Microsoft® SharePoint® 2010

The Business Value of Microsoft® SharePoint® Server 2010 Enterprise Content Management

Executive Summary

Enterprise Content Management (ECM) has become a key business priority for most organizations. The amount of business information created and shared is increasing in size and speed every day, government compliance requirements are becoming more stringent, and key business tasks require accurate and fast access to records, documents, and other information. Without content management, information becomes chaos – unmanaged, not searchable, and processes rely more on employee institutional memory than technology. Additionally, users waste time looking for or recreating documents and information, and businesses may pay penalties for documents and information that are accidentally lost or released publicly.

Most business executives recognize the need for a robust ECM solution, but most traditional ECM offerings only provide comprehensive, mission-critical content management designed for a small set of users (working with a team, department, or content type) and focus on security and compliance over usability and collaboration. Enterprise Content Management with Microsoft® SharePoint® Server 2010 delivers both a high quality solution that stimulates and delivers user participation, and the tools for highly secure, well-managed content.

SharePoint Server 2010 enables companies to democratize content management and improve organizations by providing content management to *all* employees and compliance across all documents. This leads to better, faster, and more secure processes that can be managed through a familiar environment, integrated into business collaboration infrastructure, and built on a trusted and extensible platform. With ECM in SharePoint Server, you can:

- **Drive participation** - Avoid chaos and end-user resistance
- **Ensure Compliance** - Avoid risk by controlling unmanaged content, including Social content
- **Save Costs** - Avoid high costs of point solutions, especially where not needed.

Who Should Read This Paper?

This whitepaper is directed towards CIOs, IT Pros, or anyone interested in how an Enterprise Content Management solution can positively impact their business. Enterprise Content Management (ECM) has become a business priority for many managers and executives – and that need will only become greater with continued proliferation of information that is created and distributed.

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What is Enterprise Content Management?

An Enterprise Content Management (ECM) system helps businesses manage all data, including:

- Structured data captured in LOB systems, such as CRM, ERP, or Sales databases, and
- Unstructured data including all documents, spreadsheets, and other files.

According to The Association for Information and Image Management (AIIM), "Enterprise Content Management (ECM) is the strategies, methods, and tools used to capture, manage, store, preserve, and deliver content and documents related to organizational processes. ECM tools and strategies allow the management of an organization's unstructured information, wherever that information exists."

ECM is both broad and deep. It must provide core management for the full lifecycle of information from inception to archive (or deletion), while providing deeper control in one or a few specific areas. A full ECM solution must provide a platform for some or all of the following, based on organizational needs:

- Document Management
- Records Management
- Web Content Management
- Rich Media Management
- Archiving and Library Services
- Human Centric Workflow
- Business Process Management
- Transactional Content Management
- Scanning (Image and Capture)
- Document Output Management
- Customer Communications Management
- E-Mail Archiving
- For more information on these and other more specific point solutions, the Association for Information and Image Management (AIIM) provides a thorough overview: http://www.aiim.org/What-is-ECM-Enterprise-Content-Management.aspx

Why ECM?

Most organizations require coverage of many, if not all, the workloads listed above. Some will need deep, sophisticated, best-of-breed point solutions for one or two.

Structured data – data in a database or line-of-business system – is well managed, but only a fraction of business information. As shown in Figure 2, a significant amount of data, documents, and other files created by a business are unstructured – all data not in a database or LOB system, such as documents on a file share, work-in-progress on the desktop, or emails - and unmanaged.

Enterprise Content Management helps bring structure out of chaos, and helps maintain order when the structure becomes too big. As shown in Figure 1, ECM can cover both unstructured and structured data for an organization, and avoid the chaos of unmanaged and unchecked content development that leads to duplication, rework, and wasted time and money. However, even ECM systems can return to chaos if allowed to flood with documents and records. ECM systems should include retention policies, which handle data and documents after a specified time, to move that information to a backup location or delete the files.

