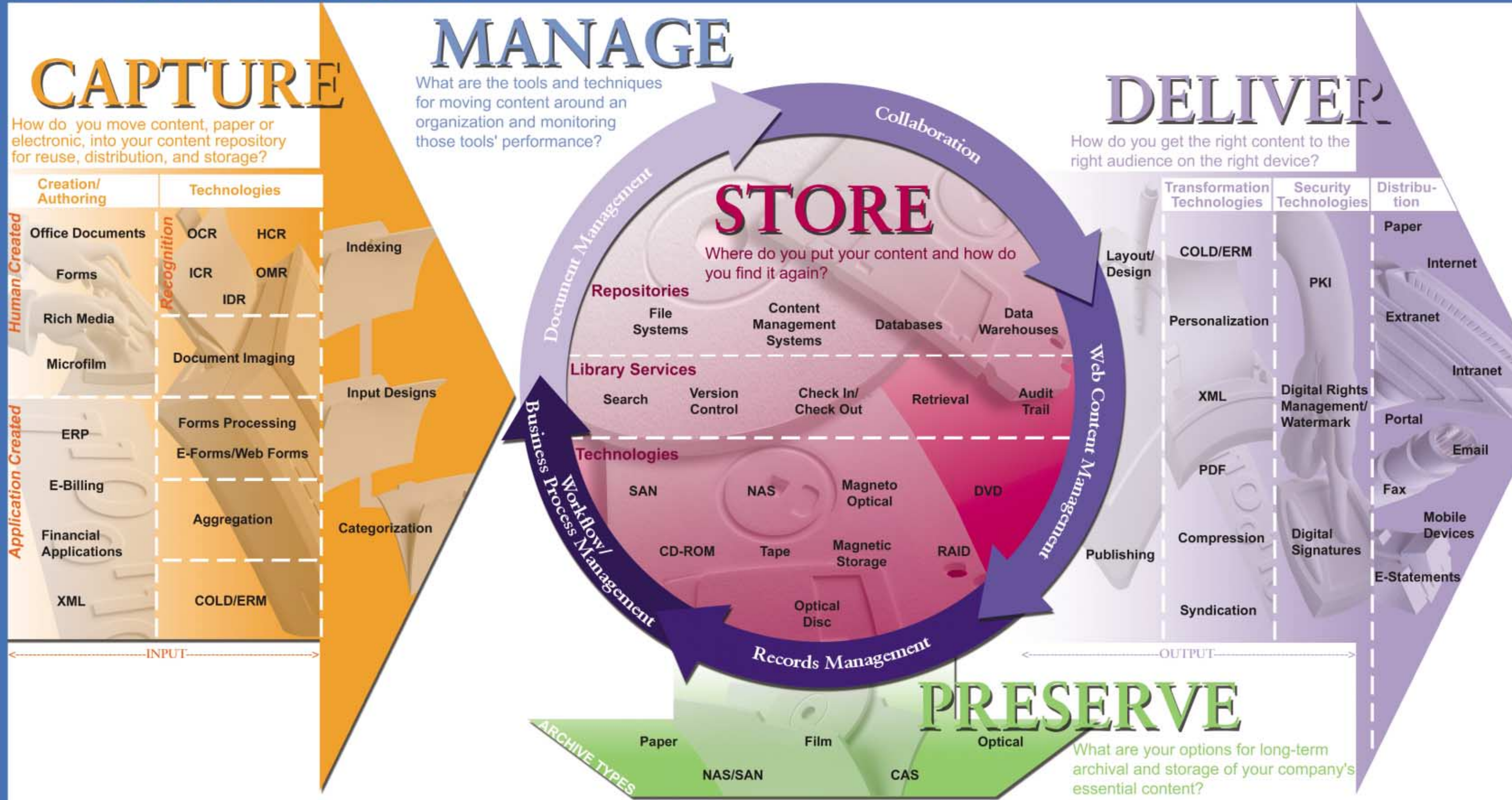


ECM 101

Enterprise Content Management: the technologies, tools, and methods used to capture, manage, store, preserve, and deliver content across an enterprise. At the most basic level, ECM tools and strategies allow the management of an organization's unstructured information, wherever that information exists.



CAPTURE

How do you move content, paper or electronic, into your content repository for reuse, distribution, and storage?

