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IBM enterprise content management solutions

Putting your content to work



Agenda

9:00 - 9:30	Arrival & Registration
9:30 – 9:45	Welcome Neil Cockrell , Business Unit Executive, IBM ECM, UKI and Ireland
9.45 - 10.45	IBM ECM Portfolio Strategic Update and Latest Announcements, John Clifton & George Parapadakis, IBM
10.45 - 11.15	Coffee Break & Solution Showcase
11.15 - 12.00	Systems of Engagement: Summary of new AIIM study led by Geoffrey Moore: Doug Miles , Managing Director AIIM Europe
12.00 - 13.00	Lunch & Solution Showcase
13:00 - 15:00	<p>Industry-specific solution and use case sessions</p> <ul style="list-style-type: none"> • 'Electronic Records and Innovation in Healthcare' hosted by Open Connections • 'Delivering compliance for corporate content in Financial Services' hosted by Neocol • 'Enhancing the Corporate Legal function' hosted by Altien
15:00	Close

IBM ECM Portfolio

Strategic Update and Latest Announcements

George Parapadakis (ECM Strategy & Market Development)

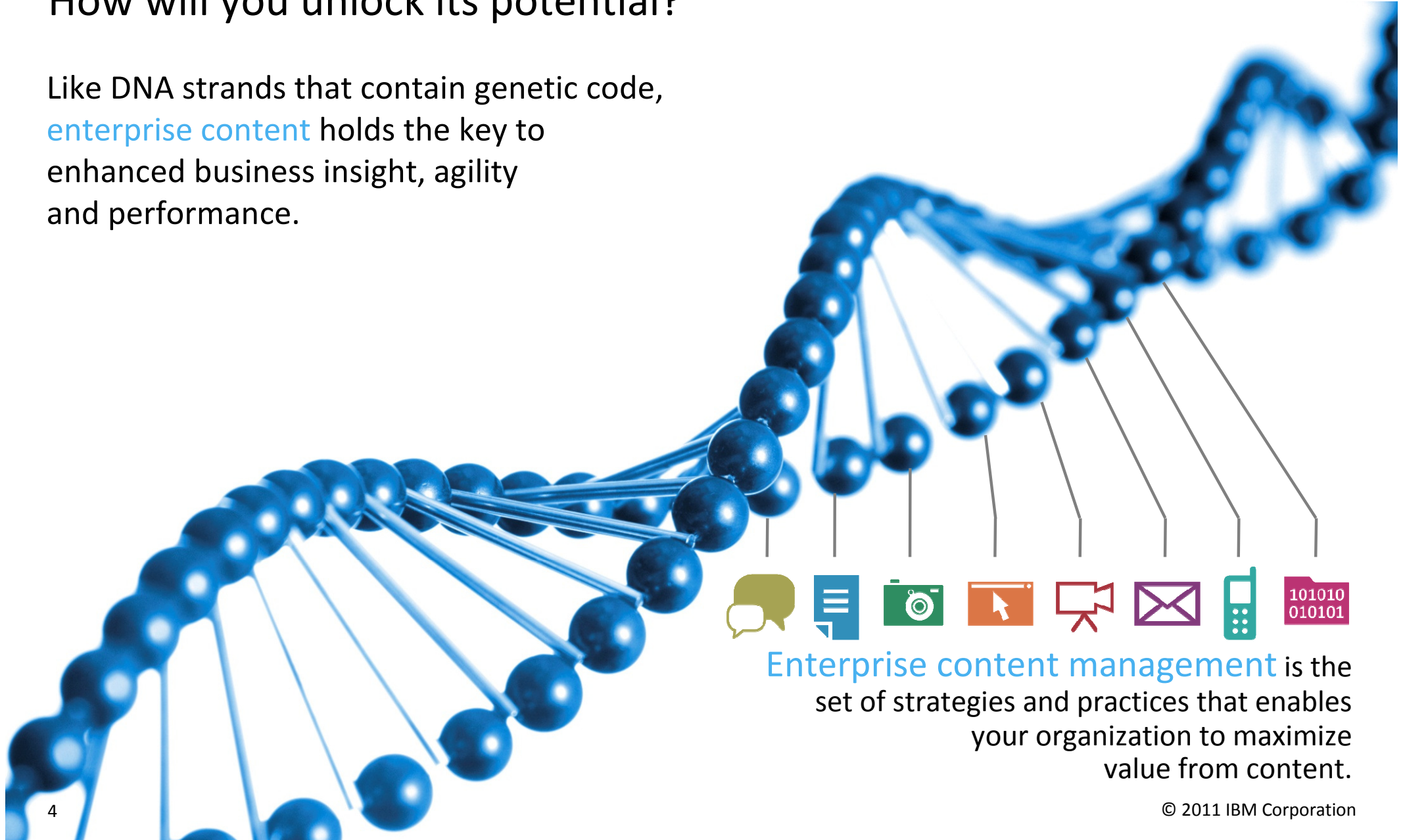
John Clifton (Technical Strategist ECM)



Enterprise content: your organization's DNA

How will you unlock its potential?

