

# Enterprise Content Management & SharePoint® 2013 As ECM Solution



## Introduction



In today's competitive world, it is a strategic decision for an Organization to implement effective Enterprise Content Management (ECM), which will in return will give, assurance of being successful in timely and correct decision making, staying focused and staying up-to-date without creating any content chaos



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## Executive Summary

In today's world, major setback for any organization is volume of data being created, stored, distributed, published, accessed, protected, preserved for audit and compliance purpose. Teams working on these documents are spread across the Globe. It becomes challenging to collaborate without creating duplicate data, protecting it from unauthorized access, searching relevant and up-to-date information, protecting a data loss, protecting information distribution using means such as email.

In today's competitive world, it is a strategic decision for an Organization to implement effective Enterprise Content Management (ECM), which will in return will give, assurance of being successful in timely and correct decision making, staying focused and staying up-to-date without creating any content chaos.

The Aim of this White paper is to provide answer to following questions

- What are the problems faced by Organizations while managing the high volume of documents?
- What is an ECM and its Important features?
- What is required to implement a successful ECM?
- How SharePoint fits into a great ECM solution?

This white paper will help organizations who doesn't have any ECM implemented or current ECM doesn't provide all the required features, and who are considering SharePoint as ECM solution.

Also addressed the needs of the robust ECM solution that will meet specific requirement, in terms of document management, records management, digital assets management and Web content management. These aspects should have implemented in a such a way that; it will provide support to information workers across the organization.

Finally, this paper will give details of Microsoft SharePoint® 2013 provided features, which will help any organization to make decision to adopt SharePoint® 2013, to build a robust ECM system based on their own organizational policies.



## Business Drivers for considering the ECM solution

This digital Era of information technology has flooded the content of different type such as images, text documents, Web pages, spreadsheets, presentations, graphics, drawings, e-mail, video, and multimedia. This kind of growth of the structured and unstructured content is very challenging to manage. A study conducted recently indicates that more content will be expected to be created in the next two years than in the complete history of mankind, and over 93% of it will be in electronic document form. Moreover, these E-Documents must be combined with an already available collection of paper-based information. To handle this scenario Organizations must consider implementing a robust ECM in their organization, if they don't have any, or if current ECM doesn't provide features to handle the rate in which data is growing in an organization effectively. If contents are not managed effectively, it can create flood of unmanaged documents, resultant damages will be unavoidable.

A Microsoft ECM white paper specified: "Accenture's analysis report shows that dealing with this rate at which data is growing represents huge hidden expense—Between 3% and 5% of revenue of 3000 organizations globally, are spent on managing and delivering corporate content. For a company with \$1 billion revenue, this costs up to \$35-50 million dollars annually."

The common issues which might be faced by organization due to no ECM are mentioned below:

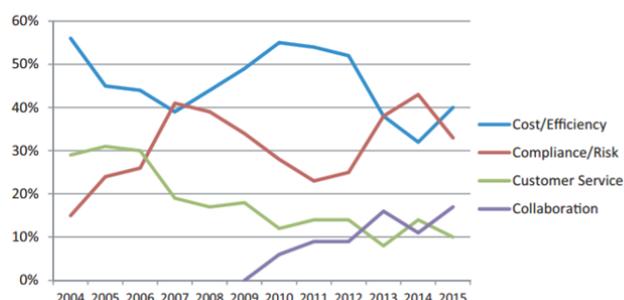
- Official documents are distributed among different PC
- Documents are distributed among team using Emails
- Unable to collaborate properly among teams
- Unable to track documents
- Difficult to locate relevant and up-to-date documents
- Difficult to make timely and correct decisions
- Unable to have robust approval process on documents
- Distributing the document to proper stake holder is difficult
- Unable to provide secure mechanism for individual documents
- Huge Probabilities of Duplication and loss of information
- Difficult to maintain records for audit and compliance
- Content publishing on web becomes tedious task for non-programmer



The volume of an organization's content alone could drive the development of an ECM, but there are additional business drivers for investing in ECM mentioned below.