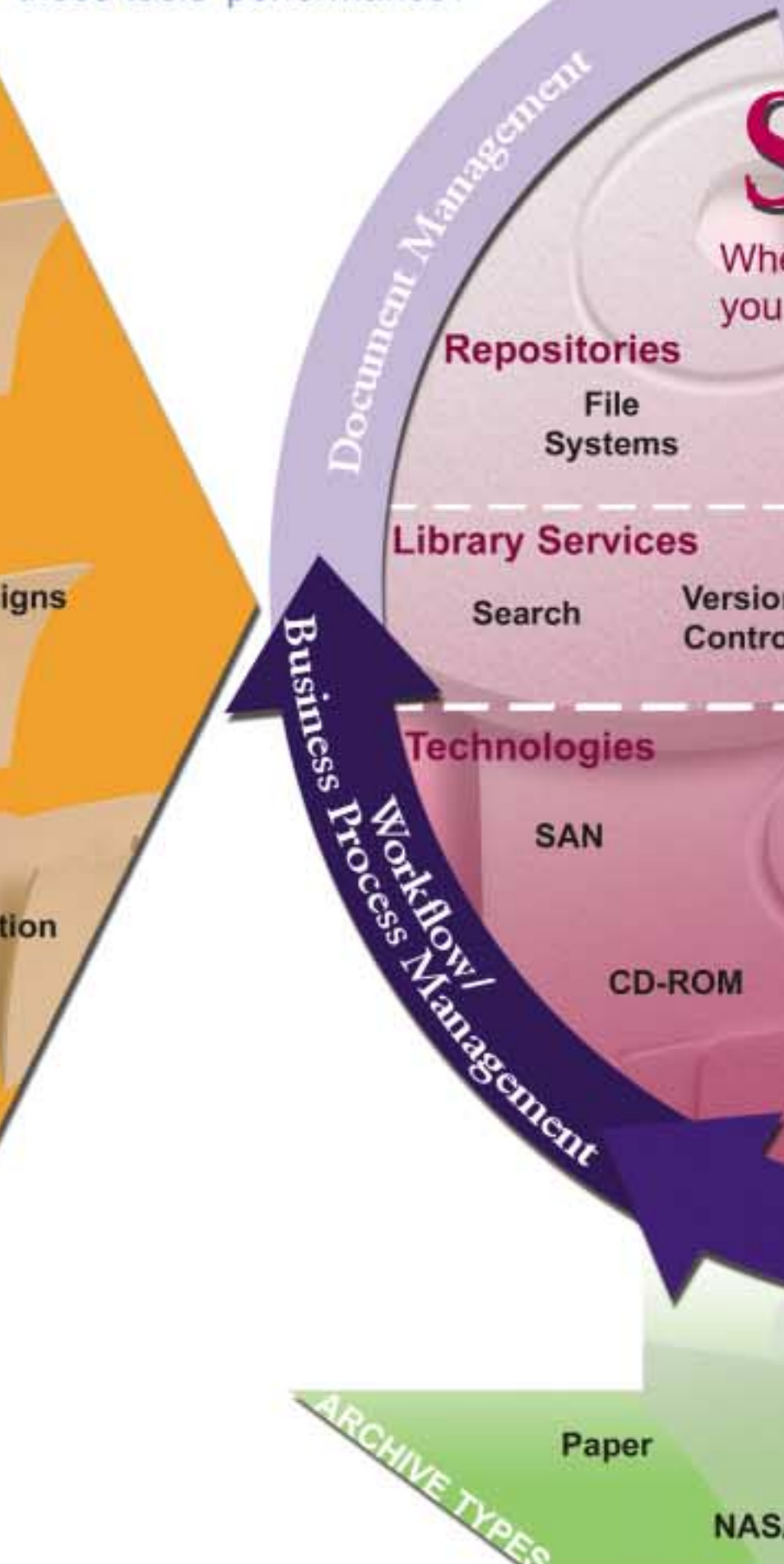
Creation/Authoring	Technologies
Office Documents	OCR HCR
Forms	ICR OMR
Rich Media	IDR
Microfilm	Document Imaging
ERP	Forms Processing
E-Billing	E-Forms/Web Forms
Financial Applications	Aggregation
XML	COLD/ERM

