
The Future of Content Management

Cloudy with a Chance of Innovation

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Why Listen?



- **Information Management 15+ years**
 - Document Management
 - Records Management
 - Web Content Management
 - XML
 - Collaboration (Grandfather of Enterprise 2.0)
 - Digital Asset Management

- **AIIM Interoperable Committee**

- **CM Pros, Chair Standards Group**

- **Author, Word of Pie**
 - <http://wordofpie.com>
 - <http://twitter.com/piewords>

- **Director, Technology Solutions,
Washington Consulting, Inc.**



Our World



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

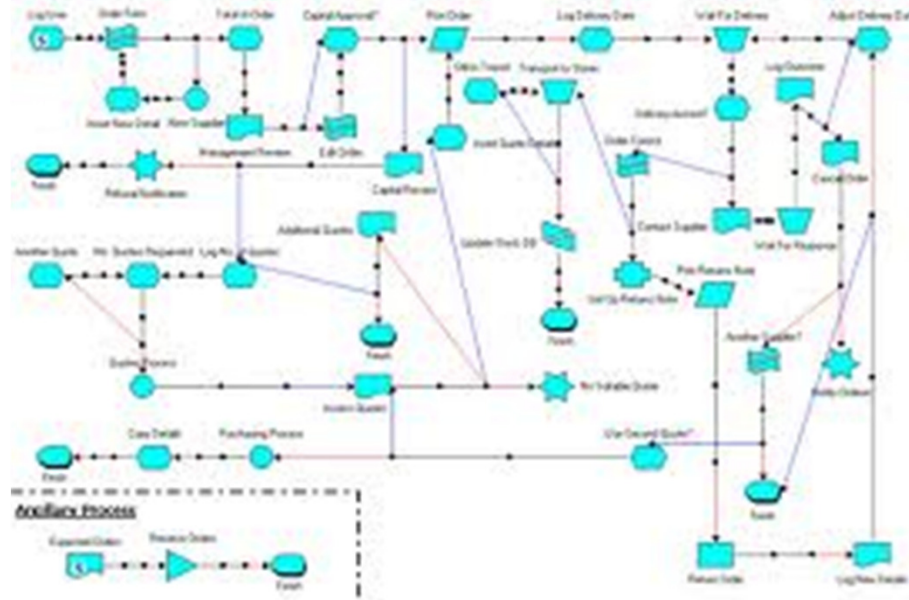
In the Beginning



