



# Enterprise Content Management



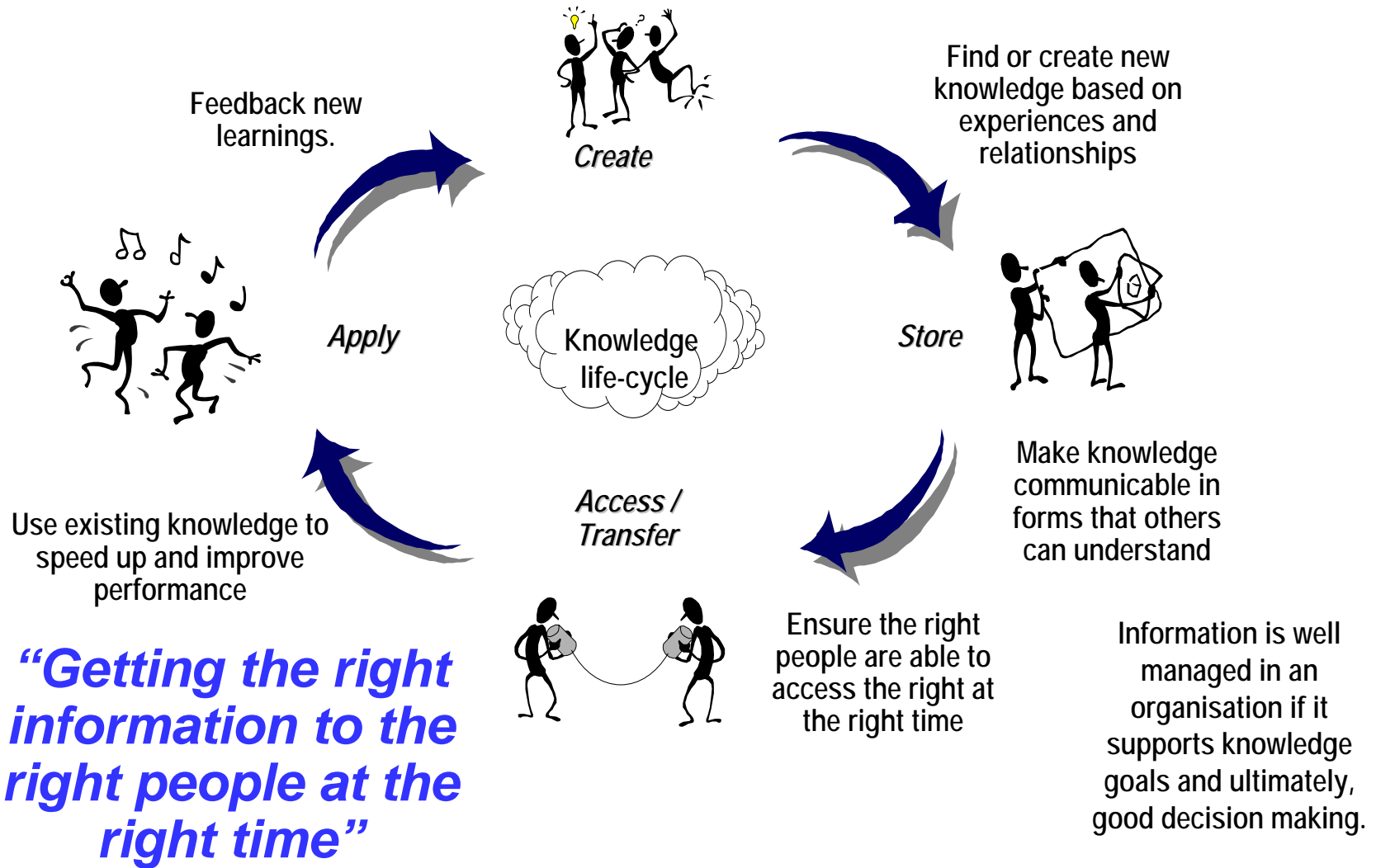
## Supporting Knowledge Management Capability