INPUT

Human-Created
Application-Created

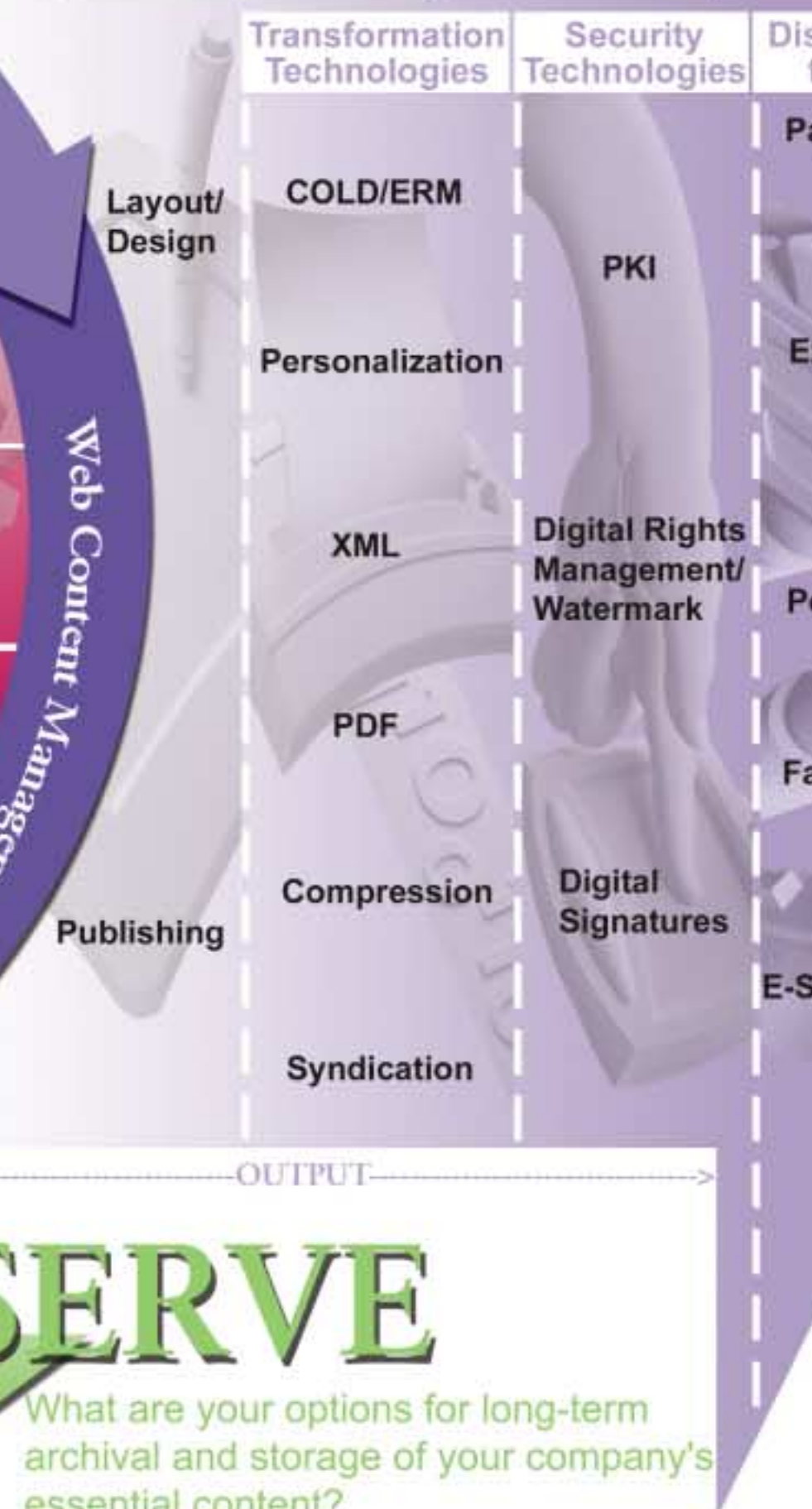
MANAGE

What are the tools and techniques for moving content around an organization and monitoring those tools' performance?



DELIVER

How do you get the right content to the right audience on the right device?



PRESERVE

What are your options for long-term archival and storage of your company's essential content?

Enterprise Content Management is the technologies, tools, and methods used to capture, manage, store, preserve, and deliver content across an enterprise. At the most basic level, ECM tools and strategies allow the management of an organization's unstructured information, wherever that information exists. Numerous terms are used, depending on whom you're talking to, nearly interchangeably with ECM-integrated document management, integrated document and content management, and total content management to name a few. Regardless of the precise terminology, ECM capabilities manage traditional content types (images, office documents, graphics, drawings, and print streams) as well as the new electronic objects (Web pages and content, email, video, and rich media assets) throughout the lifecycle of that content.

As with any technology, the most important thing isn't how you define it or categorize it, but successfully applying the technology to your particular business processes. The technologies included in this poster will enable you to manage your content at the various stages of that content's lifecycle. Implementing all of these technologies together will allow you to manage content throughout its complete lifecycle—from creation to either long-term preservation or deletion.

This poster can only convey a few of the relationships and concepts involved in implementing an ECM solution. ECM is not easy and it's not limited to the technology. However, the technologies do work and they are constantly improving. It's up to you to ensure that these critical technologies are appropriately matched to your company's business needs.

CAPTURE

Aggregation—The process of combining data inputs from different creation and authoring tools and other systems.
Categorization—Organizing documents, Web pages, and other content into logical groupings, based on their contents.
COLD/ERM (Computer Output to Laser Disk/Enterprise Report Management)—Stores and indexes computer output (reports primarily) on magnetic disks, optical discs, and magnetic tape. Once stored, the reports can be retrieved, viewed, printed, faxed, or distributed to the Internet. Often used for Internet Billing applications.
Document Imaging—Process of capturing, storing, and retrieving documents regardless of original format, using micrographics and/or electronic imaging (scanning, OCR, ICR, etc.).
E-Forms/Web Forms—Forms designed, managed, and processed completely in an electronic environment.
Forms Processing—The ability for software to accept scanned forms and extract data from the boxes and lines to populate databases. Software usually includes the ability to drop out the form so that recognition accuracy improves. Intelligent Document Recognition automatically identifies document types from the layout and structure of the document.

HCR (Handprint Character Recognition)—OCR technology designed to turn images of handprint characters into ASCII code.
ICR (Intelligent Character Recognition)—Advanced form of OCR technology that may include capabilities such as learning fonts during processing or using context to strengthen probabilities of correct recognition or that can recognize handprint characters.
Indexing—Identification of specific attributes of a document or database record to facilitate retrieval.
Input Designs—Templates used to enable authors to more easily enter content into a system, typically customized, based on the type and format of content to be entered.
OCR (Optical Character Recognition)—Technique by which images of characters can be machine-identified, then converted into computer processable codes.
OMR (Optical Mark Recognition)—Detects presence, or absence, of marks in defined areas; used for processing questionnaires, standardized tests, etc.
XML (eXtensible Markup Language)—An established standard, based on the Standard Generalized Markup Language, designed to facilitate document construction from standard data items. Also used as a generic data exchange mechanism.

