



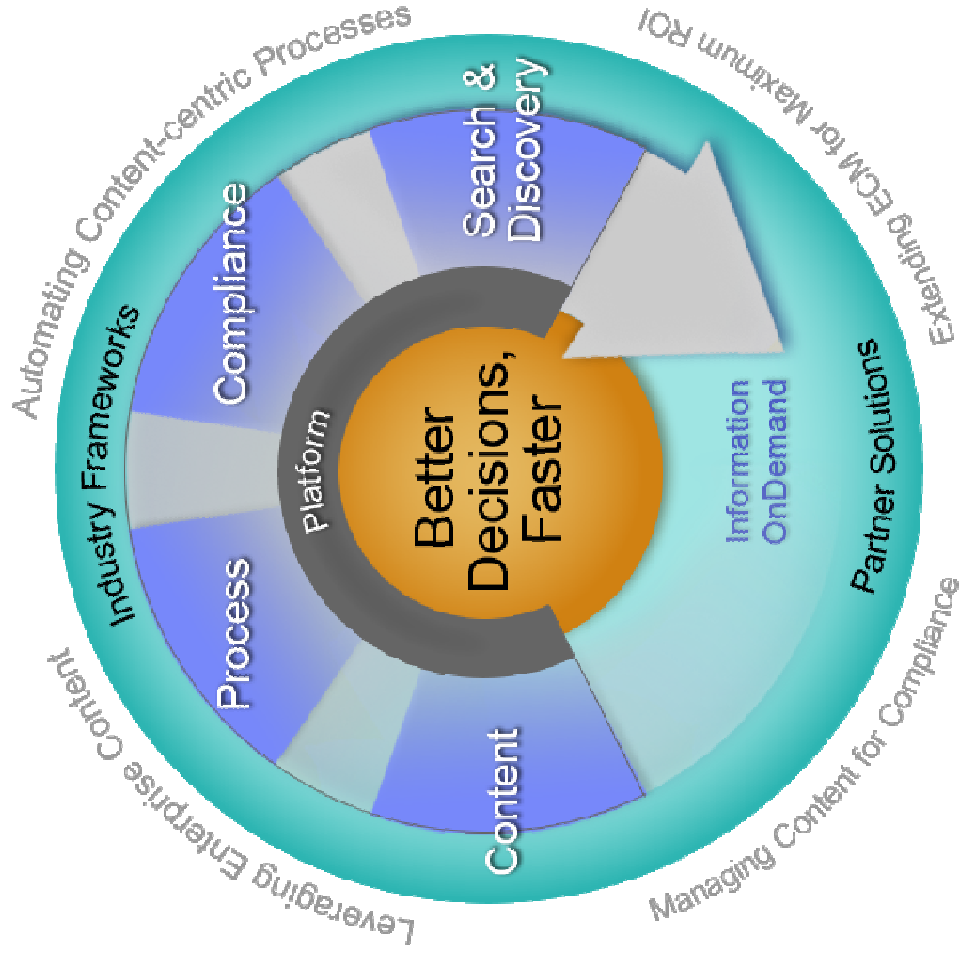
IBM ECM UK UserGroup 2008

## Connecting the ECM Community

**Ken Bisconti**  
Vice President, ECM Products and Strategy



## IBM ECM: Get More Value Out of Your Content



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

- **Managing content**
  - **Optimizing associated business processes**
  - **Enabling compliance**
- through an integrated information infrastructure**



# Organizations Achieving Significant Results Using IBM ECM...

## Customer Successes



Cut processing time from weeks to 2 days



Increased revenue by \$115M



Saved \$5M over 5 years



Consolidating 915 websites yields \$45M ROI



64% increase in online revenues



Document transmittal cost savings of 35-40%



Eliminated all paper documents for large cost savings and facilitate compliance



Improved application performance and search to address regulatory concerns

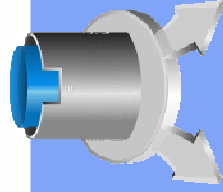


Europe – Social Security Agency cuts costs 25%



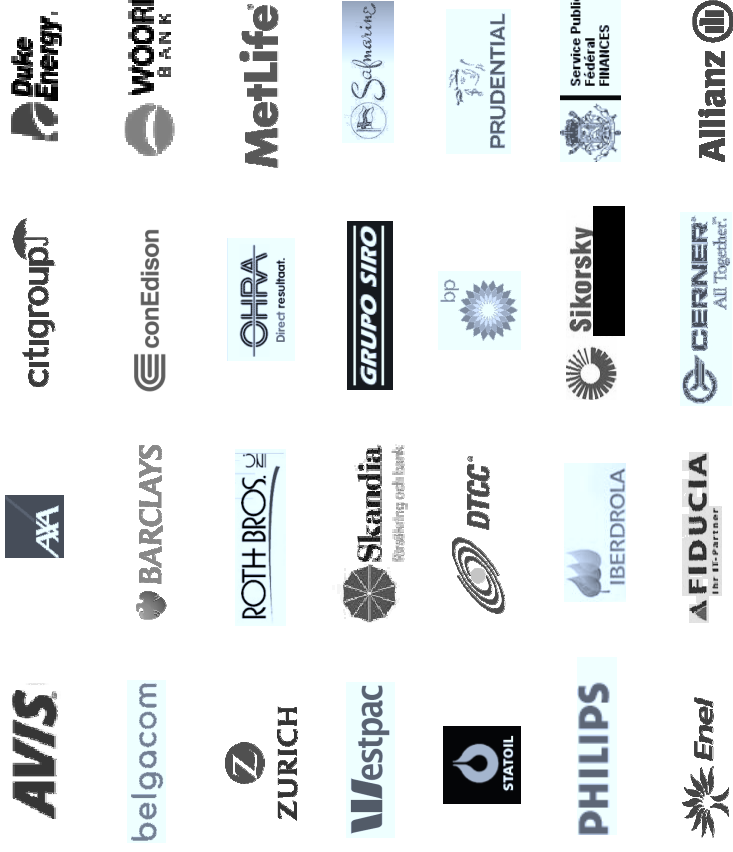
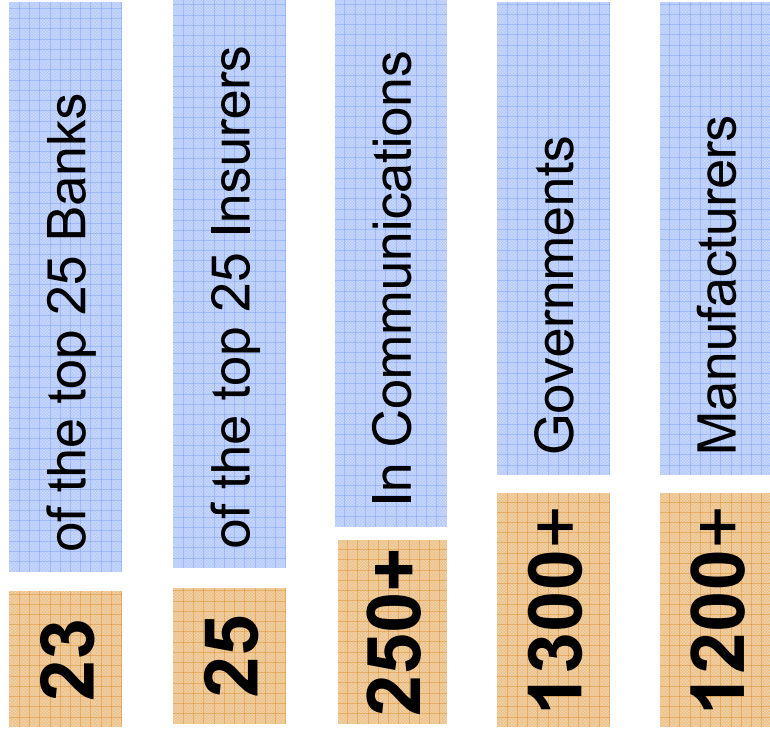
Expects \$500,000 ROI with its Mobile Office Wireless Solution

