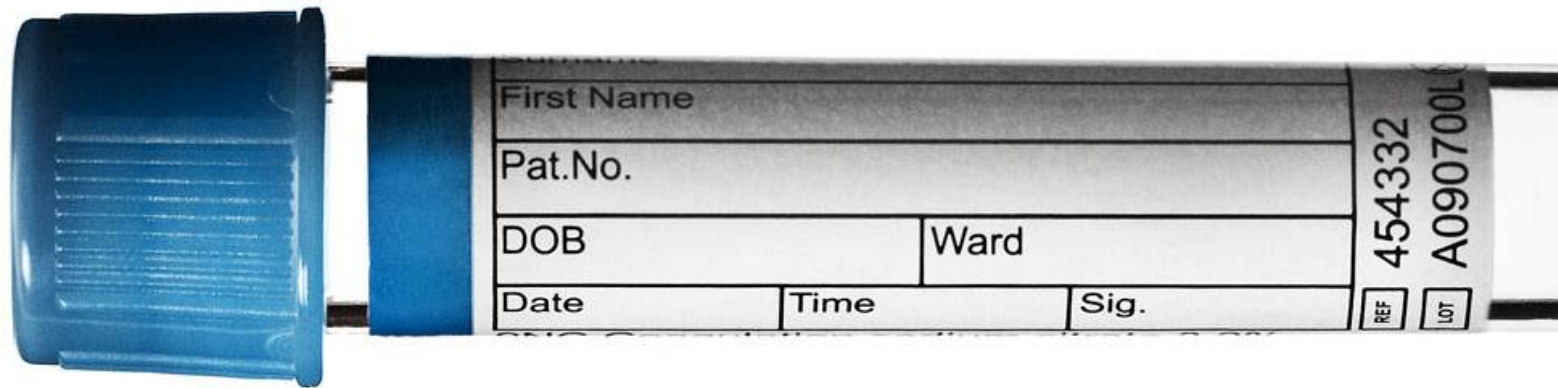




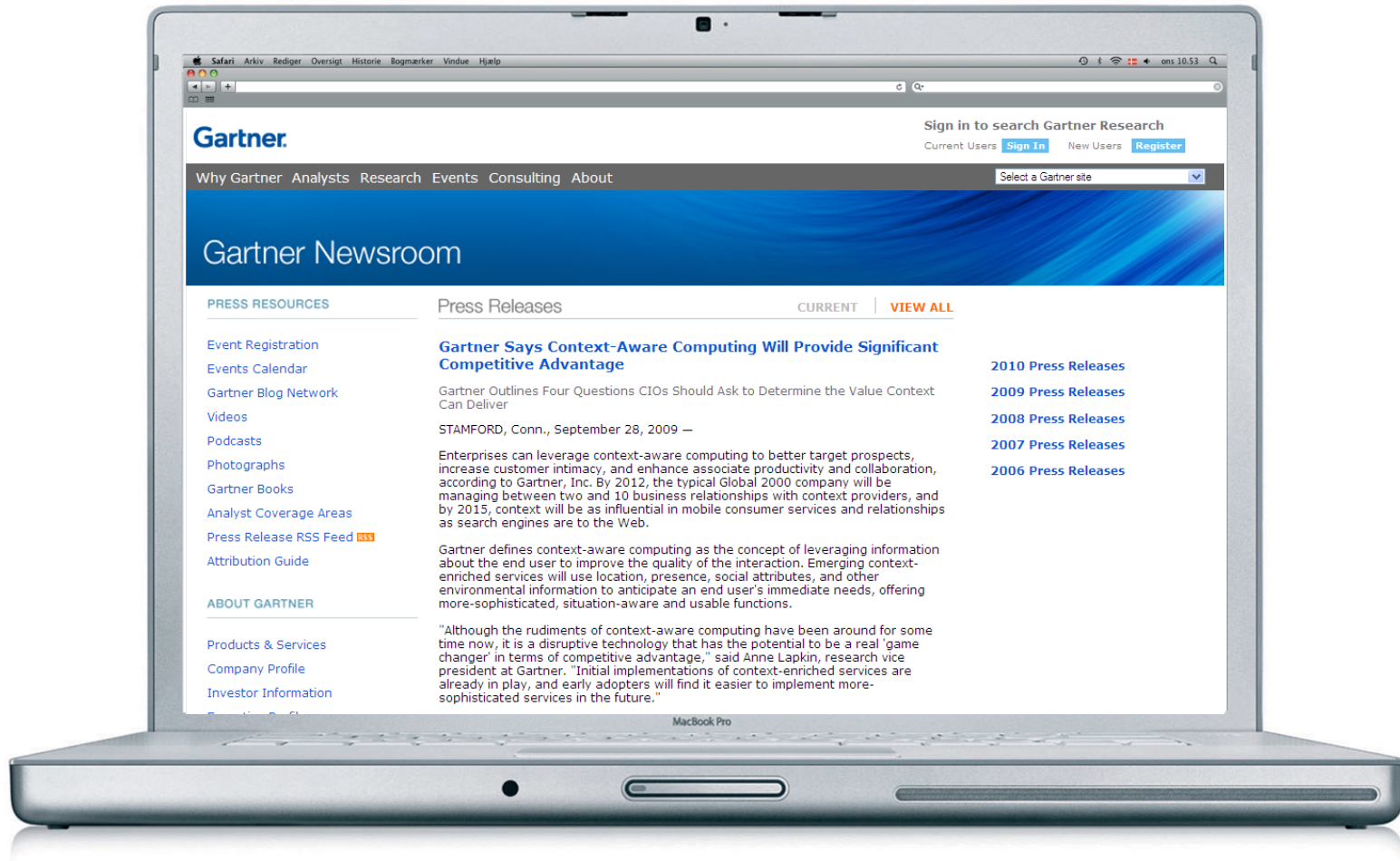
Delivering business value through Context Driven Content Management

