

Enterprise Content Management and its Impact on Information Lifecycle Management

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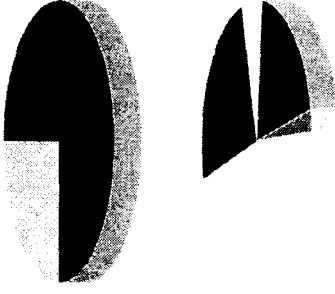


- What is Content Management
- The Components of Content Management
- Market Drivers,

Agenda

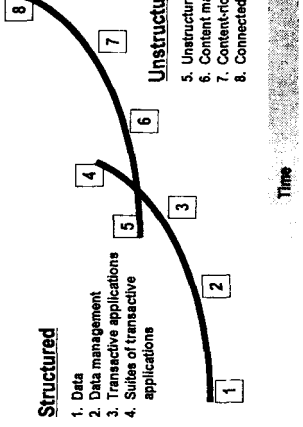
The Explosion of Content

- Over 80% of enterprise content is unstructured (Illum Research)
- Content volume is growing by over 200% per year (Forrester Research)
- There are all kinds of Unstructured Content including Documents, Output, Web, Rich Media, Code etc
 - ECM Market growing to more than >\$2.6 Billion in 2003. (Frost & Sullivan)



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ECM is a Parallel Market to RBMS



Structured

1. Data
2. Data management
3. Transactive applications
4. Suite of transactive applications


Unstructured

5. Unstructured content
6. Content management
7. Content-rich applications
8. Connected Services

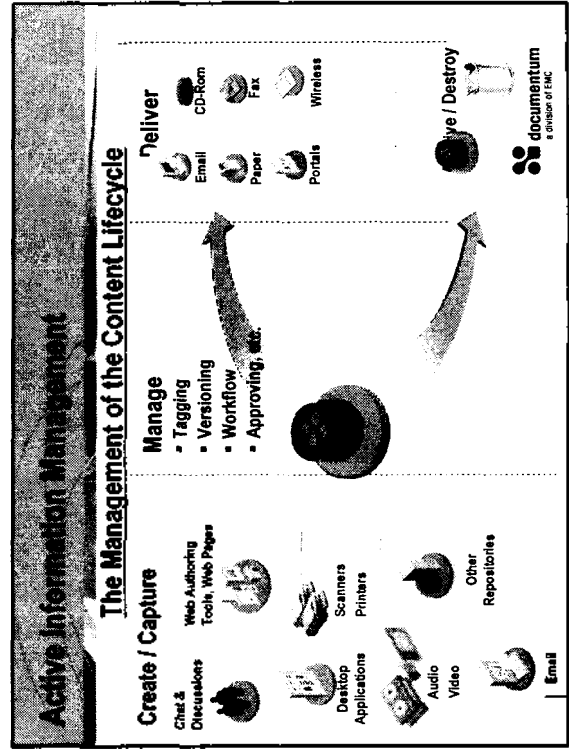
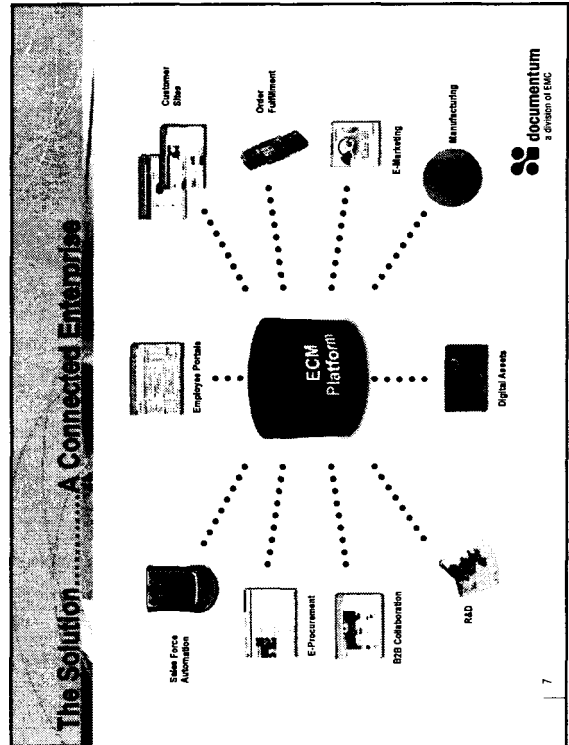
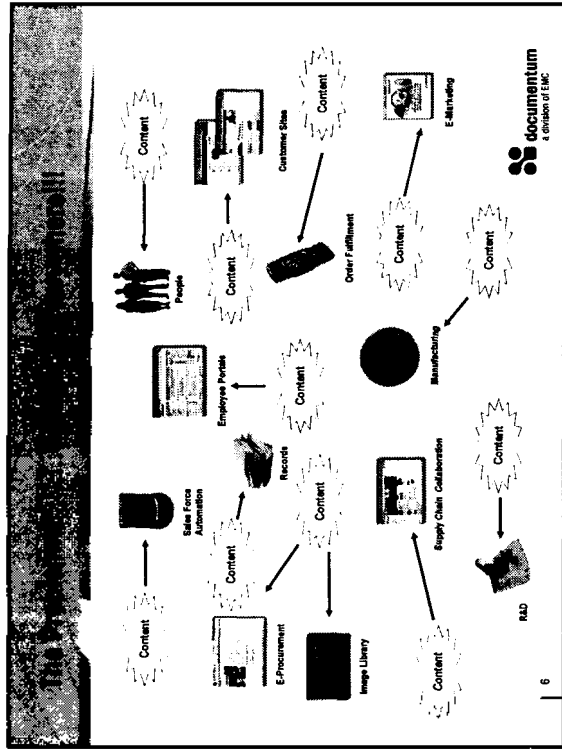
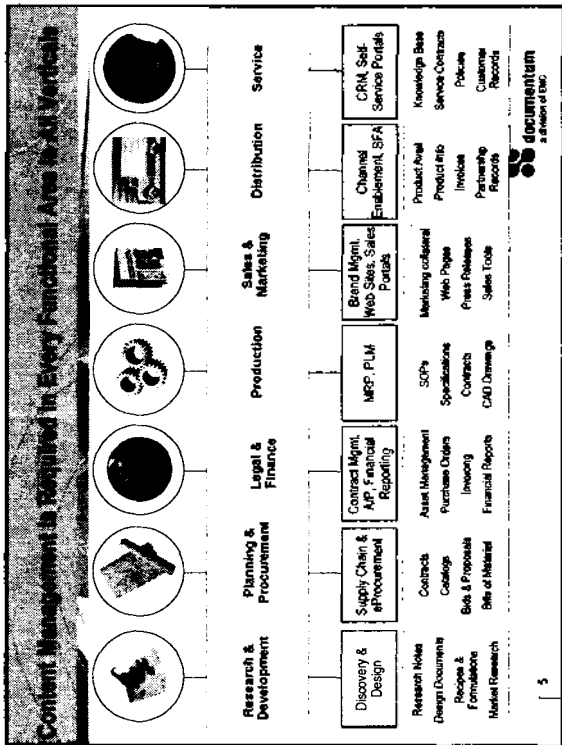
Value