# IBM



# ECM

# Companies are Using IBM ECM to Increase Profit Margins, Improve Customer Retention and Grow Market Share

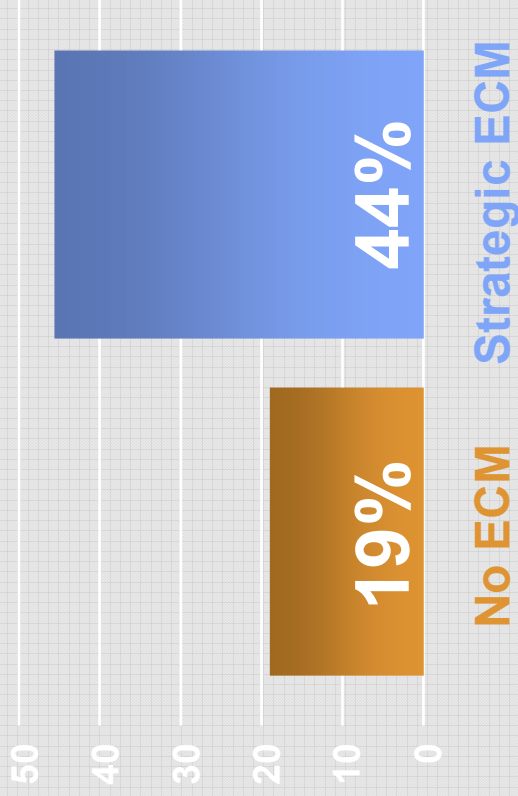




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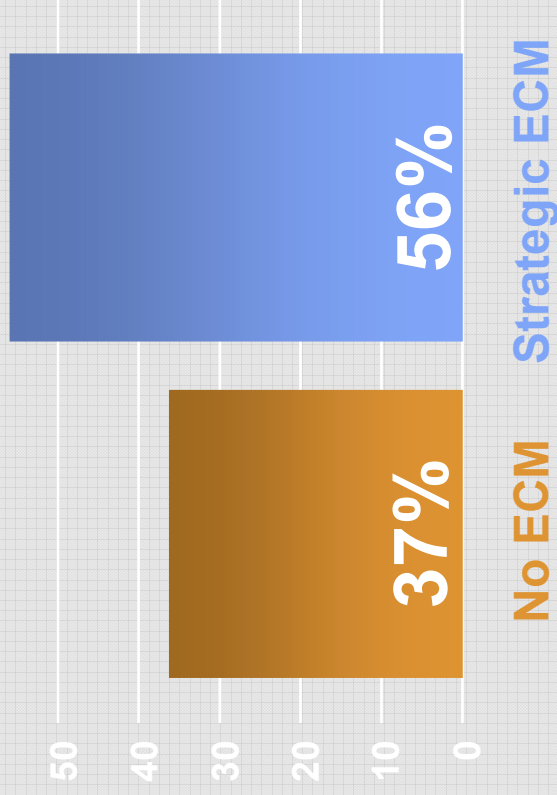
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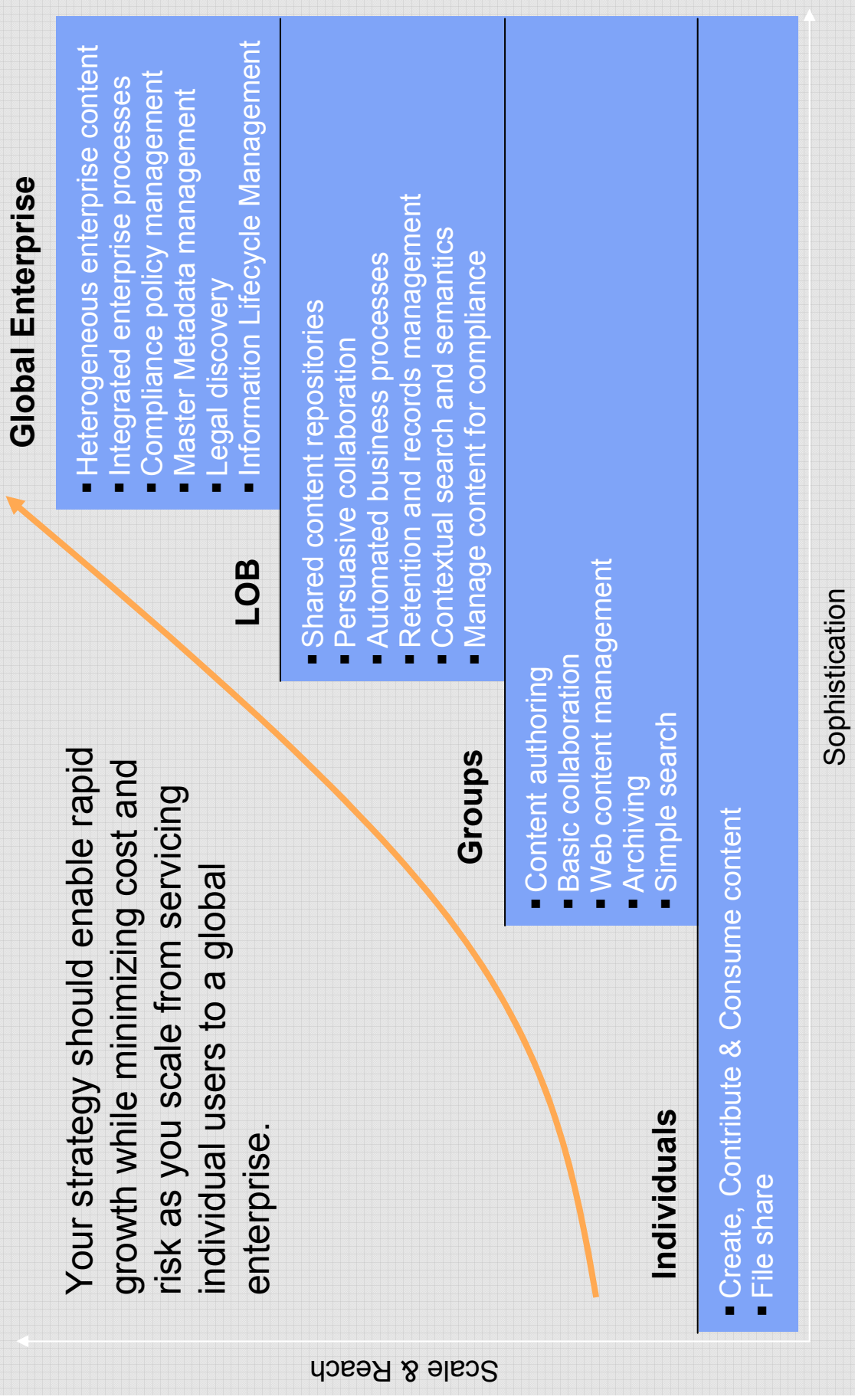
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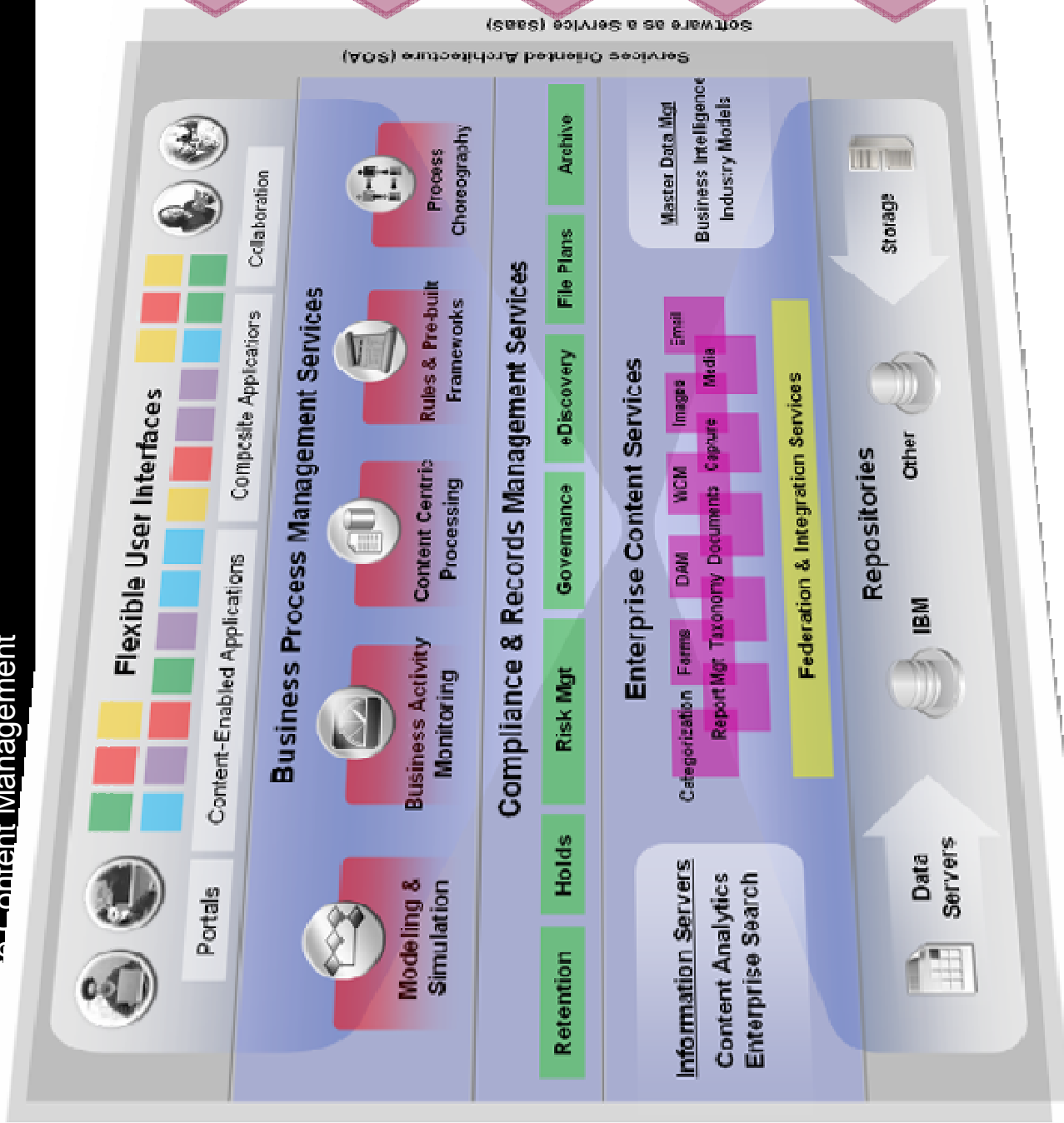


# Strategy for Leveraging Enterprise Content Management

Your strategy should enable rapid growth while minimizing cost and risk as you scale from servicing individual users to a global enterprise.



# ECM Product Vision





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Robust stand-alone content repository  
Supports enterprise-class content applications



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Enterprise report management (COLD)  
Ultra-scalable image and document storage



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IBM CM



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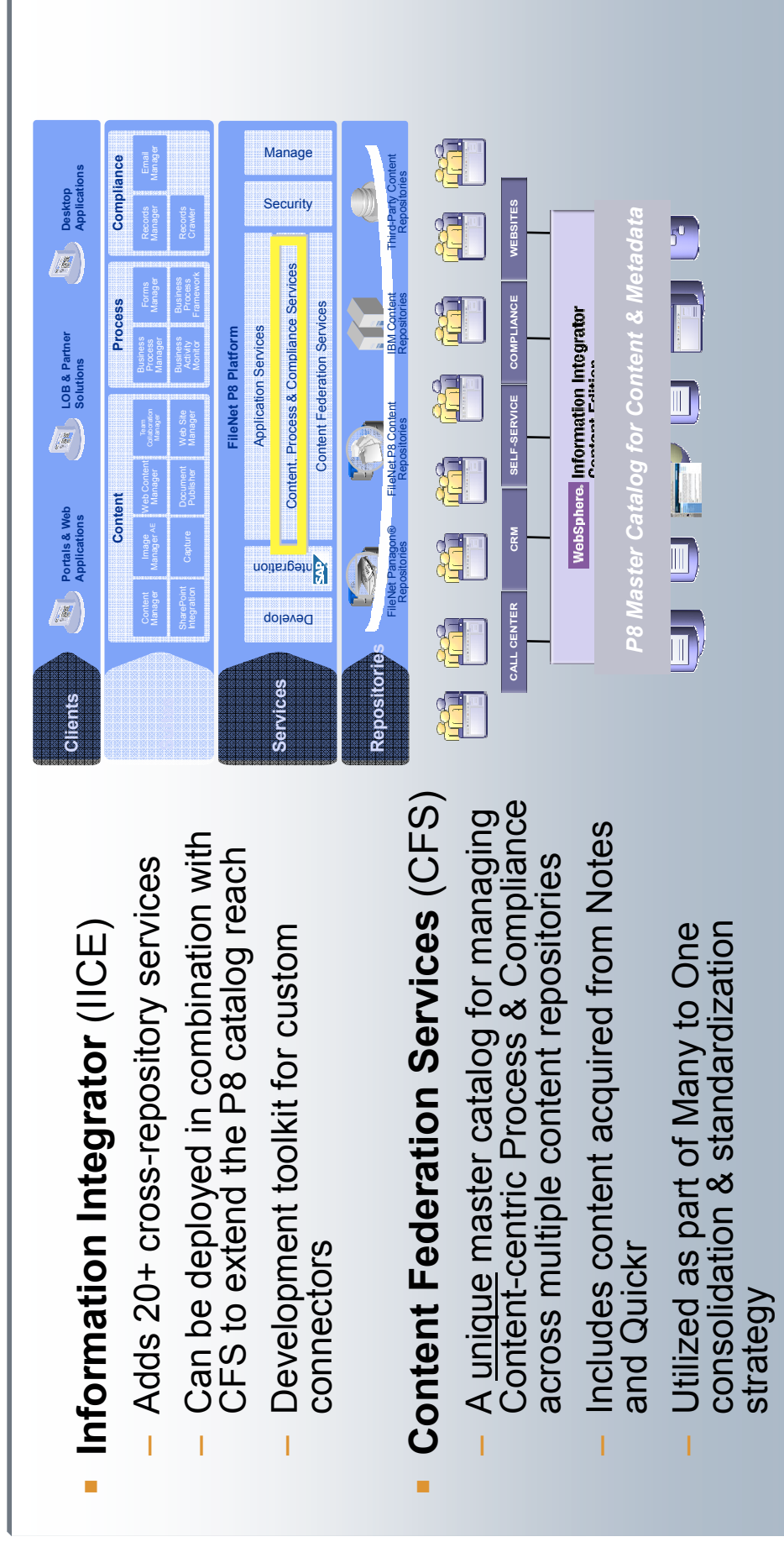
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**WACHOVIA**

## *Streamlining Content Access*

### **Challenges**

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- Develop content applications that work with existing and new repositories

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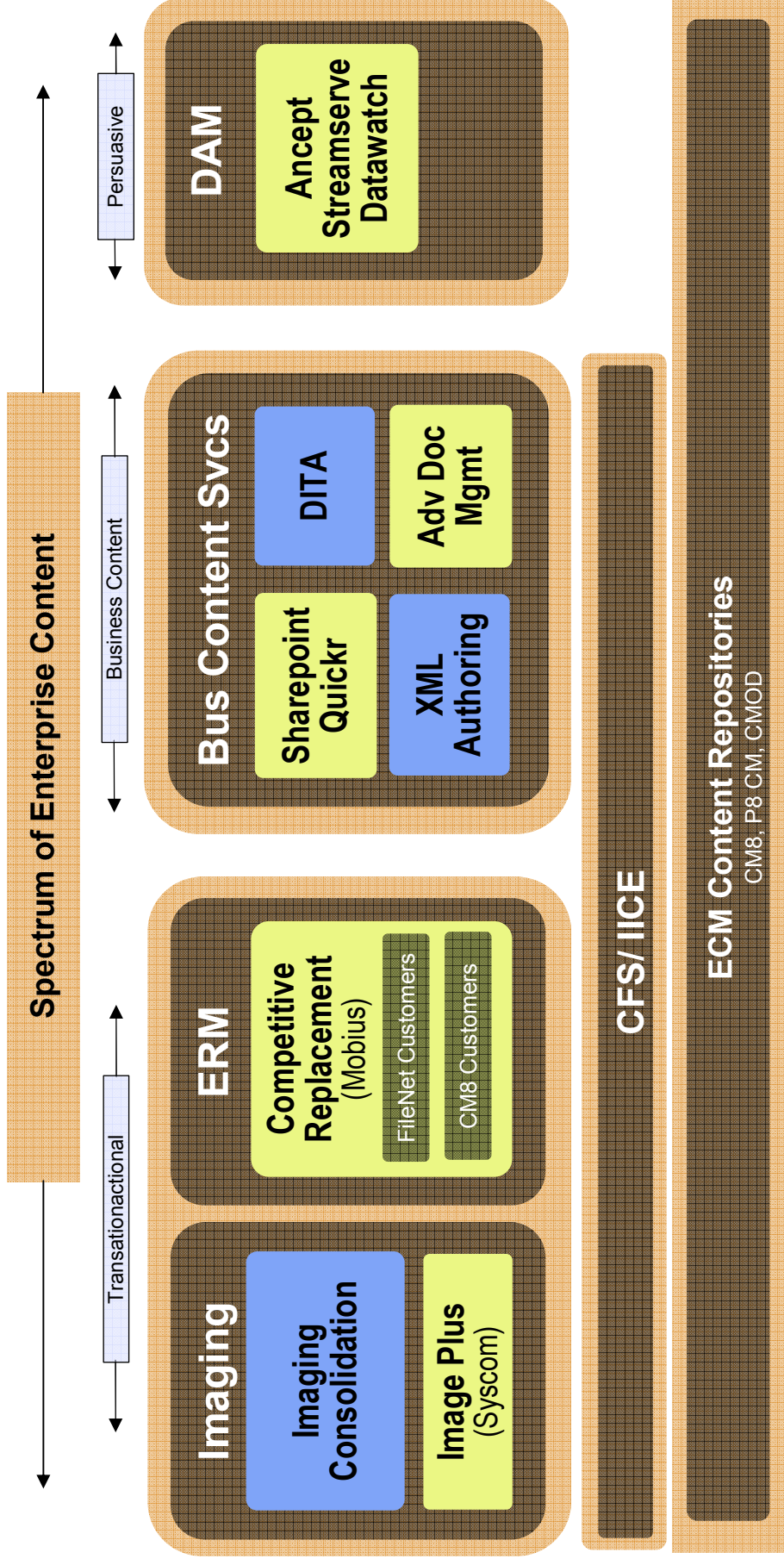
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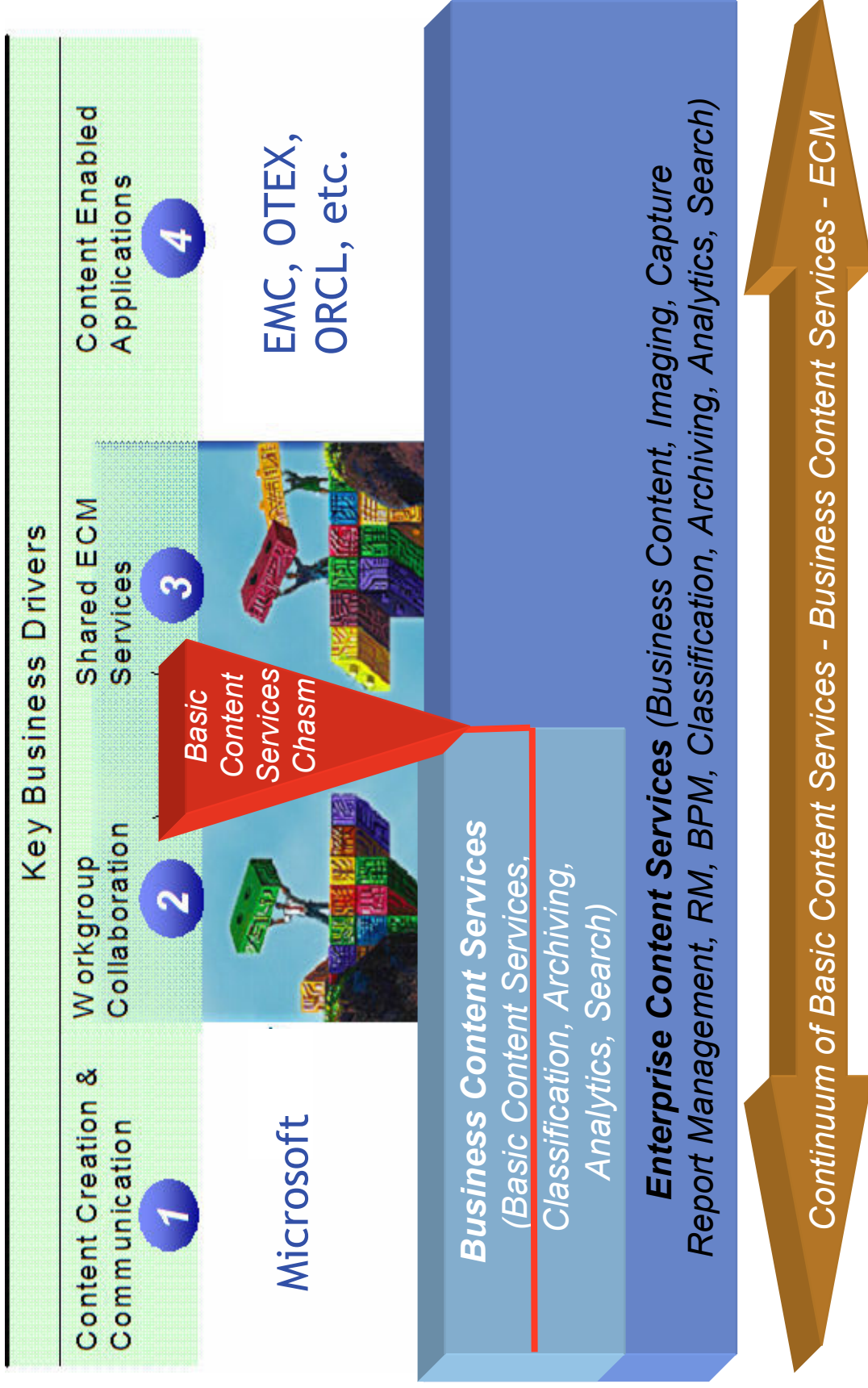
- Access & visibility to content anywhere
- Extends existing office & collaboration work space
- Single shared version of business content
- Consistent process & records management