**Prepared for:**  
**Victorian Universities Records  
Management and Archives Group**

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# Knowledge Management





# Enterprise Content Management

## Observations

- **Emerging discipline of ECM**
- **Technical & Marketplace Convergence**
- **Current Vendor offerings based on legacy capability.**
- **Convergence in Infancy**
- **Business has commenced the adoption process**
- **Watch this space !!**

## Candidate Applications

- Content Management
- Document Management
- Records Management
- Collaboration
- Portal
- Workflow
- Search & Retrieval
- Digital Assset Management
- Learning Object Management
- Library Systems
- Imaging
- Enterprise Resource Planning
- Customer Relationship Mgt



# Document Management

*Documents* are recorded communication with recognisable structure, on any medium, intelligible without any further processing except for on the screen or on the printed page.

**Professionals spend 5 – 15% of their time reading information but up to 50% locating it\***

**7.5% of documents get lost, 3% of the remainder get misfiled\***

**85% of documents never get retrieved while around 50% are duplicates\*\*\***

\* Coopers & Lybrand

\*\* Gartner Group

\*\*\* Document Management Review

*Improving Electronic Document Management – Guidelines for Australian Government Agencies, Gartner Group July 2000.*

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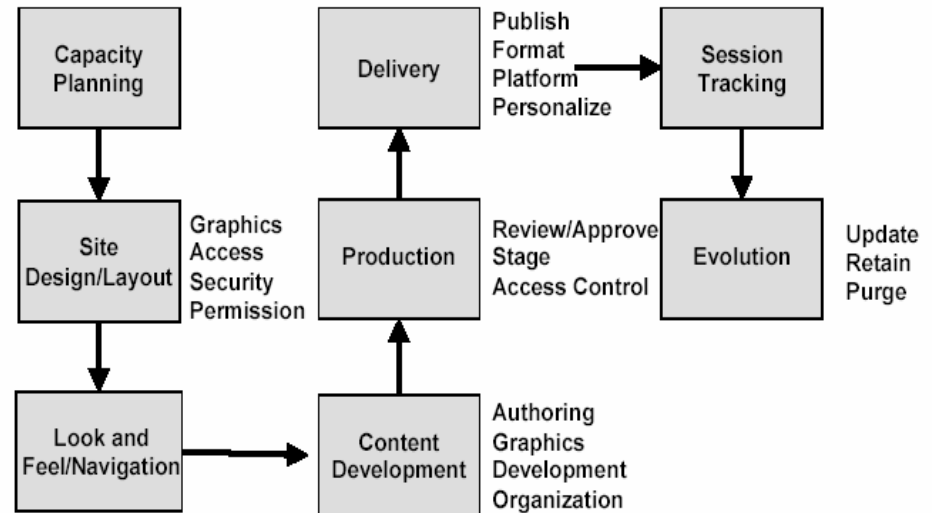


# Content Management

Focus on publishing information for mass consumption.

Blend of capabilities over information an organisation's Intra/ExtraNets including:

- acquisition,
- control,
- assembly,
- publishing, and
- security.



Source: META Group

Technology is XML, HTML based.



# Records Management

Records Management is concerned with managing both electronic and paper documents providing evidence of agency or individual functions, activities or transactions  
To be evidence a record must have content, context and structure, and be a part of a record keeping system

## The RM lifecycle

- accession;
- retention & disposal schedules;
- privacy
- accessibility, and
- future-safe format of storage.





# Document & Records Management

Concerned with managing the life cycle of documents through

- *Creation,*
- *Classification*
- *Storage*
- *Access*
- *Transfer*
- *Disposal*

