

# Enterprise Content Management Roadmap Study

## A strategic approach to enterprise content management

### The Big Picture

- Engage the business at all levels—from business users to executive stakeholders
- Develop a shared understanding of enterprise information management
- Work with business and IT stakeholders to create a vision for ECM that is grounded in experience and linked to business goals
- Establish a compelling business case and a program plan to move forward

### Business challenges

Leading industry analysts believe that 80 percent of business activities are supported by unstructured content. Yet bringing content management to an enterprise level can be challenging. By not taking a strategic approach to enterprise content management (ECM), organizations face the following challenges:

- A struggle to implement ECM across departments and applications
- Multiple point solutions that perpetuate information silos
- Technical issues that obscure the key business questions
- Change management and migration challenges
- Over-customized applications that are costly to roll out and maintain
- Boardroom pressure to define and implement an information management strategy

### The ECM Roadmap Study

The ECM Roadmap Study is based on extensive deployment experience and best practices. EMC Consultants work at multiple levels within your organization and conduct targeted interviews and workshops with key business and IT stakeholders. Instead of rushing to build a solution, the ECM Roadmap Study:

- Analyzes your strategic requirements for ECM.
- Works with your organization to create a clear vision for ECM over the next few years. Understanding your ECM maturity and mapping your content applications plays a key role at this stage. Consultants also reveal how best-practice solutions and industry-specific applications fit to your requirements.
- Creates a roadmap that provides a high-level plan of the projects and initiatives needed to deliver your ECM vision that includes agreed upon prioritization of phases and an outline timescale.
- Defines a change management approach to guide necessary organizational and behavioral changes.
- Provides a high-level business case that identifies the material, process-related, and potential transformational benefits of ECM to the business.
- Provides an executive summary that summarizes and consolidates the findings.

## ECM Roadmap Study in action

A UK-based, rapidly growing oil and gas exploration company with offices around the world needed a strategy to manage its information and comply with regulations. The CIO decided that the company required an overarching information management policy and a global solution.

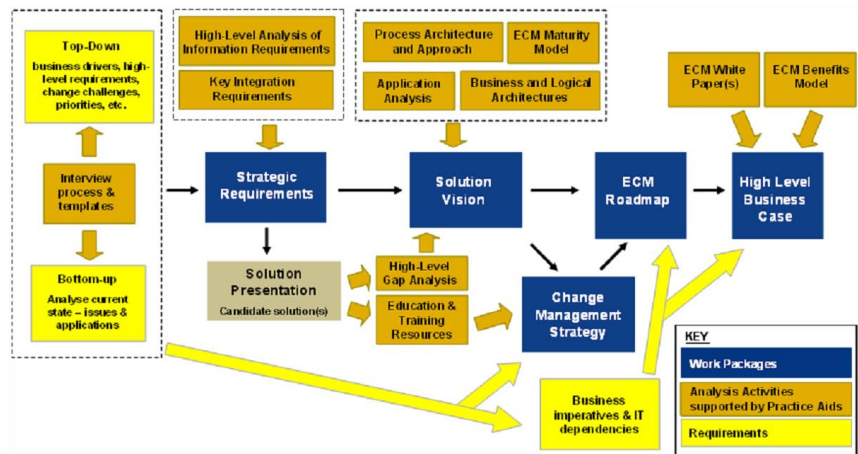
EMC Consulting was engaged to review and document the company's business requirements and to develop a vision, business case, and implementation roadmap for a global ECM strategy. The strategy was accepted and EMC Consulting is now implementing the global document management solution as defined in the ECM Roadmap Study. The solution will deliver many benefits related to the exploitation of intellectual capital, as well as safety, project cost control, and operational efficiency.

## Service value delivered

- **Monetary value:** Provides a business case that relates the drivers and outcomes of ECM for your organization.
- **Time value:** Prepares an accelerated transition into implementation—for example, delivering simple ECM functionality to a wide user base as quickly as possible.
- **Strategy:** Aligns ECM investments with company objectives and shows how benefits can be realized in a phased manner.
- **Future planning:** Provides a future vision that is derived from your strategic requirements but is grounded in experience, future-proofed solutions, and industry know-how.
- **Process improvements:** Provides content sharing and standardization across your organization. Delivers cross-functional collaboration and alignment to line-of-business applications.
- **Security:** Reduces legal and regulatory risk through an over-arching governance structure.

## ECM Roadmap Study components

The ECM Roadmap Study is part of the ECM Project Delivery Methodology (EPDM), also from EMC Consulting, that is applicable for all industries. EMC has delivered industry-specific ECM Roadmap Studies across of a range of sectors, including financial services, telecommunications, consumer goods, and oil and gas.



Overview of the ECM Roadmap Study

## Study benefits

The ECM Roadmap Study provides businesses with a strategic approach to enterprise content management that addresses the many challenges involved with implementation and adoption. It also enables a shared understanding of enterprise content management, a compelling business case, and a program plan for moving forward. When the study is complete, both business and IT stakeholders have a vision for ECM that is grounded in experiences and linked to business goals, as well as an agreed program of work.



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### Take the next step

To learn more about the ECM Roadmap Study from EMC Consulting, visit [www.EMC.com](http://www.EMC.com) or call 800.607.9546 (outside the U.S.: +1.925.600.5802).