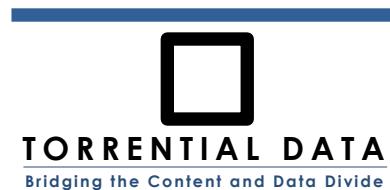


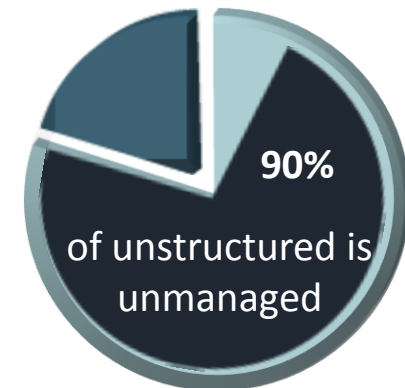
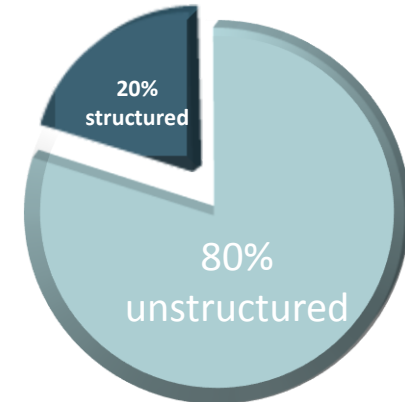
# An Introduction to Content-Enabled Software



# Introduction

- Defining content
  - Information contained in “unstructured” media such as paper, faxes, email, audio, video, etc.
- Managing content
  - The ability to capture, process, store, retrieve, distribute, archive, and dispose of information contained in unstructured media
- Managing it with content-enabled software
  - Data-centric applications that manage *structured* information . . . enhanced with the native ability to manage content within their already-familiar interface

## Total Organizational Information



Source: Doculabs

# Gartner's Definition

“Applications that typically help to automate complex processes that previously required workers to sort through paper documents and other forms of content manually. Content-enabled software applications help reduce the cost of exception handling and optimize the rest of the work by applying better process controls and analytics. They are a mix of content, process and domain expertise, resulting in repeatable and reusable models and solutions.”

--Gartner

# The Levels of Content-Enabled

Source: Gartner

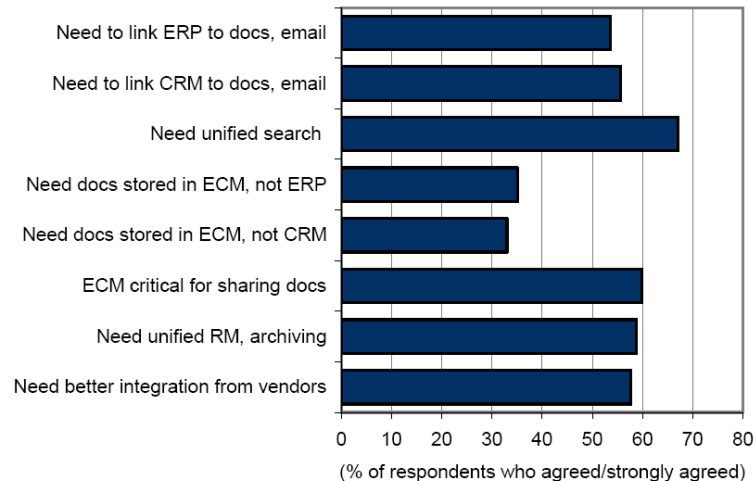
- **Level 1 – One & Done Point Solutions**
  - Examples include leave processing, correspondence tracking, customer on-boarding, and contracts administration
  - Often include focused applications for SMBs in insurance, banking, retail, government, and healthcare
- **Level 2 – Core Application Integration**
  - Deliver the highest business value to the highest-value people by combining processes and content often in a complex environment
  - Examples include loan origination, case management, claims processing, and customer service
- **Level 3 – Strategic Investment**
  - Platform or framework model that allows “plug-and-play” among infrastructure, process layer, and user context
  - Limited number of vendors

# IDC: Enterprise Content Meets Enterprise Business Processes

- In a study (#IDCWPT02R) of large organizations (2,000 or more employees), IDC discovered several intriguing results, including:
  - 54% agreed/strongly agreed with the need to link records in ERP systems to documents and email to have a complete view of the context of a business transaction.
  - 56% of agreed/strongly agreed with the need to link records in CRM systems to documents and email to have a complete view of customer interactions.
  - 67% agreed/strongly agreed that it is time consuming to search multiple databases and repositories to find all of the “pieces” that relate to a particular transaction or matter.
  - 60% agreed/strongly agreed that an ECM system is critical for sharing documents that are used by multiple business processes (and even multiple enterprise applications).
  - 58% agreed/strongly agreed with the need for better integration between ECM and enterprise applications and would like to see vendors work together to provide pre-integrated solutions.