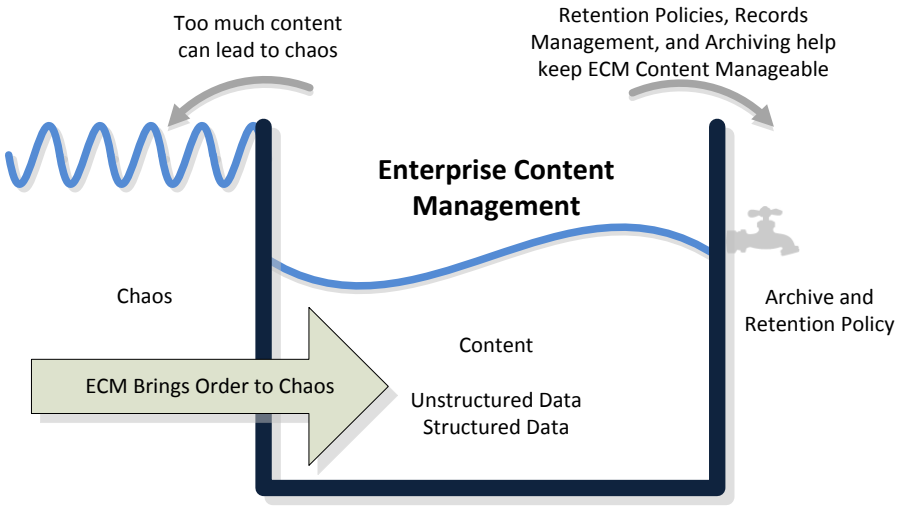

Figure 1: Enterprise Content Management provides a management framework for all data, - structured and unstructured, as well as management for the creation and archiving of information.

Most organizations have identified a document, information type, or content that is considered a priority to be managed in a highly structured and secure manner. All other documents, information, and data remain unmanaged – left on desktops, stored on network file shares, or saved in an email message. These organizations define content management as the highly-structured and highly-secure system that provides only a few people limited access to their information, like a vault.

However, ECM can and should be considered across the organization for any, and even all, types of documents and information. While some data should be securely stored in the vault, providing broader control to all content can help manage growing amounts of data and provide retention schedules. The alternative is unmanaged, exponential data growth, higher costs, and greater risk, as shown in Figure 2.

A comprehensive ECM solution helps bring structure and management to all types of documents and information, and regulates and tracks them from a single set of tools. However, ECM technology solution deployments often fail for one or more of the following reasons:

1. **Users don't adopt the solution and incorporate it into their work processes**. Just because an ECM system is deployed doesn't ensure user participation – the system must be convenient, useful, and able to integrate with daily processes and tasks.

2. **Enterprise Content Management Systems are often targeted for a specific user group, department, or content type, limiting use and accessibility**. ECM systems limited to specific groups limit the value of the system to the rest of the organization and can lead to the deployment of multiple, disconnected ECM solutions as other groups and departments deploy solutions to meet their needs. The result is silos of documents and information that are not connected to each other.

3. **Enterprise Content Management Systems can be expensive to purchase and deploy**. ECM solutions can be expensive and often much focused on a specific business need. Organizations that don't perceive value early enough (because of escalating expenses or for the reasons listed above) may give up on the ECM solution and investment.