FileNet  
P8

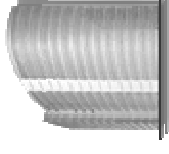
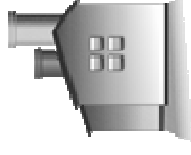
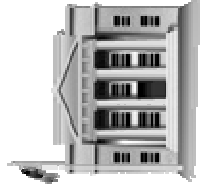
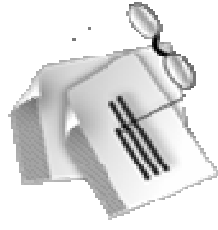
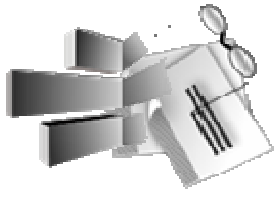
CM8

# Basic Content Services vs ECM Chasm Addressed with ECM-based Business Content Services



# Leveraging Active Content to Optimize Processes

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 Loan Processing  
 Customer Service  
 New Acct Opening  
 Derivatives/Capital Mktg.  
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 Customer Service  
 Compliance  
 Legal Case Mgmt.  
 Shared Services /  
 Enterprise Underwriting...

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Case Mgmt  
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 Gov't. Program Mgmt.  
 Prosecution /  
 Corrections Mgmt.  
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Accts Payable  
 Compliance  
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### **Healthcare**

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### **Telecommunications**

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## “Agile ECM” in P8 4.5

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

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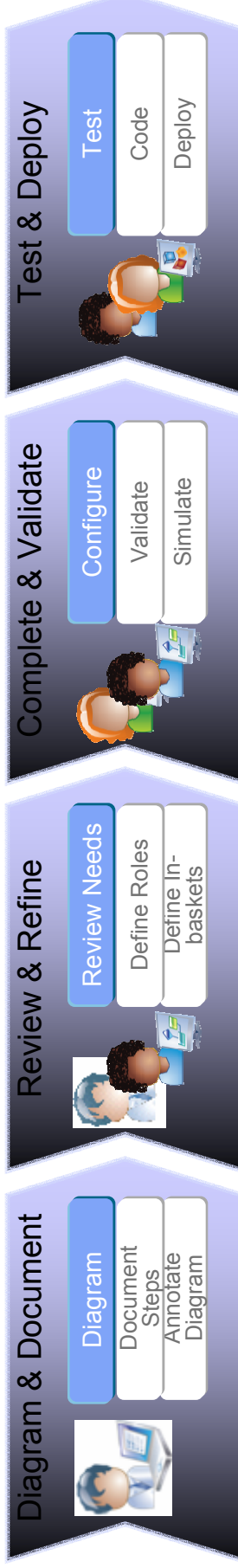
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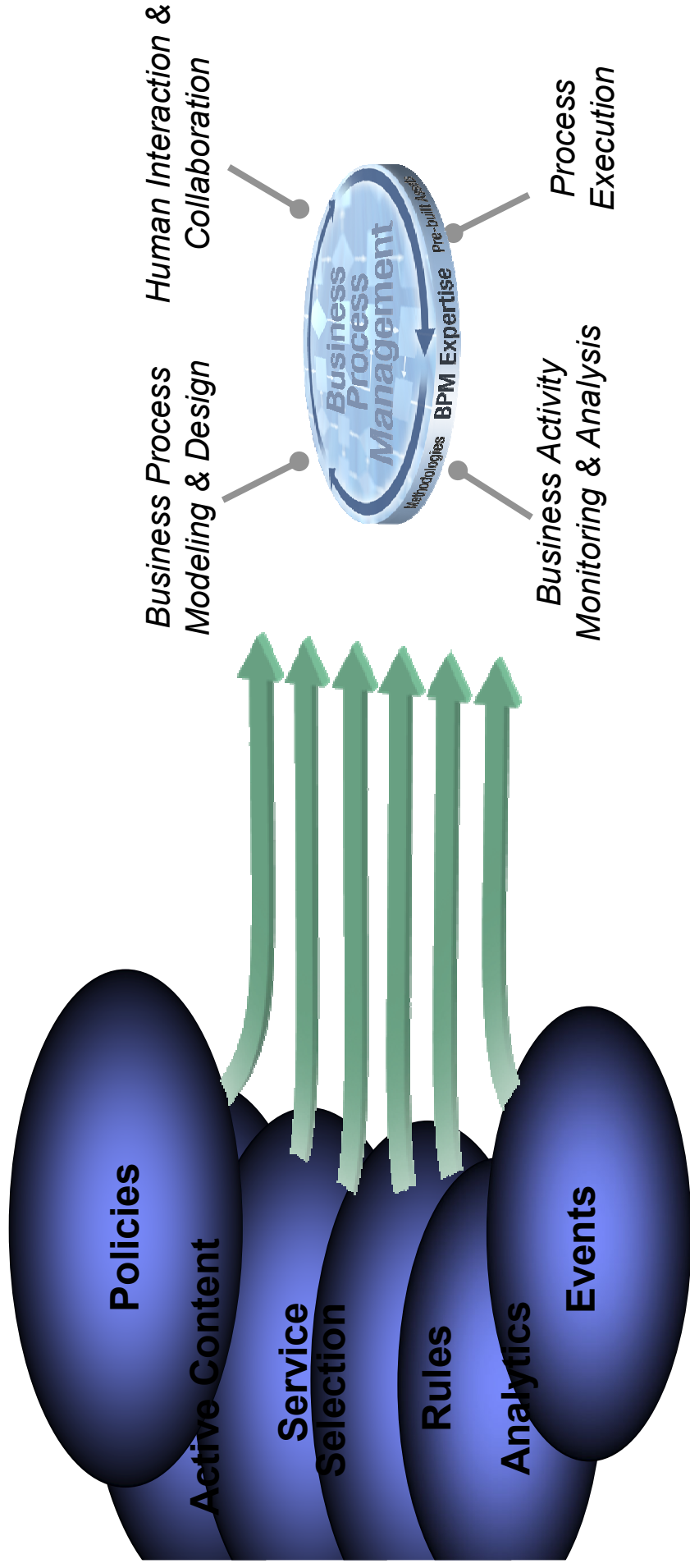
Business User    Business Analyst    IT Developer







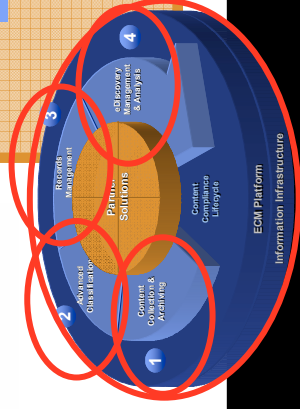
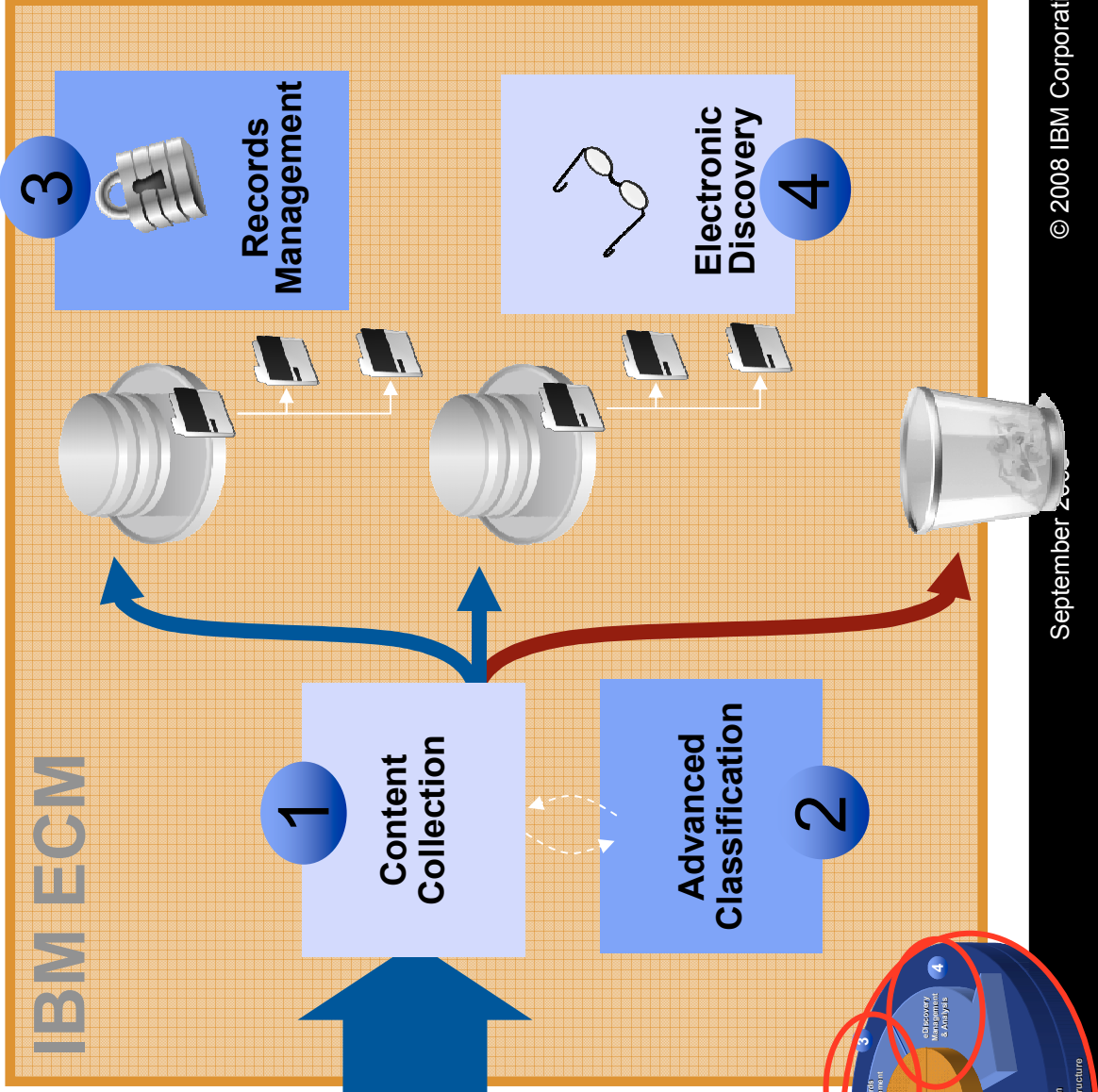
# IBM's BPM Suite Provides a Comprehensive Set of Capabilities For Continuous Process Optimization



