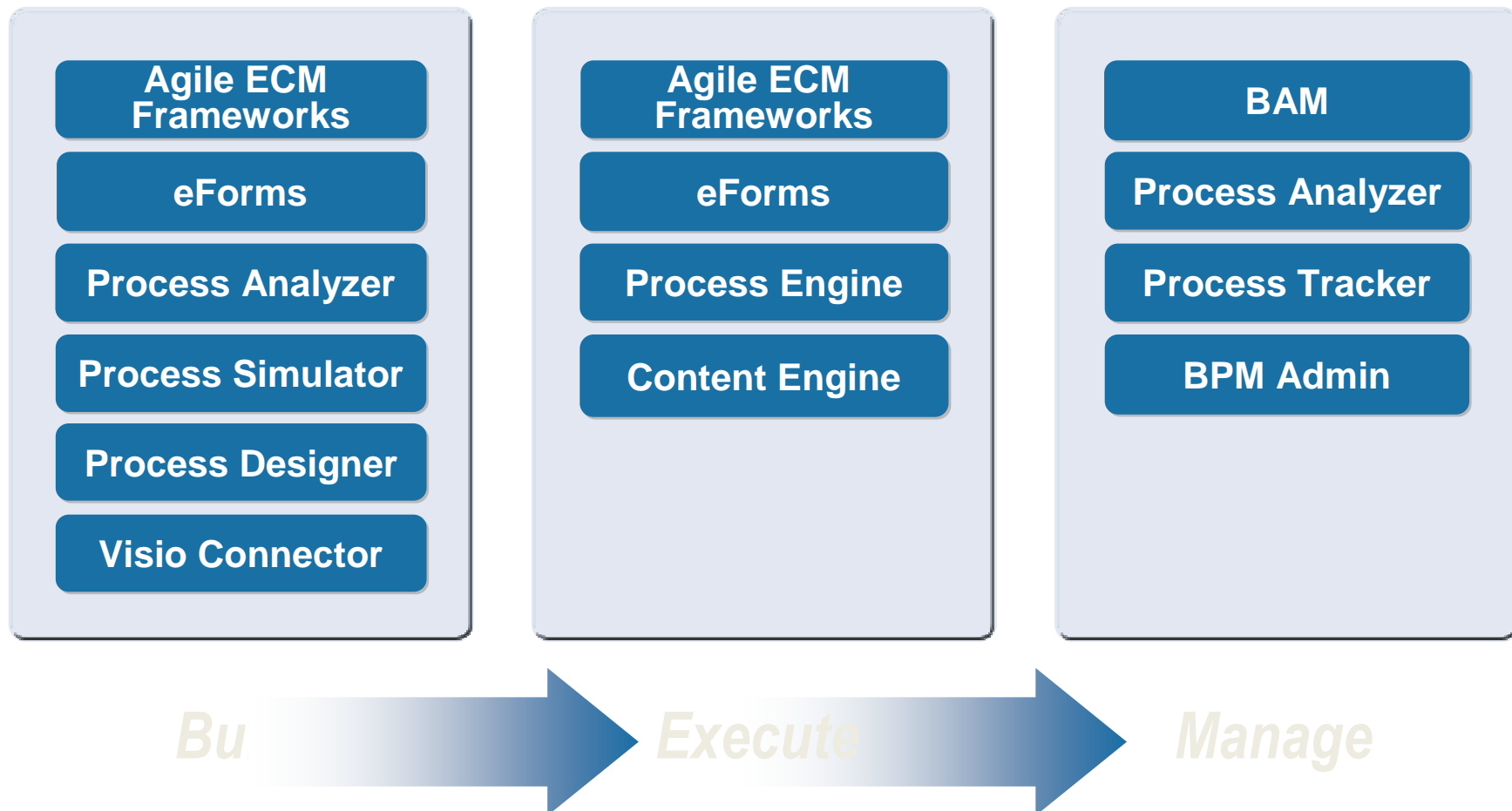


New!