## Authoring

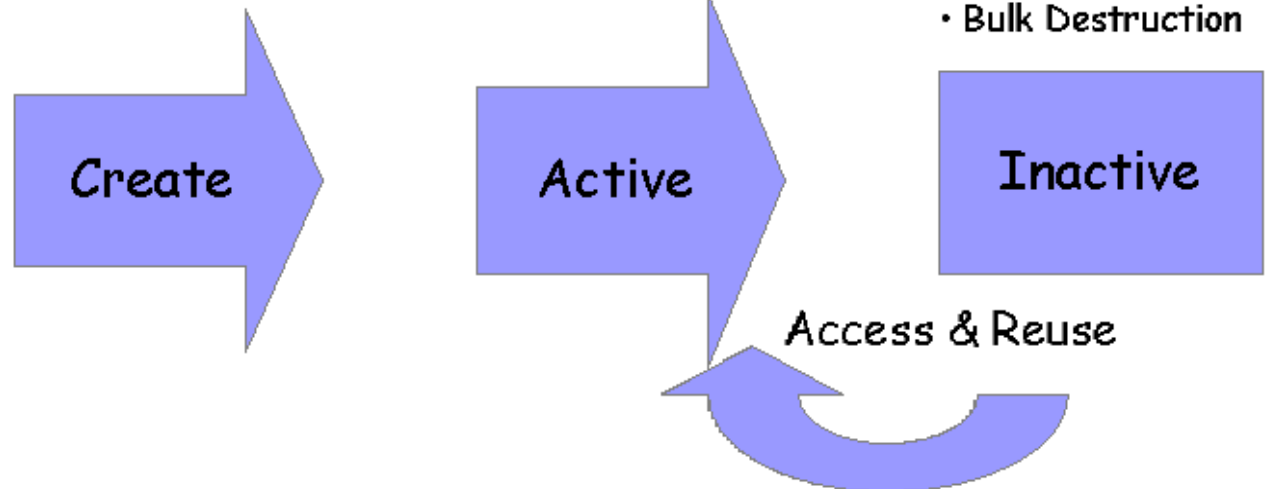
- Office Products
- Reports
- E-mail
- Record of an event

## Document Management

- Version Control
- Indexing
- Compound documents
- Annotations
- Authorisation
- Audit / reporting

## Records Management

- Accession
- Retention Schedule
- Privacy & Access
- Audit / reporting
- Reformat for long term storage
- Bulk Retrieval
- Bulk Destruction





# Records Management

*"It might be useful to consider reminding the (Enron) engagement team of our document retention policy. it will be helpful to make sure that we have complied with the policy. Let me know if you have any questions"*

email from Nancy Temple, Arthur Andersen In-house Attorney, 12 October 2001.

## Outcome

AA found guilty of obstruction of Justice in June 2002.

(Ongoing Process of Appeal)

Company had 'shrunk' by 17,000 employees in U.S.

Lost 30% of public company clients.

Fined \$US 50,000,000.

No longer in auditing business worldwide.



# Collaboration Systems

*Collaboration systems enable members of an organisation to acquire explicit and tacit knowledge from each other* (Becerra-Fernandez et al, 2004:301)

Sharing knowledge basically requires several components, including :

- a document (or content) management system

**And**

- A collaborative environment





## Portals

- Single entry point applications that integrate access to information and applications to enhance decision support and productivity.
- navigation services site where people find information, launch applications, interact with corporate data & net sourced content and identify collaborators
- Functionality varies from access to unstructured data to supporting collaborative processes