MANAGE

Collaboration—Tools (collaborative authoring, video conferencing, shared whiteboards, etc.) that allow multiple users to work on the same content in a common environment.
Document Management—Software that controls and organizes documents throughout an enterprise. Incorporates document and content capture, workflow, document repositories, COLD/ERM and output systems, and information retrieval systems.
Records Management—Enables an enterprise to assign a specific life cycle to individual pieces of corporate information from creation, receipt, maintenance, and use to the ultimate disposition of records. A record is not necessarily the same as a document. All documents are potential records, but not vice versa. A record is essential for the business; documents are containers of "working information." Records are documents with evidentiary value.
Web Content Management—A technology that addresses the content creation, review, approval, and publishing processes of Web-based content.
Workflow/BPM (Business Process Management)—Automation of business processes, in whole or in part, where documents, information, or tasks are passed from one participant to another for action, according to a set of rules. A business process is a logically related set of workflows, worksteps, and tasks that provide a product or service to customers. BPM is a mix of Process Management/Workflow with Application Integration technology.

STORE

Audit Trails—Log of who changed what when for accountability.
CD-ROM (Compact Disc Read Only Memory)—Optical disc that is created by a mastering process and used for distributing read-only information.
Check In/Out—Ensures that only one person can work on a document at any time.
Content Management System—The capability to manage and track the location of, and relationships among, content within a repository.
Data Warehouse—Central repository for all, or most, of an organization's structured data.
Database—(1) Electronic collection of records stored in a central file and accessible by many users for many applications. (2) Collection of data elements within records or files that have relationships with other records or files. Relational databases are most common—data is stored in standard rows, tables, and columns. XML databases are a developing technology.
DVD (Digital Versatile Disc)—120mm optical disc on which digital video, audio, data, and images can be stored. Available in read-only, recordable, and rewritable formats.
File System—The way in which files are named and where they are placed logically for storage and retrieval, most commonly in a hierarchical (tree) structure.
Magneto Optical (MO)—Recording data using a combination of magnetic and optical means to change the polarity of a magnetic field in the recording medium. Data is erasable and/or rewritable.
Magnetic Storage—Hard disks on down to floppies.
NAS (Network Attached Storage)—Can be part of a SAN. Hard disk storage directly attached to the network to provide information access.
Optical Disc—Medium that will accept and retain information in the form of marks or density modulation in a recording layer that can be read with an optical beam.
RAID (Redundant Array of Independent Disks)—Storing the same data on multiple hard disks for improved performance and fault tolerance.
Repositories—Part of a Document Management system; specific functionality to control the check-in/out of material, version control, and look-up against defined attributes.
Retrieval—Procedure for searching for and extracting database records or content.
SAN (Storage Area Network)—A high-speed network that connects computer systems and storage elements and allows movement of data between computer systems and storage elements and among storage elements.
Tape—A magnetic storage media. Standard widths are 8mm, 1/8-inch, 1/4-inch, 1/2-inch, 4mm DAT (Digital Audio Tape), and DLT (Digital Linear Tape) in either rolls or cassettes.
Version Control—Procedures to identify the authorship and the sequence of different versions of a document.

PRESERVE

Microfilm (Aperture Cards, Microfiche, Microfilm Jackets, 16mm Roll Film)—(1) Fine-grain, high-resolution film used to record images reduced in size from the original. (2) Microform in the shape of a strip or roll. (3) To record microphotographs on film.
Optical Disc—Primarily WORM (Write-Once, Read-Many);

DELIVER

COLD/ERM—Computer Output to Laser Disc/Electronic Report Management.
Compression—Technique used to reduce the number of bits in a digital image file; JPEG and TIFF are two examples.
Digital Rights Management—Enables secure distribution, and disables illegal distribution, of paid content over the Web.
Digital Signature—Electronic signature that can be used to authenticate the sender of a message.
PDF (Portable Document Format)—Format developed by Adobe Systems for document publication.
Personalization—Matching content to the individual.
PKI (Public Key Infrastructure)—Enables the secure exchange of content through the use of a public and a private cryptographic key pair that is obtained through a trusted authority.
Syndication—Supply of content for reuse and integration with other material, often through a paid subscription.
Transformation—Changing content from one format to the needed delivery format.
XML—An established standard, based on the Standard Generalized Markup Language, designed to facilitate document construction from standard data items. Also used as a generic data exchange mechanism.

PROBING QUESTIONS

ECM is both strategy and technology and though implementations will have some common elements, each application of the technology will differ according to a company's business needs. Below are a few questions to consider, and to ask of potential solution providers, as you go about creating your own ECM strategy.

- In what way are you an "Enterprise" solution? Do you handle a large number of users? What is your largest installation?
- How do you address records management? What are the things I should do to ensure a successful compliance/ERM program?
- What differentiates you from your competitors? Who are your competitors and what are their strengths?
- This industry is consolidating. Where will it be in a year and where will your company be in one year? Three years?
- Does your product support industry standards? Which ones? How important do you consider support for standards?
- How does your solution manage integration with other line-of-business applications in an organization (e.g., ERP, CRM)?
- Does your company focus on a particular vertical market or markets? Why is your solution a good fit for my situation?
- Which piece (or pieces) of the ECM technology pie does your solution address?
- Should we consider outsourcing? Why or why not?