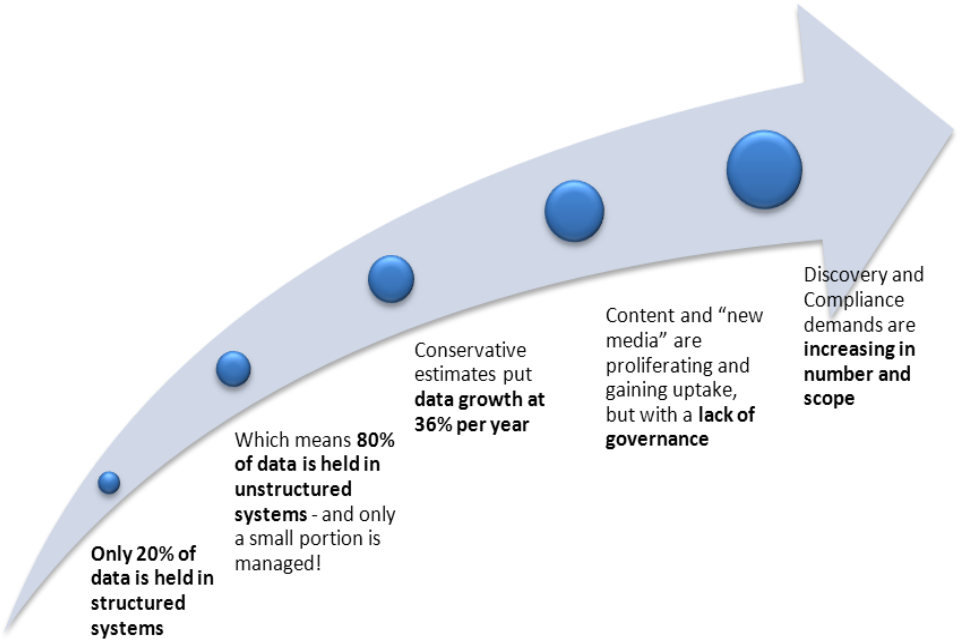

Figure 2: Structured data makes up only a fraction of all business information, and that fraction is shrinking every year as unstructured information – the everyday documents, data and other content – is created. Source: Doculabs, Inc.

Why Microsoft ECM?

Microsoft® SharePoint® Server 2010 delivers a platform approach that can manage unstructured data and address many, if not all, of the deployment blockers with:

- **Tools that enable and encourage user interaction.** If end users resist, then the ECM solution will fail. SharePoint Server 2010 provides automated and convenient document tagging and metadata management.
- **Architecture and tools that provide security and help manage compliance and policies**. All unmanaged content is a potential risk, and new types of unmanaged content are appearing every day (Facebook status updates, blogs, wikis, documents stored in the "cloud" - i.e., hosted Internet services such as SkyDrive-, etc.).
- **Guidance and technology that helps avoid high costs of ECM point solutions**, especially where not needed – and integrate ECM information silos. Individual point solutions provide deep management and security in one or two areas, but can be expensive to integrate and maintain. In addition, they are typically only used by a subset of employees.

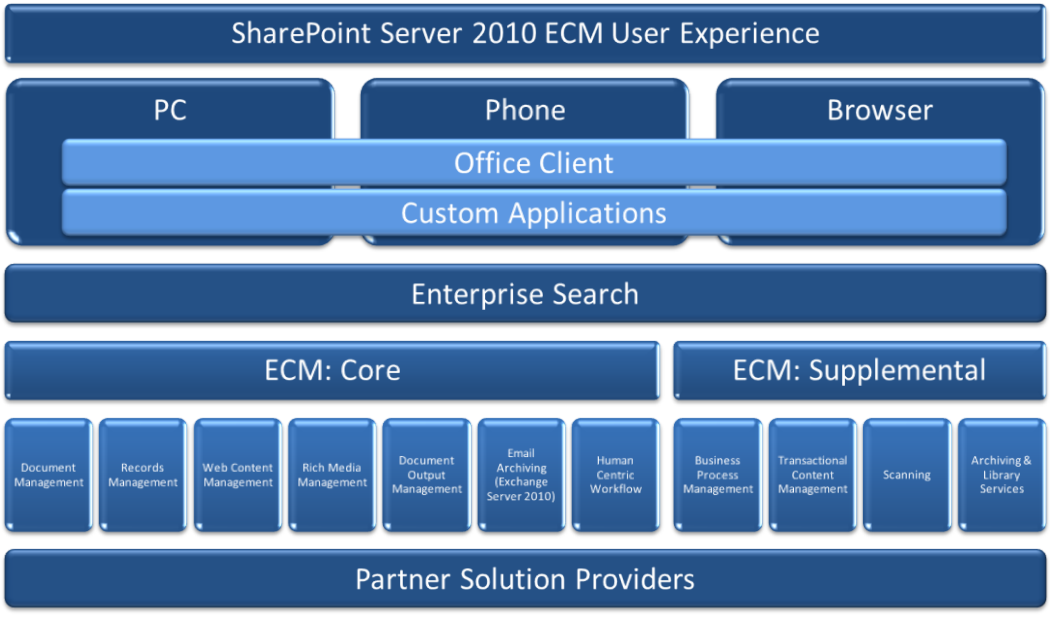

Figure 3: Starting from the bottom, Microsoft ECM is based on a broad platform with a rich partner community; content can be searched, browsed, and accessed via Microsoft® Office Client or custom applications by desktop, browser or mobile device.

SharePoint Server provides the core ECM capabilities required by most businesses with a standard platform at a reasonable cost, integrating these tools as well as offering add-on deeper or supplemental partner solutions. As a platform, SharePoint Server is more

easily deployed to a broad set of users and integrated in current standard work and collaboration processes. Traditional ECM solutions focus on a set of information and provide a target solution. SharePoint Server provides a standardized, integrated, and high-quality ECM solution that meets most business needs. SharePoint Server provides ECM that reaches broadly across the organization and encourages participation.

