Business Process-centric ECM Provides Maximum Value for SAP® Shops

Are you a best-run business? Are you overwhelmed with the exponential growth of enterprise content in and around your business processes? Are you in control?

While most Fortune 500 companies believe they have control of their company’s most vital asset—its information—they are wrong. In fact, they have control over just 10 percent—with the remaining 90 percent (consisting of email, images, diagrams, spreadsheets, documents, and so on) remaining unstructured, unsecure, and unmanaged.

**Exponential growth of enterprise content**

Technological innovation and change in business landscapes facilitate how information is captured and shared. Empowered by productivity tools, new media formats are increasingly being used to better communicate ideas and analysis. The enterprise shift to operating within business networks rather than closed communities drives Enterprise 2.0 and collaboration throughout end-to-end business processes.

While we are familiar with the huge volumes of transactional and structured data that is generated from business critical applications, we are now faced with the exponential growth of information that is defined as “unstructured” content. Unstructured content takes the form of business documents such as marketing plans, spreadsheets for budgeting or sales forecasts, product engineering drawings; scanned documents including contracts, invoices, or sales orders, case or employee files; phone and mail records, and digital media files.

**Pervasive enterprise content and business processes**

Moving forward, the key is to realize that unstructured content constitutes an integral part of your enterprise—it semantically belongs to your organization’s business processes, relationships, and intellectual property, and is likewise critical to compliance.

As a best-run business, you probably run your operations on SAP Business Suite including foundational solutions for enterprise resource planning (ERP), customer relationship management (CRM), supplier relationship management (SRM), supply chain...
management (SCM), and product lifecycle management (PLM). These solutions focus on optimizing business processes, often in a transactional environment. They are a significant and safe investment to support your end-to-end industry business processes on a single business foundation. Systems like business intelligence, analytical applications, and business activity monitoring provide visibility and insights to operations and business processes in a timely fashion.

How can you keep track and control of this content, while complying with regulations? How can you efficiently manage and access this content cohesively in its specific business context?

There is an obvious need to integrate both business processes and enterprise content. For your business to arrive at the high-end of value realization, a native integrated approach is the way forward. By means of integrating enterprise content and business processes at their very core, content becomes a native artifact of the business process—facilitating what is termed content-enriched business processes.

Realizing value from business process-centric ECM

A holistic, value based, and business process-centric approach to enterprise content management yields benefits by reducing risk and enabling ease of compliance and governance with internal, industry, and legal regulations and standards. Increased operational efficiencies drive down the cost of business operations with both process levels and assets (TCO: Real estate, IT legacy systems, paper).

OpenText is the market leader in enterprise content management (ECM) solutions for use with SAP applications, deploying solutions to more than 4,500 SAP customer sites around the world. The ECM Suite for use with SAP applications is a complementary solutions portfolio that extends the value of SAP Business Suite from an end-to-end solution standpoint.

The ECM Suite for SAP Solutions provides transparency to your enterprise content. Access, manage, and control unstructured enterprise content in its business context, throughout the complete lifecycle—from creation and publication to archival and eventual deletion. Transform business processes to increase productivity gains and drive sustainable business practices. Easily implement enterprise information governance and compliance scenarios with retention management as well as business models that support globalization strategies, shared services, and service- and call-center scenarios.

“Market dynamics, business landscapes and networks frame ever-changing circumstances. Organizations design their business and information architectures towards these goals to be agile. Technological innovations impact the way we do business and will further drive the convergence of business content and business processes and their underlying infrastructure.”

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