

Revisiting “Enterprise” Content Management in a 2.0 World

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Why Listen?

- Information Management 15+ years
 - Document Management
 - Records Management
 - Enterprise Content Management
 - Web Content Management
 - XML
 - Collaboration (Grandfather of Enterprise 2.0)
 - Digital Asset Management
- AllM Interoperable Committee
- CM Pros, Chair Standards Group
- Author, Word of Pie
 - <http://wordofpie.com>
 - <http://twitter.com/piewords>
- Director, Technology Solutions, Washington Consulting, Inc.



My content growing,
evolving, and expanding.
Cloud brings rain or hope?

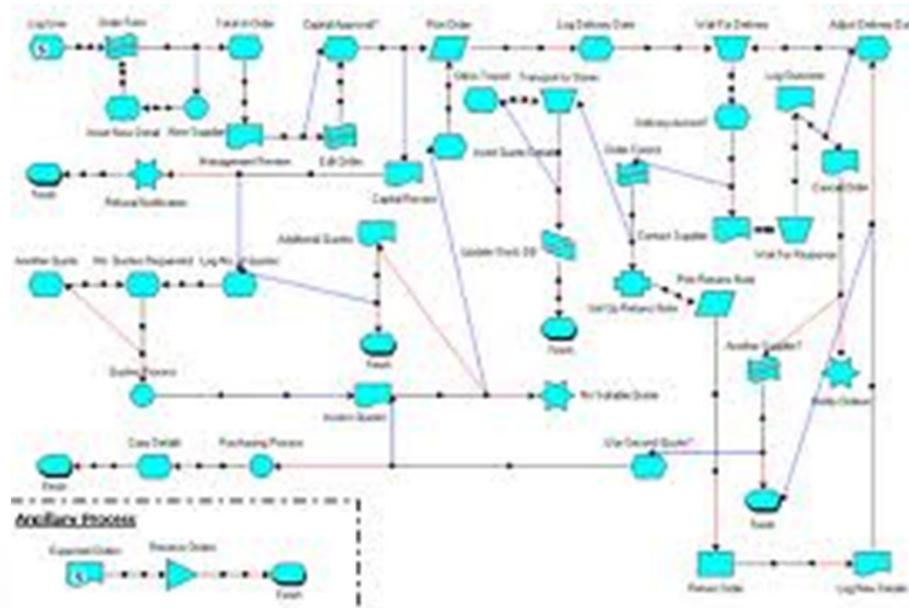
In the Beginning



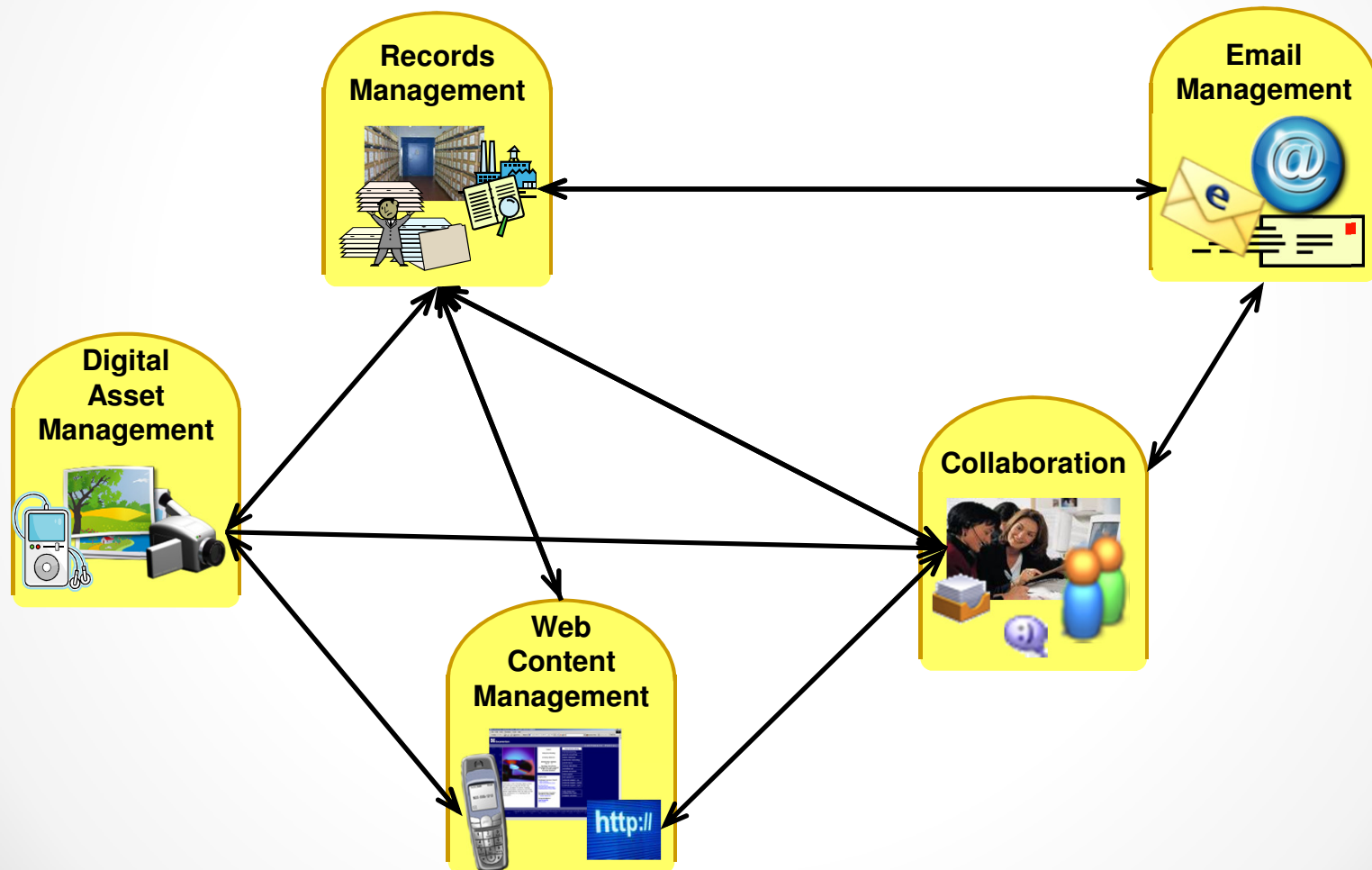
Then Came Scanning



Followed by Process



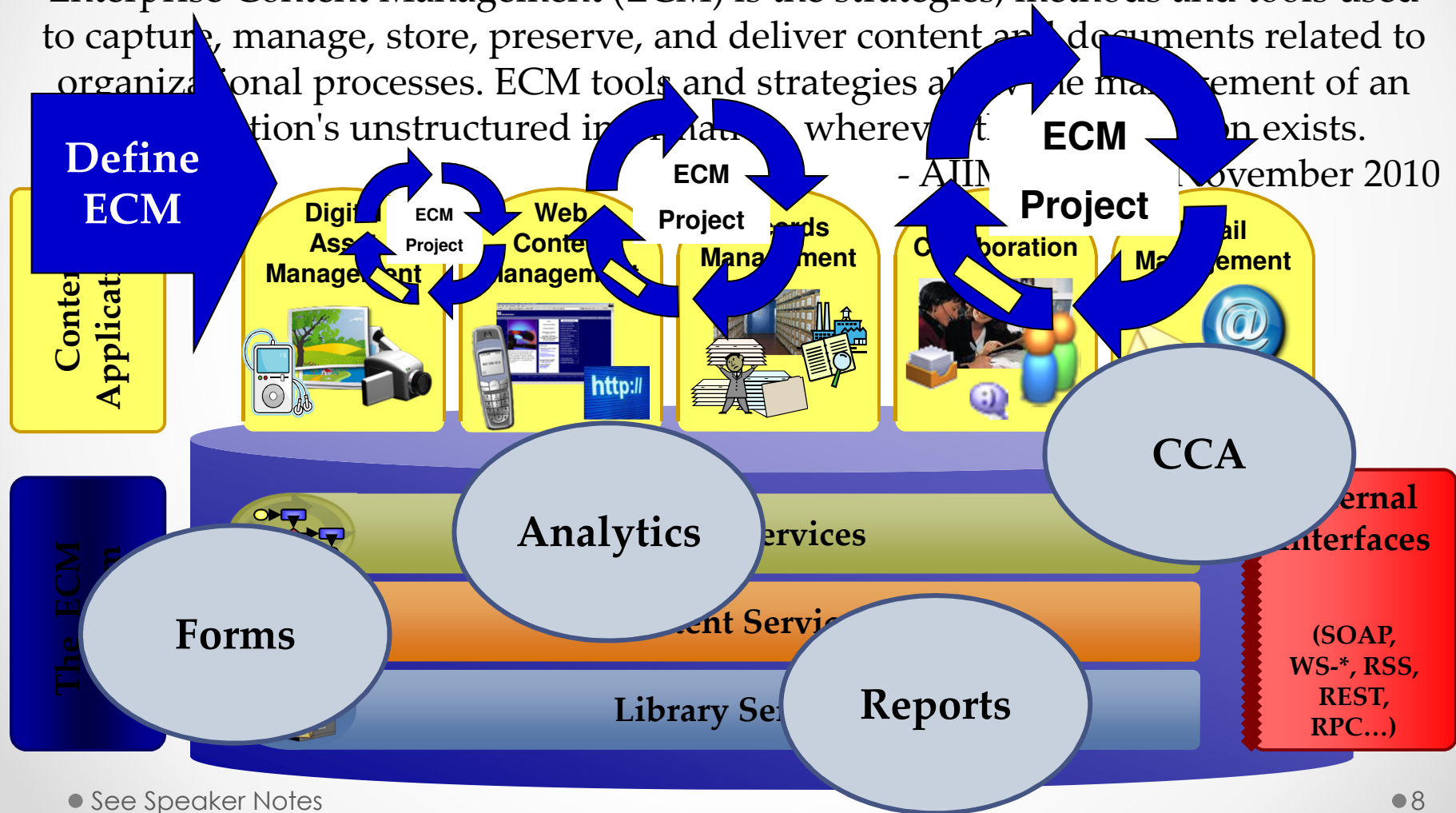
And Everything Else



Grand Unifying Theory