SharePoint Server provides a platform solution by bringing together the most prominent core workloads, and reducing the requirement for organizations to buy individual point solutions and expensively integrating diverse repositories. As a platform, SharePoint Server has a rich partner ecosystem to provide coverage for customers who need to go deeper in specific workloads. SharePoint Server enables more than just content management, including collaboration, search and business intelligence.

By focusing on the core set of common ECM tools in an extensible platform solution, SharePoint Server avoids many of the common ECM issues and failures:

Traditional Challenge	Microsoft Breakthrough
Lack of user acceptance and participation	SharePoint Server and Microsoft® Office Client are pervasive, with ECM capabilities surfacing in both, to provide value-add through the common desktop applications that people already use.
Limited scope of content coverage	SharePoint Server covers a broad set of unstructured content types – the standard documents, plus integrated into collaborative workspaces, e-mail, instant communications, and social networking applications.
Multiple solutions don't integrate seamlessly	As a platform solution, SharePoint Server provides integration across ECM tasks (including ones provided by most 3rd party solutions) to provide central taxonomy and policy management.
Integration challenges with multiple solutions limit utility	SharePoint Server's platform approach overcomes implementation, maintenance, and upgrade challenges typically experienced when trying to pull together siloed ECM point solutions that require time consuming and expensive integration.

User-centric content management

Enterprise Content Management (ECM) in SharePoint Server provides users with both a platform and individual solutions for developing, using, and managing documents, with familiar Office Client applications deeply integrated for document viewing and editing.

ECM systems rely on one key dependency more than technology, feature set, or amount of information managed: user adoption. People who are expected to integrate an ECM system into their workflow and processes must see ECM as a useful and valuable tool that integrates into their daily work. Overall SharePoint Server provides:

- Easy to use, integrated tools and features for managing, finding, and sharing documents to enhance productivity,
- Easy to add and identify document metadata to track, find, and share documents, and
- Where possible, automated metadata capture – and where use input is needed, non-invasive inputs built into standard save and upload functions.

Productivity improvements

ECM in SharePoint Server includes a full collaboration platform users can create and manage without involving IT, using the Office Client applications they already use every day. Users can set up collaboration workspaces, social pages such as wikis and blogs, pictures, video and audio files, and business process workflow and forms – all still managed through SharePoint Server. With SharePoint Server users can create, find, and manage information quickly and avoid taking up IT time.

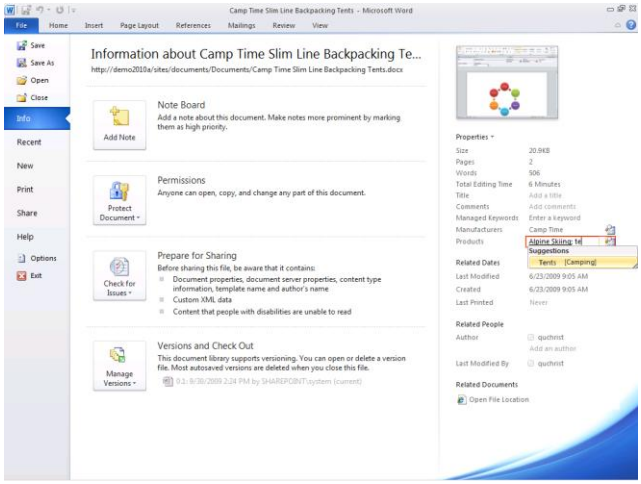

Figure 4: Taxonomy and tagging is built in to Office applications.

Greater value from information

SharePoint Server can enhance the effectiveness of customer service and sales teams by aggregating critical information from across the enterprise and by providing rapid, easy access to both structured and unstructured information. Document drafts and final

versions can be managed as a unit, all final documents for a client sales proposal can be grouped and managed as a Document Set, and all content can be managed in-place by a compliance manager.

SharePoint Server 2010, along with Office 2010 includes several new features, including: greater sharing and collaboration options, related content and properties (including metadata) pane, metadata capture from Office, and improved authoring rights.