*Points of Agility*



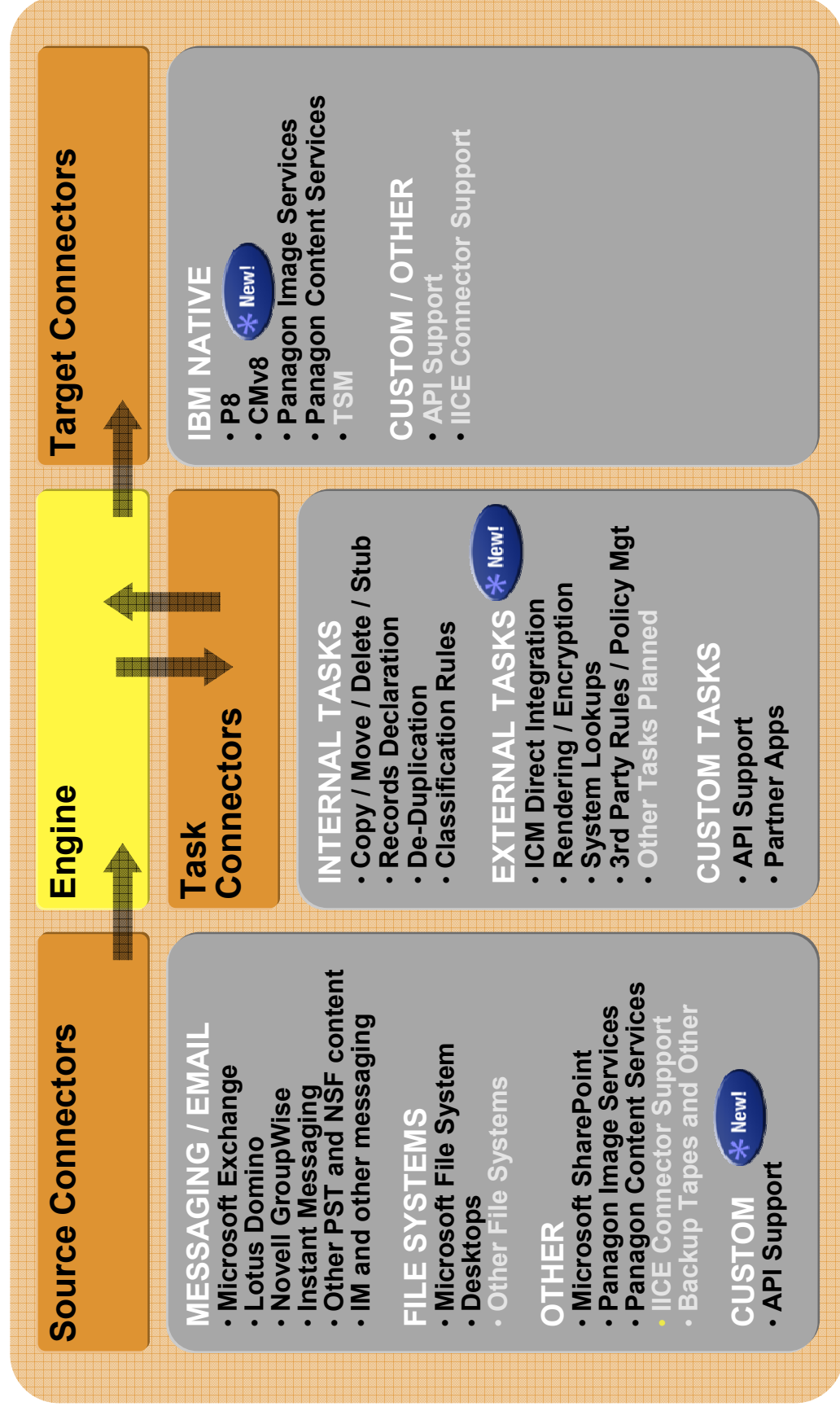
# Enterprise Compliance Vision Integrated Platform Addressing all Compliance Issues





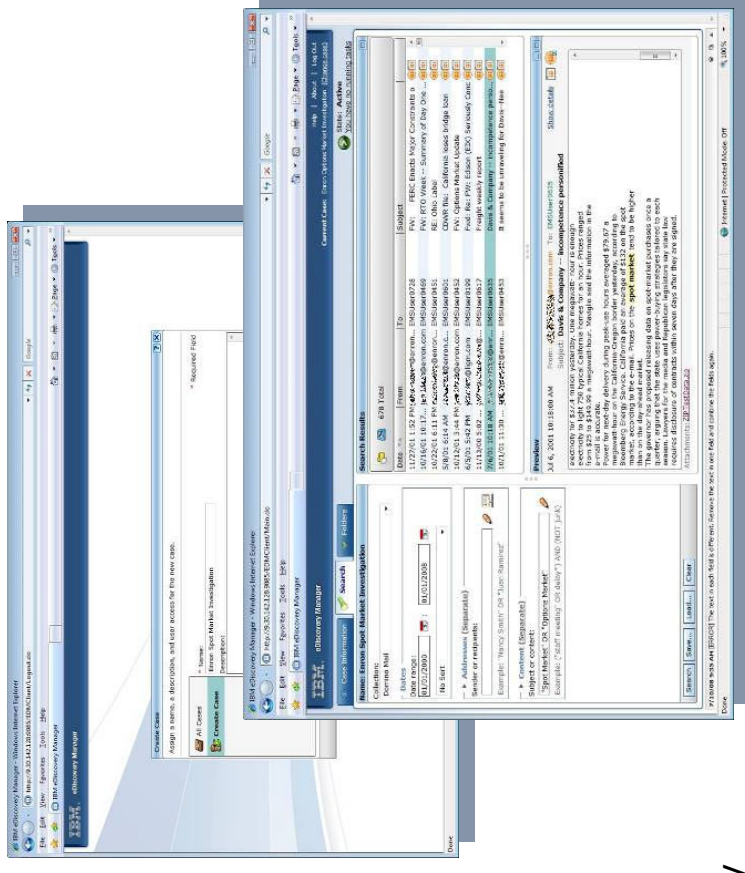
# IBM Content Collection & Archiving Architecture

## *Modular and Extensible*

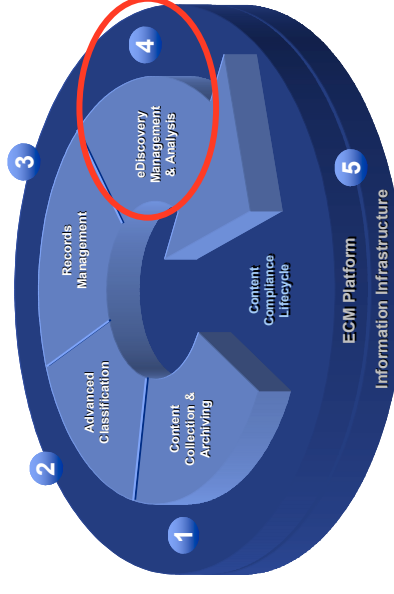


# The IBM eDiscovery Best Practices Solution

## eDiscovery Manager



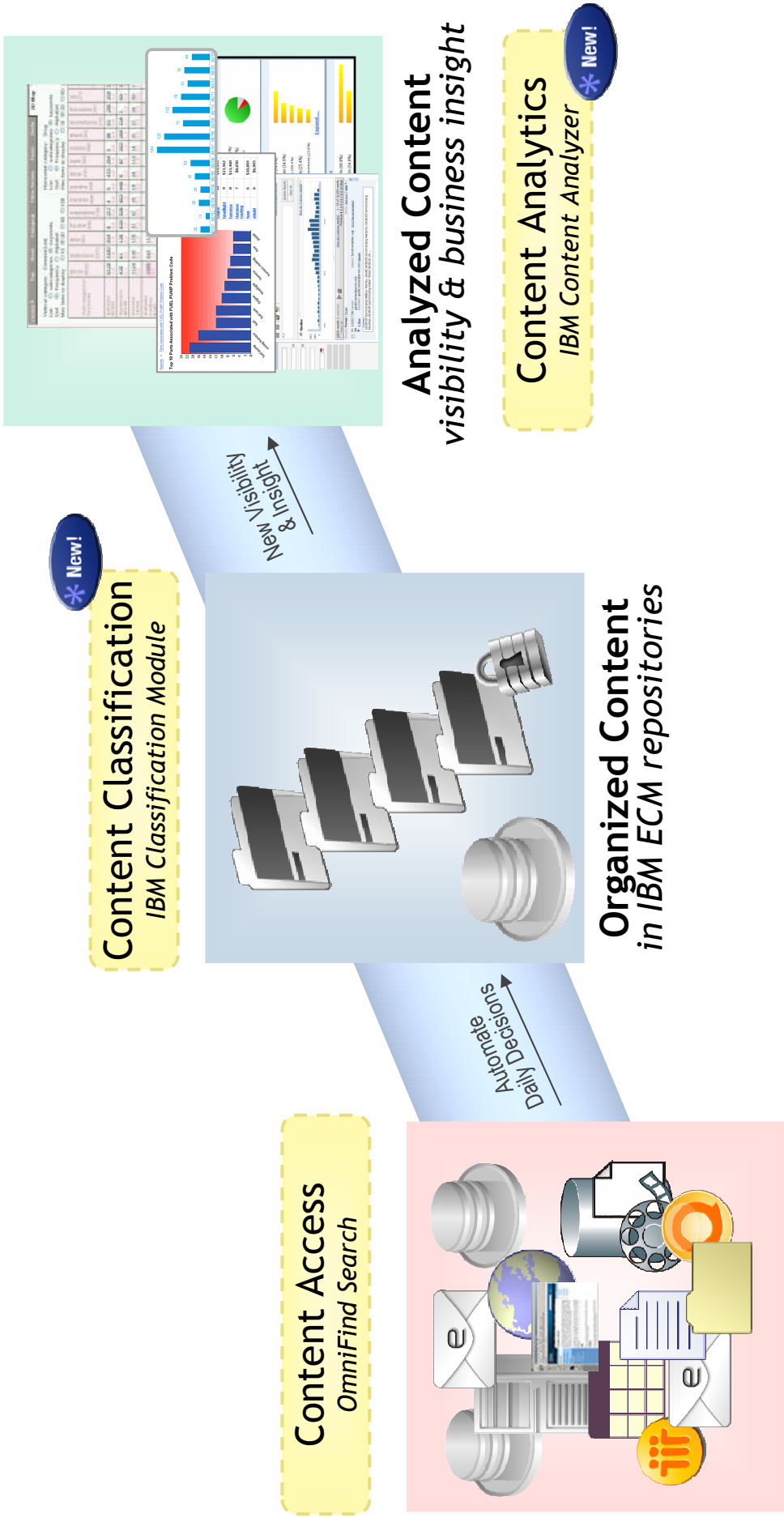
- IBM eDiscovery Manager – the cornerstone of eDiscovery response
- Tool for authorized IT users to help respond to discovery requests from legal
- Replaces and extends former eMail Search product; now runs on P8 and CM8
- Provides key functions for IT response to eDiscovery:
  - Creating cases, user profiles, assigning users to cases
  - Managing ESI in place for multiple cases
  - Searching and culling case relevant ESI
  - Holding and locking down the result set automatically
  - Preview for relevancy
  - Built-in change audit tracking, reporting authenticity and chain of custody
  - Exporting result set in native format for detailed attorney review
- Built on and integrated with ECM platform to leverage proactive ESI management

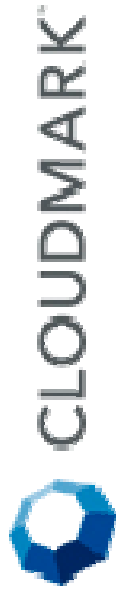




# ECM Discovery Portfolio

Driving visibility and business optimization from enterprise content





*Improving service while reducing costs with IBM Classification Module*

## Challenge

- Reduce support center workload and costs while improving customer service
- ## Solutions
- IBM Classification Module helping to classify and auto-respond to customer e-mails and support requests

## Business Benefits

- 100% payback in less than three months
- 400% annualized return on investment
- 15% increase in customer retention
- 50% reduction in number of e-mails received
- 96% faster solution deployment than with competitors' products
- Annual savings of hundreds of thousands of dollars

*“Without the IBM Classification Module, we would have had to double our team to handle our growing customer base, which would have cost hundreds of thousands of dollars each year.”*

