



From Content Chaos to Corporate Collaboration

- turning the information deluge
into business advantage

Doug Miles

Director AIIM Market Intelligence
UK Managing Director

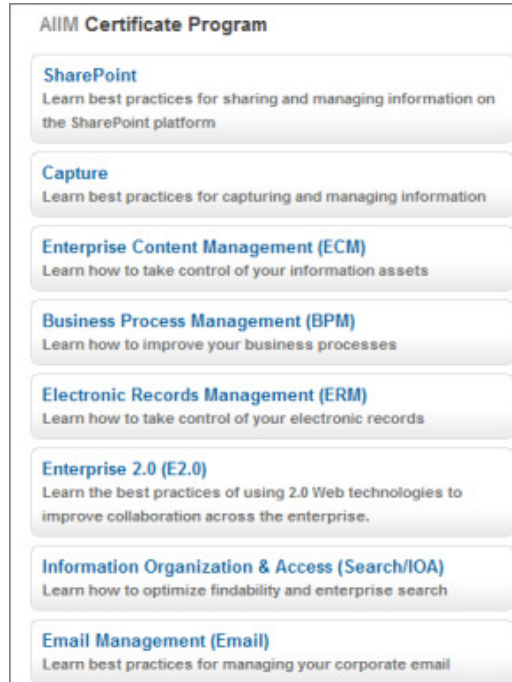


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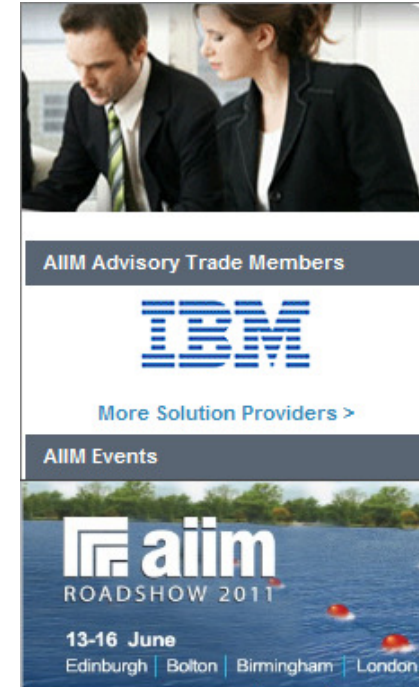




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INFORMATION
PROFESSIONAL

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- Future Directions of Content management

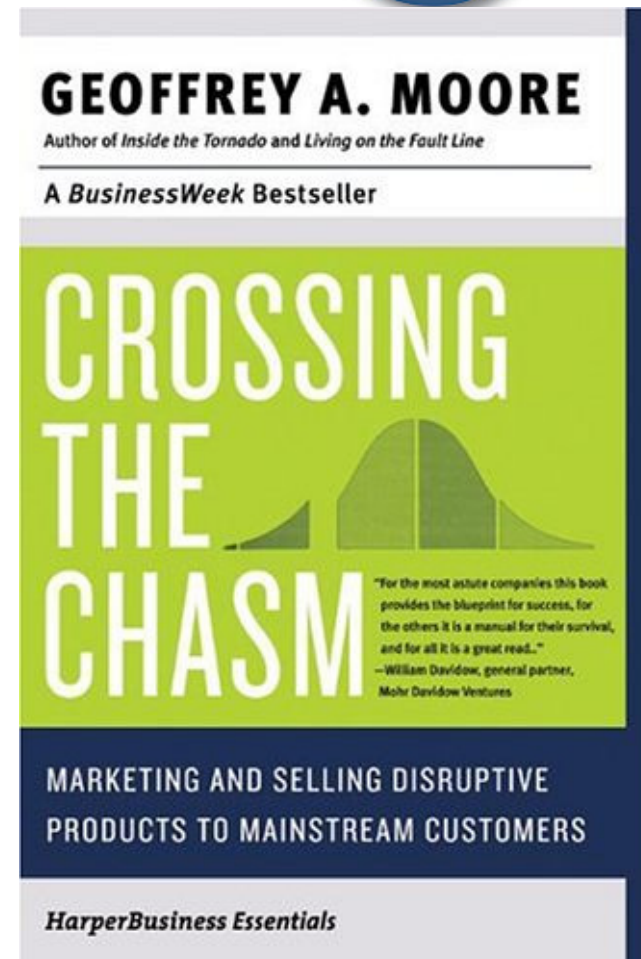
- Sponsors

- IBM
- Alfresco
- EMC
- Hyland Software
- Iron Mountain
- Kodak
- Microsoft
- Open Text
- Oracle

Where will
ECM be in
2015

- ABBY
- Alfresco
- Box
- EDB
- ErgoGroup
- EMC
- Evoapp
- Huddle
- Hyland Software
- Iron Mountain
- IBM
- Microsoft
- Moxie
- Newsgator
- OpenText
- Oracle
- PFU
- Socialtext
- Yammer

Geoffrey Moore Project

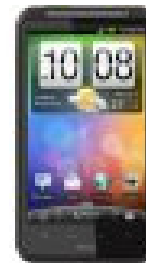


download a free copy of "Systems of Engagement and the Future of Enterprise IT" at www.aim.org/Research/AIIM-White-Papers

5.1 Bn



- 4.2 Billion people have a toothbrush but 5.1 Billion people have a mobile phone subscription.



- More people have a mobile phone subscription than have access to running water or a toilet.

Source: MMA Forum Asia 12-14 Apr 2010

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10%



- 10% of all mobile phone users are watching TV as well
- 10% are in the dark
- 10% are nearly asleep
- 10% are drunk
- 10% of youth think its OK to send SMS text messages while having sex

Source: Young & Rubicam Mobile Mania, Feb 2010

©AIIM 2011

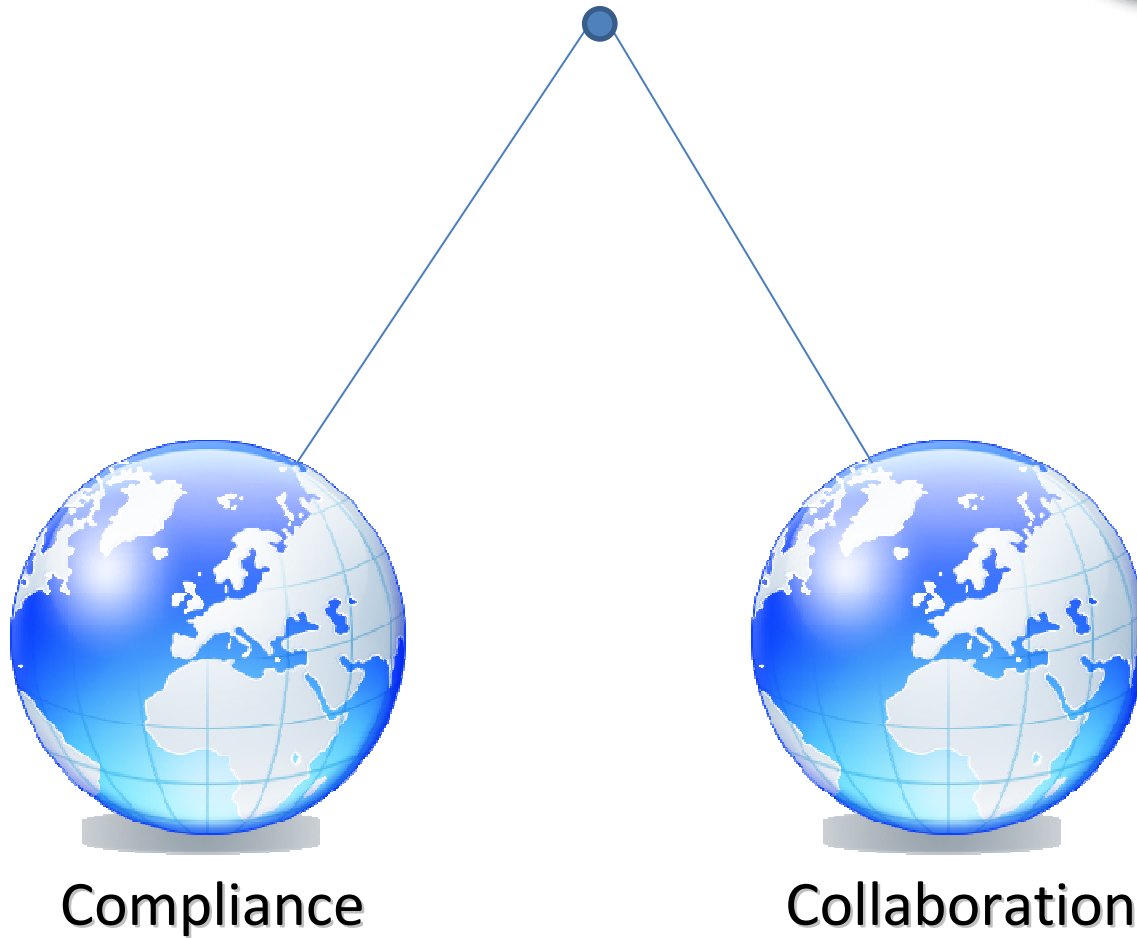




We are at a
tipping point:

- in technology
- in business systems
- in information sharing

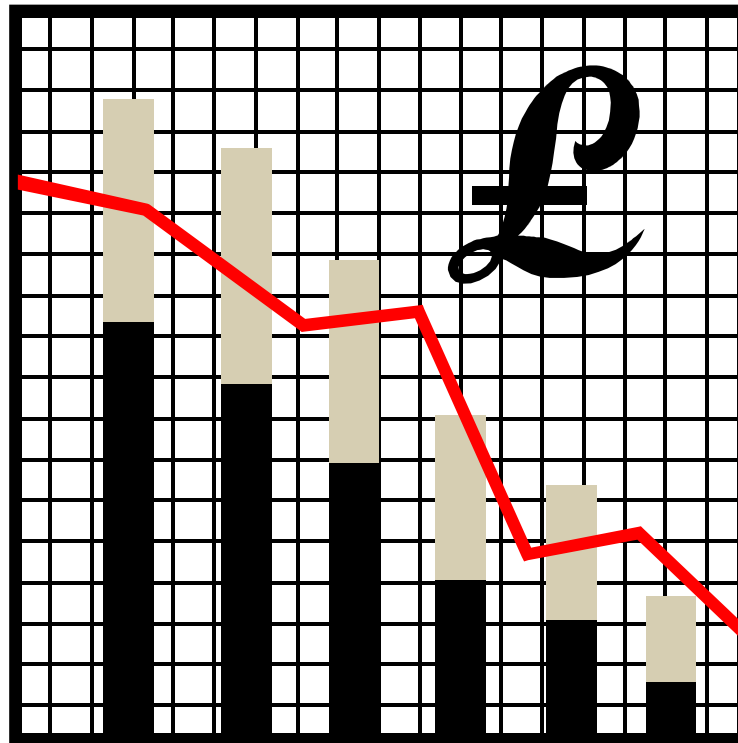
Two worlds



Compliance

Collaboration

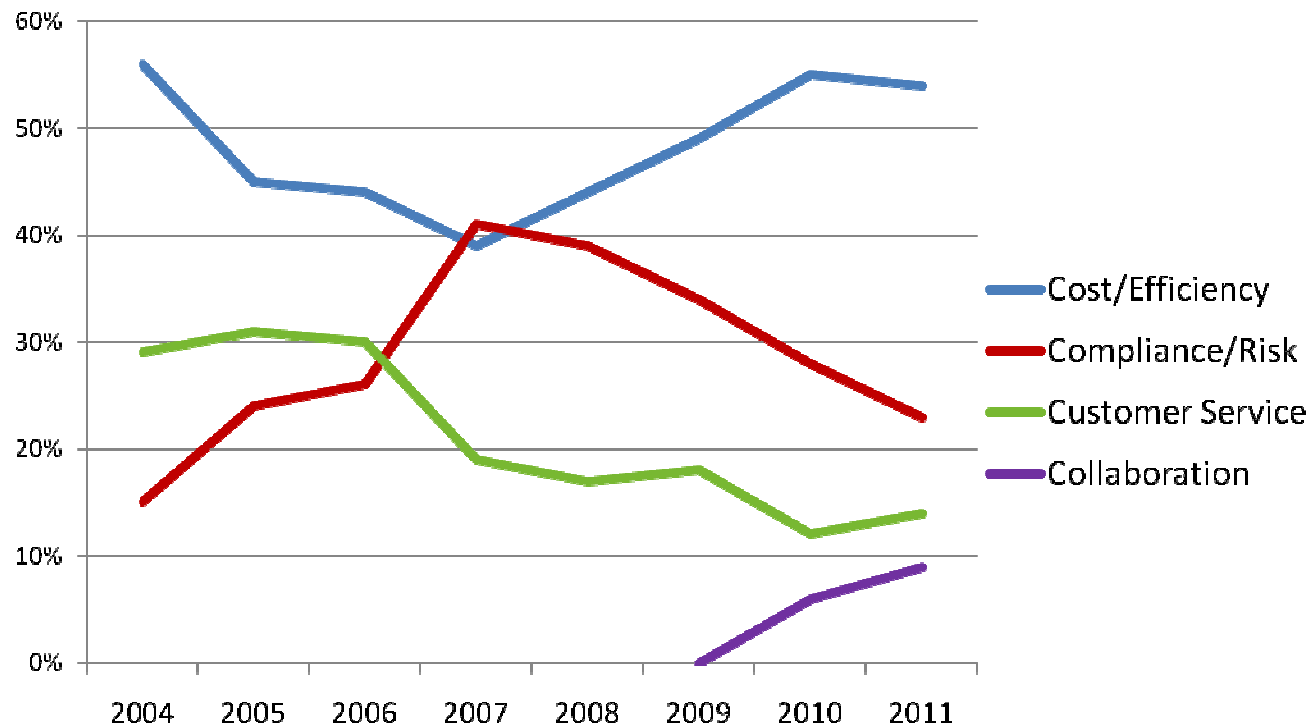
Costs



ECM Drivers



When you consider your document and records management projects and priorities, what is the most significant business driver for your organization?



Compliance (red) continuing to fall away from 2007.

Costs (blue) up since the recession.

Collaboration (purple) rising

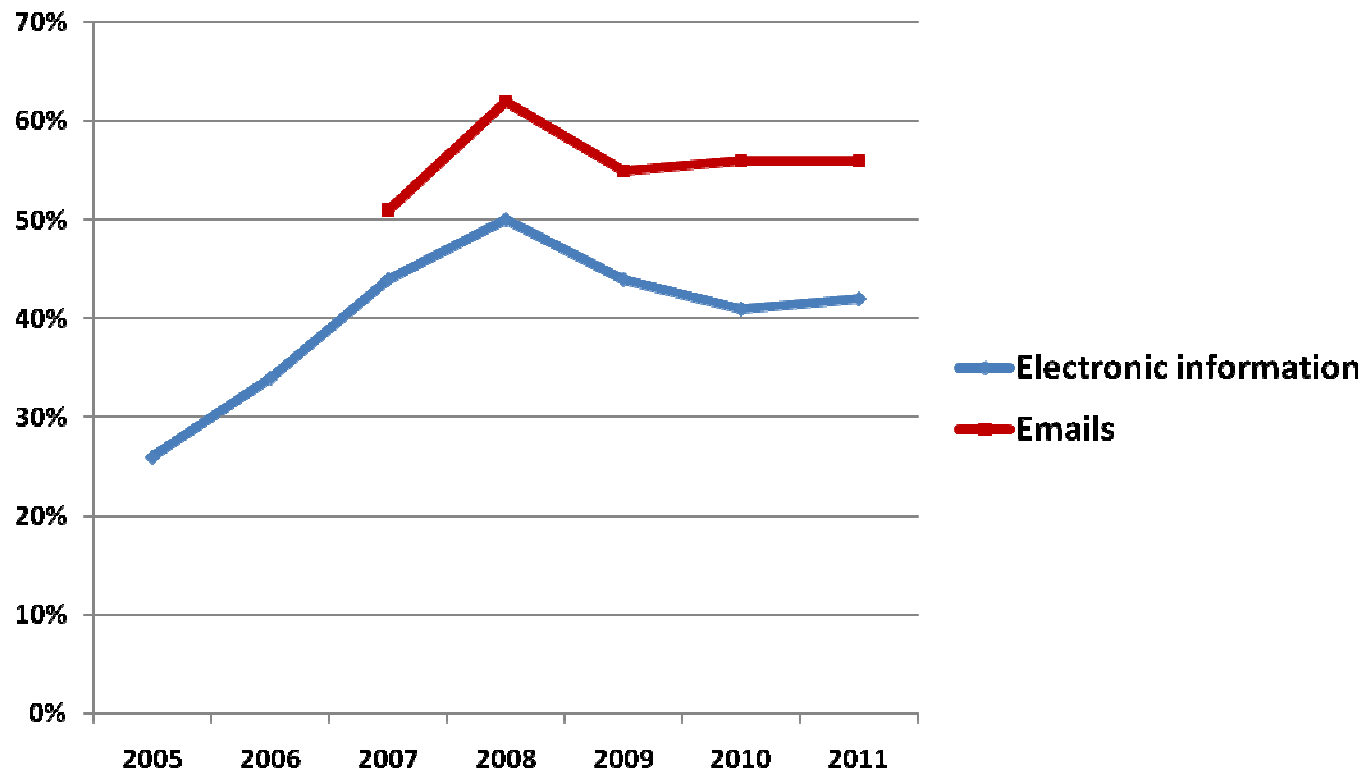
N=585



Content Chaos



How confident are you that electronic information and emails are recorded, complete, and retrievable?



42% not confident information is accurate, trustworthy and accessible.

56% not confident that emails are recorded, complete and retrievable.

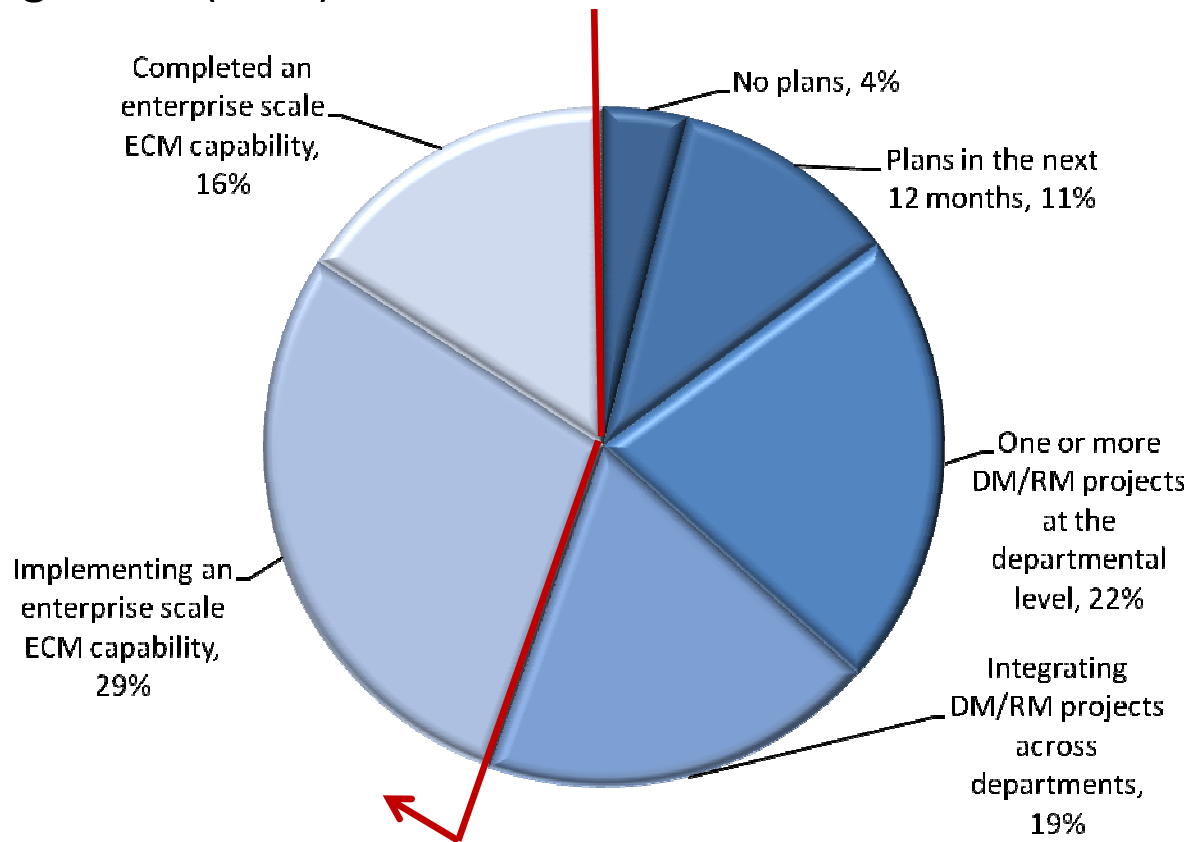
N=585



Adoption Levels



How would you best characterize your organization's experience with Document Management (DM), Records Management (RM) and Enterprise Content Management (ECM)?



16% have true ECM capability.