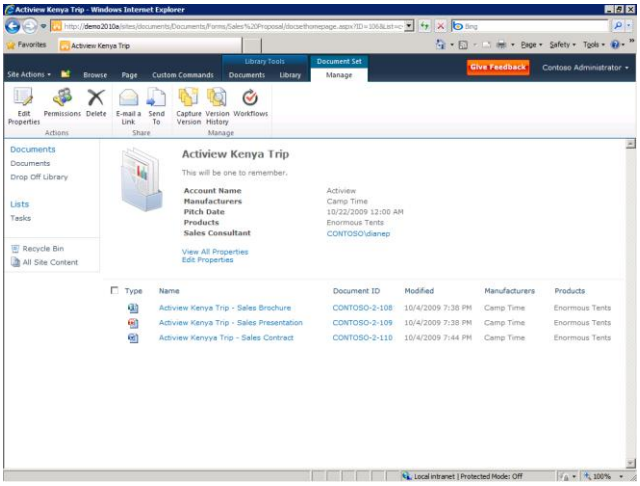

Figure 5: Manage groups, and apply metadata, workflow, and retention policies with Document Sets.

Information can be located quickly and, as part of a Document Set, finding one document or record provides the user access to all documents in the set.

USERS ADD VALUE BY PARTICIPATING

With Office and SharePoint, users can create a document and, during the save process, select or type in any required custom metadata information (including other metadata captured automatically). Users are not inconvenienced with the document save process, and finding and managing documents at a later time for reuse and archiving is much improved.

Users provide greater value by providing additional document or record information, making content easier to find, use, and manage in the future. Additionally, with social and collaboration functions within SharePoint Server, users who find, read, or review the document or record can provide rating, comment, and categorization (also known as "folksonomy") information that provide even more value for anyone accessing that content later.

The initial user-resistance hurdle is cleared by providing rich ECM without asking too much of end users. Metadata and categorization is handled automatically as much as possible, and user-required input is kept to a minimum and integrated within Office Client. Once he or she tries to publish a document, find information, or archive a record, a user will quickly see the value of continuing to use the ECM system as these tasks become easier with a set of information that has rich metadata making it easier to create, search, and manage documents and records.

Balance between flexibility & control

An important aspect of any ECM system, and provided by SharePoint Server, is that it provide document-level control to limit access; set archiving, retention or deletion schedules; place legal holds; manage taxonomies and "folksonomies;" and manage and publish key information from the tools and Web pages already opened, but without placing undue restriction on the people who need to access that information.

SharePoint Server provides:

- Compliance Everywhere,
- Reduces Risk, and
- Manages access to information to the people who need it.

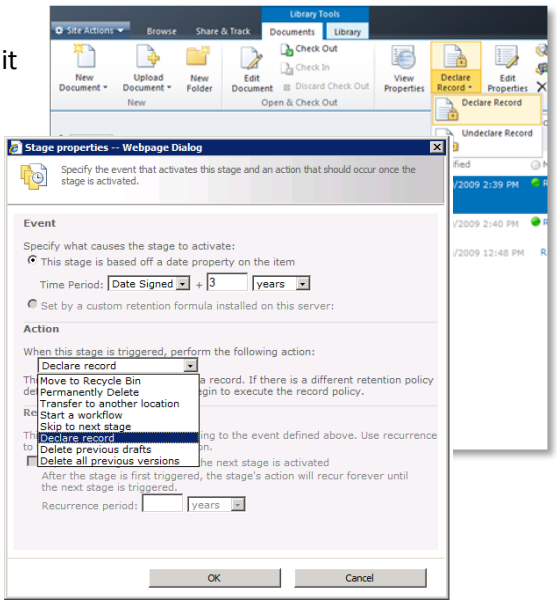

Figure 6: "Compliance Everywhere" means that any document, record, or other stored information can be managed right from SharePoint.

Compliance Everywhere

SharePoint Server provides "Compliance Everywhere," which means all the expected tools – retention, legal holds, etc. -- are all available through SharePoint Server and Office, so compliance managers can identify and set policies on Content Type and location for documents, groups of documents and list items.

However, control and management does not sacrifice access and usability. SharePoint Server provides a broad-reaching set of tools and features to users across the organization that not just enables user interaction, but delivers participation by providing a platform solution tightly integrated with the Office Client applications used by many every day.

SharePoint Server 2010 is part of a broad Enterprise Content Management solution from Microsoft. Microsoft Exchange Server 2010 provides an advanced email archiving and management solution for messages and other information stored in Exchange. Microsoft Windows Server 2008 R2 includes the File Classification Infrastructure, to provide metadata and policy management for files stored on File Servers.