**Kris Politopoulos,  
Manager, Cloudmark Customer Support**



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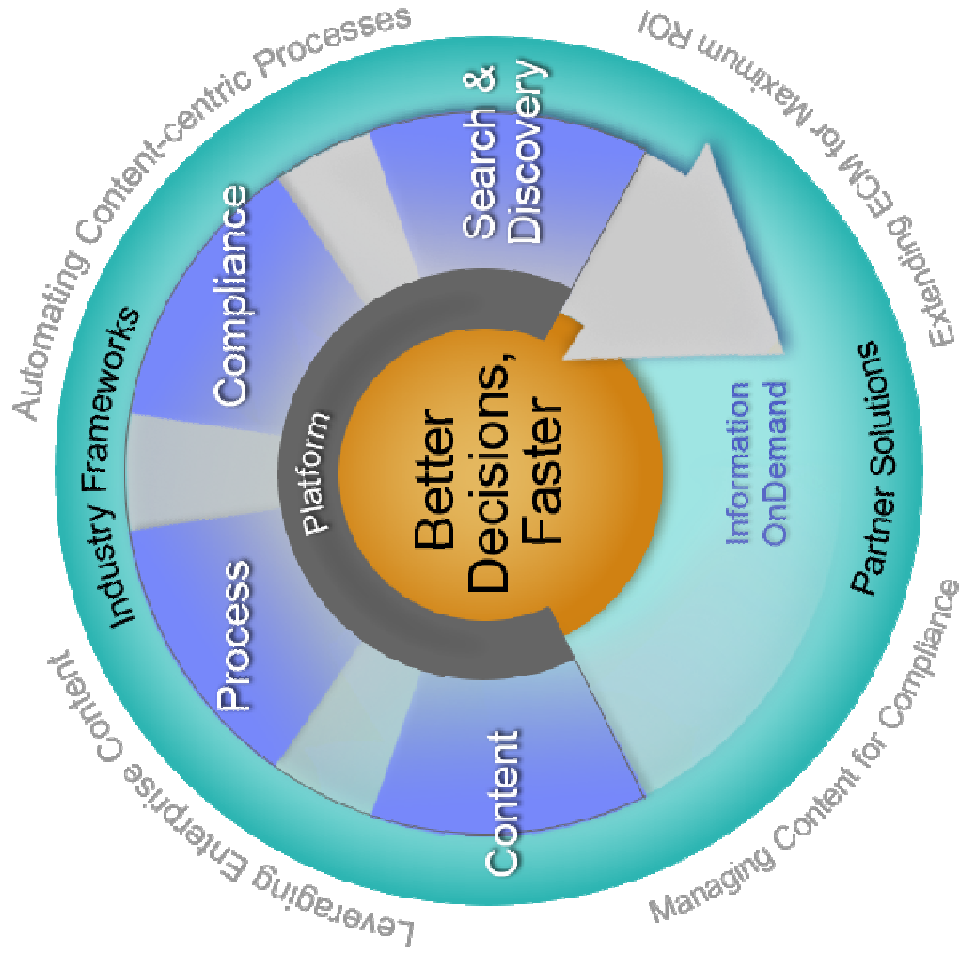
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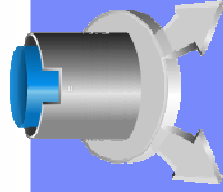
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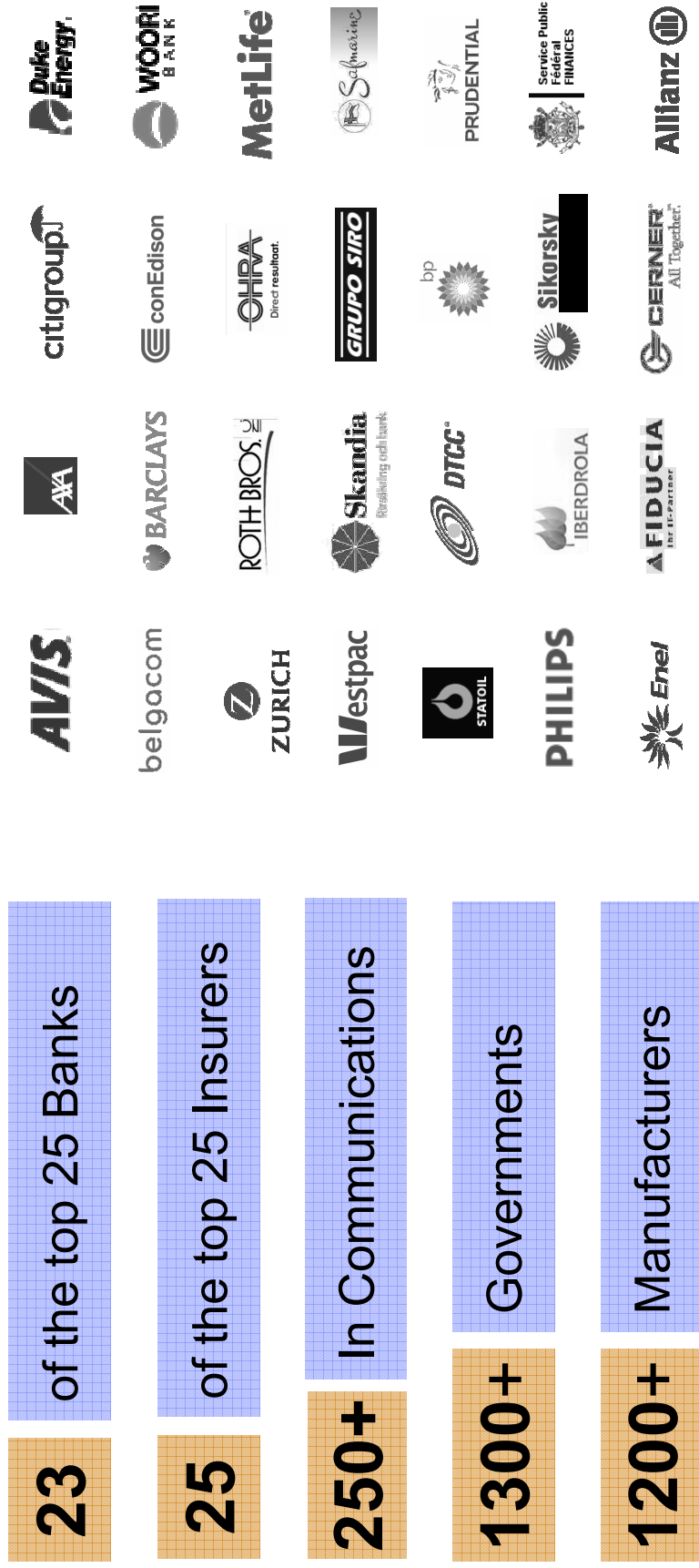
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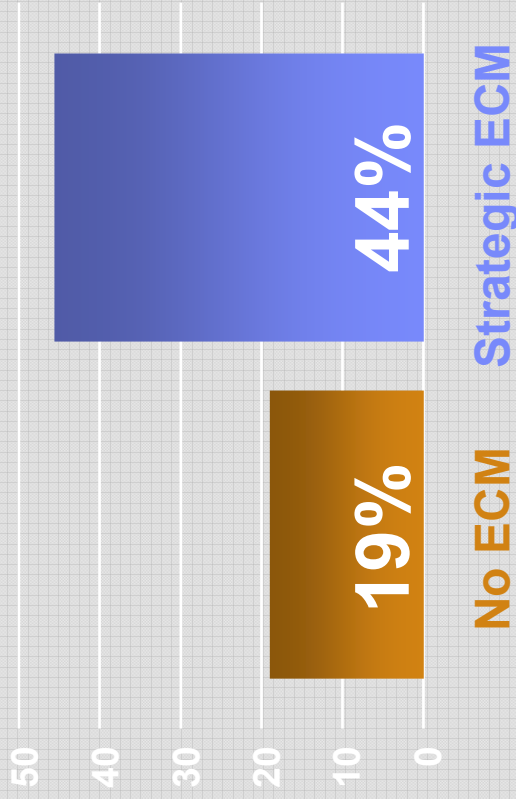




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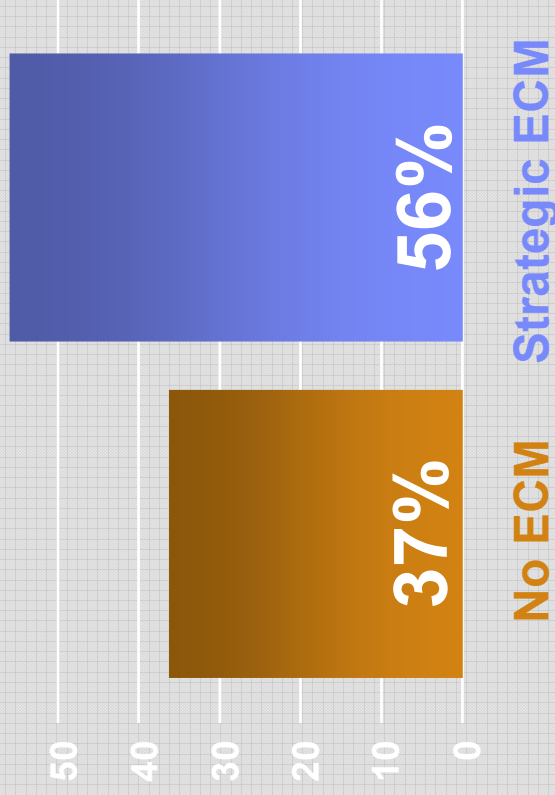
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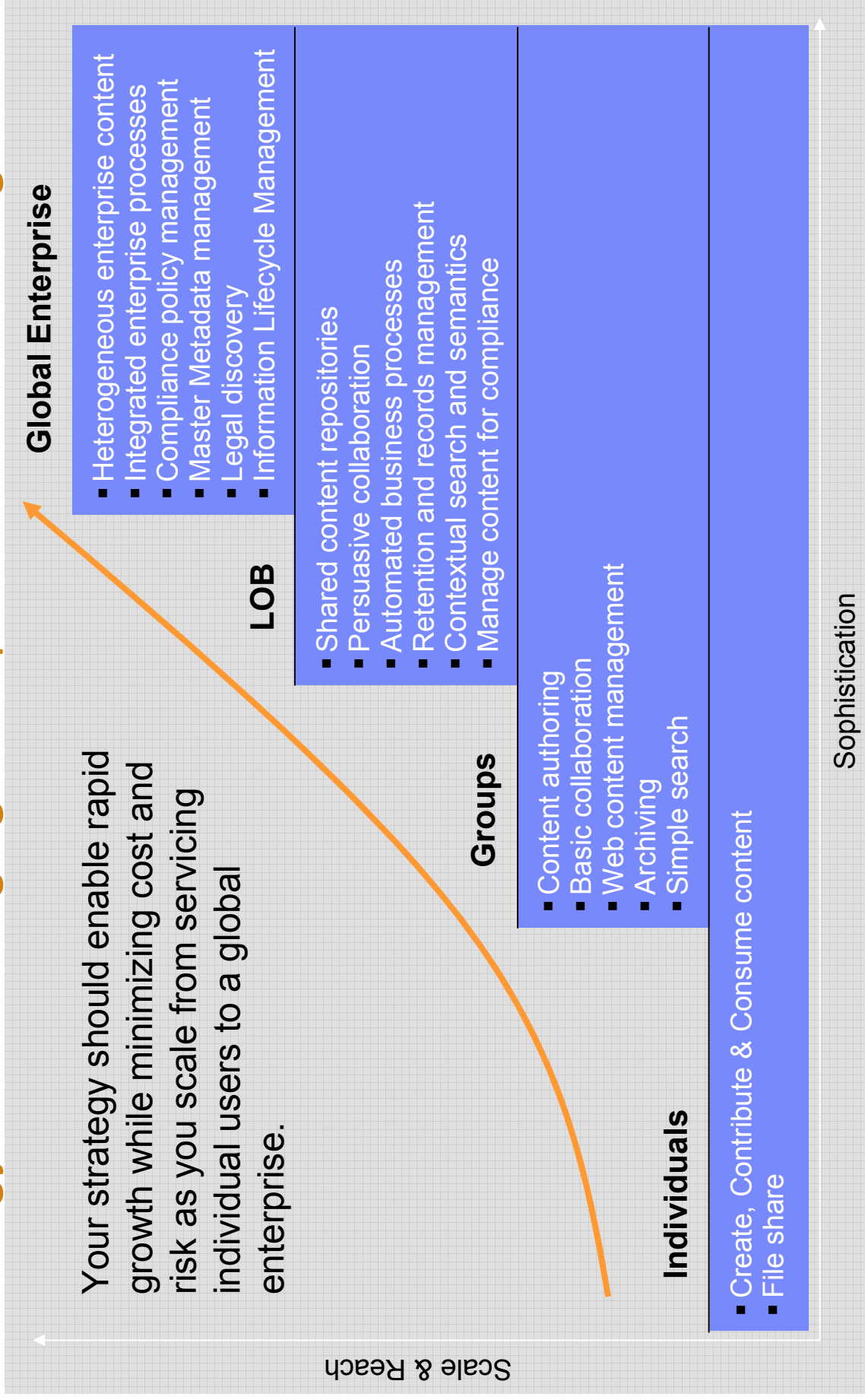
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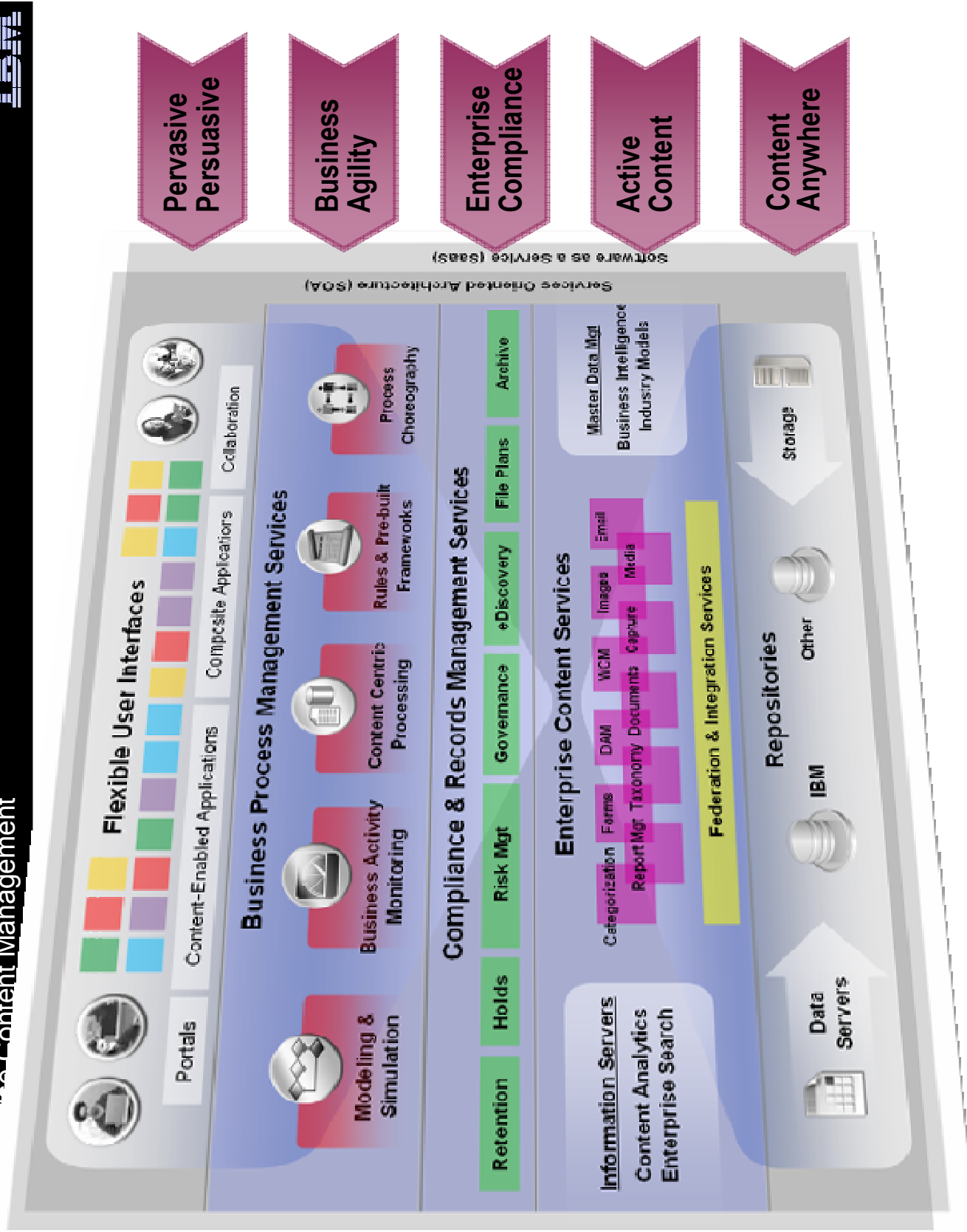




