



Moving from Systems of Record to Systems of Engagement

Doug Miles

Director AIIM Market Intelligence
UK Managing Director




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- Industry Watch Reports


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- Capture**
Learn best practices for capturing and managing information
- Enterprise Content Management (ECM)**
Learn how to take control of your information assets
- Business Process Management (BPM)**
Learn how to improve your business processes
- Electronic Records Management (ERM)**
Learn how to take control of your electronic records
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Learn the best practices of using 2.0 Web technologies to improve collaboration across the enterprise.
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- Future Directions of Content management

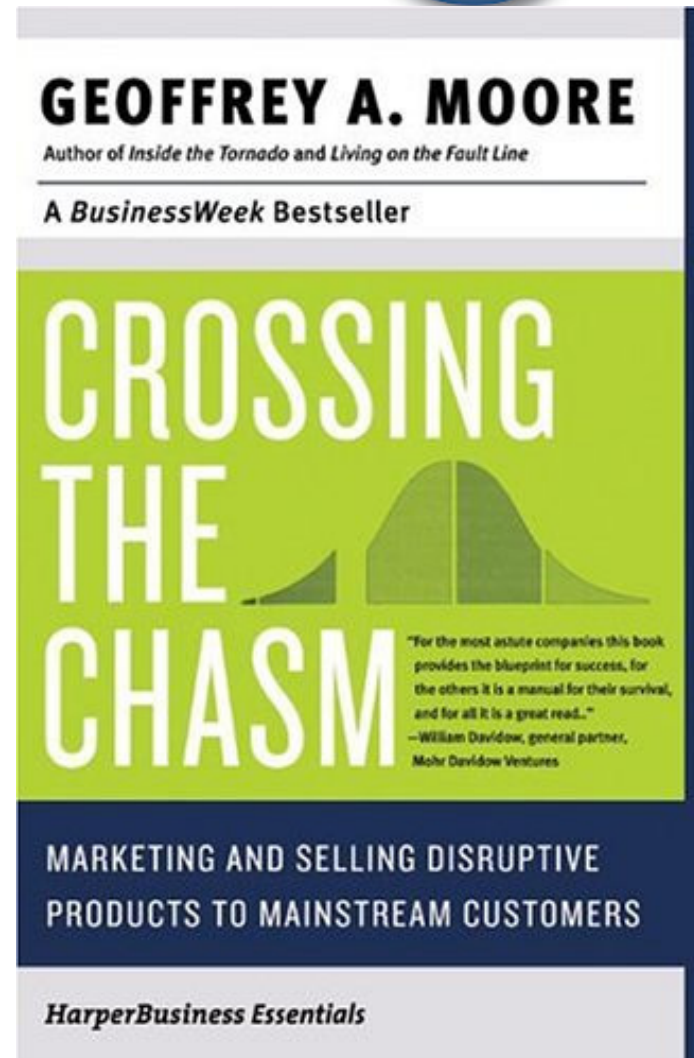
- Sponsors

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

Where will
ECM be in
2015

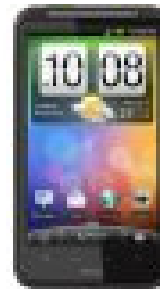
- ABBY
- Alfresco
- Box
- EDB
- ErgoGroup
- EMC
- Evoapp
- Huddle
- Hyland Software
- Iron Mountain
- IBM
- Microsoft
- Moxie
- Newsgator
- OpenText
- Oracle
- PFU
- Socialtext
- Yammer

Geoffrey Moore Project



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

- 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.

10%



- 10% of all mobile phone users are watching TV at the same time
- 10% are in the dark
- 10% are nearly asleep
- 10% are drunk
- 10% of youth think its OK to send 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

A technology
inflection
point



Implications



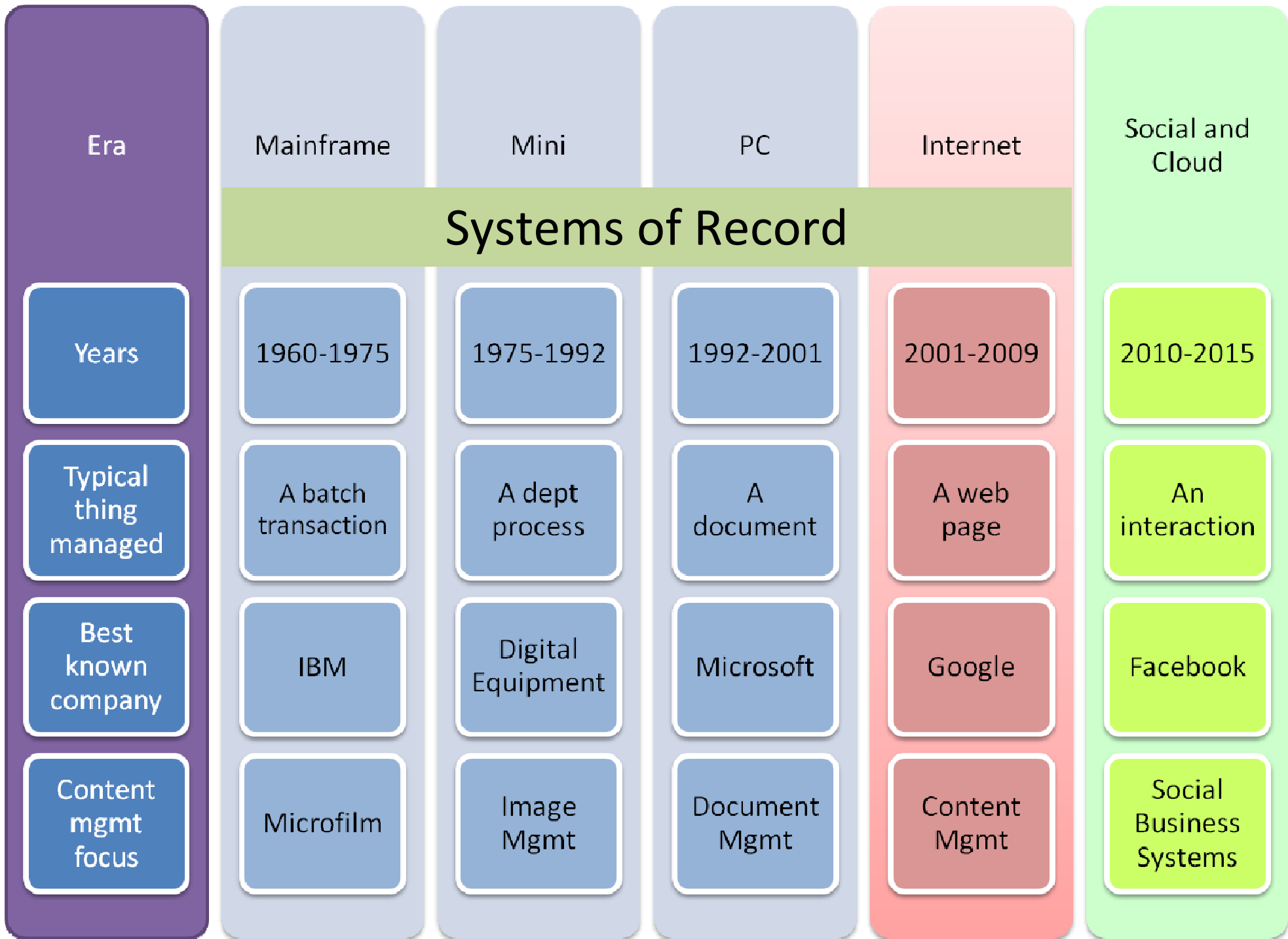
Why should
you care?