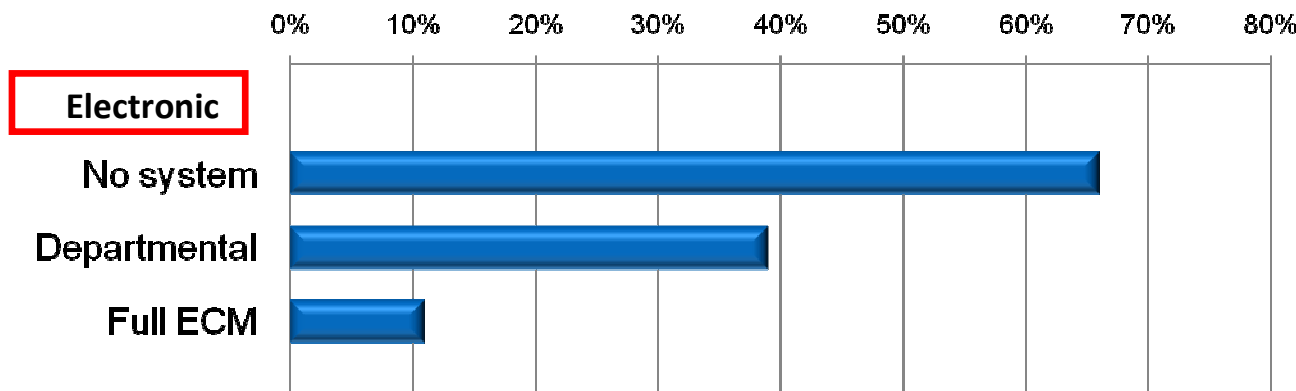
29% heading that way.

(Last year was 12% and 28% resp.)

Content Chaos - Confidence



How confident – electronic

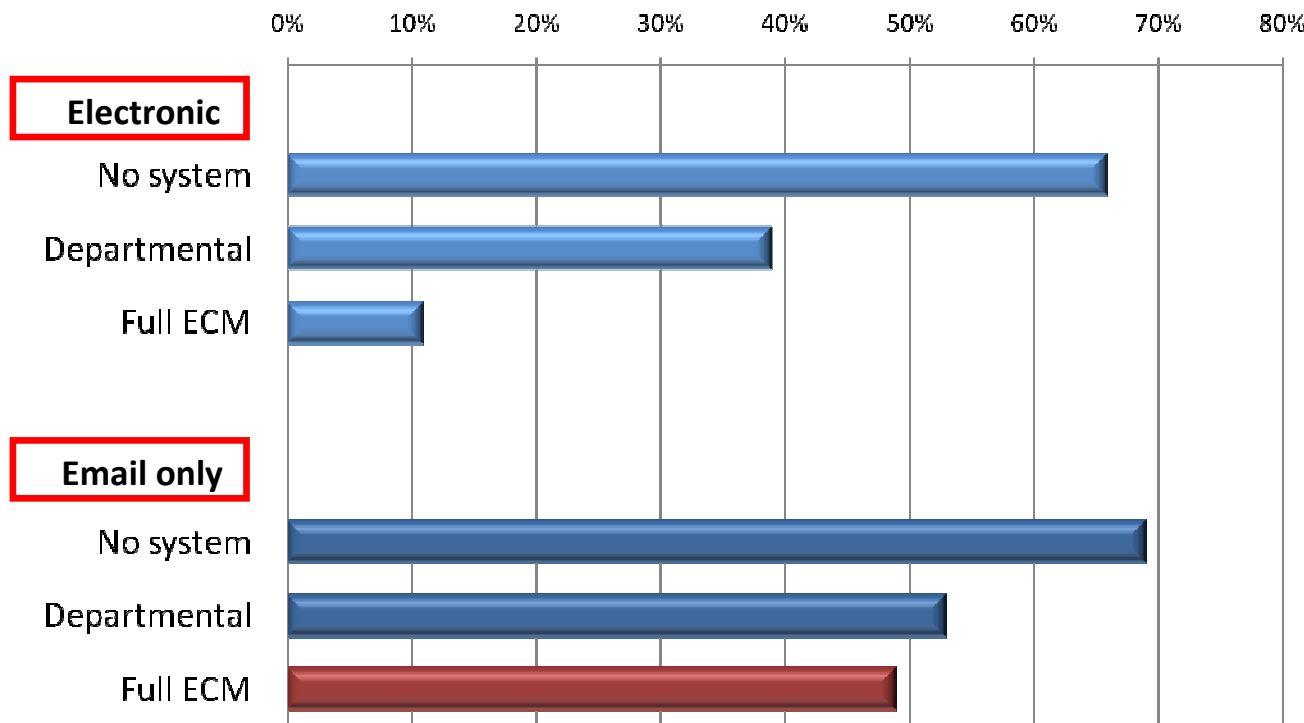


ECM systems dramatically improve confidence in electronic content

Content Chaos - Confidence



How confident – electronic vs emails



ECM systems dramatically improve confidence in electronic content.

But still not being put to use for emails.

What's in your digital landfill?



“Paper records increasing rapidly” 9%

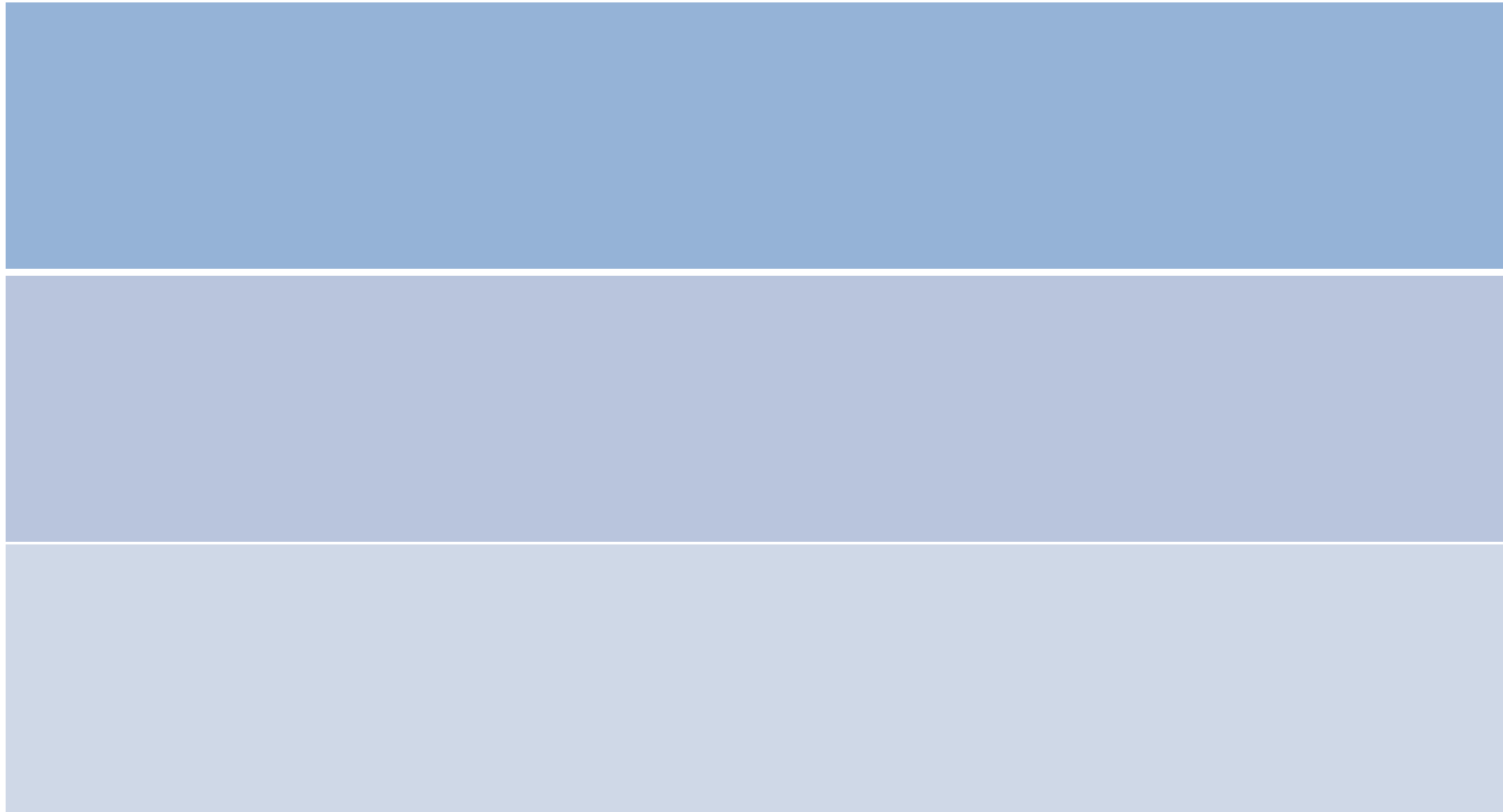
“Electronic records increasing rapidly”

70%



Digital Landfill *inside* ECM

Cost of Content Chaos



40% of organizations would suffer fines, compensation claims or business suspension **(18%!)** from a compliance breach

Cost of Content Chaos



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8.6% saving in lease costs from all-electronic filing

Cost of Content Chaos



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8.6% saving in lease costs from all-electronic filing

41% reduction in disk store costs if there is only one stored copy of all documents and attachments

Productivity



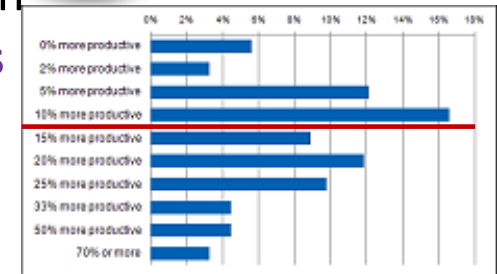
"Just measuring your job performance..."

Capitalizing on Content



What productivity or staff engagement factor would you put on the ability to **share opinions, find expertise, answer questions and communicate activities** via staff blogs, micro-blogs, social sites and other Enterprise 2.0 technologies?

18.2% more productive (average)



Capitalizing on Content

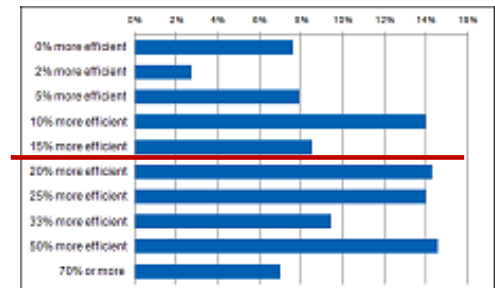
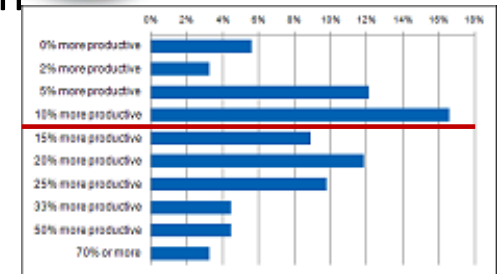


What productivity or staff engagement factor would you put on the ability to share opinions, **find expertise, answer questions and communicate activities** via staff blogs, micro-blogs, social sites and other Enterprise 2.0 technologies?

18.2% more productive (average)

How much would it improve (or have you improved) the efficiency of your office staff by giving them sufficient **remote or mobile access to company information** that they are able to efficiently work from home or on-the-road?

25.1% more efficient (average)



Capitalizing on Content



What productivity or staff engagement factor would you put on the ability to share opinions, **find expertise, answer questions and communicate activities** via staff blogs, micro-blogs, social sites and other Enterprise 2.0 technologies?

