

# Forward-Thinking Content Management Architectures

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# Agenda

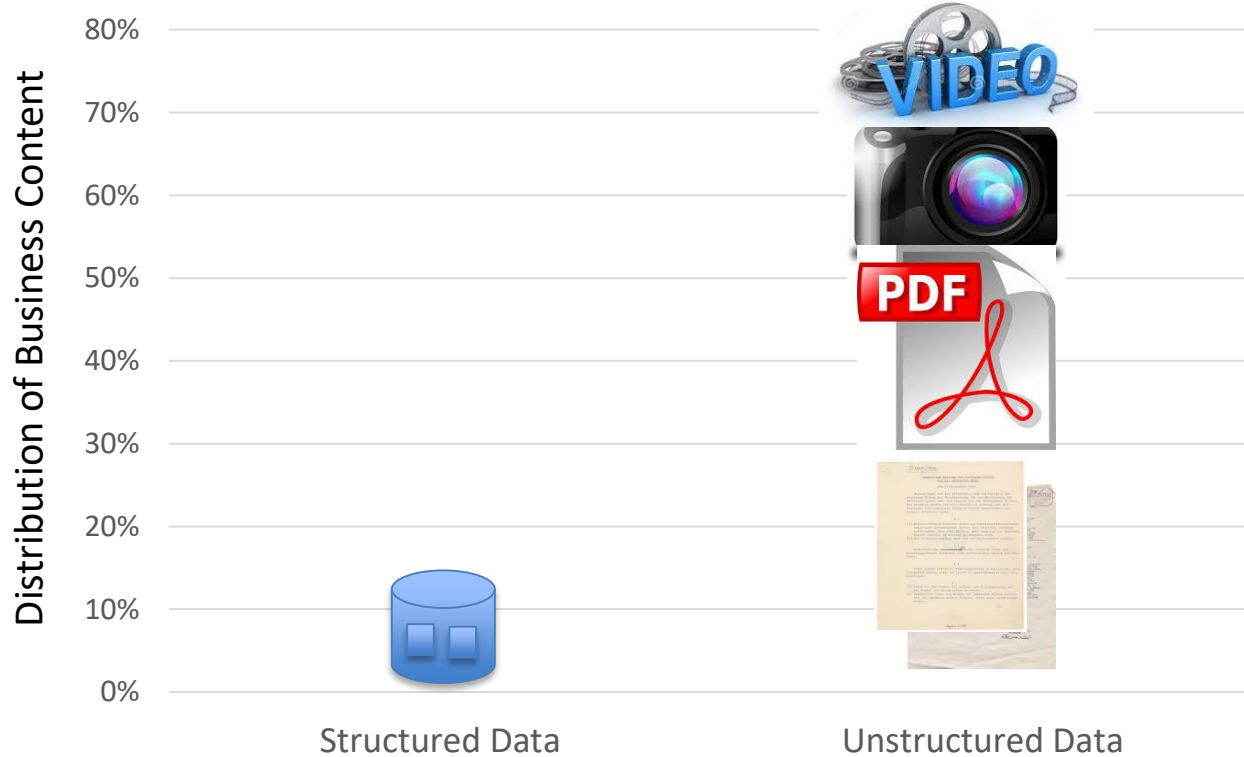
- A little bit about Genus
- The content problem
- ECM, DAM and traditional approaches
- How digital content is changing
- Content Services and the future
- Decision points

# Genus Technologies



- 60 professionals strong
- Key partnerships with IBM (35 years) and Kofax (21 years)
  - Content Management concentration since 1987
- Dedicated support organization
- Headquartered in Minneapolis

# The Content Problem



# The Content Problem

- 80-85% of business content is unstructured
- Paper is a known quantity
  - Millennia of organizational experience
- Digital is a relatively new phenomenon
  - Disorganization is the rule
  - Completely informal systems

# ECM, DAM and Traditional Approaches

- Enterprise Content Management (ECM) becomes real in the late 1980s
  - Primary use case is production imaging
- Digital Asset Management (DAM) enters the picture mid 1990s
  - Production video archives drive the need

# What is ECM?

Enterprise content management platforms are software products or suites of software that typically provide the following services for unstructured information:

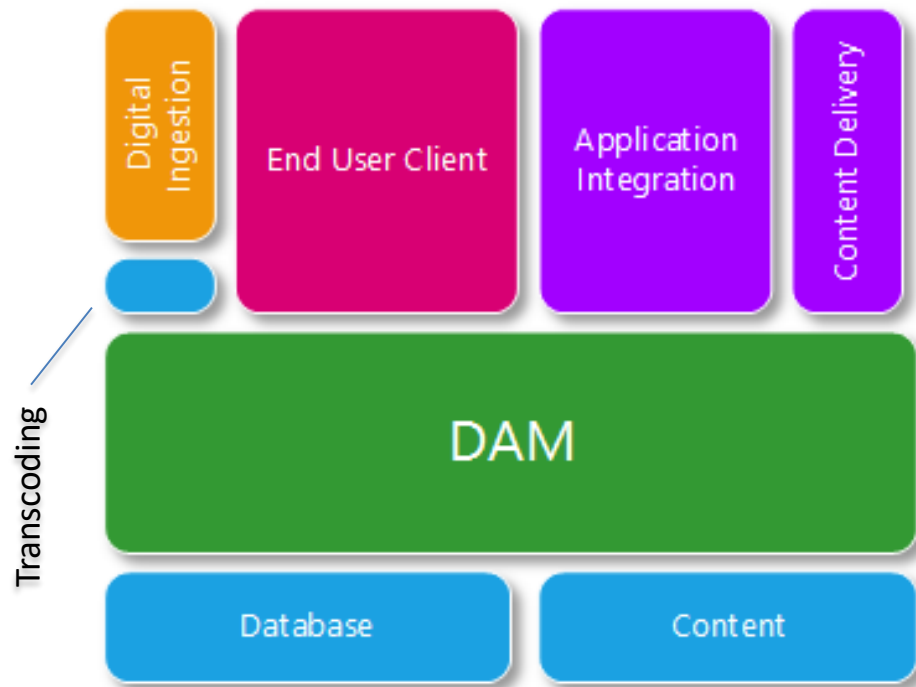
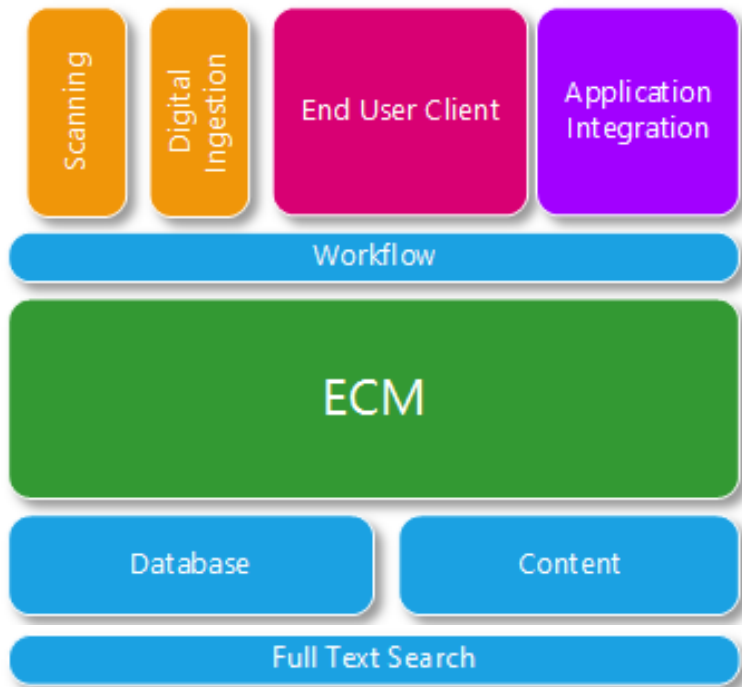
- Security
- Document lifecycle management (versioning)
- Data model management (defined ways to apply metadata and group documents)
- Storage management (mechanisms to move content around for efficiency or other reasons)
- A user experience
- An API (a means to interact with other software systems)
- Retention management (delete stuff after some period of time)
- Compliance features

# What is DAM?

Digital asset management platforms are software products that typically provide the following services for unstructured information:

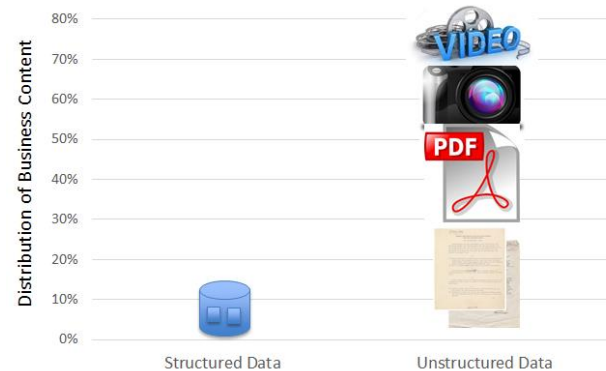
- Pretty much everything ECM does
- Transcoding
- Rendition management
- A media-enabled user experience
- Digital rights management
- Typical use cases: PIM/eCommerce, broadcast and media, brand management





