How to Do More with Your Content

Create Engagement, Control Risk, and Increase Efficiency with OpenText ECM Suite 2010

Corinne Schmid, Director of Product Marketing, OpenText
October 2010

Abstract

Your content is one of your most valuable assets, but the explosion of information makes content difficult to manage and poses risks and costs to the business. OpenText ECM Suite 2010 helps organizations like yours take control of your content; use it to create deeper engagement with customers, partners, and employees; and drive more efficient content processes. This whitepaper looks at the key business drivers for enterprise content management today and explains how OpenText ECM Suite has been designed to address these needs.
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Why is ECM So Important to Business Today?

All businesses create, distribute, and consume content. As the volume and complexity of this content increases, so does the need to understand, locate, manage, and share it.

Enterprise content management, or ECM, emerged as a software solution to help organizations control growth while recovering the knowledge that resides in content, particularly unstructured content. This unstructured content includes documents, photos, email, video, and other forms of information that do not easily fit into rows and columns. Today, unstructured information makes up more than 80 percent of enterprise information assets, and it’s doubling in volume every 9 to 12 months.

Unstructured information comprises more than 80% of your organization’s information assets, and it’s doubling in volume every 9 to 12 months.

From a technology perspective, ECM describes a collection of interrelated software products tied to an underlying platform and repository that together help organizations create, store, manage, secure, distribute, and publish digital content across the enterprise. These technologies may address general content management challenges (such as email management or records management) or the specific needs of individual departments or functions (such as contract management or HR recruiting management). As an enterprise strategy, ECM helps organizations connect departments, applications, and repositories to maximize the flow of content across organizations.

More than just a set of technologies, however, ECM is a philosophical approach by which organizations transform their content, one of their most valuable assets, into a competitive business advantage. ECM significantly increases overall productivity, efficiencies, and operational performance by helping people work smarter and faster. And it unlocks the true potential of the enterprise by enabling people to transform content into
knowledge, creating new possibilities and business opportunities and driving organizational agility and innovation.

**Three Business Drivers**

The value proposition of ECM ultimately lies in the way it helps organizations effectively manage content to:

- Leverage social media and other Web 2.0 technologies to create deeper engagement with customers, partners, staff, and other stakeholders;
- Mitigate business and legal risk and ensure compliance; and
- Streamline efficiencies to fast-track critical decision-making.

These broad business drivers can be described generally as engagement, content lifecycle management, and transactional content management.

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**How OpenText ECM Suite 2010 Supports Today's Content Management Priorities**

Working closely with our customers, we’ve designed OpenText® ECM Suite 2010 to address these three broad business processes. OpenText ECM Suite 2010 is a set of modular, integrated products that leverage a common data model and that can be combined in various ways to support engagement, lifecycle, and transactional processes:
- **OpenText Engagement** helps you leverage your content to more deeply engage with customers (as well as employees, partners, and other audiences), typically through your Web site, blogs, communities, and other new and more traditional channels. Engagement technologies include social media, collaboration, Web content management, and media management drive user engagement.

- **OpenText Lifecycle** helps you gain control of your content, unify information governance initiatives in one enterprise-wide strategy, ensure greater compliance with corporate requirements and industry regulations, and ultimately reduce risk and liability. Applications that support the full lifecycle of content include document management, records management and archiving, and media management.

- **OpenText Transaction** helps you automate business processes, integrating unstructured content and data-driven processes to drive efficiency and operational excellence within your organization. Processes that are transaction-based and place content in the context of a larger ECM system are enabled by capture and image technologies, fax management, and ultimately, business process management.

The modular approach of OpenText ECM Suite 2010 means that our 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. It’s a pragmatic 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.
Engagement: Profit From Your Content

Engagement technologies focus on the productivity of teams and individuals—or people-centric business issues—and require communication and interactions between people. Individual productivity begins with the ability to find the right information at the right time, which is addressed by search, navigation, and recommendation technologies. Individuals also need to rely on accessing the most appropriate and up-to-date content assets, which are delivered by core document management capabilities such as versioning and access control. Finally, document management and collaboration technologies also facilitate the active reuse of content to avoid wasting resources on duplicated efforts.

Team productivity can be increased through synchronous (real-time) and asynchronous collaboration that enables geographically distributed teams of people to coordinate their activities. Social media technology takes this ability to the next level by providing a richer collaborative experience with microblogs or embedded video content, and by facilitating joint authoring of content with technologies such as wikis. Individuals can also use social media technologies for expert location—giving organizations new avenues to discover and foster innovation.

Collaboration and social media technologies facilitate communication between team members and groups within an organization. There is also the need, however, to interact with stakeholders outside an organization. This is accomplished with Web content management technologies and multi-channel content delivery. Finally, a variety of rich digital assets can be managed with media management applications.

Not only is the amount of content growing rapidly, but the type of content is changing as well as companies look to rich media like video to help create more engaging user experiences.
OpenText Engagement includes the following products:

- **OpenText Collaboration** helps you easily create corporate wikis and blogs, collaborative workspaces, and communities of practice that foster new ways of working.

- **OpenText Social Media** improves your marketing and organizational effectiveness by adding social media capabilities to your content and business processes in a secure, compliant way.

- **OpenText Web Content Management** creates an interactive Web experience personalized for each visitor to your Web site – delivered to mobile devices and traditional browsers.

- **OpenText Rich Media Management** simplifies the process of creating, managing, and distributing rich media for Web, print, broadcast, and other marketing and content channels.

- **OpenText Mobility** maximizes productivity for employees on the go with secure, mobile access to enterprise content and workflow processes from any mobile device.