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Context adds value



Context-aware computing is a top trend



What is Context Aware Computing (CAC)?

- Leveraging information about the end user's:
 - Environment
 - Business process
 - Contextual identity – to enable enrichment of a core function - functionality will be based on what users are doing, where they are located, and at which step in a business processes they are
- Improve the quality of interaction with end user by giving them:
 - What they need at the right time with minimal manual effort
 - When they need it - seamlessly
 - In the right format they prefer
- Role-based:
 - Users will access content, data, business processes, and tools based on their role in the organization or role within a specific activity

Why is it relevant?

- Although the rudiments of context-aware computing have been around for some time, it is a disruptive technology that has the potential to be a "game changer" in terms of competitive advantage
- Many organizations already employ contexts – current uses of context information tend to be limited in scope and siloed
- The real promise of context-aware computing will be realized when context information can be federated across multiple sources and multiple processes and applications

What are the actual benefits?

- Simplifies the work environment to improve productivity
- Improving Business Processes — By providing information appropriate to an user's context to improve the speed and quality of executing a process
- Reducing Enterprise Costs — By increasing efficiency and effectiveness
 - Automate and streamline business processes to optimize operations
 - Workforce Effectiveness — By ensuring that users have the information they need at the right time with minimal manual effort
- Improving data quality – increased trust in data quality
- Cost efficient and timely changes in runtime to applications as business needs evolve

What is wrong in this picture?



3^d generation ECM – now context driven



Documents organised in a hierarchy based on personal preferences and work tasks	Documents organised in a hierarchy based on departmental preferences and work tasks	Documents organised in a hierarchy based on organisational preferences and work tasks	Documents organised in a hierarchy based on enterprise preferences and work tasks	Documents organised according to context preferences such as projects and processes
Technology Personal computer	Technology Departmental or cross-departmental servers with file shares	Technology Distinct systems for EDMS use, often integrated with legacy systems	Technology Advanced ECM suites supporting capture, store, manage, preserve and deliver	Technology Business context layer built on ECM
Benefits Documents in electronic format	Benefits Transparency and collaboration	Benefits Classification of documents. Version and access control	Benefits Content becomes an enterprise asset	Benefits Support of the business context and changes in the business environment
Challenges Documents not shared with others, organisation and retention solely based on individual	Challenges Lack of proper document control and limitations in document organisation. Security enforced on folder level but not document level	Challenges Limited support for document distribution, collaboration and secured long-term storage	Challenges No actual support for the business context: Design is document centric, technically rigid and typically based on a multi-stack setup	Challenges Understanding the business context becomes mandatory



