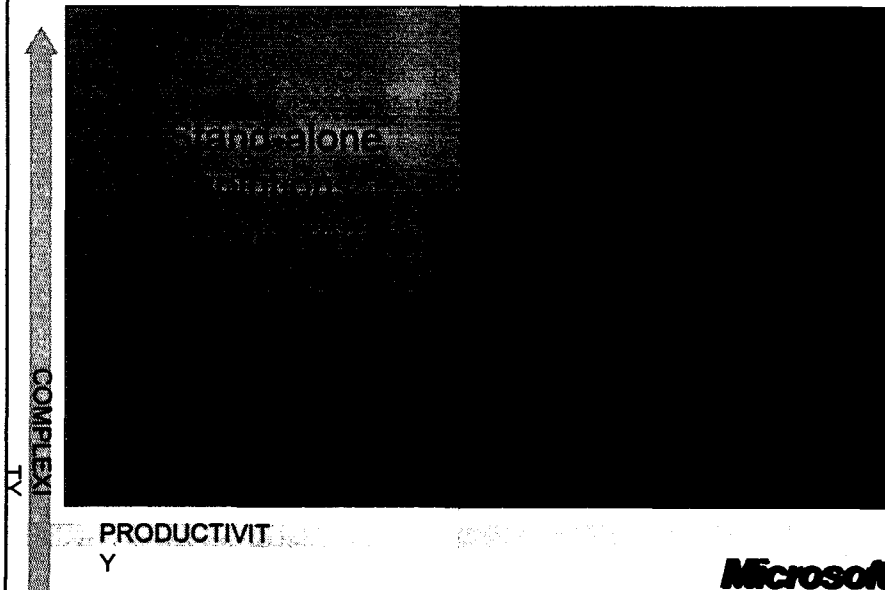


Enterprise Content Management

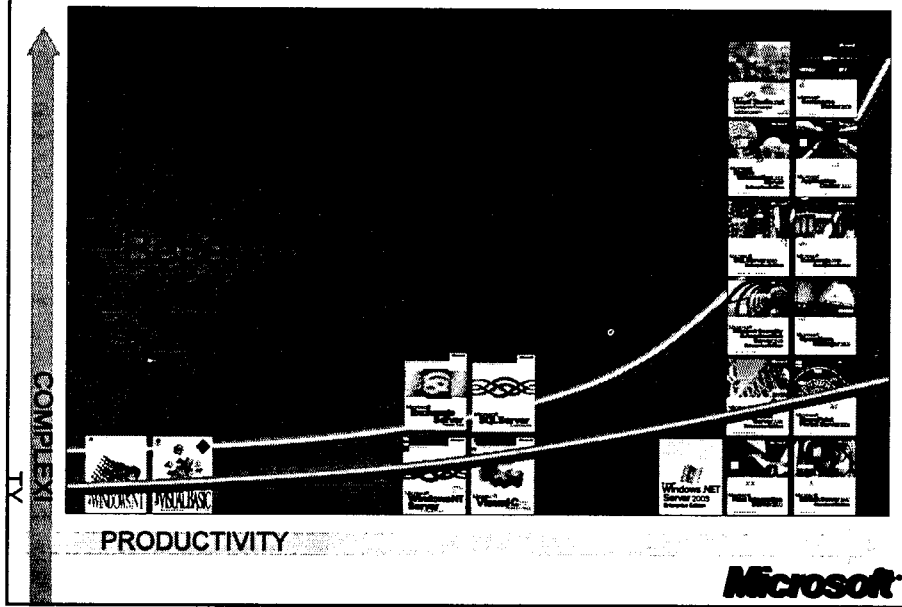
Microsoft Korea Corporation

Microsoft

Accelerating Complexity



Microsoft Platform Assets

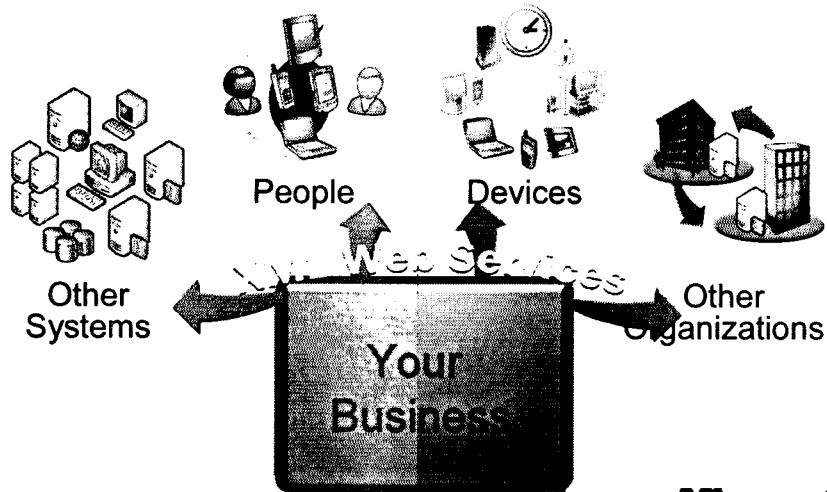


Fundamental Business Challenges

Connecting data, knowledge and process with customers, partners, and employees

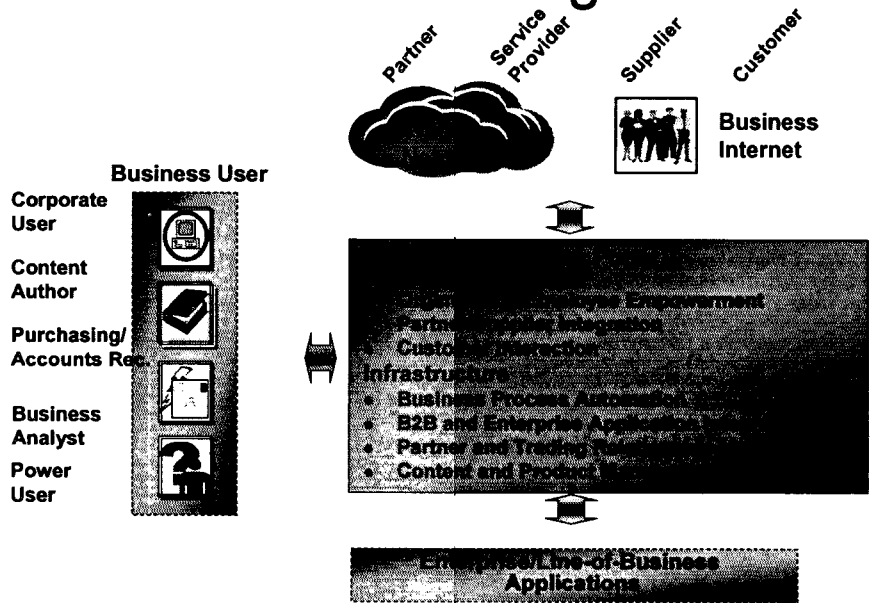
Microsoft

The Integration Challenge



Microsoft

E-Business Challenges



Microsoft eBusiness Servers

- Solutions for:
 - Enterprise Application Integration
 - Trading Partner Integration
 - Sell-side Commerce
 - Content Management
 - Enterprise Portals

Microsoft

Microsoft eBusiness Servers

- Solutions for:
 - Enterprise Application Integration
 - Trading Partner Integration
 - Sell-side Commerce
 - Content Management
 - Enterprise Portals