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

- AIIIM November 2010



Two Problems



● See Speaker Notes



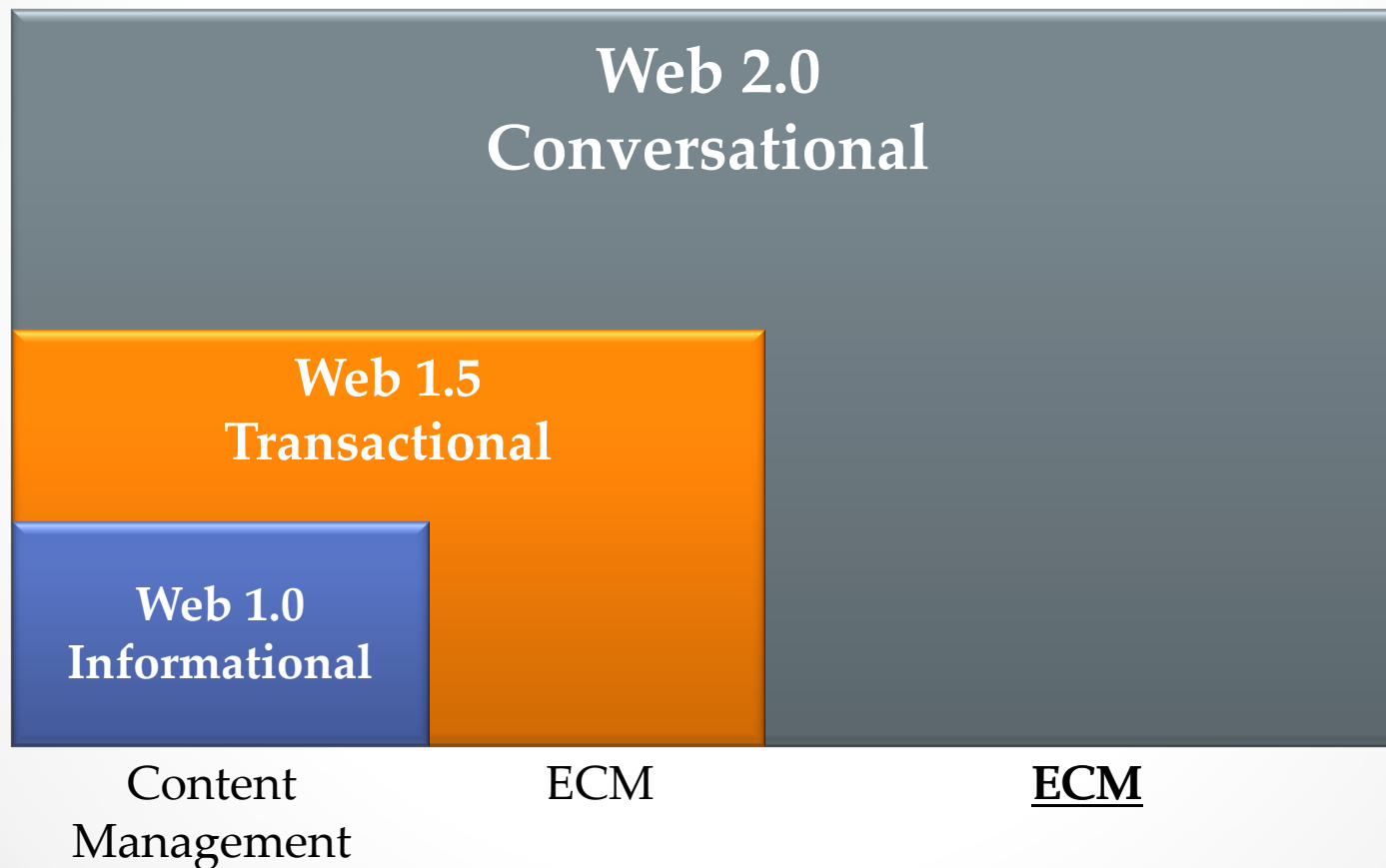
For Example

- U.S. Citizenship and Immigration Service
- Over 1 million new legal immigrants per year
 - Average storage per file, 70 MB
 - Keep for 99 years
 - 75+ TB/year with ZERO back-file conversion
- Over 16 million benefit claims per year
- Everything is audited
- Multiple agency access