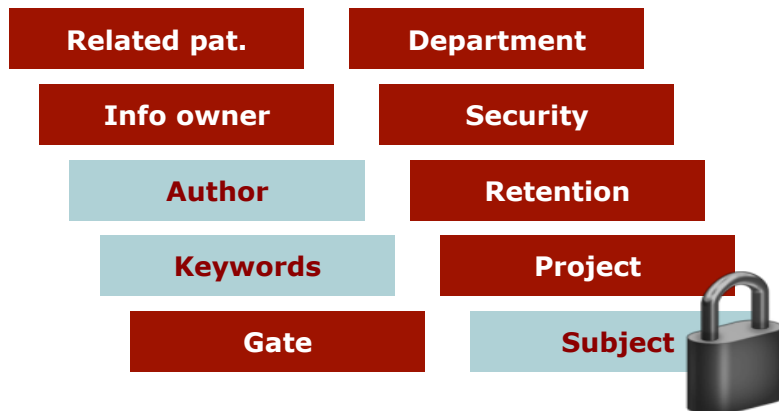
The concept of CDCM

- Modeling of business processes and tasks by contexts of multiple types (project, quality, enterprise ...)
- The Context guides and supports users work tasks:
 - the relevant templates are easily accessible
 - metadata is inherited from the context
 - content security control automatically applied and more...
- Context administration facility prepares contexts for information-contributors and -consumers
 - Pre-configured contexts / context templates simplifies and reduces administration effort
- Support for change:
 - change of business processes independently from content
 - minimize costly migration/update procedures
 - reduce need for validation/revalidation in regulated industries

Concept: Change in mindset

Traditional Doc. Mngmt.

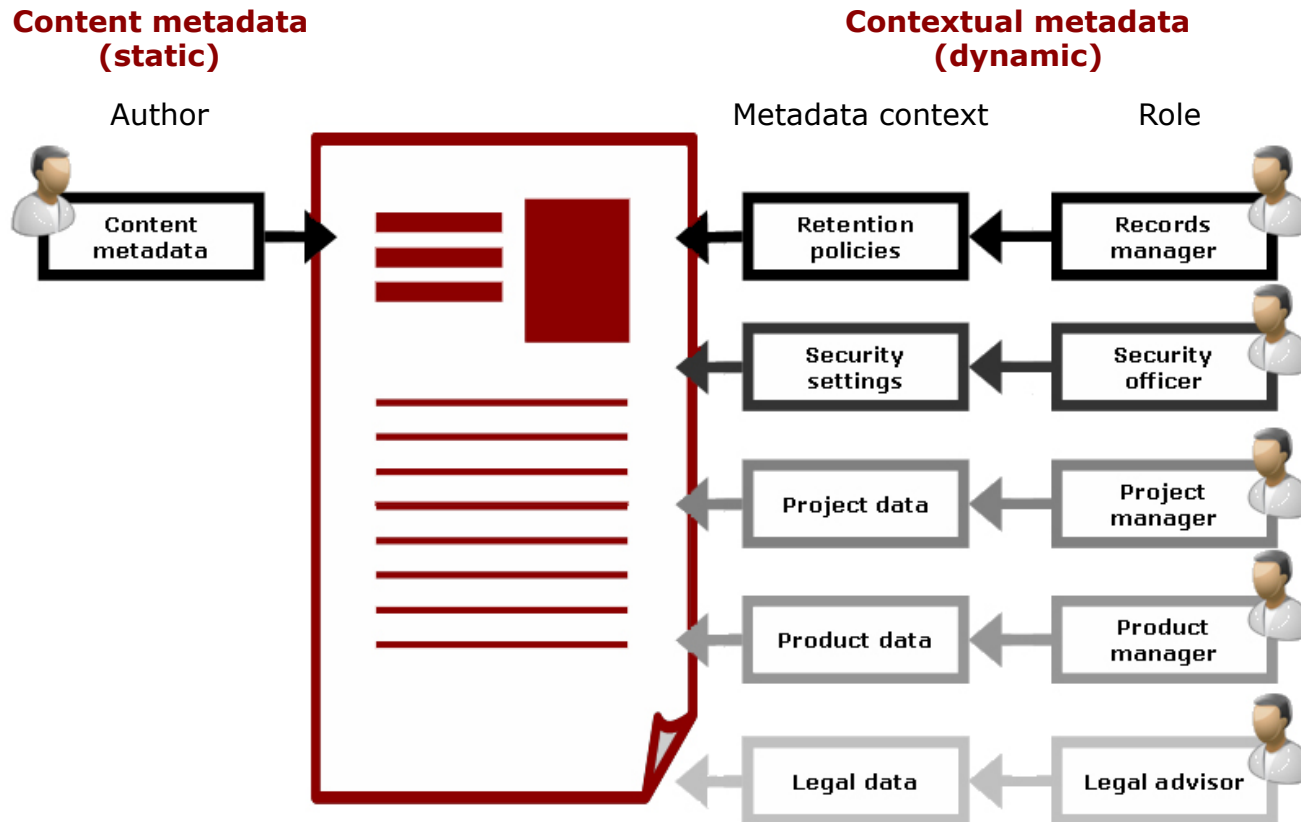
- Document centered
- All aspects of content management imposed on the document