Like DNA strands that contain genetic code, **enterprise content** holds the key to enhanced business insight, agility and performance.



Enterprise content management is the set of strategies and practices that enables your organization to maximize value from content.

Your organizational advantage is **trapped** in your content.

90%

Unstructured content that is currently *not being managed* by organizations

80%

New data growth from unstructured content (e.g., email, documents, images, video and audio)

60%

Managers who miss key information when making business decisions

50%

Organizational content that carries risk without delivering business value

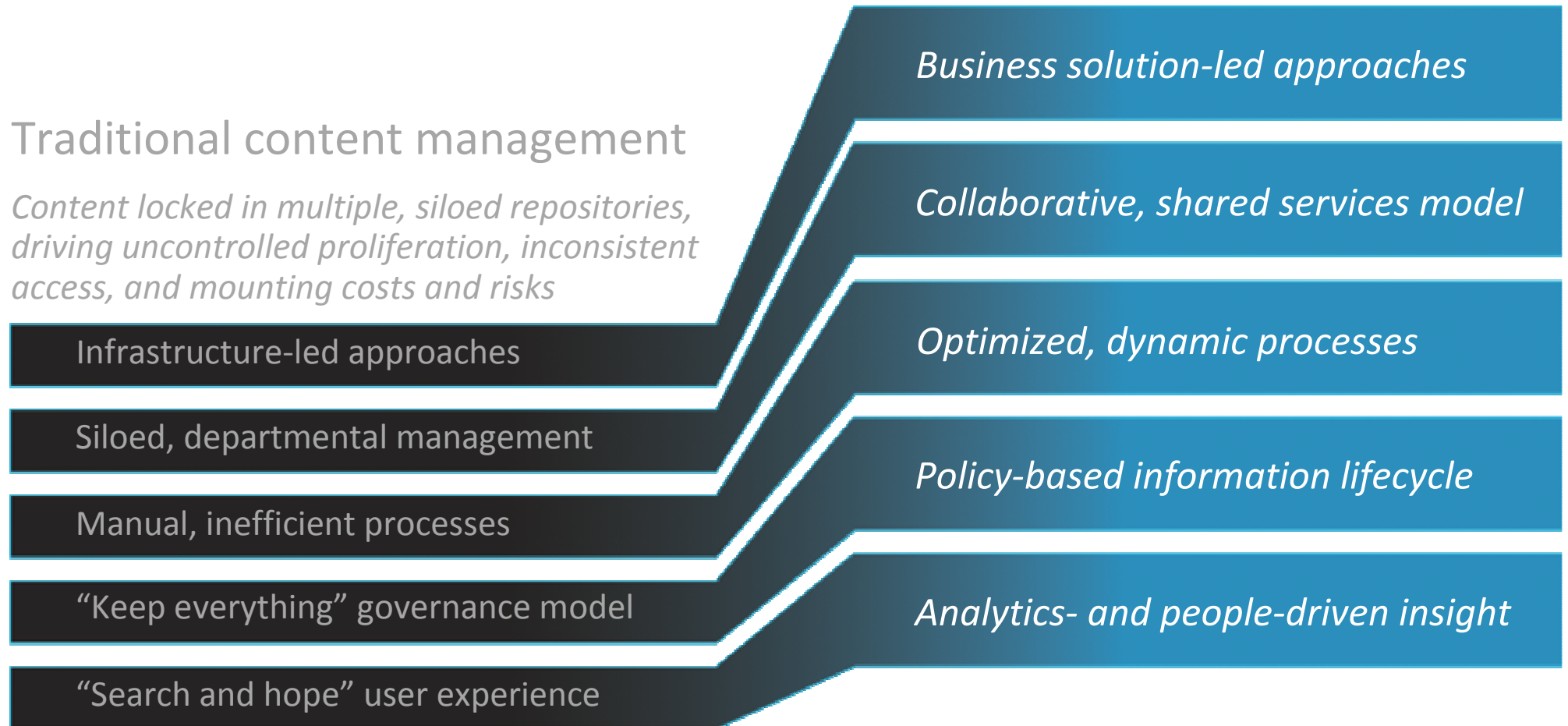
Smarter models are emerging

Smarter content management

Content in a shared services model, delivered in context to specific business users and processes, driving faster insight and action