- Improve efficiency
- Enhanced customer service
- Products/services to market faster
- Consistency across product lines/ brands/contracts
- Gain new markets
- Get Competitive edge
- Adhere to business, legal, regulatory compliance
- Protect intellectual assets
- Ensures effective knowledge sharing
- Eliminating bottom line operational costs
- Funding: collecting revenues faster which provides cash flow and the opportunity for increased revenue from short term investment
- Managing/delivering corporate content.

*When you consider your document and records management projects, what is the most significant business driver for your organization? (N=373)*



*Figure 1: AIIM 2011 Survey Result for "what is the most significant business driver for your Organization"*





Figure II: AIIM 2011 Survey Result for “when you consider DMS and RMS projects and priorities, what is the most significant business driver for your organization”

### Following Statistics supports the need of, ECM implementation

- 20% to 40% of Employees time spent searching for documents manually. (Source: Coopers and Lybrand)
- Professionals spend 50% of their time locating for information, and On an average take 18 minutes to find any document (Source: Gartner)
- Information workers waste a significant amount of time each week dealing with a variety of challenges related to working with documents. Wastage of time, costs the organization \$19,732 per employee per year, in result organization loses 21.3% of productivity. In organization of 1,000 employees these kind of wastage is equivalent to hiring 213 new employees. (Source: IDC and Adobe 2012)
- Users waste 30 minutes a day (16 days a year) searching for documents, on average. That’s \$3,900 per employee per year in lost productivity (assuming \$30/hour) (Source: Harmon.ie, 2011)
- 25% Annual growth rate for the amount of paper produced by the average company. (Source: Gartner 2011 ECM Magic Quadrant report)
- Wastes of \$2.5M TO \$3.5M/YEAR, in the typical enterprise with 1,000 workers searching for nonexistent information, unable to find existing information, or recreated information that can’t be found. (Source: IDC)
- Companies misfile up to 20% of their records – thus losing them forever (Source: ARMA International)
- In 2010 of studied malicious attacks, the data breaches were the root cause of 31%. This is increased from 24% in 2009 and 12% in 2008. (Source: Ponemon Institute, 2011)



## Enterprise Content Management

*Until we fully understand what is an ECM, we cannot create an effective ECM solution.*

Enterprise Content Management (ECM) is a set of practices, processes, and methodology that make the technology translate into the most effective way to store, secure, and consume content and documents related to organizational processes. ECM is also not moving what has been done in shared drives to a web-based modern platform.

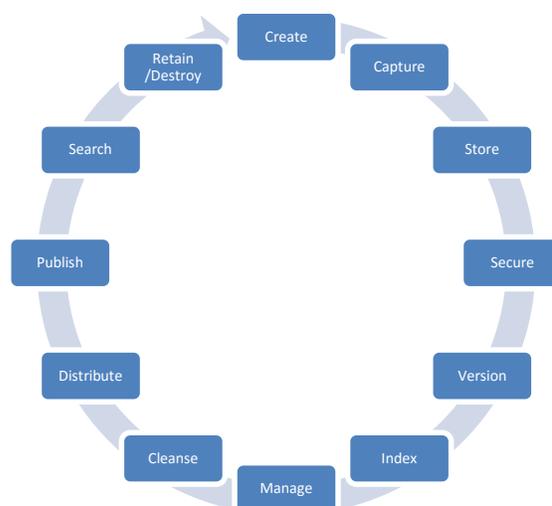
ECM plays an important role in strategically storing and indexing information, in such a way that retrieval of relevant information to support business decisions making process becomes easier, faster and cost effective.

ECM manages entire life cycle of enterprise information from being created / captured with relevant metadata, to storing it in organized secure way, to managing versions of required information, to index information for better tractability, to periodically cleansing it based on organization rules to manage information effectively. ECM even takes care of distribution of information, where not actual files are shared on emails, rather users are provided with the links to relevant documents if user has proper rights they can access it and centralized storage, ensures users are work on latest copy of the document.

Documents (pages in context of WCM) can be published to other users after proper approval mechanism (workflows). Workflows in ECM plays important role of automating business rules to make sure published contents are adhering to Organization processes and policies. A complete ECM suite provides integrated functionalities for document management, digital asset management, Webcontent management (WCM) and Records management.