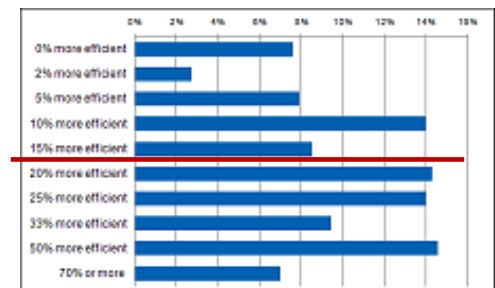
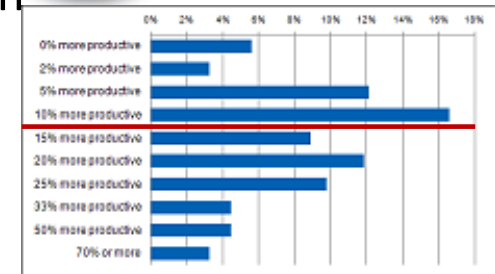
18.2% more productive (average)

How much would it improve (or have you improved) the efficiency of your office staff by giving them sufficient **remote or mobile access to company information** that they are able to efficiently work from home or on-the-road?

25.1% more efficient (average)

How much more productive do you think professional staff in your organization would be (or are) if they could **find internal information and documents** as quickly and as easily as they find information on the web?

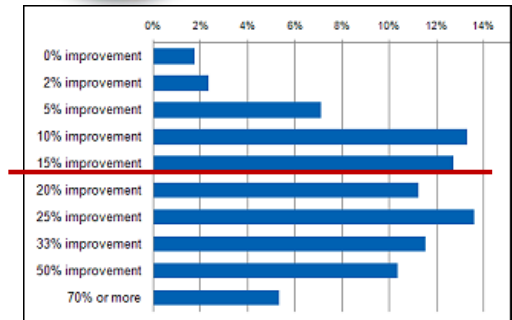
30.9% more productive (average)



Capitalizing on Content



In terms of timescales or project costs by what factor would you say a **collaborative, widely accessible team-site environment** can (or has) improved project delivery in your organization?
24.9% faster (average)



Capitalizing on Content

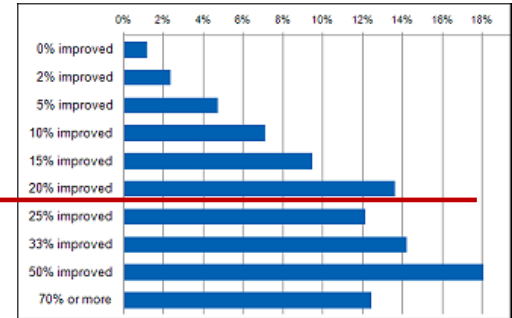
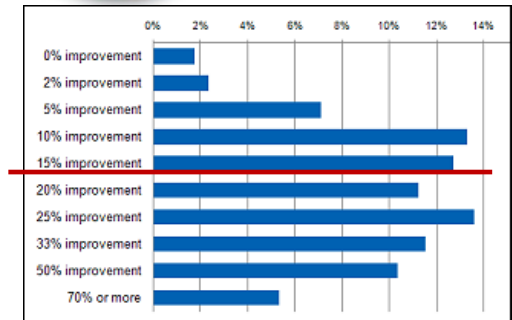


In terms of timescales or project costs by what factor would you say a **collaborative, widely accessible team-site environment** can (or has) improved project delivery in your organization?

24.9% faster (average)

By how much do you think customer service levels and response times could be (or have been) improved if all of your customer-facing staff could immediately **access and share all of the customer related and case-related information** that you hold.

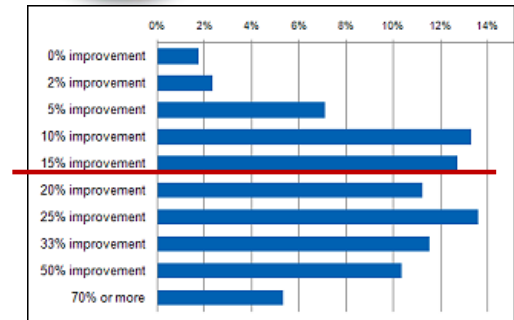
31.2% more responsive (average). Latest survey 6x faster



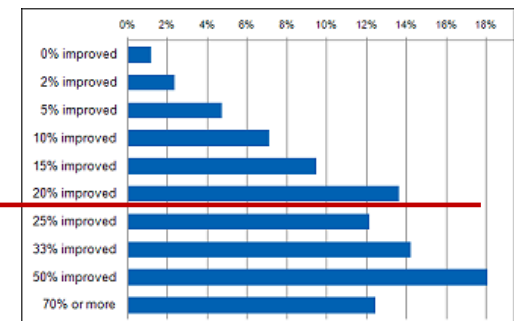
Capitalizing on Content



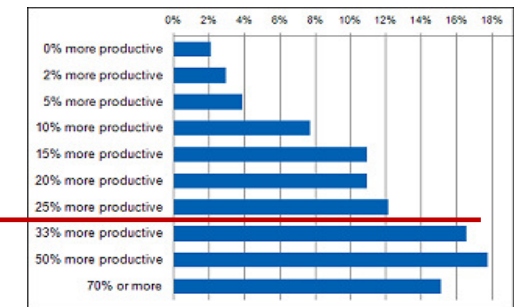
In terms of timescales or project costs by what factor would you say a **collaborative, widely accessible team-site environment** can (or has) improved project delivery in your organization?
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By how much do you think customer service levels and response times could be (or have been) improved if all of your customer-facing staff could immediately **access and share all of the customer related and case-related information** that you hold.
31.2% more responsive (average).



How much more productive do you think your customer-facing staff in your organization would be if all of their processes were **work-flowed, using documents, with automated data capture**?
33.5% more productive (average)



6x Faster Response

ECM



Enterprise **Competitiveness** Management



A technology
inflection
point



Implications



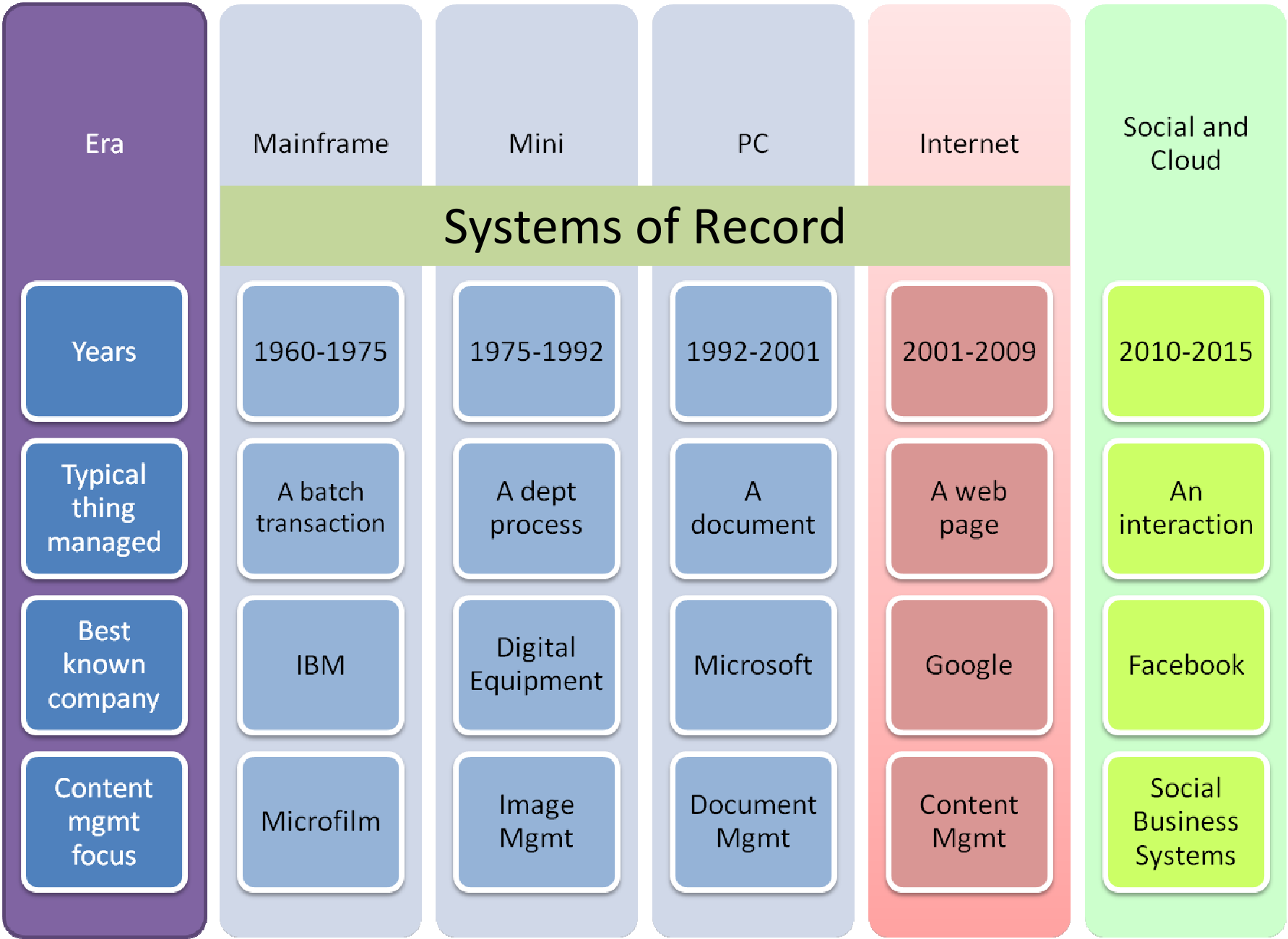
Why should
you care?



Systems of Record



Era	Mainframe	Mini	PC	Internet	???
Systems of Record					
Years	1960-1975	1975-1992	1992-2001	2001-2009	2010-2015
Typical thing managed	A batch transaction	A dept process	A document	A web page	???
Best known company	IBM	Digital Equipment	Microsoft	Google	???
Content mgmt focus	Microfilm	Image Mgmt	Document Mgmt	Content Mgmt	???