Traditional content management

Content locked in multiple, siloed repositories, driving uncontrolled proliferation, inconsistent access, and mounting costs and risks



To optimize business outcomes

Smarter organizations manage content for value



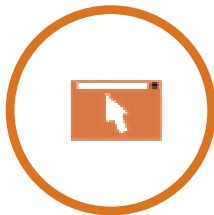
SMART IS ... DIGITIZING PAPER

Citi cuts application processing time from over 2 weeks to just 2 days.



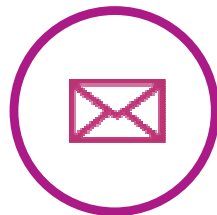
SMART IS ... GOVERNING AND DEFENSIBLY DISPOSING OF INFORMATION

Thomas Miller meets its e-mail archiving, retention and compliance requirements.



SMART IS ... IMPROVING CONTENT-CENTRIC WORKFLOWS

Castilla y León has automated routine processes to focus on exceptions.



SMART IS ... RAPIDLY DERIVING CONTENT INSIGHTS

A German police department uses analytics to help solve crimes.



SMART IS ... TEAMING WITH CUSTOMERS/PARTNERS

Sennheiser uses global collaboration platform for content.

Document imaging & capture challenges

- Access and security
- Constrained productivity and growth
- Untimely and inconsistent service
- Paper-related people costs
- Storage and management costs
- Compliance risks

“Even organizations already using capture or document imaging should investigate new advances that will help them significantly reduce costs and risk while improving organizational productivity.”

Harvey Spencer, Harvey Spencer Associates



Document imaging & capture solutions

Document capture automation

- *Leading solution for capture automation/recognition*
- Reduce time/resources to manage paper and related business processes
- Extract document data without manual keying
- Replace obsolete or costly legacy systems
- Reduce license fees, support and maintenance costs

Enterprise report management

- *Essential for high volume print output: e-capture and e-presentment*
- Improve customer responsiveness, self-service
- Improve Web access: to print/paper documents, 24x7
- Reduce printing costs and paper use: go green
- Avoid storing print/paper documents

Production imaging

- *Combine advanced capture and scale of ECM*
- Manage entire lifecycle of document images
- Capture and manage document workflow
- Scale from distributed locations, departmental level to enterprise wide
- Cut costs and improve productivity



SOLUTION HIGHLIGHTS

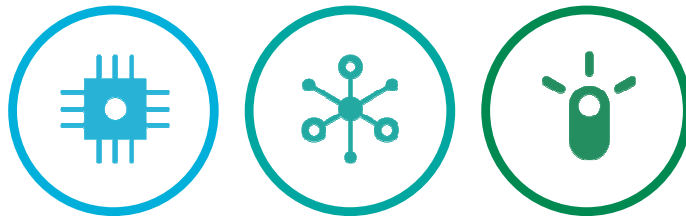
Document imaging & capture

- IBM Production Imaging Edition
- IBM Datacap Taskmaster Capture
- IBM Datacap FastDoc Capture
- IBM Content Manager OnDemand
- IBM Content Integrator