IBM FileNet P8 4.5 Business Process Manager

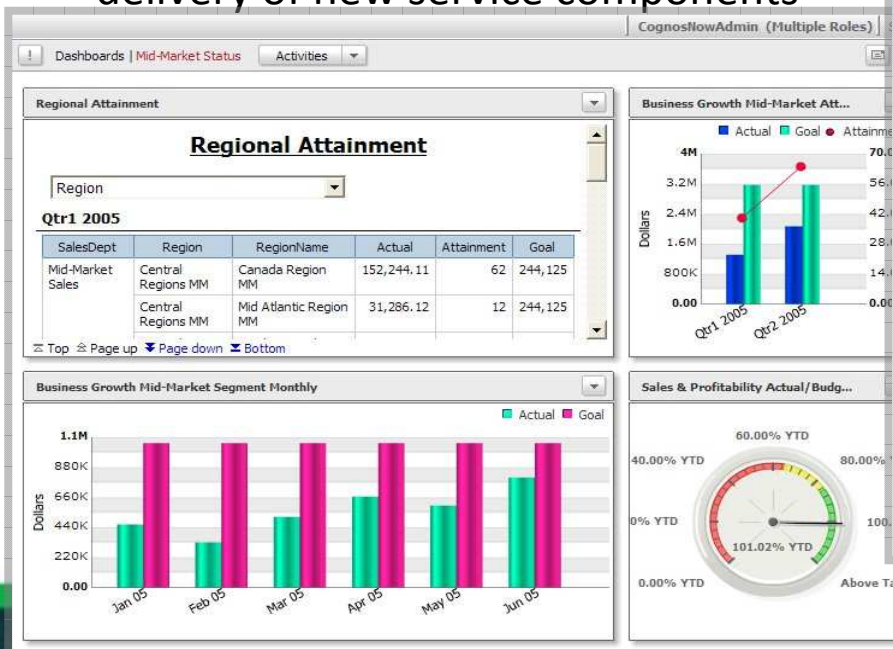
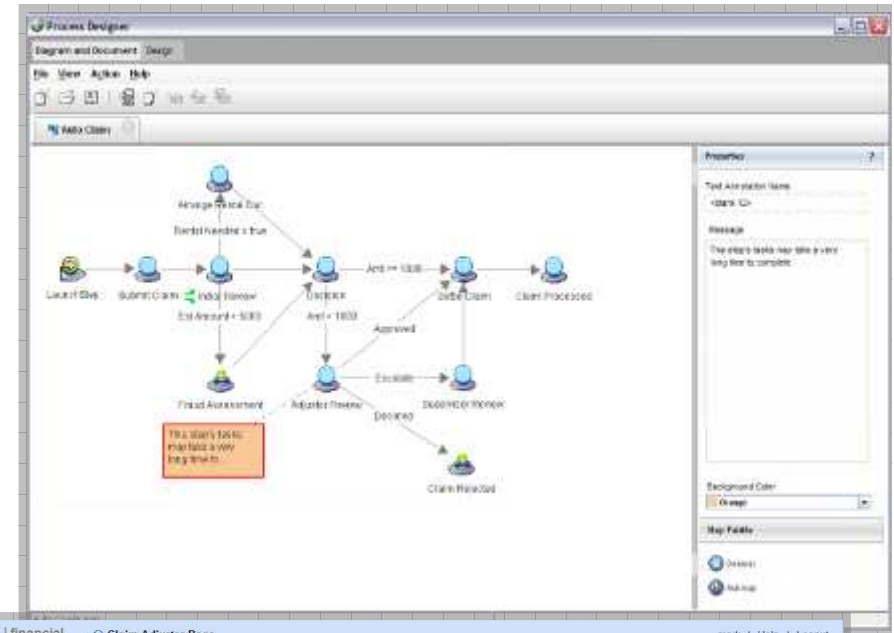
- Composite Application support
- CM8 Integration

IBM FileNet P8 BPM 4.5 Suite



Key Business Goals for IBM FileNet BPM 4.5

- Improved Process Design experience
- Shorten the time to build & deploy ECM applications
- Increase the “Line of Business” appeal
- An extensible platform with more frequent delivery of new service components



FOCUS | financial Claim Adjuster Page - mark | Help | Logout

Claim Adjuster Page

Review
Subject: ACCIDENT CLAIM case #7832-292
Deadline: 27 October, 2008 5:00 PM

Claim Number: 7832-292
Premium: 3,424.98
Account Number: 123456
Address: 14623 - 143 St
Date of Claim: Jul 16, 2008 3:06:29 AM

Attachments: Accident Scene.jpg

Response: Approve

Claim Adjuster Page

Search All

Review

Subject: ACCIDENT CLAIM case #7832-292

Deadline: 27 October, 2008 5:00 PM

[View instructions](#)

Claim Number:

7832-292

Premium:

3,424.98

Account Number:

123456

Address:

14523 - 143 St

Date of Claim:

Jul 15, 2008 3:06:29 AM

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20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

2007 2008 2009

Header

Work Item

Attachments:

[Add attachment](#)

Accident Scene.jpg

Attachments

Save

Response:

Approve

Close

Complete

Step Completion



Drag mouse to zoom area...