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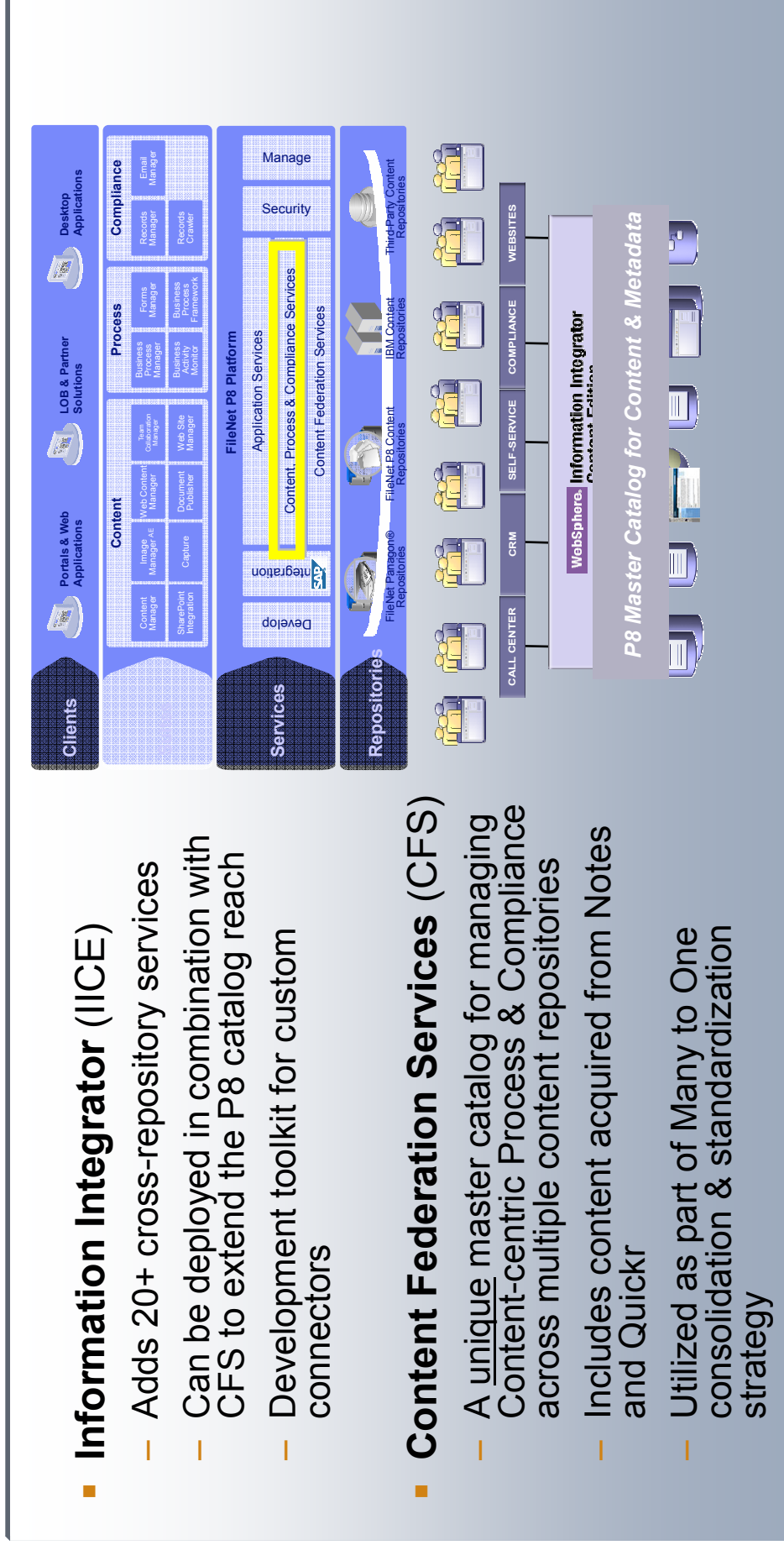
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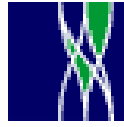
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**WACHOVIA**

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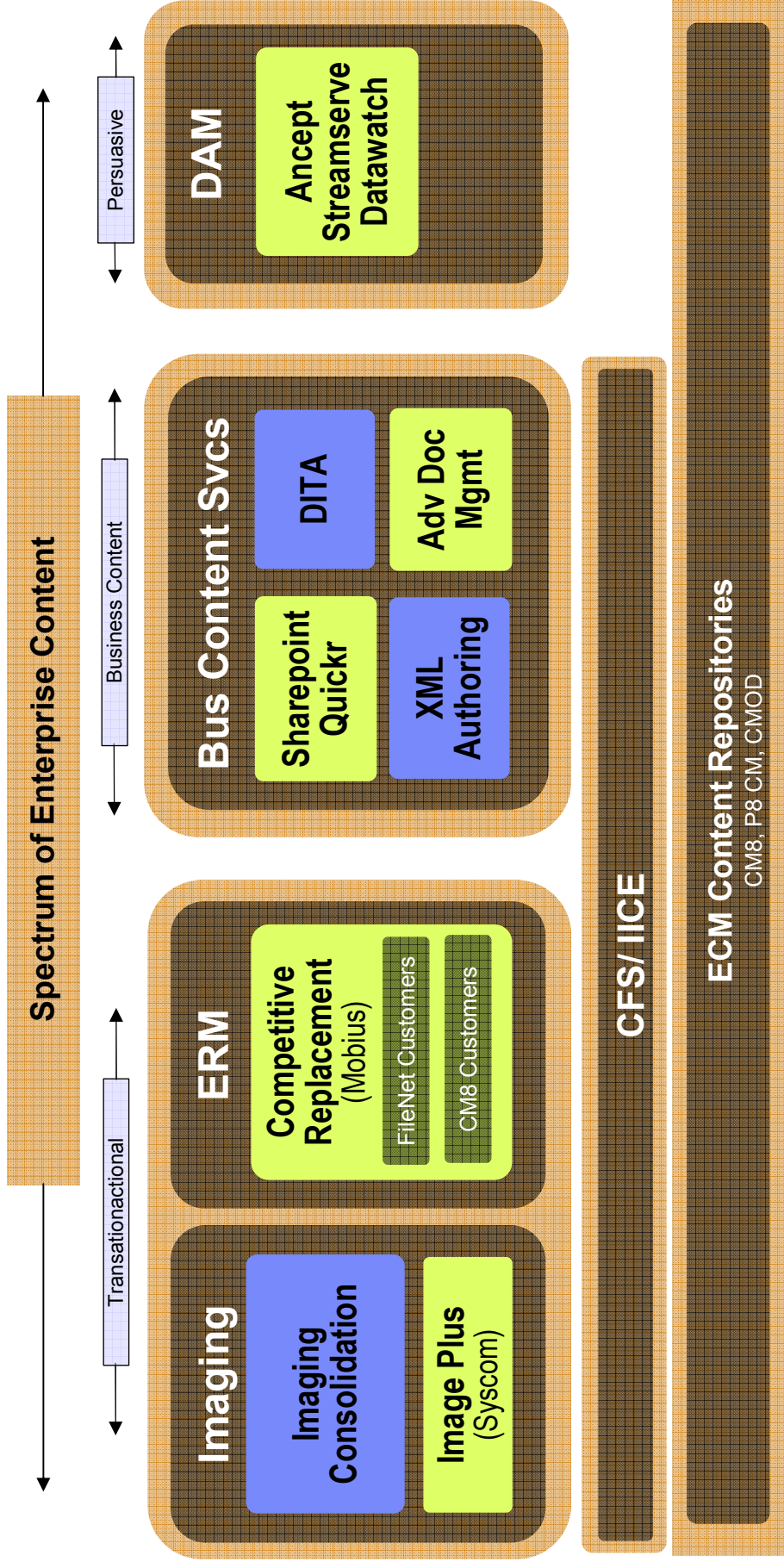
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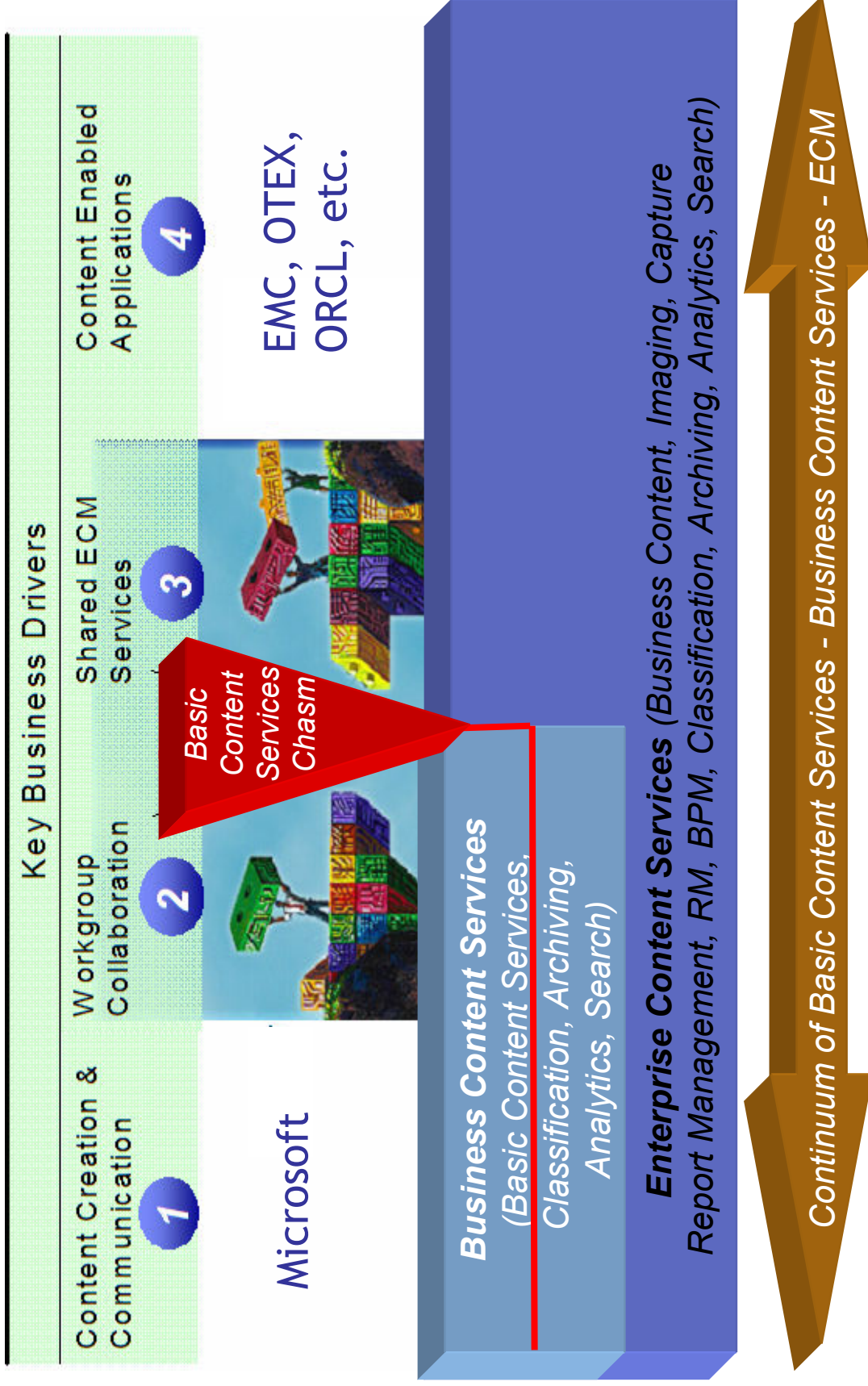
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FileNet  
P8