The Last Decades of Enterprise IT

Systems of Record

Command and control

Transaction-oriented

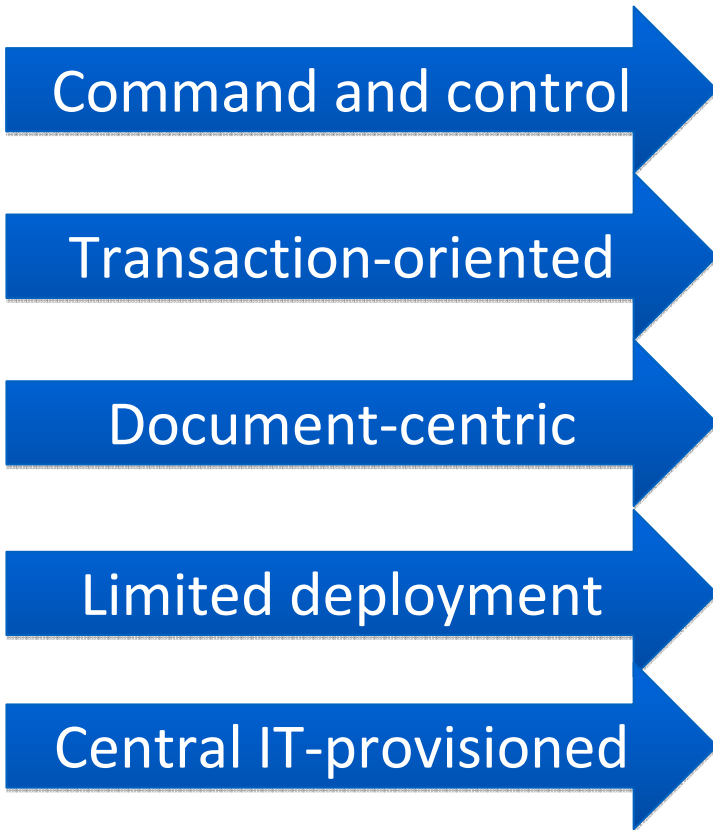
Document-centric

Limited deployment

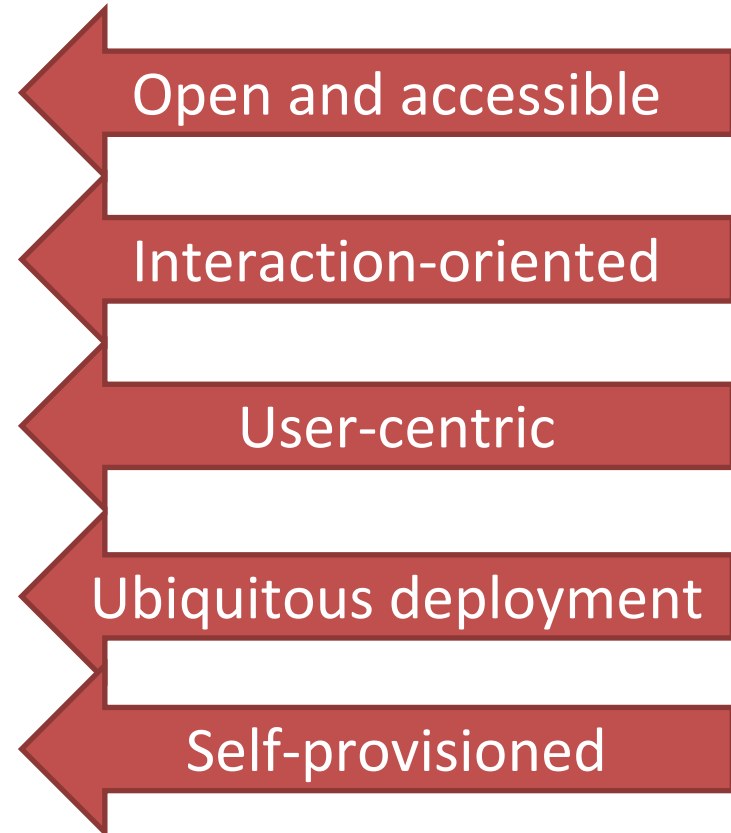
Central IT-provisioned

The Next Decade of Enterprise IT

Systems of Record



Systems of Engagement





50,000,000,000 pieces of content / month



Systems of Engagement



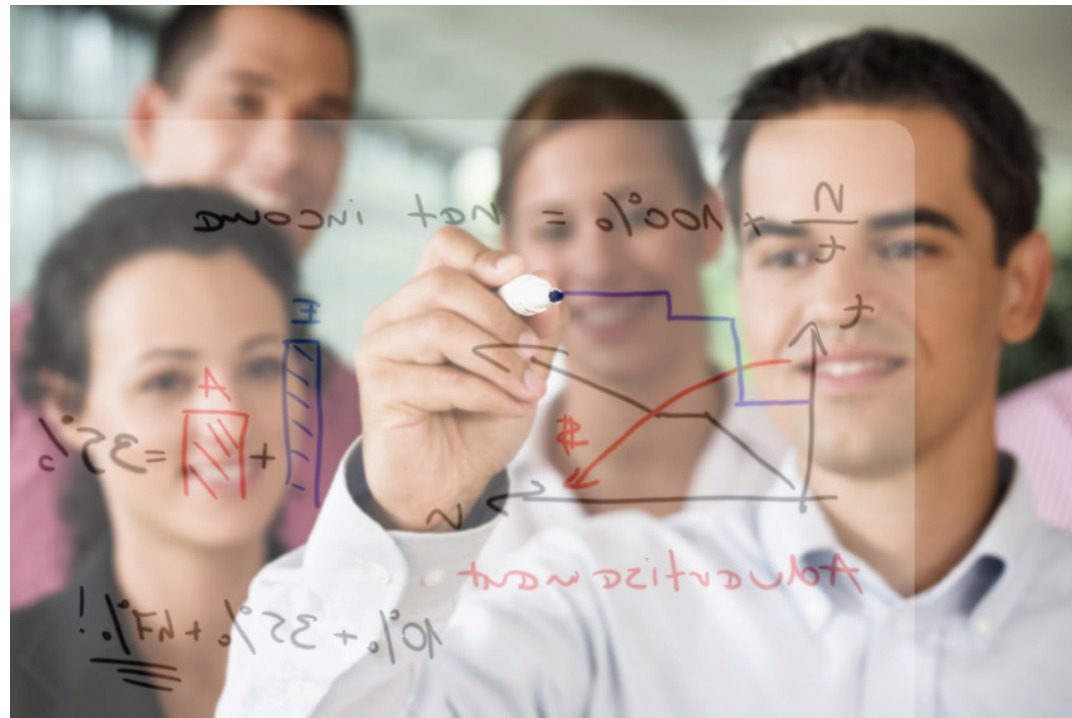
Like

Collaboration



- Collaboration

- ‘If you have an apple and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas.’ — *George Bernard Shaw*

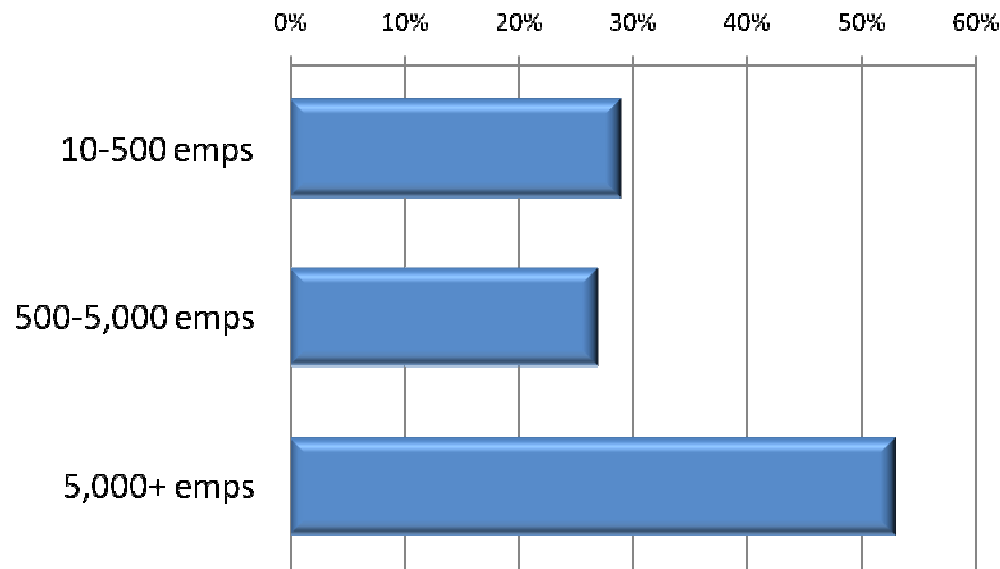


Executives need to understand the difference between playing around on Facebook and building a true collaborative infrastructure for their organization.

Who's using it



Does your organization utilize social/Enterprise 2.0/ collaboration tools INSIDE the organization?



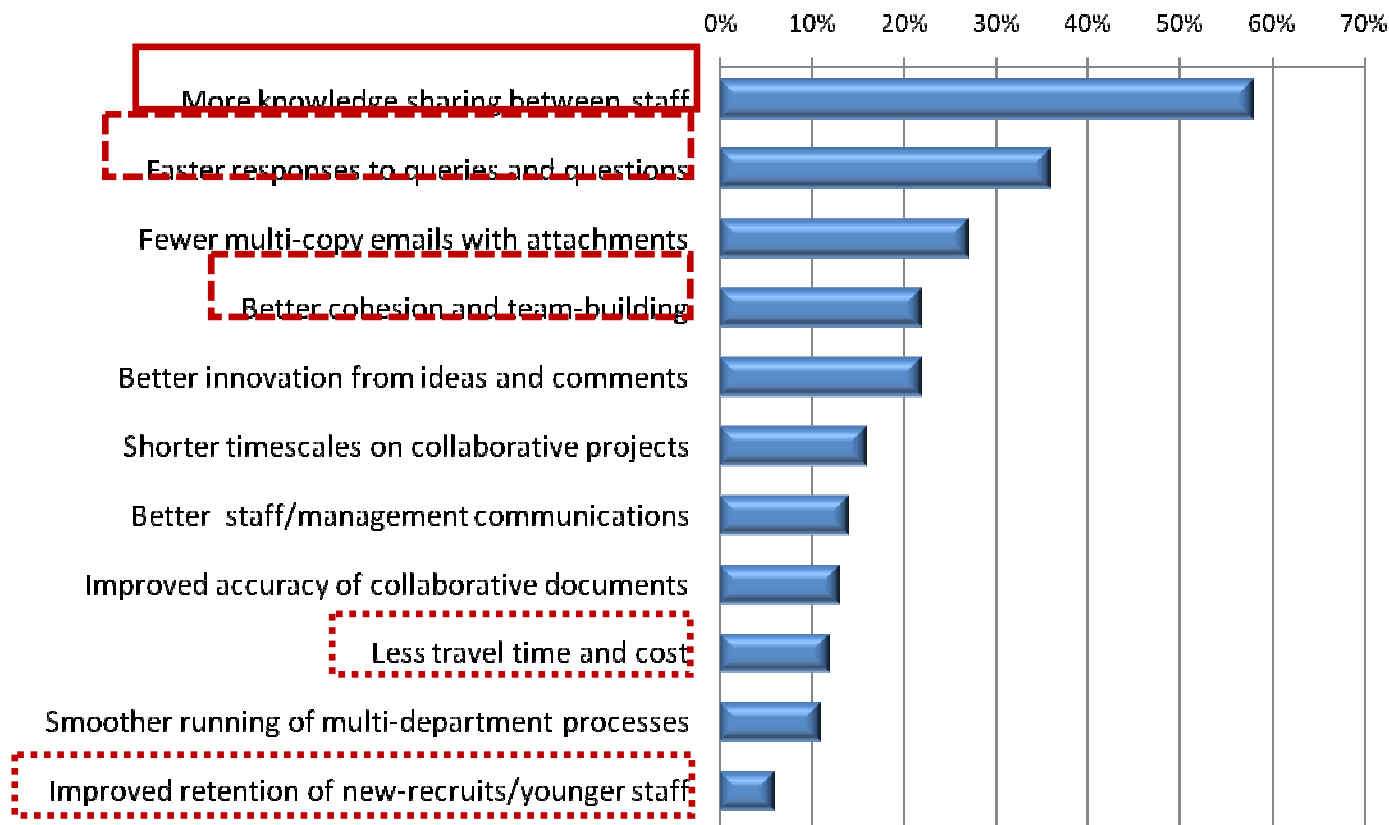
**53% of largest
orgs.**

36% overall

Benefits



What are the THREE biggest benefits you have found from using social business/Enterprise 2.0 in your organization?

