

State Super Financial Services

Streamlining the creation, management, and delivery of content

Business profile

Customer name

State Super Financial Services

Industry

Banking and financial services

Business application

Knowledge management, intranet, Internet, portals

EMC Documentum products

Documentum enterprise content management platform, Web Publisher, Content Server, Administrator

Business overview

State Super Financial Services (SSFS) is one of Australia's leading financial planning organisations with more than \$3.4 billion in funds under advice. It has 13 offices with 250 employees throughout NSW and the ACT.

According to SSFS General Manager IT, Geoff Purcell, the company has grown rapidly over the past few years, with communications increasingly becoming a challenge. "We needed to find a knowledge management solution so that every SSFS employee received the same information and the same clear messages, and had easy access to a central repository of company knowledge. Also, our future goal is to make our intranet/Internet the sole IT delivery vehicle for us internally and externally," Mr. Purcell said.

"With a long-term approach to enterprise content management, we specifically chose the EMC Documentum platform because it could work within our existing framework and accommodate growth and future deployment without compromising performance. Particularly critical was our current need to publish in HTML, and the ability to publish and store content in XML in the future," Purcell continued. "The EMC Documentum solution not only facilitated communication across the organisation, it also complied with our Java/J2EE-based technology environment and integrated into our n-Tier architecture (web, application, and database servers) effectively."

Challenges

EMC Documentum was initially enlisted to power SSFS's intranet through a browser-based interface that allowed SSFS's non-technical employees to easily create, manage, and publish content for multiple business units.

As SSFS's understanding evolved, it realized that the EMC Documentum® solution was able to address a much broader range of content management issues. The Documentum Content Server, which acts as the repository for SSFS's information, enabled the organisation to reduce the duplication of information by adapting the source material into many different formats including traditional documents created with desktop applications, HTML, and XML, as well as images, graphics, multimedia, and other types of rich media.

It also enabled SSFS to leverage content for other uses such as web content management, corporate portals, inter-enterprise collaboration, digital asset management, and e-business applications.

"If a financial planner, for example, wants to get up to speed on the latest investment returns or market performance, all they need to do is go to the investments area at the site and download everything that we have on those subjects," Purcell said.

EMC Documentum solution

SSFS implemented the EMC Documentum Administrator tool and appointed a content administrator in each of its business units. Now each business unit works closely with the administrator to make sure the right information is deposited and updated in the right areas of the intranet.

“It was important for us to have a solution where business units could make changes independently without having to go to the IT department,” Purcell said. “This way our administrators monitor, administer, configure, and maintain the information repositories on behalf of all our offices. This simplified the content processing and allowed us to retain control of the quality of the publishing process.”



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Geoff Purcell, General Manager IT, State Super Financial Services

Summary

Purcell said the EMC Documentum solution was configured within budget and schedule. SSFS purchased the solution in July 2002, with the first release rolled out in December 2002. The project is ongoing and continually evolving.

“By appointing content administrators we freed up key resources of their time previously spent on content-related activities. This work is now simply passed to the administrators,” he said. “Time to market has been reduced dramatically as information is dealt with on an on-demand basis by the business units concerned, rather than being held up in our IT department. And, while we haven’t measured the impact of being able to reuse content in our business, I am sure that we have made savings by reducing the duplication of information.”

“Now we are looking at other projects, such as the automation and capturing of paper-based transactions in our funds management business through Documentum. The repository will be used to store images and to cross-reference these images to the associated financial transactions on all types of investment information online, in real time,” Mr. Purcell said.

About Documentum software from EMC

Documentum software from EMC Corporation includes enterprise content management solutions that enable organizations to unite teams, content, and associated business processes. With a single platform, EMC Documentum software enables people to collaboratively create, manage, deliver, and archive the content that drives business operations, from documents and discussions to e-mail, web pages, records, and rich media. The Documentum enterprise content management platform makes it possible for companies to distribute all of this content in multiple languages, across internal and external systems, applications, and user communities. As a result of deploying Documentum, thousands of the world’s most successful organizations are harnessing corporate knowledge, accelerating time to market, increasing customer satisfaction, enhancing supply chain efficiencies, reducing operating costs, and improving their overall competitive advantage.

For more information about Documentum enterprise content management, visit www.documentum.com.au, e-mail info_au@emc.com, or call + 61 3 8602 8100.



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