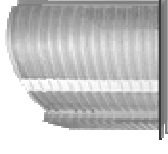
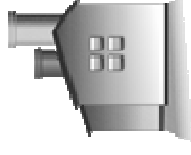
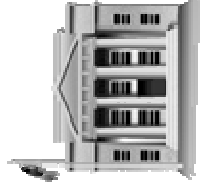
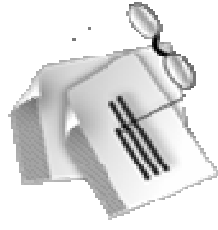
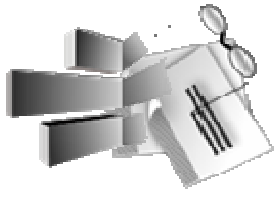
CM8

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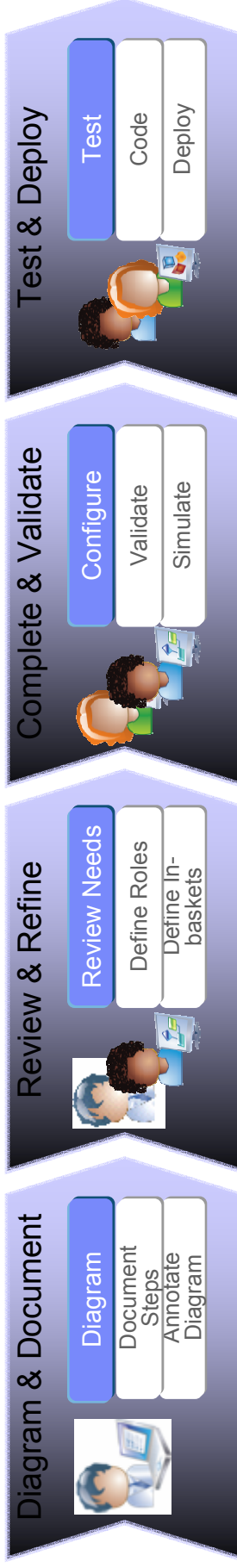
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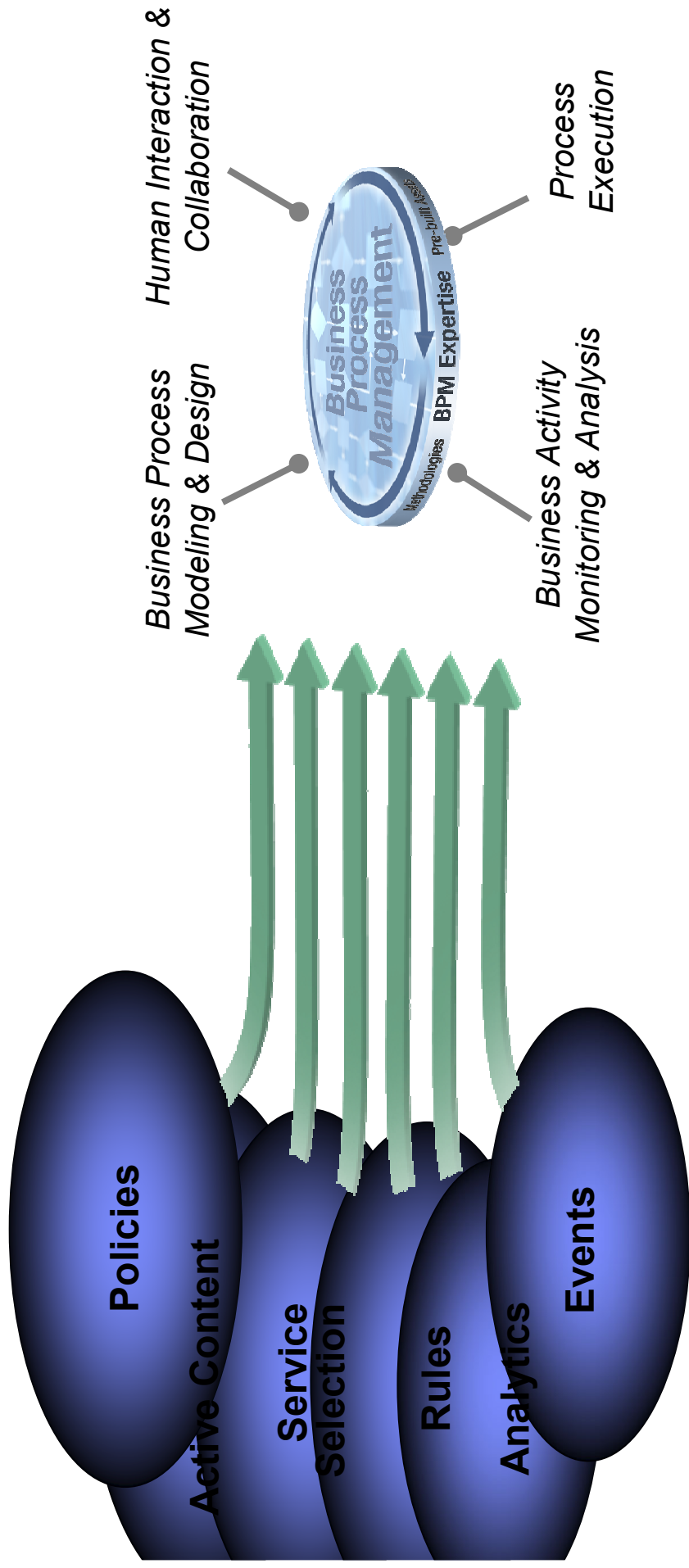


Business User    Business Analyst    IT Developer

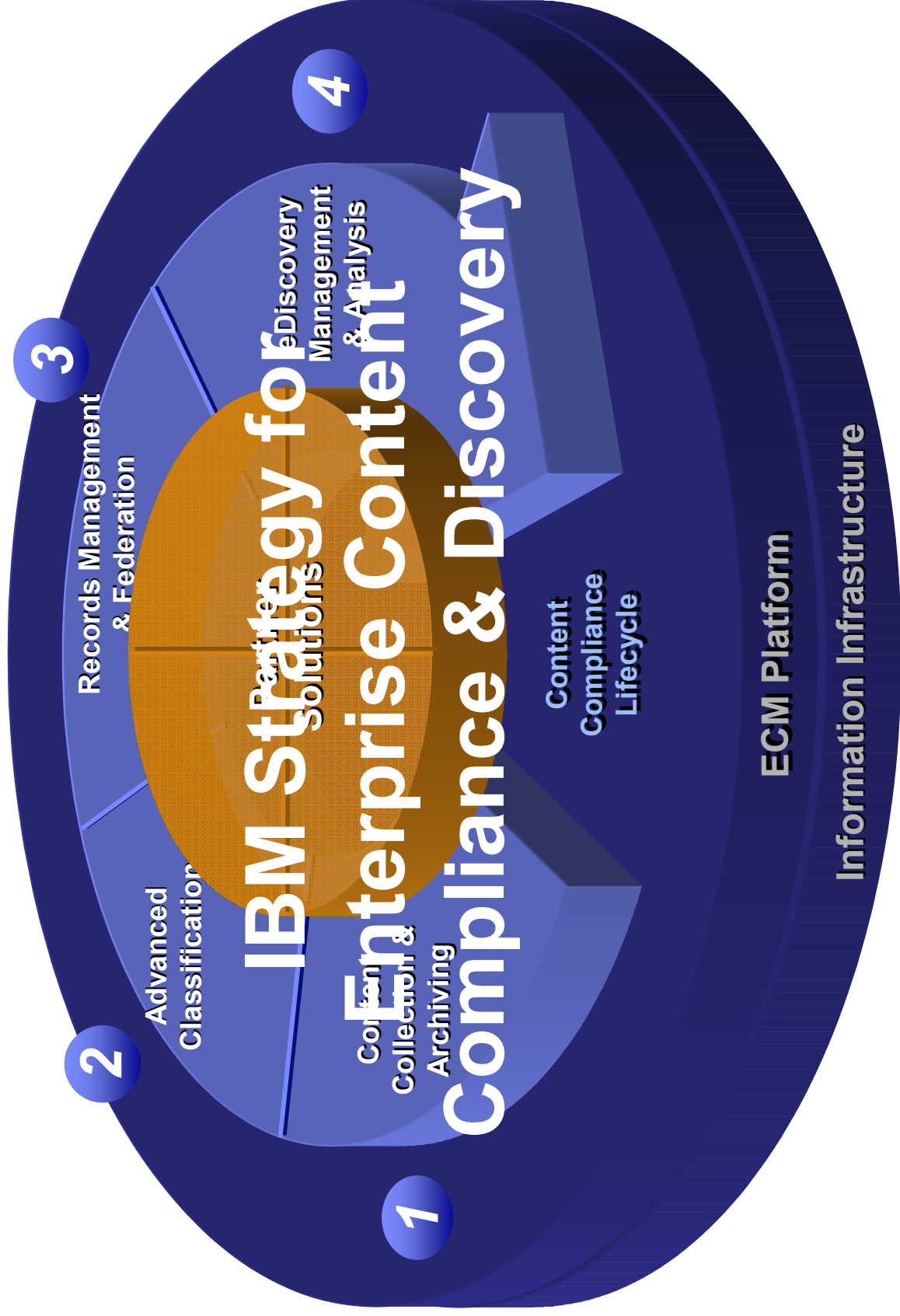




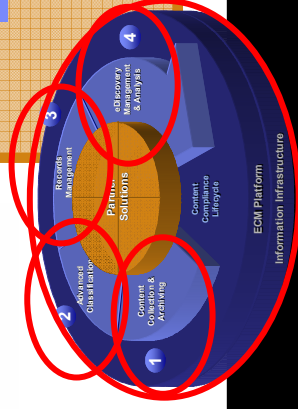
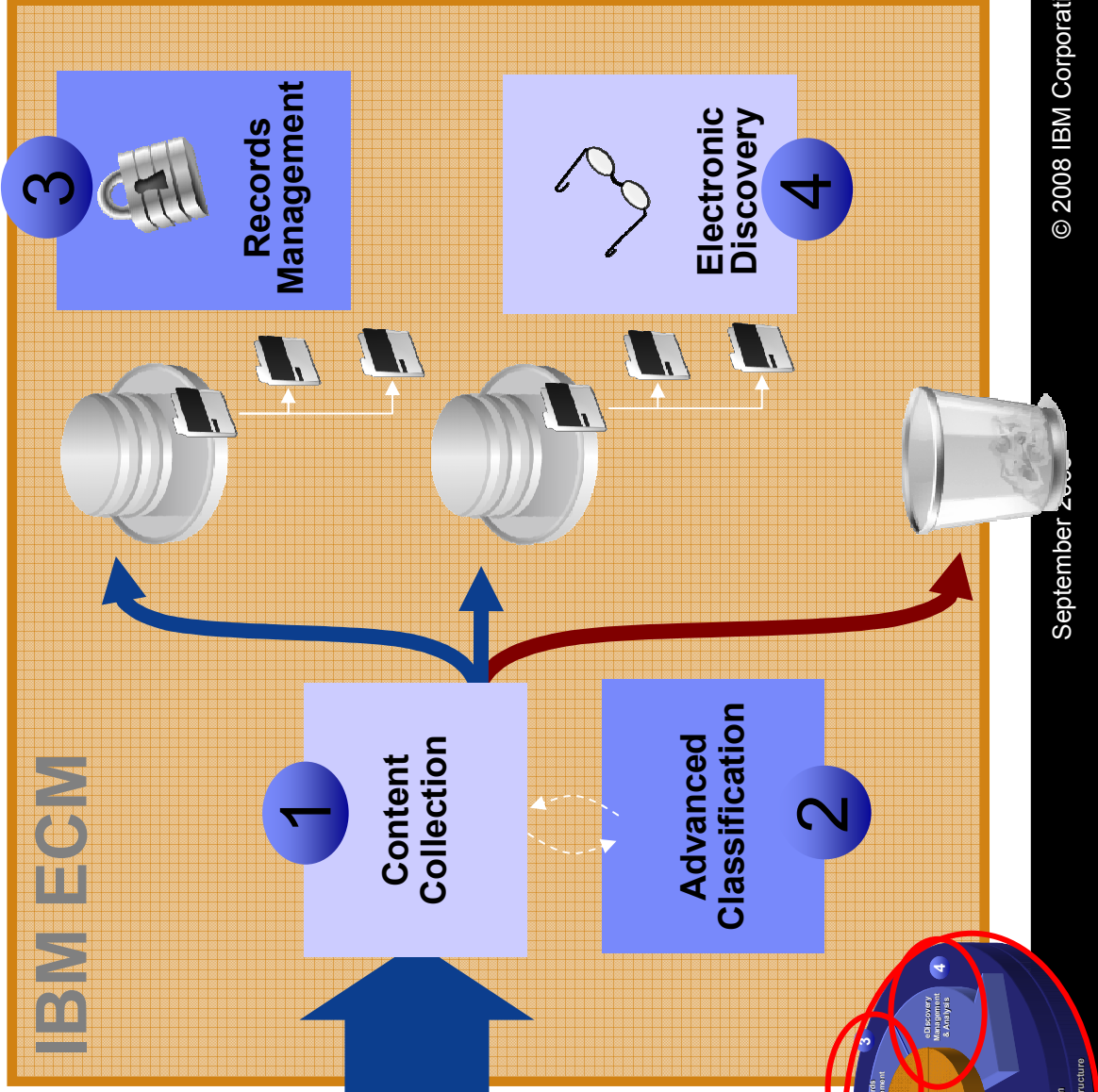
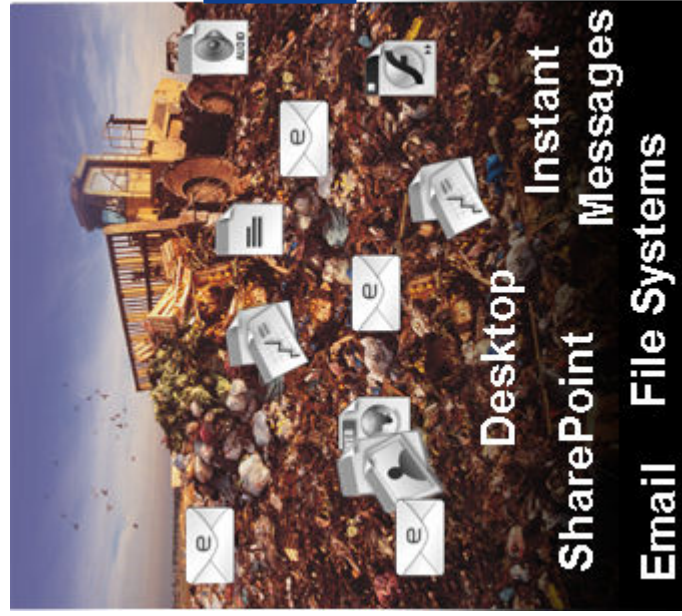
# IBM's BPM Suite Provides a Comprehensive Set of Capabilities For Continuous Process Optimization