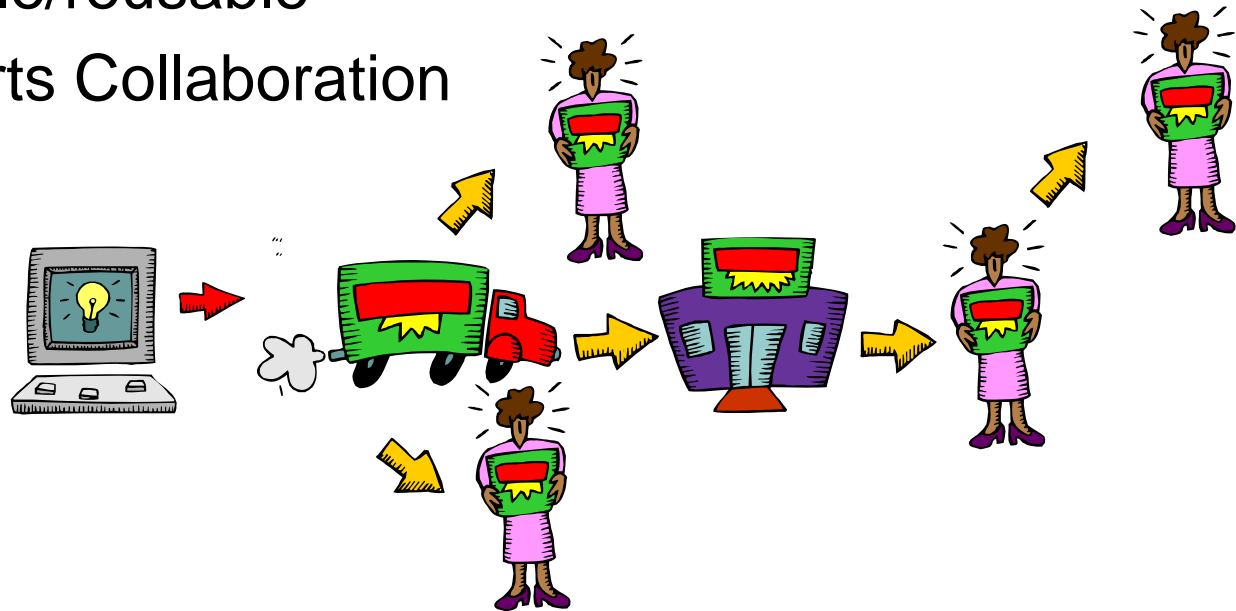
## Current state

- Many companies have adopted the “Thousand Flowers” approach.



# Workflow Systems

- Many Business Transactions rely on form based information capture
- Workflow systems capture and share knowledge about processes
- Makes process knowledge explicit – i.e. sharable/reusable
- Supports Collaboration





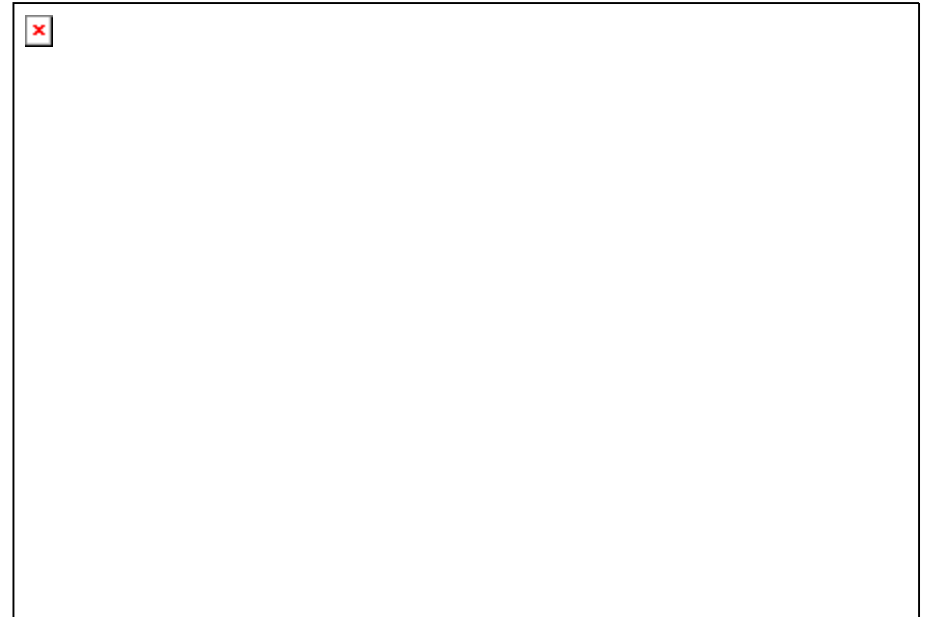
## Universal Problem of how to find Information

**Problem of specificity**

**Burden of tagging vs Number of returned results**

**Search & Retrieval Function**

- **Requires Taxonomy**
- **Meta-Data**
- **Meta Tagging (XML, HTML)**
- **Neural Learning algorithms**





# Other Considerations

- **Digital Asset Management**
- **Learning Object Management**
- **Library Systems**
  - Relevant for (Higher) Education only ?



