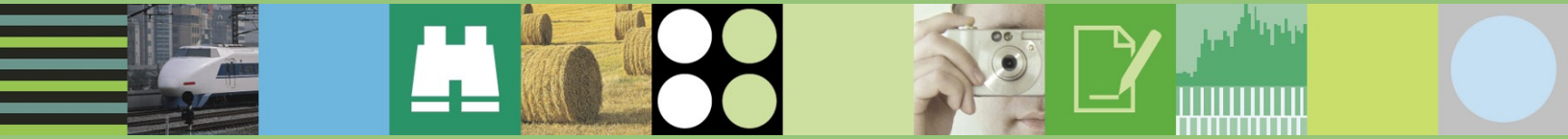


IBM content management solutions deliver a return on all of your information.

*Innovative offerings enhance customer satisfaction, increase collaboration
and help streamline regulatory compliance*



Leveraging all of your information assets across the organization

Your information: in control or crisis?

Information is integral to the success of every business. But if your people can't access your information, distribute it, use it and protect it, productivity—and your company's performance—can suffer. How skillful is your company in maintaining a flow of real-time information to customers, employees and business partners? Ask yourself these questions:

- *How quickly can customers, distributors and other partners access product information or recent account statements?*
- *Are your employees spending more time searching for and recreating information than analyzing and acting on it?*
- *Can you meet the increasing pressures of regulatory compliance with your present resources?*

Content management solutions from IBM can help you implement a robust, comprehensive platform to safely store and effectively manage vast quantities of business information. IBM content management solutions enable you to:

- *Quickly 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 across your organization using a wide variety of access points, including portals, Web browsers, mobile devices or application clients.*
- *Facilitate collaboration for enhanced productivity and workflow across your business processes.*
- *Manage your information assets throughout their lifecycle—from creation to disposition—so you can readily retain the information your organization needs. And dispose of the information it doesn't, in accordance with company policies and industry and government regulations.*

Make your business more responsive

When customers contact your company, they want quick, convenient access to specific information. They might want to check the status of a recent order. Read product descriptions. Compare services. Update account information. Or access transaction records. Almost any interaction between your organization and your customers requires access to multiple sources of information.

“Our DB2 Content Manager solution has transformed our business. We can now be much more responsive to our customers while lowering our operating costs—which will enable us to recover our investment fully in just one year.”

—James Bowman, Vice President, Information Systems, FedEx Trade Networks

Improving business responsiveness and productivity

At the heart of the IBM content management portfolio, IBM DB2® Content Manager stores and manages a broad range of business content, including documents, e-mail, Web content and more. With DB2 Content Manager, you can quickly and easily access information across diverse formats to respond to a customer's or a partner's request and securely deliver relevant information.

For fast self-service applications such as check and invoice presentment, companies can leverage IBM DB2 Content Manager OnDemand in combination with DB2 Content Manager. DB2 Content Manager OnDemand transforms any type of print output into searchable, Web-accessible content. The result? Faster, more direct and complete responses to business questions and customer requests.

To quicken your company's response to market demands, you might opt to create Web sites to share critical business information across your enterprise and beyond. IBM Lotus® Workplace Web Content Management enables non-technical staff to team up to author Web content while leveraging and integrating data from multiple applications and business processes. This can save your company thousands of hours and make Web publishing a breeze instead of a bottleneck.