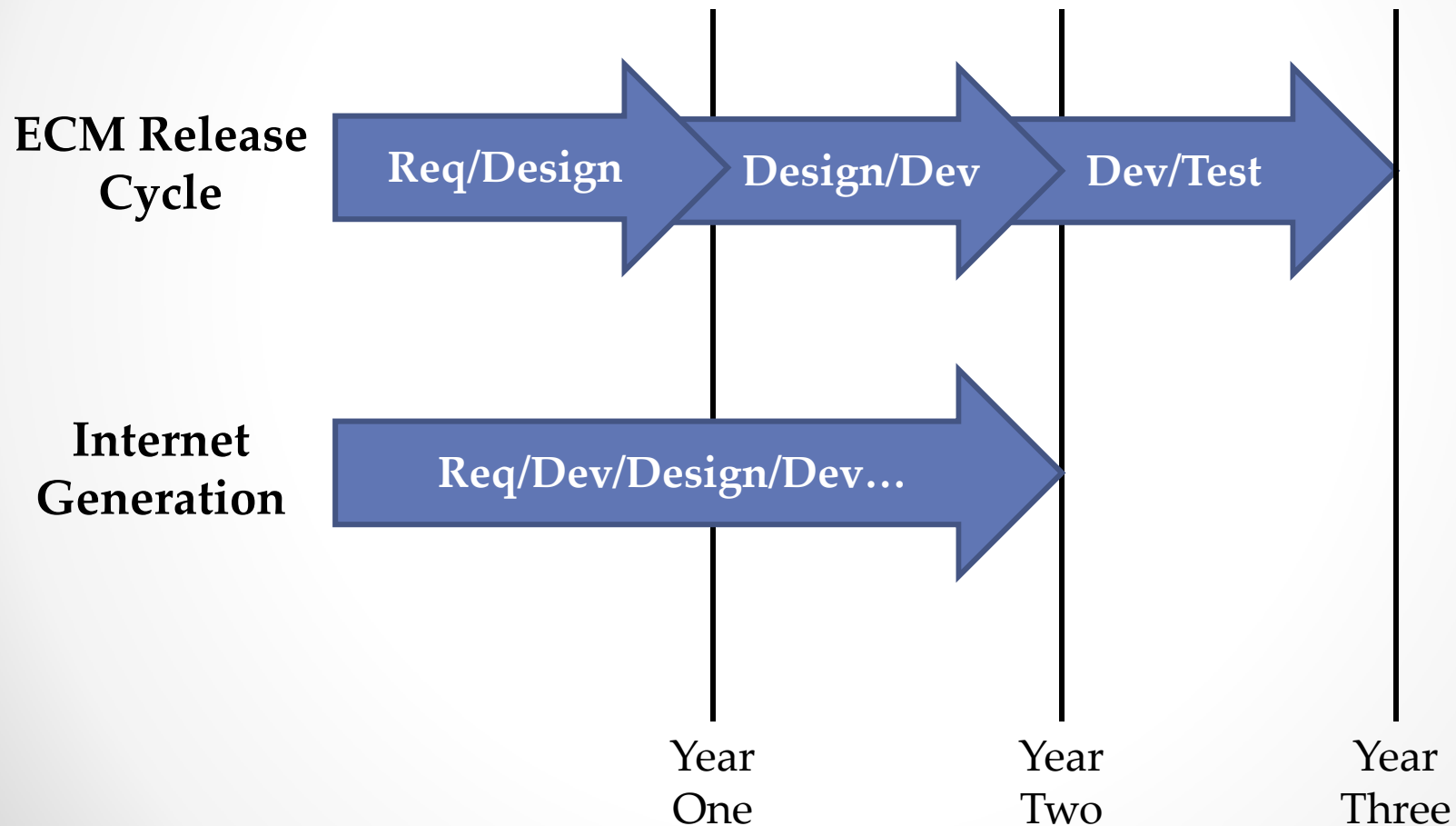
Two Outcomes



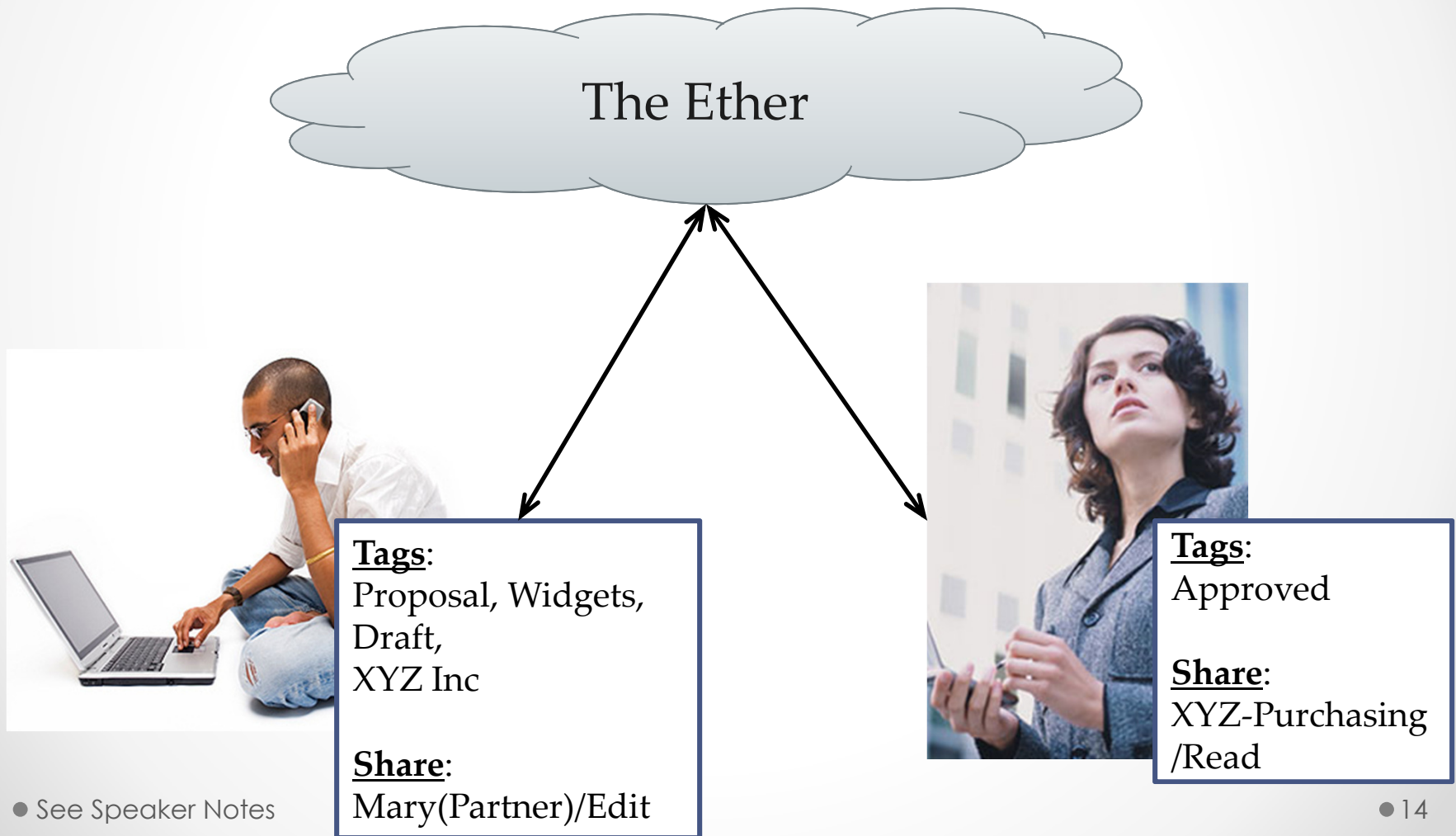