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

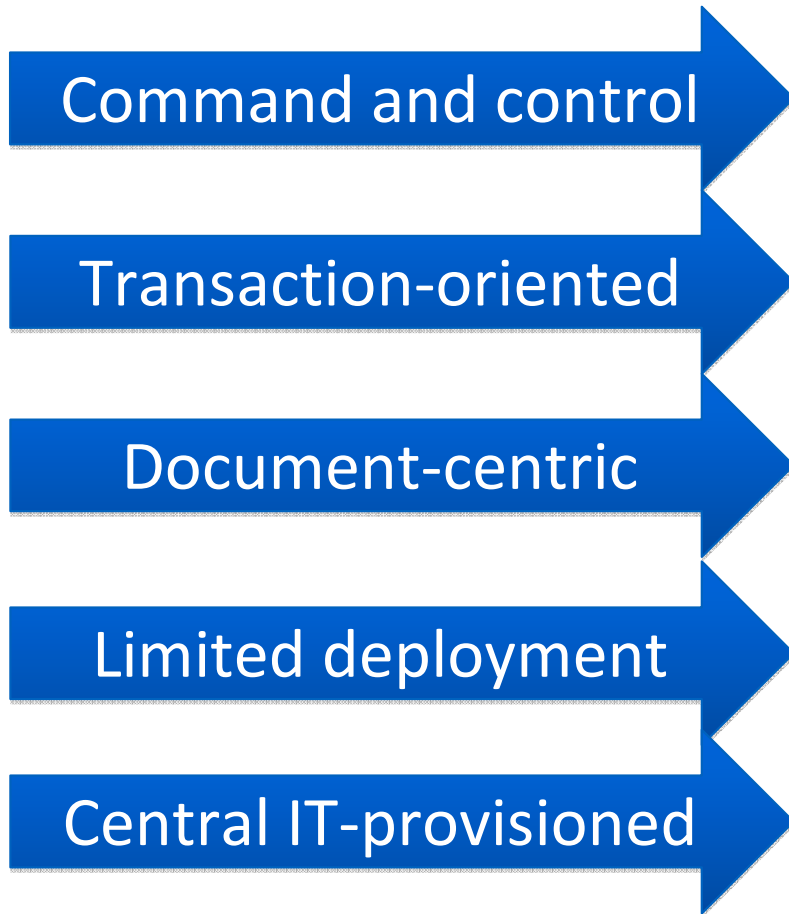
Document-centric

Limited deployment

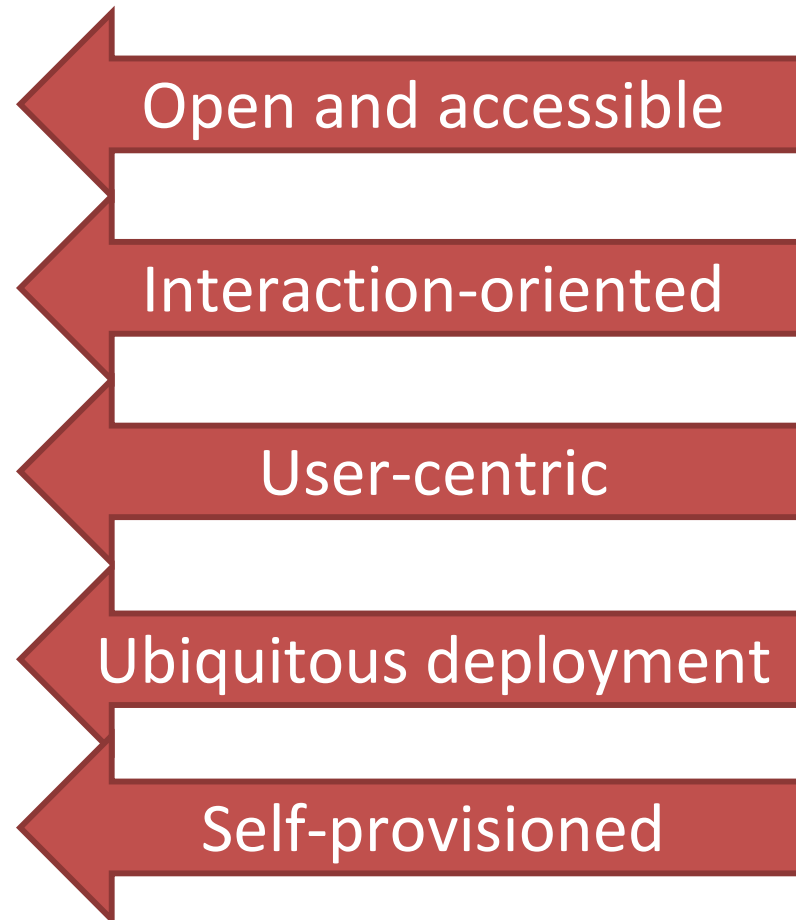
Central IT-provisioned

The Next Decade of Enterprise IT

Systems of Record



Systems of Engagement





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



Systems of Engagement

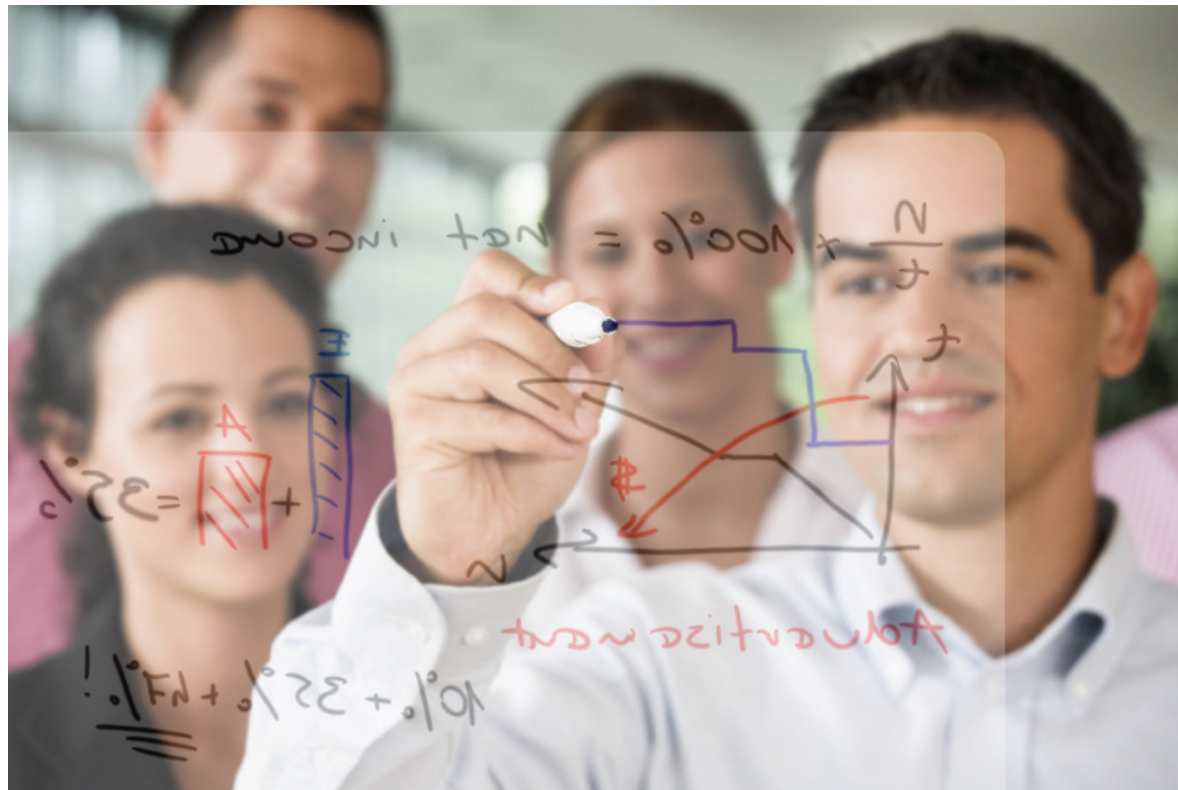


Like



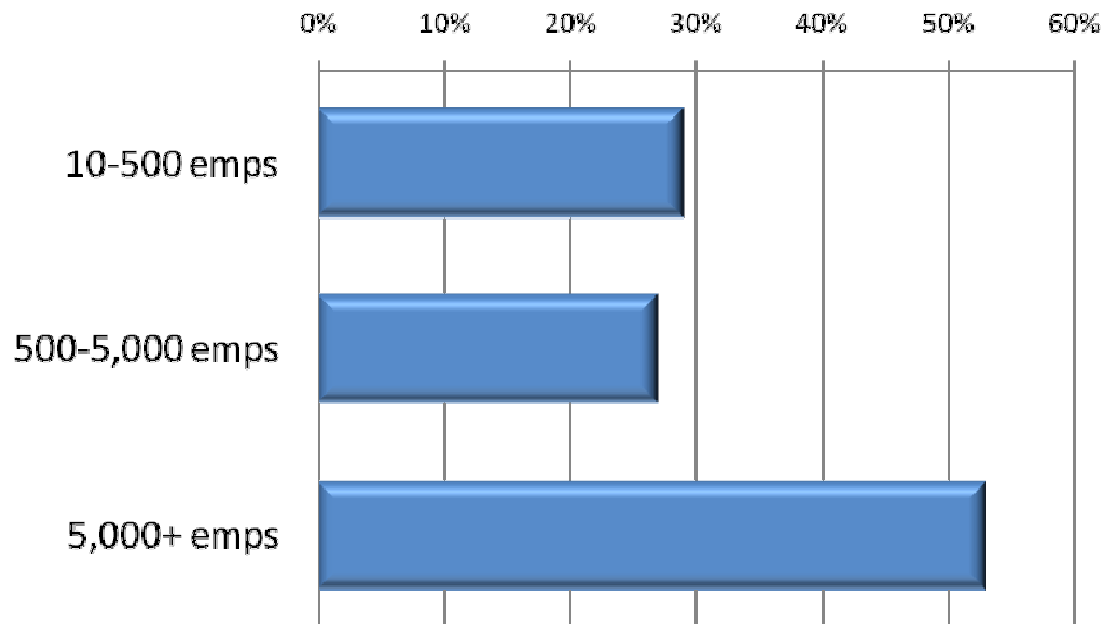
- Collaboration

- ‘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.