## Customer Perceptions of the Need to Integrate ECM and EA

Q. Please indicate your level of agreement with the following statements:

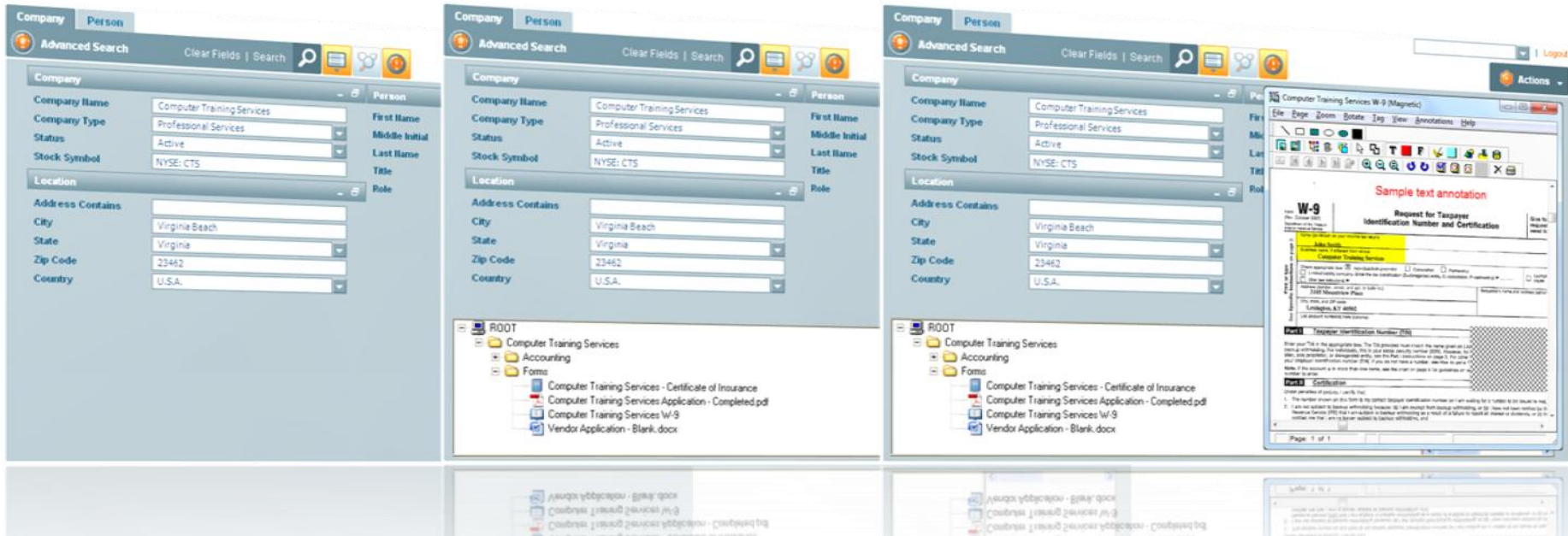


n = 97, organizations with 2,000+ employees (total sample n = 308); multiple responses allowed.

Source: November QuickPoll Document Processes, IDC's Enterprise Panel, November 2008

# IDC: Enterprise Content Meets Enterprise Business Processes

- According to IDC, “we’re in the early days of ECM/enterprise application integration – we’ve only just begun the journey to integrated enterprise information management.”
  - “Customer case studies demonstrating ROI are still scarce.”
  - “Investment in an integrated ECM/EA solution could help an organization save millions of dollars over the next few years (and improve its cash flow) at a time when many organizations are challenged to maintain profitability.”
  - “Improving the findability of information would save large U.S. enterprises an estimated \$10 million a year in worker productivity.” (*Hidden Costs of Information Work*, IDC #201334)



*Transform your “data-centric” software application*

*into a “content-enabled” software solution*

*in less than a day using the Datahaven SDK for ECM.*

Torrential Data Solutions offers complete, tightly integrated, database-driven software development tools for ECM—enterprise content management—that corporate developers, systems integrators, and ISVs can embed directly within the UI of existing software applications. Our collection of SDKs, APIs, visual components, and other tools transform these data-centric applications into content-enabled solutions in as little as a day. From document imaging to email and fax integration, OCR data capture, workflow, and content publishing and distribution, Datahaven provides the means for these data-centric applications to natively capture, process, store, and manage the entire spectrum of content and related metadata from within its already-familiar user interface.