Meanwhile



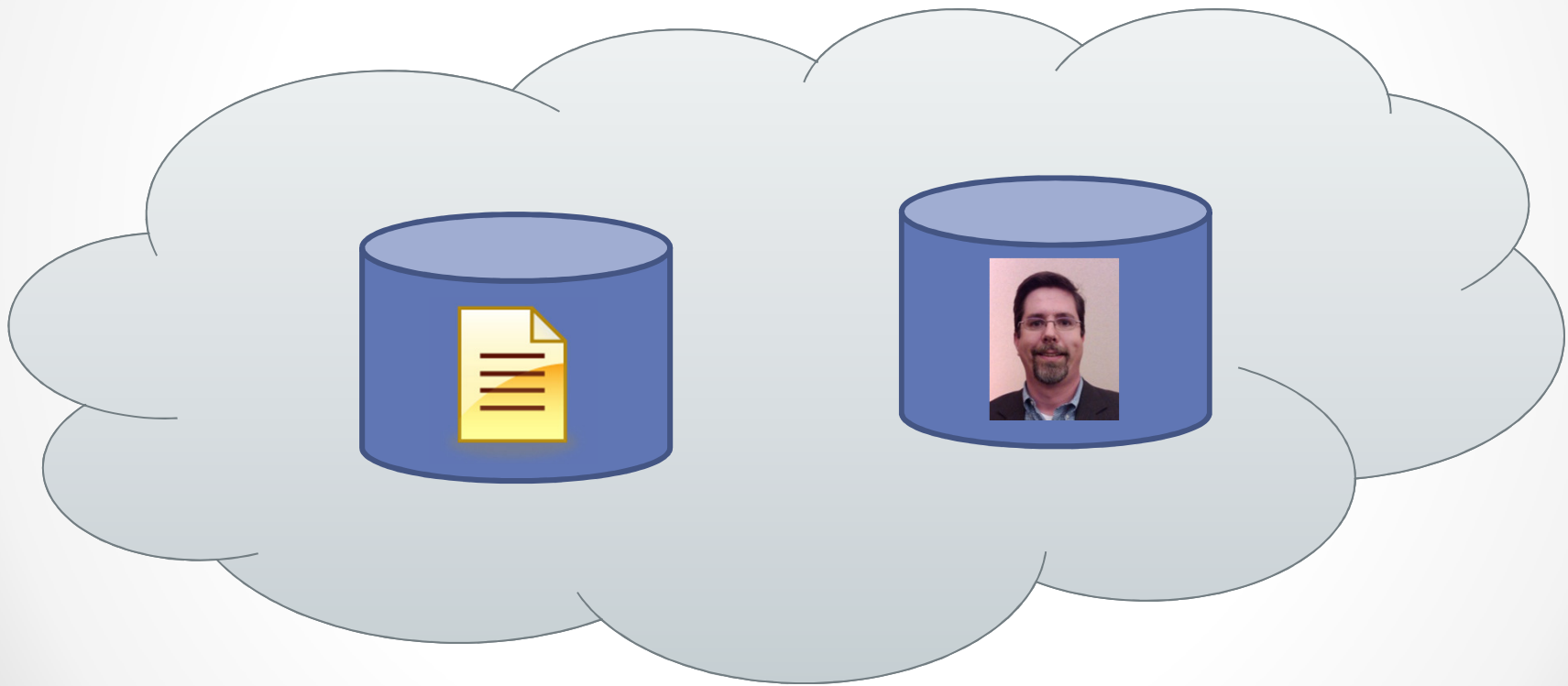
Why the Lag?



