OpenText Enterprise Content Management

Governing the power of information

Today, many organizations are struggling with overwhelming amounts of information in different formats—across business systems such as SAP®, Oracle®, and Microsoft®, and from sources both inside and outside the enterprise. With an enterprise content management (ECM) solution, you can govern information throughout its lifecycle, maximize business value, improve business productivity, mitigate risk, and control costs of growing volumes of content.

**ECM in action**

The results are significant and tangible for organizations successful in executing on ECM strategies. Take, for example one, of the world’s largest integrated energy companies—involved in every aspect of exploration, production, refining, marketing, and transportation of oil and gas. The organization was spending a great deal of time and money managing critical content throughout its lifecycle and was incurring tremendous costs related to the outsourcing of legal discovery. The expense and legal risk of substantial penalties and fines due to a lack of an efficient and defensible process of information governance was simply too great.

After employing a well-structured ECM strategy to govern content from creation through to disposition as well as an early case assessment tool for the legal department, the company saved both time and money, improved efficiency, and strengthened their compliance program. Reliance on third-party legal teams during discovery has all but been eliminated; users spend less time applying retention policies and other information management tasks, freeing them up to work on completing strategic projects faster, while dramatically reducing the overall storage and management costs around business content.

**Managing information throughout its lifecycle**

An ECM solution, made up of interrelated and integrated software products, can help organizations manage the entire lifecycle of information across the enterprise—from capture, classification and management to storage, archiving, and, ultimately, disposition.

**SUMMARY**

OpenText ECM, an EIM offering, helps you govern information through its lifecycle, maximize business impact, improve business productivity, mitigate risk, and control costs of growing volumes of content.
EXECUTIVE BRIEF

—while ensuring that security policies are enforced and regulatory compliance mandates are met. ECM unites document and records management, email management, content archiving, search, content-centric applications, and other information governance components to minimize organizational risk and cost while maximizing business insight and process velocity.

**Improve business productivity**

By automating content-based processes, and enabling access to the right information within business context, organizations can provide the insight required for agility and innovation. Innovation can start simply by removing barriers to collaboration—making it easier for people to share ideas and align their joint efforts to business strategy. It also automates processes so people spend less time on tedious, manual tasks enabling them instead to focus on activities of greater benefit to the organization.

Giving people ready access, whether they’re at their desk or on the road, to the right content and improving the processes by which they create and consume information enables them to work more productively and efficiently. Simply put, people are empowered to make better decisions and do more with less.

At the same time, there must be a balanced approach between making content available and the need to protect your critical intellectual property and enterprise information. ECM enables measures such as permissions, auditing, multi-level data protection, encryption and monitoring tools to control and track access ensuring your organization’s information security and compliance needs are met.

**Mitigate risks and control costs**

To meet compliance requirements, an ECM solution enables you to implement controls over the way content is captured, classified, managed and stored, for what duration, and on which device. The result is reduced cost and risk of creating and storing information.

The result for organizations that embrace ECM suites as part of their overall enterprise information management program is a solution that provides true end-to-end management of information across people and processes. Rapid and seamless access from multiple environments—web, desktop, and mobile; and within the business processes and the business applications that drive them—improve user productivity and efficiency. Organizations are unleashing the power of their information to align collaboration, provide deeper insight into information, and meet information governance and security needs with ECM.

**OpenText Enterprise Content Management**

OpenText ECM, an Enterprise Information Management (EIM) offering, delivers a breadth of solutions designed to help you manage the explosive growth of information across your organization and minimize the costs and risks associated with unmanaged content.

OpenText ECM is based on the recognition that organizations would like to manage all of their information in a consistent, efficient way. The true value of ECM is realized as part of a path, a journey. Although some organizations may face economic and financial reality, which dictates that an ROI-based approach, solving specific problems can lead to achieving a measurable savings or opportunity. For some organizations, this means enabling innovation in the R&D department with collaboration-based wikis. For others it means implementing records management and email archiving with policies for properly storing or disposing of sensitive information. It could also

“With OpenText, we have much better control over information across the enterprise. For example, in litigation, we can provide requested information in a very timely manner. If the information is not extant, we can authoritatively demonstrate that we purged the information in compliance with laws and regulations.”

GREEN MOUNTAIN POWER
mean building a guided contract management process designed to harness the complex risk and deliver new found cost efficiencies to the organization. Whichever the business problem, the approach of Open Text ECM allows organizations to acquire only the functionally they need—never deploying more software than necessary to solve a business problem. And they can add new components with confidence, knowing that underpinning the suite is a platform that enables each new piece to work fluidly with the existing deployment. In comparison to the approaches of other content management vendors, Open Text ECM provides several benefits:

- Enables organizations to lower their cost of ownership by sourcing all ECM services from a single vendor and thus enjoying lower cost of deployment, integration, administration, and training.
- Provides the flexibility of a modular architecture, enabling customers to reconfigure their environments when needed.
- Includes a set of common services, which are deployed with the first ECM component and are leveraged by any additional components installed.
- Enables an agnostic approach with respect to other software and hardware vendors, supporting your specific environment and IT approach.

### OPENTEXT ENTERPRISE CONTENT MANAGEMENT SOFTWARE PRODUCTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>CONTENT MANAGEMENT</td>
<td>Maximize the value of your enterprise information for improved decision-making, effectiveness, and strategic impact</td>
</tr>
<tr>
<td>ARCHIVING</td>
<td>Minimize long term storage costs, streamline the eDiscovery process, and meet compliance requirements</td>
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<tr>
<td>RECORDS MANAGEMENT</td>
<td>Improve corporate accountability, ensure compliance, and minimize the risk and cost of litigation with records management</td>
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<tr>
<td>EMAIL MANAGEMENT</td>
<td>Reduce costs and mitigate the risks of non-compliance and litigation concerning email content</td>
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<tr>
<td>CONTENT AND DATA INTEGRATION</td>
<td>Streamline business operations, improve information consistency, and increase productivity with comprehensive data and content</td>
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<tr>
<td>LEGAL CONTENT MANAGEMENT (EDOCS)</td>
<td>Supports business practices, proactive compliance and information governance needs throughout the matter lifecycle—from client intake through to final disposition</td>
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<tr>
<td>LEARNING MANAGEMENT</td>
<td>Successfully manage the learning process, reduce training costs and improve user satisfaction through support of independent learning styles</td>
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<tr>
<td>CONTENT-CENTRIC APPLICATIONS</td>
<td>Manage high value content assets through critical, collaborative processes to optimize efficiencies, comply with internal and external regulations, and reduce costs</td>
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