

# **Enterprise Content Management**

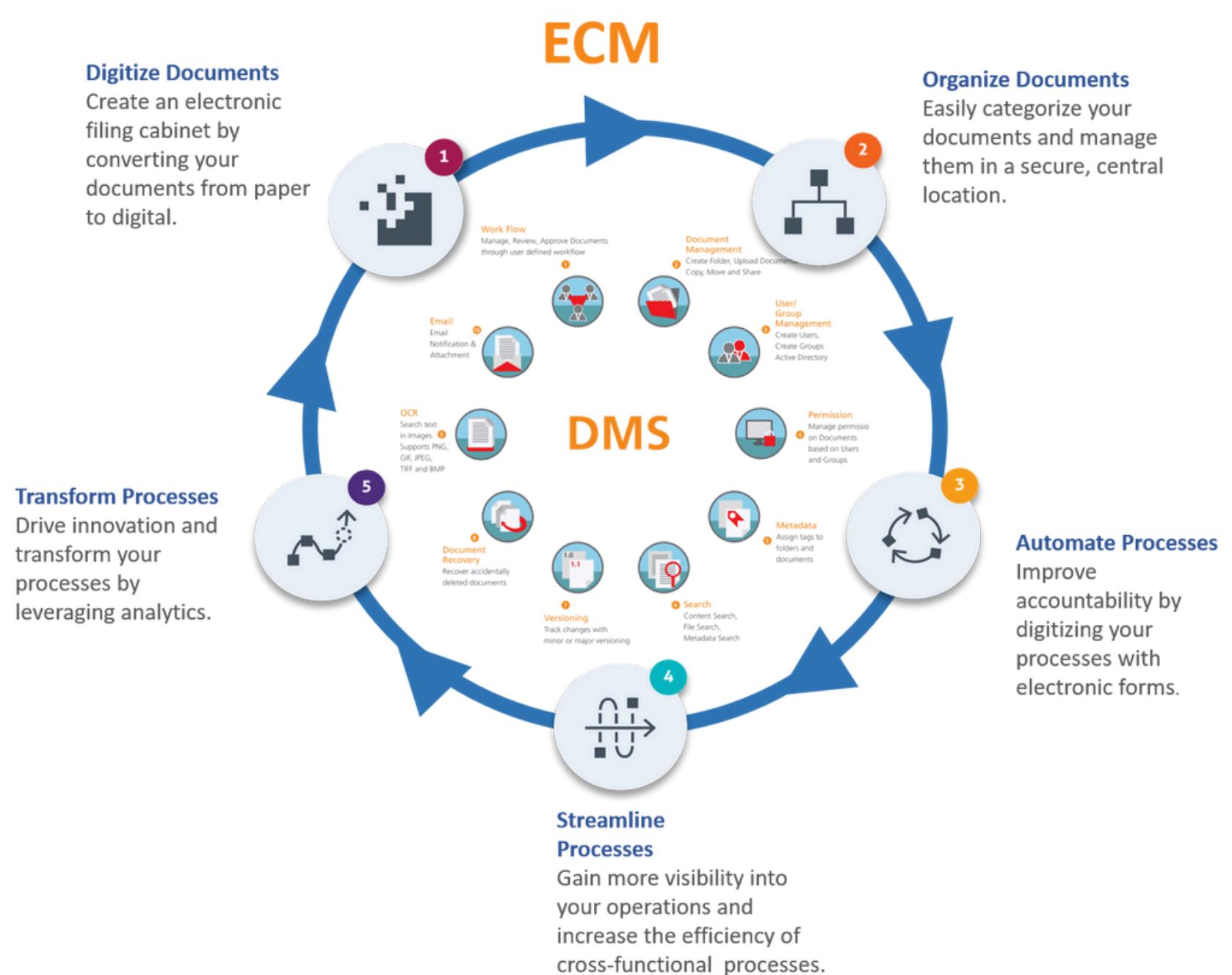
# What is an ECM

ECM is a system designed to organize, store, and manage information efficiently

ECM also facilitates web content management and ensures secure archival in a centralized repository.

ECM englobes Web Content Management, search, collaboration, record management, capture and scanning, Digital Assets Management and workflow management

It enhances organizational efficiency by streamlining processes and procedures



# What is an ECM

Enterprise Content Management systems are usually protected by a Digital rights management tools

Solutions offer intranet services for employees (B2E) and enterprise portals for B2B, B2G, G2B, and other business interactions.

It also facilitates web content management, enhances collaboration and record management, supports digital asset management, and improves workflow and process automation.

ECM spans software, processes, and strategies, capturing content across channels while organizing and structuring it for easy access and exploration.

