

Fuel Digital Business Processes with OpenText™ Extended ECM Platform

Extend ECM into lead applications—where business processes take place—to improve efficiency and decision making and create a better way to work

Organizations have to stay competitive to survive, but in today's rapidly evolving digital world, that means adapting faster to market changes and always looking for new ways to improve both the top and bottom line. Organizations endeavor to transform themselves into digital business by providing exceptional customer experiences; however, with brittle, dated, and inefficient internal systems and processes, they struggle to make the transformation. By not transforming internal processes, customer experience will continue to suffer and they may be missing opportunities to reduce costs, improve employee productivity and satisfaction, and create a better way to work.

Processes drive a business. From the sales cycle to payroll, purchasing to maintenance, virtually every part of every business is fueled by processes. As the amount of digital information has grown at a truly overwhelming pace—and only continues to increase—old methods of doing things have just as quickly become obsolete, slowing productivity, impeding decision making, causing workarounds, and increasing risk.

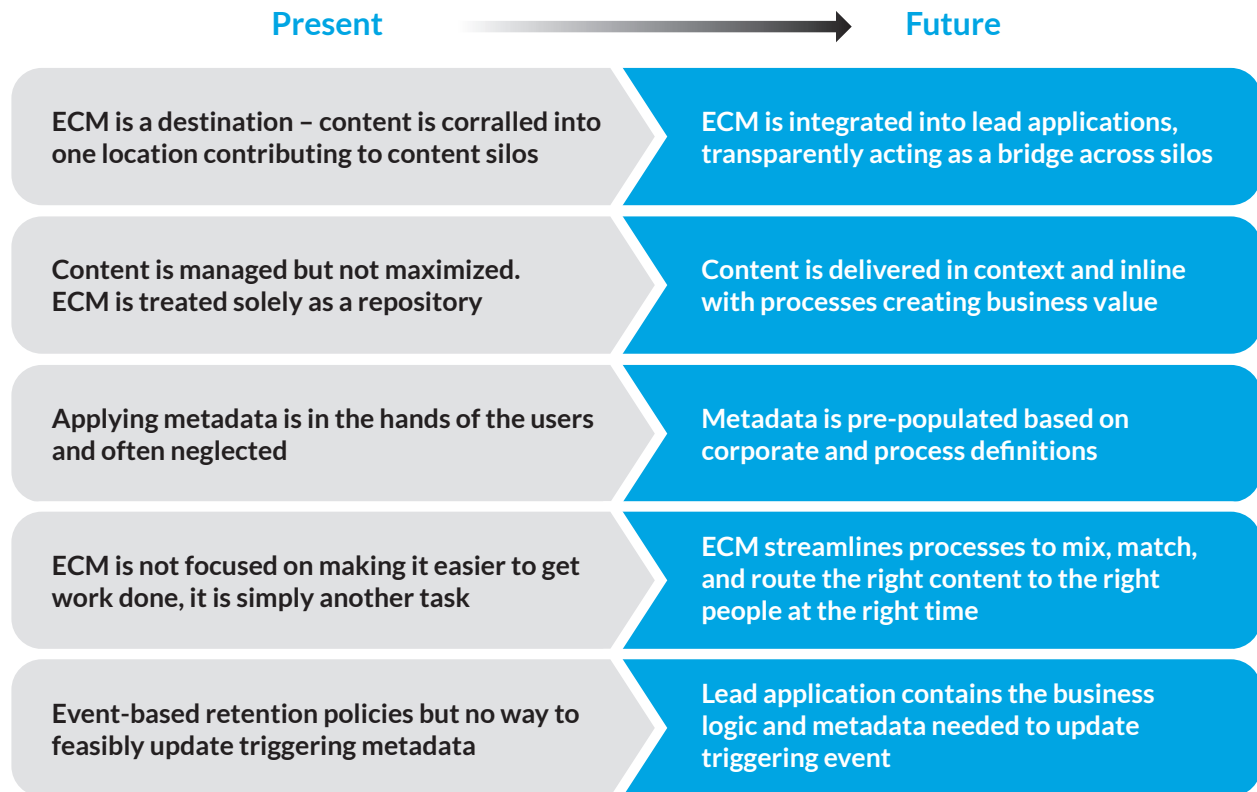
Enterprise Content Management (ECM) was the initial would-be hero of every business' quest for a solution to the data problem. It was supposed to provide the elusive "single source of truth" and was generally implemented as a standalone repository for content where defensible governance and security policies could finally be applied to large segments of the ever-increasing volumes of unstructured information flowing through organizations.