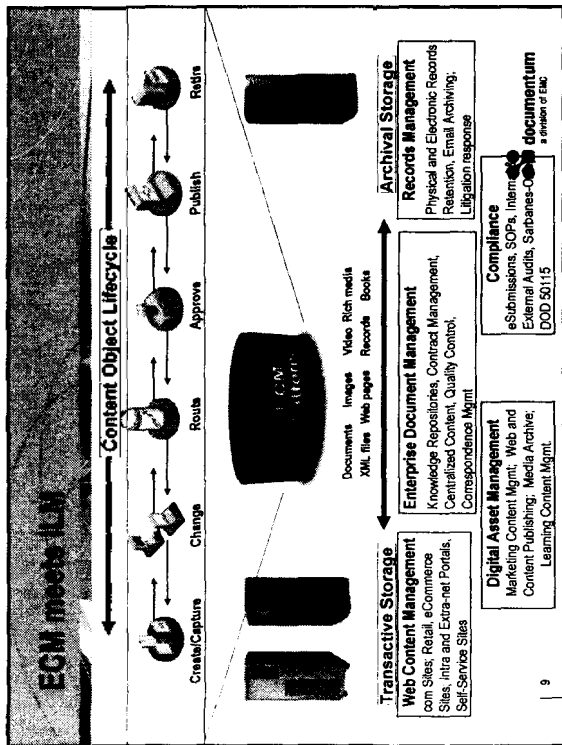
Time

Rise & Importance of Unstructured Content

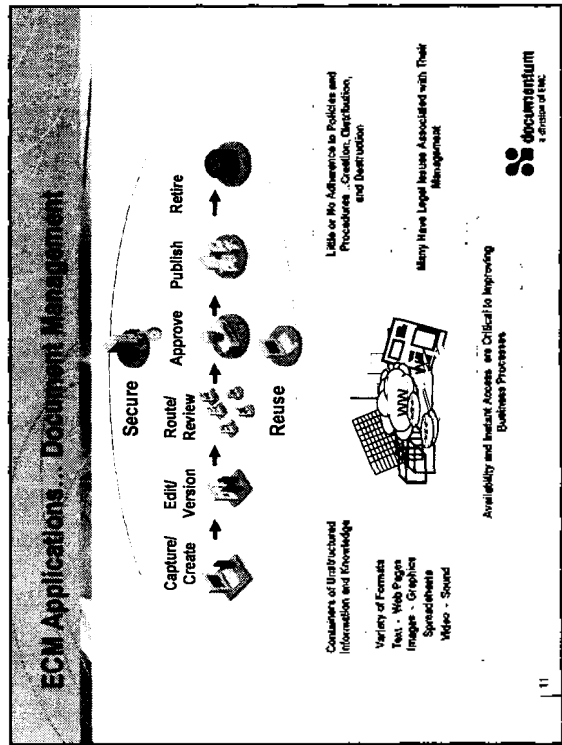


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- ## What is Content Management
- The Components of Content Management
 - Market Drivers,
- documentum
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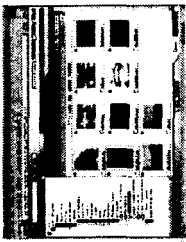
ECM Applications

- Web Authoring Tools, Site Designers
- Template Editors
- Content Contributors
- Web Development Tools
- Web Developers
- SAP, Siebel, MSFT, Oracle...
- Enterprise Systems
- Desktop Tools
- LOB Users

- Workflows / Lifecycles
- Version Management
- Rich Media Support
- Robust Security
- XML Component Management
- Out-of-the-Box Enterprise Integrations
- Federated Repositories w/centralized Management
- Multi-lingual Management

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- Intelligent Ingestion
- Video Details Browsing
- Indexing & Metadata
- Search & Download
- Associations
- Security
- Creative Approval & Email Notification

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Real Time

Process Centric

Project Centric

Across the Extended Enterprise

Examples of Collaboration

- New product development
- Contract management
- Project management
- Proposal development
- Design collaboration

