



Transforming Your Content from a Liability to an Asset

Vignette's Perspective on Enterprise Content Management –
An Executive Overview



The Growth in Content is Explosive

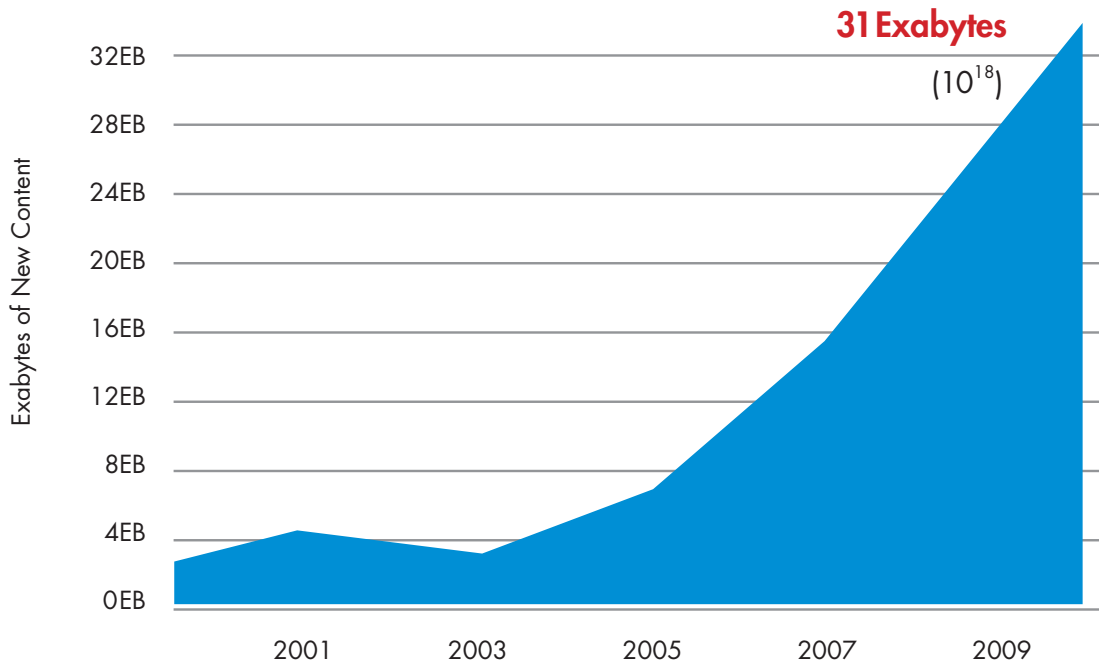
Our lives are awash in information. Not only are we drowning in it, but the volume of information—content—that we are creating is growing at an astounding rate. Ominously, Accenture recently suggested that the next two years will see more content generated than has been created in all of human history.

This flood of information not only affects us as individuals, it also has an impact on the organizations for which we work. And, amazingly, there is almost no chance that the staggering rate at which content is growing will slow at any time during our lifetimes. For all practical purposes, this is a problem that will exist, and will continue to worsen, forever.

Enterprise Content Management

Not surprisingly, large organizations expend considerable time and money trying to manage, and more importantly leverage, their exploding content. Enterprise Content Management is the name given to the various technology solutions that large organizations use to capture their content, then organize, manage, store, control and deliver it to the Web and other publishing platforms. Enterprise Content Management, or ECM, manages this content throughout its lifecycle, in some cases according to formal, even statutory, creation and capture, management and archival, retrieval and delivery, and retention and disposition phases. ECM, if it is successfully implemented, also makes it possible for an organization to put its content to work for the organization’s gain.

Global Annual Content Growth



Note: 31 Exabytes is the equivalent of 300,000 U.S. Libraries of Congress

Source: University of California at Berkeley School of Information Management & Systems, 2003

For more than ten years Vignette has shown organizations worldwide how to transform their content from a liability to an asset. Vignette’s solutions help these organizations leverage their records, documents, Web pages, images, e-mails, multimedia and other unstructured content to:

- ✓ create new opportunities
- ✓ expand profits, and
- ✓ realize greater savings and efficiencies.

Vignette’s customers use the company’s family of Enterprise Content Management solutions to increase their productivity, reduce their costs, manage their risk, and improve their interactions with key constituents.

While there is no escaping the content explosion, Vignette has demonstrated the tremendous advantage organizations can gain by transforming their content from a liability to an asset.

What do we mean by content?

Structured Content

Most large organizations use traditional database technology to manage the roughly 20% of their content that conforms to a row-and-column format, such as financial, inventory, order, and customer data. These databases provide highly efficient mechanisms for storing, retrieving and manipulating this type of content.