ECM integrates with business systems like Process Management, Document Management, Collaboration, and Digital Asset Management, organizing and distributing content across cloud and IT systems.

# Evolution

**2001**

ECM term introduced  
(shift from standalone  
DMS to integrated  
systems).

**2016**

Unified ECM systems  
(organization-wide  
deployment,  
compliance focus).

**LATE 80S**

DMS emerges  
(imaging, workflow,  
document  
management, ERM).

**2006**

Microsoft & Oracle  
enter ECM market  
(SharePoint, Oracle  
Content  
Management).

**2017**

ECM renamed to  
Intelligent Information  
Management (IIM)



# Features

**01**

## Combines

Capture, search and networking of documents  
digital archiving, document management and workflow automatisation

**02**

## Contains version control of the content

**03**

## Metadata is added either automatically or with minimal user input

**04**

## Delivery

- On-premises software
- Software as a service (SaaS)
- Infrastructure as a Service (IaaS)

# Components

ECM combines components which can be used as stand-alone systems without being incorporated into an enterprise-wide system.

## Capture

Capture converts paper documents into digital format and organizes electronic files for easy management. It includes metadata creation, recognition technologies (OCR, HWR, ICR, OMR, barcode), image cleanup, and forms processing. Enterprise report management stores reports, data aggregation unifies documents, and subject indexing enhances searchability.

## Manage

The Manage category oversees document management, collaboration, web content, records, and workflow. It tracks documents, enables teamwork, integrates CMS, ensures proper archiving, and automates processes for efficiency.

## **Store**

The Store component temporarily holds information before long-term preservation. It includes repositories (file systems, databases, data warehouses), library services for access control, and storage technologies like magnetic media, tape, optical discs, and cloud storage. Library services manage access, version control, and audit trails, while storage technologies vary based on needs and system environments.

## **Preserve**

The Preserve component ensures long-term, secure storage of static information, aiding compliance with regulations. It uses WORM discs, magnetic tapes, content-addressable storage, and microforms. Strategies include migration to newer systems and software emulation for continued access.

## **Deliver**

The Deliver component formats, secures, and distributes ECM content via XML, PDF, web syndication, and various media. It includes security features like electronic signatures and DRM, with distribution through the internet, email, mobile devices, and physical media.

As of 2017, ECM mostly refers to the antiquated content drivers of the past. The industry needed a name for the more robust, complex umbrella that captures content across verticals and presents them modularly.

Which leads us to Content Services.

Content services is a shift towards a more practical, modular set of solutions that deliver on the promise of ECM — capture, manage, store, preserve, and deliver.

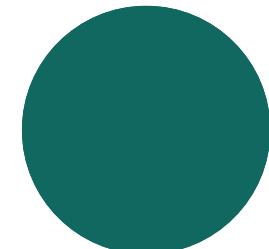
Businesses need the ability to deliver on the promise of impactful content and data management within their particular IT infrastructure. With all of the technology we're consuming and the cloud solutions that we all implement to create bigger, better business practices, trying to build a grand repository or single solution isn't only ineffective, it's likely impossible.

While the terminology change from enterprise content management to content services helps de-solidify some of the antiquities baked into the ECM, it doesn't fully capture the complexity of the modern business's digitally transformative needs.



To overcome this linguistic challenge AIIM has coined the phrase: Intelligent Information Management (IIM) — where data across business channels is captured, managed, stored, preserved, and delivered as part of a strategy, method, and tool.

IIM provides the following key capabilities:



## Content Services

IIM delivers a flexible and modular approach that utilizes content and information whenever and wherever it's needed. This is independent of any legacy ECM preoccupation of where the content is actually stored.

## Process Services

IIM focuses on process tools that can be delivered with the simplicity of an app, but within a manageable and controllable framework.

## Analytic Services

IIM gives businesses the roadmap for automation of information — both structured, unstructured, and data-driven.

# Benefits

## Compliance

Enterprise Content Management (ECM) streamlines content management, enhances collaboration, and optimizes workflows.

## Collaboration

Enterprise Content Management (ECM) enhances digital agility by connecting siloed collaboration tools, ensuring seamless data flow, up-to-date documents, and reduced duplication.

## Continuity

Enterprise Content Management (ECM) unifies siloed data from IoT, SaaS, cloud, and legacy systems, creating a structured framework for seamless content and data management.

## Cost

Enterprise Content Management (ECM) drives revenue, preserves critical data, and maximizes content value, ultimately boosting ROI across compliance, access, retrieval, and connectivity.

# Existing solutions



**THANK YOU**