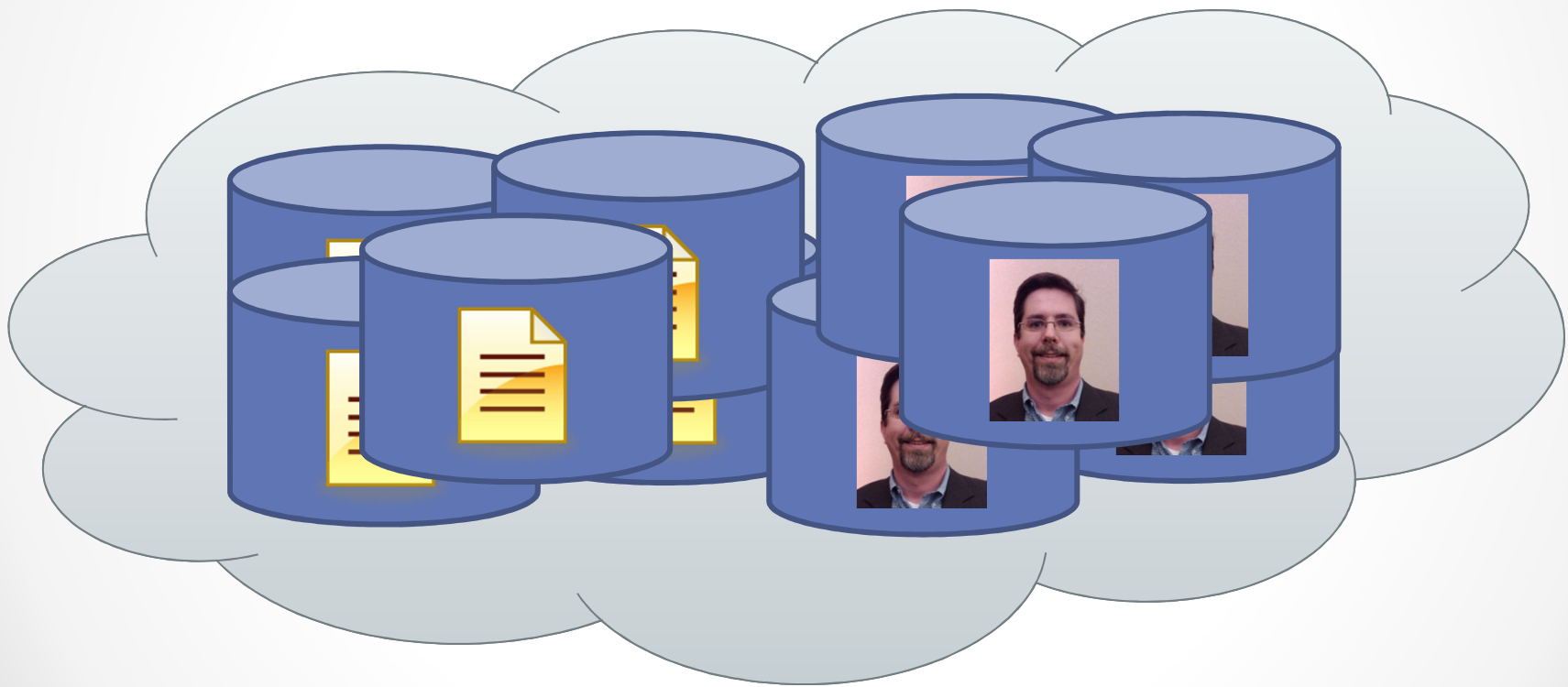
Focus on the User



Simple Access



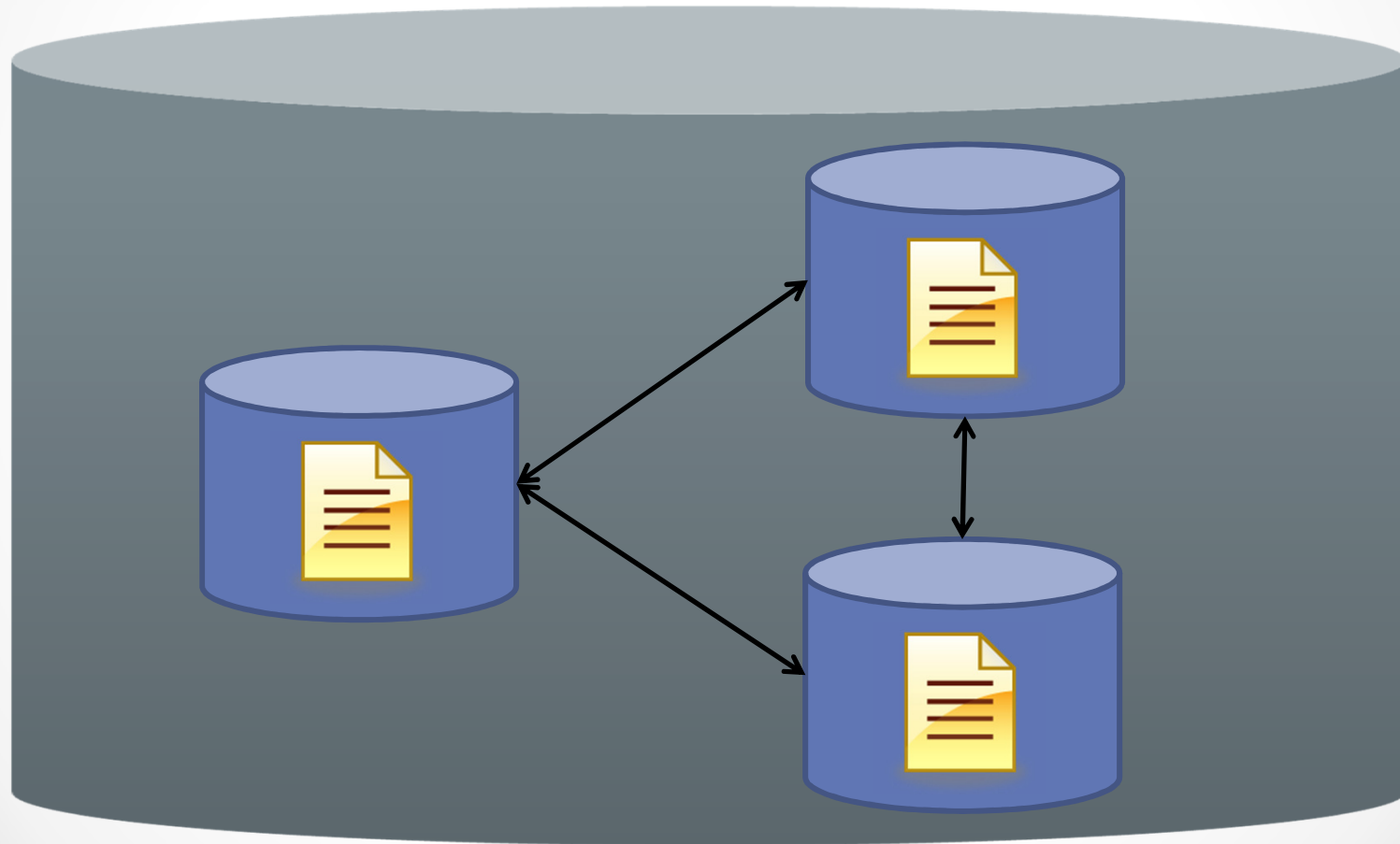
Simple Access



Most Overused Word



3-Step World Conquest



Map of the Future

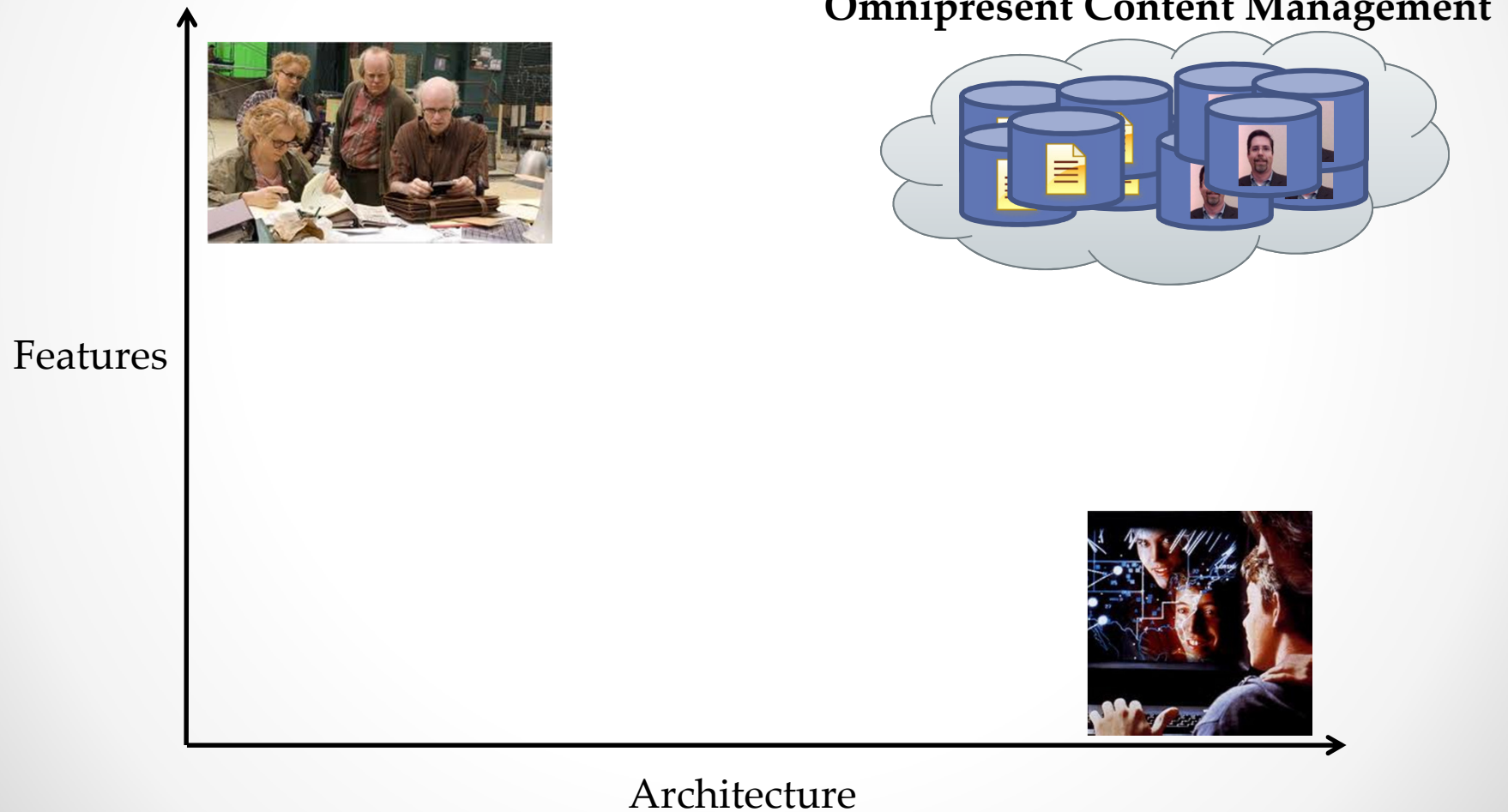
Omnipresent Content Management



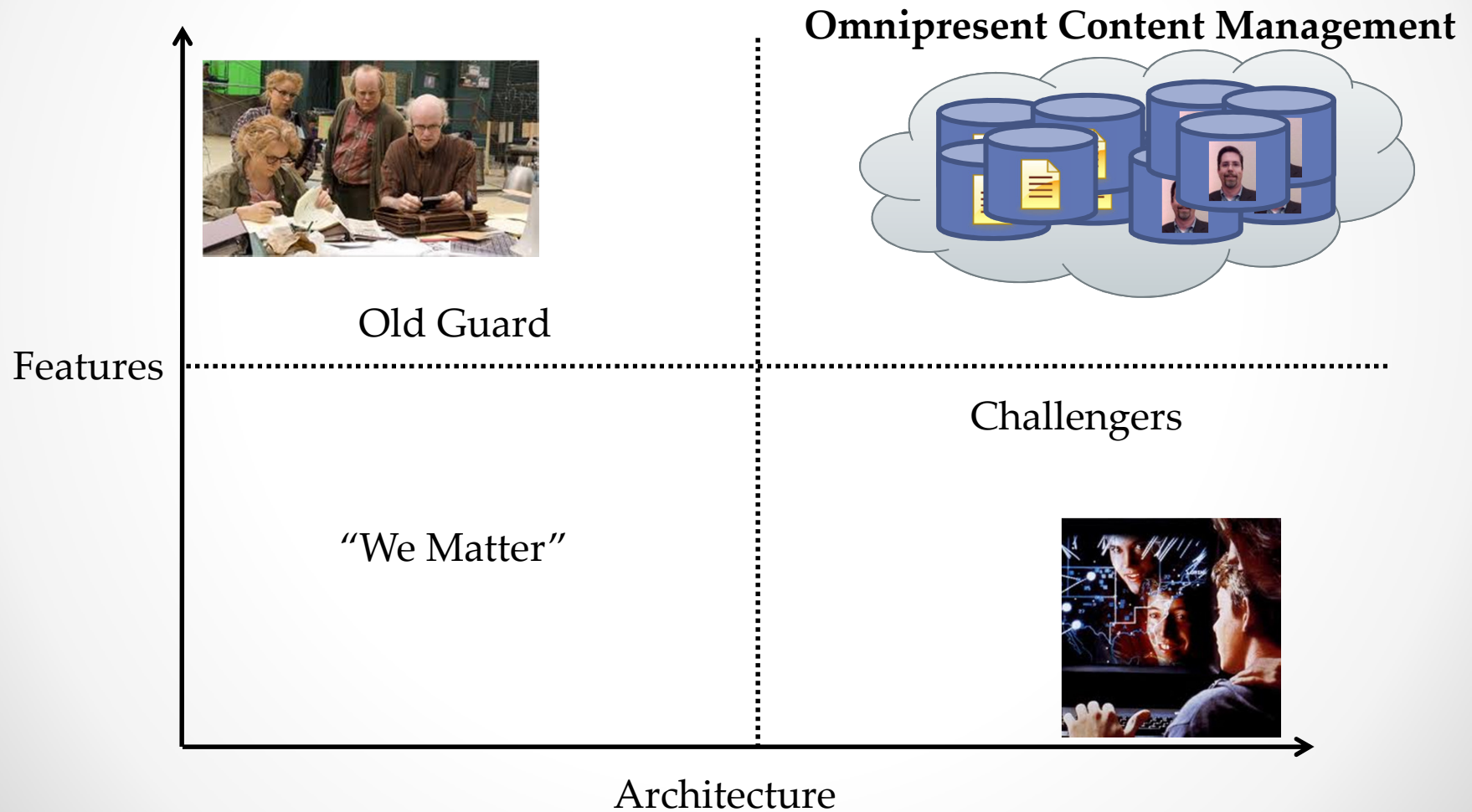
Features

Architecture

Map of the Future

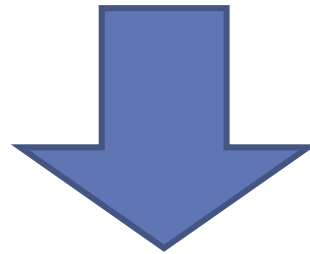


Map of the Future



The Change

Enterprise Content Management (ECM) is a strategy for the coordinated management of all content throughout an organization, allowing for people and systems to find and use content from within any business context.



Omnipresent Content Management (OCM) is the coordinated management of all content throughout the world, allowing for people and systems to find, use, and share content from within any context.

You Ready?



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