Datacap

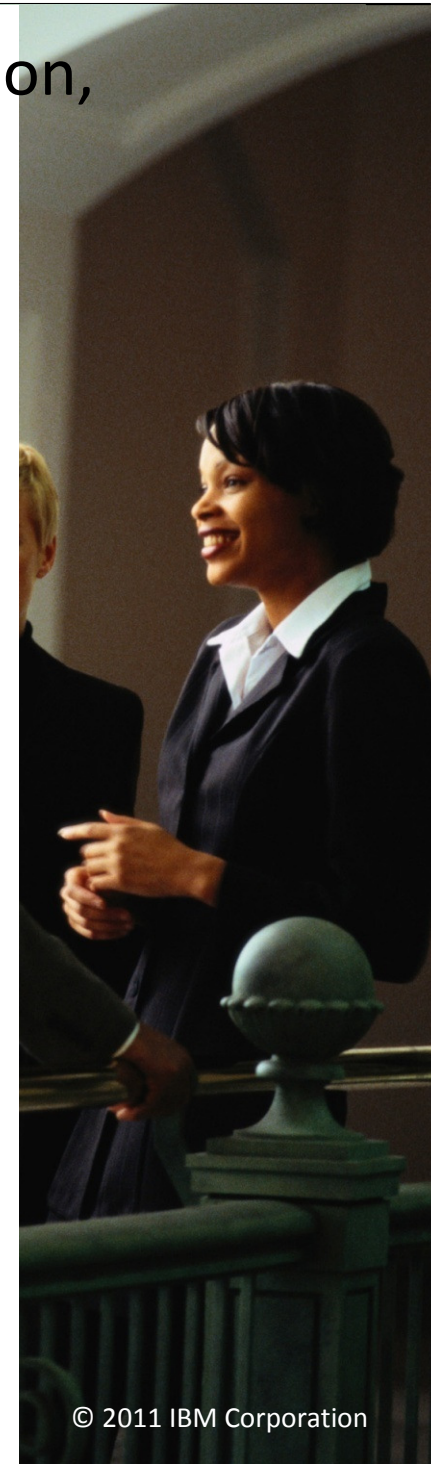
To enhance customer intimacy and employee collaboration, Business is becoming more **social**.

- **69 percent of executives** report gaining measurable business benefits from social technologies.
- **52 percent of organizations** plan to increase investment in social media and collaboration tools in 2011.



“Social media has shifted control of the corporate message away from the organization and towards consumers and other stakeholders, and running away and hiding is no longer the safe option.”

Burson-Marsteller
“The Global Social
Media Checkup,”
February 2011



Social content management solutions

Office document management

- Improve access and control using comprehensive options that enhance office productivity tools
- Publish content for review and approval
- Process content via meta-data and workflows
- Manage content for long term retention

Social business tools with shared ECM services

- Unified, secure, scalable platform (with repository of record) extends social content to enterprise
 - New in IBM Connections 3.0.1
- Open-standards and RAD environment, e.g. Web 2.0, CMIS, iWidgets

Content collaboration

- Connect the right subject matter experts with content producers and consumers
- Integrate social and content-centric applications to enable collaboration
 - IBM and Microsoft collaboration, CMIS support, advanced case management, content collection



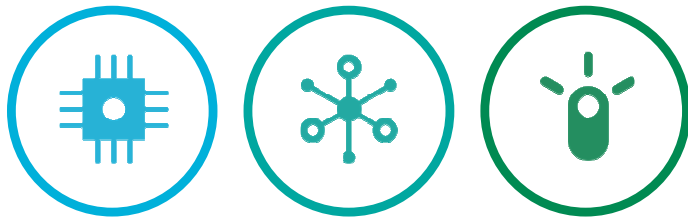
SOLUTION HIGHLIGHTS

Social content management

- IBM Content Manager Collaboration Edition
Includes: Lotus Quickr & IBM Place Connectors
- IBM Connections with ECM integration
- IBM FileNet Content Manager
includes MS Office integration and MS SharePoint web parts
- IBM Content Collector

To accelerate service delivery, **Knowledge workers** demand agility and autonomy.

- **11 percent of knowledge workers** claim to have well-defined and mapped case management processes.
- **40 percent** cite difficulty adding or changing processes as their biggest case-handling problem.
- **Nearly half** have access to fewer than 40 percent of customer records required for case processing.



Companies that invest in business agility outperform their peers, showing 10 percent higher revenue growth, 40 percent higher profit growth, and 60 percent higher return on invested capital.

Advanced case management solutions

- **Integrated** user experience
 - Case worker has all the information needed to optimize case outcomes
 - Role based, personalized, flexible, extensible
 - Provides deep context for case work
- **Powerful analytics** for better outcomes
 - Comprehensive reporting and analysis; real-time dashboards; unique content analytics for deeper case insight
- **Rapid application** case design
 - Significantly shortens time-to-value for case-style applications
 - Easy to use, “interview mode”
 - Comprehensive across case assets
 - Leverage templates for a fast start



SOLUTION HIGHLIGHTS

Advanced case management

- IBM Case Manager
 - Includes:*
 - IBM FileNet Content Manager
 - IBM FileNet Business Process Manager
 - IBM WebSphere ILOG JRules
 - IBM Mashup Center
 - IBM Lotus Sametime Entry
 - IBM Content Analytics

Information Lifecycle Governance challenges

- Exponential information growth creates pressures to more effectively retain and archive information
- Organizations must efficiently meet rising eDiscovery obligations
- More effective information retention and legally defensible disposal are needed to lower costs and risk



eDiscovery costs average over \$3 million per case¹ yet an estimated 70% of the information collected was needlessly retained.²

