

A “Future History” of Content Management



- **The following is a short “future history” of content management.**
- **This presentation is an excerpt from a much longer series of presentations based on a series of meetings with a Task Force of leading ECM suppliers and interviews with 20+ senior IT executives from end user organizations.**
- **The meetings were led by Geoffrey Moore, author many technology books and publications, most notably *Crossing the Chasm* and *Inside the Tornado*.**

- **The purpose of the Task Force was to think through the following questions:**
 - Where is the ECM industry headed?
 - How will the evolution of Social Business Systems affect the future of ECM?
 - What are the issues facing end users who wish to better leverage their information management systems to: a) improve operating flexibility; and b) better engage with customers?
- **For more information on the themes and concepts briefly summarized here – including the possibility of keynote presentations at conferences and executive briefings briefings – contact John Mancini at johnmancini@aim.org.**

Next Steps...

- In early November, the Task Force will release a follow-up presentation and white paper – an *Information Roadmap 2010-2015* – designed to help senior executives sort through the strategic implications of Social Business Systems.
 - To get on the special distribution list for this white paper, go to this link – <http://www.aiim.org/futurehistory>.
 - To get a copy of the press release for this presentation, go to <http://www.aiim.org/Resources/Press-Releases/40797>.
 - Interested in a keynote or executive briefing on some of the themes outlined here? – contact johnmancini@aiim.org.

Task Force Members

- **Kodak**
- **Alfresco**
- **IBM**
- **EMC**
- **Oracle**
- **Iron Mountain**
- **Hyland Software**
- **Microsoft**
- **Open Text**

Enterprise IT: The Current State

Systems of Record are Largely Complete

- **Transaction systems for global commerce . . .**
 - Financials, Order Processing, Inventory, HR, CRM, Supply Chain . . .
 - Mainframes, minis, client-server, PC, Internet-enabled, SaaS
- **Drove three decades of investment**
 - Data centers everywhere
 - Databases, OLTP, reporting and analytics
 - Network as a transport mechanism
- **Y2K put the capstone on this trend**
 - Pulled forward a half decade of investment
 - Enterprise IT had to go through a long “digestive” period
 - This decade’s focus has been on optimization and efficiency

IT Innovation: For the Past Decade While Enterprise Was on Hold



**Enterprise IT
On Hold**



**Consumer IT
On Fire**

Redefining IT for Consumers

The Digitization of Human Culture

- Access
 - Infinite content, no barriers to entry, no barriers to exit
 - Communications are any-to-many-to-one
 - Social networks, blogs, Skype, Twitter
- Broadband
 - Pictures and video are the killer apps
 - Newspapers and magazines are toast
 - TV and radio are being reengineered even as we speak
- Mobile
 - PC for the emerging markets
 - iPhone sets the bar in mature markets
 - Texting, camera, location-based services

This *is* cloud computing
What does it mean for the enterprise?

The Big Disconnect

How can it be that I am so *powerful* as a consumer and so *lame* as an employee?

How disruptive will Consumer IT be to Enterprise IT?

Enterprise Computing 2010-2020

To Systems of Record Add *Systems of Engagement*

	Systems of Record	Systems of Engagement
Focus	Transactions	Interactions
Governance	Command & Control	Collaboration
Core Elements	Facts, Dates, Commitments	Insights, Ideas, Nuances
Value	Single Source of the Truth	Open Forum for Discovery & Dialog
Performance Standard	Accuracy & Completeness	Immediacy & Accessibility

Content Management 2010-2020

	Systems of Record	Systems of Engagement
Content	Authored	Communal
Primary Record Type	Documents (Text, Graphics)	Recordings (Image, Audio, Video)
Searchability	Easy	Hard
Usability	User gets trained on system, follow-on support	User “knows” system from consumer experience
Accessibility	Regulated & Contained	Ad hoc & Open
Retention	Permanent	Transient
Policy Focus	Security (Protect Assets)	Privacy (Protect Users)

Enterprise Content Management
“across the chasm”

Social Business Systems
“pre chasm”



Implications for IT Organizations

Systems of Record

Command & Control

Transaction-oriented

Data-centric

User learns system

Security is a key issue

Systems of Engagement

Collaborative

Interaction-oriented

User-centric

System learns user

Privacy is a key issue

These are big, big changes
Where does one start?

Impact of Global Business Dynamics

- **Increased demand for**
 - Collaboration
 - Relationship Management
- **Challenge: To engage with peers globally to solve problems**
 - Answers are not in Systems of Record
 - They are in other people's (and often other companies') heads
- **Burden falls on the middle of the organization**
 - Not front-line workers engaged in transactional workflows
 - Not top executives engaged in strategic issues
- **Need to invest in "IT for the middle tier"**
 - Communication and collaboration systems
 - Broad and easy access to Systems of Record on demand

Systems of Engagement for B2C

- **Next-Gen Point of View**
 - Be engaging through *RIA*
 - Be relevant through *analytics*
- **Spotlight falls on user experiences and metadata**
 - Transaction processing is necessary but not sufficient
- **Path Forward**
 - Overlay SORs with composite applications to make them more socially attractive, personally relevant, and economically effective
- Collaborative filtering
- **Behavioral targeting**
- Personalized transactions
- **Location-based services**
- **Predictive analytics**
- Machine learning
- **Fraud detection**
- Multi-channel engagement
- **Social networking**
- **With more to come**

Systems of Engagement for B2B

- **The Revolution**
 - Scale collaborative capabilities through *systems of engagement*
- **Spotlight falls on the middle of the enterprise organization**
 - Not about getting more efficiency from the bottom
 - Not about getting better strategic views at the top
- **Path Forward**
 - Invest in the productivity of knowledge workers and relationship managers
- Enterprise Facebook
- Enterprise YouTube
- Enterprise Twitter
- Global presence detection
- On-demand conferencing
- Telepresence everywhere
- Mobile access to everything
- Global search
- Community content management
- With more revolutionary applications to come

Systems of Record and Systems of Engagement

- **Systems of Record create efficiency**
 - Impossible to do global commerce without them
 - Focus on cost, quality, and contractual commitments
- **Systems of Engagement create effectiveness**
 - Address the complexities of global business relationships
 - Focus on time, innovation, and personal commitments
- **Systems of Record need Systems of Engagement**
 - Troubleshoot the exception conditions
- **Systems of Engagement need Systems of Record**
 - Access the relevant fact base
- **Correct architecture**
 - Systems of Engagement operating on top of and in touch with Systems of Records
 - This is where the evolution in infrastructure comes in

Next Steps...

- In early November, the Task Force will release a follow-up presentation and white paper – an *Information Roadmap 2010-2015* – designed to help senior executives sort through the strategic implications of Social Business Systems.
- How should you navigate between Systems of Record and Systems of Engagement?
 - Where do they overlap?
 - Where are they different?
 - Where do they connect?
- To get on the special distribution list for this white paper, click **HERE** – <http://www.aiim.org/futurehistory>.

Contact AIIM to schedule a 1 day System of Engagement briefing

- The briefing will explain the AIIM roadmaps in more detail, but also lead a discussions about what this means for your organization, necessary changes, and next steps.
- Send an email to Atle Skjekkeland, Vice President of AIIM at Askjekkeland@aiim.org to check available dates.
- **Agenda**
 - Enterprise Computing 2010-2020
 - Improving your competitive advantage
 - System of Records meet System of Engagements
 - Implications for Enterprise IT
 - Stairway to heaven for customer conversions
 - Stairway to heaven for operational productivity
 - Stairways of investments
 - Next step