Viewer

“Agile ECM” in IBM FileNet P8 4.5

Realize time to value by accelerating the delivery of ECM and BPM solutions

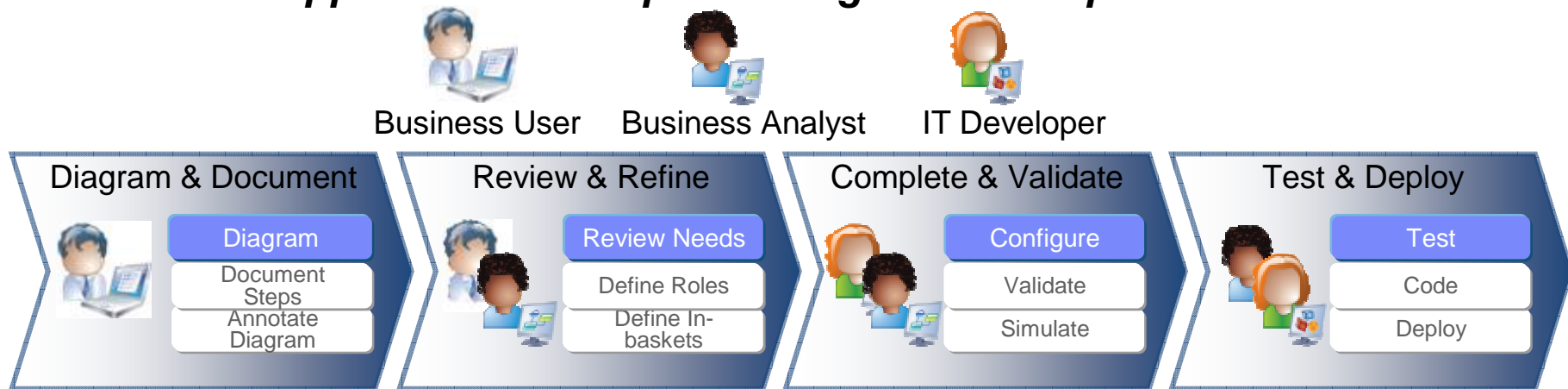
Why: product objective

- Enable better collaboration between business & IT users to deliver solutions
- Decrease cost & effort of developing ECM and BPM solutions
- Minimize steps and tools required to create and update solutions

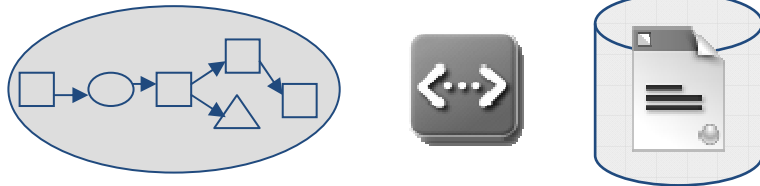
What: product features

- Provide “Document and Diagram Mode” for business analysts
- Leverage Web 2.0 Mashups & widgets for faster application layout
- Consolidate tools & add configuration features in Process Designer

Provide end-to-end ECM and BPM solutions across application development stages for multiple roles



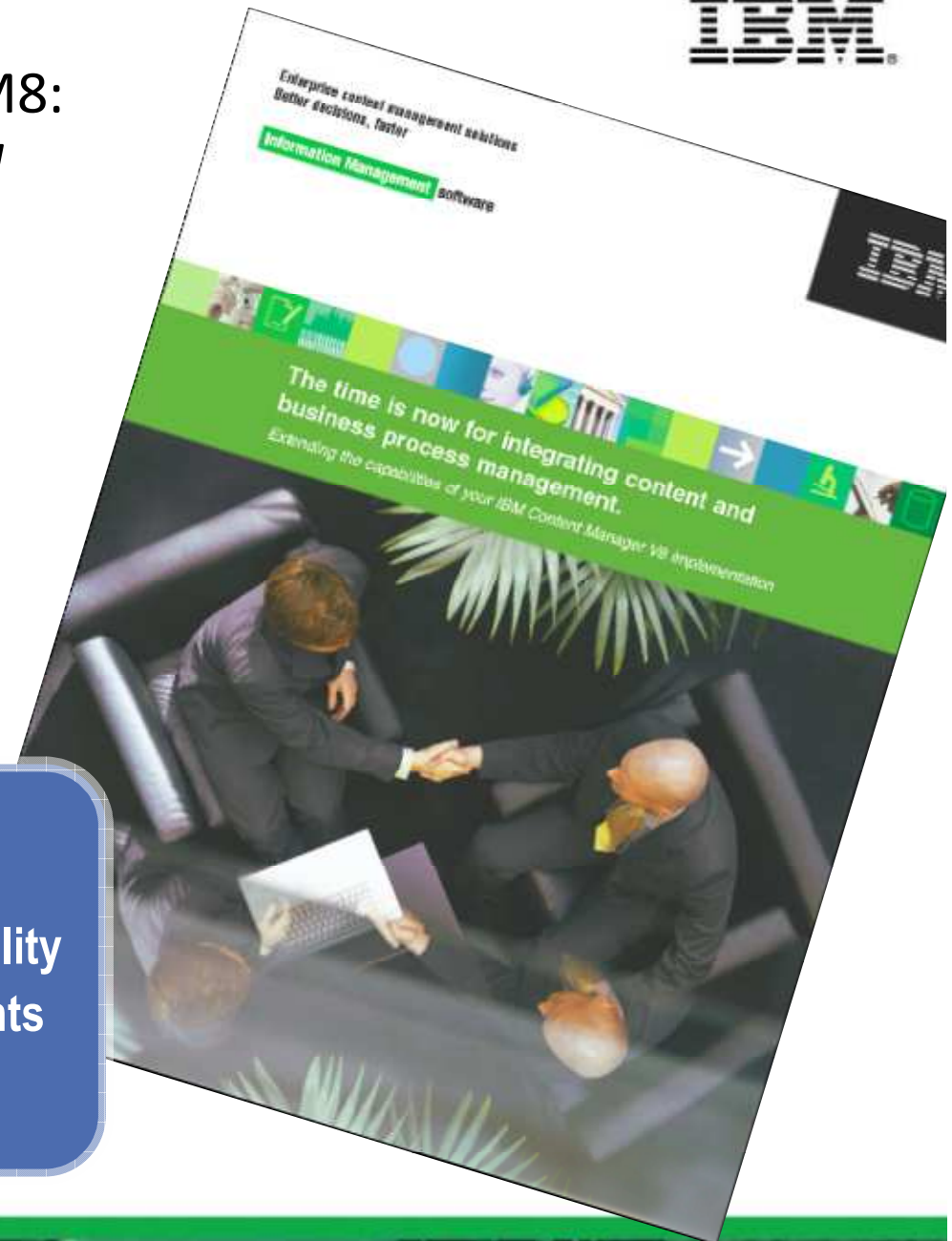
Content-Centric BPM for IBM CM8: *Tight integration with IBM FileNet BPM*