Then Came Scanning

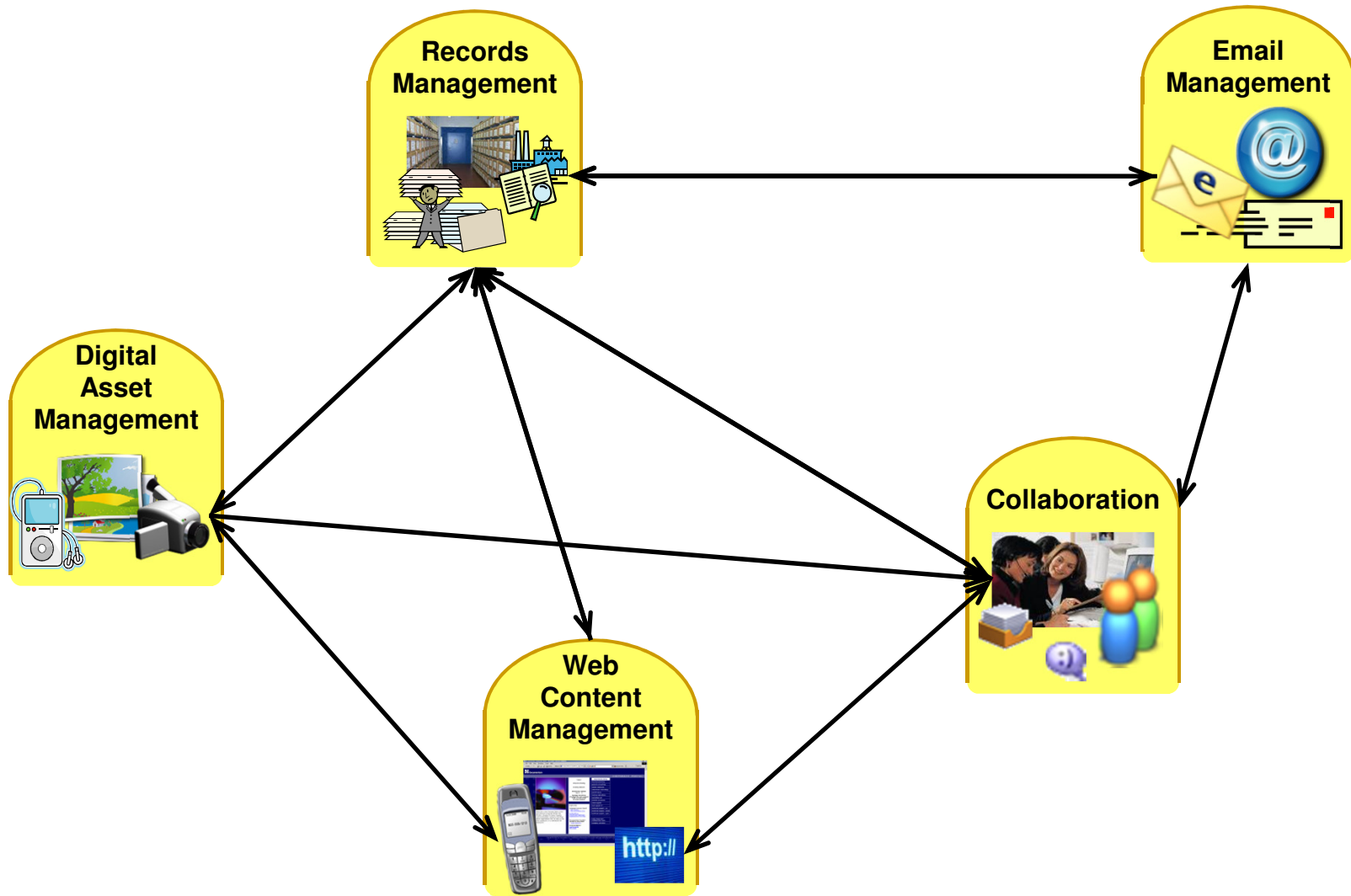


Followed by Process





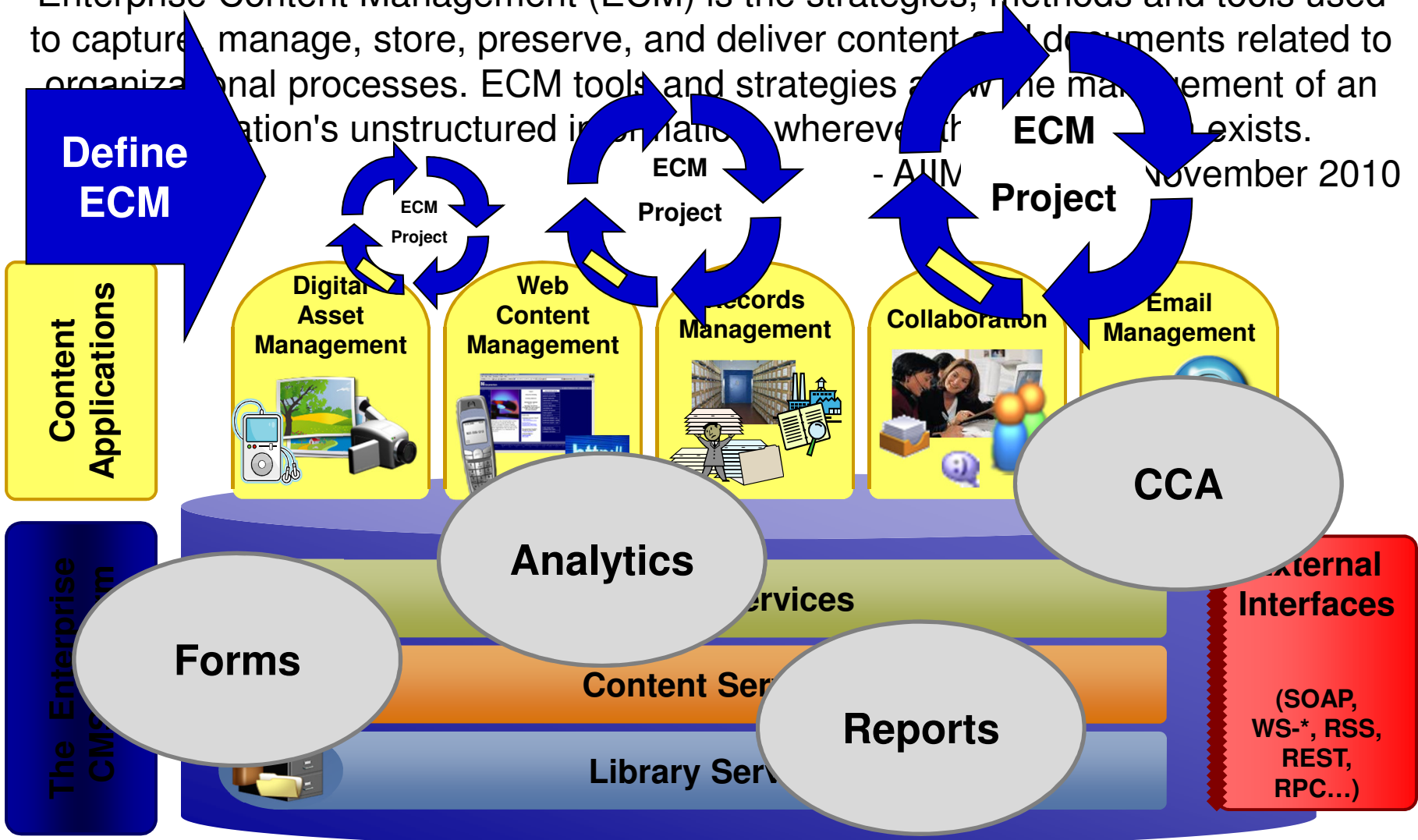
And Everything Else



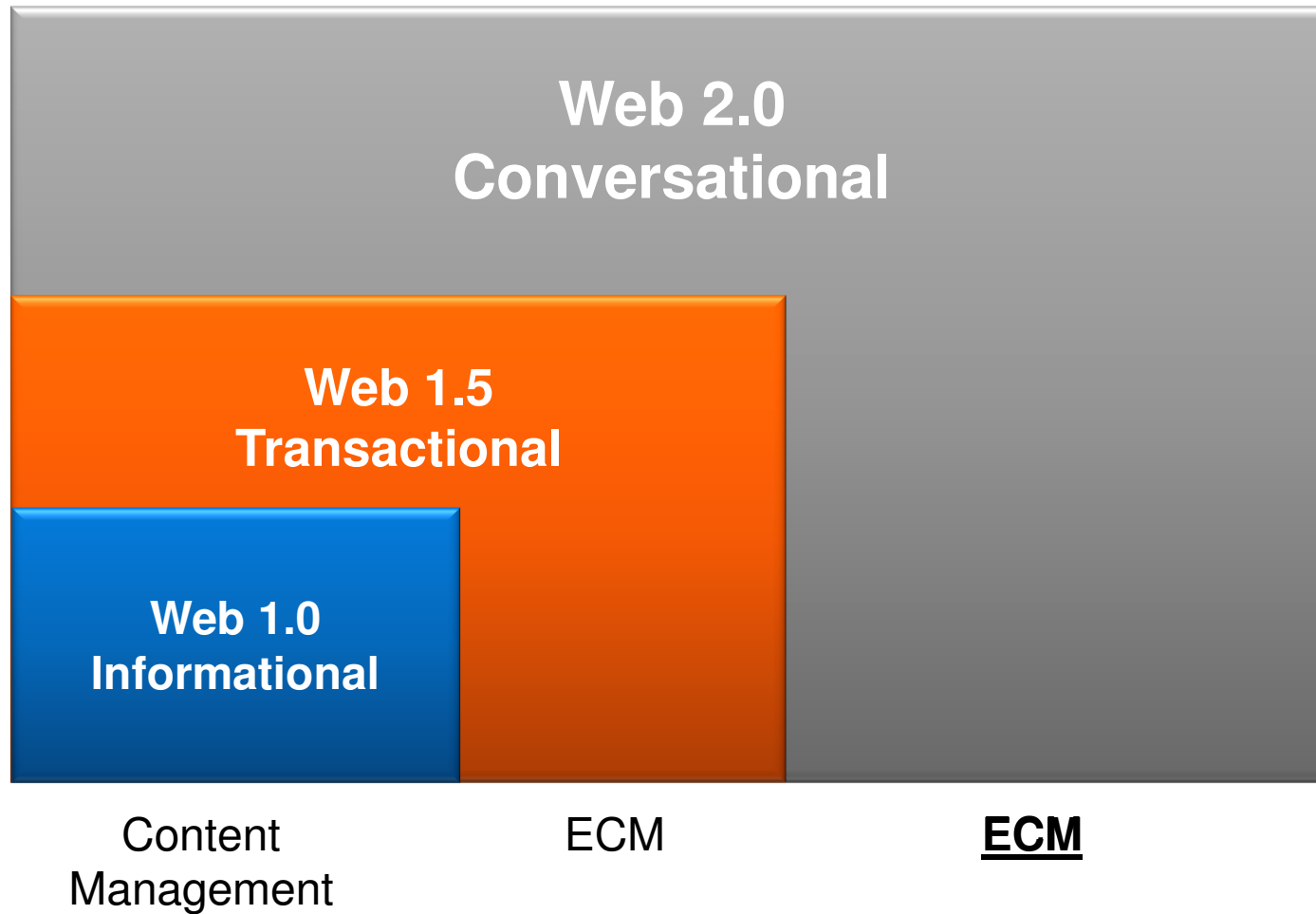


Grand Unifying Theory

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 allow the management of an organization's unstructured information, wherever it exists.