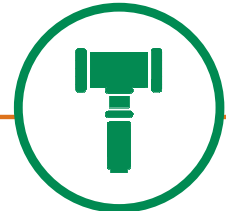
Information Lifecycle Governance solutions

- IBM ILG includes solution sets for legal, IT and RIM stakeholders to lower cost and risk:
 - Smart Archive solution for IT helps control explosive growth of multiple information types
 - eDiscovery Management solution for Legal provides more rigorous and more efficient eDiscovery processes to lower risk
 - Records and Retention Management solution helps organizations meet regulatory and legal obligations
 - Disposal and Governance Management solution for the CIO enables IT to consistently, defensibly dispose of unnecessary information



An IBM Company

- A recognized leader in legal information governance and legal holds pioneer
- IBM now delivers the industry's most comprehensive solution to information lifecycle governance

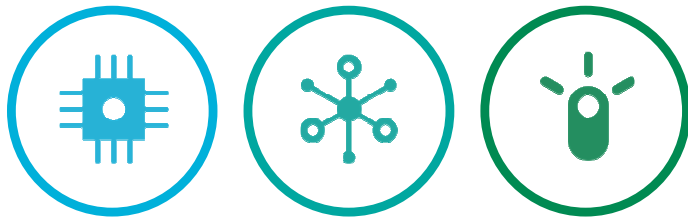


SOLUTION HIGHLIGHTS Information lifecycle governance

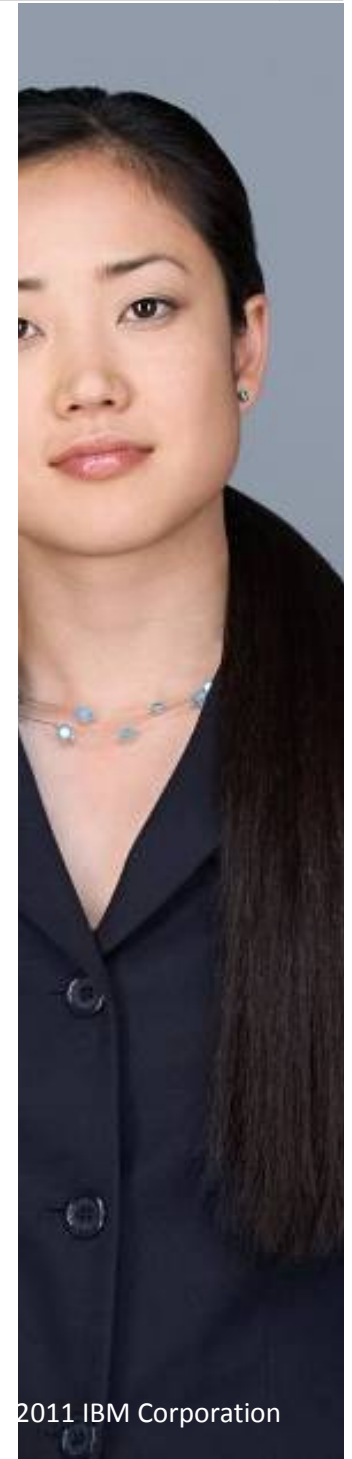
- Smart archive
 - IBM Content Collector for Email/Files/SharePoint/SAP
 - IBM Classification Module
- Records management
 - IBM Enterprise Records
 - IBM Classification Module
 - IBM Content Collector
 - IBM PSS Atlas
- eDiscovery
 - IBM eDiscovery Manager
 - IBM eDiscovery Analyzer
 - IBM Content Collector
 - IBM PSS Atlas
- Disposal & governance
 - IBM Classification Module
 - IBM Content Analytics
 - IBM PSS Atlas

To achieve a competitive edge, Organizations need to be smarter, faster.

- **77 percent of CEOs** say they do not have real-time information to make key business decisions.
- **1 in 3 business leaders** frequently make business decisions based on information they don't have or don't trust.
- **1 in 2 business leaders** say they don't have access to the information they need to do their jobs.



Companies that invest in business insight outperform their peers, showing 33 percent higher revenue growth, 12 times more profit growth and a 32 percent higher return on invested capital.

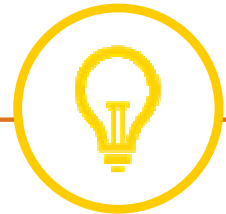


Content analytics solutions

- Transform raw information into **business insights** without building models or complex systems.
- Derive insight in **hours** or **days**, not months.
- **Easy to use** for knowledge workers to **search** and **explore** content.
- **Flexible** and **extensible** for deeper insights.