A solution for IBM Content Manager v8 (CM8) customers who need to better automate, streamline, and optimize their content-centric processes – through the integration of CM8 with IBM FileNet Business Process Manager

Benefits

- Enhances business process automation, optimization, and flexibility
- Extends the reach of CM8 investments
- Provides interoperability across IBM software portfolio

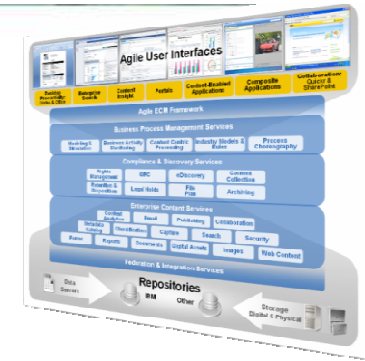


IBM
Co

New!

IBM Content Collector (ICC)

- Extensible content support
- Powerful content processing
- Integrated ECM repository options



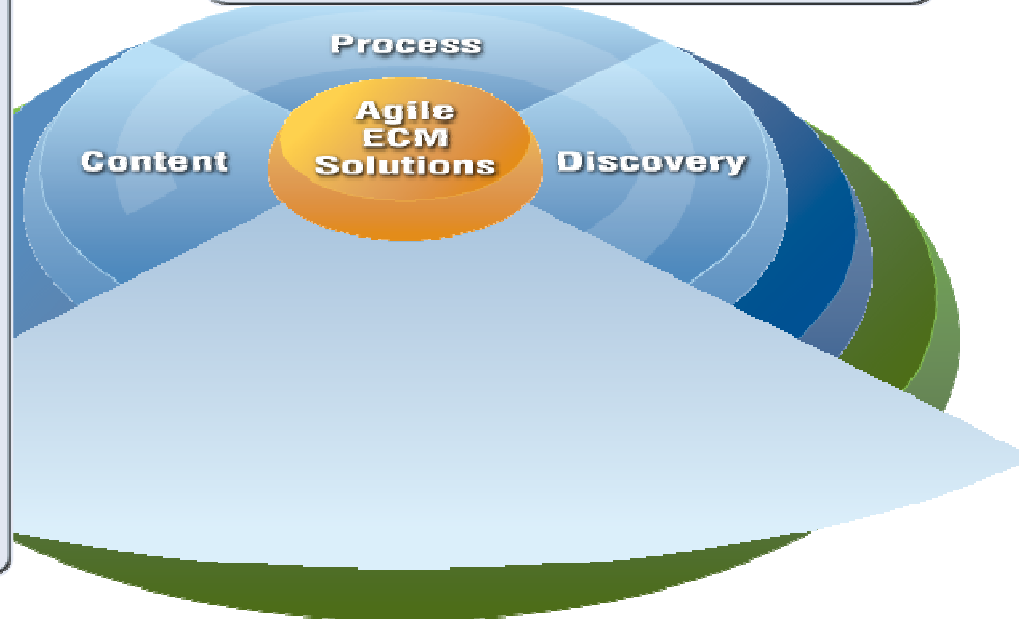
New!