Unstructured Content

Unfortunately, the other 80% is unstructured, and is harder to manage. Records, documents, notes, voice messages, e-mails, images, video, charts and graphs, Web pages, software applications, binary files, desktop-generated content, drawings, and various digital assets are just some of the unstructured content types with which organizations must contend. Today, this content is both paper-based and electronic.

Different industries have their own content concerns. Healthcare providers, for example, are challenged to stay in control of:

Medical charts	Physician notes
Prescriptions	Lab reports
Invoices	Payments
Patient photos	Radiology images
Cardiogram video clips	Patient / provider
Pathology reports	Patient / provider correspondence
Referrals	Discharge summaries
Claim forms (HCFA & UB92s)	Dicom images

No industry is free of this need to better manage content, though every industry has its own unique set of content types. Even traditional manufacturing organizations, which on the surface might not appear to be content-intensive, must deal with a host of content-related challenges:

- They all employ people, and must maintain employee records (some of which are required by governmental regulation)
- They all are subject to environmental and safety laws and regulations, and must document their conformity to them
- They all design new products, and along the way create generations of design documents, whether paper-based or digital, which must be managed
- They all must communicate with partners and distributors and dealers, and maintain and leverage the content of those communications
- They all receive feedback from customers that must be incorporated into the manufacturing and marketing process
- They all must market their products across a variety of media, and the creation and refinement of those marketing materials requires management

Utilizing the Web to Deliver Both

Implied in the description of content, too, is the imperative to use Web technology to deliver that content dynamically to specific, targeted audiences. Increasingly the Internet is the first platform on which content must be made available. This is the expectation of both its creators and its consumers. And publishing content to the Web, and managing a Web presence that is involved with large-scale publishing, poses special challenges of its own.

How can content be a liability?

Almost by definition, unstructured content is hard to work with and hard to make productive use of.

- It can be expensive to store; paper, in particular, is costly, inconvenient and volatile
- It can be hard to find, which creates inefficiency and possibly legal liability
- It can exist in multiple, often contradictory, versions; creating mistakes and inefficiencies
- It can be in a format that is unusable, or hard to distribute and share, which discourages collaboration
- It can be hard to categorize, which limits its usefulness

These challenges can create enormous costs for organizations. For example, healthcare providers are under tremendous pressure to maximize revenue through efficient billing and collections activities, most of which are extremely paper-intensive and manual in nature.

Because of this, they need to:

- Reduce their reliance on paper
- Improve the process of identifying and resolving chart deficiencies
- Improve the process of generating and collecting healthcare bills
- Respond quickly and more efficiently to patient/payer inquires and disputes
- Achieve compliance with HIPAA and other regulatory guidelines

Overall, these organizations aspire to reduce medical mistakes, curb their costs and independently evaluate the effectiveness of their services and treatments. Each

industry has its own content management concerns and challenges.

Content is also potentially a liability when it needs to be published, particularly on the Web. The negative impact of inaccurate, or missing, information being presented to customers, prospects and partners has been chronicled repeatedly in the press.

How can content be an asset?

Content becomes an asset to organizations when they can leverage it to create new opportunities, expand profits, and realize greater cost savings and efficiencies. For example:

Organizations that give their customers direct and immediate access to their own customer information—transaction histories, order status, problem resolution progress—empower those customers, save them time and money, and encourage more enduring customer relationships