For more information, see:

- Whitepaper: Meeting the E-Mail Compliance Challenge With Microsoft Exchange Server 2007
- File Classification Infrastructure Website
- Exchange 2010 Overview

SharePoint Server provides the capabilities that can help customers save time and cost tracking down documents for legal or compliance requirements, as well as avoid potentially significant legal costs and fines if requirements cannot be met.

Reduce Risk

SharePoint Server provides (or helps facilitate) easy-to-use tools and technologies to help businesses implement a full governance policy, and avoid wasted time and cost manually managing, searching, and archiving content. SharePoint Server risk avoidance features include:

- Information architecture (site structure)
- Taxonomy (consistent naming)
- Branding (correct use of company imagery)
- Provisioning (consistent site usage and user policies)
- Search (find what's needed)

Figure 7: SharePoint Server provides a balanced approach between compliance and people getting work done. Source: "Steps for building governance into SharePoint Server"

Additionally, all types of content can be included in this policy, including rich media, such as audio and video; Web Content, such as product information; Intranet, Extranet, or Internet content (that often changes frequently or is dynamic); or social resources such as Wikis, blogs, discussion boards, and other "Web 2.0" content.

Users Have Access to the Information They Need

In any setting where security is a priority, absolute security means completely locking down every document and providing limited access. Obviously that is not feasible for businesses to function properly: a balance of control and access must be found.

With SharePoint Server, Compliance Officers can manage access and retention policies in-place for documents (or groups of documents) – from the SharePoint Server page or Office Client application already open in front of them. Documents can be limited to specific users or groups of users to provide read-only access (or no access at all). This protects access to valuable information and limits business risk in lost or leaked information.

End users can locate and use their information (or request it through SharePoint Server) in order to view, reuse, edit, and resave (or save a new version) – all from SharePoint Server and Office Client.

Save costs and consolidate systems

SharePoint Server provides a platform for comprehensive, integrated content management. While some offerings provide broad coverage or deep point solutions (often additionally sacrificing control with the former versus the latter), SharePoint Server provides both a broad set of offerings as well as cost-effective integration across ECM workloads.

Leveraging a single platform with SharePoint Server also leads to improved reporting and analytics. Reports such as content use, management, compliance issues, and others can be reviewed across the ECM solution, providing greater management insight and granularity, resulting in cost savings by avoiding wasteful spending by manually generating reports or dealing with consequences of not having content insight.

Enterprise Ready Platform

While individual ECM solutions may need to be integrated with each other, SharePoint Server provides a common platform for all ECM functions provided by SharePoint, as well as from third-party software providers, reducing complexity, management time, and saving costs.

Often ECM solutions are an amalgam of segmented systems, and while the example in the right-half of Figure 8 shows connected systems, the reality is often these silos of documents and information don't communicate well (or at all) with each other – at best they require individual point-to-point connections to be set up and managed.

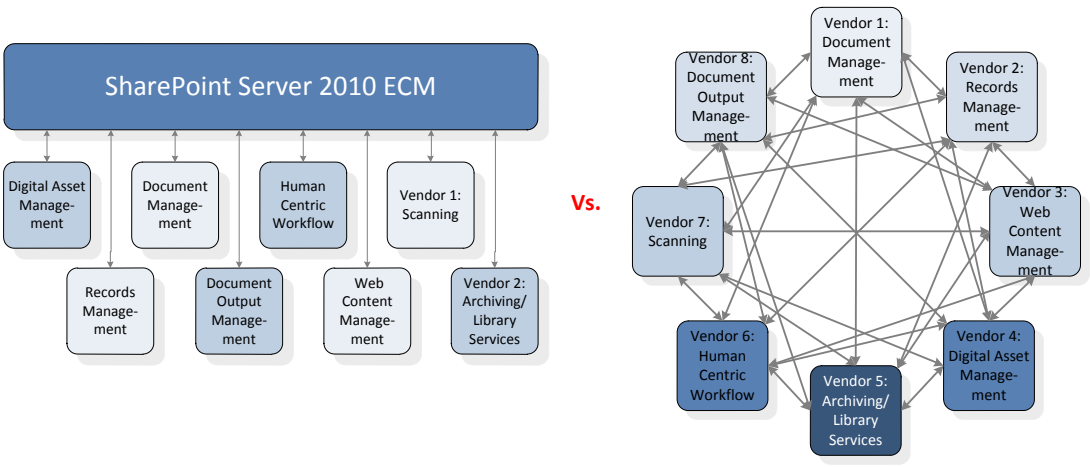

Figure 8: SharePoint Server provides a standardized platform that core SharePoint Server work areas, as well as 3rd party vendor solutions, can connect and integrate with each other. Other providers (even platform providers) require many individual points of integration using diverse protocols such as SOAP, REST, proprietary interfaces, and others.

