



**IBM Content Management makes
your company more competitive
with Information On Demand**

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Executive summary

Change is the inevitable reality for all businesses today. Consider, for instance, the impact that digital information has had on traditionally paper-intensive industries such as financial services. Loan requests, mortgage applications, new account openings and other such services that once took weeks to process via paper, can now take as little as a few hours online. With rapid technology advances, it is clear that the way companies do business is in constant transformation and that such change affects every aspect of how a company runs its business—most importantly, its information systems.

Tightly integrating business information with processes and people is key if companies want to enhance productivity while easily extending their information infrastructures to ensure consistent, high-quality customer service. Whereas traditional bank officers used to have end-to-end responsibility for creating, managing and servicing loans, for example, they may now be responsible for building customer value chains, enforcing quality assurance processes and maintaining multiple channels of information delivery. Companies must ensure that information such as purchase histories and current portfolio activity is available to employees, distributors and customers, in real time.

Creating business value by integrating, analyzing and optimizing heterogeneous types and sources of information throughout their lifecycle to manage risk and create new business insight is what IBM calls information on demand. The power to provide seamless flows of real-time information on demand to customers, employees and business partners can give your company a significant advantage. By centrally accessing integrated information from scattered, disparate information sources and using it to populate data warehouses and content management and business intelligence (BI) applications, you can unleash tremendous power and value. Extending and leveraging existing information assets gives your company a competitive edge by helping you improve productivity and enabling your employees to make strategic decisions based on insight. This integrated information also helps you respond to customers with time-saving, self-service Web applications that lead to increased revenues and enhanced customer satisfaction. IBM Content Management can help you achieve all these benefits.

Improve productivity and maximize control of information

Gaining control of your business information becomes increasingly important for maintaining optimal productivity practices as your information grows. Analysts estimate that corporate transaction data is increasing at a rate of 61 percent annually and reference information is growing even faster at 92 percent per year. Companies that do not know how to connect information to the people who need it – and flexibly rearrange these connections as new needs arise – cannot compete with on demand businesses.

One reason for this is that employees are spending more of their time searching for the information they need. According to IT industry estimates, knowledge workers are spending 30 percent of their time just searching for information. As much as 80 percent of this information is unstructured, meaning that it exists in a variety of content types such as e-mails, attachments, documents, drawings, Web content, videos and images. Aside from wasting significant amounts of time, this content glut prevents companies from providing prompt customer service due to the length of time it takes to locate source material.

Streamline compliance to address specific business needs

Such inefficiency in accessing information also puts companies at considerable risk. Numerous regulations today such as Sarbanes-Oxley, Health Information Portability and Accountability Act (HIPAA), the USA PATRIOT Act SEC 17a-4 and NASD 3010/3110 mandate the retention of records of transactions and other documents to demonstrate accountability. These regulations carry hefty penalties for noncompliance. In addition, without prompt access to records, companies cannot respond effectively to litigation, a liability which few organizations can afford to bear. In fact, some companies choose to settle lawsuits simply to avoid the high cost of discovery using manual methods.

IBM Federated Records Management, an example of how IBM is helping customers confront the challenge, is a software solution which combines the robust and highly scalable IBM DB2® Records Manager with the content integration capabilities of IBM WebSphere® Information Integrator Content Edition. The result is a unique and powerful solution for managing electronic records across the enterprise. It allows organizations to manage and control all of their records-class content through one centralized records management application – even when these records are distributed across multiple, disparate content management systems. With this solution, organizations can finally achieve truly enterprise-wide records management.

Extend and leverage existing information assets with IBM solutions

The IBM software portfolio can help your company become an on demand business and address issues that have arisen due to inadequate access to information. Not only does IBM provide all the components of an integrated information infrastructure – including information management software, data warehouses, information integration applications, and content management and BI solutions – IBM is a proven leader in the IT industry that can provide an end-to-end solution comprising all of these components.