## Considered outside of ECM Architecture

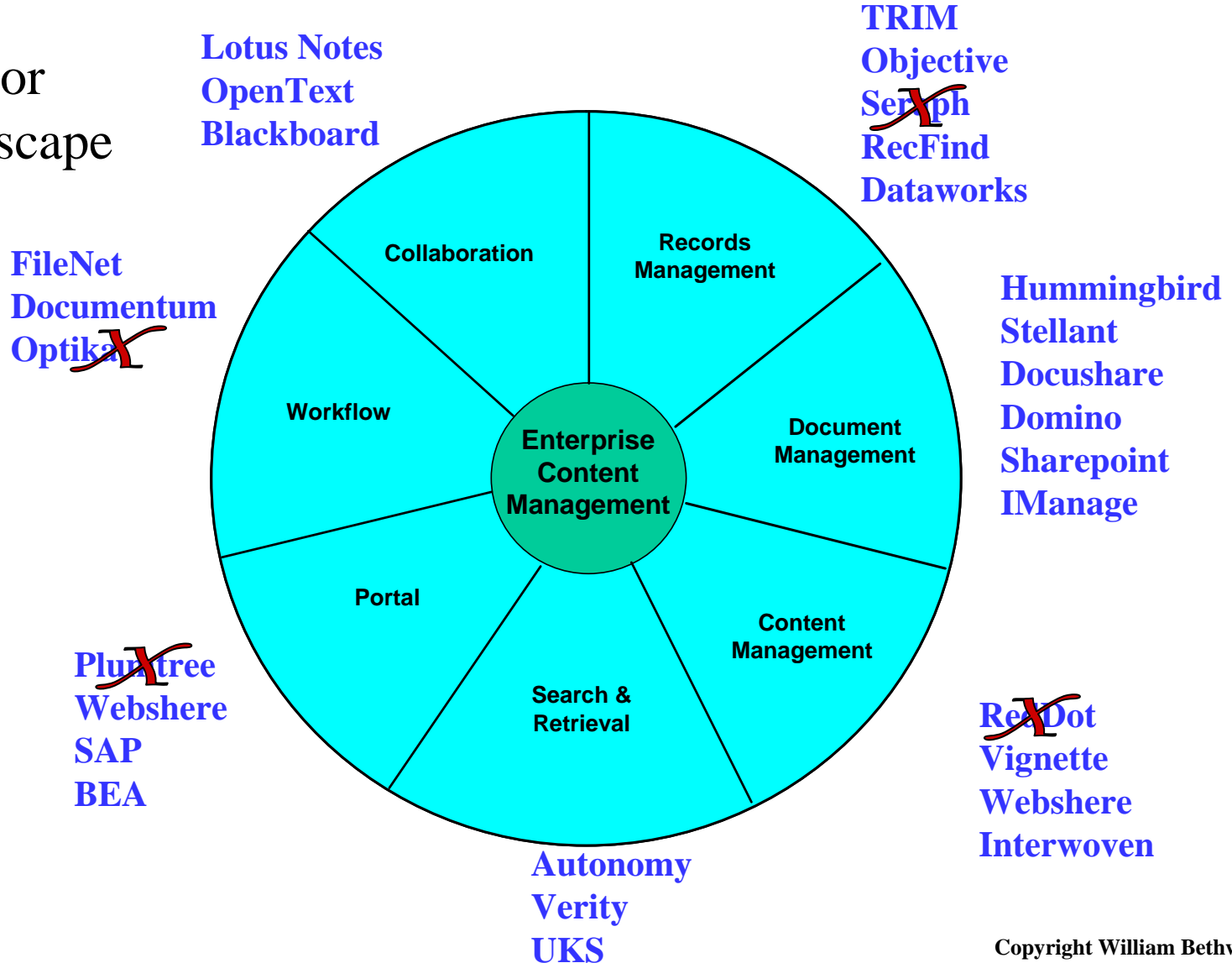
- **Imaging**
  - Provides Means of input to ECM
- **Enterprise Resource Planning**
  - Operational system primarily concerned with structured information created from transactional data
- **Customer Relationship Management**
  - Very Grey Area with significant alignment with KM
  - Primarily used to capture structured (data) information