IBM eDiscovery Manager

- Create and manage discovery cases

IBM eDiscovery Analyzer

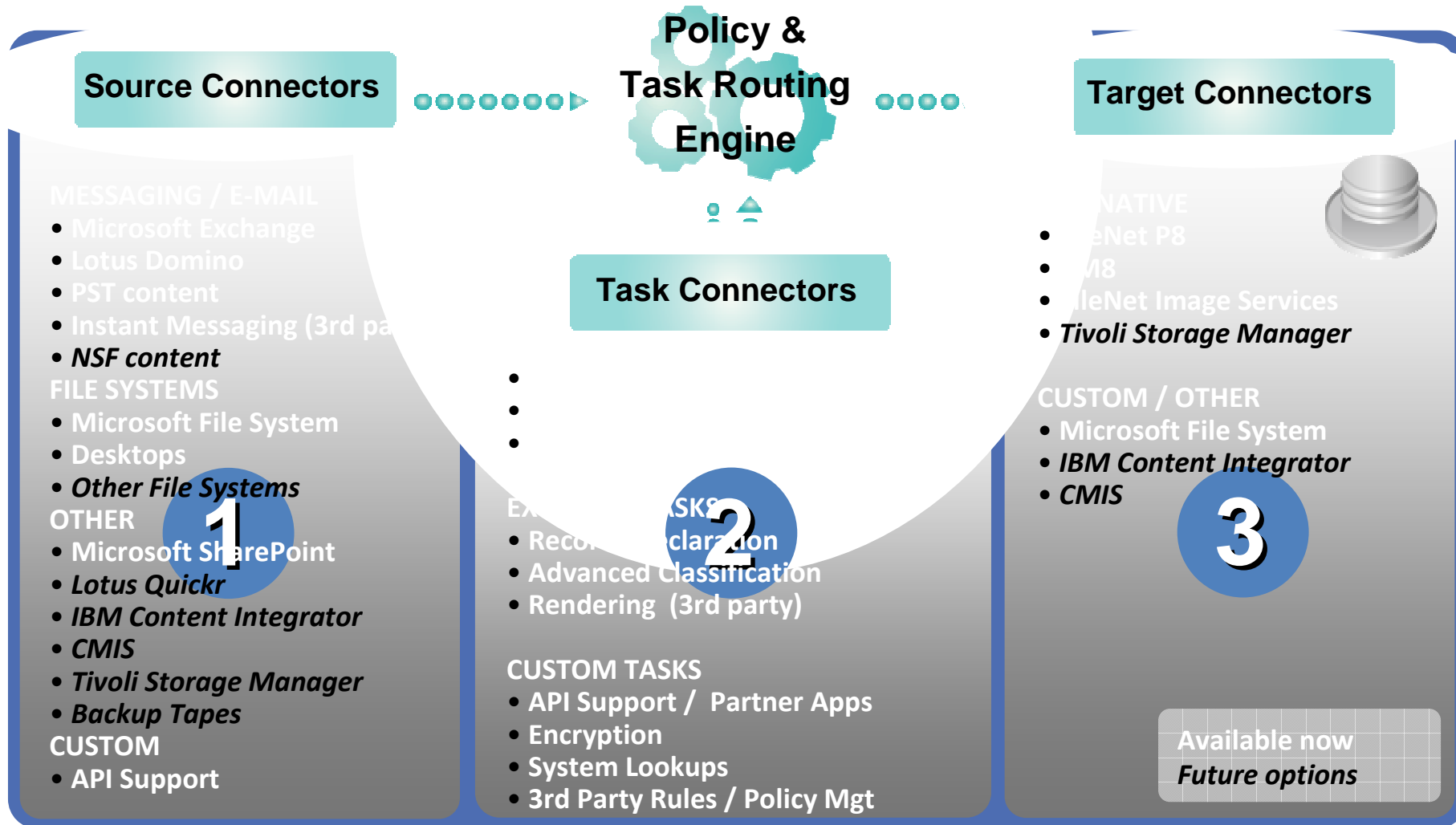
- Assess and refine case collections



- Records Management
- Content Collection & Archiving
- eDiscovery



IBM Content Collection and Archiving Architecture



eDiscovery Search & Analytics

Efficient litigation response enabled by proactive info management

Increase agility, improve defensibility, and lower cost of eDiscovery response with targeted tools to retrieve, hold, manage, assess and intelligently cull collected electronic information