- **Natural Language Processing (NLP)** helps translate interactions between computers and human languages
 - Watson uses **IBM Content Analytics** to perform critical NLP functions
- **Unstructured Information Management Architecture (UIMA)** is an open framework for processing text and building analytic solutions
 - Several IBM ECM products leverage UIMA text analytics processing



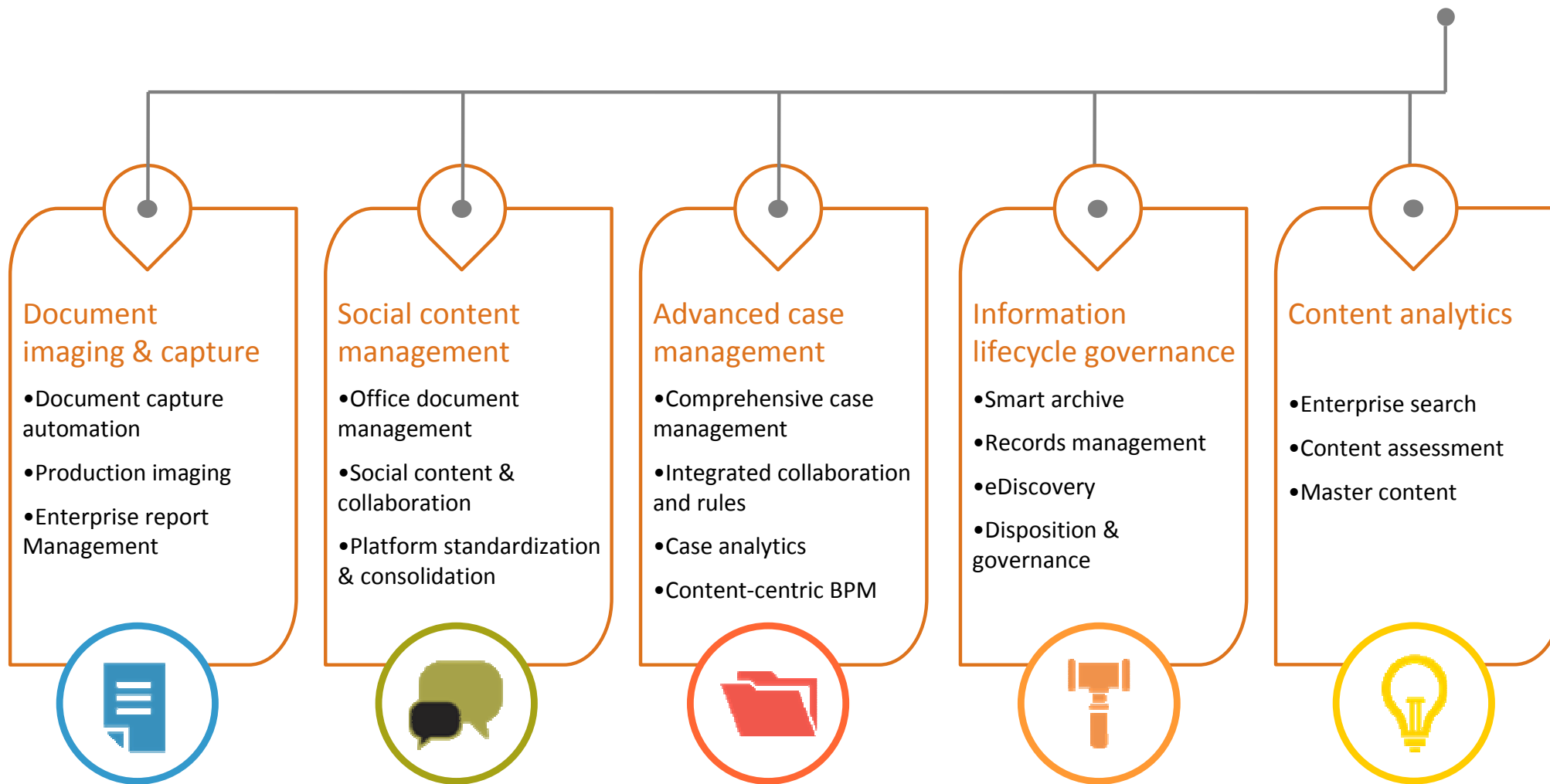
SOLUTION HIGHLIGHTS

Content analytics

- IBM Content Analytics with Enterprise Search
- IBM Classification Module
- IBM Master Content Bridge

