

Enterprise Content Management: Creating Value from Content with the Open Text ECM Suite

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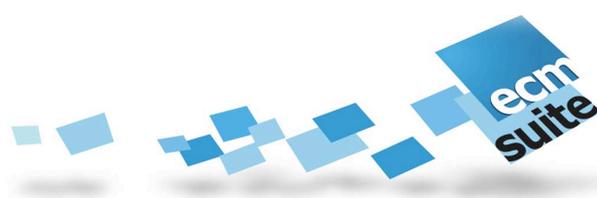
Abstract

In a world that is increasingly digital, content matters. It's core to your organization. It's at the heart of virtually every process in every industry, from manufacturing to healthcare, from retail to government. It's a source of knowledge and innovation. The Open Text ECM Suite is designed to help you create value from content by empowering people, fostering process agility, and controlling the risk and cost of content. In this whitepaper we'll explore how the Open Text ECM Suite drives efficiency, creates innovation, and enables compliance through its unique focus on people, process, and content.



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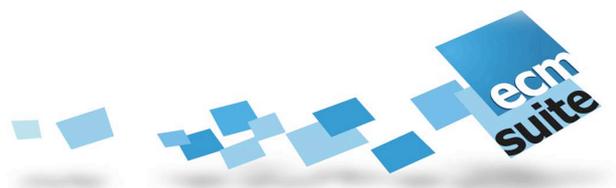
Executive Summary

All businesses create, distribute, and consume content. As the volume and complexity of this content increases,¹ so does the need to understand, locate, manage, and share it. Today, those requirements are met by enterprise content management (ECM).

More importantly, ECM enables you to improve your organization's efficiency, innovation, and compliance—three key business drivers. Make no mistake: every software investment should help you accomplish *at least* one of these three goals. Open Text addresses these them by empowering people, automating processes, and controlling the risk and cost of content.

The Open Text ECM Suite is Open Text's flagship product offering in the ECM space. We believe it represents the best approach to ECM because of its ability to deliver customer value based on a uniquely integrated and modular architecture. Built on a set of components designed to address any content-related requirements you face, the Open Text ECM Suite enables you to remain flexible and responsive to business needs, even as those needs continuously change.

¹ The Jenkins Content Law states that enterprise content per employee doubles every 9 to 12 months.



Open Text ECM Suite: A Smart Investment

There may be many *tactical* reasons for purchasing technology. But when you step back and look at software technology as a business *investment*, there really are just three reasons why you spend the money: efficiency, innovation, and compliance.

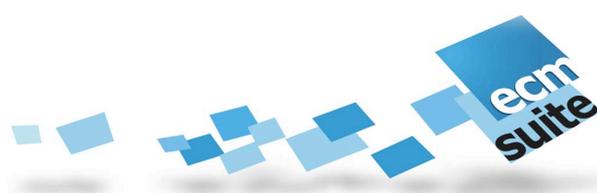
- Greater efficiency reduces costs and increases profit
- Innovation leads to growth, which contributes to revenue
- Compliance protects the business by ensuring that you meet legal requirements

In short, if your software purchase doesn't help you save money, increase revenue, or protect what you already own, why would you invest in it?

Enabling efficiency, innovation, and compliance

In fact, it was these three business goals—in conjunction with the increasing importance of digital content to all aspects of an organization—that eventually led to the development of enterprise content management and the Open Text ECM Suite. The Open Text ECM Suite enables businesses to achieve greater efficiency, innovation, and compliance by empowering people, automating processes, and controlling the risk and cost of content:

- **Efficiency:** Give people ready access to the right content and automate the processes by which they create and consume content and you will enable them to work more productively, more efficiently. You will empower them to make better decisions and do more with less. Efficiency also means reducing IT costs related to content, such as cost of storage, system consolidation, and cost of administration.
- **Innovation:** Innovation and agility are key ingredients in business growth. How do you foster innovation? One way is to make it easier for people to work together to share content and ideas. So you remove barriers to communication and collaboration, especially for geographically distributed teams. Collaboration ultimately leads to innovation, a necessary ingredient for driving growth and helping the business respond to change.
- **Compliance:** These days, every business leader understands the importance of transparency and accountability. Complying with internal policies, industry regulations, and legal requirements means implementing controls over the way content is managed and stored, for what duration, and on which device. It also means informing people about standards and procedures and ensuring that they're followed.