IBM eDiscovery Manager

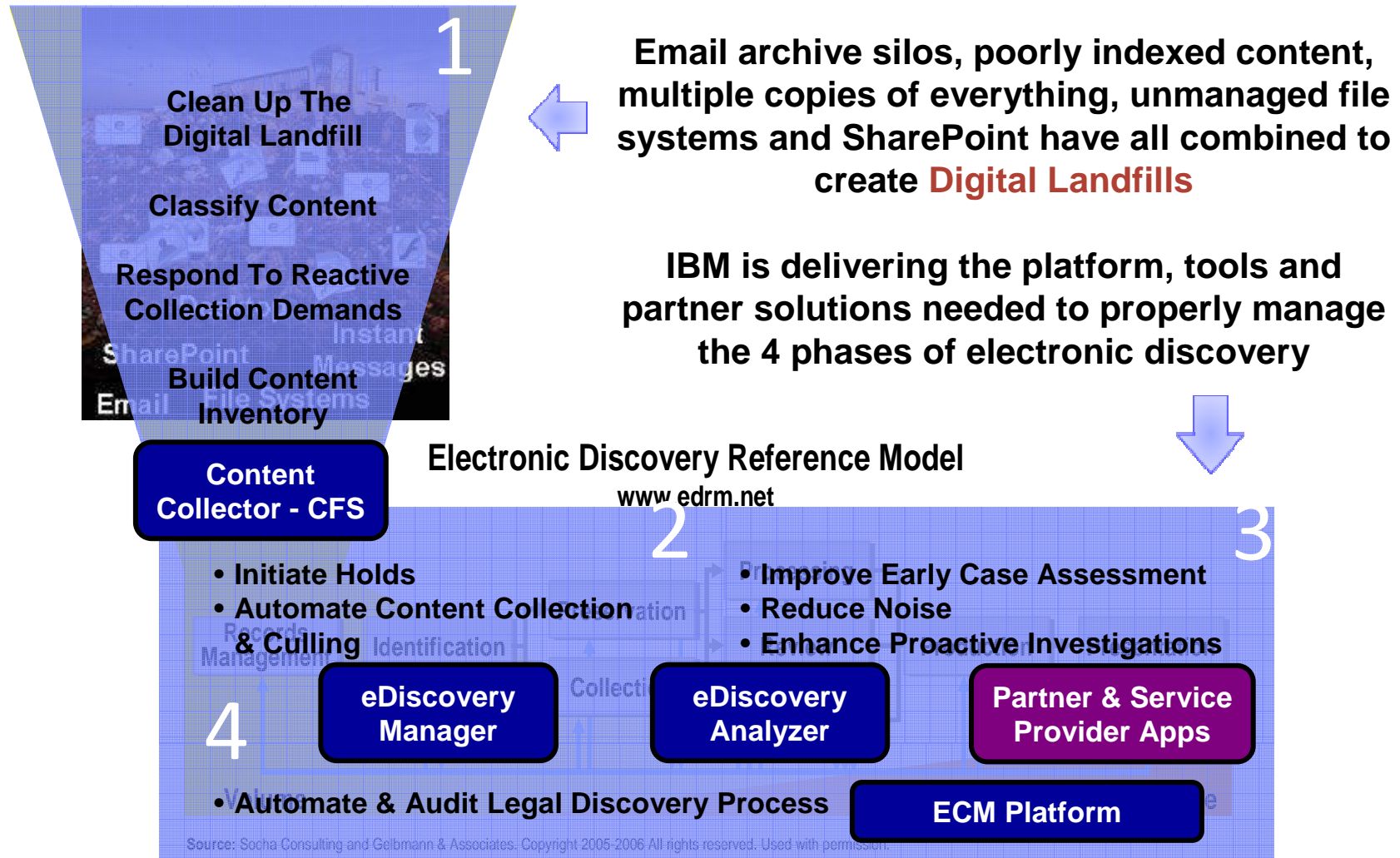
- Tool for authorized IT users to help respond to discovery requests from legal
- Create and manage cases; search, assign, hold, preview, and export collected content
- Built on and integrated with ECM platform with full auditability for chain-of-custody