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



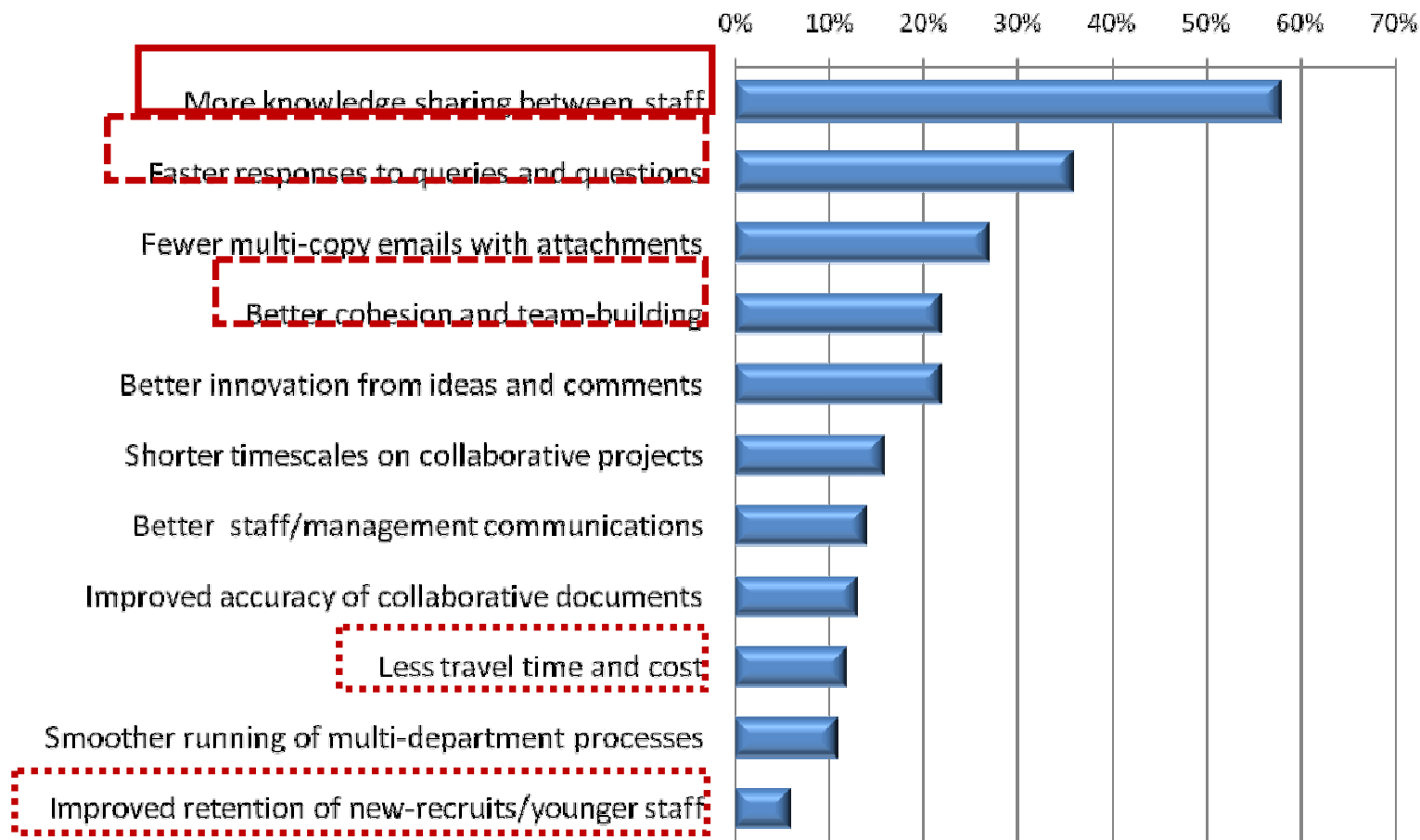
**53% of largest
orgs.**

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.

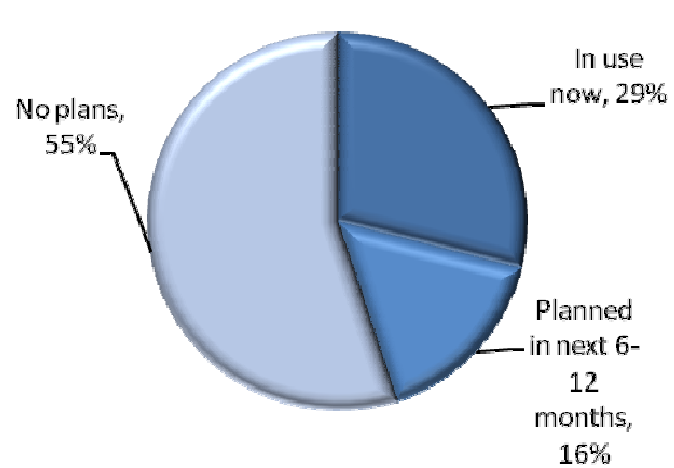
Then expert Q&A.

Nothing to do with Generation Y retention!