Platinum Sponsors

Sponsors

Produced by:

©2003 AIIM International
Produced by AIIM International and Doculabs
Illustrated by Richard Rivers
Design and Production by Bartholomew & Associates

Sponsors



Anacomp
15378 Avenue of Science
San Diego, CA 92128
Tel: 800-364-9870
Fax: 858-716-3770
Email: webservices@anacomp.com
www.anacomp.com

Anacomp puts the Archive and Output Services in ECM. Anacomp provides a suite of online present-

ment and archive services to enhance your enterprise content management solution. Anacomp's hosted electronic archive and retrieval service offloads the mountains of complex document storage created by your ECM software to affect a true, compliant, and cost-effective document archive. Our secure and redundant solution offers off-site data protection and on-site production services to assure continuous availability of vital enterprise documents.



Documentum
6801 Koll Center Parkway
Pleasanton, CA 94566
Tel: 925-600-6800
Fax: 925-600-6850
Email: salesinfo@documentum.com
www.documentum.com

Documentum is the leading provider of enterprise content management (ECM) and extended enterprise collaboration (EEC). Documentum's award-winning ECM platform offers unified content services for collaboration, enterprise document management,

Web content management, digital asset management, and fixed content management—records, reports, and scanned images—in a single, integrated platform. Documentum helps more than 2,000 global companies across all major industries create, manage, deliver, and archive enterprise content to enhance operational efficiencies and accelerate time to market.



Eastman Kodak Company Commercial Imaging
343 State Street
Rochester, NY 14650
Tel: 800-944-6171 ext. 75
Email: janet.hewitt@kodak.com
www.kodak.com/go/docimaging

image science and information technology, as well as partnerships with integrators and solutions providers, the products of the Commercial Imaging business help customers create efficient operations, stay competitive, and maximize their return on investment. For more information about Commercial Imaging, visit www.kodak.com/go/docimaging.



Identitech, Inc.
780 S. Apollo Blvd
Melbourne, FL 32901
Tel: 321-951-9503
Fax: 321-951-9505
Email: info@identitech.com
www.identitech.com

Identitech, Inc. is an industry leader in the development of enterprise software solutions. Its award winning, FYI® suite of products and

services includes document/content management, records management, process automation, electronic forms, and a patented business intelligence tool. For over 16 years, it has supplied customers with a single integrated framework solution, which now also provides an actionable and visual window across the organization. FYI streamlines business processes for maximum efficiency and increased ROI. For more information visit www.identitech.com.



Mobius Management Systems, Inc.
120 Old Post Road
Rye, NY 10580
Tel: 914-921-7200
800-235-4471
Fax: 914-921-1360
Email: info@mobius.com
www.mobius.com

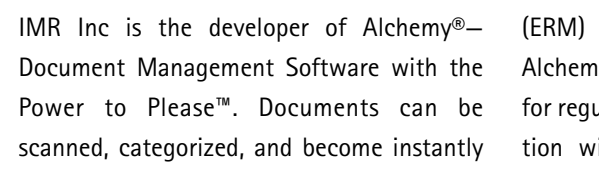
Mobius provides ViewDirect TCM, a fully integrated suite of software for *total content management*. The highly scalable, high-performance ViewDirect TCM repository integrates enterprise content—in any format, from any source—and serves as the foundation for integrated components that meet *all content-intensive e-business and application requirements*. Capabilities include website management, document and digital asset management, workflow and imaging, e-presentation and payment, enterprise report distribution, and an audit and balancing facility to ensure data quality.



EMC
176 South Street
Hopkinton, MA 01748
Tel: 866-464-7381
www.emc.com/centera

As the 1st implementation of Content Addressed Storage (CAS), EMC Centera has met with broad acceptance. CAS is storage purpose-built for fixed content—digital assets retained for active reference and busi-

ness value (examples are: electronic documents, email, digitized medical images, check images, and broadcast content). EMC Centera employs breakthrough technology to provide online access and assured long-term content authenticity at the lowest Total Cost of Ownership. More information about EMC Centera and other EMC products and services can be found at www.emc.com.



IMR
6025 S. Quebec Street
Suite 260
Englewood, CO 80111
Tel: 303-689-0022
Fax: 303-689-0055
Email: info@imrgold.com
www.imrgold.com/ecm

Panasonic ideas for life

Panasonic
Two Panasonic Way
Panazip: 7D-8
Secaucus, NJ 07094
Tel: 800-742-8086
Fax: 201-348-7074
Email: scanners@panasonic.com
www.panasonic.com/scanners

Silas Technologies
One West Fourth Street
Floor Two
Winston-Salem, NC 27101
Tel: 877-897-2579
Fax: 336-748-5665
Email: reveille.sales@silastechnologies.com
www.silastechnologies.com

Silas Technologies Inc. provides software and services to improve business continuity, enhance productivity, and maximize business processes. The company applies a depth of relevant and seasoned experience

Cardiff Software Inc.
Tel: 800-659-8755
760-936-4500
Fax: 760-936-4800
www.cardiff.com/info

Cardiff Software (www.cardiff.com) is a leading provider of document and form-driven business process automation solutions for Global 2000 organizations. The Cardiff family of integrated software products empowers organizations to automate existing business processes using technology to capture,

retrieval technology of Alchemy Software. Whether you are dealing with scanned documents, forms, Microsoft Office documents, Adobe Acrobat PDFs, emails, faxes, COLD (ERM) documents, CAD files, and more, Alchemy helps you manage these documents for regulatory compliance and records retention within a department or across your enterprise.