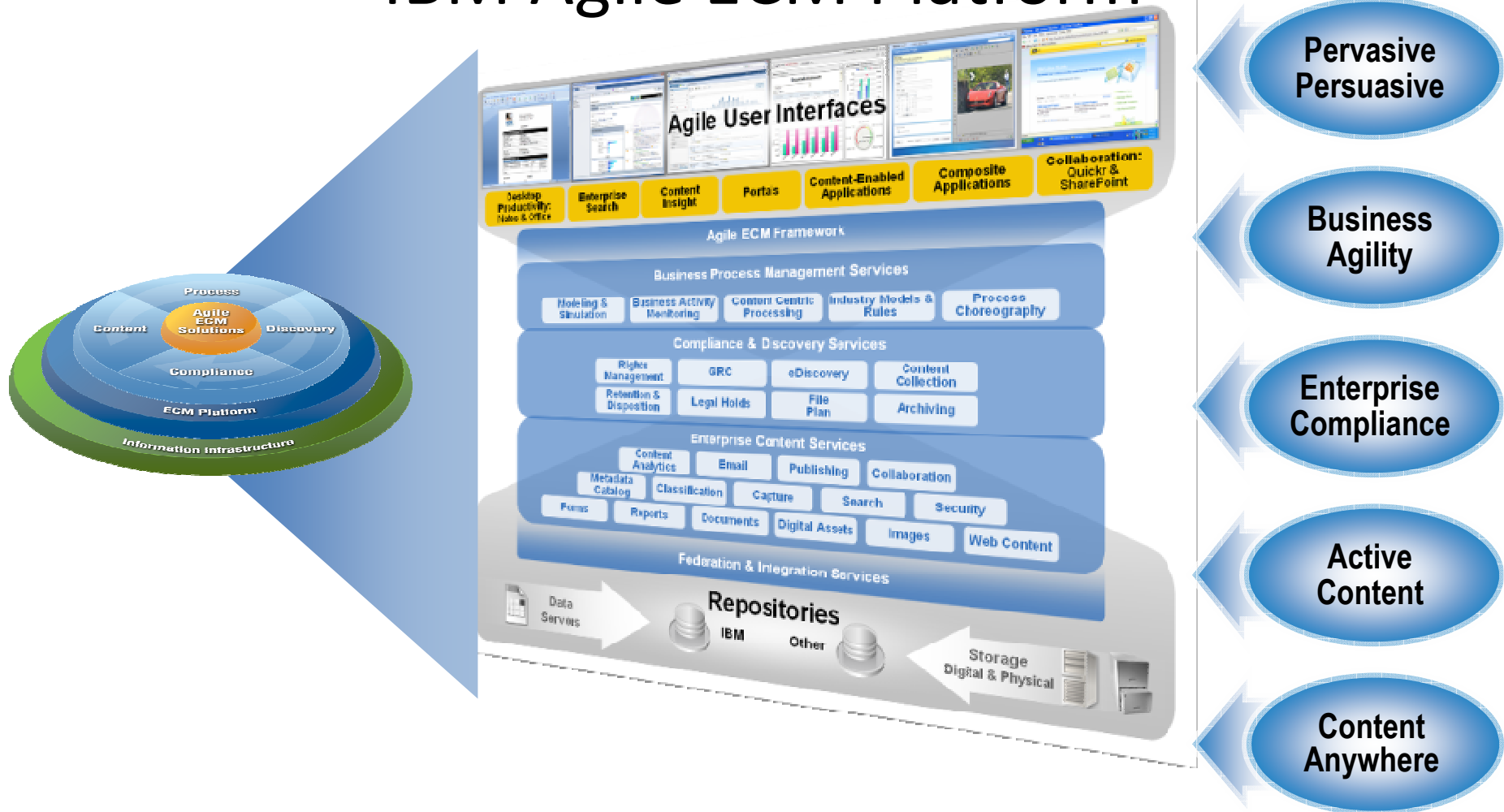
IBM eDiscovery Analyzer

- Early case assessment and smart culling for legal professionals and litigation support specialists
- Smart refinement of case collections to help dramatically reduce eDiscovery costs
- Advanced conceptual search and content analytics for rapid case insight