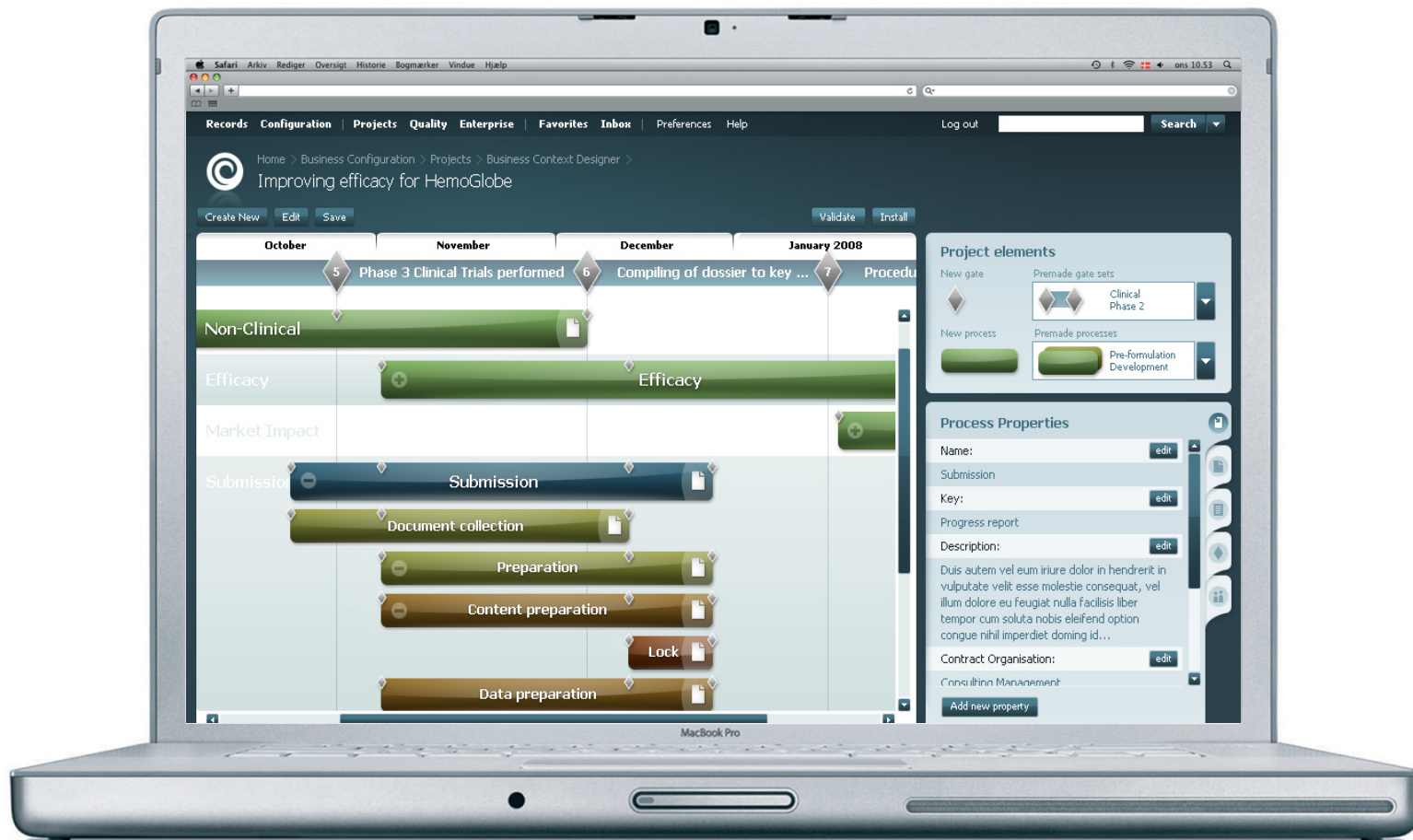
Challenges

- Cumbersome workarounds to change and edit metadata on documents that are signed and/or locked
- Challenging to support the business when it changes
- Author has the sole responsibility for the data quality
- No immediate illustration of the business context