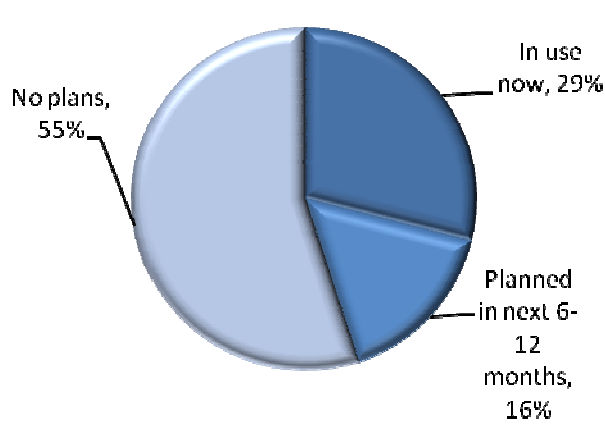


Knowledge-sharing is the key benefit.

Then expert Q&A.

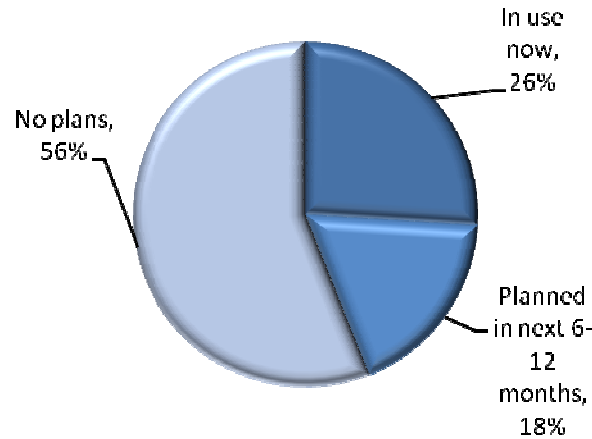
Nothing to do with Generation Y retention!

SB Apps - Adoption



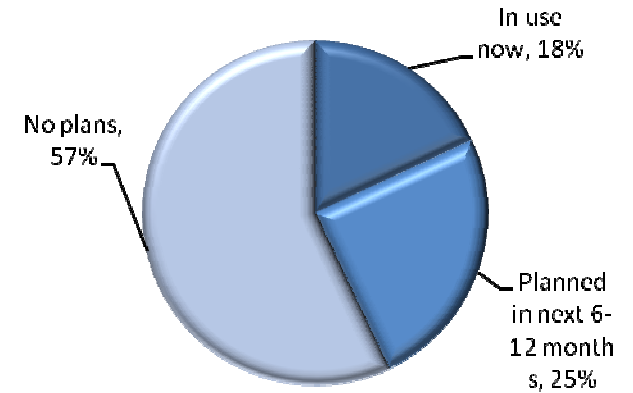
Enterprise Q&A

29% in use now



Open Innovation

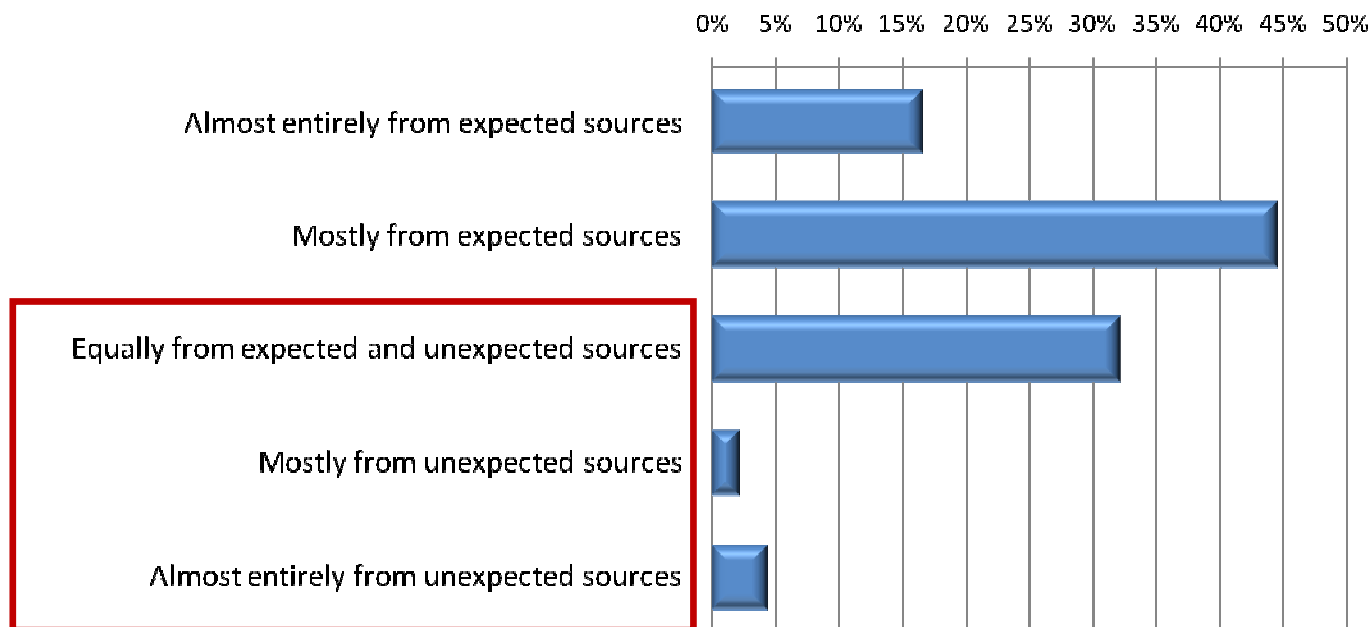
26% in use now



Sales & Marketing Collaboration

18% in use now

Do answers to questions generally come from expected or unexpected sources?

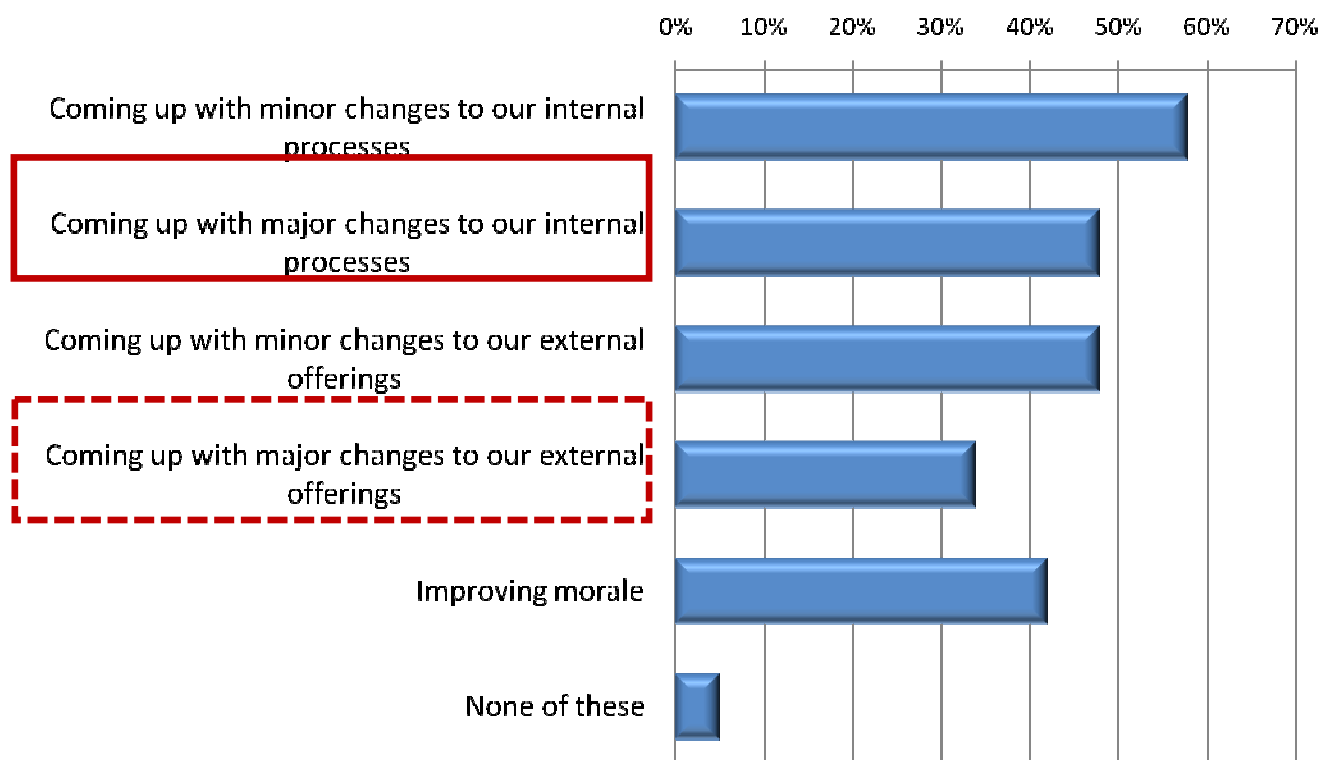


38% of organizations get half or more of answers from unexpected sources.

Innovation - Success



Our open innovation platform has been successful at: (Check all that apply)



48% have surfaced major changes to internal processes through their open innovation platform.

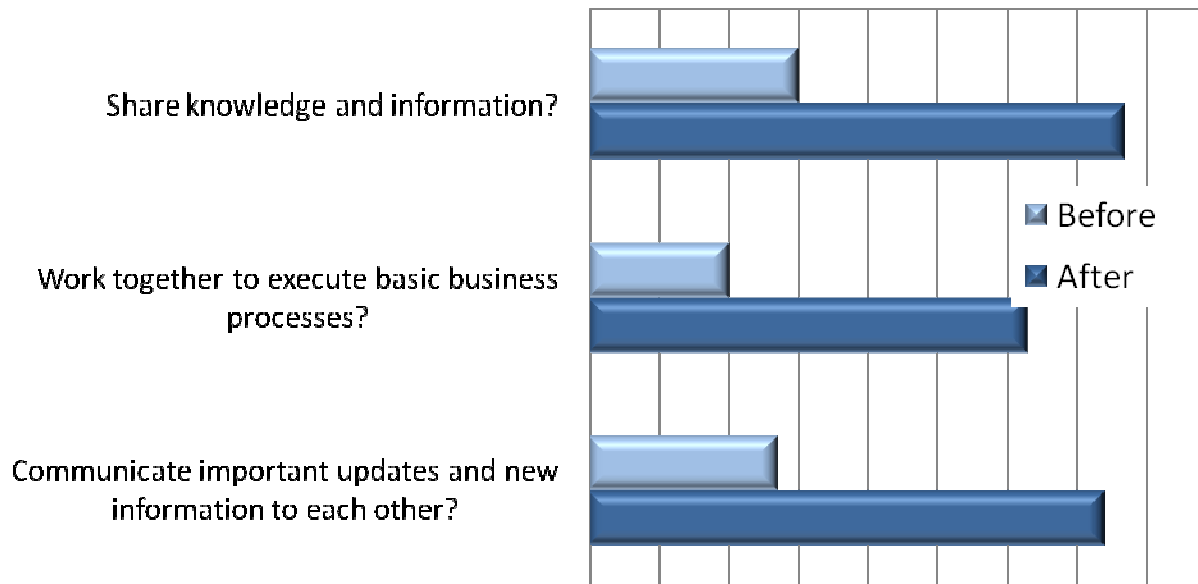
34% have come up with major changes to external offerings.