IBM is the company to turn to for comprehensive content management solutions. These solutions help you to transform your business by maximizing the value of all of your multiple content types such as structured data, semi-structured (i.e., XML) data, and unstructured content, such as e-mails, documents, media files, Web content and instant messages. IBM content management solutions allow you to gain control over the burgeoning volumes of documents throughout your organization. IBM can help you realize the value of these assets while enabling you to improve productivity, lower administrative costs, extend and leverage your existing technology investments, develop stronger customer loyalty, streamline compliance and facilitate legal discovery processes.

Delivering content where it's needed

IBM content management technologies span a broad range of solutions that encompass integration of all of your critical business information. This is complemented by powerful search and retrieval capabilities and with BI applications for high-value insights that can help identify new revenue opportunities. Other IBM solutions are designed to enable you to make content stores searchable to provide customers with up-to-the-minute online bill presentment solutions. Moreover, IBM helps address the growing need to comply with government regulations for retaining content and making it accessible on demand in order to demonstrate corporate accountability.

With content management solutions from IBM you can more easily find the information you need in an instant, and even reuse that same information and save the considerable investment it would take to recreate intellectual property. IBM can help you take advantage of a robust, comprehensive platform to safely and effectively capture, manage, store, records-enable and retrieve vast quantities of valuable information. IBM content management solutions enable you to:

- Easily capture and manage a range of information formats, including documents, e-mails, instant messages, Web content and multimedia assets.
- Store, archive, search for, retrieve and deliver information to people within and beyond your organization using a wide variety of access points, including portals, Web browsers, mobile devices and application clients.
- Facilitate collaboration for improved productivity and workflow across your business processes, applications and systems.
- Manage your information assets throughout their lifecycle, while streamlining compliance – from the moment content is created to the time it is disposed of. This way, your company's business processes are in accordance with corporate policies and industry-specific government regulations.
- Cost-effectively extend your existing information assets since IBM can build upon the technology investments you have already made. This effectively helps to lower total cost of ownership and increase your return on investment.

With the volume of content growing exponentially every year, managing all of your content may seem a daunting task. However, IBM is a proven leader in delivering content management solutions with an award-winning portfolio, as evidenced by the following accolades:

- IBM wins two Association for Information and Image Management (AIIM) 2005 Best Product Awards. AIIM, the international authority on Enterprise Content Management (ECM), recently named IBM the winner of two Best Product Awards for:
 - IBM Federated Records Management Solution, which combines IBM DB2 Records Manager and IBM WebSphere Information Integrator Content Edition. The integrated solution eliminates the complexity of centrally managing record-keeping policies for all distributed content throughout an organization, no matter where documents and other content are stored and managed.
 - IBM TotalStorage® DR550, which is designed to help businesses meet the growing challenge of managing and securing retention-managed data and other critical information assets with operational efficiency.
- Wachovia won the AIIM Best Practices Award for Banking and Financial Services for its implementation of an enterprise-wide Content Access Services (CAS) infrastructure, based on the power of IBM WebSphere Information Integrator Content Edition. The solution allows Wachovia's 95,000 employees unified access to corporate information, no matter where it is stored or when it is needed.
- IBM DB2 Records Manager was approved by The National Archives (TNA) of the UK for use in the UK public sector. TNA approval is recognized by both public sector and private sector organizations worldwide and is attained by only a handful of vendors. Also approved by TNA are IBM DB2 Content Manager, IBM DB2 Document Manager and IBM DB2 CommonStore for Lotus® Domino®.

- IBM has also won the following awards and recognition:
 - 2005 Editors' Choice Awards for Information Strategy by Intelligent Enterprise.
 - Editors' Choice Award for Digital Media by Streaming Media Sourcebook.
 - IBM recognized as "...the only powerhouse vendor that has a significant leadership position in Enterprise Content Management." (Gartner, May 10, 2005, "Who Will Own the Enterprise Content Management Market?")
 - IBM in leadership position in Gartner's Integrated Document Archive and Retrieval Systems (IDARS) 2005 Magic Quadrant.
 - Best Enterprise Content Management System from 2005 Intelligent Enterprise Readers' Choice Awards.
 - IBM scored tops in the Enterprise Content Manager Forrester Wave evaluation report, October 5, 2005, with comments such as "IBM's extended capabilities are the broadest in the market."