# Digital Content Explodes

- Desktop applications supplant paper
- Electronic presentment grows
- EDI mandates gain traction
- Smartphones take over
- Video is everywhere

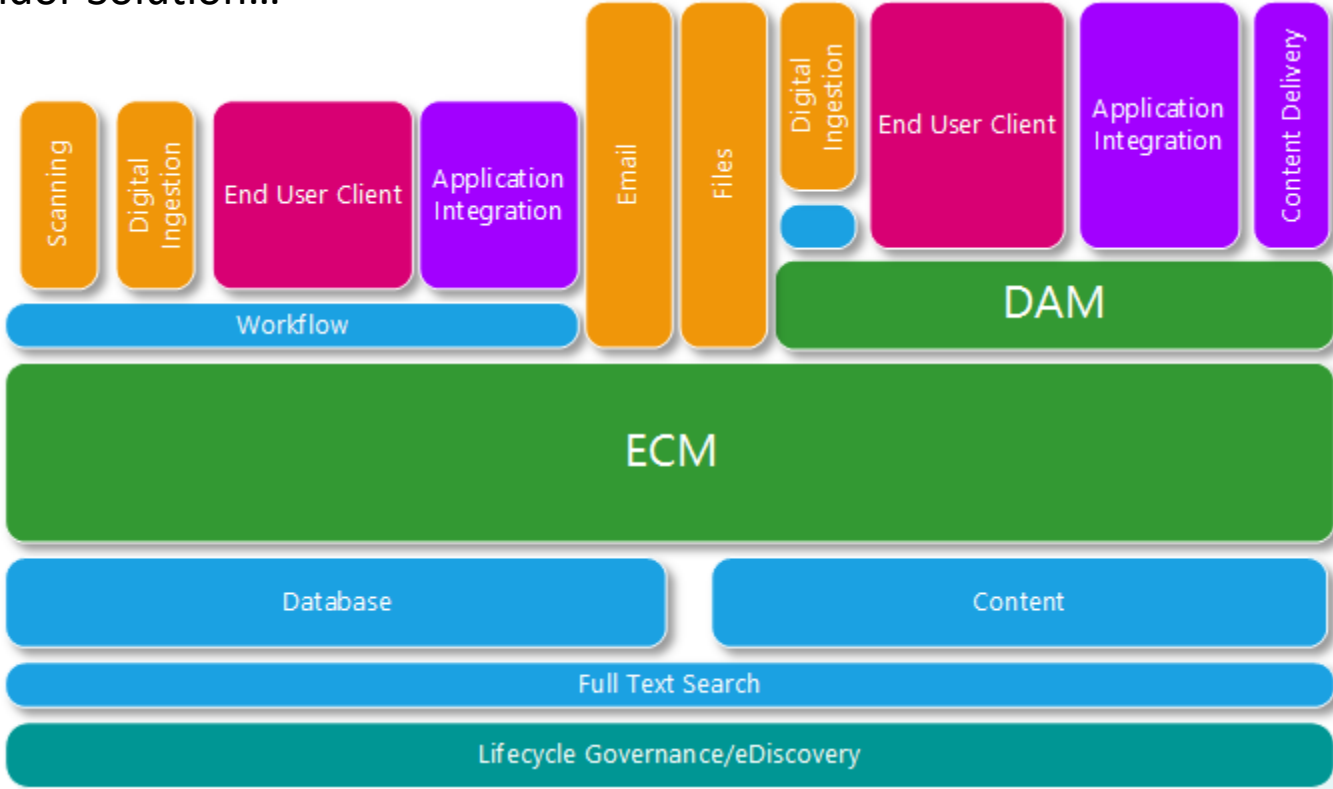


# Chaos for Most

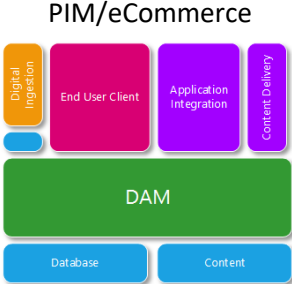
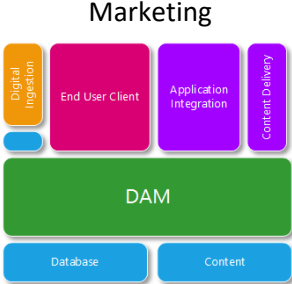
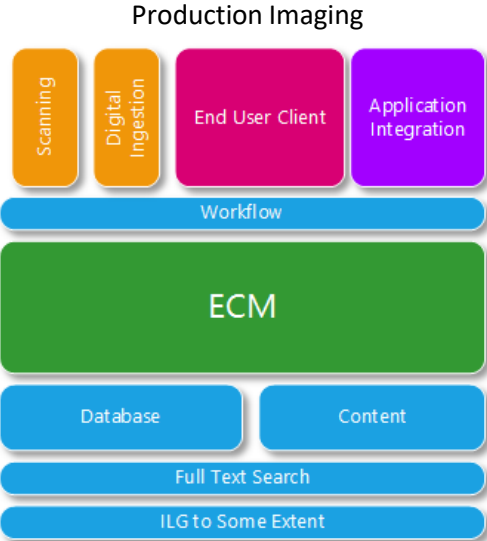
- Shared file systems are ubiquitous
  - Search helps
  - Duplication everywhere
  - SharePoint did not make things better
- New workloads dictate making copies
- Nothing ever gets deleted