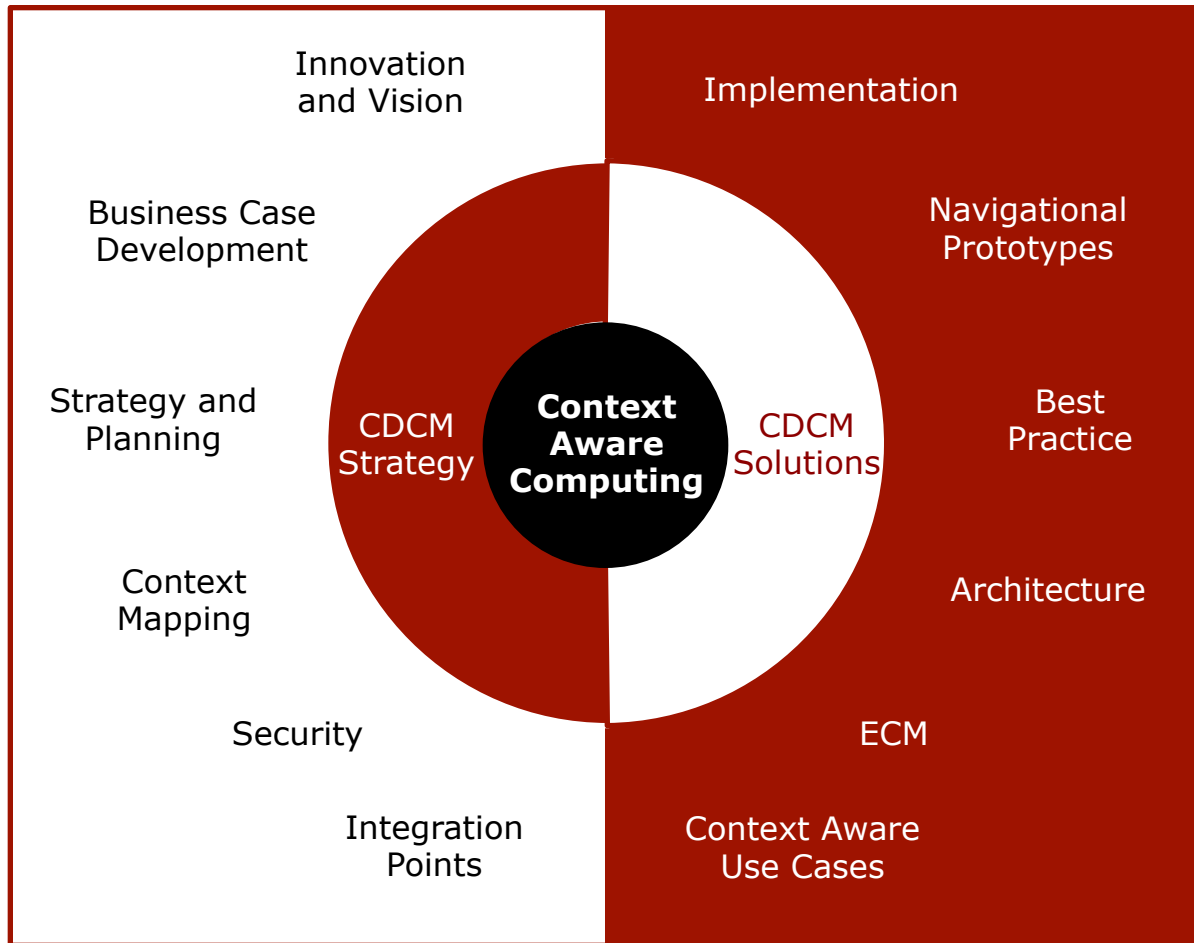
Metadata are derived from context







CDCM Framework



*CDCM = Context Driven Content Management

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How Do I Successfully Introduce Context-Aware Computing in My Enterprise?

6 keys to success:

1. Awareness of technology-enabled possibilities
2. Look for opportunities to pilot context-aware computing in areas identified as strategic priorities by management
3. Make sure that context-aware implementations are complex enough to provide experience in federating information and technologies
4. Investigate how existing context sources, can be integrated into business applications to enrich existing business processes with context information
5. The ability to harness context-aware computing lies in mastering the technologies, combined with an approach that focuses on improving the richness, seamlessness and ease of use for the end users
6. Be sure to measure the business benefits. This sounds obvious, but in practice, it is often overlooked



“Technology has value.
When it adds value.”