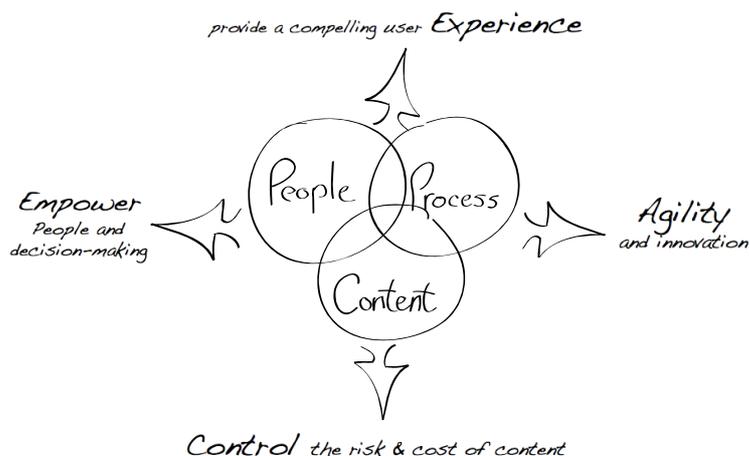


What is the Unique Value of ECM? Look to People, Processes, and Content.

It's pretty straightforward, really. Empower people with access to content and they'll be more efficient and productive. Automate business processes and repetitive tasks and people will have more time to innovate. Implement controls in the way content is managed and you'll reduce risk and cost. That's the unique value that ECM provides: the ability to orchestrate people, processes, and content to meet strategic business goals.

ECM enables you to bring together people, processes, and content to meet business goals.

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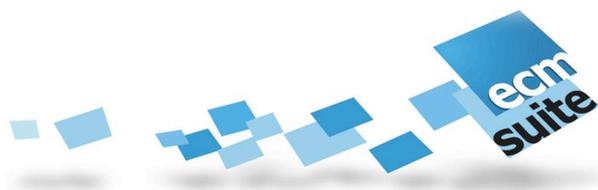
Empower people to do more with less

Here's how things look today: Budgets are lean. Headcount is tight. Layoffs have impacted a number of organizations, and hiring freezes affect many more. Most companies have mandated travel restrictions to some degree, and global organizations must learn to work better, smarter, more effectively within that new reality. In short, your people need to do more with less.

The Open Text ECM Suite empowers people to work more efficiently and productively by making sure they're always informed, engaged, and networked. The ECM Suite provides people with ready access to the right content, regardless of where it's stored, in which repository, whether inside the company or beyond the firewall. It also provides tools that enable collaboration, workflow, and process improvement so that people can work for efficiently. And because it works seamlessly with your existing productivity

How does IT benefit?

Because staffing resources are tight, the modular approach of the Open Text ECM Suite makes sense. For one thing, it's simply more manageable and flexible than heavyweight ECM systems that require a complex, lengthy deployment.



infrastructure—including SAP[®], Oracle, and Microsoft[®] Office—the ECM Suite lowers the learning curve for business users.

Automate content-based processes to enable agility and innovation

Agility and innovation are important to any business. They are the driving forces behind growth, positive change, and competitiveness. Increasingly, businesses recognize that agility and innovation are necessary attributes for success.

