

## Why Choose IBM ECM?

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### Overview

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*Backed by enterprise-level support, IBM ECM solutions can help you manage your mission-critical content and business processes to make better decisions, faster. Build an ECM system for today — knowing you'll be able to add, extend and grow as your content requirements evolve.*



Information scattered across dozens and even hundreds of applications and content repositories... growing compliance requirements... process improvement demands. Sound familiar? Ready to gain visibility and control over your enterprise content and business processes? Organizations just like yours are achieving lower operating costs, improving customer service responsiveness, automatically enforcing records management and reducing risk with an Enterprise Content Management (ECM) platform.

So where do you start? There are many requirements for an Enterprise Content Management provider. Consider the following when choosing your ECM vendor:

### Market Focus & Industry Experience

In choosing the right ECM solution provider, market focus and industry experience are paramount. You want a vendor with a proven record of innovation in ECM and a vision and strategy for the future to ensure continued product development and service enhancements.

IBM is one of the leading providers of Enterprise Content Management solutions. Since announcing IBM ImagePlus in 1989, IBM has anticipated customer needs and pioneered innovative technology breakthroughs. Our clients include 80 of the Fortune 100, 23 of the top 25 world banks, 24 of the top 25 insurance companies, 5 of the 6 top telecoms, more than 1,200 government bodies and more than 700 manufacturing and energy companies.

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## IBM ECM – A Winner

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*KMWorld magazine readers were asked to give their impression of technology providers in “key technology areas for their mission-critical business applications.” The results, published in the January 2007 issue, showed IBM and FileNet, an IBM Company, dominating the field. Out of 12 technology areas, readers voted IBM ECM as a winner in 10 areas:*

- *Business Intelligence*
- *Business Process Management*
- *Collaboration*
- *Content Management*
- *CRM*
- *Document Management*
- *Email*
- *Enterprise Search*
- *Knowledge Management*
- *Records Management*

We have helped these companies manage their mission-critical content and business processes to make better decisions, faster. Proven, world-class products, backed by value-added services and knowledge of your industry challenges, combine to create solutions tailored for your organization.

### **Service, Support & Solutions**

The quality, reliability and reputation of a vendor’s support organization are important factors in technology purchase decisions. Select a vendor that provides the breadth of services you need to keep your mission-critical business operations running at optimal performance levels.

IBM’s world-class support services ensure the greatest value from your investment. Through professional services consulting and 24/7 customer support, you’ll receive the training and support you need to be successful. You’ll also benefit from the expertise of IBM Business Partners, a vast network of world-class system integrators, value-added resellers, and application developers – all with specialized knowledge of how to apply IBM ECM solutions to specific industries worldwide.

### **Unified ECM and BPM Enterprise Platform**

Only by combining content and process capabilities can organizations reduce costs and streamline operations. Organizations need a platform that offers a single repository architecture for managing processes and associated content, electronic mail, and records throughout the complete lifecycle of a document – from creation through final disposition.

IBM’s unique ECM technology makes content an active part of your organization’s business processes, which helps increase business performance and responsiveness. IBM ECM provides a reliable, scalable and highly available enterprise platform that enables you to capture, store, manage, secure and process information to increase operational efficiency and lower total cost of ownership.

### **Pervasive Interoperability**

Interoperability is the key to helping reduce system complexity and total cost of ownership. Choose a solution that helps simplify integration to mission-critical content and data across your organization’s disparate systems and repositories. The IBM ECM product portfolio delivers specific ECM capabilities that can be combined with existing IT assets so you can build a flexible and scalable technology framework designed to not only address the needs of your organization today, but accommodate future growth and new and emerging requirements. And with IBM, multiple disparate content sources can look and act as one system — improving business processes and mitigating compliance risk across the enterprise, while reducing IT complexity and costs.

## Scalability and Performance

Since ECM is a pervasive technology that is leveraged for a variety of applications throughout the enterprise, companies should select a platform that offers high performance and maximum scalability — able to support thousands of users and millions of transactions.

IBM ECM handles billions of objects and supports tens of thousands of users for some of the world's largest organizations. An independently verified BPM performance benchmark demonstrates the proven performance of IBM ECM's Business Process Management (BPM) offerings to handle millions of transactions per hour ratio that delivers a solid return on investment.

## Service Oriented Architecture: A new era of information management

IBM Information On Demand represents a new way of thinking about information. It enables information to be available as a service, in an open and accessible way that can help you transform your business. With a Service Oriented Architecture (SOA), businesses can flexibly adapt their business processes by using independent, rules-based services and simplified integration.

IBM ECM technology supports SOA capabilities for unstructured content and content-related business process management, and is built on an open, standards-based architecture that integrates with IT infrastructures using industry standards (J2EE and XML). It also integrates with enterprise business applications and the content they contain through SOAP, XML and EAI. Using XML Web Services to create an SOA enables the creation and re-use of business logic. This allows the functionality of content services to be exposed as XML Web Services, capable of being called from the development environment.

## Join the Leaders

Our goal is to help you integrate, maintain and optimize not just a technology investment, but also a comprehensive business solution. Join some of the world's leading organizations by partnering with one of the industry's most recognized leaders in ECM: IBM.

Backed by enterprise-level support, IBM ECM solutions can help you manage your mission-critical content and business processes to make better decisions, faster. Build an ECM system for today — knowing you'll be able to add, extend and grow as your content requirements evolve.

For more information on IBM ECM, contact your IBM or FileNet representative, your IBM Business Partner, or visit [ibm.com](http://ibm.com) or [filenet.com](http://filenet.com).



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