Best-of-breed content management products

IBM content management solutions can help you integrate disparate sources of multiple content types with powerful, yet simple, search and access capabilities. Designed to deliver content on demand, the IBM content management portfolio includes the following product families:

IBM DB2 Content Manager to provide a robust infrastructure –

IBM DB2 Content Manager lies at the heart of the IBM content management portfolio. This core product captures, manages and stores a broad range of business content, including, but not limited to: documents, e-mail, Web content, audio and video files and more.

With DB2 Content Manager, you can quickly and easily access information across diverse formats to respond to customer, supplier or partner requests and securely deliver relevant information. From multimedia to text, DB2 Content Manager supports a wide range of information formats and makes content available across multiple applications and workgroups. Leveraging IBM DB2 Universal Database™ for meta data management, security handling, and backup and recovery, DB2 Content Manager provides a single, open and integrated platform for managing, sharing and archiving all types of digitized content. Together with IBM Workplace™ Web Content Management, DB2 Content Manager delivers an easy way to create, publish, manage and archive Web-based content within a corporate intranet, extranet and the Internet. DB2 Content Manager scales from a single PC to @server® iSeries™ to IBM AIX® machines to IBM S/390® mainframe systems. The robust architecture supports XML content, document images and rich media, and is designed to grow as your business needs expand.

DB2 Content Manager fits into your enterprise. Supporting multiple hardware platforms and operating systems, a DB2 Content Manager infrastructure can be as small as a workgroup or scale across your company.

IBM DB2 Content Manager OnDemand to support e-bill presentment – DB2 Content Manager includes IBM DB2 Content Manager OnDemand, an electronic report management and e-statement solution that enables high-volume capture of computer output. DB2 Content Manager OnDemand is a high-performance repository optimized for managing very large groups of objects such as statements, reports and checks. Offering immediate availability and instant access to digitized content, DB2 Content Manager OnDemand maintains secure data access that provides an ideal option for portal integration within customer relationship management or Web self-service applications. Frequently used for electronic bill presentment solutions, DB2 Content Manager OnDemand also enhances customer service by enabling your employees to quickly and easily answer inquiries and resolve issues by performing quick searches by customer account number.

IBM WebSphere Information Integrator Content Edition to unify multiple content resources – WebSphere Information Integrator Content Edition enables organizations to federate multiple, disparate content repositories and workflow systems using a single consistent interface. With access to a variety of databases (including IBM Lotus Notes® and IBM Lotus Domino databases and popular Web search engines), WebSphere Information Integrator Content Edition includes a browser-based client that supports federated search across IBM and non-IBM repositories. IBM offers a large library of prebuilt connectors to many other commercial structured and unstructured content repositories and file systems and a toolkit for building customer connectors. With WebSphere Information Integration Content Edition, the base technology is now in place to extend the techniques of BI to the realm of unstructured information, such as document repositories, e-mail archives and Web sites.

IBM DB2 Document Manager to manage business documents – IBM can help businesses regain control of increasingly complex document requirements through DB2 Document Manager. A comprehensive document control application that leverages the scalable, extendable DB2 Content Manager as its underlying repository, DB2 Document Manager enables you to bring greater efficiency to workflow processes through the entire lifecycle of your documents. Its capabilities include version and rendition management, XML and compound document support, and e-records enablement and deep application integration, helping you to more effectively develop and distribute critical business information company wide.

IBM DB2 Records Manager to centrally manage enterprise records and federate multiple content repositories – In today’s highly regulated and scrutinized corporate environment, records management is a critical requirement across companies in all industries. DB2 Records Manager can help meet this challenge by extending electronic recordkeeping capabilities across your current business processes, applications and repositories. DB2 Records Manager is a tool for applying formal records management policies and practices to business information. When used within a context of clear and consistent corporate policy, DB2 Records Manager can offer a number of benefits, including reduced litigation risk through structured document disposition, reduced operational and litigation discovery costs, streamlined compliance to help you meet regulations efficiently, and enhanced decision making through access to timely and relevant business information.