IBM Enterprise Content Management

The path to value lies along one or more specific *business solution entry points*



Top organizations rely on IBM ECM



- 24 out of the top 30 *banks* worldwide*
- 15 out of the top 16 *telecommunications* companies worldwide*
- 19 out of the top 23 *insurance* companies worldwide*
- 56 of the top 58 *government* agencies*
- 21 out of the top 27 *retail* companies worldwide*

Latest Announcements

FileNet Content Manager 5.0

Key Capabilities

- Case management services in support of IBM Case Manager
- IBM text search engine option
- Move content for federated documents
 - Supported repositories: DCTM, OTEXT, IBM CS and CM8
- Configurable LDAP security identifier
- Hitachi HCAP storage support
- Support for CMIS standard
- Updated platform support

FileNet Content Manager 5.1

- CFS-Image Services bidirectional replication
 - Document properties/annotations
 - Supports document ingested into either P8 or IS
 - Requires Image Services 4.2 and XT 1.1.5

- Content Search Services
 - Workplace XT support
 - Keyword Search, Advanced Search, & Search Designer support
 - Sharepoint WebParts support
 - API support for stored searches
 - Enhanced support for ICC for email
 - Large files, zip attachments, Query language
 - Improved throughput and SSL support

FileNet Content Manager 5.1

- Encryption of content files at rest for any storage area
 - Support for all devices
 - Configurable by storage area
- Increased maximum number of object stores for a Content Engine domain
 - Current ~200
 - New : 750
- Workplace XT
 - Customized Columns for Search and Browse
 - Support for long property names
 - Support for Hebrew and Arabic
- SharePoint 2010 support for Webparts

FileNet Content Manager 5.x – Key Benefits

- Case management capabilities make P8 CM the most efficient platform for IBM's new ACM offering
- Improved scalability and deployment options for text indexing and content search via a new IBM search engine
- Move content allows customers managing federated document repositories to schedule moving selected sets of documents from the source repository permanently to CM native storage. Image Services and OnDemand are currently not covered by this capability
- Allowing the selection of the unique LDAP identifier used by CM allows customers to better meet their security change and recovery policies

Key Considerations

- Use of IBM text search engine is an option for clients; existing search engine remains operational in this release. Initially, the IBM text search engine is available for custom applications only; support in other ECM products such as clients will be provided in 2011
- CMIS supported platforms include WAS 7, Win2008R2, AIX 6.1, RHEL 5.4 (64bit)

FileNet Business Process Manager 5.0

Key Capabilities

- Case management services
- Linux/zLinux support for Process Engine
- Multi-tenancy for Process Engine
- Ability to install PE with standard user privileges
- Leveraging Cognos reporting capabilities
- Accessibility

FileNet Business Process Manager 5.0 – Key Benefits

- Case management capabilities make P8 BPM the most efficient platform for building cased based solutions via IBM Case Manager
- Customers can deploy process engine in a Linux environment. Additionally, more than one instance of a process engine can run on the same machine to support different business units or applications
- Customers can install PE without requiring “root” privileges
- Clients who use Cognos can leverage rich reports from process data

IBM Case Manager

Key Capabilities

- Unified environment for designing and deploying case management solutions that enables collaboration of line of business and IT staff, resulting in faster and easier solution definition and build
- Design tools that enable business analysts to build goal oriented case based solutions with focus on measuring and achieving business outcomes
- Business roles, Case object model
- Case templating
- Dynamic task creation and assignment
- Run-time collaboration
- Cross-case analysis and reporting
- Case oriented UI components enable rapid solution assembly

FileNet P8 5.0 – Platform Support

Key Capabilities

- Linux/zLinux support for Process engine
- RedHat Linux 6
- SUSE 11
- DB2 z/OS 10 (post qual)
- SQL 2008 R2
- Oracle 11g R2
- IBM Tivoli Directory Server 6.3 (post qual)
- Sun Java Directory Server 7
- CA Directory (eTrust) r12 SP1
- Oracle Internet Directory 11G

IBM Content Manager 8.4.3

Key Capabilities

- Enhanced and automated consistency checking
- Selective Optical Character Recognition support
- Improved security via TSM Encryption
- Extended 64 bit platform support
- Improved text extraction for text search
- Oracle 11G and AIX 7.1 support
- CMIS Support

