

# "Is SharePoint the future of Enterprise Content Management?"

Presented by Arthur Hedge

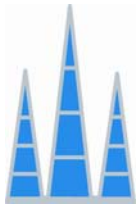
Castle Ventures LLC





# Agenda

- Introduction
- What is Enterprise Content Management (ECM)?
- What is SharePoint?
- How SharePoint maps to ECM Features
- SharePoint's Weaknesses
- SharePoint's Strengths



# ECM

Enterprise Content Management (ECM) is the technologies used to capture, manage, store, preserve, and deliver content and documents related to organizational processes. ECM tools and strategies allow the management of an organization's unstructured information, wherever that information exists. (AIIM)

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## Characteristics

- Unstructured discrete data such as images, documents, and forms
- Unstructured complex, integrated data such as Web Content, Email, Multimedia
- Repository based
- Provides no business applications

# CAPTURE

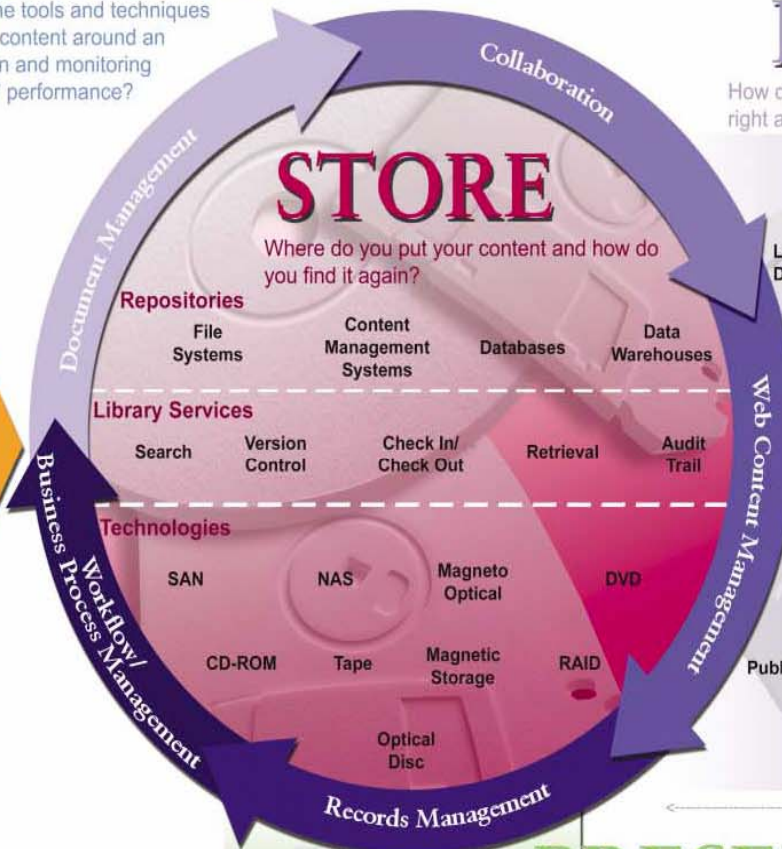
How do you move content, paper or electronic, into your content repository for reuse, distribution, and storage?

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

INPUT

# MANAGE

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



# DELIVER

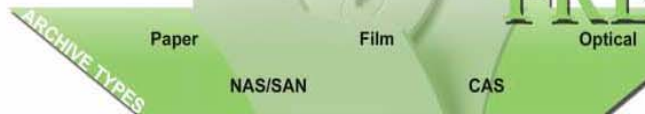
How do you get the right content to the right audience on the right device?

	Transformation Technologies	Security Technologies	Distribution
Layout/Design	COLD/ERM	PKI	Paper
	Personalization		Internet
Publishing	XML	Digital Rights Management/Watermark	Extranet
	PDF		Intranet
	Compression	Digital Signatures	Portal
	Syndication		Email
			Fax
			Mobile Devices
			E-Statements