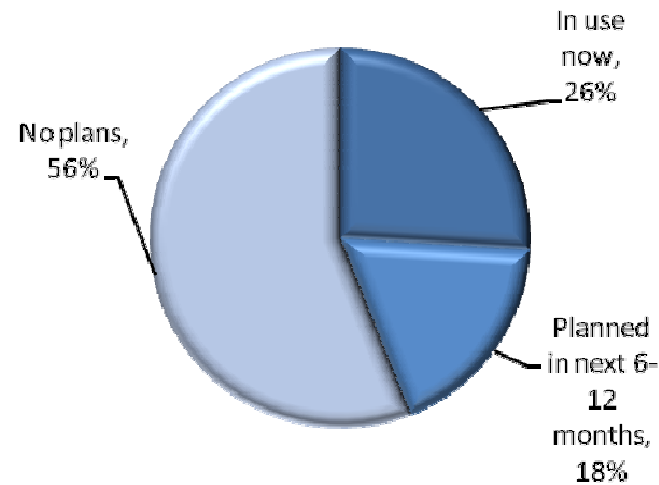
N=398, 10+ emps

SB Apps - Adoption



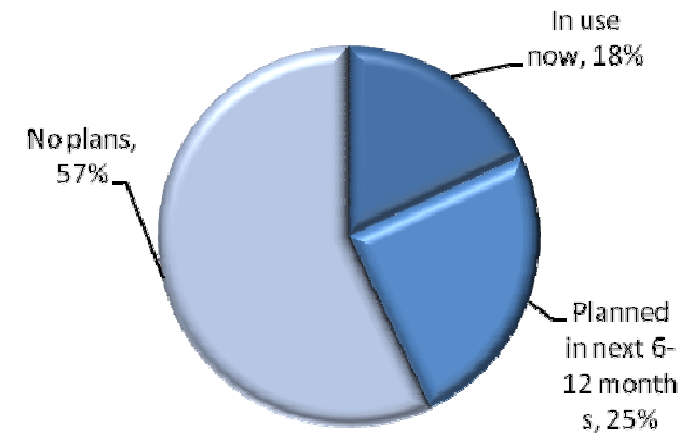
Enterprise Q&A

29% in use now



Open Innovation

26% in use now

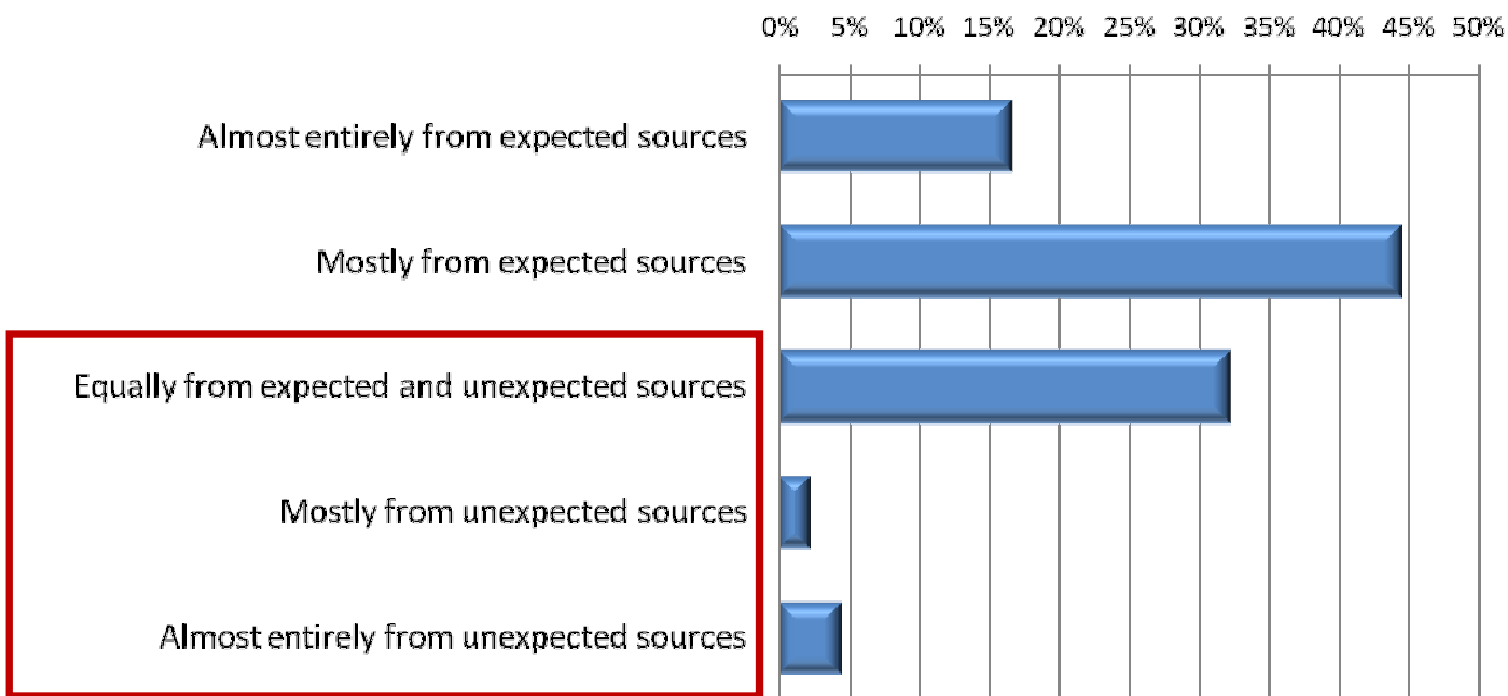


Sales & Marketing Collaboration

18% in use now

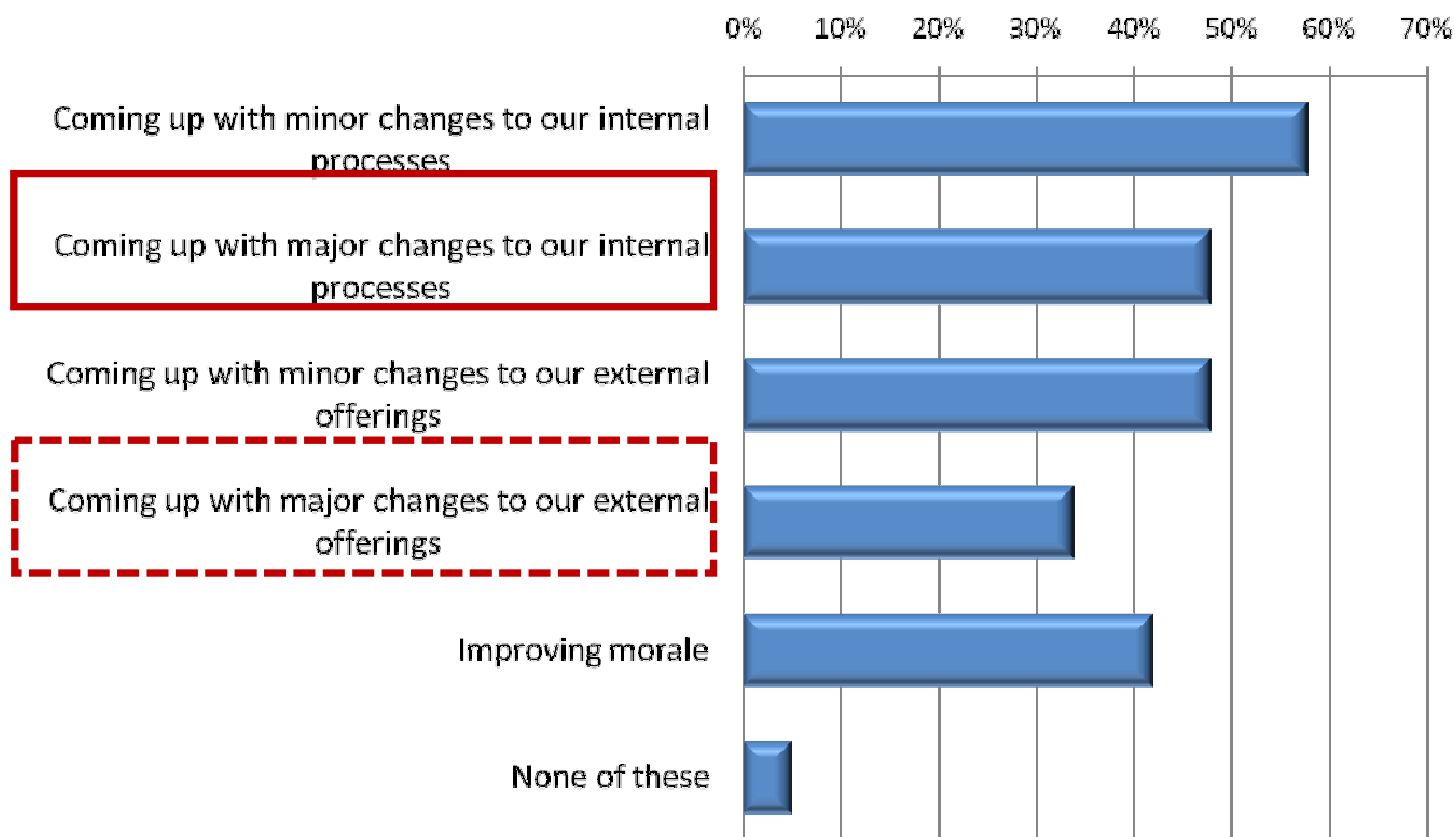
N=382

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