WorkGroup... Departmental... WorkFlow... Enterprise... Panasonic production scanners are poised to deliver quality images supporting requirements ranging from workgroup to the enterprise for effective document management. Panasonic production scanner products range from 20-ppm through 174-ippm, with support for both color and binary applications. Shipped with RTIV™ image-capture utility, plus ISIS® and TWIN drivers, Panasonic scanners are Windows® compatible and all come complete with an advanced warranty. Visit us at www.panasonic.com/scanners.

in operations, technology, and business process to deliver solutions that yield immediate value to new and existing technologies. Silas Technologies further advances the increasingly vital link between technology investments and business operations by helping companies present critical data the way users want it, need it, and measure it.



IBML
1950 Stonegate Drive
Birmingham, AL 35242
Tel: 205-439-7100
Fax: 205-439-7153
Email: sales@ibml.com
www.ibml.com

Imaging Business Machines (IBML) manufactures the ImageTrac® II, the world's first and best high-speed, high-volume color document scanning platform. The ImageTrac excels in scanning inter-mixed documents of varying size, weight, and composition. There are now more than 400 ImageTrac units serving the high-speed color scanning needs of our clients in 27 states and 18 countries. Each day our customers scan hundreds of millions of pages with the ImageTrac. IBML and ImageTrac—scanning the globe.



Legato Systems, Inc.
2350 West El Camino Real
Mountain View, CA 94040
Tel: 650-210-7000
Fax: 650-210-7032
Email: insidesales-na@legato.com
www.legato.com

LEGATO Systems, Inc. delivers worldwide enterprise-class software solutions and services that



Silicon Plains Technologies
1441 29th Street
Suite 200
West Des Moines, IA 50322
Tel: 515-225-8700
Fax: 515-225-8787
Email: sales@spstech.com
www.spstech.com



Film-based Imaging Association
1100 Wayne Avenue
Suite 1100
Silver Spring, MD 20910
Tel: 607-272-1036
Fax: 240-494-2688
jryan@aaim.org
www.fbiam.org

The FbIA is a permanent advocacy group established to distribute information and promote understanding concerning the long term preservation of mission-critical corporate information. Established by the providers of film-based products and services, the FbIA distributes information regarding the benefits in the use of film-based technology as the technology of choice with regard to archiving business data and images. Film-based technology or microfilm is eye readable, machine independent, will last for 500 years, and is fully integratable into today's digital information systems.

keep the world's business-critical information and applications available. With a direct sales force and through strategic partnerships and alliances, LEGATO delivers the advantage of business continuance through enterprise automation with information protection, application availability as well as content, message, and storage management solutions.

Silicon Plains Technologies is a Premier IBM Business Partner specializing in the consulting, sale, and implementation of IBM's Content Manager software products. We have years of experience working with IBM's Content Manager applications in sales, custom development, and implementation. We provide a well-rounded solution delivery through our dedicated sales, project management, and technical teams. To find out how we can help your organization, send us an email at sales@spstech.com or call our Content Manager Sales Specialists at 800-884-5868.

Film-based Imaging Association
1100 Wayne Avenue
Suite 1100
Silver Spring, MD 20910
Tel: 607-272-1036
Fax: 240-494-2688
jryan@aaim.org
www.fbiam.org

The FbIA is a permanent advocacy group established to distribute information and promote understanding concerning the long term preservation of mission-critical corporate information. Established by the providers of film-based products and services, the FbIA distributes information regarding the benefits in the use of film-based technology as the technology of choice with regard to archiving business data and images. Film-based technology or microfilm is eye readable, machine independent, will last for 500 years, and is fully integratable into today's digital information systems.



Platinum Sponsors

FileNet
3565 Harbor Blvd.
Costa Mesa, CA 92626-1420
Tel: 800-FileNet (800-345-3638)
512-434-5935 (Outside US)
Fax: 714-327-3490
Email: public_relations@filenet.com
www.filenet.com



FileNet Corporation (NASDAQ: FILE) helps organizations make better decisions by managing the content and processes that drive their business. FileNet's Enterprise Content Management (ECM) solutions allow customers to build and sustain competitive advantages by managing content throughout their organizations, automating and streamlining their business processes, and providing the full-spectrum of connectivity needed to simplify their critical and everyday decision-making.



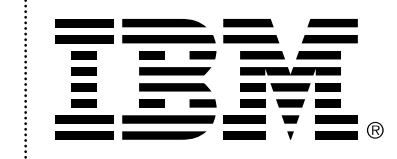
Hyland Software
28500 Clemens Road
Westlake, OH 44145
Tel: 440-788-5000
Fax: 440-788-5100
Email: info@onbase.com
www.onbase.com

Hyland Software, the developer of OnBase, is dedicated to enabling a broad spectrum of organizations to become operationally more efficient and effective. The Company has to date focused its efforts almost exclusively on document management and workflow technologies, culminating in the award-winning OnBase product line. OnBase is an enterprise-class integrated

document management solution that enables organizations to manage critical documents and digital content in a centralized, Web-accessible repository that keeps the information safe, secure, and, most importantly, instantly retrievable by whomever needs it. A core infrastructure of enterprise content management, OnBase manages virtually every kind of document (images, reports, statements, application files, Web pages, HTML forms, video, etc.) as well as every stage of the document lifecycle (creation/input, storage, retrieval, revision, distribution, and Web publishing). By dynamically organizing and controlling document delivery and interactively managing business processes, OnBase allows organizations of all sizes to streamline work processes and share information among employees, business partners, and customers.