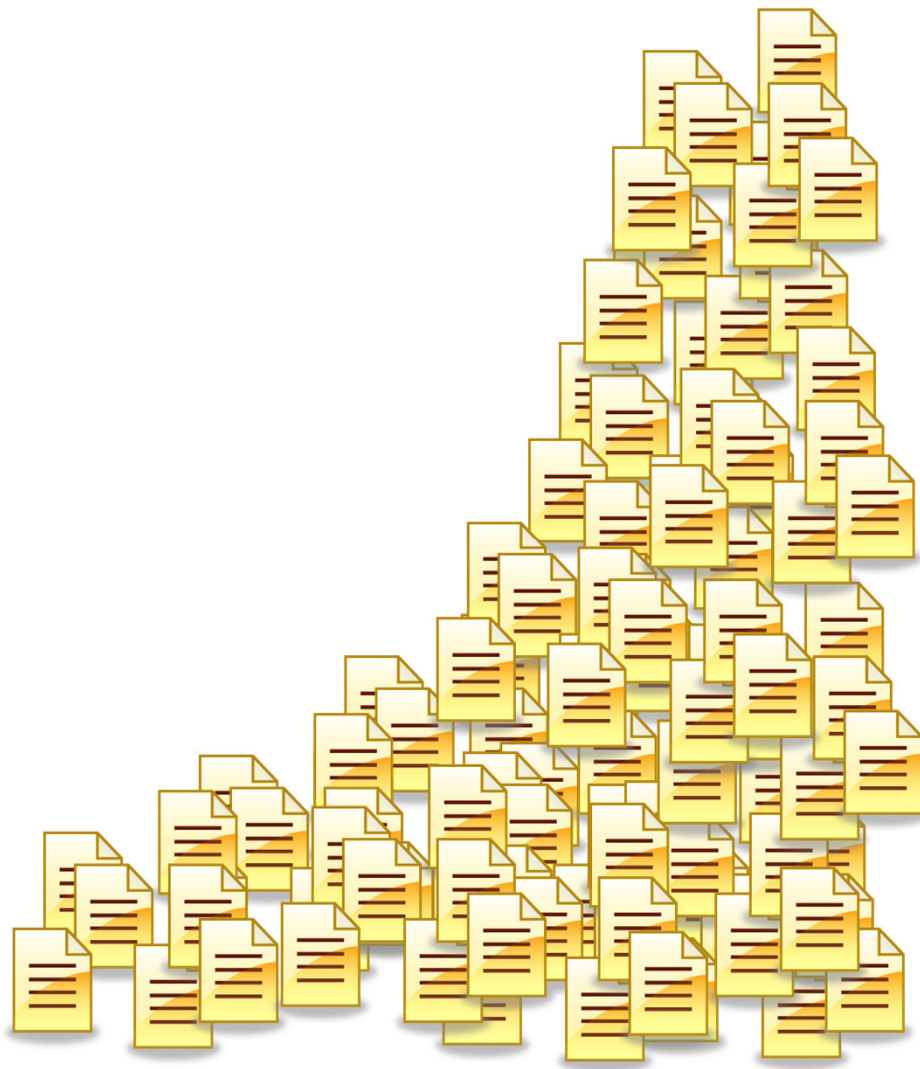


Meanwhile





Two Problems



For Example

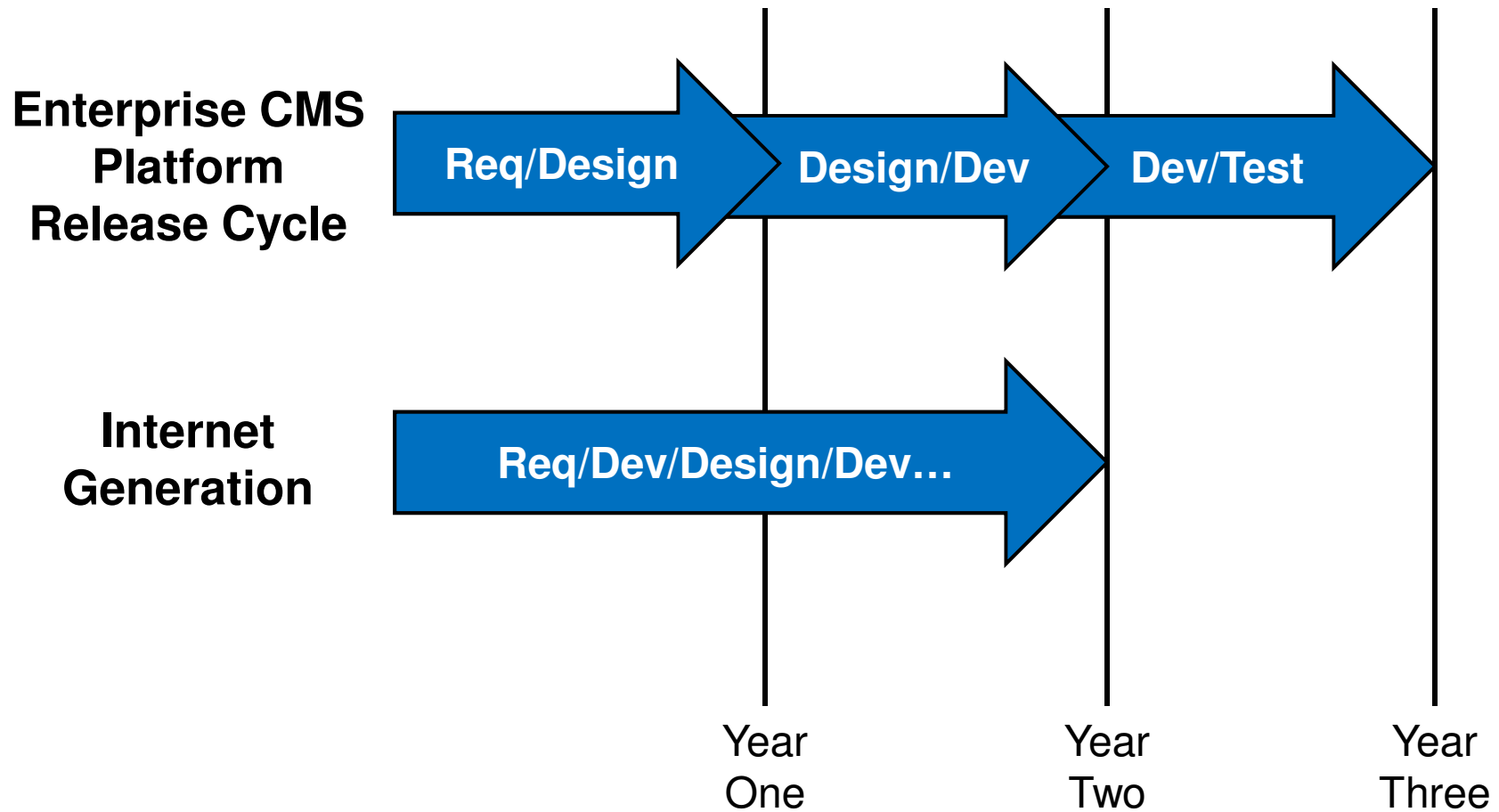


- **U.S. Citizenship and Immigration Service**
- **Over 1 million new legal immigrants per year**
 - Average storage per file, 70 MB
 - Keep for 99 years
 - 75+ TB/year with ZERO back-file conversion
- **Over 16 million benefit claims per year**
- **Everything is audited**
- **Multiple agency access**

Two Outcomes



Why the Lag?