Content Manager 8.4.3

Key Benefits

- Administrators can assess and correct consistency issues between Content Manager metadata and storage to maintain optimal system integrity
- On the fly OCR support enables viewer based search and clipboard extraction operations for image documents
- TSM enabled encryption for content at rest
- Text extraction supports additional formats and document metadata for more comprehensive text search capabilities
- CMIS is an OASIS Standard interface for ECM repositories, which customers and partners will be able to leverage as a common application interface for all of their repositories

Content Manager OnDemand

Key Capabilities

- Reporting and analysis of OnDemand System provides simplified administration
- Support for Secure Socket Layer (SSL) data transmission between:
 - Client and server
 - CMOD server and LDAP directories
- Expanded support for multiple concurrent languages including multiple language folder field names and Unicode enhancements
- Support for DECFLOAT datatype for better decimal precision in financial reports
- FIPS 140-2 Support
- Enhanced report distribution provides more ways to find relevant information from multiple reports and combine them in an automated way

Content Collector 2.2

Key Capabilities

- Sharepoint connector enhancements:
 - Archival of additional content types such as blogs and wikis
 - Support for library columns
 - Improved shortcuts to maintain original document metadata
- Archiving e-mail messages from SMTP based mail systems
- Security mirroring from SharePoint and File Systems to ECM
- Archiving of e-mail from end-user created Lotus Notes archive databases
- Automatic restore of archived e-mails when opened by users in Lotus Notes or Microsoft Outlook
- Office 2010 and SharePoint 2010 support
- SAP Archiving

Content Collector 2.2 - Key Benefits

- Support for additional content types increases IBM Content Collector's value as a platform for providing consistent archiving policies across your Sharepoint content
- Improved shortcuts provides a more seamless experience to end-users collaborating on documents in the Sharepoint environment
- Enhanced support for existing security models enables customers to more seamlessly introduce archiving for existing applications
- New capability to archive messages over the SMTP protocol enables broader support for e-mail archiving from virtually any mail system that supports forwarding rules
- Improved user experience that enables end-users to work with archived e-mail "transparently"

IBM Content Collector 2.2 FixPacks

- Fixpack 1 – 2Q 2011
 - Support for P8 5.0 with Content Search Engine (CSE – Verity)
 - Preserve Lotus Notes icons when archiving and stubbing emails for Lotus Domino
 - Example: After removing attachments, attachment icon remains in user's view
- Fixpack 2 – 3Q 2011
 - Support for P8 5.1 for both legacy CSE and Content Search Services (CSS)
 - A modified data model will be used for P8 5.1 that will result in lower storage costs as the XIT (email XML file) will no longer be stored in the repository
 - This new model will require only two object classes and should be more reliable

IBM Content Collector for SAP

Key Capabilities

- Enables archiving of SAP data into IBM repositories including FileNet Content Manager, IBM Content Manager 8, Content Manager OnDemand, Tivoli Storage Manager, and FileNet Image Services (via CFS-IS)
- Single, unified SAP gateway for hierarchical storage management, records management, and compliance
- Metadata synchronization for P8 users

Key Benefits

- P8 customers using SAP archiving can leverage Content Collector for SAP's enhanced capabilities, i.e. metadata synchronization and retention management
- Customers get a unified infrastructure which supports the various aspects of SAP archiving with a single and integrated gateway product

Production Imaging Edition

Key Capabilities

- Production Imaging via FileNet P8 Content Manager
- Imaging workflow design via FileNet P8 process capabilities
- Capture via Datacap TaskMaster
- Image redaction, PDF Viewing and annotations

Key Benefits

- This new product provides clients with high end production imaging, advanced capture, imaging-centric workflow, image viewing, visual annotation and redaction, all in one offering provided and supported by IBM
- Delivers complete capabilities for customers implementing transactional workflow solutions for imaged documents allowing them to automate their business processes
- Redaction manages privacy of information while allowing flexible viewing
- Optimized viewing of large PDF documents and annotations

IBM Content Analytics 2.2

Key Capabilities

- Enhanced analytics configuration tools
- Easier integration with Cognos BI reports and models
- Improved content assessment support including documents flagging
- Additional visualization within the Content Analytics user interface
- REST API for both Text Analytics/Search and Administration

IBM Content Analytics 2.2

Key Benefits

- Customers and partners can more easily and quickly build Content Analytics solutions that perform advanced and custom analysis on documents
- Customers and partners will find that Content Analytics and Cognos BI work together more seamlessly as a unified platform for deriving business intelligence from both structured and unstructured content
- Customers are able to perform content assessments more quickly and using fewer resources
- Customers are able to gain additional insights from their content through new views of extracted information

Thank You