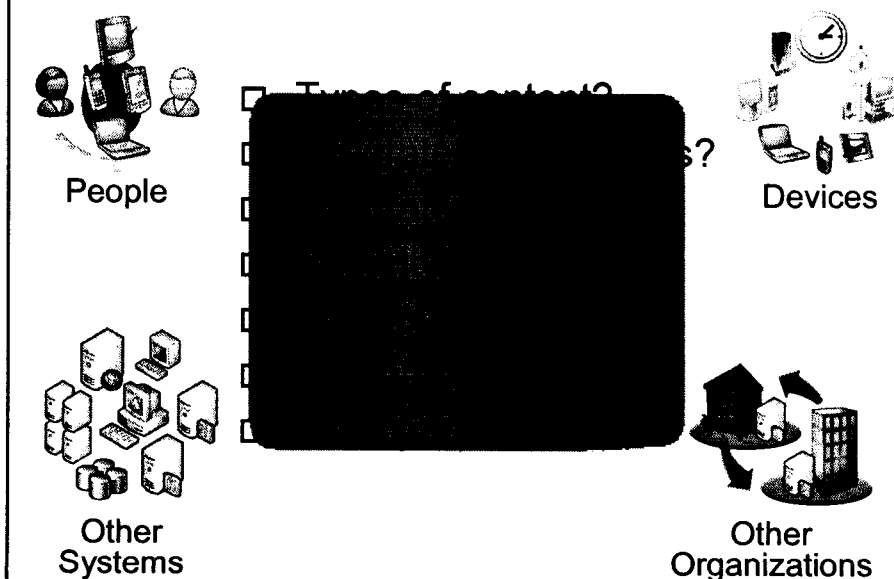
Microsoft

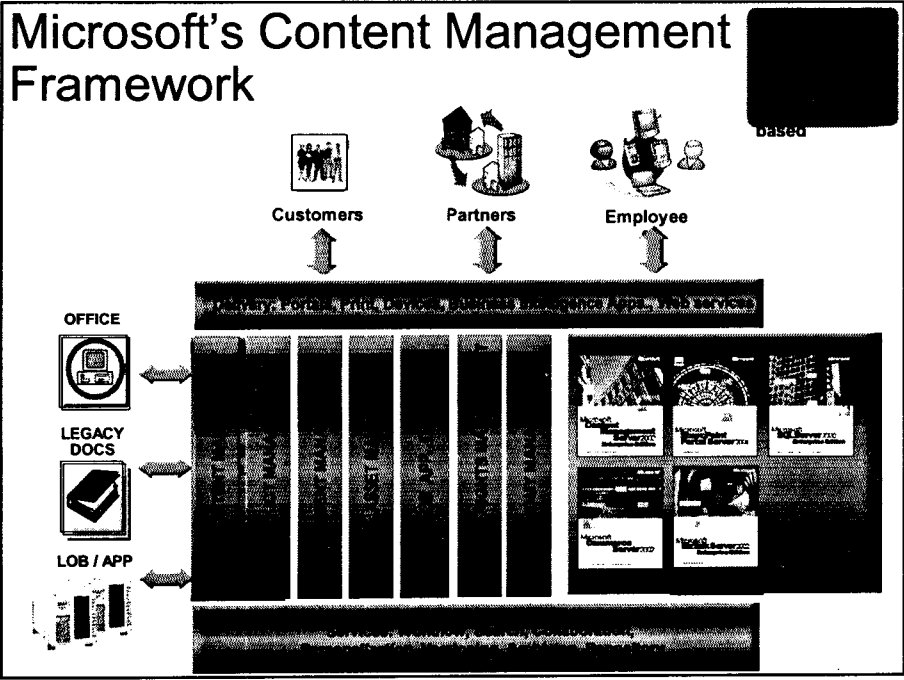
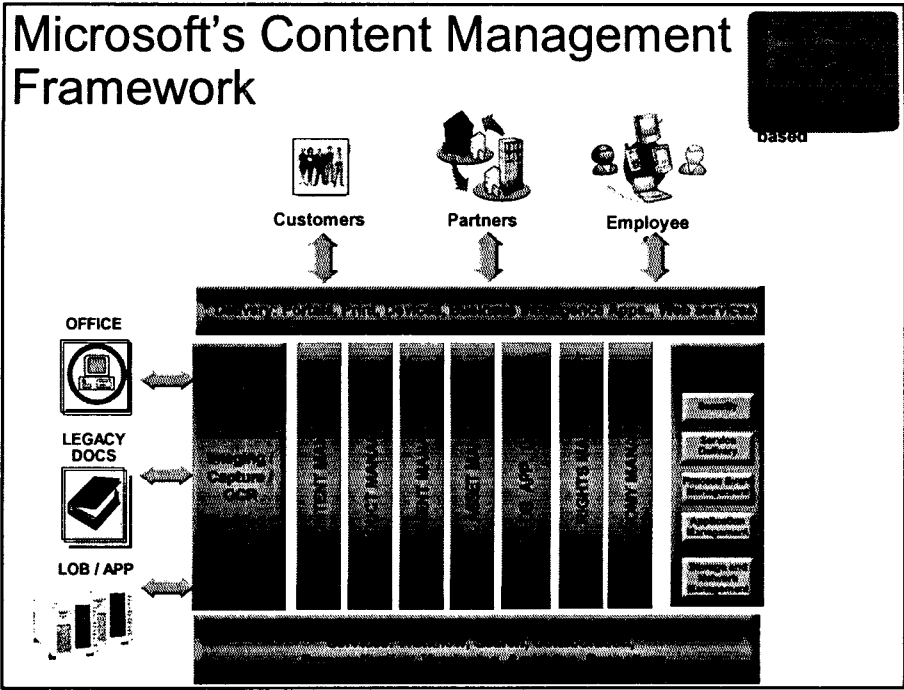
Content Management Challenges