Meeting customer needs, for example, demands flexibility and the ability to respond. “If you’re not agile,” says Peter Weill, Director of the Center for Information Systems Research at MIT, you can’t satisfy their expectations, “because customer expectations are never static.”²

The good news is that in a business world that requires continuous reinvention, technology can be your partner. ECM in particular supports growth and innovation and helps organizations to become more nimble. How? In part by automating manual, content-based processes to increase efficiency and quality—and, perhaps more importantly, so people have the time and ability to innovate and respond to changes in the market. By providing structured collaboration, the Open Text ECM Suite also creates context around content and enables people to come together to develop ideas that lead to new innovation.

How does IT benefit?

Because the Open Text ECM Suite provides workflow and process automation, business users can accomplish many of the “maintenance” tasks that previously required IT involvement. This frees up IT resources to focus on innovation and other high-value activities that move the business forward.

Manage content to reduce risk and control costs

Surely one of the lessons of the financial sector’s crisis that broke in 2008 will be that greater accountability and transparency are sorely needed in the business world. This is as much a shareholder issue as an ethical requirement.

The Open Text ECM Suite enables you to improve your fiscal responsibility and legal liability by controlling the risk and cost of content. It meets this goal by ensuring that content is always managed according to legal and regulatory requirements and

How does IT benefit?

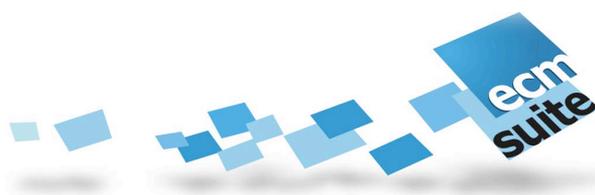
Like every other department, IT is getting the squeeze. Budgets are limited, and not likely to open up soon. But by implementing policies that reduce costs and risks, you enable IT to use its budget for other priorities.

² Quoted in a recent report by The Economist Intelligence Unit, Ltd: “Organisational agility: How business can survive and thrive in turbulent times” (March 2009). The report goes on to note that to “nurture an environment in which innovation and customer-centricity can thrive,” one key enabler is “the ability to access the right information at the right time.”



stored in an optimal, cost-effective way. Among the benefits that accrue with the Open Text ECM Suite are the ability to:

- Manage all content with common retention and archiving policies to reduce legal risk and exposure to legal discovery
- Create a culture of accountability by adhering to regulatory, industry, and operational requirements, and providing dashboards and other tools to verify your compliance
- Leverage the flexibility and cost benefits of Open Text's openness and its agnostic relationship with existing hardware and software applications in your technology ecosystem
- Reap the benefits of vendor consolidation by working with one vendor that can handle all of your content management requirements—from documents to legal records, email, Web content, and rich media assets



ECM is not a Destination; it's a Journey

As a leader in a growing business or government agency with complex content management requirements, you are likely considering deploying an ECM solution. That's why you're reading this paper. You may also have investigated the offerings available from the vendors in this space. If so, you may have heard from salespeople who paint a picture of a robust, end-to-end system that manages every type of content and enables every department within the entire enterprise to work seamlessly on a single platform that solves every content-related need the organization faces. Simply install and start using.

It's a beautiful dream, but it's not reality.

Rome was not built in a day

In the real world, especially in today's economic and financial environment, responsible businesses take an ROI-based approach to any technology investment. Every purchase is driven by the requirement to show a measurable cost savings or opportunity gained within a short period of time. That's very difficult if not impossible to show or achieve in an enterprise deployment, in part because the cost and time required to undertake such a large and complex installation can only be paid back if every piece of the deployment is fully leveraged. What often happens is that customers purchase much more functionality than they need or will ever use.