# The Vendor Solution...



# What Really Happened...



Gartner®

says...

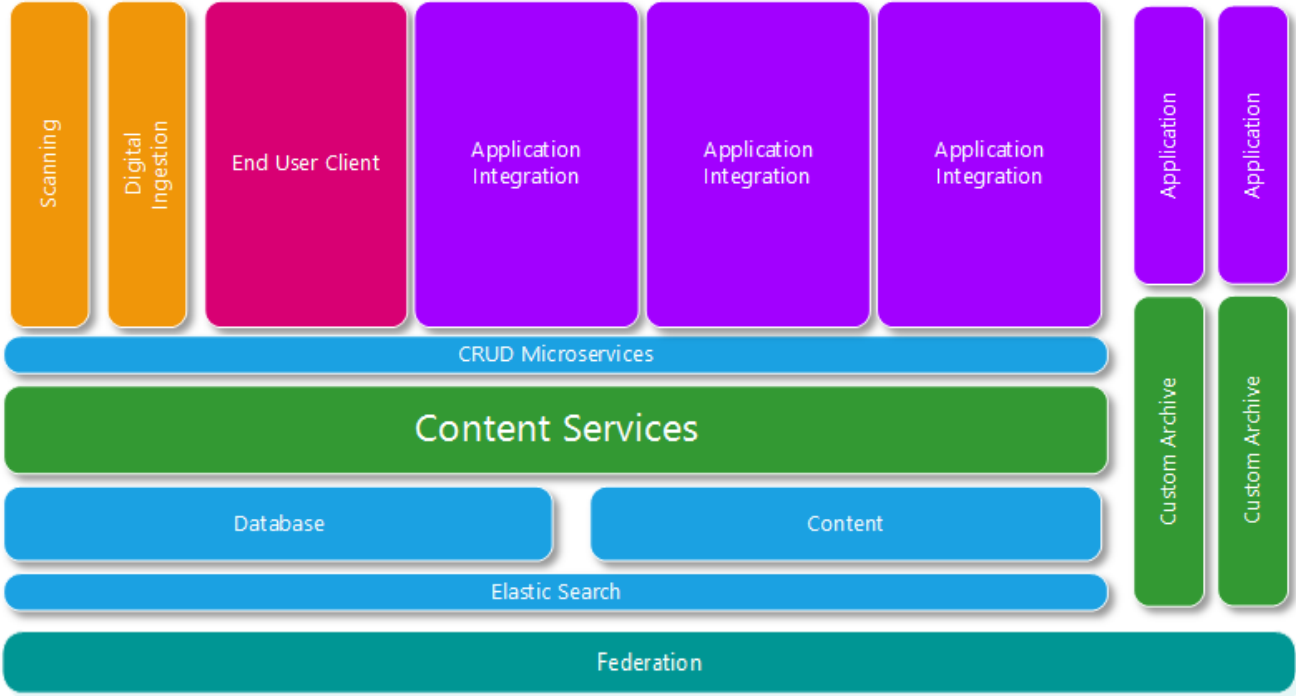
“ECM is now dead!”

<https://blogs.gartner.com/michael-woodbridge/the-death-of-ecm-and-birth-of-content-services/>

# Content Services are Born

- Essentially a reflection of what happened in the market
  - No single repository meets what business requires for CM:
    1. Regulatory compliance and risk management
    2. Retention and dissemination of business knowledge
    3. Cost and process efficiencies
    4. Innovation and new ways of working
- Enterprises should consider a more simplistic, adaptable approach to repositories
  - And use solutions that make the most sense

# Where to go





# Decision Points

- Consider: compliance, ILG, eDiscovery
  - Hard requirements may still dictate ECM
  - Don't replicate what the application already does
- Let enterprise information architecture drive content architecture
  - Don't make copies if you don't have to
- Use the repository that is right for the application and the business



# Thanks!

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