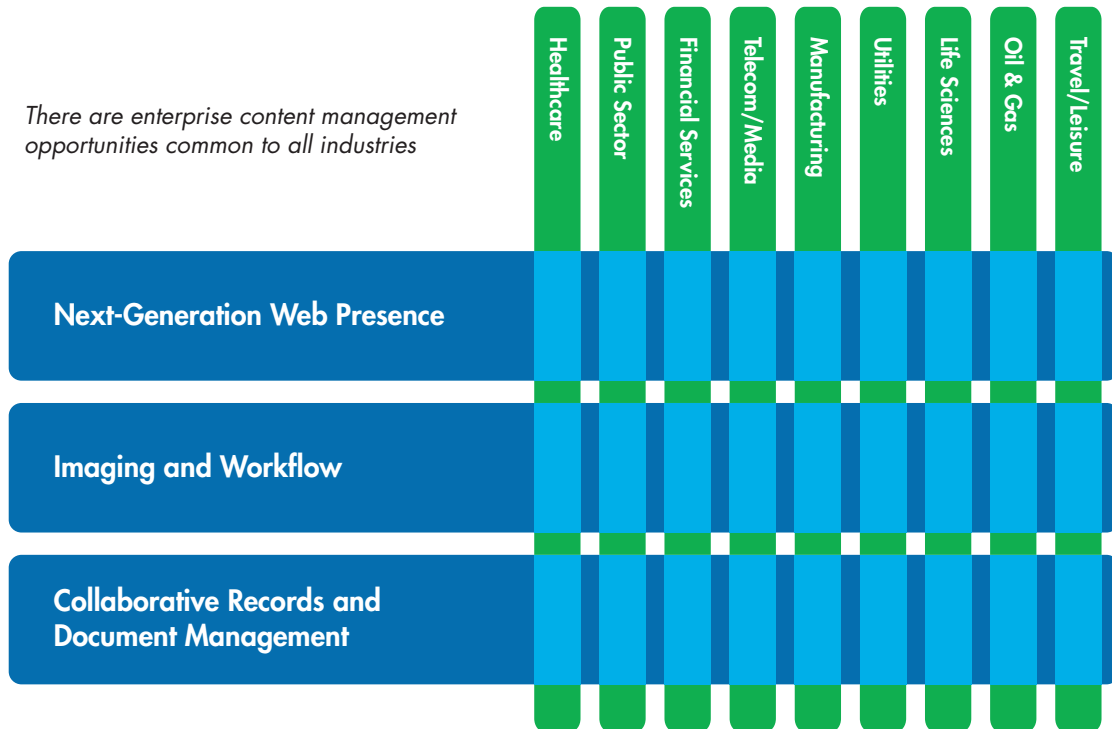
Organizations that can transform content from physical to electronic forms usually save enormous storage and handling costs, redirect personnel away from physical content management into more productive activities, and avoid the cost and risk associated with the destruction of physical records from fire, flood, or other disaster.

Organizations that succeed in delivering important product, marketing, training and employee-centric content to their remote offices or partner locations improve on the consistency of information available to these remote personnel, better ensure the level of business knowledge of these personnel, eliminate the problems associated with outdated content living beyond its usefulness in remote regions, and cement strong ties between and among locations, employees and partners.

Organizations that provide faster and more accurate access to information about services and products they have delivered get paid faster.

Organizations in the public sector that deliver more and better information directly to interested parties are better able to meet content-focused statutory guidelines.

Organizations that make innovative use of the Web to market and sell products create new revenue



opportunities that often do not compete with or detract from traditional avenues of business.

How can content be transformed from a liability to an asset?

We at Vignette believe that this transformation is the role of Enterprise Content Management, and that it must address three sets of organizational concerns, or “care abouts,” that occur in large organizations in every industry.

Next-Generation Web Presence

Large organizations are feeling renewed pressure to leverage Internet technology and the Web. More than a mere marketing vehicle, today’s Web presence needs to improve customer attitudes through better self-service capabilities, promote consistent internal communication through employee intranets, and cement channel loyalty and effectiveness through partner extranets. For large organizations in particular, these challenges require

an industrial strength infrastructure and personalized delivery of information to—and capture of information from—customers, employees, channels and partners.

Imaging and Workflow

Large organizations in nearly every industry need to convert paper documents to electronic assets that can be stored, located, retrieved, presented and reported upon, and they need to use Web technology to deliver these assets dynamically to specific, targeted audiences. These organizations require a solution that supports extremely high throughput while serving as the system of record for the breadth of the organization’s content, giving them flexible control over the entire information lifecycle. These organizations also invariably need to deliver some portion of this content, in a personalized and targeted fashion, using Web technology.

Collaborative Records and Document Management

Large organizations need to accommodate a spectrum of collaborative content creation patterns, embracing

everything from ad-hoc interactions to formal review- and approval-driven practices. They must systematically manage, version, control and track this content, and in the case of records provide specific controls for retention and disposition. They must leverage this operationally critical content at every stage of its lifecycle, using Web technology to deliver it to all appropriate audiences. This demands a comprehensive integrated solution that supports the collaborative creation, management, control and leveraging of content organization wide.

Vignette and Enterprise Content Management

Vignette has a family of Enterprise Content Management products that leading organizations around the world have employed to leverage their content. These products individually address every significant aspect of enterprise content management:

Web content management	Content portal
Collaborative content generation	Web application development
High-volume document capture	Records and document management
Automated personalized communication flows	Application and infrastructure integration
Workflow automation	Imaging

They are also architected to work together in any combination that an organization requires. The result is a collection of technologies that organizations in virtually every industry have deployed according to their needs to create Next-Generation Web Presence, Imaging and Workflow, and Collaborative Records and Document Management solutions.

Organizations are generating and absorbing content at an explosive rate. For many organizations this sea of content is a liability, as they struggle with the inefficiencies of their content management and control.

Innovative organizations are seeking ways to make their content an asset. Enterprise Content Management solutions can deliver on this goal by helping organizations leverage their content to create new opportunities, expand profits and realize greater savings and efficiencies.



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