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Regulatory Agencies

FDA EPA FAA SEC EMEA

Compliance Layer

Content

Manufacturing Portal, WCM, DAM CRM

Support

Customer

Enterprise Content Management

A Focus on Product, Customer & Employee Content

A Focus on Key Agency Issues

A Focus on Adherence to Regulations

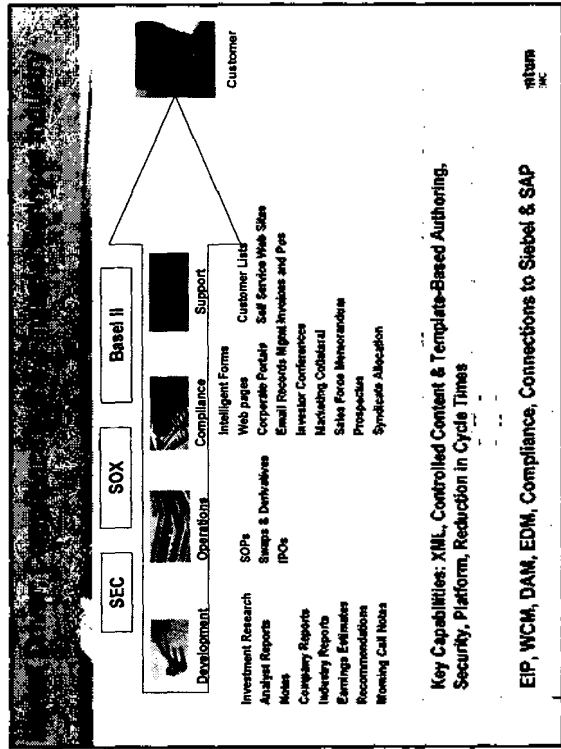
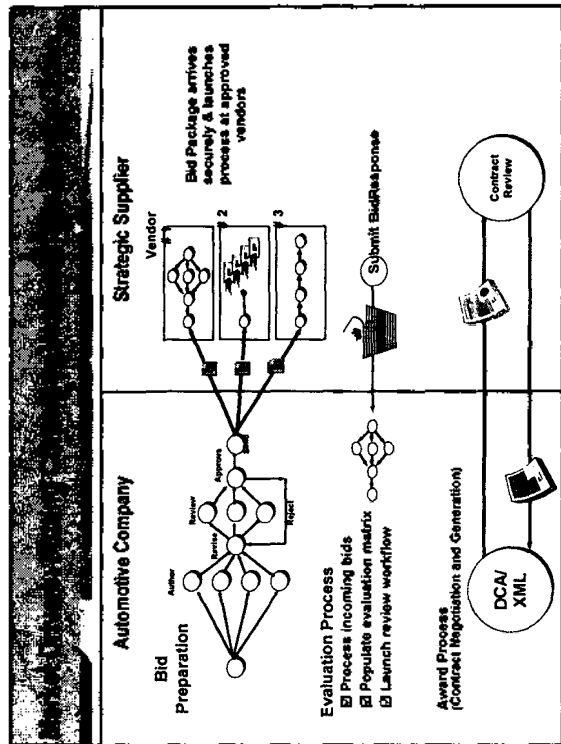
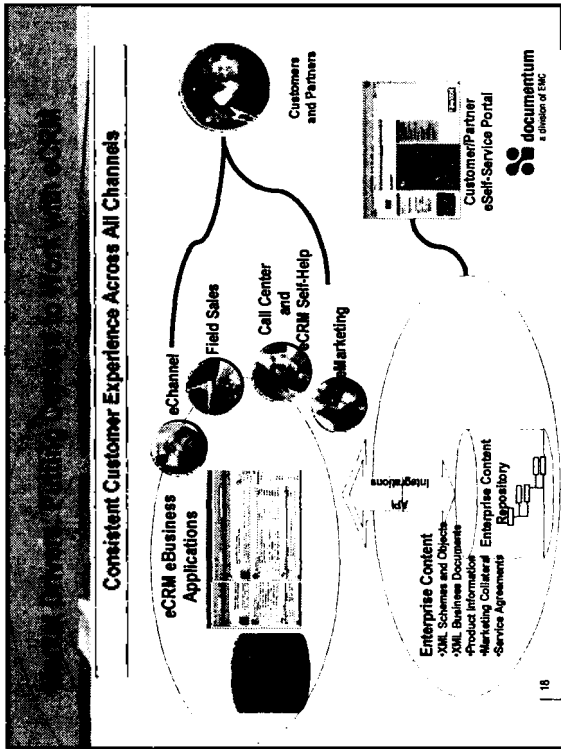
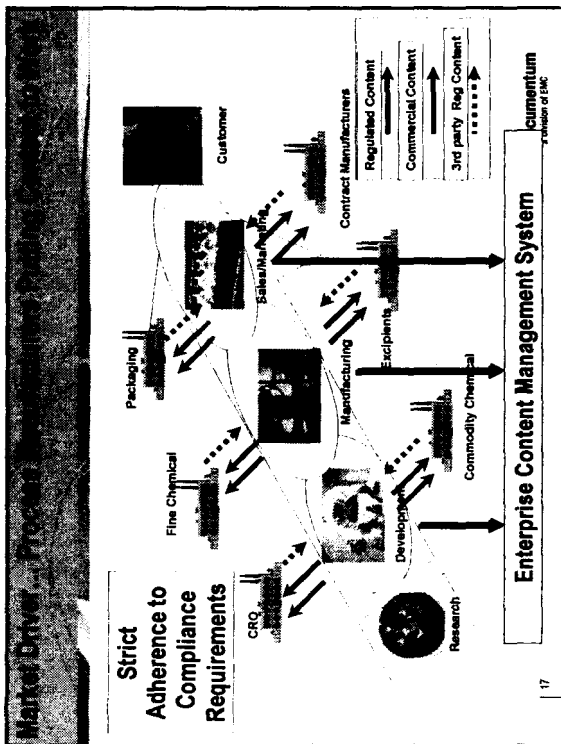
A Focus on Key Applications


A Focus on Key Integrations

ERP

R&D

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Uniting The World Through Content

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Business Drivers for Enterprise Content Management

-  **Faster Time to Market**
-  **Operational Efficiency**
-  **Compliance Requirements - lower risks, lower costs**
-  **Standardization of content infrastructure**

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