The Unanswerable Question



*If all the obstacles to ECM adoption -
e.g., user/culture acceptance, networks
bandwidth, cost, security, etc.- were to
go away, what would you do with
ECM?*

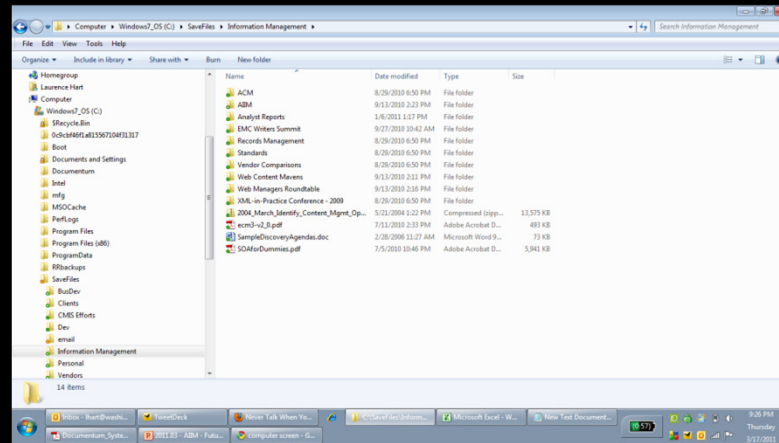