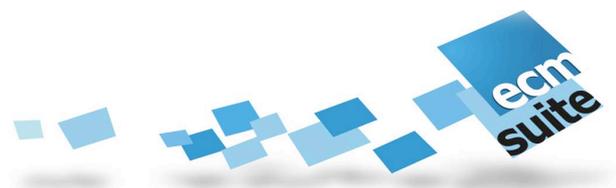
At Open Text, we would argue that it makes sense to acquire only the technology you need when you need it. And we would suggest that you remain skeptical of big promises. Probe salespeople with questions such as:

- Can I buy this functionality without the rest of the stack?
- Can I use someone else's component to deliver a particular functionality?
- Does your software provide the same functionality if it's running on someone else's platform or hardware?
- Can I easily upgrade just one of the modules of the suite, or do I need to upgrade the entire suite?

So where *do* you start? How do you chart a course that will eventually lead to ECM? Can you get there without trying to tackle the whole thing at one time? Yes, you can.

Start by addressing immediate business drivers

We recommend that organizations attack immediate business problems and not try to solve the entire ECM problem all at once. As the last couple of years have clearly demonstrated, remaining flexible and able to shift priorities is especially important. But focusing on addressing department-level content management



needs won't prevent you from implementing or working toward an enterprise-wide strategy. There are many paths to ECM.

For example, you may want to start by attacking one of the following needs:

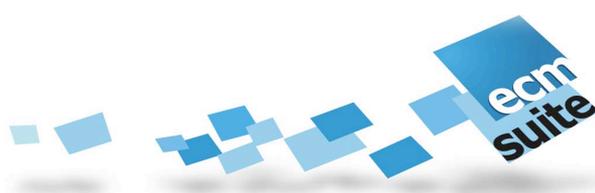
- **Ensure content governance:** This approach is driven by the need to mitigate risk proactively, capture and preserve intellectual capital, respond to regulatory pressures, and address the issue of content security.
- **Manage how content is used:** Organizations are challenged by relentless growth of content, the difficulty users have finding relevant content, and inconsistent use of content in areas such as marketing, sales, or operations.
- **Achieve efficiency and productivity:** Most businesses today feel increased pressure to lower the cost of business transactions, find alternatives to bringing on headcount, get done more while keeping budgets flat, and addressing environmental concerns through green business practices.
- **Compete for customers:** It's imperative to find ways to use your company's content and intellectual capital to ensure brand consistency globally, retain customers, and provide a personalized experience for each customer.
- **Address emerging models:** New business models require that organizations adopt interactive Web 2.0 techniques to harness the creative power of mass collaboration with customers and partners—and yet maintain security, protect intellectual property, and meet compliance requirements.

How the Open Text ECM Suite aligns to business reality

The Open Text ECM Suite is designed with these ideas in mind. The modular approach means that Open Text customers acquire only the functionality they need—never deploying more software than needed to solve a business problem. When one business problem has been addressed and the organization is ready to tackle a new requirement, it simply adds a new component from the suite.

That's the benefit of a fully integrated, modular set of components that together form a coherent, logical product offering that truly benefits customers. It's a pragmatic (and we believe, responsible) approach that leverages the best qualities while avoiding the pitfalls of a completely siloed system at one extreme, and a completely unified architecture on the other.

This approach gives our customers the confidence that they can safely start a journey with Open Text today, knowing that we'll be there with them all the way.



About Open Text

Open Text is a leader in Enterprise Content Management (ECM). With two decades of experience helping organizations overcome the challenges associated with managing and gaining the true value of their business content, Open Text stands unmatched in the market.

Together with our customers and partners, we are truly The Content Experts,™ supporting 46,000 organizations and millions of users in 114 countries around the globe. We know how organizations work. We have a keen understanding of how content flows throughout an enterprise, and of the business challenges that organizations face today.

It is this knowledge that gives us our unique ability to develop the richest array of tailored content management applications and solutions in the industry. Our unique and collaborative approach helps us provide guidance so that our customers can effectively address business challenges and leverage content to drive growth, mitigate risk, increase brand equity, automate processes, manage compliance, and generate competitive advantage. Organizations can trust the management of their vital business content to Open Text, The Content Experts.

www.opentext.com