IBM DB2 CommonStore for optimal archiving and e-mail management – DB2 CommonStore provides messaging system archival and retention management for Lotus Domino, Microsoft Exchange and SAP, and can greatly improve operational performance and manageability by using business rules to archive content. Records-enable your e-mail and help meet your legal requirements with DB2 CommonStore.

IBM DB2 Content Manager VideoCharger for real-time multimedia streaming – DB2 Content Manager VideoCharger™ enhances the industry-leading rich media capabilities of DB2 Content Manager. Enabling real-time delivery of streamed digital audio and video content via the Internet through conventional Web browsers, DB2 Content Manager VideoCharger is a high impact tool for e-commerce, e-learning and corporate communications. Since the content is streamed, it can be “pushed” from the server and played in real time in live audio and video formats for multiple users on the network. DB2 Content Manager VideoCharger maximizes video quality for users by utilizing innovative Adaptive Rich Media Streaming technology to dynamically adapt streams based on available network bandwidth.

IBM Workplace Web Content Management for delivery of Web content— Together with IBM Workplace Web Content Management, you can take advantage of end-to-end Web content management capabilities for Internet, intranet, extranet and portal sites. By leveraging content in DB2 Content Manager, Workplace Web Content Management reduces development and implementation tasks for webmasters and, instead, places content creation and management firmly in the hands of content experts for “author once, publish everywhere” control. You can now capture, manage and repurpose all forms of content across diverse applications, business processes and platforms. This enables you to quickly and easily deliver integrated, consistent information on demand to customers, partners and employees.

Features of a superior content management platform from IBM

IBM offers a content management platform that meets the needs of all companies—large and small—in all industries across the globe. Customers can take advantage of a fully integrated suite of offerings that is designed to ensure a powerful on demand architecture. This way, all business information is captured, managed, records-enabled and stored on an open, flexible infrastructure that can readily adapt to evolving business needs. The IBM content management portfolio can help your company transform its business processes by delivering information on demand with key features including:

- ***A comprehensive, scalable and secure repository.*** Content management platforms must be scalable, robust, reliable and secure to support every component of your value chain for those both inside and outside the corporate firewall. Traditionally, companies purchased a content repository to solve a specific business problem. Each repository stood on its own and documents, Web content and rich media resided in separate, non-intersecting worlds. Today, we can do much better and companies are realizing the value of systems that can handle many types of content. IBM understands that business content is commonly used across multiple content repositories. This content shares similar needs for mass storage, search, secure access, workflow, personalization, integration with business applications, rights management, version control and rapid delivery via the Internet.

- ***An open architecture.*** A powerful content management platform needs to be based on open standards and support leading server platforms, database management systems and packaged business applications. By embracing standards, you can leverage and extend your existing information assets without having to rip and replace your entire infrastructure to meet ever evolving customer demands. IBM offers proven leadership with open standards. The IBM content management portfolio provides the flexibility to connect to and access any application, including those of other vendors, through a set of published application program interfaces (APIs). By enabling you to use your current IT investments in software and hardware, the open standards-based architecture of IBM content management products enables the seamless and automated movement of critical business information between organizations, consumers, partners and employees.
- ***Easy integrations across various platforms, applications.*** IBM has relationships with a number of independent software vendors (ISVs) such as PeopleSoft, SAP® and Siebel that take full advantage of the power of IBM content management solutions. For instance, IBM DB2 Content Manager provides both a connection to unstructured content that may reside outside a PeopleSoft system for use in PeopleSoft applications and Siebel eBusiness Applications. IBM DB2 CommonStore for SAP, on the other hand, archives data and documents provided by SAP systems. DB2 Content Manager also provides support for Web services – a quick and efficient way to integrate with other enterprise applications.
- ***Information lifecycle management.*** The key to transforming your business is based on your ability to seamlessly capture, manage, store and retrieve business information within and beyond organizational walls. What matters is how well you can integrate, analyze and manage all of your information assets throughout their lifecycle, from the moment information is captured to the moment it is disposed of and all the steps in between. Managing your information is all about providing secure access to a seamless flow of integrated information – wherever it resides. IBM content management solutions offer this level of end-to-end solutions.