Andrew Chapman

<http://nevertalkwhenyoucannod.com>

Fall 2010

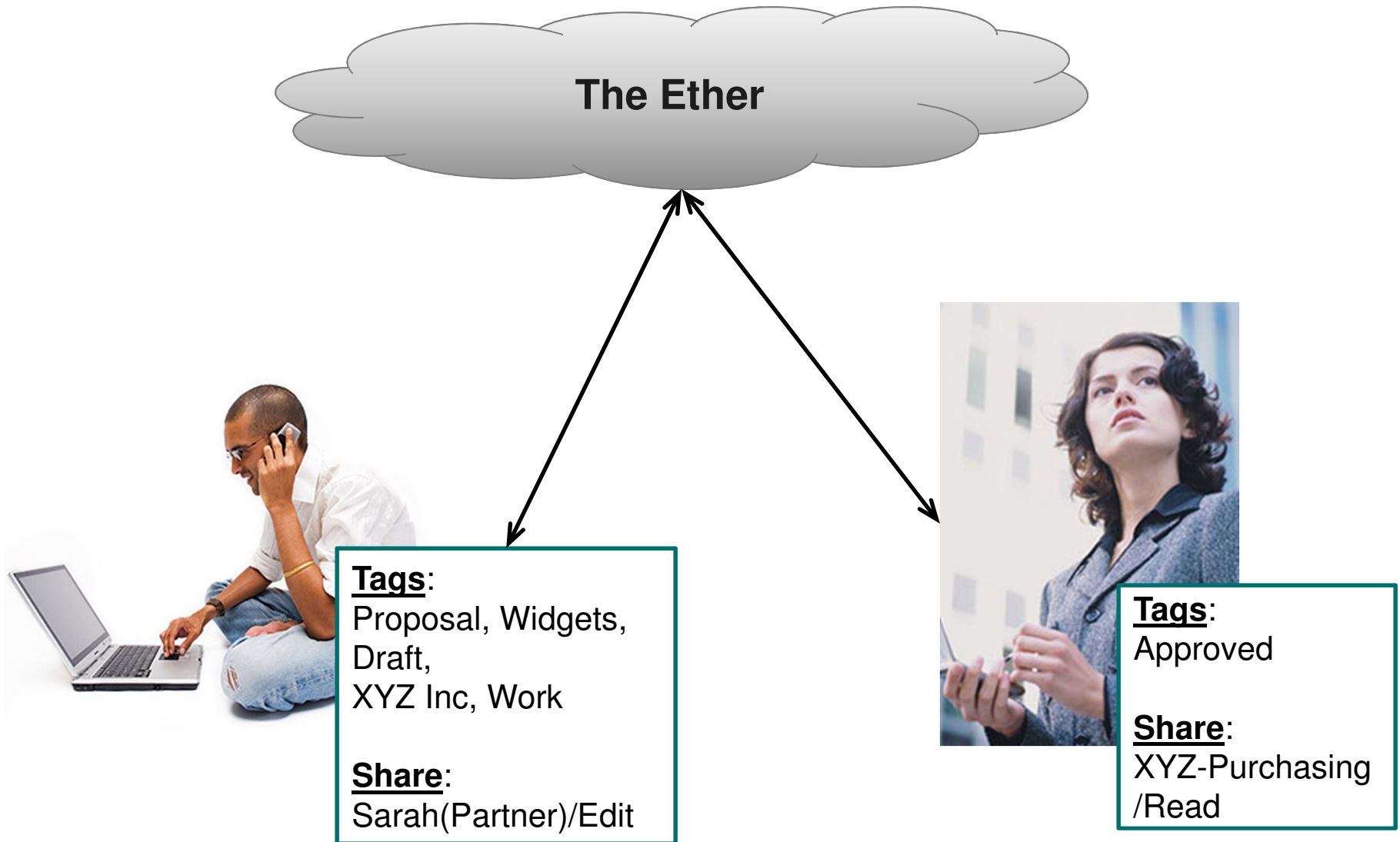


Plato's Cave





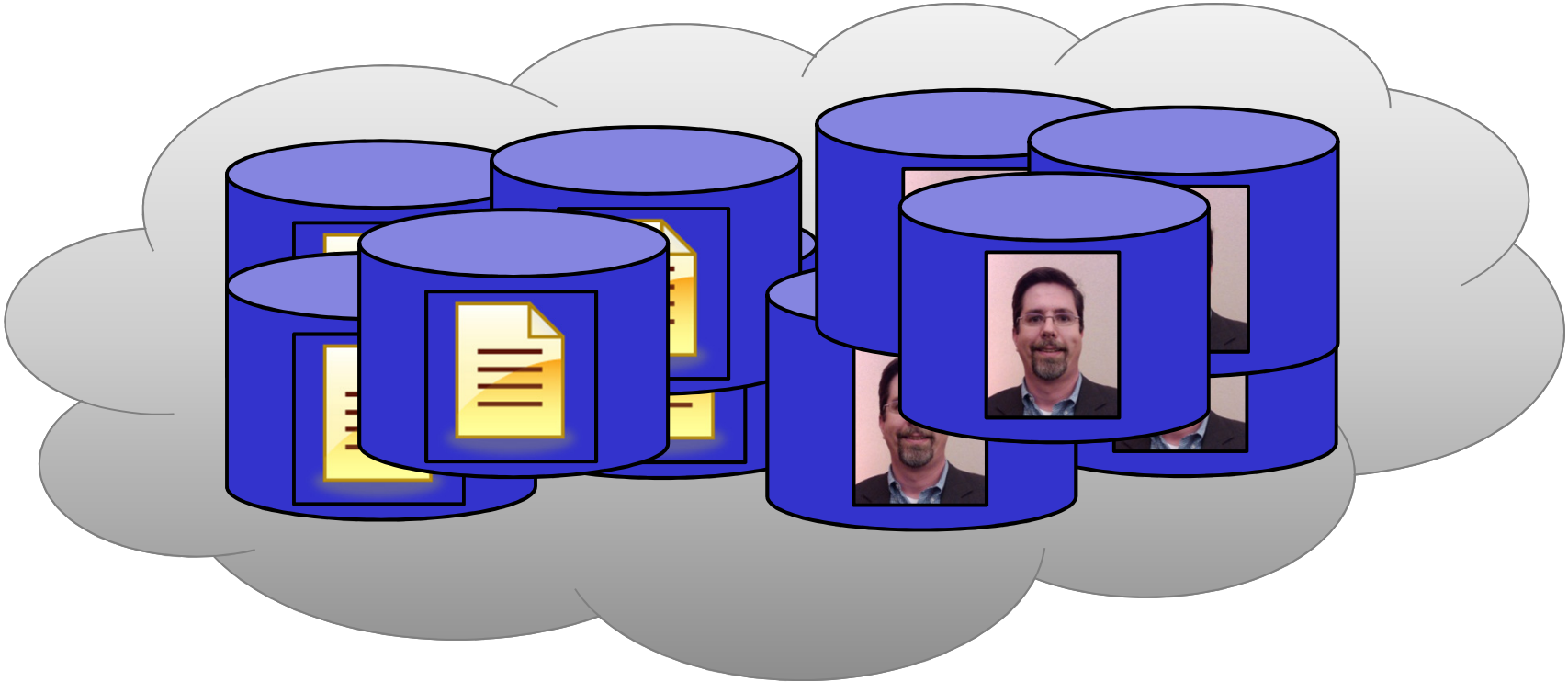
Focus on the User



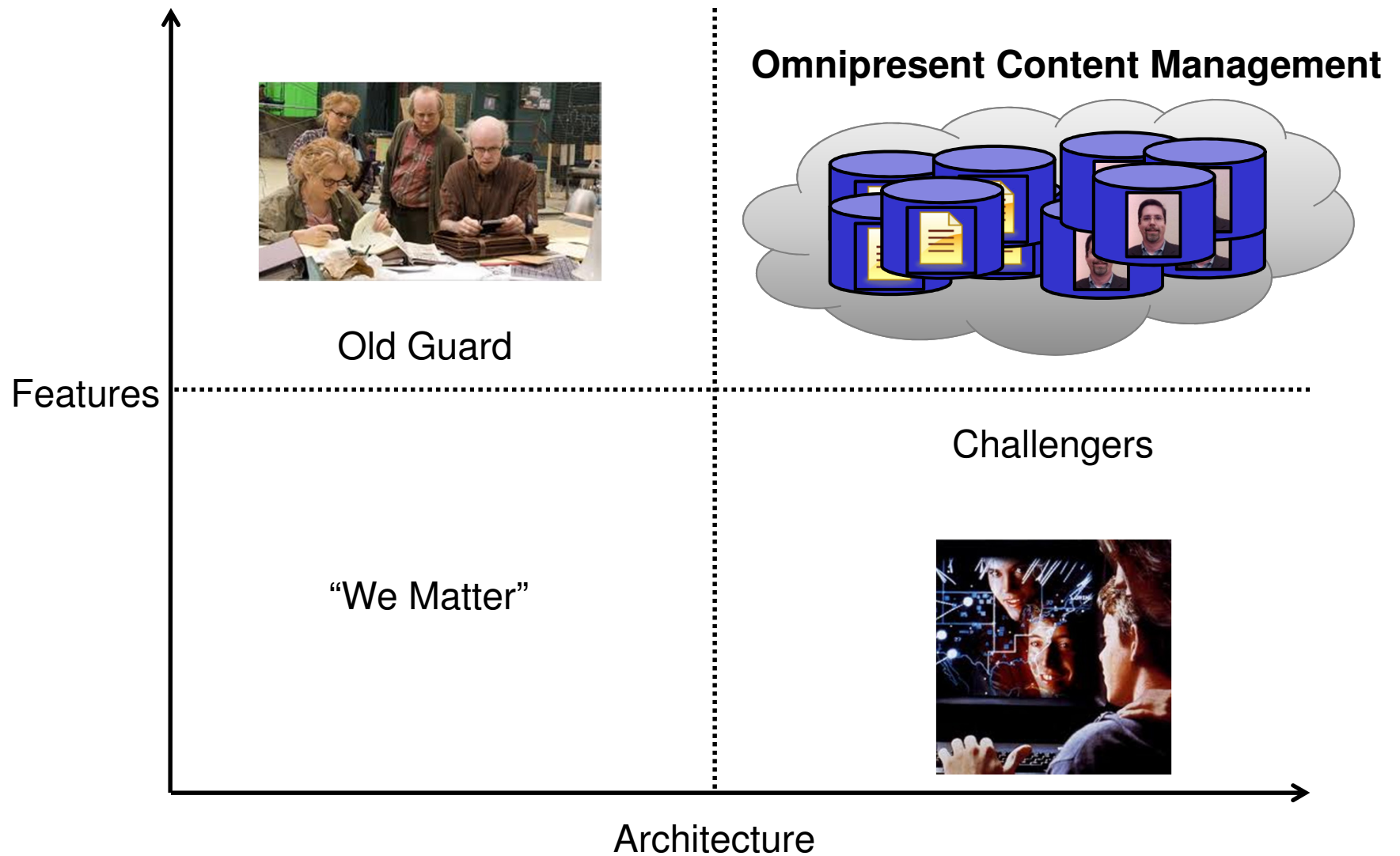
Unify the User's Content



Simple Access



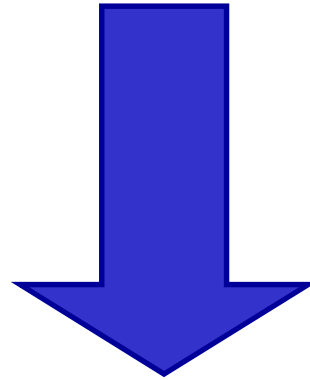
Map of the Future



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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