Figure III: ECM Aids in Entire Content Cycle of Enterprise Content



## The required features of ECM tools

Effective ECM not only provides features to manage enterprise documents, but also provides features to support business processes using workflows, collaboration using blog, wiki and other Social networking features. As business needs are growing, the need of complete ECM suite is also increasing, the following capabilities must be available in any effective ECM solution:

**Document management** includes storing of documents in proper structures along with role based rights ensures secure organized document storage. Capturing of relevant meta data and indexing, provides quick content search and retrieval. Features such as check in, check out, versioning and auditing (history of user actions), provides cohesive way to allow multiple users to work on same document without losing any information and making sure latest copy of document is used by all the users.



**Records management** is a need of every organization to make sure all important events, documents are recorded, control access provided, an auditable track of actions taken by users are maintained, records are archived, deleted or retained in conformance with various regulations.

**Workflow.** A document might need to go through predefined approval processes before getting published to target audience. An organization requires workflows to implement complex business processes.

**Collaboration.** Collaborative ECM allows documents to be retrieved and worked on by authorized users concurrently. This set of capabilities may also encompass more modern features, such as enterprise social networking.

**Web content management** Provides tools to users with little knowledge of web programming languages or markup languages, to create, publish and manage web contents. WCM features must include support to Multilingual content, content approval workflows, Versioning of web pages, tracking user actions.

## Successful Implementation of Enterprise Content Management

### 1- Understanding the actual Requirement for ECM

Most of the cases organizations are looking for readymade ECM product and after installing they want their all problems to be solved. It is not going to happen that we buy any ECM product and start using it in our organization immediately. This is not possible in practical scenario, ECM always need to molded according to organization specific needs and policies. Each organization have different type of documents, different type approval mechanism, different access mechanism, different business processes, and audit and government policies. ECM will be successful only if it adheres to the process of an organization which is implementing it.

Business users demanding an ECM solution without a clear understanding of why they are requiring an ECM solution will lead to a failure. Before jumping into technology solutions, non-



technology issues around cultural behaviors, regionalization of content, metadata, retention requirements, and intellectual property have to be considered.

- 2- Involvement of End Users in the process of Planning and Implementation  
Users active involvement in the process of developing ECM based on their requirement, will reduce the chances of ECM failure. End user's involvement will increase the chances of ECM will be adopted by them easily. User participation ensure no last minute surprise for them.
- 3- Incremental Implementation  
Rather than implementing each of the features together it is recommended to go incrementally; this will give users to time to adopt to new changes and use them effectively. Solution provider needs to provide a plan, which will give solution in phase wise features. Most recommended implementation methodology for ECM, is the **Agile methodology**.
- 4- Well trained Information workers  
End users should be trained properly, along with it provide easy to use support help documentation. Well trained end users will increase the chances of successful adaptation of the newly implemented ECM solution.
- 5- Easy to use and maintain  
ECM should be created, keeping in mind that end user will have limited IT knowledge, so providing feature which will help them achieve their day to activities more effectively.
  
- 6- Easy to Enhance  
It will never be the case that policies of organization will not change. In the dynamic environment, organizations are operating, to adhere to changes and competition they have to change their policies frequently. ECM should be designed in a way that it should easily accommodate these changes easily.
  
- 7- Information Worker's /Employee's involvement and contribution  
When actual ECM will be used by users it is very likely to happen that they will start using their old ways for document distribution or might not apply proper meta data to documents or might not tag proper information etc. These kind of behavior will lead to failure of ECM. It is important to educate the information workers about the implication of not using ECM properly and effective use of ECM will increase their efficiency in daily tasks.



## SharePoint as a ECM Solution

Enterprise Content Management (ECM) with SharePoint products helps, by giving organization tools to organize and manage content throughout the content life cycle, from creation to disposition or archival. SharePoint ECM integrates the familiar tools of the Microsoft Office system with the central management and collaboration features of SharePoint products and technologies.