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

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

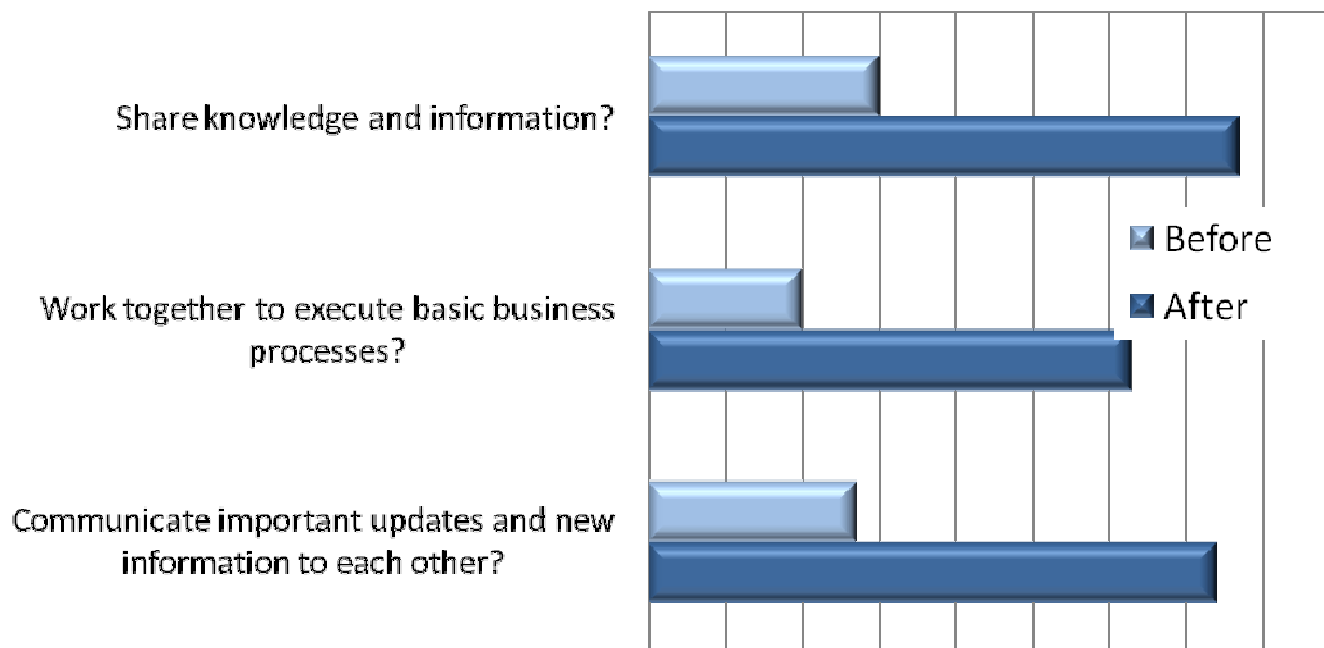


48% have surfaced major changes to internal processes through their open innovation platform.

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

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.