- ❑ Disconnected systems for creating, capturing, collaborating on, managing and delivering information
- ❑ Difficult to find existing information
- ❑ Erroneous information due to lack of integrated systems and processes
- ❑ Low employee productivity
- ❑ High costs of integrating and supporting systems and processes
- ❑ Difficult to act quickly on new business opportunities

Microsoft

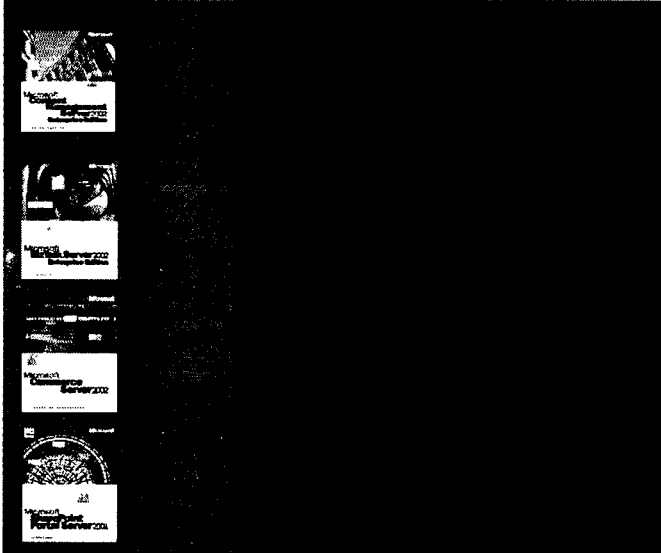
The Content Integration Challenge





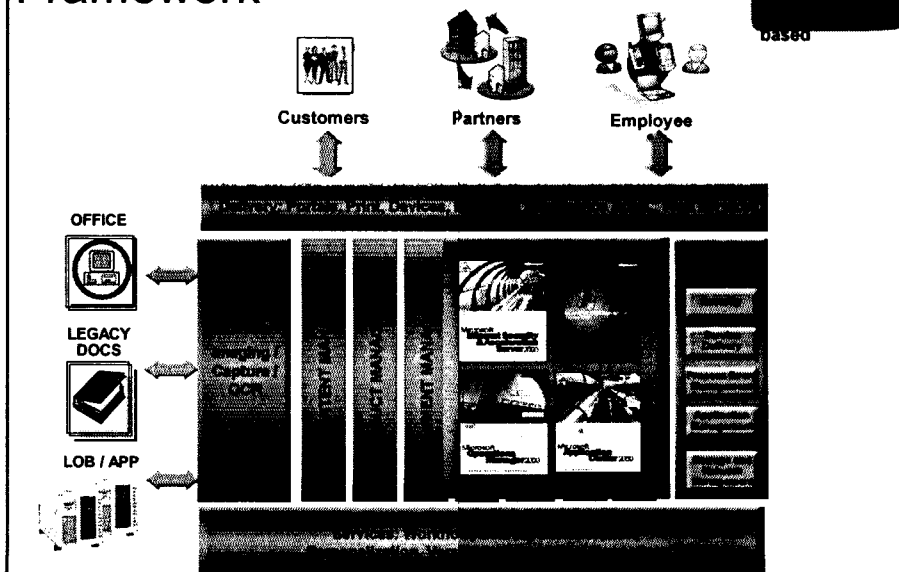
Integrated Infrastructure: Servers

E-Business Servers

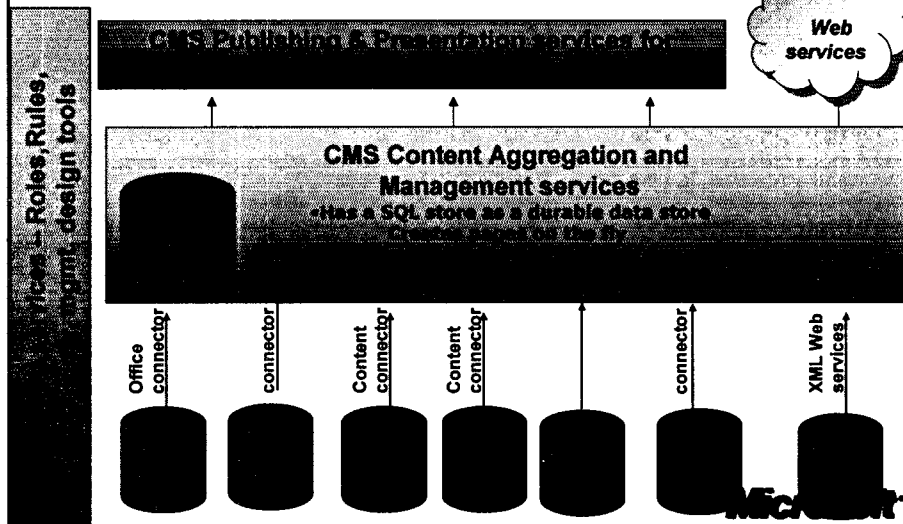


Microsoft

Microsoft's Content Management Framework



Building the Future: CMS2002 and beyond...



Benefits of Microsoft CM Solution

- Faster ROI
 - Short development & deployment cycles
 - High level of out of the box functionality
 - Integrated technologies
 - Leverage existing skill sets

- Lower TCO
 - Leverage existing skills
 - Solution enablers reduce development costs
 - Empowering employees reduces resource needs

Microsoft

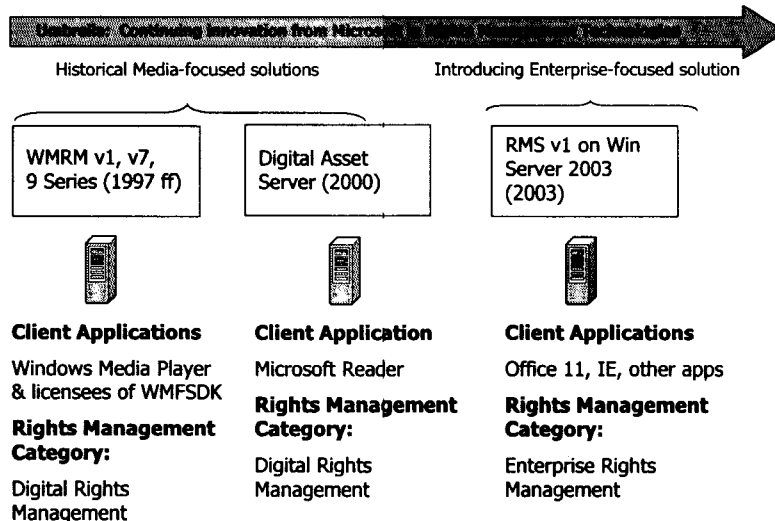
Benefits of Microsoft CM Solution

- Integrated
 - Integrated across servers
 - Integrated into Office
 - Integrated into VisualStudio.NET
 - Integrated with partner offerings

- Interoperable, Standards-Based
 - XML Web services support
 - XML content support
 - ASP.NET common language run-time

Microsoft