SharePoint 2013, provides following ECM features,

### Document Management

Following features of SharePoint helps to manage a collection of documents efficiently:

**Centrally manage diverse content:** Provides structured storage repository to store document centrally.

**Easily work with document properties:** The Document Information Panel enables users to capture the relevant meta data with document itself.

**Manage metadata globally:** Global Term sets that make it easier to organize and find relevant content across the different site collections.

**Make any document unique:** Document IDs provide a unique identifier for every document in the document library.

**Save time and reuse settings** Content Types enable user to assign common settings for a specific type of content.

**Information access control** Uniquely defined permissions, allow authorized users access to information at any level, from a single document up to the site itself.

**Simplified collaborative document processing** features such as check in, check out, versioning and workflows let users collaborate on document-oriented processes.

## Digital Media Management



To play and manage digital media content (Audio, Video content), SharePoint products and technologies have integrated functionality. Here are some worth mentioning capabilities:

**Built in Video and audio players** SharePoint products has built in Video and audio players. Directly from any portal site, team site, or publishing site, from a community-generated site, and from managed learning and training sites, user can play video and audio.

**Use enhanced media libraries** SharePoint Server provides enhanced Media asset libraries for media content. All the required management features of a document library are available, such as content types, metadata and unique IDs. In addition, media asset libraries provide, thumbnail of images and video, with a preview of a video.

## **Records Management:**

SharePoint products provides integrated records management capabilities, which helps organizations to store and retain business records for legal, business and regulatory purpose. Organizations can apply information management policies to business records. This Ensures that the information complies with regulations, business or legal policies.

**Improve legal, business and regulatory compliance** implementation of different policies for information retention, protection and auditing to business records to guarantee that these records are appropriately retained. Audit trails provide evidence to internal and external auditors that records were retained appropriately.

**Help secure business and important records** A secure way (be it in place Records, records moved to record centers) helps guarantee that records are stored in a locked and unmodifiable state.

**In Place Record Declaration** SharePoint provides feature to declare any document or site as record without moving it Record centers, different policies and restrictions can be applied to these records for compliance purpose.

**Ensure easy litigation discovery** Makes sure cost-effective discovery of information that is required for legal. Place a special restriction or policy on specific records to prevent unauthorized access and destruction.



## Web Content Management:

The Web Content Management features in enable user to do the following:

**Create and publish content quickly and easily** Use familiar interfaces to produce and publish web content in an appropriate manner. SharePoint Provides Controlled Publishing –enforcing rules and policies such as who can author content and where and who can approve and publish the content.

**Maintain a consistent branding throughout web sites** Create approved master pages and page layouts that enable consistent branding and navigation across the entire website. Enforces consistent user experience.

**Lower deployment and management costs for web sites** Provides a single multitier infrastructure for publishing content to intranet, extranet, and Internet sites.

## Conclusion

For any organization it is challenging to manage large volume of data, increase efficiency of information workers, make quick and correct decisions. Effective ECM will increase operational efficiency, improve information security, reduce chances of data loss, reduce chances of data duplications, increase effective collaboration among team, provides search to locate up-to-date information quickly. Effective ECM implementation gives great ROI to the organization.

SharePoint 2013 is a Versatile Platform which provides great set of features, by effectively utilizing them a Robust ECM can be implemented to cater any type of organizational content management needs. With some customizations, organization can enhance the SharePoint capabilities to a great ECM system, developing a better and complete platform for creating, managing, sharing, searching and tracking information across the enterprise.



SharePoint is the strongest player, with 58% of AIIM survey considering it to be one of their primary ECM/DM/RM systems. Mostly vendors sell ECM tools that don't provide their own set of tools to manage Web content, where SharePoint Provides integrated WCM capabilities.

#### **ABOUT THE AUTHOR:**

Sadaf has 11 years Information Technology experience out of which 8 years of SharePoint experience including implementation, architecture and development of custom solutions. Led 15+ successful SharePoint Projects (SharePoint 2013, SharePoint 2010, MOSS 2007) including portals / collaboration, SharePoint migrations and conducted multiple trainings mostly on SSOM, CSOM, PowerShell, Test Driven Development and AngularJS. Sadaf holds a Bachelor's Degree in Information Technology.

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