FileNet ECM solutions deliver a comprehensive set of capabilities that integrate with existing information systems to provide cost-effective solutions that solve real-world business problems.

Since the Company's founding in 1982, more than 3,800 organizations, including 80 of the Fortune 100, have taken advantage of FileNet solutions for help in managing their mission-critical content and processes. Headquartered in Costa Mesa, Calif., the Company markets its innovative ECM solutions in more than 90 countries through its own global sales, professional services, and support organizations, as well as via its ValueNet® Partner network of resellers, system integrators, and application developers.



IBM Corporation
Software Group Headquarters
Route 100
Somers, NY 10589
Tel: 800-IBM-2255
Email: ibmcm@us.ibm.com
www.ibm.com/software/data/cm

With over 10,000 customer installations worldwide, IBM is a leader in delivering enterprise content management solutions, designed from the ground up to provide unparalleled openness, robustness, scalability, and performance for managing your information assets. The IBM DB2 Content Manager portfolio delivers a comprehensive content management and e-records platform that

Oracle Corporation
500 Oracle Parkway
Redwood Shores, CA 94065
Tel: 800-ORACLE-1
650-506-7000
Email: oraclesales_us@oracle.com
www.oracle.com



Oracle delivers applications and a rich content management platform that you can use today to implement Enterprise Content Management solutions for your business. The scalability, reliability, and security of Oracle9i (Oracle9i Database and Oracle 9i Application Server) can be leveraged now to manage all your information assets: unstructured data-like documents, websites, and rich media—as well as structured data. Oracle has applied its extensive practical enterprise application knowledge and experience to



Para-Docs, LLC
2190 South Mason Road
Suite 100
St. Louis, MO 63131
Tel: 866-500-DOCS (3627)
Fax: 314-856-1016
Email: info@para-docs.com
www.para-docs.com

Solve the paradox—with Para-Docs. Manage content and eliminate paper without increasing overhead and cost. Content and Document Management can be easy and inexpensive, especially with Para-Docs. The Para-Docs Appliance is a complete out-of-the-box solution,

building the industry's broadest array of applications critical to the success of any Enterprise Content Management implementation. Applications such as Oracle Collaboration Suite, Oracle9iAS Portal, and Oracle9iAS Integration (BPM), allow you to deploy a scalable and secure collaborative environment that fits easily into your existing IT infrastructure. Oracle9i also includes powerful content management services for accelerating the development of content management applications. Continued innovation will ensure that Oracle solidifies and expands its leadership role as an Enterprise Content Management provider. To learn more, please visit www.oracle.com.

enabling any business to capture, store, organize, and retrieve unstructured data, documents, and messages. Para-Docs includes imaging, character recognition, a thin-client Web-based interface, indexed file browsing supported by advanced relational database technologies, and a search engine that can find that proverbial needle in the haystack. But Para-Docs doesn't stop there. Para-Docs also includes automated profiling, reminders, and workflow. Whether it is faxes, emails, word processing documents, or COLD reports, Para-Docs utilizes a proprietary rules-based engine to perform lexical analysis on files and automatically index them within the system without the time-consuming data entry required by other document management applications. Solve the Paradox. Eliminate the document. For more information contact Para-Docs, at www.para-docs.com, or (866) 500-DOCS.

AIIM International

AIIM International is the global authority on Enterprise Content Management. ECM is the technologies, tools, and methods used to capture, manage, store, preserve, and deliver information to support business processes. Not just technology, ECM is also a strategy for managing an organization's unstructured information.

As a neutral and unbiased source of information and as a not-profit association, AIIM is dedicated to growing the enterprise content management industry through its:

- **Market Education**—AIIM provides educational programs and information services that help users make informed and effective technology decisions and help suppliers better understand user needs and requirements.

- **Networking**—Through chapters, programs, and the Web, AIIM creates opportunities that expand the global base of users seeking ECM solutions and allow our user, supplier, and channel members to engage and connect with one another.
- **Industry Advocacy**—Through our own efforts and strategic partnerships, AIIM acts as the global voice of the ECM industry in key standards organizations, with the media, and with government decision-makers.

The AIIM community has a variety of opportunities for you at our website at www.aiim.org. Also visit *AIIM E-DOC Magazine* at www.edocmagazine.com.

Join the AIIM community by becoming a Professional Member. Visit www.aiim.org/join or call us at 800-477-AIIM (2446). Outside of the U.S., call +44 (0) 1905 727600.



Doculabs



Doculabs is an independent research and consulting firm that improves the way companies plan for, select, and optimize emerging technologies through project-based services. Our clients include the companies that purchase emerging technologies as well as the leading vendors that supply them.

Based in Chicago and founded in 1993, Doculabs provides consulting services grounded in research that combines hands-on evaluation of technology with real-time business knowledge gained from engagements with Fortune 1000 clients. Doculabs' services help our clients deliver on their business strategies through solutions in areas such as enterprise content management, relationship management, and infrastructure.