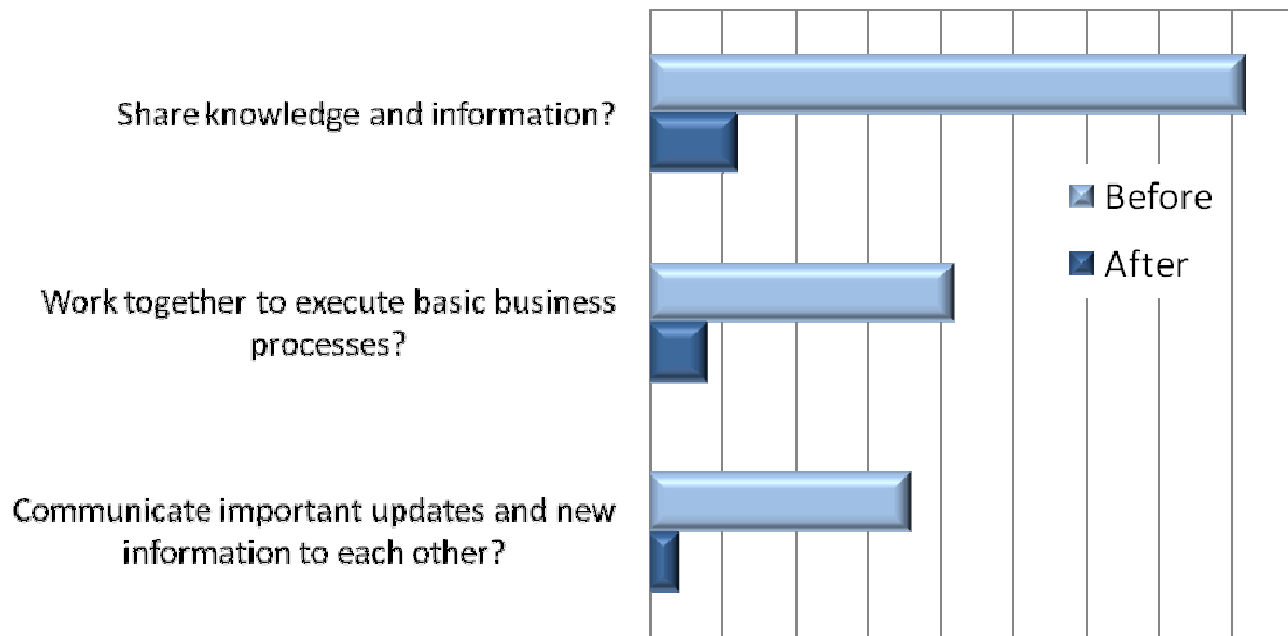
Sales & Mktng - Improvements



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%



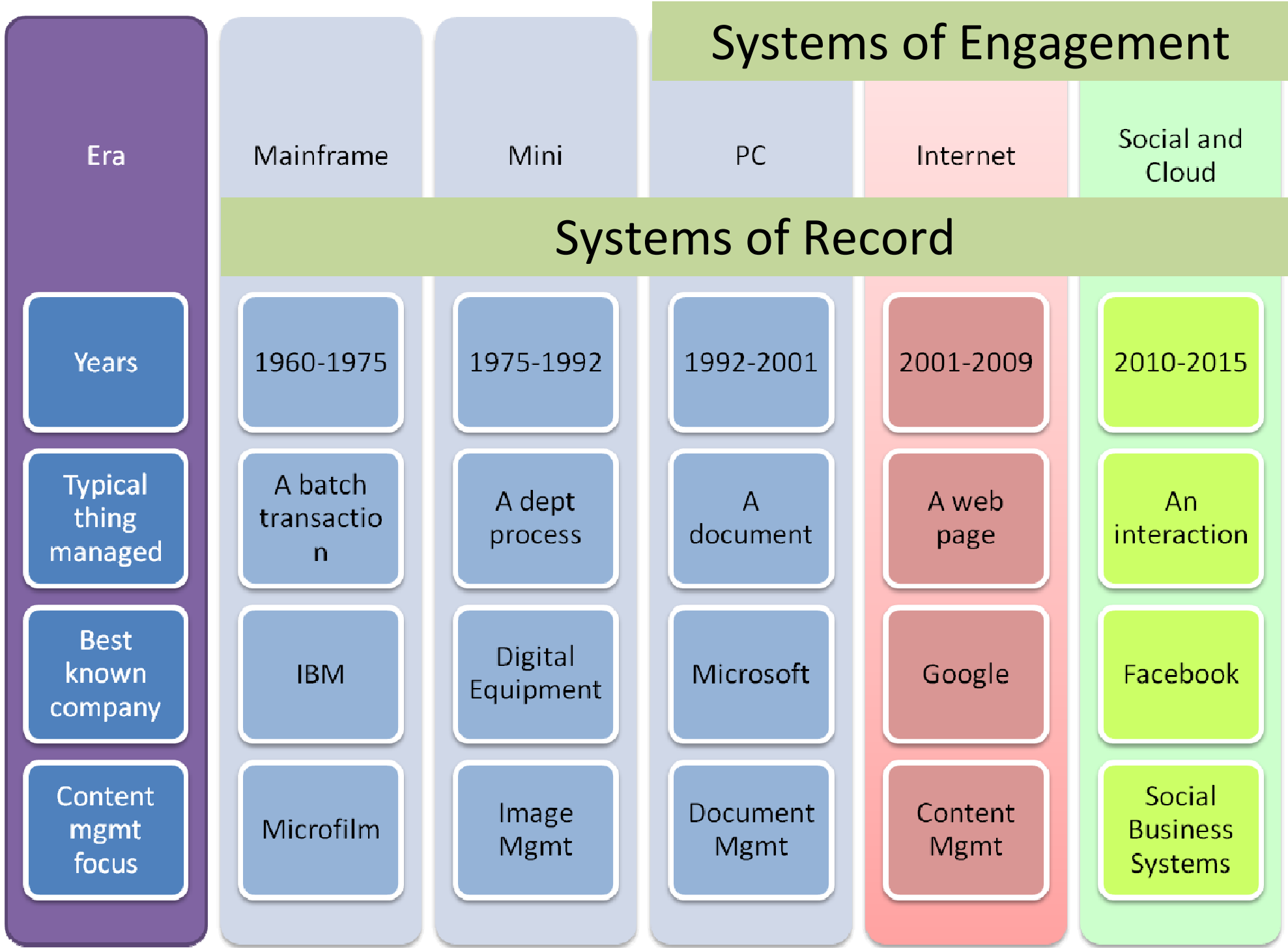
Poor sharing of knowledge dropped from 41% to 8%

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