SUMMARY

OpenText Extended ECM Platform helps build a foundation for an organization's Digital Transformation. It improves process productivity by integrating ECM with lead applications to bridge silos and enhance information flows. Extended ECM Platform connects the processes that generate enterprise information, allowing consistent metadata values to be transparently applied behind the scenes and relevant content to be delivered quickly and efficiently wherever it's needed.

Users work in the business application they need, while simultaneously gaining access to all the information they need to get their job done. The business gains a single source of the truth, helping ensure compliance and control across all systems.

The Evolution to Extended ECM



But what it offered in promise of improved information governance and compliance, it lacked in improving the increasingly complex processes that are the lifeblood of the organization. Other systems like Enterprise Resource Planning (ERP), Customer Resource Management (CRM), and Human Resource Management (HRM) evolved to handle specific processes that can't be addressed by ECM, but this caused new problems. Should emails and contracts be stored where the user wants them—in the CRM system—or where the records management team requires—in the ECM system? The sprawl and silos began, with different versions of the same contract in different systems, making finding the right one challenging and time-consuming.

Improving Process Productivity

The promise of ECM is still as valid and important as ever, but a focus on process improvement—better process productivity—is the key to achieving it. To realize that promised potential, organizations must find a way to bridge the gap between the silos of information and the lead applications, where work actually takes place. As organizations undergo digital transformation, ECM can no longer be a one-way, siloed destination where content is relegated for long-term storage.

By integrating ECM into lead applications, organizations create a best-of-both-worlds scenario. Users get to work in the application they know and prefer, while gaining effortless access to the right unstructured information when they need it. They get their content in context—e.g., contracts stored in the ECM system are available in the account view of the CRM system.

And where ECM system implementations were massive projects with stakeholders across the organization and requiring complex taxonomies and hierarchies, months to years of planning, and long roll-outs with extensive user training, extending ECM can be done one process at a time and it can leverage work already done for the business process. The data that is standardized in structured systems can be used as metadata that is automatically applied on documents.

This automatic application of metadata turns unstructured information into structured information—data that can be sorted, queried, and referenced. ECM becomes the backbone supporting any number of integrations to lead applications while ensuring that retention and information governance policies are followed. Users no longer have to switch between different applications or search for needed files, and they have access to what can finally be a single source of the truth.

OpenText™ Extended ECM Platform

The power of OpenText™ Extended ECM Platform is that it offers organizations a way to transparently integrate OpenText Content Suite Platform to their lead applications, allowing for seamless information flow between all systems.

It is available with out-of-the-box solutions for many leading business applications like SAP® ERP, Oracle® E-Business Suite, and Microsoft® SharePoint®, but it also comes with the tools, APIs, and templates needed to create custom integrations to other systems.

"...they can now access everything they need, from a single application, typically with just a few clicks."

MIRJAM WEIMA, ALLIANDER N.V.

Extended ECM Platform lets organizations innovate and update ways of doing business to digitally transform their business in order to maintain competitive advantage. It is a revolutionary approach to ECM that can:

- Provide content in context across departments for information-fueled business processes
- Automatically apply and leverage metadata and classification in the background, giving users faster, more reliable results
- Provide workers with a better user experience, centered in the application they know and prefer, improving user adoption and creating a better way to work
- Manage content throughout its lifecycle and more easily comply with internal and external governance regulations and policies
- Achieve a single source of truth
- Improve transparency and insight to make more informed decisions and facilitate process improvements
- Turn previously disconnected unstructured documents into searchable, structured data

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