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# Enterprise Content Management

Vendor  
Landscape



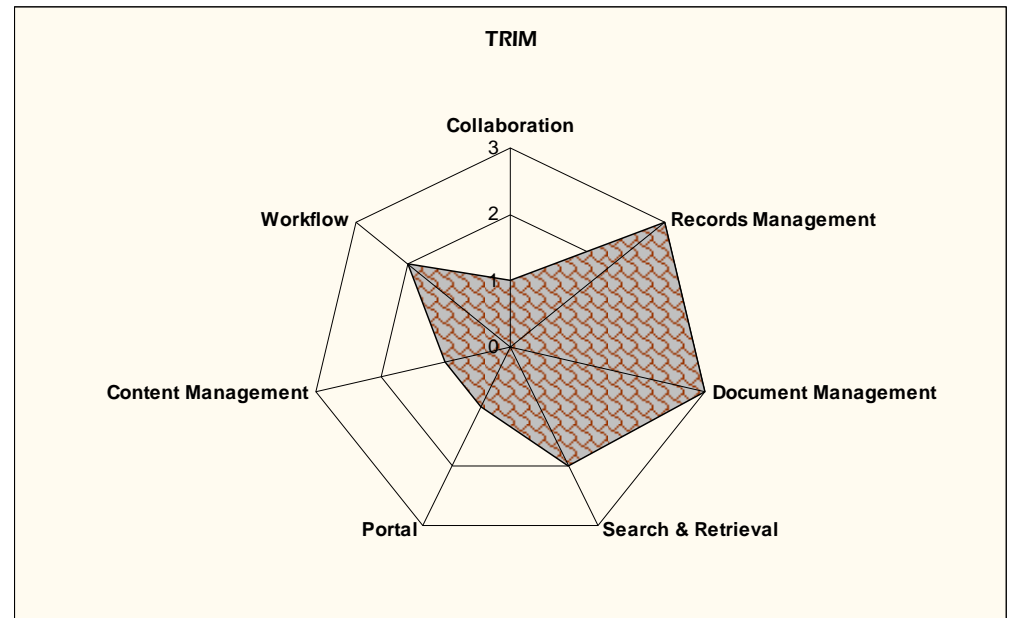
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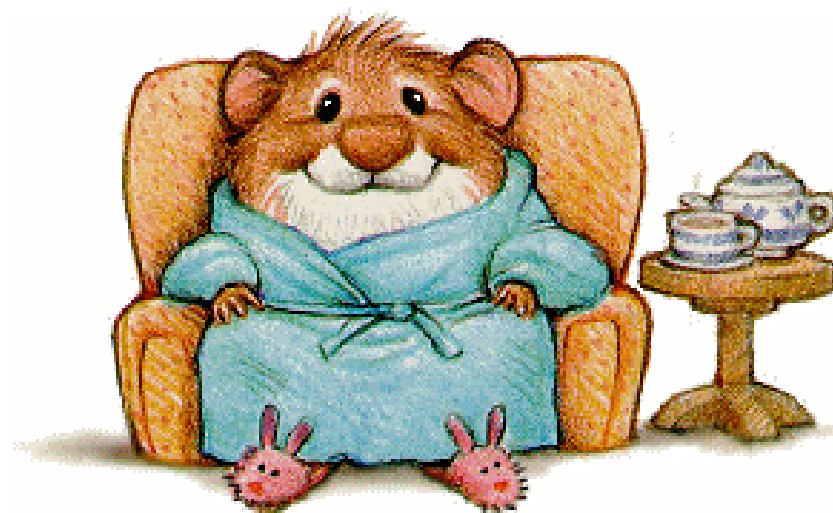


# Enterprise Content Management

## Case Study - Architectural Gap analysis

University Environment  
Product Assessment - TRIM  
Administrative Requirements





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