OUTPUT

# PRESERVE

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



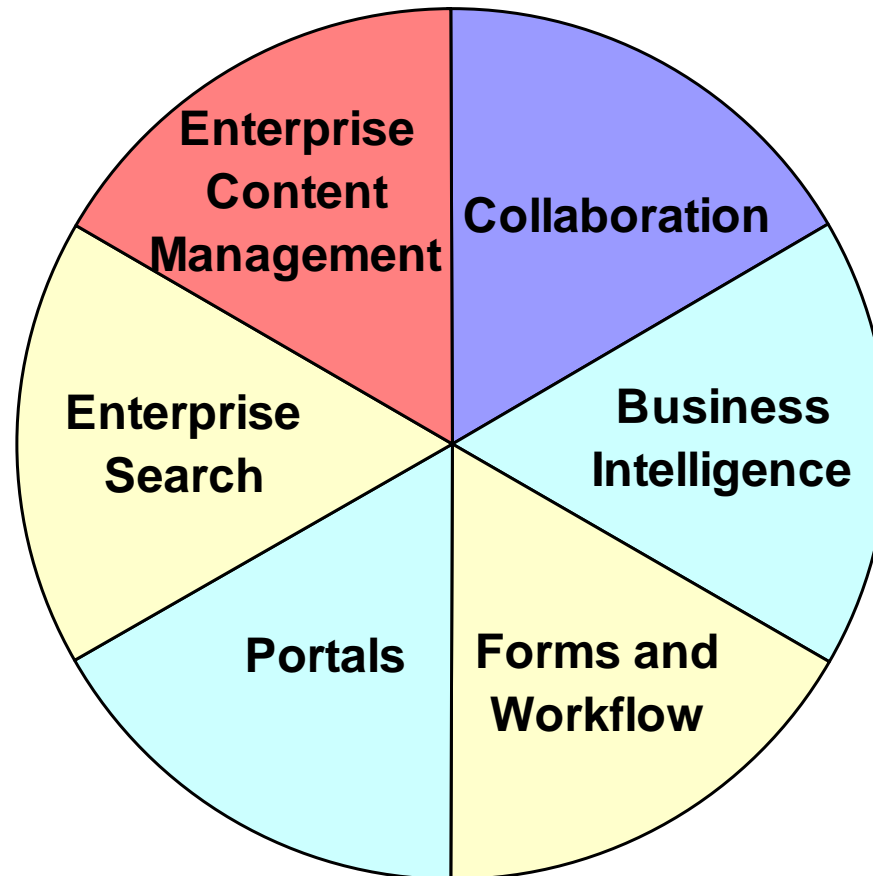


# SharePoint

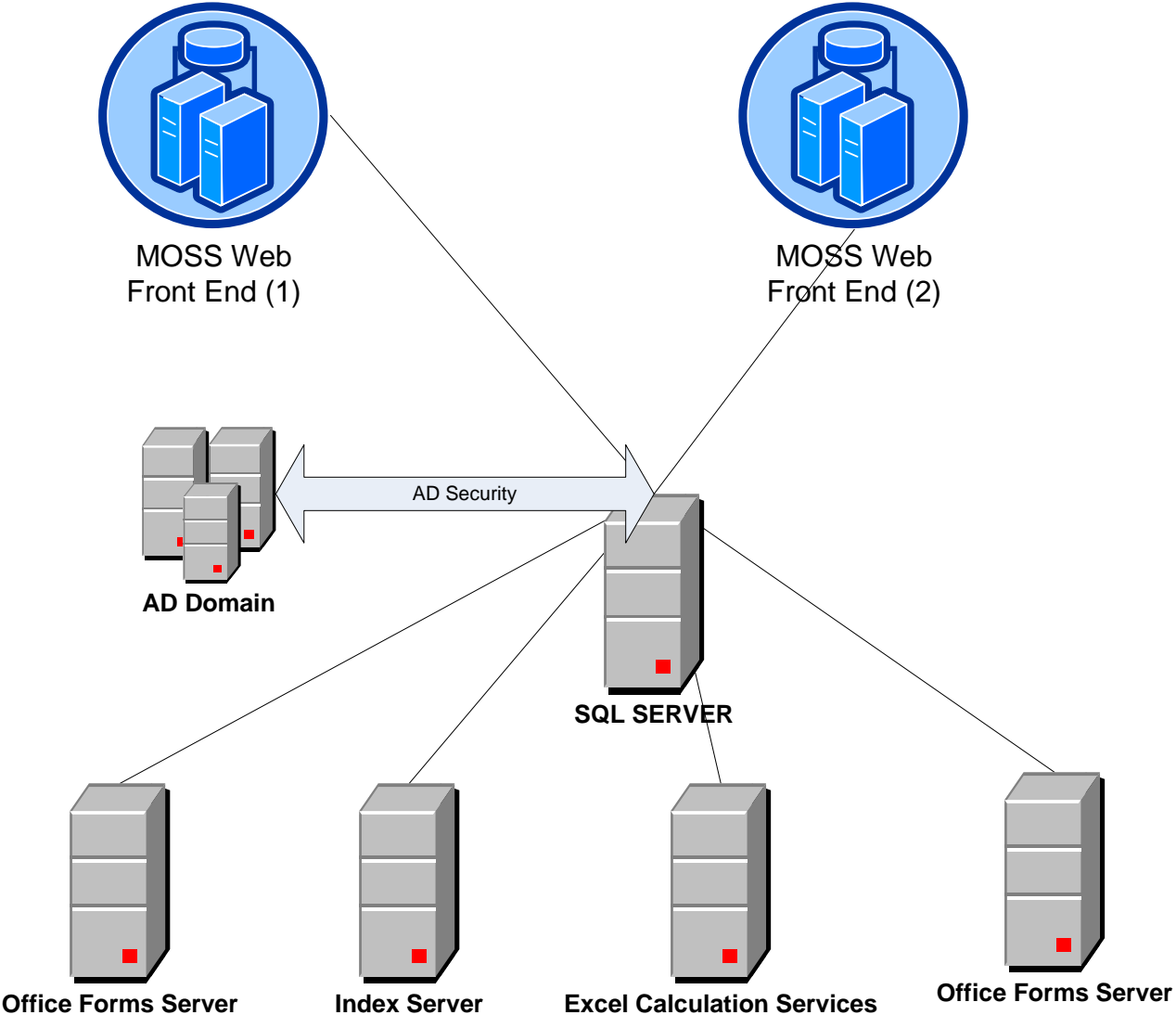
- What is it?
- The third time is the charm
- Microsoft's fastest growing technology