Sales & Mktng - Improvements



Before/after the social infrastructure was in place, how well did/do the Sales and Marketing staff:

% of Organizations "Fairly Well" or "Very Well"
0% 10% 20% 30% 40% 50% 60% 70% 80% 90%



Between 2.5x and 3x improvement in Sales and Marketing co-operation

... particularly in working together on business process.

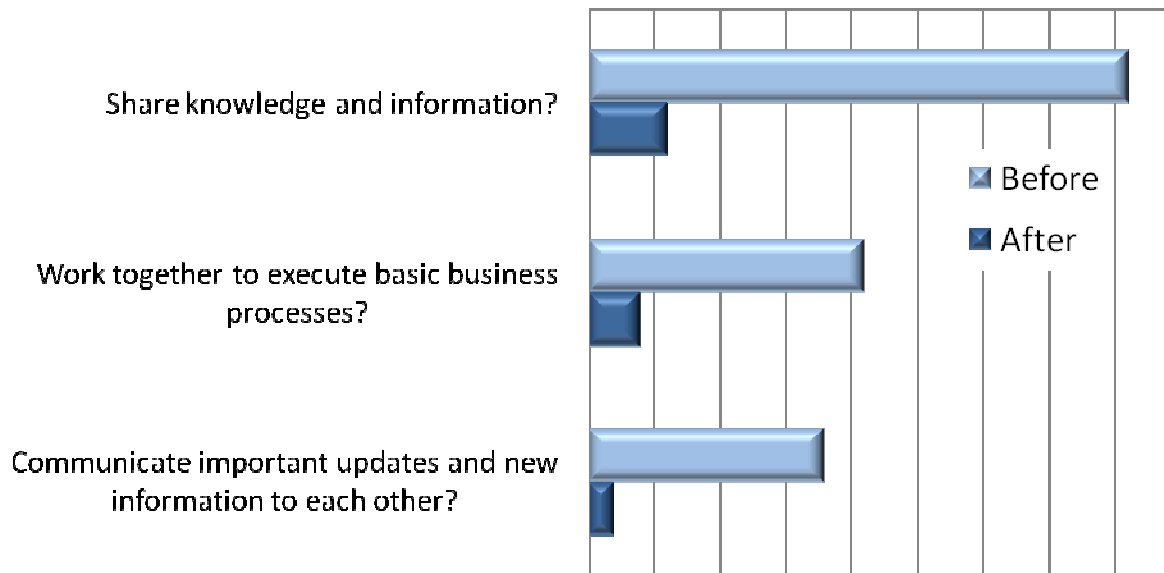
Sales & Mktng - Improvements



Before/after the social infrastructure was in place, how well did/do the Sales and Marketing staff:

% of Organizations "Poorly" or "Very Poorly"

0% 5% 10% 15% 20% 25% 30% 35% 40% 45%



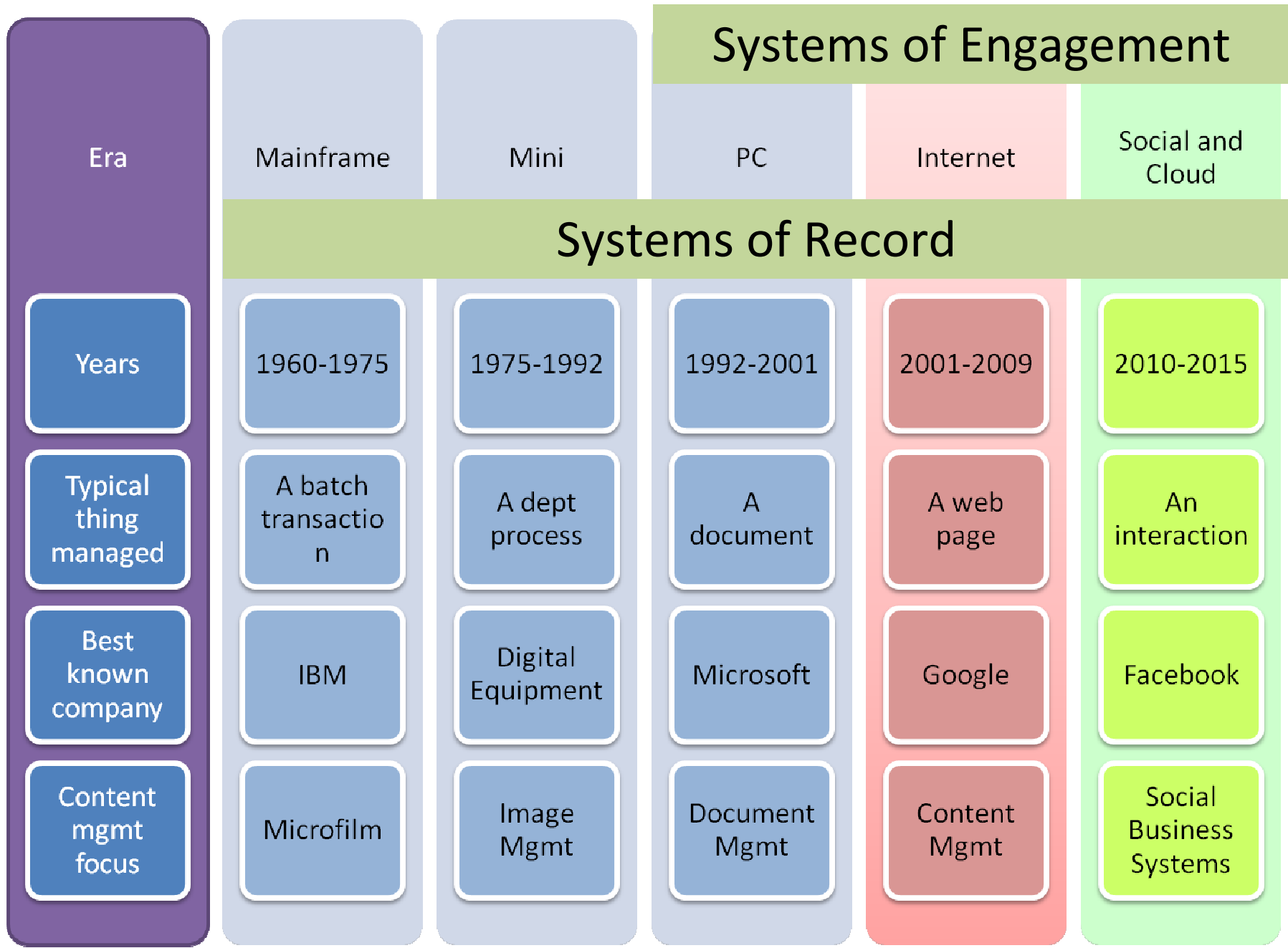
Poor sharing of knowledge dropped from 41% to 8%

Poor working together dropped from 21% to 4%

N=58 users, "Poorly" or "Very Poorly"

Systems of Engagement

Era	Mainframe	Mini	PC	Internet	Social and Cloud
Years	1960-1975	1975-1992	1992-2001	2001-2009	2010-2015
Typical thing managed	A batch transaction	A dept process	A document	A web page	An interaction
Best known company	IBM	Digital Equipment	Microsoft	Google	Facebook
Content mgmt focus	Microfilm	Image Mgmt	Document Mgmt	Content Mgmt	Social Business Systems