Defining Rights Management



Microsoft

Windows Rights Management

- 기업 또는 개인소유의 데이터에 대한
 - 특정 저작권을 특정 사용자에게 부여
 - 주어진 권한 내에서만 플랫폼 및 어플리케이션 사용
- RM은 어떠한 형태의 디지털 데이터에 대한 저작권을 강제할 수 있음
 - Beyond music: 어떤 형태의 바이너리 데이터도 보호될 수 있음
 - 저작권 부여형태- view, read-only, copy, print, save, forward, modify, time-based
- Protection is persistent
 - Rights live with the file forever — whether online or offline
 - File-based, not “perimeter-based”

Microsoft

Windows Rights Management Services

- Runs as service only on Windows Server 2003 Enterprise Edition & above
 - Premium add-on service (CAL)
- Managed Web Service implementation
 - SOAP request/response protocol
 - .NET Remoting entry-points for server-server communications
- Built with Enterprises in mind
 - Top design priorities: High-scalability, flexible topologies, ease of administration.

Microsoft

Key Features

- RMS template을 통해 중앙화된 기업정책을 강제
 - Define & name a set of rights, groups/users, & time conditions, etc.
 - E.g. "Company Confidential" – Staff has read-only access
 - Exposed in RM applications via simple & consistent model
- 단순한 setup 및 administration model
- Server Private Key protection pluggable (SW or HW protection)
- Administrative override access to content
- Enable Trust of externally certified RM users
- Publishing content to DLs in Active Directory
- 모든 서버의 요청에 대한 감사로그
- 기업합병 및 조직 재정비 시나리오를 지원
- Revocation and Exclusion support

Microsoft