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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

Systems of Record

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

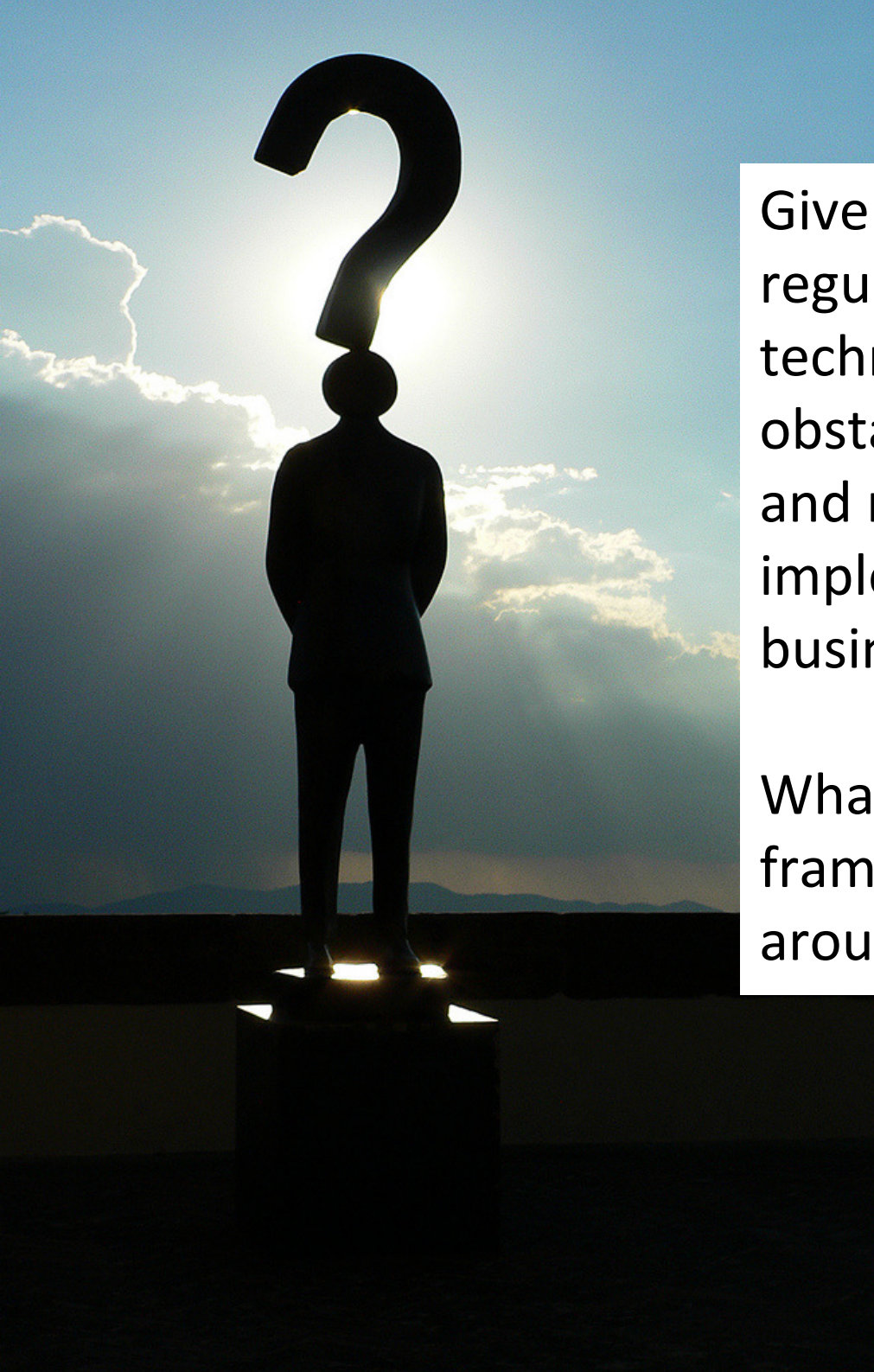
Microfilm

Image Mgmt

Document Mgmt

Content Mgmt

Social Business Systems



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?