Why Doculabs?

Doculabs' consulting services are completely objective because we have no vested interest in selling software or integration services. Thus, our analysts have no hidden agenda; they simply seek to ensure the most appropriate strategies and solutions for our customers.

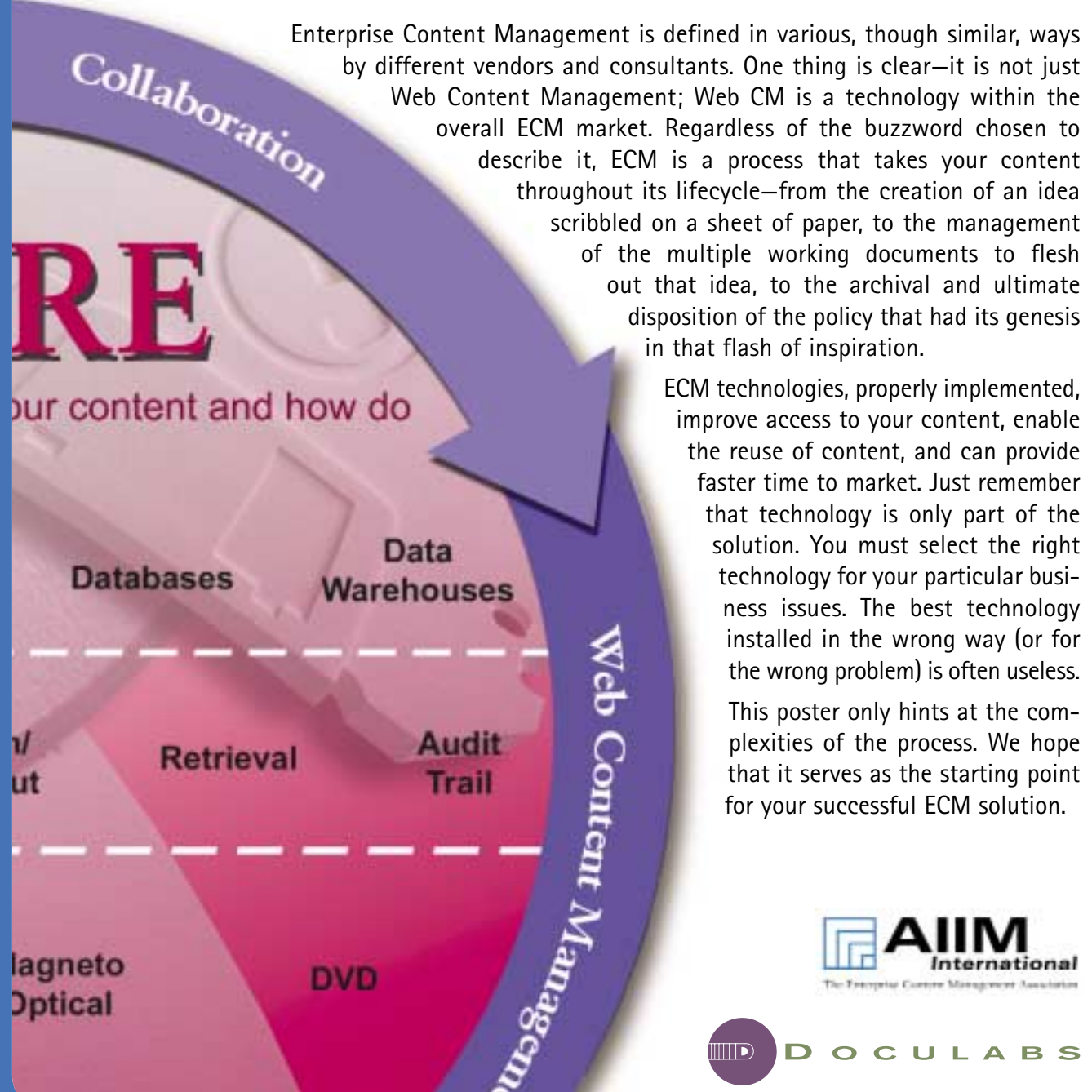
Leveraging our advanced and unique research through short-term consulting projects, Doculabs provides its clients with:

- Lowered costs associated with establishing sound strategies and making the most informed decisions
- Reduced risk of making misinformed decisions that cause loss in capital and missed ROI expectations
- Improved time-to-market that speeds ROI and creates a greater competitive advantage

Contact Doculabs at 312-433-7793, www.doculabs.com, or info@doculabs.com

ECM 101

Capture Store Manage Deliver Preserve



Enterprise Content Management is defined in various, though similar, ways by different vendors and consultants. One thing is clear—it is not just Web Content Management; Web CM is a technology within the overall ECM market. Regardless of the buzzword chosen to describe it, ECM is a process that takes your content throughout its lifecycle—from the creation of an idea scribbled on a sheet of paper, to the management of the multiple working documents to flesh out that idea, to the archival and ultimate disposition of the policy that had its genesis in that flash of inspiration.

ECM technologies, properly implemented, improve access to your content, enable the reuse of content, and can provide faster time to market. Just remember that technology is only part of the solution. You must select the right technology for your particular business issues. The best technology installed in the wrong way (or for the wrong problem) is often useless.

This poster only hints at the complexities of the process. We hope that it serves as the starting point for your successful ECM solution.