Documents may be managed separately from records or documents managed for an Intranet may be managed separately from documents for Web use, which are both separate from physical records that have been scanned electronically, and on and on. As expected, deploying and managing multiple systems is expensive, and many alternative ECM solutions are themselves very costly.

SharePoint Server provides a single platform (and investment) to provide a solution that crosses many ECM functions. If necessary, an existing or new deeper point solution can be implemented on top of SharePoint to provide a specific need – but it is still a cost effective alternative to purchasing, implementing, and integrating multiple point solutions with each other.

Rich Partner Ecosystem

There are thousands of Solution Integrators (SIs) and hundreds of Independent Software Vendors (ISVs) that are part of the SharePoint Server partner network – that provide interfaces for their own specialized solutions, or provide interfaces for larger ECM solutions providers to connect to SharePoint Server and leverage its full ECM platform.

Businesses benefit from this broad ecosystem of partners by implementing the broad participation features and management controls of SharePoint Server, and leveraging a specialized partner solution for a specific business need instead of buying all the separate systems required to make up a full ECM solution.

Increased IT & Developer Effectiveness

Businesses can reduce internal development costs by using the comprehensive out-of-the-box components of SharePoint Server, such as built-in integration with the Office and by using the Microsoft® .NET Framework object models to reduce learning curves and development time. In many cases, SharePoint Server sites and features can be managed by end users on their own, without having to contact IT, thus saving time and cost of IT services.

SharePoint Server also integrates with legacy systems with fewer difficulties. Interoperability through the SharePoint Server Business Connectivity Services provides a standardized method of accessing, displaying, and editing content in legacy systems.

A Single Platform is Cost Effective and Easier to Manage

Organizations can reduce IT costs and complexity by consolidating multiple product investments into a single infrastructure, by reducing infrastructure and support costs, and by getting all your enterprise solutions under a single product license.

With SharePoint Server, Microsoft has clarified its Platform ECM strategy with the balanced set of end user information management access as well as comprehensive compliance management and governance tools.

Additional Resources

Microsoft® SharePoint® Server 2010 delivers a cost-effective, valuable and leading Enterprise Content Management solution that provides equal value for users corporate-wide and corporate control. Microsoft SharePoint Server 2010 ECM can be integrated within existing processes, applications and documents to provide content management tools everywhere for everyone. Risk and compliance requirements are upheld with secure and easy-to-use management. SharePoint Server 2010 integrates with existing systems with little effort to reduce deployment and integration costs. For more information about SharePoint Server's user-centric platform, flexibility and control, and cost effectiveness visit www.microsoft.com/sharepoint or the following resources.

For More Information

- Office 2010 home: www.microsoft.com/office/2010
- SharePoint Server 2010 home: office.microsoft.com/en-us/SharePoint 2010server/HA102063591033.aspx
- SharePoint ECM home: sharepoint.microsoft.com/product/capabilities/ecm/Pages/default.aspx
- Microsoft's ECM Team Blog: blogs.msdn.com/ecm/
- ECM resources on MSDN: msdn.microsoft.com/en-us/office/bb402966.aspx
- ECM Resources on TechNet:
    - Document Management: technet.microsoft.com/en-us/office/sharepointserver/bb736208.aspx
    - Records Management: technet.microsoft.com/en-us/office/sharepointserver/bb736213.aspx
    - Web Content Management: technet.microsoft.com/en-us/office/sharepointserver/bb736213.aspx
- AIIM.org's article, "What is ECM" www.aiim.org/What-is-ECM-Enterprise-Content-Management.aspx

Exchange Archiving Links

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- www.microsoft.com/exchange/2010/en/us/overview.aspx
- www.microsoft.com/windowsserver2008/en/us/fci.aspx

Sources for Figure 2 and Figure 7

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