

Ford Motor Company



Improving Customer Satisfaction Through Global Content Management

"At Ford, customer satisfaction is our number one goal. How and what we communicate internally and externally is inextricably linked to that goal. We believe that the Internet is one of our most important means of exchanging information between employees, customers, dealers, suppliers, and trading partners. Trusted content is at the heart of every such e-interaction. Effective enterprise content management is imperative in order to provide accurate, consistent, and up-to-date content via our hundreds of intranet Web sites, intranet business portals, and business-to-consumer and business-to-business sites."

*Steven Scheerhorn
Manager of Knowledge Workplace Infrastructure, Ford*

business...

Ford Motor Company (NYSE: F) is the world's second largest manufacturer of cars and trucks, with operations in more than 40 countries, 114 manufacturing plants, and more than 350,000 employees. Major brands include Ford, Volvo, Mazda, Mercury, Jaguar, Lincoln, Land Rover, Aston Martin, and, in the Automotive Consumer Services Group, Ford Credit, Quality Care, Kwik Fit, Think Mobility, and Hertz. Company revenue in 2000 was \$181 billion.

challenges...

- Help improve product quality and customer satisfaction by ensuring that content published by widely dispersed contributors to the hundreds of Ford internal and external Web sites is current and accurate.
- Build and reinforce long-term relationships with customers, suppliers, and trading partners by providing easy access to consistent trusted information.
- Ensure compliance with Ford's legal requirements and ISO certification process relating to documents.
- Capture the company's intellectual capital and business processes to maximize reuse and encourage best practices.

solution... • **Implement Documentum 4i eBusiness Platform for global enterprise content management. Implement corporate portal based on Plumtree and Documentum technology.**

- Provides a common infrastructure, which complies with the company's legal and security requirements, for easier capture, searching, retrieving, and exchanging of information throughout the enterprise.
- Centralizes content management, yet allows for multiple, distributed instances of Documentum 4i-based applications to support a high-availability environment.
- Enables suppliers and dealers to access and add content to the Documentum repository.
- Manages content for customer and dealer Web sites.

benefits... • **Gain greater control of information.**

Documentum 4i™ eBusiness Platform is the foundation for Ford's Enterprise Document Repository (EDR), the central content repository for the corporation's unstructured documents. Automating content workflow and lifecycle processes ensures compliance with strict corporate records management policies and ISO procedures.

• **Streamline business processes.**

For example, Ford is deploying an application built on Documentum 4i that enables engineering to submit designs online that are automatically routed to marketing to speed collateral development.

• **Access information more easily.**

Using Documentum 4i to provide a common content framework with built-in mechanisms for tagging Ford standard metadata will greatly enhance the ability to find specific information quickly. When Ford's new corporate portal is integrated with Documentum 4i and an Ultraseek search engine, any of Ford's employees with intranet access will be able to search registered Web sites, the EDR, or both.

• **Facilitate collaboration.**

Every team or activity within Ford has the ability to create and publish its content to applications or Web sites. Making the site available in the business-to-business environment provides Ford's business partners with the same information. Documentum 4i ensures that the content received is consistent and can be trusted.



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