EMC unveils its next-generation content delivery platform
EMC unveils its next-generation content delivery platform

Ovum view

Summary

EMC announced its next-generation content delivery platform at EMC World, held in Las Vegas, between May 3rd and 7th. Named Project Horizon, it provides a multi-tenant, mobile-first cloud environment, on which sit pairs of small applications and corresponding micro services, or “Tiles,” which expose individual content-centric functionalities that address very specific cases.

Departure from big ECM platform reflects the mood for smaller, more specific applications

Project Horizon is a big departure for EMC from the extensive ECM platform it has become associated with over the past few years. With one of the largest portfolios of ECM capabilities, its platform has often been criticized as being too complex and expensive to implement. By contrast, Project Horizon is built on Pivotal Cloud Foundry and will offer a choice of cloud deployments. The platform will also include a backwards-compatibility bridge to support Documentum-based solutions at a lower cost. The "Tiles" are designed to run either as standalone applications or to be integrated together to create solutions.

This is an important announcement for EMC. ECM vendors, after years of building up their ECM capabilities into large platforms to provide complete end-to-end information management systems, are now adopting a solutions strategy where they break their platforms down into more manageable chunks that address specific requirements, such as case management or web experience management. While EMC and other vendors have taken this approach with their existing portfolios, EMC's approach with Project Horizon is fundamentally different to anything that has been seen before.

Project Horizon has been designed to help enterprises drive their digital agendas. The marketplace will be managed by EMC and will include both EMC-built and partner-built apps and solutions. The first four "Tiles" to be announced are Project Jazz, a collaborative authoring and review app; Project Snap, for web and mobile capture; Project Shelf, which is team-based document collaboration; and Project Assent, which handles the collection and validation of data received from partners.

Ovum believes that this strategic change will serve EMC well in the long term, providing flexibility, cost-effectiveness, and simpler deployment, allowing organizations to add extra capabilities as needed.

Appendix

Further reading

The Fundamentals of Core Enterprise Content Management, IT0014-003003 (April 2015)
The Fundamentals of Extended Enterprise Content Management, IT0014-003002 (April 2015)
2015 Trends to Watch: Enterprise Content Management, IT0014-002941 (September 2014)
EMC unveils its next-generation content delivery platform

Author

Sue Clarke, Senior Analyst, IT – Information Management
sue.clarke@ovum.com

Ovum Consulting

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum’s consulting team may be able to help you. For more information about Ovum’s consulting capabilities, please contact us directly at consulting@ovum.com.

Copyright notice and disclaimer

The contents of this product are protected by international copyright laws, database rights and other intellectual property rights. The owner of these rights is Informa Telecoms and Media Limited, our affiliates or other third party licensors. All product and company names and logos contained within or appearing on this product are the trademarks, service marks or trading names of their respective owners, including Informa Telecoms and Media Limited. This product may not be copied, reproduced, distributed or transmitted in any form or by any means without the prior permission of Informa Telecoms and Media Limited.

Whilst reasonable efforts have been made to ensure that the information and content of this product was correct as at the date of first publication, neither Informa Telecoms and Media Limited nor any person engaged or employed by Informa Telecoms and Media Limited accepts any liability for any errors, omissions or other inaccuracies. Readers should independently verify any facts and figures as no liability can be accepted in this regard – readers assume full responsibility and risk accordingly for their use of such information and content.

Any views and/or opinions expressed in this product by individual authors or contributors are their personal views and/or opinions and do not necessarily reflect the views and/or opinions of Informa Telecoms and Media Limited.