A Proactive Approach to eDiscovery

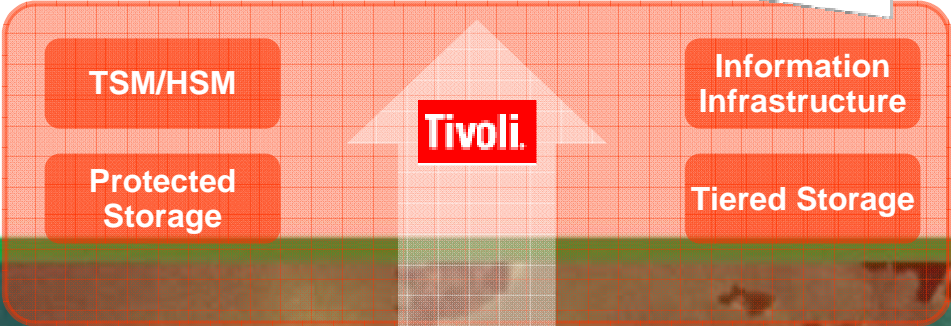
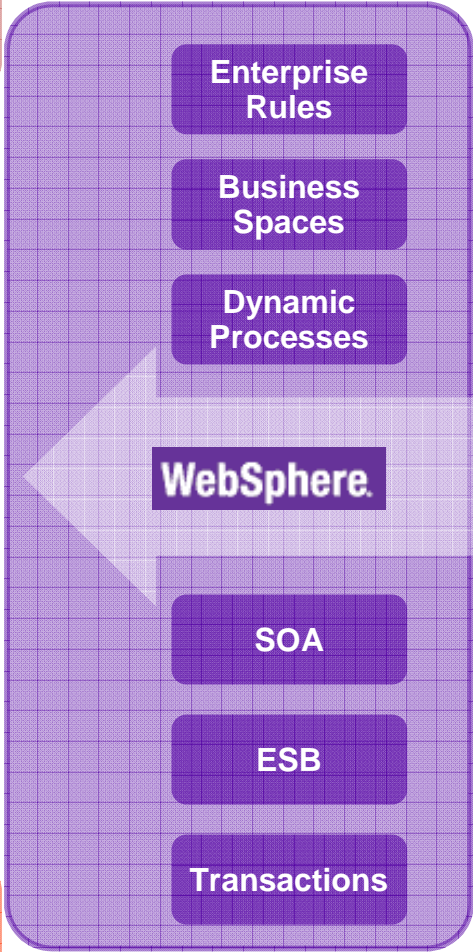
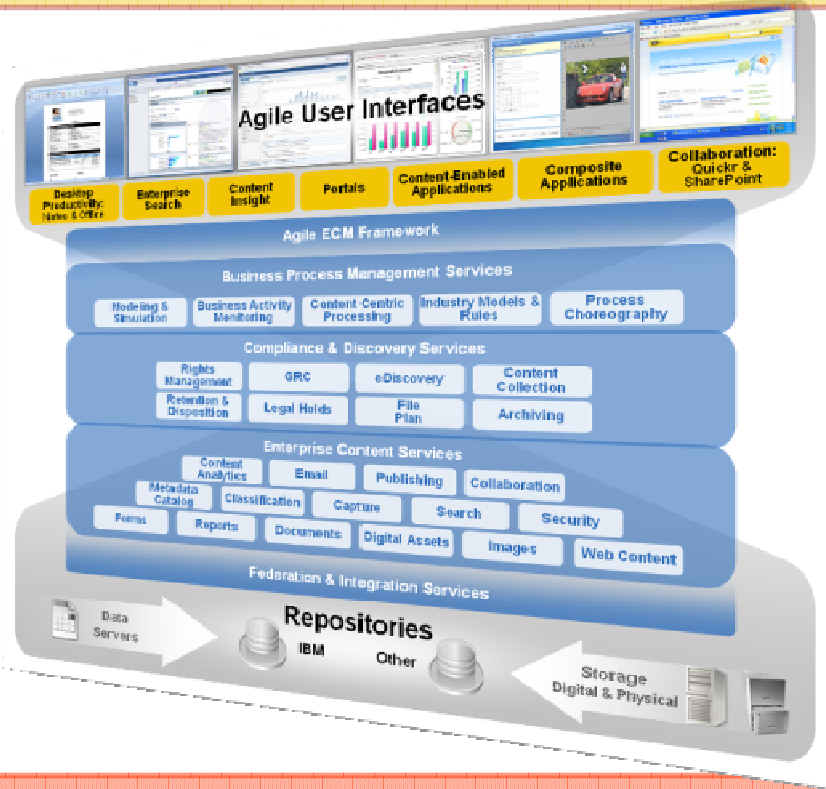
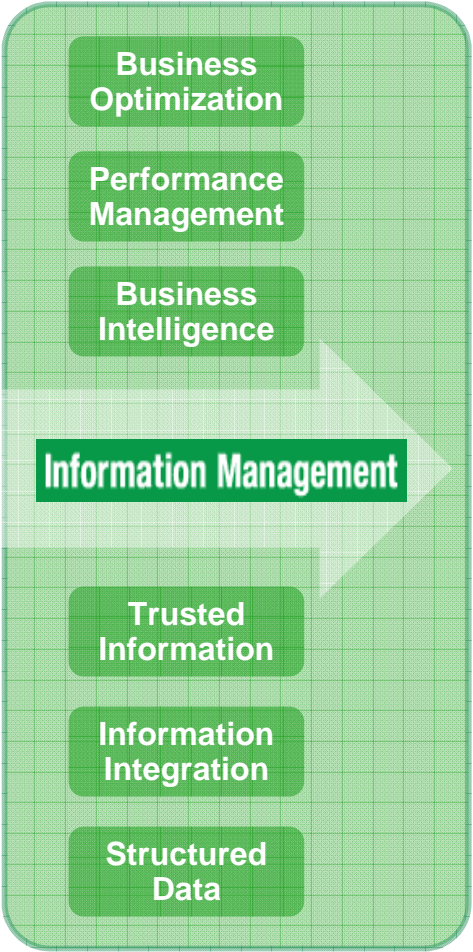
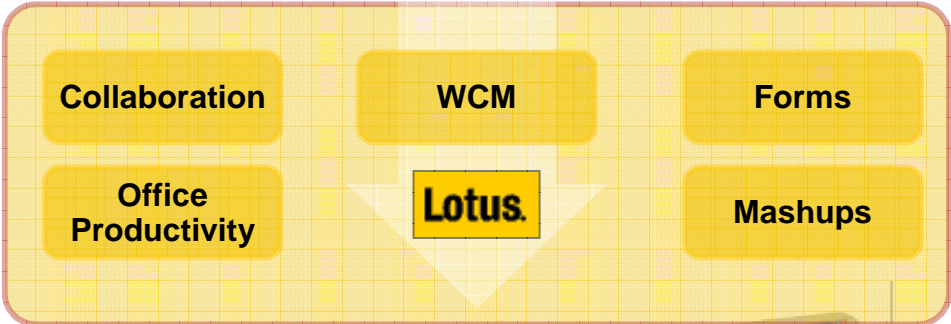


IBM Agile ECM Platform



Information Management

Leveraging IBM SWG





Information Management



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Thank You!