**Enterprise Content Management**: the technologies, tools, and methods used to capture, manage, store, generate, and deliver content across an enterprise. At its most basic level, ECM tools and methods allow the management of an organization’s structured and unstructured data, including both hard copy and digital documents. Managing these items involves anything from tracking, classifying, retrieving, and storing documents, to extracting and transforming data from documents and other sources, and using the data in a variety of ways.

**Capture**: The process of converting content, whether as paper documents in hard copy or digital files, into an electronic format that can be used in the organization's ECM system. This process can be manual or automated, depending on the content type and the requirements of the organization. Tools and technologies used in capture include Optical Character Recognition (OCR) software, barcode scanners, and automated document scanners.

**Manage**: What are the tools and techniques for moving content among an organization and monitoring those tools' performance?

**Store**: How do you find it again?

**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?