Social Content Management

Traditional ECM

Document Centric

Infrastructure and Centralized

Ad-hoc Collaboration

Metadata oriented

Inside the firewall

People Centric

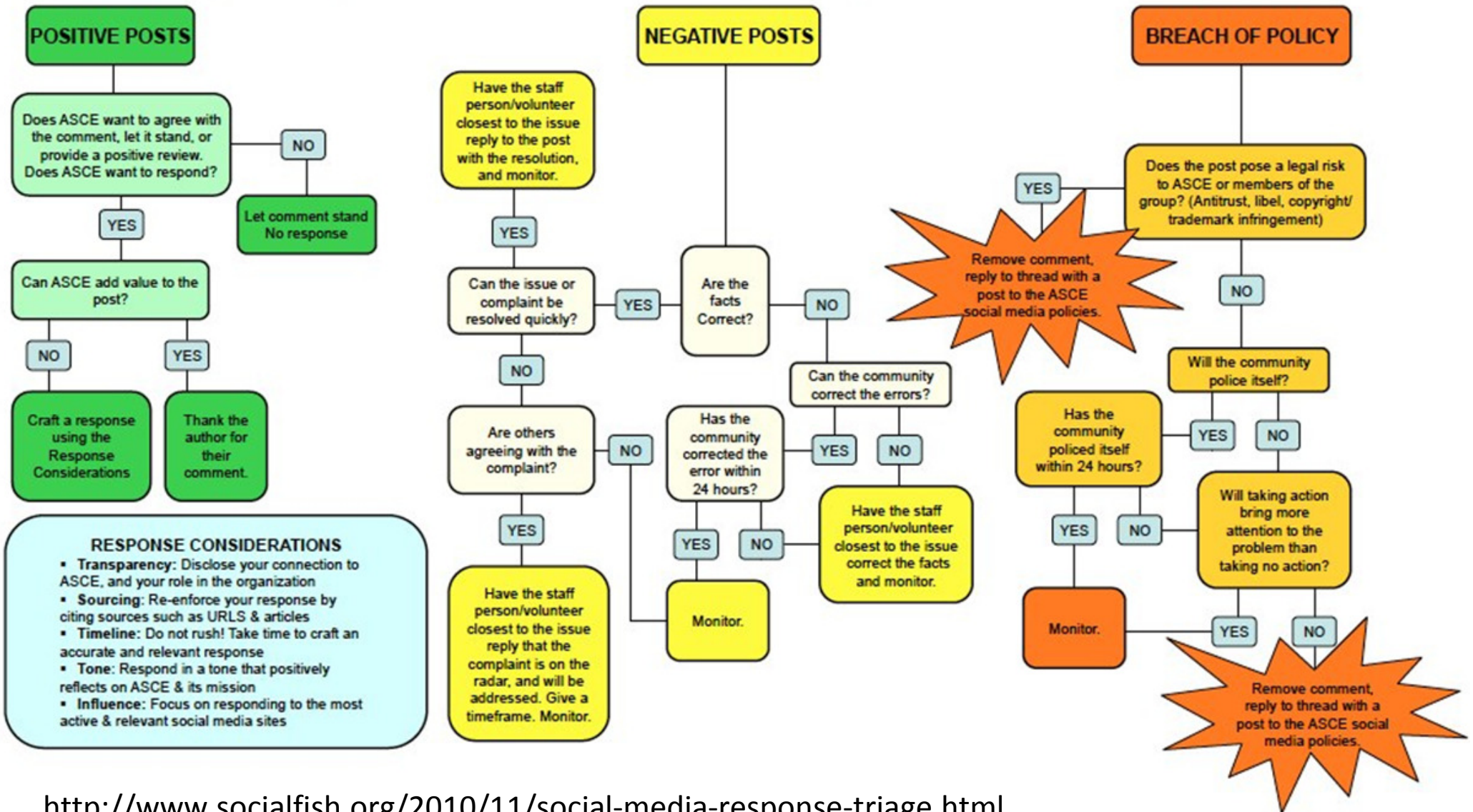
Open and collaborative

Community oriented

*Content in context...
user tags & ratings*

Inside & Outside the firewall

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*.

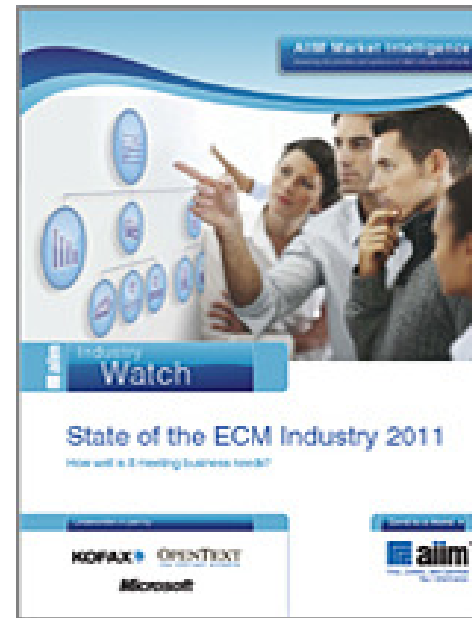
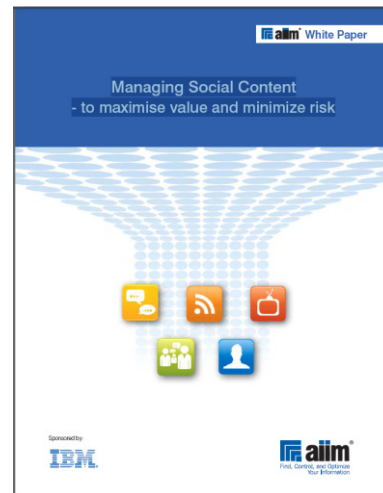
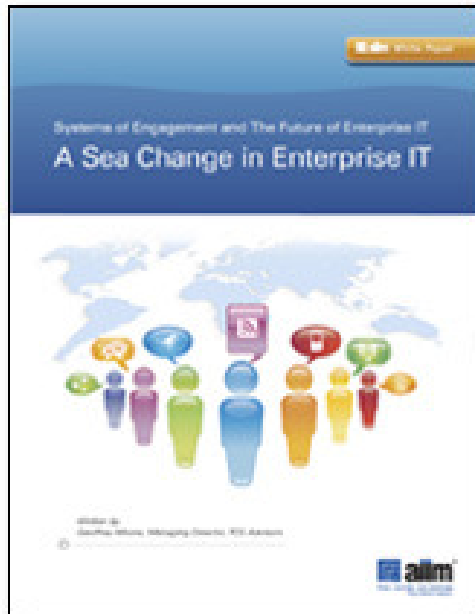
Does your organization have a strategy in place for archiving content and information that you post on public customer or constituent facing social sites (e.g., a company Facebook page or company LinkedIn group)?

“No”: 71% of those who utilize them*.



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:
doug.miles@aiim.org.uk
- Blog:
ECM by Numbers