Systems of Engagement

Mainframe

Mini

PC

Internet

Social and Cloud

Systems of Record

Era

Years

1960-1975

1975-1992

1992-2001

2001-2009

2010-2015

Typical thing managed

A batch transaction

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A web page

An interaction

Best known company

IBM

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Facebook

Content mgmt focus

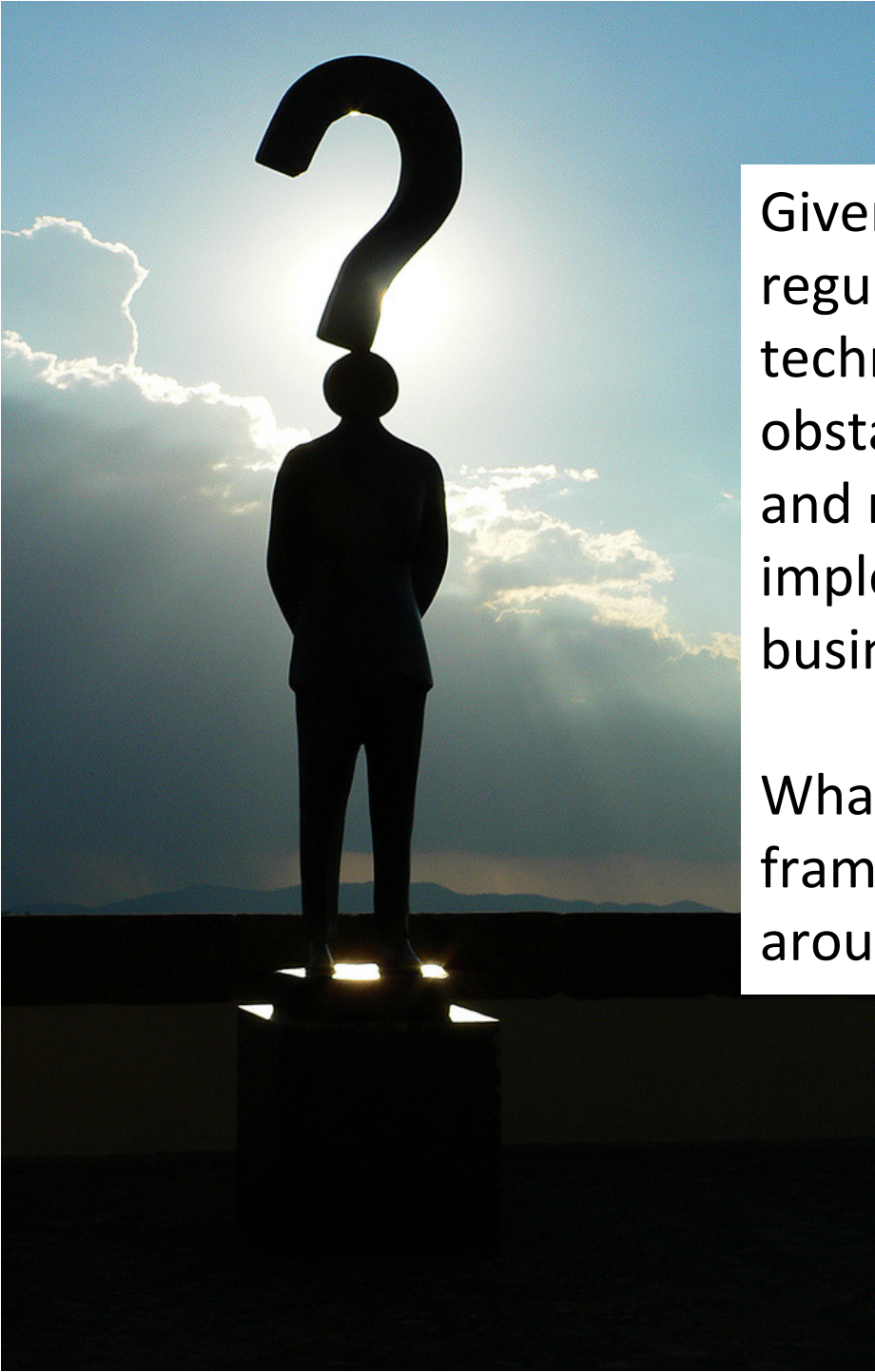
Microfilm

Image Mgmt

Document Mgmt

Content Mgmt

Social Business Systems

A silhouette of a person standing on a dark surface, with a large question mark floating above their head. The background is a bright sky with clouds, suggesting a sunset or sunrise. The person is holding a document or folder.

Given that technology policy and regulation always lag technology practice, what kind of obstacles do outdated policies and regulations pose to rapid implementation of social business systems?

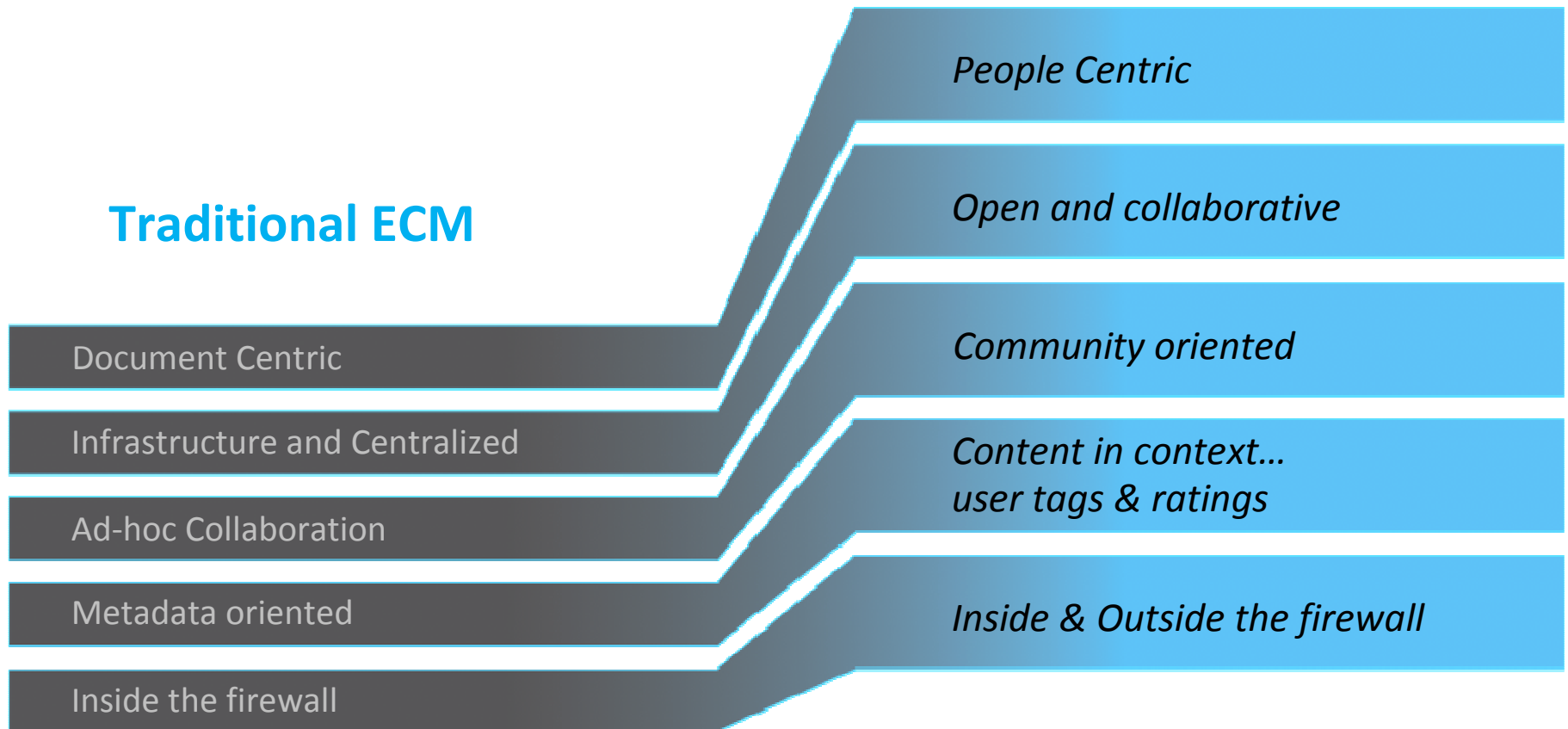
What is the governance framework we want to place around social content?

Implications for ECM

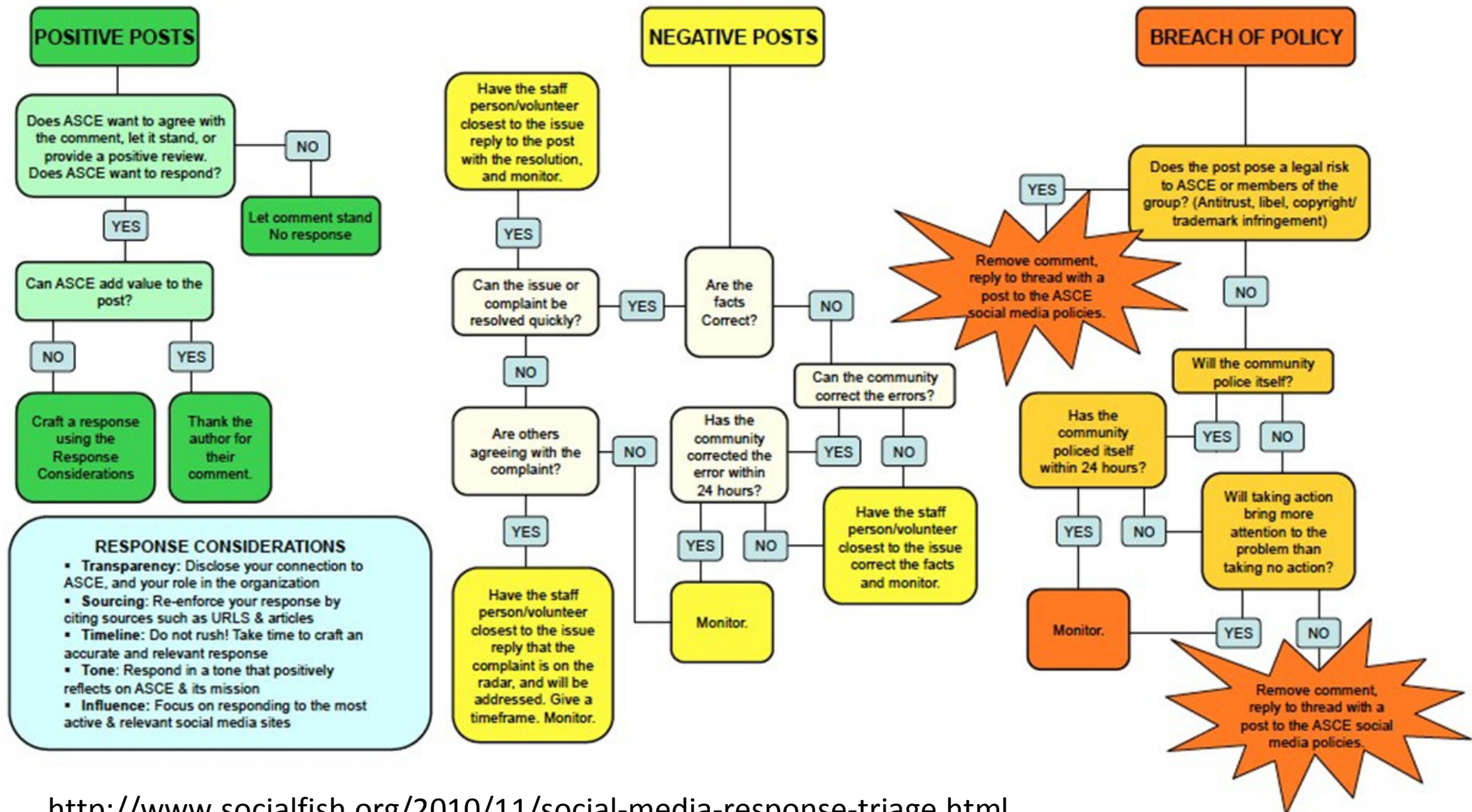


Social Content Management

Traditional ECM



External Social Media Response



<http://www.socialfish.org/2010/11/social-media-response-triage.html>

How long have we got?



Does your organization have an acceptable use policy in place describing how social/enterprise 2.0/collaboration tools are to be used?

“No”: 32% of those who utilize them*.

Does your organization have a policy in place for how long internal social/enterprise 2.0/collaborative information is to be retained?

“No”: 65% of those who utilize them*.

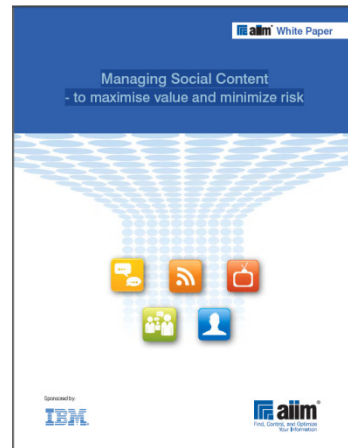
Does your organization have a strategy in place for archiving content and information that you post on public customer or constituent facing social sites (e.g., a company Facebook page or company LinkedIn group)?

“No”: 71% of those who utilize them*.

A close-up photograph of a man in a dark suit, white shirt, and green tie. He is pointing his right index finger directly at the camera. His face is slightly out of focus, but his expression is serious. The background is a plain, light-colored wall.

How about you?

Thank you! - Questions?



Geoffrey Moore Report /
Managing Social Content
www.aiim.org/research/AIIM-white-papers

State of the ECM Industry 2011 /
Social Business Systems
www.aiim.org/research

- Email:
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- Blog:
ECM by Numbers