*Points of Agility*

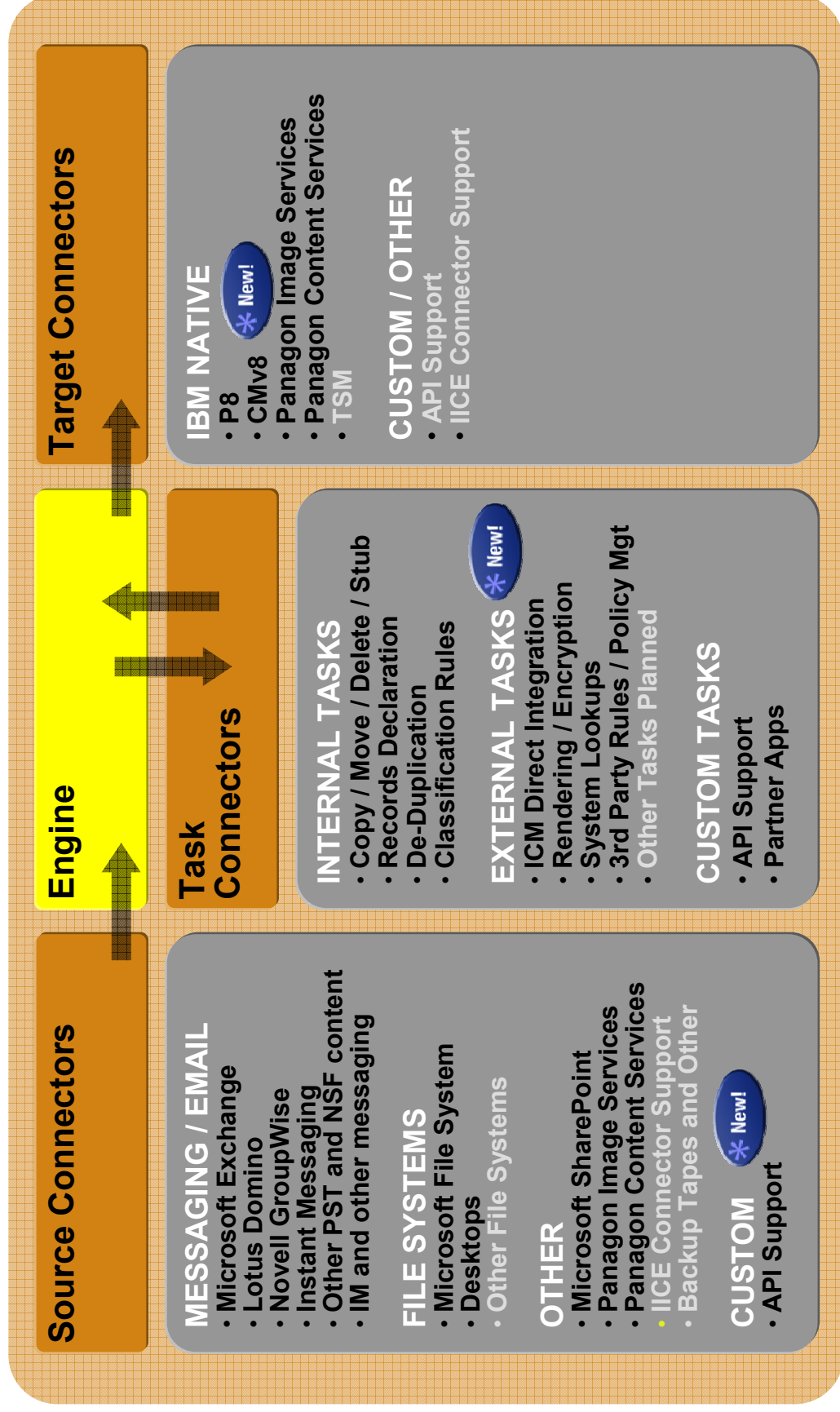


# Enterprise Compliance Vision Integrated Platform Addressing all Compliance Issues



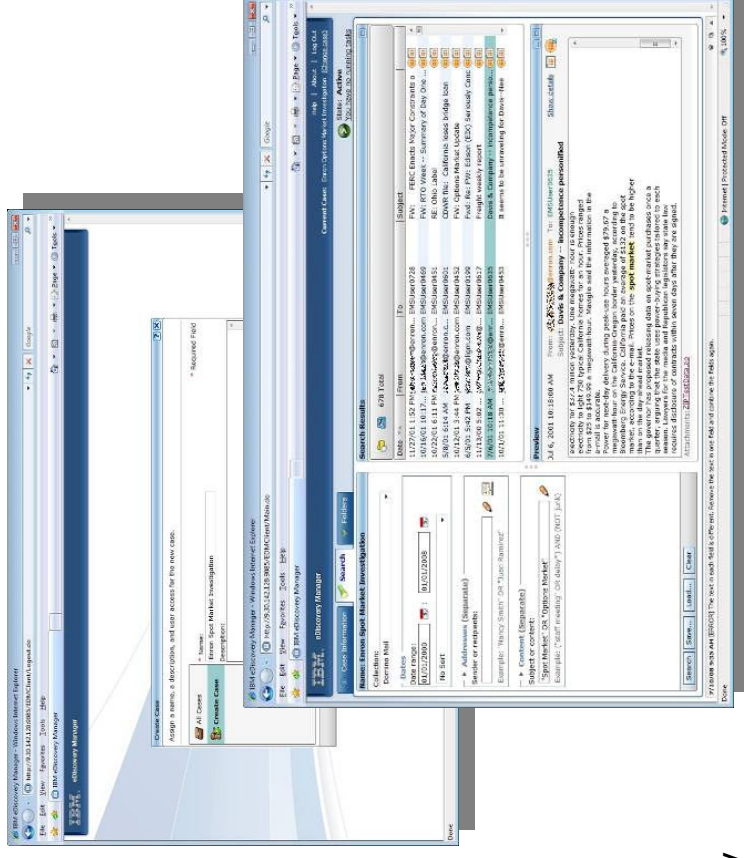
# IBM Content Collection & Archiving Architecture

## *Modular and Extensible*

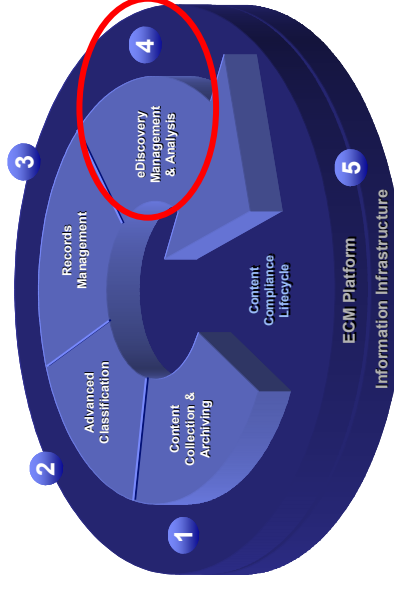


# The IBM eDiscovery Best Practices Solution

## eDiscovery Manager



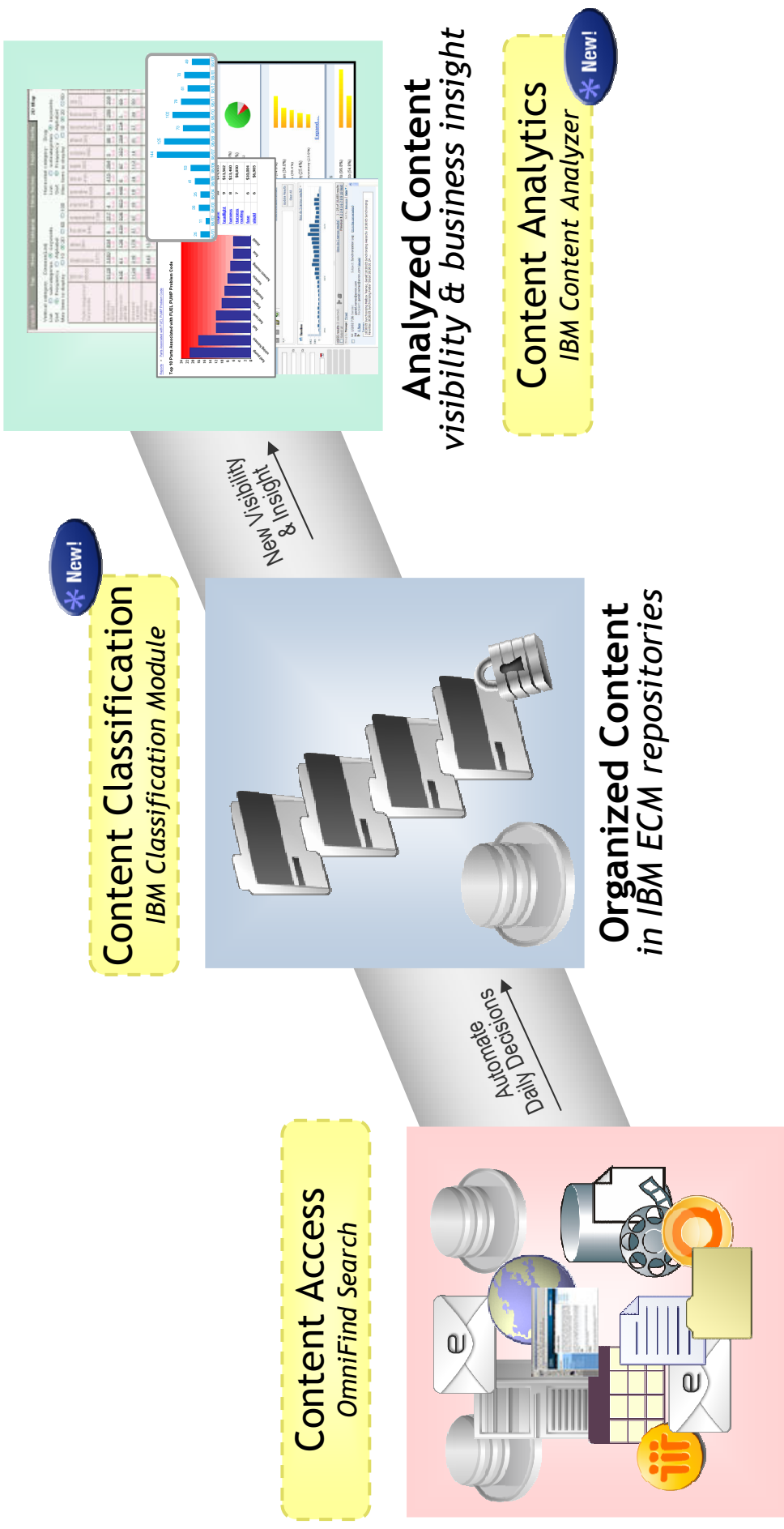
- IBM eDiscovery Manager – the cornerstone of eDiscovery response
- Tool for authorized IT users to help respond to discovery requests from legal
- Replaces and extends former eMail Search product; now runs on P8 and CM8
- Provides key functions for IT response to eDiscovery:
  - Creating cases, user profiles, assigning users to cases
  - Managing ESI in place for multiple cases
  - Searching and culling case relevant ESI
  - Holding and locking down the result set automatically
  - Preview for relevancy
  - Built-in change audit tracking, reporting authenticity and chain of custody
  - Exporting result set in native format for detailed attorney review
- Built on and integrated with ECM platform to leverage proactive ESI management





# ECM Discovery Portfolio

Driving visibility and business optimization from enterprise content



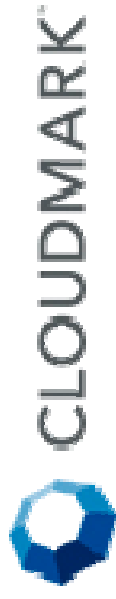
**Content Access**  
OmniFind Search

**Content Classification**  
IBM Classification Module

**Content Analytics**  
IBM Content Analyzer

**Disorganized or Lost Content**

**Analyzed Content**  
*visibility & business insight*



*Improving service while reducing costs with IBM Classification Module*

## Challenge

- Reduce support center workload and costs while improving customer service
- ## Solutions
- IBM Classification Module helping to classify and auto-respond to customer e-mails and support requests

## Business Benefits

- 100% payback in less than three months
- 400% annualized return on investment
- 15% increase in customer retention
- 50% reduction in number of e-mails received
- 96% faster solution deployment than with competitors' products
- Annual savings of hundreds of thousands of dollars

*"Without the IBM Classification Module, we would have had to double our team to handle our growing customer base, which would have cost hundreds of thousands of dollars each year."*

**Kris Politopoulos,  
Manager, Cloudmark Customer Support**



IBM ECM UK UserGroup 2008

## Connecting the ECM Community

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