Enhance productivity and customer satisfaction

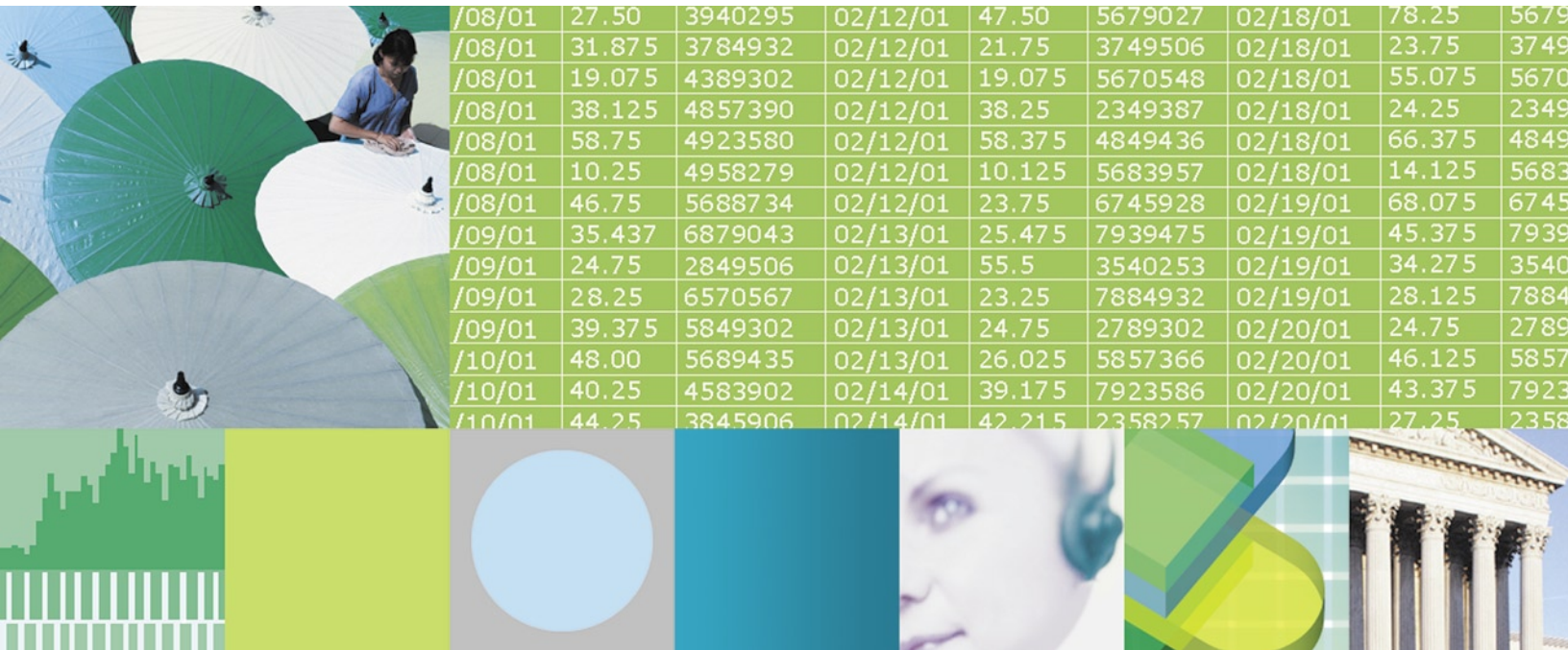
When Acuity (formerly Heritage Mutual Insurance) needed to cut operating costs and boost productivity, it turned to IBM. Using DB2 Content Manager, Acuity purged the paper out of its policy processes and implemented a streamlined, automated digital solution, delivering simultaneous electronic access to policy documents, police reports, photographs, prior carrier information, motor vehicle reports, account summaries and more.

And with new abilities to document accident scenes via digital photography and upload them over the Web, the benefits were soon to follow. Acuity is saving \$6 million annually by eliminating paper and other physical resources. And it has reduced the cost of processing new business by one-third.

Another company that has taken advantage of IBM technology is FedEx Trade Networks, a 3,200-employee subsidiary of FedEx Corporation. Working with IBM and IBM Business Partners IKON-ISS and Kofax, FedEx Trade Networks implemented a content management solution that captures the customs and shipment documents electronically, with built-in workflow that enables the proper documents to arrive at the customs clearance center before the flight carrying the shipment touches ground. The content management solution is integrated with the FedEx corporate Web site, making scanned documents easily accessible to external parties through password-protected log-ins. In a matter of seconds customer service reps can view the status of a particular shipment and update customers. And via its online self-service feature, Global Trade Data, customers can instantly access their real-time shipment status.

Improve productivity with collaboration and information access

Employees want more responsiveness from your information systems, too. They need to access data as well as collaborate with it to maximize their productivity. Market-leading Lotus collaboration products from IBM are also core to the IBM content management portfolio. These solutions integrate multiple collaborative capabilities into a simplified, personalized and easily accessible user interface, enabling your high-performance workforce to do what they do best—share and deliver their knowledge in a timely manner. With collaborative capabilities designed into the products from the ground up, you can better target improvements to business processes, and deliver these tools to the end user with the market-leading IBM WebSphere® Portal software.



“Using the IBM Lotus Workplace Web Content Management solution, we dramatically cut the cost of running our Web site, made it much easier to integrate new services, and sped the deployment of new information and services to our customers while maintaining a simple, user-friendly environment.”