**Lifecycle: Take Control of Your Content**

All the information, ideas, and data created as a by-product of collaborative work need to be securely captured, managed and made available to others. Lifecycle technologies manage content-centric business issues.

According to research, content volume has been increasing by 67 percent year over year, and it is now outpacing the storage capacity required to store this content. Enterprise archiving, together with storage management, are technologies that work to resolve this issue. Security and intellectual property protection are also addressed by the security and rights management capabilities of enterprise archives.

Compliance and corporate governance are business drivers behind technologies such as retention and records management, auditing, electronic signatures, and workflow. Compliance typically requires that content is kept for a defined period of time in an irrefutable way, that the organization can trace content back to creation and through modification, that tasks can be explicitly signed off, that certain steps occur in sequence, and of course, that only the appropriate individuals have access to the content they need to do their jobs effectively.
In every industry and in all countries, countless government regulations, industry standards and company procedures exist. ECM delivers effective solutions for compliance and information governance, enabling organizations to control information across disparate sources and applications in the enterprise ecosystem.

Since the revised Federal Rules of Civil Procedures (FRCP) have been adopted in the USA, the litigation landscape has shifted significantly regarding electronically stored information. In adherence to the FRCP, electronic information will invariably be requested by opposing parties. Organizations are responsible for producing such content, along with often shouldering the requisite cost and potential for liability. As other countries adopt the same stance, litigation readiness has become a major driver behind the Lifecycle portfolio of Open Text ECM Suite.

OpenText Lifecycle includes the following products:

- **OpenText Document Management** unites documents and business processes for greater efficiency and compliance while reducing the time users spend managing documents and other content.

- **OpenText Records Management** helps you manage legal and financial risk by maintaining and disposing of content according to defined policies and responsible, legally approved methods.

- **OpenText Rights Management** protects valuable and sensitive content wherever it is and prevents intellectual property theft, unauthorized access, and inappropriate use.
**OpenText Digital Asset Management** simplifies the process of creating, managing, and distributing rich media for Web, print, broadcast, and other marketing and content channels.

**OpenText Archiving** makes more efficient use of storage devices to reduce storage costs while providing users with unimpeded access to large volumes of email, records, and documents.

**Transaction: Put Your Content to Work**

The third type of business issue is focused on transactional processes and how they improve efficiencies, shorten cycles, lower costs, reduce resources, and increase product or service quality. Transactional processes are usually initiated by a trigger, which can be a received correspondence, fax, email, online submission, or message from another application. Consequently, technologies such as scanning and imaging, automatic document recognition, optical character recognition, and fax management are involved.

Once initiated, business processes are orchestrated by a process engine that also facilitates interactions with other applications. But before processes can be orchestrated, they need to be designed, modeled, and deployed. As a process is completed, a required activity is triggered, which can include passing off information to another application, printing a document stream, sending a message via fax or email, or posting information on a self-service portal. In most cases, all information related to the process—including data and content—is archived and retained for a fixed time period.

**Transactional content management products help organizations create more efficient business processes by focusing on four steps: analyze, model, automate, and monitor.**
OpenText Lifecycle includes the following products:

- **OpenText Enterprise Process Services** provides event-based processing, integration with ERP and legacy applications, graphical process design, and modeling tools, to automate high-volume, transactional business processes.

- **OpenText Business Process Management** allows business users to establish efficient business workflow processes and quickly modify them as priorities change and the business evolves – without requiring IT help.

- **OpenText Capture and Imaging** captures paper documents and transforms them into digital content to promote business efficiency, ensures wider accessibility, and supports employee productivity.

**OpenText ECM Suite: An Architectural View**

OpenText Engagement, Lifecycle, and Transaction products fit within an architecture that also includes User Experience Services, Enterprise Process Services, and Enterprise Library. These are the “common integration layers” which we mentioned above and which enable all elements to communicate and share information seamlessly across the entire suite. These integration layers are described below.

**User Experience Services**

An intuitive user interface connects complex functionality to provide an integrated desktop, Web, portal, and mobile experience. User Experience Services gives end users seamless access to OpenText Engagement, Lifecycle, and Transaction technologies.
Enterprise Process Services

Enterprise Process Services deliver a common framework for automating the routing of information and documents, entering information via forms and notifying information workers of critical tasks and events via email.

Enterprise Library

A logical centralized repository is a key requirement for any true, enterprise-scale content management system. Enterprise Library stores, shares, and manages content inside a shared repository, giving end users appropriate access to content, no matter where it resides within the ECM system. Content is protected in secure, compliant and reusable ways. By ensuring continuity and recovery in the event of disaster, the Enterprise Library repository also protects against accidental loss of critical content.

Putting it All Together: ECM Solutions Framework

The OpenText ECM framework brings all the ECM Suite technologies together as an integrated architecture to provide secure access to content across the enterprise in whatever user experience business users prefer. It also supports any mix of storage devices from leading vendors. The ECM framework facilitates the evolution of existing solutions, speeds development of new solutions and provides agility for the enterprise to be responsive to change.

The OpenText ECM Solutions Framework provides a layer of repository, process, and user experience services which link knowledge workers to their content.
About OpenText

OpenText is the world’s largest independent provider of Enterprise Content Management (ECM) software. The Company’s solutions manage information for all types of business, compliance and industry requirements in the world’s largest companies, government agencies and professional service firms. OpenText supports approximately 46,000 customers and millions of users in 114 countries and 12 languages. For more information about OpenText, visit www.opentext.com.