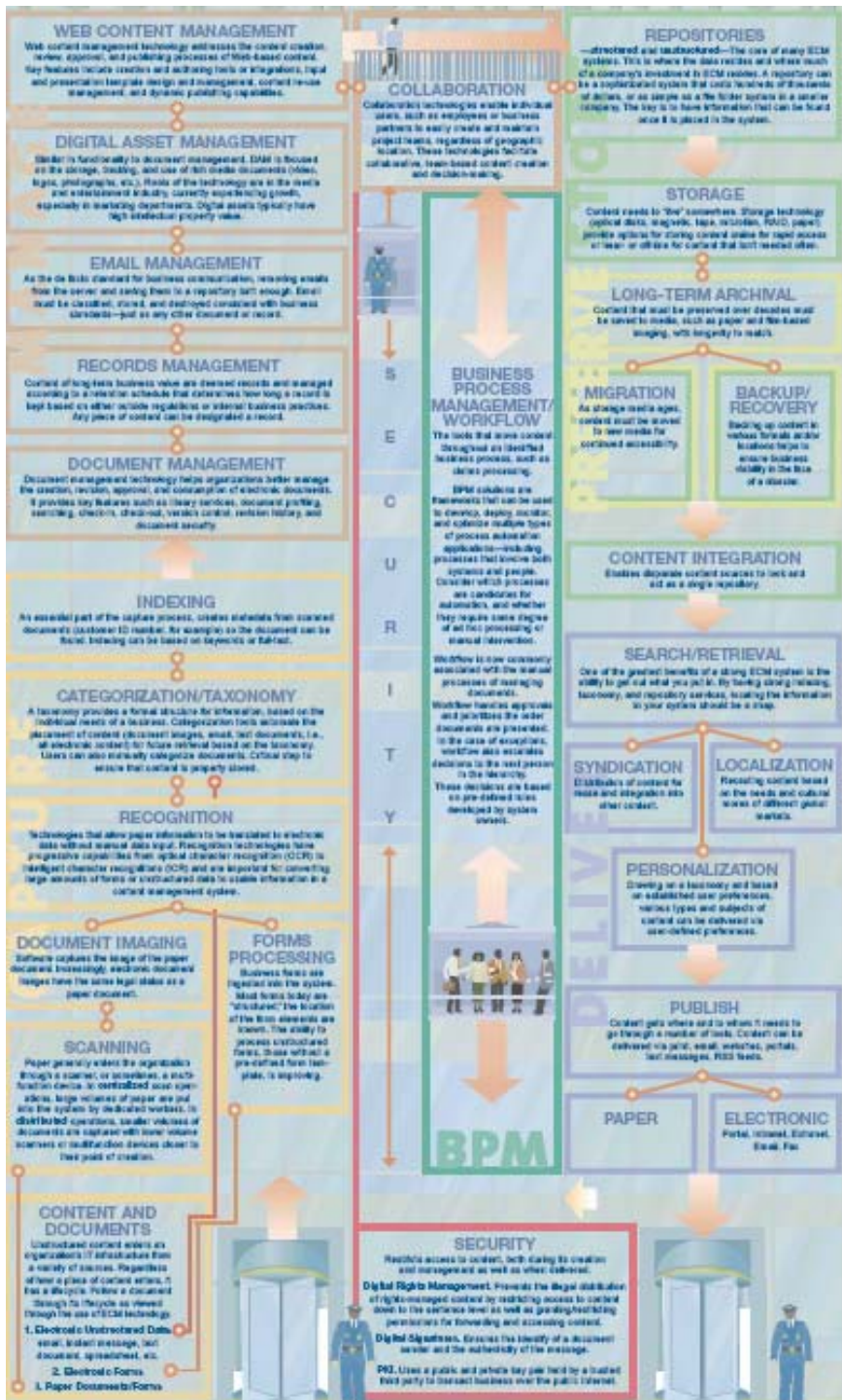


# SharePoint 2007 Features



# SharePoint Server Diagram





# CAPTURE

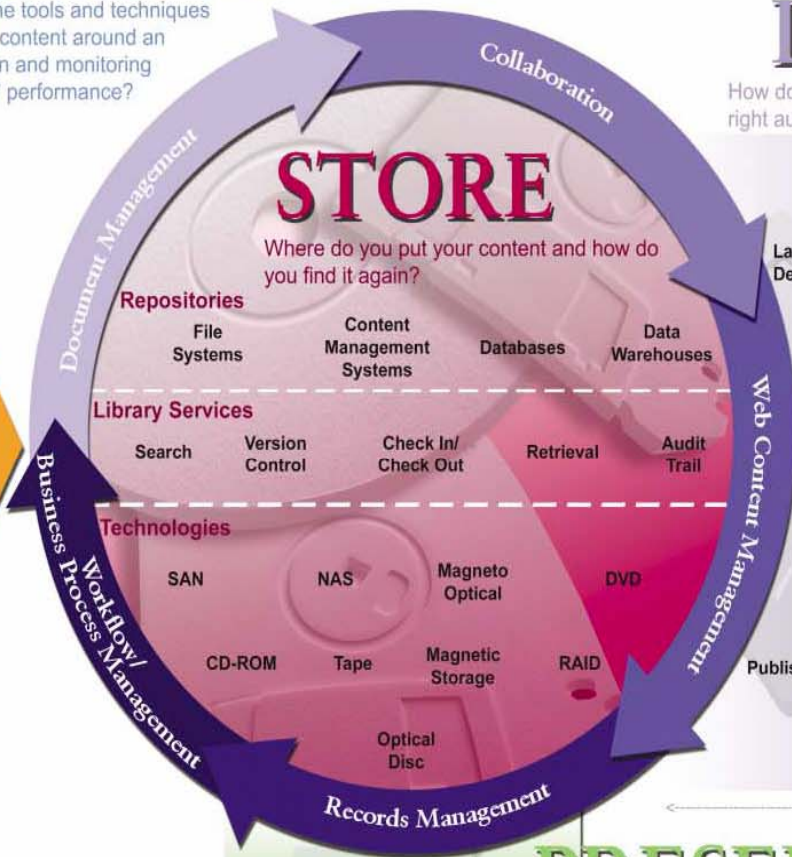
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# MANAGE

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# DELIVER

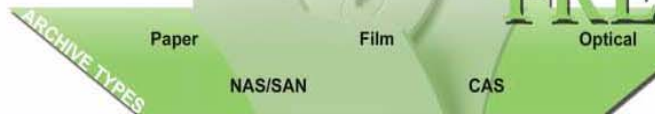
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OUTPUT

# PRESERVE

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## Decision Matrix - Capture

	<b>SharePoint</b>
Indexing	Yes
Categorization / Taxonomy	Yes
Recognition	No
Imaging	No*
Scanning	No
Forms Processing	Maybe



## Decision Matrix - Manage

	<b>SharePoint</b>
Document Management	Yes
Digital Asset Management	Maybe
Email Management	Maybe
Records Management	Maybe
Web Content Management	Yes



## Decision Matrix – Store / Preserve

	<b>SharePoint</b>
Repository-based	Yes
Storage	No
Long-term archival	Maybe
Migration	No
Backup / recovery	Maybe



## Decision Matrix – Deliver

	<b>SharePoint</b>
Content Integration	Maybe
Search / retrieval	Yes
Syndication	Yes
Localization	Yes
Personalization	Yes
Publish (format agnostic)	Maybe



## Decision Matrix – Use

	<b>SharePoint</b>
Collaboration	Yes
Business Process Management	No
Workflow	Yes
Security	Yes



# Examples of Weakness

- Repetitive Applications
  - Claims Processing
  - Exception Handling Systems
- Long-running business processes
  - Corporate Filings
- Image-Based Applications
  - Accounts Payable
  - Check Processing



# Examples of Strengths

- Ad-Hoc Processes
  - SOP Development
- Project Work
  - Application Development Teams
  - Construction Projects
- Web-Based Applications
  - Simple Forms (User Requests)
  - Web Content Management



# SharePoint Market Strengths

- **Low Cost of Entry** – Has a free entry, user-based pricing
- **Integration with Office** – Can be integrated into existing user behavior
- **User Adoption** – Ubiquitous, people feel comfortable with tool. User's can perform self-administration
- **Microsoft** – Size of Sales force, drives industry coverage, press coverage
- **ECM Market Expansion** – Solution to many problems.
- **Application Development Platform** – Easily extended to meet many diverse needs..



# Questions



## Contact Information

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