–Jorge Sosa, CIBM, Internet, Call Center and Cards IT Systems Development Director, HSBC Mexico

Streamlining regulatory compliance

IBM offers modular collaboration and document management products to help you deploy the content management software that best suits your business needs. For example, Lotus Workplace offerings integrate multiple collaborative capabilities into a single platform with a simplified user interface. IBM Lotus Workplace Documents makes documents accessible across the entire organization by organizing them intuitively on an easy-to-use interface. With features such as team workplaces, Web conferences and presence awareness, IBM Lotus Workplace Team Collaboration provides a collaborative document experience for teams working closely in real-time and iteratively on documents. Lotus Workplace Web Content Management enables users at all levels to manage end-to-end Web content creation and information life cycles, personalization and publishing for dynamic intranet, extranet, Internet and portal sites.

For demanding document management needs, IBM DB2 Document Manager provides a secure and robust platform to manage the complete life cycle of compound business documents. The offering leverages the collaboration capabilities of Lotus Workplace.

IBM Lotus Domino® Document Manager is a Domino application that provides out-of-the-box, fundamental collaborative document management for Domino users. It includes document library capabilities as well as collaborative discussions, document routing for approval, e-mail and attachment archival, and offline capabilities. While the solution uses Domino as its document repository, it can integrate with DB2 Content Manager as a central repository.

Collaboration in action: HSBC Mexico

HSBC Mexico is an example of a firm that used an IBM Content Management solution to improve its collaborative capabilities. The firm needed to remove the administrative burden of deploying content to its financial services Web site, as well as the burden of integrating this site with those of new subsidiaries that provide new offerings. To address these issues, HSBC implemented a scalable multiplatform IBM Lotus Workplace Web Content Management solution that allows nontechnical HSBC content developers to use familiar authoring tools without reliance on IT personnel, while still enforcing Web design and navigation standards. As a result, HSBC has reduced cycle time to deploy new information and services from three to five days to one day, and it has been able to redeploy six of its eight Web site administrators to develop value-added solutions for customers.

Demonstrate compliance—without straining resources

Companies like yours face increasing pressure to meet government audit and regulatory requirements—and to stand up to shareholder scrutiny. You have to understand a wide range of regulations—all of which may require records management; records retention and supervision; information approval and accountability; privacy and information sharing; and corporate finance controls. Integrating records management and information archiving capabilities, content management solutions from IBM can help you automate information-gathering processes and effectively capture, preserve, manage, protect or properly dispose of information assets across your organization.

Certified for compliance with U.S. Department of Defense (DoD) 5015.2-STD June 2002, IBM DB2 Records Manager extends formal, structured records retention and disposition across multiple business applications, helping you manage risk and streamline compliance. To help address Sarbanes-Oxley requirements, IBM Lotus

Workplace for Business Controls and Reporting helps companies gather and monitor information with a Web- based, end-to-end solution that provides greater visibility into financial processes across the enterprise.

Companies can also leverage IBM Content Management for Message Monitoring and Retention for help in dealing with regulations like the SEC 17a-4 and NASD 30110/3110. This offering enables companies to capture and retrieve all forms of correspondence and documents, including e-mail, instant messages and office documents. The solution also provides secure storage and implementation of legal holds and suspensions.

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. And Tivoli® and TotalStorage® solutions from IBM deliver integrated security, privacy and storage management for all of your critical information assets.

Robust solutions for compliance and archiving

For an example of a company that has streamlined its compliance procedures, consider Kraft Deutschland. This firm experienced a 20 percent increase in invoices during the last year, sending out 1.2 million of these documents to supermarket chains, retailers, restaurants and wholesalers. To stay compliant with government regulations, the company needed to retain every invoice for 10 years. Using DB2 Content Manager, DB2 CommonStore for SAP, IBM DB2 Universal Database and IBM Tivoli Storage Manager, Kraft Deutschland developed a digital accounting solution that improved performance of its SAP system while helping meet its compliance demands.

Solutions that deliver a return on all of your information

Because content management solutions from IBM are modular and built on open standards, you can begin by installing just the software that meets your immediate requirements—and your budget. As your business strategies evolve, you can simply extend your solution to support all of your information assets. Doing so, you can lower your total cost of ownership while increasing organizational productivity and business efficiency.

IBM offers a full portfolio of software solutions designed to work together and with your existing systems to help you create high-performance, security-rich environments. With these solutions, you can leverage business knowledge and information more effectively. Bring new levels of connectivity across your organization to increase productivity. And help your business respond faster to customer and market needs—without putting new strains on your IT organization and infrastructure. Why not act today to take advantage of these powerful capabilities?

For more information

Please contact your IBM marketing representative or an IBM Business Partner, or call 1-800 IBM CALL within the U.S. Also, visit our Web site at: **ibm.com/software/data/cm**



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