An integral part of content management implementations, IBM DB2 Records Manager provides information lifecycle management for all types of records. Utilizing retention/disposition rules and policies, DB2 Records Manager applies them against declared records, so that relevant records are managed to address compliance issues.

- ***Portals and collaboration.*** Web content and rich media assets share numerous management requirements including distributed mass storage, access control, rights management, version control and efficient delivery to standard Web browsers.

By integrating Web portals with existing content management infrastructures, business information can be easily portal-enabled for secure, personalized delivery to facilitate collaboration among customers, partners and employees. E-learning media, business records and other dynamic business content are easily accessible. IBM content management solutions integrate natively within the IBM rich portfolio of middleware software products such as: IBM WebSphere Application Server, IBM WebSphere Portal and IBM DB2 Universal Database. The end result is that developers and users can count on flexible, predictable and reliable application performance when content management applications are integrated with Web portals.

The business value—maximizing return on information

More than ever, businesses are examining not only the capabilities of their technology solutions, but also their ability to support a rapid return on investment. With tight cost controls in place, it's imperative for IT managers to lower total cost of ownership.

Where a 12- to 24-month return on investment may have been acceptable in the past, organizations now want to see immediate payoff on their IT expenditures. Improving operational efficiencies, enhancing customer experiences and creating new revenue opportunities are three strategies that are helping organizations maximize return on investment. In addition, by providing the ability to share information assets across multiple applications, physical storage costs can be reduced and administration and maintenance tasks simplified. Moreover, information must be seamlessly integrated across various repositories, such as relational databases, mail systems and Web sites. Such integration significantly helps get the right information to the right people at the right time with on demand ease.

Streamline compliance

Today it is becoming increasingly challenging to meet government audit and regulatory requirements and to stand up to shareholder scrutiny. Content management solutions from IBM integrate records management and information archiving capabilities and help you automate information-gathering processes to effectively capture, manage, records-enable, store, retrieve and properly dispose of information assets across your organization.

Certified for compliance with U.S. Department of Defense (DoD) 5015.2-STD June 2002, chapter 2 and chapter 4, and approved by TNA in the U.K., IBM DB2 Records Manager extends “touchless” records retention and disposition functionality across multiple business applications. The solution provides easy-to-use, advanced technology for helping you manage your specific compliance needs. For example, to support Sarbanes-Oxley requirements, IBM content management solutions enable companies to gather and monitor critical business information via a Web-based, end-to-end solution that allows users to monitor, assess and manage business controls for greater visibility into financial processes across a given company.

Organizations can also leverage an IBM content management solution for help in dealing with regulations such as SEC 17a-4 and NASD 3010/3110. This offering helps companies capture and retrieve all forms of correspondence and documents, including e-mail, instant messages, media files and faxes. The solution also provides secure storage and implementation of legal holds and suspensions.

Curb database growth and manage compliance issues

The IBM DB2 CommonStore portfolio offers robust and scalable SAP and e-mail archive management capabilities, helping you minimize storage costs, optimize the performance of business and e-mail systems, and protect and retain key business information. In addition to controlling the growth of SAP and e-mail databases and improving application performance, IBM DB2 CommonStore for SAP, IBM DB2 CommonStore for Lotus Domino or IBM DB2 CommonStore for Exchange Server can help your business satisfy government regulations that mandate the retention of specific documents. DB2 CommonStore for SAP automates the traditional time-consuming procedures of linking, indexing and retrieving information, substantially reducing overhead costs. Plus it provides secure, controlled access to archived records to authorized users only.

Ready for e-business on demand

Delivering easy access to integrated information, IBM content management solutions are a key element in any on demand infrastructure. Designed to join dynamic business data, customer statements and other records within existing business processes, the portfolio provides a cost-efficient foundation to transform your business to help you compete by improving productivity, streamlining compliance, and leveraging and extending information assets. IBM offers a portfolio built on leading-edge technology advancements that are designed to help your company foster innovation and future growth with cost-effective ease.

For more information

To find out more about IBM content management and information infrastructure solution, contact your IBM representative or IBM Business Partner or visit:

ibm.com/software/data/cm/



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